

Energy Companies Survey
ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 1
Q.1 How positively or negatively do you feel about each of the following types of companies?

Summary**Base: All respondents**

	Type of Company										
	Alcoholic drinks companies	Banks/ financial services companies	Energy companies	Airport operators	Short-term loan providers	Insurers	Oil/ petroleum companies	Pharmaceutical companies	Supermarkets	Tobacco companies	Food manufacturers
Unweighted base	2056	2056	2056	2056	2056	2056	2056	2056	2056	2056	2056
Weighted base	2056	2056	2056	2056	2056	2056	2056	2056	2056	2056	2056
0-10	220 11%	386 19%	700 34%	179 9%	1303 63%	338 16%	455 22%	201 10%	79 4%	938 46%	89 4%
11-20	135 7%	219 11%	275 13%	136 7%	213 10%	204 10%	264 13%	158 8%	83 4%	201 10%	86 4%
21-30	159 8%	221 11%	267 13%	162 8%	147 7%	267 13%	222 11%	156 8%	97 5%	157 8%	136 7%
31-40	185 9%	240 12%	176 9%	216 11%	96 5%	280 14%	281 14%	179 9%	163 8%	138 7%	177 9%
41-50	432 21%	329 16%	275 13%	426 21%	118 6%	351 17%	347 17%	369 18%	298 14%	263 13%	378 18%
51-60	316 15%	265 13%	151 7%	335 16%	74 4%	269 13%	231 11%	329 16%	344 17%	146 7%	375 18%
61-70	270 13%	169 8%	111 5%	262 13%	56 3%	164 8%	125 6%	297 14%	376 18%	85 4%	319 16%
71-80	199 10%	129 6%	49 2%	199 10%	22 1%	96 5%	87 4%	207 10%	314 15%	63 3%	297 14%
81-90	90 4%	64 3%	38 2%	100 5%	16 1%	62 3%	32 2%	106 5%	196 10%	34 2%	123 6%
91-100	51 2%	35 2%	15 1%	42 2%	11 1%	25 1%	12 1%	53 3%	107 5%	30 1%	76 4%
Mean	48.00	38.97	28.19	48.55	15.66	38.93	34.45	48.83	58.55	25.59	54.95
Standard deviation	24.07	24.79	23.50	22.90	20.82	23.43	23.13	24.12	22.20	25.74	21.59
Standard error	0.53	0.55	0.52	0.50	0.46	0.52	0.51	0.53	0.49	0.57	0.48

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Table 2

Q.1 How positively or negatively do you feel about each of the following types of companies?

Alcoholic drinks companies

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Engaged Britons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	220 11%	19 11%	85 8%	135 13%	38 16%	35 10%	42 12%	30 8%	24 8%	52 12%	53 10%	54 10%	49 11%	63 13%	22 12%	8 10%	23 10%	16 9%	18 10%	15 11%	11 11%	16 8%	40 15%	27 9%	23 12%	30 11%	70 8%
11-20	135 7%	10 6%	61 6%	74 7%	14 6%	25 7%	22 6%	28 8%	18 6%	28 6%	30 6%	39 7%	27 6%	38 8%	9 5%	8 10%	13 6%	8 4%	15 8%	11 7%	6 6%	14 7%	18 7%	20 7%	13 7%	22 8%	53 6%
21-30	159 8%	7 4%	75 7%	84 8%	9 4%	31 9%	19 5%	33 9%	28 9%	38 9%	44 8%	39 7%	35 8%	40 8%	14 8%	15 19%	10 4%	13 7%	16 9%	9 7%	3 3%	17 8%	24 9%	26 9%	12 7%	26 9%	58 7%
31-40	185 9%	9 5%	75 7%	110 10%	18 8%	20 6%	33 9%	29 8%	38 13%	47 10%	52 9%	45 8%	43 10%	43 9%	19 10%	4 5%	23 10%	18 10%	13 7%	16 11%	18 17%	18 9%	16 6%	21 7%	18 10%	20 7%	81 9%
41-50	432 21%	31 18%	199 20%	233 22%	44 18%	64 19%	72 21%	85 23%	69 22%	98 22%	121 22%	112 20%	92 21%	107 22%	40 22%	15 18%	49 21%	40 22%	41 22%	32 22%	18 18%	57 28%	50 19%	54 19%	36 19%	66 23%	167 19%
51-60	316 15%	36 21%	162 16%	154 15%	37 15%	45 13%	53 15%	68 19%	37 12%	76 17%	95 17%	85 15%	71 16%	66 13%	33 18%	10 13%	40 18%	22 12%	25 13%	22 15%	12 12%	28 14%	44 16%	54 19%	26 14%	35 12%	151 17%
61-70	270 13%	19 11%	134 13%	136 13%	34 14%	52 15%	51 15%	40 11%	37 12%	57 13%	75 14%	86 15%	41 9%	67 14%	26 14%	4 5%	37 16%	34 19%	20 11%	16 11%	13 13%	24 12%	32 12%	39 14%	25 14%	41 14%	106 12%
71-80	199 10%	19 11%	129 13%	70 7%	30 12%	51 15%	35 10%	29 8%	31 10%	23 5%	48 9%	67 12%	54 12%	30 12%	11 6%	12 15%	21 9%	25 14%	20 11%	12 8%	9 9%	23 11%	25 9%	27 9%	14 7%	35 12%	106 12%
81-90	90 4%	8 5%	53 5%	37 4%	11 5%	15 4%	11 3%	17 5%	13 4%	22 5%	17 3%	27 5%	20 4%	26 5%	9 5%	5 6%	9 4%	6 3%	8 4%	6 4%	5 5%	6 3%	10 4%	11 4%	15 8%	9 3%	42 5%
91-100	51 2%	16 9%	36 4%	15 1%	8 3%	9 3%	9 3%	7 2%	11 4%	7 2%	15 3%	14 2%	14 3%	9 2%	2 1%	-	2 1%	4 2%	9 5%	4 3%	7 7%	2 1%	9 3%	8 3%	4 2%	4 1%	29 3%
Mean	48.00	52.48	51.32	44.82	47.97	49.77	47.89	48.15	49.10	45.88	48.35	49.71	48.02	45.61	46.82	44.05	48.58	50.83	48.76	46.92	50.00	48.06	46.07	48.59	48.22	47.55	50.81
Standard deviation	24.07	25.81	24.06	23.65	26.95	24.94	24.10	22.84	23.06	23.30	22.82	24.18	24.75	24.54	23.25	24.77	22.96	23.16	24.72	23.92	26.28	21.73	25.88	24.07	24.78	23.96	23.59
Standard error	0.53	1.99	0.79	0.70	1.82	1.47	1.28	1.14	1.26	1.09	0.92	0.99	1.34	1.10	1.69	2.86	1.46	1.61	1.80	1.93	2.64	1.58	1.69	1.44	1.79	1.43	0.84

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Table 3

Q.1 How positively or negatively do you feel about each of the following types of companies?

Banks/ financial services companies

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Eng- aged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	386	34	206	180	35	55	70	86	61	78	98	101	88	99	44	15	38	24	35	33	25	34	38	59	40	61	147
	19%	20%	20%	17%	15%	16%	20%	23%	20%	18%	18%	18%	20%	20%	24%	18%	17%	13%	19%	23%	24%	17%	14%	21%	22%	21%	17%
11-20	219	9	113	106	25	28	35	44	38	49	64	53	59	43	23	14	31	21	20	14	5	15	32	27	17	30	100
	11%	5%	11%	10%	10%	8%	10%	12%	13%	11%	12%	9%	13%	9%	13%	17%	14%	11%	11%	9%	5%	8%	12%	9%	9%	10%	12%
21-30	221	10	113	108	16	34	45	42	35	49	61	61	45	55	14	10	19	17	17	19	9	33	33	36	14	32	95
	11%	6%	11%	10%	7%	10%	13%	11%	11%	11%	11%	11%	10%	11%	7%	12%	8%	9%	9%	13%	9%	16%	12%	12%	8%	11%	11%
31-40	240	25	117	122	21	42	43	45	42	46	61	74	55	50	16	11	28	30	25	18	16	19	29	29	19	40	105
	12%	15%	12%	12%	9%	12%	13%	12%	14%	10%	11%	13%	12%	10%	9%	13%	12%	16%	14%	12%	15%	9%	11%	10%	10%	14%	12%
41-50	329	24	145	184	43	51	57	55	41	82	91	85	69	85	34	16	38	28	26	17	14	42	41	42	32	44	134
	16%	14%	14%	18%	18%	15%	16%	15%	13%	18%	17%	15%	15%	17%	18%	19%	17%	15%	14%	12%	14%	20%	15%	14%	17%	15%	16%
51-60	265	22	114	151	43	42	34	52	43	50	62	75	61	66	21	7	25	28	24	24	13	29	24	41	28	25	121
	13%	13%	11%	14%	18%	12%	10%	14%	14%	11%	11%	13%	14%	13%	11%	9%	11%	15%	13%	17%	12%	14%	9%	14%	15%	9%	14%
61-70	169	20	91	77	29	40	27	15	21	36	57	51	30	31	14	3	19	15	14	10	10	10	34	28	11	22	70
	8%	11%	9%	7%	12%	12%	8%	4%	7%	8%	10%	9%	7%	6%	8%	4%	9%	8%	8%	7%	9%	5%	13%	10%	6%	8%	8%
71-80	129	12	66	63	14	33	23	14	11	34	29	40	30	30	9	4	17	18	16	3	7	11	17	19	7	21	50
	6%	7%	7%	6%	6%	9%	7%	4%	4%	8%	5%	7%	7%	6%	5%	5%	8%	10%	9%	2%	7%	5%	6%	7%	4%	7%	6%
81-90	64	9	27	37	11	14	9	9	8	13	19	21	8	16	7	3	4	2	8	6	3	10	10	4	9	5	30
	3%	5%	3%	4%	5%	4%	3%	2%	3%	3%	3%	4%	2%	3%	4%	3%	2%	1%	4%	4%	2%	5%	4%	2%	5%	2%	3%
91-100	35	7	15	20	6	7	3	6	4	10	9	9	2	14	2	-	6	3	1	1	2	1	10	3	6	8	11
	2%	4%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	3%	1%	-	3%	2%	*	*	1%	1%	4%	1%	3%	3%	1%
Mean	38.97	43.55	37.90	40.00	44.27	42.90	37.22	34.68	36.05	39.89	39.38	40.17	36.72	39.17	36.49	34.00	39.07	40.98	39.85	35.85	38.65	39.77	41.71	38.33	39.38	37.74	39.19
Standard deviation	24.79	26.64	25.07	24.48	25.24	25.07	24.33	23.90	23.90	25.09	24.54	24.82	23.87	25.77	25.15	22.61	25.36	23.45	25.03	24.03	25.44	24.03	25.31	24.67	25.97	25.23	24.20
Standard error	0.55	2.06	0.82	0.73	1.71	1.48	1.29	1.20	1.31	1.17	0.99	1.01	1.30	1.15	1.83	2.61	1.61	1.63	1.83	1.94	2.56	1.74	1.65	1.48	1.87	1.50	0.86

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 4

Q.1 How positively or negatively do you feel about each of the following types of companies?

Energy companies

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Engaged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	700	39	367	333	51	85	137	148	128	151	174	182	176	168	65	40	80	68	54	50	38	63	77	103	61	103	279
	34%	23%	36%	32%	21%	25%	40%	40%	42%	34%	32%	32%	39%	34%	35%	48%	35%	37%	29%	35%	37%	31%	29%	36%	33%	36%	32%
11-20	275	18	124	151	32	39	40	56	44	64	77	69	58	71	30	7	36	23	21	14	33	26	40	24	29	130	
	13%	10%	12%	14%	13%	11%	11%	15%	14%	14%	14%	12%	13%	14%	16%	9%	16%	13%	11%	15%	13%	16%	10%	14%	13%	10%	15%
21-30	267	15	122	145	19	33	55	52	40	68	79	78	56	54	25	9	24	24	27	18	12	32	37	34	24	38	115
	13%	9%	12%	14%	8%	10%	16%	14%	13%	15%	14%	14%	12%	11%	13%	12%	11%	13%	15%	13%	12%	16%	14%	12%	13%	13%	13%
31-40	176	18	81	95	10	34	28	26	31	46	55	46	35	40	12	7	23	14	17	15	9	23	20	22	16	30	62
	9%	10%	8%	9%	4%	10%	8%	7%	10%	10%	10%	8%	8%	8%	6%	8%	10%	8%	9%	10%	8%	11%	7%	8%	8%	11%	7%
41-50	275	16	120	155	54	52	41	40	32	56	72	77	55	71	29	9	31	19	24	14	12	29	42	38	28	30	127
	13%	9%	12%	15%	22%	15%	12%	11%	11%	12%	13%	14%	12%	14%	16%	11%	14%	11%	13%	10%	12%	14%	16%	13%	15%	10%	15%
51-60	151	21	72	80	31	35	14	23	15	33	43	42	27	38	11	4	12	9	17	15	10	10	21	23	19	23	60
	7%	12%	7%	8%	13%	10%	4%	6%	5%	7%	8%	7%	6%	8%	6%	5%	5%	5%	9%	11%	10%	5%	8%	8%	10%	8%	7%
61-70	111	21	65	46	25	32	16	13	8	17	22	39	21	30	4	3	12	14	14	6	4	9	26	14	3	15	45
	5%	12%	6%	4%	10%	9%	5%	4%	3%	4%	4%	7%	5%	6%	2%	4%	5%	7%	8%	4%	4%	5%	10%	5%	2%	5%	5%
71-80	49	9	32	17	11	12	9	6	5	6	13	21	8	7	4	3	2	4	5	2	2	5	10	7	5	9	22
	2%	5%	3%	2%	5%	3%	3%	2%	2%	1%	3%	4%	2%	1%	2%	3%	1%	2%	3%	2%	2%	3%	4%	2%	3%	3%	3%
81-90	38	13	17	20	7	16	4	1	4	6	10	11	8	9	4	-	5	3	6	2	2	-	5	6	5	7	17
	2%	7%	2%	2%	3%	5%	1%	*	1%	1%	2%	2%	2%	2%	2%	-	2%	2%	3%	1%	2%	-	2%	2%	3%	2%	2%
91-100	15	3	8	7	3	8	2	1	-	-	5	5	3	2	1	-	1	5	-	-	1	1	4	1	1	5	6
	1%	2%	1%	1%	1%	2%	1%	*	-	-	1%	1%	1%	*	*	-	1%	3%	-	-	1%	*	2%	*	*	2%	1%
Mean	28.19	39.90	28.11	28.26	38.46	36.25	25.23	23.02	22.73	26.59	28.66	30.04	25.59	27.87	26.26	22.15	26.42	28.24	31.10	26.53	27.35	26.91	33.09	27.52	29.14	28.95	28.57
Standard deviation	23.50	27.68	24.26	22.77	25.40	26.20	22.46	20.81	20.82	21.45	22.65	24.56	23.25	23.27	22.89	21.59	22.91	25.85	24.33	22.56	24.01	20.83	24.85	23.35	22.88	24.84	23.26
Standard error	0.52	2.14	0.80	0.68	1.72	1.54	1.19	1.04	1.14	1.00	0.91	1.00	1.26	1.04	1.66	2.49	1.45	1.80	1.77	1.82	2.41	1.51	1.62	1.40	1.65	1.48	0.83

Energy Companies Survey

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Absolutes/col percents

Table 5

Q.1 How positively or negatively do you feel about each of the following types of companies?

Airport operators

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Eng- aged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	179 9%	6 3%	84 8%	95 9%	17 7%	32 9%	29 8%	42 12%	28 9%	31 7%	37 7%	45 8%	48 11%	49 10%	14 8%	7 9%	21 9%	12 7%	19 11%	11 8%	10 10%	15 7%	27 10%	26 9%	16 9%	25 9%	69 8%
11-20	136 7%	11 6%	74 7%	62 6%	9 4%	17 5%	28 8%	24 7%	16 5%	41 9%	37 7%	30 5%	34 8%	35 7%	11 6%	11 4%	10 4%	7 4%	11 6%	10 7%	11 10%	16 8%	20 7%	19 7%	11 6%	18 6%	59 7%
21-30	162 8%	10 6%	78 8%	84 8%	11 5%	24 7%	23 7%	34 9%	28 9%	42 9%	47 8%	46 8%	30 7%	40 8%	12 7%	5 6%	17 8%	13 7%	16 9%	13 9%	6 6%	25 12%	18 7%	24 8%	13 7%	23 8%	65 8%
31-40	216 11%	18 10%	114 11%	102 10%	18 7%	31 9%	41 12%	36 10%	38 13%	52 12%	59 11%	46 8%	52 12%	59 12%	18 9%	12 14%	31 14%	15 8%	18 10%	14 10%	11 11%	25 12%	24 9%	31 11%	17 9%	26 9%	88 10%
41-50	426 21%	31 18%	192 19%	234 22%	55 22%	81 23%	74 21%	64 18%	64 21%	88 20%	118 21%	117 21%	94 21%	97 20%	39 21%	11 13%	41 18%	36 19%	34 18%	30 21%	21 20%	52 25%	51 19%	69 24%	42 23%	52 18%	175 20%
51-60	335 16%	28 16%	164 16%	170 16%	53 22%	50 14%	43 12%	71 19%	44 14%	75 17%	93 17%	102 18%	62 14%	77 16%	30 16%	12 14%	40 18%	30 16%	30 16%	26 18%	16 16%	32 16%	36 14%	47 16%	34 18%	60 21%	137 16%
61-70	262 13%	22 13%	131 13%	130 12%	36 15%	38 11%	52 15%	45 12%	40 13%	50 11%	72 13%	86 15%	57 13%	47 10%	28 15%	10 12%	26 12%	36 20%	23 12%	20 14%	6 6%	21 10%	43 16%	23 8%	25 14%	38 13%	119 14%
71-80	199 10%	26 15%	92 9%	107 10%	27 11%	44 13%	30 9%	27 7%	26 9%	45 10%	58 10%	53 9%	42 9%	47 10%	19 10%	8 10%	23 10%	26 14%	19 10%	10 7%	12 12%	10 5%	28 11%	29 10%	13 7%	21 7%	86 10%
81-90	100 5%	11 6%	56 6%	44 4%	13 5%	20 6%	19 6%	18 5%	12 4%	17 4%	20 4%	32 6%	23 5%	24 5%	7 4%	5 6%	13 6%	7 4%	13 7%	7 5%	5 5%	7 4%	11 4%	13 5%	10 6%	19 6%	48 6%
91-100	42 2%	11 7%	22 2%	20 2%	5 2%	11 3%	7 2%	5 1%	8 3%	6 1%	9 2%	13 2%	7 2%	13 3%	6 3%	1 1%	4 2%	2 1%	2 1%	4 3%	4 4%	2 1%	8 3%	5 2%	3 2%	6 2%	17 2%
Mean	48.55	55.11	48.75	48.36	52.47	50.24	48.66	46.43	47.95	47.18	49.04	50.21	47.15	47.38	50.46	46.29	49.39	52.47	48.43	48.67	46.78	44.68	49.06	47.24	49.36	49.23	49.56
Standard deviation	22.90	22.34	23.30	22.51	21.26	23.52	23.33	23.21	22.80	22.51	21.69	22.39	23.92	23.76	22.56	24.86	23.43	20.85	23.83	22.59	25.41	20.37	23.83	23.11	22.02	22.89	22.73
Standard error	0.50	1.72	0.76	0.67	1.44	1.39	1.23	1.16	1.25	1.05	0.87	0.91	1.30	1.06	1.64	2.87	1.48	1.45	1.74	1.82	2.55	1.48	1.55	1.39	1.59	1.37	0.81

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 6

Q.1 How positively or negatively do you feel about each of the following types of companies?

Short-term loan providers

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Eng- aged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	1303	69	617	686	114	164	202	239	231	354	352	361	276	314	132	61	139	117	112	98	70	142	135	180	118	158	503
	63%	40%	61%	65%	47%	47%	58%	65%	76%	79%	64%	63%	62%	64%	71%	74%	62%	63%	61%	68%	68%	69%	50%	62%	64%	55%	58%
11-20	213	14	96	117	18	31	46	43	30	44	56	64	49	44	18	5	30	25	18	13	8	20	32	26	19	31	98
	10%	8%	9%	11%	7%	9%	13%	12%	10%	10%	10%	11%	11%	9%	10%	6%	13%	14%	10%	9%	7%	10%	12%	9%	10%	11%	11%
21-30	147	13	80	67	27	30	28	26	15	21	40	31	41	35	8	2	20	8	18	9	4	13	30	19	16	24	66
	7%	7%	8%	6%	11%	9%	8%	7%	5%	5%	7%	6%	9%	7%	4%	2%	9%	4%	10%	6%	4%	6%	11%	7%	8%	8%	8%
31-40	96	6	42	54	13	28	16	14	10	15	23	28	25	20	6	3	11	8	6	8	6	9	10	22	8	19	42
	5%	3%	4%	5%	5%	8%	5%	4%	3%	3%	4%	5%	6%	4%	3%	3%	5%	4%	3%	5%	6%	4%	4%	8%	4%	6%	5%
41-50	118	17	68	50	21	29	31	20	8	9	31	32	24	32	9	1	12	5	12	6	6	11	22	23	12	24	58
	6%	10%	7%	5%	9%	8%	9%	5%	3%	2%	6%	6%	5%	6%	5%	1%	5%	3%	6%	4%	6%	5%	8%	8%	6%	8%	7%
51-60	74	20	43	31	24	24	7	11	5	2	20	22	10	21	5	7	10	5	9	5	2	7	8	6	10	10	36
	4%	12%	4%	3%	10%	7%	2%	3%	2%	1%	4%	4%	2%	4%	3%	8%	4%	3%	5%	3%	2%	3%	3%	2%	5%	4%	4%
61-70	56	16	35	21	19	15	10	9	1	2	12	19	13	12	5	1	3	8	2	3	1	3	20	8	1	8	35
	3%	9%	3%	2%	8%	4%	3%	3%	*	*	2%	3%	3%	2%	3%	2%	1%	4%	1%	2%	1%	1%	8%	3%	1%	3%	4%
71-80	22	10	15	7	2	11	4	2	3	-	7	4	6	6	1	-	-	2	6	3	4	1	3	2	1	8	10
	1%	6%	1%	1%	1%	3%	1%	*	1%	-	1%	1%	1%	1%	*	-	-	1%	3%	2%	4%	1%	1%	1%	*	3%	1%
81-90	16	6	10	6	4	9	3	-	1	-	4	8	1	3	1	3	1	1	1	-	1	-	6	2	-	4	10
	1%	3%	1%	1%	2%	3%	1%	-	*	-	1%	1%	*	1%	*	4%	*	1%	*	-	1%	-	2%	1%	-	1%	1%
91-100	11	2	2	9	2	5	-	2	1	-	4	1	3	2	1	-	1	5	2	-	-	1	-	-	1	4	4
	1%	1%	*	1%	1%	2%	-	1%	*	-	1%	*	1%	*	*	-	1%	3%	1%	-	-	*	-	-	*	1%	1%
Mean	15.66	31.44	16.98	14.40	25.05	25.08	16.46	14.19	9.73	7.88	15.33	15.89	15.57	15.85	12.77	13.16	14.68	16.41	16.85	13.28	14.92	13.22	21.44	16.00	15.04	20.00	18.10
Standard deviation	20.82	28.75	21.76	19.80	25.57	26.25	19.99	19.21	15.21	11.51	20.67	21.20	20.41	20.96	18.95	22.72	18.49	24.50	21.49	19.04	21.75	17.59	24.02	19.94	18.85	24.29	22.10
Standard error	0.46	2.22	0.71	0.59	1.73	1.55	1.06	0.96	0.83	0.54	0.83	0.87	1.11	0.94	1.38	2.62	1.17	1.70	1.57	1.53	2.19	1.28	1.57	1.20	1.36	1.45	0.78

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 7

Q.1 How positively or negatively do you feel about each of the following types of companies?

Insurers

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Engaged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	338 16%	14 8%	164 16%	174 17%	46 19%	58 17%	52 15%	74 20%	55 18%	53 12%	74 13%	86 15%	82 18%	96 20%	26 14%	16 20%	35 16%	28 15%	31 17%	24 17%	27 26%	32 16%	38 14%	48 17%	32 17%	47 16%	140 16%
11-20	204 10%	15 8%	97 10%	108 10%	27 11%	33 10%	31 9%	38 10%	33 11%	43 10%	46 8%	53 9%	61 14%	44 9%	18 10%	9 11%	21 9%	20 11%	15 8%	16 11%	4 4%	27 13%	23 9%	29 10%	20 11%	33 11%	94 11%
21-30	267 13%	12 7%	132 13%	134 13%	27 11%	42 12%	46 13%	57 15%	41 13%	53 12%	78 14%	76 13%	50 11%	63 13%	28 15%	14 17%	20 9%	27 15%	26 14%	22 15%	10 10%	26 13%	29 11%	38 13%	27 14%	31 11%	114 13%
31-40	280 14%	21 12%	135 13%	144 14%	31 13%	48 14%	40 12%	47 13%	45 15%	68 15%	93 17%	60 11%	63 14%	64 13%	20 11%	13 16%	38 17%	28 15%	28 15%	16 11%	11 10%	27 13%	39 15%	41 14%	19 10%	38 13%	108 12%
41-50	351 17%	28 16%	161 16%	190 18%	35 14%	51 15%	77 22%	56 15%	43 14%	90 20%	96 18%	98 17%	72 16%	85 17%	32 17%	5 6%	41 18%	23 12%	37 20%	26 18%	21 20%	41 20%	41 15%	47 16%	37 20%	45 16%	150 17%
51-60	269 13%	27 16%	125 12%	144 14%	42 17%	51 15%	45 13%	46 13%	37 12%	48 11%	67 12%	75 13%	65 14%	62 13%	17 9%	8 10%	40 18%	26 14%	19 10%	22 15%	15 15%	27 13%	37 14%	35 12%	24 13%	43 15%	116 13%
61-70	164 8%	25 14%	92 9%	72 7%	21 9%	24 7%	27 8%	29 8%	21 7%	41 9%	53 10%	56 10%	28 6%	27 5%	21 11%	6 7%	15 7%	17 9%	11 6%	6 4%	9 8%	15 7%	28 10%	25 9%	12 6%	28 10%	70 8%
71-80	96 5%	14 8%	51 5%	45 4%	12 5%	14 4%	13 4%	14 4%	20 7%	23 5%	22 4%	37 6%	13 3%	24 5%	12 7%	3 4%	13 6%	9 5%	11 6%	6 4%	1 1%	6 3%	16 6%	12 4%	7 4%	11 4%	34 4%
81-90	62 3%	14 8%	38 4%	24 2%	2 1%	18 5%	11 3%	8 2%	5 1%	20 4%	16 3%	20 4%	11 3%	14 3%	8 4%	7 8%	1 1%	6 3%	4 2%	5 4%	3 2%	3 2%	12 4%	9 3%	4 2%	8 3%	32 4%
91-100	25 1%	5 3%	12 1%	13 1%	3 1%	7 2%	3 1%	- -	6 2%	8 2%	4 1%	9 2%	2 1%	10 2%	3 2%	- -	1 *	1 1%	2 1%	2 1%	3 3%	1 1%	5 2%	4 1%	3 2%	5 2%	5 1%
Mean	38.93	49.39	39.88	38.03	37.31	39.58	39.33	35.83	38.09	42.14	39.96	41.09	36.20	37.78	41.09	36.03	38.82	38.51	38.41	38.12	36.98	37.16	42.49	38.80	37.89	39.54	38.65
Standard deviation	23.43	24.31	24.11	22.74	23.42	24.73	22.53	22.86	23.83	22.97	21.99	24.20	22.77	24.42	24.89	25.80	22.22	22.89	23.21	23.49	25.56	21.50	24.15	23.37	22.74	23.90	23.23
Standard error	0.52	1.88	0.79	0.68	1.58	1.46	1.19	1.14	1.30	1.07	0.89	0.99	1.24	1.09	1.81	2.98	1.41	1.59	1.69	1.89	2.57	1.56	1.58	1.40	1.64	1.43	0.82

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 8

Q.1 How positively or negatively do you feel about each of the following types of companies?

Oil/ petroleum companies

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Eng- aged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	455 22%	25 15%	216 21%	240 23%	57 23%	67 19%	88 25%	107 29%	65 21%	72 16%	102 19%	108 25%	110 28%	135 22%	40 22%	25 31%	54 24%	37 20%	35 19%	39 27%	29 28%	48 23%	50 19%	56 19%	42 23%	64 22%	185 21%
11-20	264 13%	16 9%	120 12%	144 14%	26 11%	47 14%	47 14%	41 11%	50 16%	53 12%	65 12%	68 12%	72 16%	60 12%	23 12%	13 15%	30 13%	29 15%	24 13%	17 12%	12 11%	24 12%	29 11%	34 12%	31 17%	44 15%	107 12%
21-30	222 11%	7 4%	108 11%	113 11%	21 9%	34 10%	34 10%	42 12%	35 11%	55 12%	65 12%	64 11%	42 9%	51 10%	15 8%	4 5%	35 16%	24 13%	18 10%	17 12%	10 10%	27 13%	26 10%	27 9%	17 9%	28 10%	95 11%
31-40	281 14%	16 9%	132 13%	149 14%	26 11%	47 14%	42 12%	39 11%	51 17%	75 17%	81 15%	77 13%	59 13%	64 13%	24 13%	11 13%	28 12%	20 11%	32 17%	17 12%	17 17%	34 17%	32 12%	47 16%	18 10%	30 10%	123 14%
41-50	347 17%	33 19%	159 16%	187 18%	35 14%	62 18%	59 17%	64 17%	45 15%	81 18%	102 19%	94 16%	71 16%	80 16%	28 15%	13 15%	30 13%	25 13%	32 17%	28 19%	17 16%	41 20%	42 16%	51 18%	40 22%	54 19%	143 17%
51-60	231 11%	23 14%	118 12%	113 11%	43 18%	28 8%	37 11%	41 11%	24 8%	57 13%	66 12%	75 13%	43 10%	47 10%	20 11%	4 5%	28 12%	23 12%	14 8%	13 9%	6 6%	18 9%	33 12%	50 17%	23 13%	30 10%	90 10%
61-70	125 6%	23 13%	70 7%	55 5%	24 10%	25 7%	14 4%	16 4%	19 6%	27 6%	26 5%	45 8%	32 7%	21 4%	19 10%	5 6%	9 4%	17 9%	16 9%	7 5%	1 1%	6 3%	22 8%	14 5%	9 5%	21 7%	57 7%
71-80	87 4%	15 9%	56 6%	32 3%	11 5%	20 6%	14 4%	12 3%	11 4%	19 4%	27 5%	25 4%	15 3%	21 4%	11 6%	4 5%	11 5%	6 3%	8 5%	3 2%	9 9%	7 3%	20 7%	5 2%	3 1%	14 5%	35 4%
81-90	32 2%	9 5%	19 2%	12 1%	- -	10 3%	7 2%	4 1%	5 2%	6 1%	10 2%	11 2%	4 1%	6 1%	4 2%	3 4%	1 *	2 1%	3 2%	4 2%	1 1%	1 1%	6 2%	4 2%	2 1%	2 1%	19 2%
91-100	12 1%	6 4%	8 1%	3 *	1 1%	6 2%	3 1%	1 *	- -	- -	6 1%	3 *	- -	3 1%	1 *	- -	- -	3 2%	1 1%	- -	- -	- -	6 2%	1 *	- -	2 1%	7 1%
Mean	34.45	46.02	36.19	32.78	36.08	37.08	33.17	31.10	32.45	36.62	36.43	36.63	32.00	31.93	37.16	31.81	31.77	34.89	35.85	31.84	31.05	31.77	39.47	35.25	32.75	34.41	35.02
Standard deviation	23.13	26.68	24.04	22.11	24.10	24.89	23.82	22.56	22.11	21.31	22.81	23.14	22.76	23.42	24.57	25.38	22.06	23.77	22.88	23.22	23.79	20.40	25.10	22.02	21.43	23.54	23.49
Standard error	0.51	2.06	0.79	0.66	1.63	1.47	1.26	1.13	1.21	1.00	0.92	0.95	1.24	1.05	1.79	2.93	1.40	1.65	1.67	1.87	2.39	1.48	1.64	1.32	1.55	1.40	0.83

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 9

Q.1 How positively or negatively do you feel about each of the following types of companies?

Pharmaceutical companies

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Engaged Britons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	201	11	89	112	33	31	32	40	31	34	38	52	54	58	22	9	24	17	11	14	20	22	16	22	24	28	76
	10%	6%	9%	11%	13%	9%	9%	11%	10%	8%	7%	9%	12%	12%	11%	11%	9%	6%	10%	19%	11%	6%	8%	13%	10%	9%	
11-20	158	15	66	92	11	24	25	38	27	34	48	35	42	33	12	7	22	12	12	14	8	15	22	19	15	20	68
	8%	9%	7%	9%	4%	7%	7%	10%	9%	8%	9%	6%	9%	7%	6%	9%	10%	7%	7%	10%	8%	7%	8%	7%	8%	7%	8%
21-30	156	7	72	83	14	27	28	26	24	37	45	48	27	36	15	11	12	8	5	7	8	27	26	26	10	21	65
	8%	4%	7%	8%	6%	8%	8%	7%	8%	8%	8%	8%	6%	7%	8%	14%	5%	5%	3%	5%	8%	13%	10%	9%	5%	7%	8%
31-40	179	15	87	93	10	38	26	36	29	40	51	46	50	32	18	7	19	19	23	11	5	8	34	23	13	35	68
	9%	9%	9%	9%	4%	11%	8%	10%	9%	9%	9%	8%	11%	7%	10%	8%	9%	10%	12%	7%	5%	4%	13%	8%	7%	12%	8%
41-50	369	29	177	192	27	68	63	81	56	74	103	100	75	92	31	14	39	22	38	29	23	39	40	62	30	46	163
	18%	17%	18%	18%	11%	20%	18%	22%	18%	17%	19%	17%	17%	19%	17%	17%	17%	12%	21%	20%	22%	19%	15%	22%	16%	16%	19%
51-60	329	27	173	156	54	55	57	46	51	66	80	87	84	77	31	5	42	42	32	19	14	39	32	45	27	46	149
	16%	15%	17%	15%	22%	16%	16%	13%	17%	15%	15%	15%	19%	16%	17%	7%	18%	22%	18%	13%	14%	19%	12%	16%	14%	16%	17%
61-70	297	26	146	151	45	36	52	54	36	74	88	82	53	74	25	17	30	33	24	23	10	25	40	40	31	39	121
	14%	15%	15%	14%	18%	10%	15%	15%	12%	17%	16%	14%	12%	15%	13%	21%	13%	18%	13%	16%	10%	12%	15%	14%	17%	14%	14%
71-80	207	17	116	91	33	41	32	24	27	51	54	72	40	41	18	9	21	16	20	14	6	16	34	33	19	26	100
	10%	10%	12%	9%	13%	12%	9%	6%	9%	11%	10%	13%	9%	8%	10%	11%	9%	9%	11%	10%	6%	8%	13%	11%	10%	9%	12%
81-90	106	12	55	51	12	11	22	21	16	24	27	29	13	35	11	2	12	14	11	5	4	9	12	11	13	14	44
	5%	7%	5%	5%	5%	3%	6%	6%	5%	5%	5%	5%	3%	7%	6%	2%	5%	8%	6%	4%	4%	5%	5%	4%	7%	5%	5%
91-100	53	14	26	27	6	16	8	1	10	13	15	19	8	11	2	-	5	3	7	7	5	5	11	5	3	12	10
	3%	8%	3%	3%	2%	5%	2%	*	3%	3%	3%	3%	2%	2%	1%	-	2%	1%	4%	5%	5%	2%	4%	2%	1%	4%	1%
Mean	48.83	53.87	50.31	47.41	51.56	48.88	49.41	45.37	47.74	50.43	49.72	50.80	45.39	48.68	47.36	45.29	47.45	51.03	52.10	49.52	43.46	47.38	50.57	49.14	49.13	48.87	48.98
Standard deviation	24.12	25.61	23.89	24.27	25.35	23.88	24.23	23.54	24.23	23.72	23.30	24.14	23.84	25.00	24.33	24.24	24.76	23.63	22.59	25.17	26.44	24.04	23.59	22.71	25.48	24.67	23.23
Standard error	0.53	1.98	0.78	0.72	1.71	1.41	1.28	1.18	1.32	1.11	0.94	0.99	1.30	1.12	1.77	2.80	1.57	1.64	1.65	2.03	2.66	1.74	1.54	1.36	1.84	1.47	0.82

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 10
Q.1 How positively or negatively do you feel about each of the following types of companies?

Supermarkets

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Eng- aged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	79 4%	8 4%	43 4%	36 3%	9 4%	17 5%	10 3%	17 5%	13 4%	13 3%	21 4%	25 4%	19 4%	14 3%	11 6%	2 3%	10 5%	4 2%	5 2%	4 3%	4 4%	8 4%	10 4%	7 3%	13 7%	11 4%	32 4%
11-20	83 4%	12 7%	40 4%	44 4%	10 4%	18 5%	13 4%	16 4%	9 3%	16 3%	20 4%	15 3%	25 6%	23 5%	3 2%	5 6%	4 2%	6 3%	9 5%	8 5%	7 7%	12 6%	13 5%	10 3%	8 4%	10 3%	34 4%
21-30	97 5%	9 5%	49 5%	49 5%	12 5%	11 3%	22 6%	19 5%	15 5%	19 4%	31 6%	27 5%	17 4%	22 5%	18 10%	3 3%	4 2%	6 3%	8 4%	6 4%	9 8%	12 6%	8 3%	13 4%	10 6%	18 6%	37 4%
31-40	163 8%	14 8%	80 8%	84 8%	11 4%	28 8%	27 8%	25 7%	27 9%	46 10%	47 9%	35 6%	37 8%	44 9%	13 7%	7 9%	19 8%	12 7%	17 9%	11 8%	9 9%	17 8%	24 9%	23 8%	10 5%	26 9%	62 7%
41-50	298 14%	20 11%	133 13%	165 16%	39 16%	44 13%	56 16%	59 16%	50 16%	50 11%	83 15%	82 14%	72 16%	62 13%	33 18%	11 13%	28 12%	23 12%	24 13%	25 17%	18 18%	39 19%	34 13%	42 15%	22 12%	54 19%	126 15%
51-60	344 17%	26 15%	181 18%	162 15%	42 17%	57 17%	54 16%	53 14%	58 19%	79 18%	87 16%	97 17%	80 18%	79 16%	34 19%	14 17%	41 18%	43 23%	36 20%	25 17%	13 12%	34 16%	40 15%	36 12%	28 15%	44 15%	150 17%
61-70	376 18%	29 17%	189 19%	187 18%	49 20%	55 16%	47 13%	75 20%	48 16%	102 23%	113 21%	108 19%	72 16%	83 17%	28 15%	20 24%	48 21%	31 17%	31 17%	33 23%	12 12%	40 19%	42 16%	55 19%	35 19%	46 16%	156 18%
71-80	314 15%	21 12%	146 14%	168 16%	33 13%	66 19%	63 18%	48 13%	44 14%	59 13%	92 17%	95 17%	58 13%	69 14%	25 13%	12 14%	40 18%	30 16%	28 15%	15 11%	10 10%	19 9%	50 19%	57 20%	28 15%	39 13%	140 16%
81-90	196 10%	23 14%	102 10%	94 9%	23 9%	29 8%	29 8%	39 11%	29 10%	47 11%	38 7%	52 9%	47 11%	59 12%	16 9%	8 9%	20 9%	22 12%	20 11%	8 6%	9 9%	16 8%	31 12%	30 10%	18 9%	27 9%	82 10%
91-100	107 5%	12 7%	46 5%	61 6%	16 6%	20 6%	25 7%	16 4%	12 4%	18 4%	19 3%	33 6%	20 4%	35 7%	4 2%	1 1%	12 5%	7 4%	9 5%	9 6%	12 11%	10 5%	16 6%	15 5%	13 7%	14 5%	43 5%
Mean	58.55	58.05	58.28	58.82	59.06	58.43	59.30	57.72	57.35	59.30	57.59	59.56	56.88	59.99	54.86	58.02	60.66	60.35	58.93	57.12	55.30	55.97	60.04	60.82	57.87	57.15	59.04
Standard deviation	22.20	24.51	22.30	22.11	22.13	23.38	22.34	22.52	21.72	21.29	21.49	21.89	22.34	23.10	22.11	21.12	20.95	20.18	21.60	21.45	26.29	22.09	23.07	21.52	24.12	22.23	21.81
Standard error	0.49	1.89	0.73	0.66	1.50	1.38	1.18	1.13	1.19	0.99	0.87	0.89	1.21	1.03	1.61	2.44	1.33	1.40	1.58	1.73	2.64	1.60	1.50	1.29	1.74	1.33	0.77

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 11
Q.1 How positively or negatively do you feel about each of the following types of companies?

Tobacco companies

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Eng- aged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	938	58	438	500	85	117	152	171	168	245	274	254	186	224	80	44	105	94	69	64	50	101	115	140	76	127	339
	46%	33%	43%	48%	35%	34%	44%	47%	55%	50%	45%	42%	46%	43%	53%	46%	51%	37%	45%	49%	49%	43%	49%	41%	44%	39%	
11-20	201	14	100	102	22	41	26	24	34	53	57	64	46	34	13	9	15	22	20	11	11	21	36	27	15	23	87
	10%	8%	10%	10%	9%	12%	8%	7%	11%	12%	10%	11%	10%	7%	7%	11%	7%	12%	11%	8%	10%	10%	14%	9%	8%	8%	10%
21-30	157	12	69	88	19	29	26	35	18	30	43	48	37	30	18	3	24	7	18	17	5	15	20	14	17	22	80
	8%	7%	7%	8%	8%	8%	7%	10%	6%	7%	8%	8%	8%	6%	10%	4%	11%	4%	10%	12%	5%	7%	8%	5%	9%	8%	9%
31-40	138	15	69	69	13	27	22	21	21	33	40	29	34	35	10	5	15	8	16	12	10	12	17	22	11	24	58
	7%	9%	7%	7%	5%	8%	6%	6%	7%	7%	5%	8%	7%	7%	5%	7%	7%	4%	9%	8%	10%	6%	6%	8%	6%	8%	7%
41-50	263	20	139	124	32	52	55	56	29	40	56	77	62	68	30	6	34	19	30	22	13	26	22	34	27	43	116
	13%	11%	14%	12%	13%	15%	16%	15%	9%	9%	10%	14%	14%	14%	16%	8%	15%	10%	16%	16%	13%	13%	8%	12%	14%	15%	13%
51-60	146	19	79	67	25	25	33	28	9	27	39	37	34	37	11	2	17	19	12	9	2	11	24	22	19	13	82
	7%	11%	8%	6%	10%	7%	10%	8%	3%	6%	7%	7%	8%	8%	6%	2%	7%	10%	6%	6%	2%	5%	9%	8%	10%	5%	9%
61-70	85	13	44	41	23	22	11	12	9	7	18	22	21	24	12	3	4	4	7	1	5	7	19	16	8	12	44
	4%	7%	4%	4%	9%	6%	3%	3%	3%	1%	3%	4%	5%	5%	7%	4%	2%	2%	4%	*	5%	3%	7%	5%	5%	4%	5%
71-80	63	8	36	28	10	16	14	10	8	5	12	20	19	12	7	5	7	6	10	3	3	6	6	7	2	11	32
	3%	5%	4%	3%	4%	5%	4%	3%	3%	1%	2%	4%	4%	2%	4%	6%	3%	3%	6%	2%	3%	3%	2%	2%	1%	4%	4%
81-90	34	8	20	14	6	9	6	5	5	3	4	11	7	13	2	4	3	6	2	3	2	1	5	1	3	7	16
	2%	5%	2%	1%	3%	3%	2%	1%	1%	1%	1%	2%	1%	3%	1%	5%	1%	3%	1%	2%	2%	1%	2%	*	2%	2%	2%
91-100	30	7	14	16	8	8	2	3	5	4	7	7	3	12	2	1	2	1	1	2	2	4	4	5	7	6	9
	1%	4%	1%	2%	3%	2%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	*	1%	2%	2%	1%	2%	4%	2%	1%
Mean	25.59	35.55	26.99	24.24	33.28	31.73	27.32	25.25	20.34	19.17	22.57	25.59	27.18	27.53	27.47	23.65	24.64	23.81	28.27	24.94	23.81	23.79	26.36	24.52	28.88	27.55	28.36
Standard deviation	25.74	29.27	26.08	25.34	28.74	27.02	25.50	25.02	24.33	22.17	24.00	25.53	25.64	27.64	25.66	28.95	24.70	26.05	24.56	24.22	26.00	25.92	25.98	25.69	26.89	26.99	25.61
Standard error	0.57	2.26	0.86	0.75	1.94	1.59	1.35	1.25	1.33	1.04	0.97	1.04	1.39	1.23	1.87	3.34	1.57	1.81	1.79	1.95	2.61	1.88	1.69	1.54	1.94	1.61	0.91

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 12
Q.1 How positively or negatively do you feel about each of the following types of companies?

Food manufacturers

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Engaged Britons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
0-10	89 4%	7 4%	44 4%	45 4%	14 6%	13 4%	13 4%	21 6%	13 4%	16 3%	16 3%	24 4%	22 5%	27 6%	10 6%	6 8%	13 6%	7 4%	7 4%	4 3%	8 3%	6 3%	9 3%	10 4%	9 5%	14 5%	32 4%
11-20	86 4%	15 9%	37 4%	49 5%	8 3%	19 6%	14 4%	18 5%	10 3%	16 4%	23 4%	17 3%	18 4%	27 6%	10 5%	7 9%	8 4%	7 4%	5 3%	10 7%	3 3%	10 5%	12 4%	7 2%	7 4%	12 4%	30 3%
21-30	136 7%	8 5%	73 7%	63 6%	15 6%	17 5%	23 7%	25 7%	23 7%	33 7%	43 8%	44 8%	28 6%	21 4%	16 9%	3 3%	4 2%	17 9%	10 6%	11 7%	4 4%	16 8%	25 9%	18 6%	12 7%	23 8%	55 6%
31-40	177 9%	14 8%	91 9%	86 8%	12 5%	27 8%	31 9%	37 10%	29 10%	41 9%	51 9%	48 8%	37 8%	41 8%	10 6%	13 15%	22 10%	7 4%	14 7%	11 8%	13 12%	26 12%	22 8%	20 7%	21 11%	29 10%	73 8%
41-50	378 18%	22 13%	167 17%	211 20%	42 17%	60 17%	68 20%	63 17%	57 19%	88 20%	96 17%	98 17%	86 19%	98 20%	37 20%	16 20%	29 13%	23 13%	45 24%	26 18%	18 18%	40 19%	49 18%	64 22%	32 17%	51 18%	153 18%
51-60	375 18%	25 15%	171 17%	204 19%	48 20%	54 16%	56 16%	77 21%	62 20%	78 18%	110 20%	101 18%	90 20%	74 15%	34 18%	11 13%	48 21%	44 24%	32 17%	25 18%	18 17%	47 23%	38 14%	52 18%	27 14%	47 16%	168 19%
61-70	319 16%	30 18%	171 17%	148 14%	40 16%	51 15%	57 16%	59 16%	45 15%	67 15%	94 17%	91 16%	62 14%	72 15%	30 16%	13 16%	47 21%	30 16%	22 12%	25 17%	8 8%	22 11%	43 16%	44 15%	35 19%	40 14%	143 17%
71-80	297 14%	26 15%	155 15%	142 14%	39 16%	62 18%	54 15%	37 10%	39 13%	67 15%	73 13%	97 17%	67 15%	60 12%	24 13%	7 8%	32 14%	33 18%	31 17%	18 12%	18 18%	26 13%	42 16%	48 17%	18 10%	51 18%	126 15%
81-90	123 6%	17 10%	68 7%	54 5%	12 5%	31 9%	20 6%	17 5%	16 5%	26 6%	27 5%	33 6%	20 5%	42 9%	11 6%	5 6%	14 6%	13 7%	11 6%	10 7%	4 4%	8 4%	19 7%	18 6%	11 6%	17 6%	51 6%
91-100	76 4%	8 5%	31 3%	45 4%	14 6%	12 3%	11 3%	11 3%	13 4%	15 3%	15 3%	17 3%	18 4%	26 5%	4 2%	1 1%	9 4%	4 2%	8 4%	4 3%	10 9%	5 2%	10 4%	7 3%	13 7%	5 2%	31 4%
Mean	54.95	56.42	55.47	54.46	55.94	56.49	55.41	52.18	54.66	55.35	54.75	55.40	54.01	55.54	53.26	48.98	56.76	55.76	56.49	55.12	55.43	51.87	54.95	56.56	55.31	53.90	55.66
Standard deviation	21.59	23.73	21.72	21.45	22.59	22.17	21.05	21.57	21.23	21.14	20.36	21.23	21.72	23.18	21.84	23.18	21.74	21.07	20.76	21.47	25.06	20.11	21.78	19.93	23.12	22.16	20.87
Standard error	0.48	1.83	0.71	0.64	1.53	1.31	1.11	1.08	1.16	0.99	0.82	0.87	1.18	1.03	1.59	2.68	1.38	1.46	1.51	1.73	2.52	1.46	1.42	1.20	1.67	1.32	0.74

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 13

Q.2 How effective or ineffective do you think each of the following measures is likely to be in lowering energy bills in your household over the next few years?

Summary**Base: All respondents**

	Measures						
	A price freeze for 18 months	A windfall tax on energy company profits	A reduction in the wholesale price of energy	Tighter regulations which reduce the amount of profit energy companies are allowed to make	The scrapping or reducing of the green levies built in to energy bills	Making it easier for customers to change energy providers	Making it the law for energy providers to put their customers on the lowest tariff possible
Unweighted base	2056	2056	2056	2056	2056	2056	2056
Weighted base	2056	2056	2056	2056	2056	2056	2056
NET: Effective	1224 60%	926 45%	1470 72%	1423 69%	941 46%	1028 50%	1386 67%
Very effective (+2)	547 27%	389 19%	730 35%	727 35%	379 18%	356 17%	713 35%
Somewhat effective (+1)	677 33%	537 26%	741 36%	696 34%	562 27%	672 33%	673 33%
Neither effective nor ineffective (0)	368 18%	483 24%	284 14%	296 14%	528 26%	562 27%	312 15%
Somewhat ineffective (-1)	162 8%	209 10%	90 4%	115 6%	174 8%	185 9%	120 6%
Very ineffective (-2)	146 7%	158 8%	49 2%	62 3%	90 4%	113 5%	80 4%
NET: Ineffective	307 15%	367 18%	139 7%	177 9%	264 13%	298 14%	200 10%
Don't know	157 8%	280 14%	162 8%	160 8%	323 16%	168 8%	157 8%
Mean	0.69	0.44	1.06	1.01	0.56	0.52	0.96
Standard deviation	1.19	1.21	0.98	1.04	1.09	1.09	1.08
Standard error	0.03	0.03	0.02	0.02	0.03	0.02	0.02

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 14

Q.2 How effective or ineffective do you think each of the following measures is likely to be in lowering energy bills in your household over the next few years?

A price freeze for 18 months

Base: All respondents

		Gender		Age						Social Grade				Region							Employment Sector							
		Total	Engaged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base		2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
NET: Effective		1224	105	555	669	121	203	217	223	188	272	320	333	287	285	111	53	152	112	118	84	71	115	135	168	103	179	494
		60%	60%	55%	64%	50%	59%	63%	61%	62%	61%	58%	58%	64%	58%	60%	64%	67%	61%	64%	59%	70%	56%	51%	58%	56%	62%	57%
Very effective	(+2)	547	44	244	303	41	79	96	101	96	134	147	144	122	134	57	20	78	39	46	40	31	59	59	69	48	80	228
		27%	25%	24%	29%	17%	23%	28%	28%	31%	30%	27%	25%	27%	27%	31%	25%	34%	21%	25%	28%	30%	29%	22%	24%	26%	28%	26%
Somewhat effective	(+1)	677	61	310	366	80	124	121	122	92	138	173	189	165	151	54	32	74	73	72	44	41	56	76	99	55	99	266
		33%	35%	31%	35%	33%	36%	35%	33%	30%	31%	31%	33%	37%	31%	29%	39%	33%	40%	39%	31%	40%	27%	28%	34%	30%	34%	31%
Neither effective nor ineffective	(0)	368	37	202	166	51	63	73	71	49	60	99	105	75	89	36	16	34	32	31	18	15	43	54	44	45	56	174
		18%	21%	20%	16%	21%	18%	21%	19%	16%	14%	18%	18%	17%	18%	19%	19%	15%	17%	17%	12%	15%	21%	20%	15%	24%	19%	20%
Somewhat ineffective	(-1)	162	19	95	67	17	25	20	30	22	48	53	56	21	31	12	5	12	13	8	14	8	14	33	26	18	22	71
		8%	11%	9%	6%	7%	7%	6%	8%	7%	11%	10%	10%	5%	6%	7%	6%	5%	7%	4%	10%	7%	7%	12%	9%	10%	8%	8%
Very ineffective	(-2)	146	10	104	42	6	15	10	27	36	51	59	30	27	30	9	3	9	12	21	16	5	16	16	31	7	13	58
		7%	6%	10%	4%	3%	4%	3%	7%	12%	11%	11%	5%	6%	6%	5%	3%	4%	7%	11%	11%	5%	8%	6%	11%	4%	5%	7%
NET: Ineffective		307	29	198	109	23	40	29	57	58	99	112	86	48	61	21	8	21	26	29	30	13	30	48	57	25	35	130
		15%	17%	20%	10%	10%	12%	9%	16%	19%	22%	20%	15%	11%	13%	12%	9%	9%	14%	15%	21%	12%	15%	18%	20%	13%	12%	15%
Don't know		157	3	53	103	49	40	27	15	10	16	18	47	38	53	16	6	19	15	8	12	4	17	30	18	12	19	65
		8%	2%	5%	10%	20%	12%	8%	4%	3%	3%	3%	8%	9%	11%	9%	7%	8%	8%	4%	8%	4%	8%	11%	6%	6%	6%	8%
Mean		0.69	0.64	0.52	0.87	0.68	0.74	0.86	0.68	0.65	0.59	0.56	0.69	0.82	0.75	0.82	0.83	0.96	0.67	0.65	0.59	0.85	0.68	0.55	0.55	0.69	0.78	0.67
Standard deviation		1.19	1.15	1.27	1.08	1.01	1.08	1.02	1.20	1.33	1.34	1.29	1.15	1.11	1.17	1.14	1.02	1.08	1.13	1.24	1.34	1.10	1.23	1.19	1.29	1.11	1.11	1.19
Standard error		0.03	0.09	0.04	0.03	0.08	0.07	0.06	0.06	0.07	0.06	0.05	0.05	0.06	0.05	0.09	0.12	0.07	0.08	0.09	0.11	0.11	0.09	0.08	0.08	0.08	0.07	0.04

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 15

Q.2 How effective or ineffective do you think each of the following measures is likely to be in lowering energy bills in your household over the next few years?

A windfall tax on energy company profits

Base: All respondents

	Total	Gender		Age						Social Grade				Region							Employment Sector							
		Engaged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794	
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863	
NET: Effective	926	92	471	455	86	149	163	155	135	237	265	265	195	201	90	40	115	77	86	61	53	79	123	124	79	145	383	
	45%	53%	47%	43%	35%	43%	47%	42%	44%	53%	48%	47%	43%	41%	49%	49%	51%	42%	46%	43%	52%	38%	46%	43%	42%	50%	44%	
Very effective	(+2)	389	43	208	181	20	48	73	62	63	122	105	99	96	88	39	18	54	19	34	26	28	35	48	52	35	54	153
		19%	25%	21%	17%	8%	14%	21%	17%	21%	27%	19%	17%	21%	18%	21%	22%	24%	10%	18%	18%	27%	17%	18%	18%	19%	19%	18%
Somewhat effective	(+1)	537	50	264	273	66	101	90	94	72	114	160	166	99	113	51	22	60	58	51	35	25	45	75	72	44	91	230
		26%	29%	26%	26%	27%	29%	26%	26%	24%	26%	29%	29%	22%	23%	27%	27%	27%	31%	28%	24%	25%	22%	28%	25%	24%	31%	27%
Neither effective nor ineffective	(0)	483	37	231	253	62	83	93	83	75	88	114	128	123	118	37	18	50	43	54	39	21	53	59	64	46	61	219
		24%	21%	23%	24%	25%	24%	27%	23%	24%	20%	21%	23%	28%	24%	20%	22%	22%	23%	29%	27%	20%	26%	22%	22%	25%	21%	25%
Somewhat ineffective	(-1)	209	24	119	90	20	28	24	47	45	46	68	51	48	42	20	9	13	21	19	10	17	21	23	30	25	31	84
		10%	14%	12%	9%	8%	8%	7%	13%	15%	10%	12%	9%	11%	9%	11%	11%	6%	11%	10%	7%	17%	10%	9%	10%	14%	11%	10%
Very ineffective	(-2)	158	14	105	53	7	15	16	34	32	54	65	42	17	34	11	7	17	13	13	16	2	17	23	28	9	16	66
		8%	8%	10%	5%	3%	4%	5%	9%	10%	12%	12%	7%	4%	7%	6%	9%	8%	7%	7%	11%	2%	8%	9%	10%	5%	5%	8%
NET: Ineffective		367	38	225	142	27	43	40	81	76	100	133	93	65	76	32	16	31	34	32	26	19	38	47	58	34	47	151
		18%	22%	22%	14%	11%	12%	11%	22%	25%	22%	24%	16%	14%	15%	17%	20%	14%	19%	17%	18%	19%	19%	18%	20%	18%	16%	17%
Don't know		280	6	81	199	69	71	50	47	19	23	38	83	65	94	26	8	30	31	14	18	9	36	39	42	26	37	110
		14%	3%	8%	19%	28%	20%	14%	13%	6%	5%	7%	15%	15%	19%	14%	10%	13%	17%	7%	13%	9%	17%	15%	15%	14%	13%	13%
Mean		0.44	0.50	0.38	0.52	0.41	0.51	0.61	0.32	0.32	0.48	0.33	0.47	0.55	0.46	0.55	0.46	0.62	0.31	0.44	0.36	0.64	0.34	0.44	0.36	0.44	0.54	0.42
Standard deviation		1.21	1.25	1.27	1.12	0.97	1.07	1.11	1.24	1.28	1.35	1.29	1.18	1.12	1.20	1.20	1.26	1.21	1.13	1.15	1.26	1.15	1.22	1.22	1.26	1.16	1.14	1.19
Standard error		0.03	0.10	0.04	0.04	0.08	0.07	0.06	0.07	0.07	0.06	0.05	0.05	0.07	0.06	0.09	0.15	0.08	0.09	0.09	0.11	0.12	0.10	0.09	0.08	0.09	0.07	0.05

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 16

Q.2 How effective or ineffective do you think each of the following measures is likely to be in lowering energy bills in your household over the next few years?

A reduction in the wholesale price of energy

Base: All respondents

		Gender		Age						Social Grade				Region							Employment Sector							
		Total	Engaged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate
Unweighted base		2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base		2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
NET: Effective		1470	123	738	732	138	216	225	271	247	372	432	418	303	318	138	59	165	123	130	107	79	150	189	204	127	214	601
		72%	71%	73%	70%	57%	62%	65%	74%	81%	83%	79%	73%	68%	65%	74%	71%	73%	66%	70%	75%	77%	73%	71%	71%	69%	74%	70%
Very effective	(+2)	730	67	391	339	40	96	109	130	142	214	216	189	169	156	62	32	89	55	73	65	43	77	79	101	53	100	291
		35%	38%	39%	32%	16%	28%	31%	35%	47%	48%	39%	33%	38%	32%	33%	39%	39%	30%	39%	45%	42%	37%	30%	35%	29%	34%	34%
Somewhat effective	(+1)	741	57	348	393	98	121	116	141	105	159	215	229	134	162	76	26	76	68	58	42	36	73	110	103	74	114	310
		36%	33%	34%	38%	40%	35%	34%	39%	34%	35%	39%	40%	30%	33%	41%	32%	34%	37%	31%	29%	35%	36%	41%	36%	40%	40%	36%
Neither effective nor ineffective	(0)	284	27	138	146	47	61	62	45	33	36	61	67	76	81	21	14	26	29	34	17	16	25	36	34	31	35	130
		14%	16%	14%	14%	19%	18%	18%	12%	11%	8%	11%	12%	17%	17%	11%	17%	11%	16%	19%	12%	16%	12%	14%	12%	17%	12%	15%
Somewhat ineffective	(-1)	90	15	48	42	10	19	16	19	8	18	20	30	16	24	7	2	11	10	9	5	3	9	10	16	9	13	42
		4%	9%	5%	4%	4%	6%	4%	5%	3%	4%	4%	5%	4%	5%	4%	2%	5%	5%	5%	4%	2%	4%	4%	5%	5%	5%	5%
Very ineffective	(-2)	49	5	29	20	1	9	10	9	8	12	18	13	9	8	2	1	7	4	4	3	1	3	10	11	3	10	21
		2%	3%	3%	2%	1%	3%	3%	2%	3%	3%	3%	2%	2%	2%	1%	2%	3%	2%	2%	2%	1%	2%	4%	4%	2%	3%	2%
NET: Ineffective		139	20	77	62	11	29	26	28	16	30	38	43	26	32	8	3	19	14	12	8	3	12	20	26	12	23	63
		7%	12%	8%	6%	4%	8%	7%	8%	5%	7%	7%	8%	6%	7%	4%	4%	8%	8%	7%	6%	3%	6%	8%	9%	7%	8%	7%
Don't know		162	3	54	108	48	39	34	23	9	9	18	42	44	58	18	6	17	19	8	12	4	18	22	24	14	17	69
		8%	2%	5%	10%	20%	11%	10%	6%	3%	2%	3%	7%	10%	12%	10%	8%	8%	10%	4%	8%	4%	9%	8%	8%	8%	6%	8%
Mean		1.06	0.97	1.07	1.05	0.85	0.89	0.95	1.06	1.23	1.24	1.11	1.04	1.08	1.01	1.14	1.14	1.09	0.96	1.06	1.22	1.20	1.13	0.97	1.01	0.96	1.03	1.02
Standard deviation		0.98	1.08	1.01	0.94	0.82	1.02	1.02	0.98	0.94	0.96	0.99	0.97	0.98	0.97	0.85	0.93	1.04	0.99	0.99	0.97	0.86	0.94	1.00	1.06	0.94	1.01	0.99
Standard error		0.02	0.08	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.07	0.11	0.07	0.07	0.07	0.08	0.09	0.07	0.07	0.07	0.07	0.06	0.04

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 17

Q.2 How effective or ineffective do you think each of the following measures is likely to be in lowering energy bills in your household over the next few years?

Tighter regulations which reduce the amount of profit energy companies are allowed to make

Base: All respondents

	Total	Gender		Age						Social Grade				Region							Employment Sector							
		Engaged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794	
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863	
NET: Effective	1423	118	688	735	123	226	231	268	233	342	397	390	317	320	132	61	171	126	126	97	85	139	172	196	118	215	578	
	69%	68%	68%	70%	51%	65%	67%	73%	76%	76%	72%	69%	71%	65%	71%	75%	75%	68%	68%	67%	83%	68%	64%	68%	64%	75%	67%	
Very effective	(+2)	727	52	343	385	51	94	126	133	134	190	180	195	171	181	70	37	102	54	61	57	40	78	75	100	53	108	276
		35%	30%	34%	37%	21%	27%	36%	36%	44%	42%	33%	34%	38%	37%	38%	44%	45%	29%	33%	40%	39%	38%	28%	35%	29%	37%	32%
Somewhat effective	(+1)	696	65	346	350	72	132	105	135	99	152	217	195	145	139	62	25	68	72	65	40	44	61	97	96	65	107	301
		34%	38%	34%	33%	30%	38%	30%	37%	32%	34%	39%	34%	32%	28%	34%	30%	30%	39%	35%	27%	43%	30%	36%	33%	35%	37%	35%
Neither effective nor ineffective	(0)	296	34	151	145	53	60	62	39	36	46	72	87	66	72	21	11	22	29	37	19	11	27	45	41	32	37	140
		14%	20%	15%	14%	22%	17%	18%	11%	12%	10%	13%	15%	15%	15%	11%	14%	10%	16%	20%	13%	10%	13%	17%	14%	17%	13%	16%
Somewhat ineffective	(-1)	115	11	78	37	17	8	14	30	18	28	39	30	20	27	13	2	5	11	5	10	1	13	20	19	15	11	54
		6%	7%	8%	4%	7%	2%	4%	8%	6%	6%	7%	5%	4%	6%	7%	2%	2%	6%	3%	7%	1%	7%	7%	7%	8%	4%	6%
Very ineffective	(-2)	62	4	35	27	2	9	10	10	10	21	18	17	10	17	3	3	9	3	5	6	2	6	9	11	4	9	21
		3%	2%	4%	3%	1%	2%	3%	3%	3%	5%	3%	3%	2%	3%	2%	4%	4%	2%	3%	4%	2%	3%	3%	4%	2%	3%	2%
NET: Ineffective		177	16	113	64	18	17	24	41	27	49	56	47	30	44	16	5	15	14	10	16	3	20	29	30	19	20	76
		9%	9%	11%	6%	8%	5%	7%	11%	9%	11%	10%	8%	7%	9%	9%	6%	7%	7%	6%	11%	3%	10%	11%	10%	10%	7%	9%
Don't know		160	6	55	104	50	43	29	19	9	11	25	46	36	53	16	5	18	16	11	12	5	19	21	21	15	17	69
		8%	3%	5%	10%	20%	12%	8%	5%	3%	2%	5%	8%	8%	11%	8%	6%	8%	9%	6%	9%	4%	9%	8%	7%	8%	6%	8%
Mean		1.01	0.89	0.93	1.09	0.79	0.97	1.02	1.01	1.11	1.06	0.96	0.99	1.09	1.01	1.07	1.17	1.20	0.96	0.99	1.00	1.23	1.03	0.85	0.96	0.87	1.08	0.95
Standard deviation		1.04	1.01	1.08	0.98	0.96	0.94	1.03	1.06	1.05	1.11	1.04	1.03	0.99	1.09	1.01	1.02	1.04	0.96	0.98	1.14	0.82	1.08	1.06	1.08	1.04	1.00	1.02
Standard error		0.02	0.08	0.04	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.12	0.07	0.07	0.07	0.10	0.08	0.08	0.07	0.07	0.08	0.06	0.04

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 18

Q.2 How effective or ineffective do you think each of the following measures is likely to be in lowering energy bills in your household over the next few years?

The scrapping or reducing of the green levies built in to energy bills

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector							
	Total	Engaged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot- land	North East	North West	York- shire & Humb- erside	West Mid- lands	East Mid- lands	Wales	East- ern	London	South East	South West	Public	Pri- vate	
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794	
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863	
NET: Effective	941	75	530	411	65	121	140	176	174	266	292	256	193	200	84	42	107	83	88	65	53	94	123	130	71	131	378	
	46%	43%	53%	39%	27%	35%	40%	48%	57%	59%	53%	45%	43%	41%	45%	52%	47%	45%	48%	45%	51%	46%	46%	45%	38%	45%	44%	
Very effective	(+2)	379	32	232	147	13	38	49	71	77	130	122	91	91	75	36	19	48	31	36	30	20	38	34	65	24	39	163
		18%	18%	23%	14%	5%	11%	14%	19%	25%	29%	22%	16%	20%	15%	19%	23%	21%	17%	19%	21%	19%	18%	13%	23%	13%	13%	19%
Somewhat effective	(+1)	562	43	298	264	52	83	90	105	97	136	170	165	102	125	48	24	60	53	52	36	33	57	89	64	47	92	215
		27%	25%	30%	25%	21%	24%	26%	29%	32%	30%	31%	29%	23%	26%	26%	29%	26%	28%	28%	25%	32%	28%	33%	22%	26%	32%	25%
Neither effective nor ineffective	(0)	528	53	235	293	71	98	98	96	76	89	112	148	125	144	39	24	50	44	49	39	36	41	69	87	49	74	242
		26%	31%	23%	28%	29%	28%	28%	26%	25%	20%	20%	26%	28%	29%	21%	29%	22%	24%	27%	27%	35%	20%	26%	30%	27%	26%	28%
Somewhat ineffective	(-1)	174	24	92	82	20	37	35	30	16	36	53	49	34	38	17	6	25	9	18	13	4	19	17	23	22	25	77
		8%	14%	9%	8%	8%	11%	10%	8%	5%	8%	10%	9%	8%	8%	9%	8%	11%	5%	10%	9%	4%	9%	6%	8%	12%	9%	9%
Very ineffective	(-2)	90	13	48	43	9	15	16	20	12	19	32	27	14	17	14	1	11	11	12	7	3	8	12	4	8	16	29
		4%	7%	5%	4%	4%	4%	5%	5%	4%	4%	6%	5%	3%	4%	8%	1%	5%	6%	6%	5%	3%	4%	4%	1%	5%	6%	3%
NET: Ineffective		264	37	140	125	29	52	51	50	27	54	85	77	48	55	31	7	36	20	30	20	7	26	28	27	31	41	106
		13%	21%	14%	12%	12%	15%	15%	14%	9%	12%	15%	13%	11%	11%	17%	9%	16%	11%	16%	14%	7%	13%	11%	9%	17%	14%	12%
Don't know		323	8	103	220	79	75	57	44	28	39	61	90	82	90	31	9	33	37	18	20	7	44	47	44	34	43	137
		16%	5%	10%	21%	32%	22%	17%	12%	9%	9%	11%	16%	18%	18%	17%	11%	14%	20%	10%	14%	6%	21%	18%	15%	18%	15%	16%
Mean		0.56	0.35	0.63	0.47	0.25	0.33	0.42	0.55	0.77	0.79	0.61	0.51	0.61	0.51	0.48	0.72	0.56	0.56	0.50	0.55	0.64	0.60	0.53	0.68	0.37	0.46	0.56
Standard deviation		1.09	1.17	1.13	1.05	0.96	1.06	1.08	1.12	1.05	1.12	1.16	1.09	1.07	1.04	1.23	0.99	1.16	1.12	1.15	1.12	0.96	1.11	1.02	1.02	1.09	1.08	1.07
Standard error		0.03	0.09	0.04	0.04	0.08	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.10	0.12	0.08	0.09	0.09	0.10	0.10	0.09	0.07	0.07	0.09	0.07	0.04

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 19

Q.2 How effective or ineffective do you think each of the following measures is likely to be in lowering energy bills in your household over the next few years?

Making it easier for customers to change energy providers

Base: All respondents

		Gender		Age						Social Grade				Region							Employment Sector							
		Total	Engaged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794
Weighted base		2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863
NET: Effective		1028	97	495	533	110	187	161	177	155	238	280	295	222	231	90	38	130	98	88	70	61	91	131	136	94	146	443
		50%	56%	49%	51%	45%	54%	47%	48%	51%	53%	51%	52%	50%	47%	49%	46%	58%	53%	48%	49%	59%	44%	49%	47%	51%	51%	51%
Very effective	(+2)	356	42	189	167	31	55	57	74	59	80	92	92	82	90	35	10	54	31	24	28	26	34	40	48	27	50	147
		17%	24%	19%	16%	13%	16%	16%	20%	19%	18%	17%	16%	18%	18%	19%	12%	24%	17%	13%	20%	25%	17%	15%	17%	14%	17%	17%
Somewhat effective	(+1)	672	54	306	366	80	132	105	103	95	158	187	204	140	141	55	28	76	67	64	42	35	57	91	88	68	97	296
		33%	31%	30%	35%	33%	38%	30%	28%	31%	35%	34%	36%	31%	29%	30%	34%	34%	36%	35%	29%	34%	28%	34%	31%	37%	34%	34%
Neither effective nor ineffective	(0)	562	40	290	272	62	74	103	123	74	126	136	151	128	148	56	22	49	49	62	38	22	56	75	84	48	73	234
		27%	23%	29%	26%	25%	21%	30%	34%	24%	28%	25%	26%	28%	30%	30%	26%	22%	27%	34%	26%	21%	27%	28%	29%	26%	25%	27%
Somewhat ineffective	(-1)	185	26	99	86	15	27	32	32	45	36	66	48	41	31	17	6	13	16	15	15	13	19	25	23	23	34	78
		9%	15%	10%	8%	6%	8%	9%	9%	15%	8%	12%	8%	9%	6%	9%	7%	6%	8%	8%	11%	13%	9%	9%	8%	13%	12%	9%
Very ineffective	(-2)	113	8	70	43	6	20	20	15	21	32	40	29	18	26	7	10	13	7	9	7	2	18	13	21	5	17	40
		5%	5%	7%	4%	2%	6%	6%	4%	7%	7%	7%	5%	4%	5%	4%	12%	6%	4%	5%	5%	2%	9%	5%	7%	3%	6%	5%
NET: Ineffective		298	34	169	129	21	46	51	46	65	68	106	77	59	56	24	16	27	22	24	22	15	37	38	44	29	51	119
		14%	20%	17%	12%	8%	13%	15%	13%	21%	15%	19%	14%	13%	12%	13%	19%	12%	12%	13%	15%	15%	18%	14%	15%	16%	18%	14%
Don't know		168	3	53	115	51	39	31	20	11	16	28	47	39	54	15	7	21	16	10	14	5	21	23	24	14	19	66
		8%	2%	5%	11%	21%	11%	9%	6%	4%	4%	5%	8%	9%	11%	8%	8%	9%	8%	6%	10%	4%	10%	8%	8%	7%	6%	8%
Mean		0.52	0.57	0.47	0.57	0.59	0.57	0.47	0.55	0.44	0.51	0.43	0.54	0.56	0.55	0.56	0.29	0.70	0.59	0.45	0.54	0.70	0.38	0.49	0.45	0.51	0.47	0.54
Standard deviation		1.09	1.15	1.14	1.03	0.95	1.08	1.09	1.06	1.18	1.11	1.15	1.06	1.06	1.08	1.05	1.19	1.12	1.02	1.01	1.11	1.07	1.19	1.05	1.13	1.01	1.12	1.06
Standard error		0.02	0.09	0.04	0.03	0.07	0.07	0.06	0.05	0.07	0.05	0.05	0.05	0.06	0.05	0.08	0.14	0.07	0.07	0.08	0.09	0.11	0.09	0.07	0.07	0.08	0.07	0.04

Energy Companies Survey

ONLINE Fieldwork: 25th-27th October 2013

Absolutes/col percents

Table 20

Q.2 How effective or ineffective do you think each of the following measures is likely to be in lowering energy bills in your household over the next few years?

Making it the law for energy providers to put their customers on the lowest tariff possible

Base: All respondents

	Total	Gender		Age						Social Grade				Region							Employment Sector							
		Engaged Brit- ons	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	2056	168	928	1128	219	288	357	399	335	458	616	599	339	502	189	75	249	207	188	154	99	190	235	278	192	281	794	
Weighted base	2056	173	1008	1048	244	346	346	366	305	448	550	570	448	489	185	82	226	185	185	144	103	206	267	288	185	289	863	
NET: Effective	1386	105	658	728	131	226	217	253	217	342	383	386	310	308	127	51	169	128	117	98	78	135	158	193	131	201	565	
	67%	60%	65%	69%	54%	65%	63%	69%	71%	76%	70%	68%	69%	63%	69%	62%	75%	69%	63%	68%	76%	66%	59%	67%	71%	69%	66%	
Very effective	(+2)	713	49	333	381	56	108	108	140	128	173	179	173	165	66	33	94	67	58	51	40	74	72	102	57	100	294	
		35%	28%	33%	36%	23%	31%	31%	38%	42%	39%	33%	35%	39%	34%	36%	40%	42%	36%	31%	36%	39%	36%	27%	35%	31%	35%	34%
Somewhat effective	(+1)	673	55	325	348	75	117	109	113	89	169	204	189	137	143	19	75	61	59	46	38	61	85	92	74	101	272	
		33%	32%	32%	33%	31%	34%	31%	31%	29%	38%	37%	33%	31%	29%	33%	23%	33%	33%	32%	32%	37%	30%	32%	32%	40%	35%	31%
Neither effective nor ineffective	(0)	312	36	166	147	42	50	70	56	40	54	81	83	63	85	25	15	21	27	40	20	13	28	55	40	31	41	144
		15%	21%	16%	14%	17%	14%	20%	15%	13%	12%	15%	14%	14%	17%	14%	18%	9%	14%	22%	14%	13%	14%	20%	14%	16%	14%	17%
Somewhat ineffective	(-1)	120	26	74	46	15	22	16	24	19	23	34	25	27	9	6	13	11	11	5	7	15	17	16	9	21	51	
		6%	15%	7%	4%	6%	6%	5%	7%	6%	5%	6%	6%	6%	5%	8%	6%	6%	6%	4%	7%	7%	6%	6%	5%	7%	6%	
Very ineffective	(-2)	80	4	55	25	7	7	14	17	19	17	29	23	13	15	7	4	10	3	7	6	-	9	14	17	3	11	35
		4%	2%	5%	2%	3%	2%	4%	5%	6%	4%	5%	4%	3%	3%	4%	5%	4%	2%	4%	4%	-	5%	5%	6%	1%	4%	4%
NET: Ineffective		200	30	129	71	22	29	30	41	38	40	63	57	38	42	16	10	23	14	18	12	7	24	31	34	12	32	86
		10%	17%	13%	7%	9%	8%	9%	11%	12%	9%	11%	10%	9%	9%	9%	13%	10%	7%	9%	8%	7%	12%	12%	12%	6%	11%	10%
Don't know		157	3	54	103	49	41	30	16	10	11	23	45	37	53	17	6	14	17	10	15	5	18	24	21	11	15	68
		8%	2%	5%	10%	20%	12%	9%	4%	3%	2%	4%	8%	8%	11%	9%	7%	6%	9%	6%	10%	4%	9%	9%	7%	6%	5%	8%
Mean		0.96	0.71	0.85	1.07	0.81	0.98	0.89	0.96	0.98	1.05	0.89	0.96	1.05	0.95	1.01	0.91	1.08	1.06	0.86	1.02	1.13	0.94	0.76	0.91	1.00	0.94	0.93
Standard deviation		1.08	1.11	1.15	0.99	1.05	1.01	1.07	1.13	1.18	1.04	1.11	1.09	1.05	1.07	1.07	1.20	1.10	0.98	1.07	1.08	0.90	1.15	1.12	1.17	0.93	1.09	1.09
Standard error		0.02	0.09	0.04	0.03	0.08	0.06	0.06	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.08	0.14	0.07	0.07	0.08	0.09	0.09	0.09	0.08	0.07	0.07	0.07	0.04