

YouGov / The Big Deal

Energy

Sample Size: 2175 GB Adults
Fieldwork: 6th - 9th February 2015

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

In much the same way as you can use a comparison website to compare prices on insurance, financial products, and different TV and broadband offers, there are also comparison websites which compare the costs of your energy bills (e.g. gas and electricity), for example Compare the Market, uSwitch, GoCompare etc. These are also known as 'energy switching sites'. The way that energy switching sites tend to operate, is that energy companies enter into commercial contracts with these websites whereby they pay a commission fee to the energy switching site for each person who switches energy tariff on that website.

Were you aware or unaware that energy switching sites make money in this way?

Unweighted base	2175	1042	1133	228	281	376	485	805	1200	975	531	315	185	290	466	1787	124	264
Base: All GB adults	2175	1044	1131	261	339	399	415	761	1196	979	535	357	209	278	498	1877	109	189
Aware	70%	77%	63%	57%	68%	72%	73%	71%	72%	68%	68%	73%	72%	67%	72%	70%	66%	69%
Unaware	30%	23%	37%	43%	32%	28%	27%	29%	28%	32%	33%	27%	28%	33%	28%	30%	34%	31%

To what extent do you agree or disagree with the statement:

Energy switching sites should automatically ensure every user sees the lowest priced tariffs whether they receive a commission fee from the supplier or not

Unweighted base	2175	1042	1133	228	281	376	485	805	1200	975	531	315	185	290	466	1787	124	264
Base: All GB adults	2175	1044	1131	261	339	399	415	761	1196	979	535	357	209	278	498	1877	109	189
Agree	86%	86%	85%	76%	82%	85%	89%	89%	87%	83%	86%	88%	88%	78%	86%	85%	89%	86%
Disagree	3%	4%	3%	6%	5%	3%	3%	2%	3%	4%	4%	3%	3%	6%	3%	4%	2%	2%
Neither agree or disagree	11%	10%	12%	18%	13%	12%	9%	9%	10%	12%	11%	9%	10%	16%	11%	11%	9%	12%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

Currently energy switching sites do not publish how much they charge energy companies in commission. Some people argue that commission fees are private between the energy company and the energy switching site and should not be published. Others say that consumers have the right to know how much commissions are and this should be transparent and published.

To what extent do you think it is a good or a bad idea that energy switching sites should clearly publish how much money they make in commission per switch from each energy provider?

Unweighted base	2175	1042	1133	228	281	376	485	805	1200	975	531	315	185	290	466	1787	124	264
Base: All GB adults	2175	1044	1131	261	339	399	415	761	1196	979	535	357	209	278	498	1877	109	189
Good idea	70%	69%	72%	59%	54%	68%	73%	81%	71%	69%	70%	71%	69%	66%	69%	69%	73%	77%
Bad idea	4%	6%	2%	8%	7%	3%	3%	2%	4%	4%	3%	7%	4%	4%	3%	4%	4%	2%
Neither a good or bad idea	26%	26%	26%	33%	39%	29%	25%	17%	24%	28%	27%	22%	27%	30%	27%	27%	23%	21%

To what extent would you consider energy switching sites to be trustworthy or untrustworthy with regards to providing you with impartial information about current energy deals that may be available to you?

Unweighted base	2175	1042	1133	228	281	376	485	805	1200	975	531	315	185	290	466	1787	124	264
Base: All GB adults	2175	1044	1131	261	339	399	415	761	1196	979	535	357	209	278	498	1877	109	189
Trustworthy	22%	26%	17%	28%	26%	26%	20%	16%	25%	17%	24%	22%	20%	19%	23%	22%	17%	18%
Not trustworthy	42%	43%	40%	33%	32%	36%	44%	51%	41%	43%	37%	44%	42%	41%	43%	41%	49%	45%
Don't know	37%	30%	42%	39%	42%	39%	36%	33%	34%	40%	39%	34%	38%	40%	34%	37%	34%	37%