

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 1

**Q.2 Thinking about if you were to receive letters from competitor energy companies informing you of cheaper tariffs than the one you are currently on. How likely or unlikely would it be that you would opt out of receiving these, if you had the choice?**  
**Base: All respondents who are responsible or jointly responsible for the gas or electricity bills in their household**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1797	965	832	100	246	304	358	281	508	579	530	256	432	165	79	196	173	144	126	104	199	195	245	171	233	723
Weighted base	1758	888	870	120*	291	306	338	268	435	495	465	365	432	163	74*	200	149	149	132	96*	181	225	232	156	253	764
NET: Likely to opt out	659	311	349	56	128	114	129	96	136	191	174	137	157	57	28	59	51	51	62	37	70	99	90	57	110	292
	38%	35%	40%a	47%i	44%i	37%	38%	36%	31%	39%	37%	38%	36%	35%	37%	29%	34%	34%	47%ppq	38%	39%	44%p	39%	37%	44%	38%
Very likely to opt out	(4) 275	133	142	13	56	48	67	37	55	80	65	69	62	20	14	31	21	14	31	21	33	32	35	23	40	121
	16%	15%	16%	10%	19%i	16%	20%i	14%	13%	16%	14%	19%	14%	12%	19%	15%	14%	10%	24%nr	22%nr	18%r	14%	15%	15%	16%	16%
Fairly likely to opt out	(3) 384	177	207	44	72	66	62	59	81	112	109	69	95	38	14	28	29	36	31	15	36	67	55	34	70	170
	22%	20%	24%	36%lgh	25%	21%	18%	22%	19%	23%	23%	19%	22%	23%p	19%	14%	19%	24%p	23%	16%	20%	30%ppt	24%p	22%	28%	22%
Not very likely to opt out	(2) 558	308	250	34	87	92	97	84	164	181	146	96	135	56	24	72	53	53	30	28	46	65	77	53	85	231
	32%	35%b	29%	29%	30%	30%	29%	31%	38%fg	37%l	31%	26%	31%	35%	33%	36%su	35%g	36%g	23%	30%	26%	29%	33%	34%	33%	30%
Not at all likely to opt out	(1) 297	181	116	12	34	46	66	53	88	79	77	80	62	29	12	41	25	23	26	23	30	34	35	20	35	142
	17%	20%b	13%	10%	12%	15%	19%de	20%de	20%de	16%	16%	22%g	14%	18%	17%	20%	17%	16%	19%	24%g	16%	15%	15%	13%	14%	19%
NET: Not likely to opt out	855	489	366	46	121	138	162	136	252	260	223	176	196	85	37	113	78	76	56	51	76	99	112	73	120	374
	49%	55%b	42%	38%	41%	45%	48%	51%de	58%def	53%g	48%	48%	45%	52%	50%	56%g	52%	51%	42%	54%	42%	44%	48%	47%	47%	49%
Don't know	243	88	155	18	42	55	46	35	47	44	68	52	79	21	9	29	21	22	14	8	36	28	30	26	23	98
	14%	10%	18%a	15%	15%	18%i	14%	13%	11%	9%	15%j	14%j	18%j	13%	13%	14%	14%	15%	11%	8%	20%t	12%	13%	17%	9%	13%
Mean	2.42	2.33	2.52a	2.56i	2.61hi	2.46i	2.45i	2.35	2.26	2.42	2.41	2.40	2.44	2.34	2.45	2.28	2.36	2.33	2.58p	2.40	2.50	2.49	2.44	2.46	2.50	2.41
Standard deviation	1.00	1.00	0.99	0.85	0.98	1.00	1.08	1.00	0.97	0.97	0.98	1.09	0.97	0.95	1.04	1.02	0.98	0.91	1.11	1.13	1.06	0.96	0.97	0.95	0.95	1.02
Standard error	0.03	0.03	0.04	0.09	0.07	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.08	0.12	0.08	0.08	0.08	0.10	0.12	0.08	0.07	0.07	0.08	0.07	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 1

**Q.2 Thinking about if you were to receive letters from competitor energy companies informing you of cheaper tariffs than the one you are currently on. How likely or unlikely would it be that you would opt out of receiving these, if you had the choice?**  
**Base: All respondents who are responsible or jointly responsible for the gas or electricity bills in their household**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	1797	844	968	826	676	808	667
Weighted base	1758	799	907	777	705	828	696
NET: Likely to opt out	659 38%	308 39%	343 38%	302 39%	260 37%	311 38%	257 37%
Very likely to opt out	(4) 275 16%	124 16%	144 16%	122 16%	104 15%	129 16%	102 15%
Fairly likely to opt out	(3) 384 22%	184 23%	199 22%	180 23%	155 22%	182 22%	155 22%
Not very likely to opt out	(2) 558 32%	238 30%	284 31%	235 30%	241 34%	273 33%	236 34%
Not at all likely to opt out	(1) 297 17%	156 19%def	175 19%def	144 19%def	91 13%	117 14%	90 13%
NET: Not likely to opt out	855 49%	393 49%	459 51%	380 49%	332 47%	391 47%	326 47%
Don't know	243 14%	98 12%	104 12%	95 12%	113 16%b	126 15%b	113 16%b
Mean	2.42	2.39	2.39	2.41	2.46	2.46	2.46
Standard deviation	1.00	1.02	1.02	1.01	0.95	0.98	0.95
Standard error	0.03	0.04	0.03	0.04	0.04	0.04	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 2

**Q.3 If you were to receive letters from competitor energy companies informing you of cheaper tariffs than the one you're currently on, which of the following, if any, do you think you would do?**

**Base: All respondents who are responsible or jointly responsible for the gas or electricity bills in their household**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1797	965	832	100	246	304	358	281	508	579	530	256	432	165	79	196	173	144	126	104	199	195	245	171	233	723
Weighted base	1758	888	870	120*	291	306	338	268	435	495	465	365	432	163	74*	200	149	149	132	96*	181	225	232	156	253	764
Look further into the information they provide (e.g. look up a tariff)	702 40%	385 43%b	317 36%	38 32%	102 35%	102 33%	129 38%	126 47%defg	205 47%defg	204 41%	176 38%	162 44%	160 37%	60 37%	33 45%	84 42%	72 48%su	69 46%	46 35%	45 47%	65 36%	78 35%	89 38%	61 39%	100 39%	285 37%
Take the time to read it properly	594 34%	317 36%	277 32%	33 27%	76 26%	94 31%	115 34%	112 42%def	164 38%e	160 32%	163 35%	138 38%	133 31%	60 37%	28 38%	65 32%	54 36%	49 33%	40 30%	36 38%	51 28%	80 35%	90 39%lux	42 27%	84 33%	243 32%
Consider switching energy suppliers	582 33%	335 38%b	247 28%	26 22%	93 32%	104 34%d	138 41%dei	87 33%	133 31%	161 33%	169 36%m	129 35%	122 28%	58 36%u	22 29%	70 35%u	58 39%u	55 37%u	36 28%	41 43%lux	44 24%	82 36%u	72 31%	43 28%	96 38%	267 35%
Keep it for future reference	510 29%	255 29%	255 29%	48 40%efi	62 21%	85 28%	108 32%e	82 31%e	124 29%	147 30%	146 31%	95 26%	122 28%	54 33%	22 30%	59 30%	43 29%	44 29%	30 23%	30 31%	43 24%	79 35%su	65 28%	42 27%	74 29%	224 29%
Scan it quickly	369 21%	175 20%	195 22%	43 36%fgh	92 32%ghi	71 23%hi	72 21%hi	37 14%	54 13%	98 20%	106 23%	80 22%	85 20%	34 21%	10 14%	35 18%	43 29%opu	36 24%	27 21%	18 19%	31 17%	47 21%	49 21%	39 25%	62 24%	168 22%
Put it straight in the bin	231 13%	109 12%	123 14%	18 15%	58 20%ghi	51 16%gi	36 11%	30 11%	38 9%	67 14%	60 13%	43 12%	61 14%	24 15%q	12 17%q	27 13%	10 7%	16 10%	16 12%	15 15%q	29 16%q	32 14%	26 11%	24 16%q	45 18%	106 14%
Do nothing with the information	116 7%	48 5%	68 8%	15 13%hi	25 9%h	20 7%	21 6%	9 3%	26 6%	28 6%	26 6%	26 7%	34 8%	9 6%	5 6%	10 5%	6 4%	9 6%	17 12%ppwx	8 8%	16 9%	21 9%	10 4%	6 4%	22 9%	49 6%
None of the above	29 2%	12 1%	17 2%	2 2%	8 3%	2 1%	10 3%	4 1%	4 1%	7 1%	3 1%	8 2%	10 2%	-	-	3 2%	1 *	3 2%	4 3%	-	8 4%nq	7 3%	3 1%	2 1%	2 1%	16 2%
Don't know	45 3%	19 2%	26 3%	2 2%	5 2%	11 4%	9 3%	6 2%	12 3%	2 *	9 2%j	15 4%j	19 4%jk	1 1%	2 3%	6 3%	1 1%	5 3%	6 5%	-	5 3%	8 3%	7 3%	4 3%	4 2%	19 2%
NET: Put it straight in the bin/ Scan it quickly	567 32%	269 30%	298 34%	58 48%ghi	135 46%ghi	116 38%hi	103 31%i	64 24%	90 21%	154 31%	157 34%	116 32%	140 32%	55 34%	21 29%	59 30%	52 35%	46 31%	42 32%	31 32%	54 30%	75 33%	71 31%	60 38%	96 38%	261 34%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

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Unweighted base	1797	844	968	826	676	808	667
Weighted base	1758	799	907	777	705	828	696
Look further into the information they provide (e.g. look up a tariff)	702 40%	359 45%def	408 45%def	348 45%def	245 35%	286 35%	241 35%
Take the time to read it properly	594 34%	294 37%e	328 36%	283 36%	226 32%	262 32%	222 32%
Consider switching energy suppliers	582 33%	315 39%def	361 40%def	306 39%def	186 26%	215 26%	183 26%
Keep it for future reference	510 29%	252 32%	279 31%	239 31%	190 27%	223 27%	188 27%
Scan it quickly	369 21%	154 19%	179 20%	153 20%	170 24%a	188 23%	170 24%ab
Put it straight in the bin	231 13%	95 12%	113 13%	93 12%	95 13%	115 14%	93 13%
Do nothing with the information	116 7%	38 5%	38 4%	35 5%	69 10%abc	76 9%abc	69 10%abc
None of the above	29 2%	6 1%	7 1%	5 1%	10 1%	21 3%abc	10 1%
Don't know	45 3%	14 2%	14 2%	14 2%	24 3%b	27 3%b	24 4%ab
NET: Put it straight in the bin/ Scan it quickly	567 32%	235 29%	276 30%	233 30%	248 35%a	285 34%	246 35%ac

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 3

**Q.7 Which of the following reasons, if any, prompted you into looking into switching?**  
**Base: All respondents who looked into switching tariffs with their supplier or their supplier**

	Gender		Age							Social Grade					Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1199	709	490	49	153	191	242	196	368	424	367	157	251	107	57	141	119	106	87	62	132	105	169	114	159	473
Weighted base	1136	639	497	62*	175	189	225	180	306	357	318	222	239	107*	50*	137	93	103*	93*	57*	116	120*	155	104*	165	494
My fixed tariff came to an end	396 35%	238 37%	158 32%	14 22%	34 19%	73 39%e	86 38%e	75 42%de	116 38%e	130 37% <u>m</u>	116 37% <u>m</u>	84 38%	66 28%	37 34%	21 42%	57 42% <u>svw</u>	39 41% <u>sv</u>	38 37%	25 27%	21 38%	39 33%	33 27%	46 30%	42 40%	57 35%	162 33%
The price of my tariff increased	256 23%	131 21%	125 25%	12 20%	46 26% <u>i</u>	52 28% <u>i</u>	58 26% <u>i</u>	43 24% <u>i</u>	44 15%	79 22%	76 24%	47 21%	54 23%	29 27%	10 19%	26 19%	22 23%	20 19%	17 18%	14 24%	32 28% <u>x</u>	33 27%	39 25%	16 15%	43 26%	125 25%
I wanted a fix price deal	191 17%	114 18%	77 15%	9 15%	28 16%	29 16%	34 15%	24 13%	65 21% <u>h</u>	59 17%	57 18%	39 18%	35 15%	12 11%	15 29% <u>nsu</u>	27 20%	18 19%	16 16%	13 14%	9 16%	17 15%	22 18%	25 16%	17 16%	29 18%	65 13%
I saw that a collective switching campaign organised by a third party was happening	163 14%	107 17% <u>b</u>	56 11%	2 3%	13 8%	33 17% <u>de</u>	25 11%	34 19% <u>deg</u>	55 18% <u>deg</u>	56 16%	37 12%	42 19% <u>k</u>	28 12%	17 16%	8 16%	22 16%	19 21% <u>x</u>	16 15%	11 11%	10 17%	17 15%	13 11%	22 14%	9 9%	25 15%	66 13%
I was made aware by my supplier that I wasn't on the best tariff	162 14%	97 15%	65 13%	6 9%	14 8%	25 14%	30 14%	32 18% <u>e</u>	54 18% <u>e</u>	46 13%	39 12%	39 17%	39 16%	18 17%	7 13%	25 18%	17 18%	11 10%	14 15%	9 16%	16 13%	11 9%	20 13%	16 15%	21 13%	51 10%
I wanted a dual fuel package	125 11%	83 13% <u>b</u>	43 9%	5 9%	16 9%	21 11%	35 16% <u>h</u>	12 7%	35 12%	36 10%	26 8%	33 15% <u>k</u>	31 13%	8 7%	6 12%	15 11%	12 13% <u>u</u>	7 6%	7 8%	10 18% <u>ru</u>	6 5%	23 19% <u>nrs</u>	16 10%	15 14% <u>u</u>	16 10%	51 10%
I saw an energy company's advert	103 9%	55 9%	48 10%	10 17% <u>hi</u>	26 15% <u>hi</u>	20 11% <u>i</u>	21 9%	10 6%	16 5%	32 9%	26 8%	24 11%	22 9%	9 9%	2 4%	14 10%	5 5%	6 6%	5 5%	5 9%	8 7%	26 22% <u>nop</u>	20 13% <u>x</u>	4 4%	14 9%	60 12%
I had a poor experience with my current supplier	102 9%	55 9%	48 10%	10 16%	16 9%	18 10%	17 7%	17 10%	24 8%	35 10% <u>l</u>	37 12% <u>l</u>	9 4%	21 9%	11 10%	3 6%	12 9%	9 10%	10 9%	8 8%	8 14% <u>x</u>	14 12%	12 10%	11 7%	5 4%	10 6%	47 10%
I wanted a greener tariff	59 5%	32 5%	27 5%	9 15% <u>ghi</u>	18 10% <u>ghi</u>	11 6%	7 3%	5 3%	10 3%	24 7% <u>lm</u>	24 8% <u>lm</u>	5 2%	6 3%	2 2%	-	7 5%	5 5%	5 5%	3 3%	3 6%	6 5%	17 14% <u>nops</u>	7 5%	4 4%	3 2%	40 8% <u>A</u>
Someone I knew switched	58 5%	27 4%	31 6%	9 14% <u>ghi</u>	19 11% <u>ghi</u>	10 6%	7 3%	6 3%	7 2%	20 6%	19 6%	11 5%	9 4%	5 4%	2 5%	6 4%	3 3%	5 5%	2 3%	4 8%	4 4%	14 11% <u>qsuw</u>	5 3%	8 8%	11 6%	30 6%

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Weighted base	1136	639	497	62*	175	189	225	180	306	357	318	222	239	107*	50*	137	93	103*	93*	57*	116	120*	155	104*	165	494
I received written communication (including marketing material) from my then supplier	54 5%	35 5%	20 4%	- -	3 1%	6 3%	9 4%	12 6%e	25 8%ef	20 5%em	12 4%	18 8%em	5 2%	5 5%w	4 8%w	4 3%	8 9%ruw	2 2%	7 7%w	6 10%ruw	3 2%	8 6%w	* *	7 7%w	5 3%	17 4%
I received written communication (including marketing material) from a competitor supplier	47 4%	28 4%	19 4%	6 9%eg	3 2%	12 6%eg	3 1%	10 5%g	13 4%	13 4%	17 5%	7 3%	10 4%	8 8%	1 2%	5 4%	3 4%	2 2%	1 1%	3 5%	3 3%	11 9% <sub>s</sub>	5 3%	3 3%	8 5%	17 3%
A supplier/ representative contacted me by phone	32 3%	21 3%	11 2%	3 4%	5 3%	8 4%	6 3%	2 1%	8 3%	5 1%	10 3%	5 2%	12 5% <sub>j</sub>	1 1%	1 3%	9 6% <sub>wx</sub>	4 4% <sub>x</sub>	3 3%	2 3%	4 8% <sub>n</sub> <sub>wx</sub>	1 1%	4 3%	2 1%	- -	4 2%	14 3%
A supplier/ representative knocked on my door	19 2%	7 1%	12 2%	- -	8 5% <sub>hi</sub>	6 3% <sub>i</sub>	3 2%	1 1%	1 *	4 1%	1 *	4 2%	9 4% <sub>jk</sub>	5 5% <sub>pqu</sub>	3 6% <sub>pquw</sub>	- -	- -	1 1%	1 2%	3 5% <sub>pqu</sub>	- -	2 2%	1 1%	2 2%	1 1%	11 2%
I spoke to a salesperson in the street/ shopping centre/ public place	18 2%	10 2%	7 1%	2 3%	3 2%	7 4% <sub>i</sub>	4 2%	2 1%	1 *	5 1%	2 1%	7 3%	4 2%	5 5% <sub>qx</sub>	- -	2 1%	- -	1 1%	- -	3 5% <sub>qx</sub>	1 1%	2 2%	3 2%	- -	3 2%	7 2%
Other	104 9%	58 9%	46 9%	5 9%	11 6%	15 8%	19 9%	15 9%	38 12%	42 12% <sub>l</sub>	33 10%	12 6%	17 7%	5 5%	7 14% <sub>v</sub>	9 6%	9 9%	13 12%	15 16% <sub>npv</sub>	6 11%	12 11%	5 4%	10 7%	12 12%	13 8%	34 7%
No real reason - I just thought I should look into it	143 13%	76 12%	67 13%	6 9%	25 14%	20 11%	28 12%	20 11%	44 14%	36 10%	33 10%	27 12%	46 19% <sub>jk</sub>	11 11%	2 4%	14 10%	8 9%	16 16% <sub>o</sub>	15 16% <sub>o</sub>	11 20% <sub>o</sub>	21 18% <sub>o</sub>	10 8%	22 14% <sub>o</sub>	12 12%	13 8%	53 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 3

**Q.7 Which of the following reasons, if any, prompted you into looking into switching?****Base: All respondents who looked into switching tariffs with their supplier or their supplier**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	1199	681	788	666	346	405	339
Weighted base	1136	635	727	618	345	401	338
My fixed tariff came to an end	396 35%	226 36%	268 37%	223 36%	115 33%	128 32%	113 33%
The price of my tariff increased	256 23%	163 26%def	182 25%def	156 25%def	58 17%	74 18%	56 17%
I wanted a fix price deal	191 17%	111 18%	127 18%	108 17%	53 15%	62 15%	53 16%
I saw that a collective switching campaign organised by a third party was happening	163 14%	108 17%def	125 17%def	106 17%def	35 10%	37 9%	34 10%
I was made aware by my supplier that I wasn't on the best tariff	162 14%	70 11%	80 11%	66 11%	66 19%abc	79 20%abc	66 20%abc
I wanted a dual fuel package	125 11%	84 13%	84 12%	83 13%	40 12%	41 10%	40 12%
I saw an energy company's advert	103 9%	57 9%	64 9%	56 9%	34 10%	39 10%	33 10%
I had a poor experience with my current supplier	102 9%	68 11%def	80 11%def	66 11%def	13 4%	21 5%	13 4%
I wanted a greener tariff	59 5%	37 6%df	43 6%df	32 5%df	7 2%	16 4%	7 2%
Someone I knew switched	58 5%	33 5%	36 5%	30 5%	18 5%	23 6%	16 5%
I received written communication (including marketing material) from my then supplier	54 5%	16 2%	23 3%	15 2%	27 8%abc	30 8%abc	26 8%abc

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 3

**Q.7 Which of the following reasons, if any, prompted you into looking into switching?**

**Base: All respondents who looked into switching tariffs with their supplier or their supplier**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Weighted base	1136	635	727	618	345	401	338
I received written communication (including marketing material) from a competitor supplier	47 4%	24 4%	28 4%	24 4%	15 4%	18 5%	15 5%
A supplier/ representative contacted me by phone	32 3%	28 4%def	25 3%df	24 4%df	3 1%	7 2%	3 1%
A supplier/ representative knocked on my door	19 2%	16 3%df	15 2%	14 2%	2 *	4 1%	2 1%
I spoke to a salesperson in the street/ shopping centre/ public place	18 2%	11 2%	13 2%	11 2%	4 1%	5 1%	4 1%
Other	104 9%	60 9%	77 11%e	60 10%	25 7%	27 7%	24 7%
No real reason - I just thought I should look into it	143 13%	58 9%	66 9%	57 9%	65 19%abc	74 18%abc	64 19%abc

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f**



## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 3

**Q.7 Which of the following reasons, if any, prompted you into looking into switching?****Base: All respondents who looked into switching tariffs with their supplier or their supplier**

	Total	Switched (a)	Didn't switch (b)
Unweighted base	1199	797	638
Weighted base	1136	750	603
My fixed tariff came to an end	396 35%	316 42% <sup>b</sup>	212 35%
The price of my tariff increased	256 23%	175 23%	138 23%
I wanted a fix price deal	191 17%	151 20% <sup>b</sup>	89 15%
I saw that a collective switching campaign organised by a third party was happening	163 14%	120 16%	97 16%
I was made aware by my supplier that I wasn't on the best tariff	162 14%	123 16%	75 12%
I wanted a dual fuel package	125 11%	91 12%	70 12%
I saw an energy company's advert	103 9%	48 6%	73 12% <sup>a</sup>
I had a poor experience with my current supplier	102 9%	68 9%	57 10%
I wanted a greener tariff	59 5%	45 6%	25 4%
Someone I knew switched	58 5%	31 4%	35 6%
I received written communication (including marketing material) from my then supplier	54 5%	38 5%	34 6%
I received written communication (including marketing material) from a competitor supplier	47 4%	23 3%	31 5%

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**Proportions/Mean: Columns Tested (5% risk level) - a/b**

Prepared by Populus

**Which? Energy Switching Behaviour & Attitudes Survey**  
**ONLINE Fieldwork: 24th-28th March 2016**

Absolutes/col percents

Table 3

**Q.7 Which of the following reasons, if any, prompted you into looking into switching?**

**Base: All respondents who looked into switching tariffs with their supplier or their supplier**

	Total	Switched (a)	Didn't switch (b)
Weighted base	1136	750	603
A supplier/ representative contacted me by phone	32 3%	28 4%	12 2%
A supplier/ representative knocked on my door	19 2%	14 2%	9 1%
I spoke to a salesperson in the street/ shopping centre/ public place	18 2%	8 1%	12 2%
Other	104 9%	76 10%	52 9%
No real reason - I just thought I should look into it	143 13%	62 8%	95 16% <sup>a</sup>

**Proportions/Mean: Columns Tested (5% risk level) - a/b**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 4

**Q.11 Which of the following reasons, if any, explain why you have not looked into switching supplier or tariff?**

**Base: All respondents who haven't looked into switching tariffs or supplier**

	Gender		Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	575	246	329	48	87	106	113	85	136	151	155	96	173	56	22	52	51	37	37	41	65	84	75	55	72	240
Weighted base	600	240	360	56*	109*	111*	110*	88*	126	134	140	139*	186	53*	24**	61*	54*	45**	38*	37*	62*	100*	75*	50*	86*	259
I don't think there is enough difference between suppliers to make switching worthwhile	194	88	107	6	29	33	37	38	51	39	45	52	59	22	9	21	10	17	11	15	16	33	28	13	26	86
	32%	37%	30%	10%	27% <sup>d</sup>	30% <sup>d</sup>	34% <sup>d</sup>	43% <sup>d</sup>	41% <sup>d</sup>	29%	32%	37%	31%	41% <sup>q</sup>	38%	34%	19%	38%	28%	39%	26%	33%	37%	26%	30%	33%
I think I am on the best tariff already	170	69	102	10	31	27	31	29	42	37	38	34	61	14	8	11	17	13	9	14	26	19	25	15	24	64
	28%	29%	28%	18%	28%	25%	28%	33%	33%	28%	27%	24%	33%	25%	34%	18%	32%	29%	23%	37%	41% <sup>pv</sup>	19%	33%	30%	28%	25%
I think the process is too much of a hassle to make it worthwhile	150	72	78	15	27	25	27	24	32	38	41	29	42	14	1	19	10	7	5	10	16	33	19	15	18	79
	25%	30% <sup>b</sup>	22%	27%	24%	23%	24%	27%	26%	28%	30%	21%	22%	26%	3%	32%	19%	15%	14%	27%	26%	33%	25%	29%	21%	30%
I'm not interested in looking into switching	137	66	71	18	23	21	18	27	30	33	33	28	43	16	7	12	6	15	9	7	13	25	17	10	20	52
	23%	28% <sup>b</sup>	20%	32%	21%	19%	17%	31% <sup>g</sup>	24%	25%	24%	20%	23%	30% <sup>q</sup>	31%	19%	11%	33%	23%	19%	21%	25%	23%	19%	23%	20%
I'm not confident that I could work out what was the best deal	100	40	61	7	23	11	23	19	18	18	21	28	33	7	5	12	13	5	6	6	7	18	15	6	13	48
	17%	17%	17%	12%	21%	10%	21% <sup>f</sup>	21%	14%	14%	15%	20%	18%	14%	20%	19%	24%	12%	15%	16%	12%	18%	20%	12%	15%	19%
I'm concerned that the process wouldn't go smoothly	97	42	55	6	18	19	25	13	16	26	25	22	23	9	6	9	12	8	6	7	10	15	6	9	21	43
	16%	17%	15%	10%	16%	17%	23%	15%	13%	20%	18%	16%	12%	17%	25%	15%	22% <sup>w</sup>	19%	16%	19%	15%	15%	8%	17%	24%	17%
I don't know where to get information to make a good choice	33	17	16	2	5	7	11	6	2	8	7	9	9	3	2	4	6	-	2	4	1	8	-	3	11	16
	6%	7%	4%	3%	5%	6%	10% <sup>i</sup>	7%	2%	6%	5%	6%	5%	5%	9%	6%	12% <sup>uw</sup>	-	6% <sup>w</sup>	10% <sup>uw</sup>	1%	8% <sup>w</sup>	-	6%	13%	6%
I'm renting and don't think I'm allowed to switch	30	8	22	10	9	4	3	1	2	4	13	3	9	3	1	1	2	1	4	1	-	10	1	6	7	15
	5%	3%	6%	19% <sup>fghi</sup>	9% <sup>hi</sup>	4%	3%	1%	2%	3%	9% <sup>jl</sup>	2%	5%	6%	3%	1%	4%	2%	12% <sup>puw</sup>	3%	-	10% <sup>uw</sup>	1%	11% <sup>puw</sup>	8%	6%
I don't know how to switch	22	6	16	6	7	1	5	3	1	5	4	6	7	3	2	1	5	-	5	-	-	2	2	2	10	10
	4%	3%	4%	11% <sup>fi</sup>	6% <sup>i</sup>	1%	4%	3%	1%	4%	3%	4%	4%	6%	8%	2%	8% <sup>u</sup>	-	14% <sup>ptuv</sup>	-	-	2%	2%	5%	11% <sup>B</sup>	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 4

**Q.11 Which of the following reasons, if any, explain why you have not looked into switching supplier or tariff?****Base: All respondents who haven't looked into switching tariffs or supplier**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	600	240	360	56*	109*	111*	110*	88*	126	134	140	139*	186	53*	24**	61*	54*	45**	38*	37*	62*	100*	75*	50*	86*	259
I wasn't aware that I could switch tariffs with my current supplier	4 1%	1 *	3 1%	-	3 3%	-	-	1 1%	-	1 1%	-	1 1%	2 1%	-	-	1 2%	-	-	2 5%v	1 2%	-	-	-	-	-	1 *
I wasn't aware that I could switch suppliers	3 1%	2 1%	1 *	1 2%	1 1%	1 1%	-	-	-	2 2%	-	-	1 *	-	-	-	-	-	-	-	-	3 3%	-	-	1 1%	2 1%
My supplier told me I couldn't switch	2 *	2 1%	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	1 2%	1 3%	-	-	-	-	-	-	-	1 *
Other	50 8%	19 8%	31 9%	2 3%	4 4%	7 6%	9 8%	10 11%	18 14%e	13 10%	9 6%	8 6%	20 11%	8 15%ps	3 11%	1 2%	7 13% s	3 6%	-	7 18%psv w	7 12% s	5 5%	4 5%	6 12% s	9 11%	12 5%
Don't know	32 5%	12 5%	20 6%	6 10%i	6 5%	7 7%i	6 6%i	7 7%i	1 1%	5 4%	6 4%	8 6%	13 7%	2 4%	1 5%	4 6%	1 2%	5 10%	1 4%	1 2%	8 13%qw	7 7%	1 2%	1 3%	6 6%	18 7%

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 4

**Q.11 Which of the following reasons, if any, explain why you have not looked into switching supplier or tariff?**

**Base: All respondents who haven't looked into switching tariffs or supplier**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	575	156	172	153	320	393	318
Weighted base	600	155	170	150	351	418	349
I don't think there is enough difference between suppliers to make switching worthwhile	194 32%	31 20%	33 19%	30 20%	141 40%abc	161 38%abc	141 40%abc
I think I am on the best tariff already	170 28%	54 35%	58 34%	54 36%	95 27%	112 27%	94 27%
I think the process is too much of a hassle to make it worthwhile	150 25%	29 19%	31 18%	27 18%	104 30%abc	116 28%abc	103 30%abc
I'm not interested in looking into switching	137 23%	22 14%	26 15%	20 14%	91 26%abc	108 26%abc	91 26%abc
I'm not confident that I could work out what was the best deal	100 17%	19 12%	22 13%	19 12%	71 20%	78 19%	70 20%
I'm concerned that the process wouldn't go smoothly	97 16%	18 11%	19 11%	18 12%	68 19%ab	78 19%b	68 19%ab
I don't know where to get information to make a good choice	33 6%	5 3%	5 3%	5 4%	26 7%	28 7%	26 7%
I'm renting and don't think I'm allowed to switch	30 5%	16 10%def	19 11%def	16 10%def	8 2%	11 3%	8 2%
I don't know how to switch	22 4%	6 4%	6 3%	6 4%	15 4%	16 4%	15 4%
I wasn't aware that I could switch tariffs with my current supplier	4 1%	-	-	-	3 1%	4 1%	3 1%
I wasn't aware that I could switch suppliers	3 1%	2 1%	2 1%	2 1%	1 *	1 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f

Prepared by Populus

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 4

**Q.11 Which of the following reasons, if any, explain why you have not looked into switching supplier or tariff?**

**Base: All respondents who haven't looked into switching tariffs or supplier**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Weighted base	600	155	170	150	351	418	349
My supplier told me I couldn't switch	2 *	1 1%	1 1%	1 1%	1 *	1 *	1 *
Other	50 8%	12 8%	13 8%	12 8%	24 7%	34 8%	24 7%
Don't know	32 5%	10 6%	15 9%def	10 7%	12 4%	14 3%	12 4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 5

**Q.12 How likely, or unlikely, are each of the below to prompt you to look into switching?****Receiving a letter from competitor energy suppliers informing me of cheaper tariffs they have****Base: All respondents who are responsible or jointly responsible for the gas or electricity bills in their household**

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1797	965	832	100	246	304	358	281	508	579	530	256	432	165	79	196	173	144	126	104	199	195	245	171	233	723
Weighted base	1758	888	870	120*	291	306	338	268	435	495	465	365	432	163	74*	200	149	149	132	96*	181	225	232	156	253	764
NET: Likely	865 49%	461 52% <sup>b</sup>	404 46%	70 58% <sup>i</sup>	152 52% <sup>i</sup>	157 51% <sup>i</sup>	172 51% <sup>i</sup>	134 50% <sup>i</sup>	180 41%	252 51%	233 50%	187 51%	194 45%	82 51%	35 48%	105 52% <sup>s</sup>	90 60% <sup>rsu</sup>	69 46%	53 40%	60 62% <sup>rsu</sup>	81 45%	105 46%	101 44%	85 54% <sup>s</sup>	123 48%	414 54%
Very likely	(4) 165 9%	88 10%	77 9%	12 10%	30 10%	28 9%	37 11% <sup>i</sup>	31 12% <sup>i</sup>	27 6%	46 9%	46 10%	41 11%	33 8%	16 10%	7 9%	23 12% <sup>r</sup>	12 8%	7 5%	9 7%	13 14% <sup>fr</sup>	14 8%	29 13% <sup>fr</sup>	21 9%	15 9%	29 11%	77 10%
Fairly likely	(3) 700 40%	373 42%	327 38%	59 49% <sup>i</sup>	122 42%	129 42%	135 40%	103 38%	153 35%	207 42%	187 40%	146 40%	160 37%	66 41%	29 39%	82 41%	78 52% <sup>suv</sup>	62 41%	44 33%	47 49% <sup>sw</sup>	67 37%	76 34%	80 35%	70 45%	94 37%	338 44%
Not very likely	(2) 509 29%	258 29%	252 29%	33 27%	75 26%	82 27%	88 26%	74 28%	158 36% <sup>efg</sup>	151 30%	141 30%	104 28%	114 26%	47 29%	23 31%	55 28%	34 23%	58 39% <sup>qtu</sup>	46 34% <sup>q</sup>	22 22%	49 27%	62 27%	75 32%	40 26%	86 34% <sup>B</sup>	193 25%
Not at all likely	(1) 224 13%	114 13%	109 13%	11 9%	45 16%	42 14%	49 14%	31 11%	46 11%	66 13%	52 11%	43 12%	62 14%	22 13%	11 15%	19 9%	16 10%	13 8%	20 15%	12 13%	34 19% <sup>pqr</sup>	28 12%	32 14%	18 12%	34 14%	95 12%
NET: Not likely	733 42%	372 42%	361 42%	44 37%	120 41%	123 40%	137 40%	105 39%	204 47%	217 44%	193 42%	147 40%	176 41%	69 42%	34 45%	74 37%	49 33%	70 47% <sup>q</sup>	66 50% <sup>pqt</sup>	34 35%	82 45% <sup>q</sup>	89 40%	107 46% <sup>q</sup>	59 38%	120 48% <sup>B</sup>	289 38%
Don't know	160 9%	55 6%	104 12% <sup>a</sup>	6 5%	19 6%	25 8%	29 9%	29 11%	51 12% <sup>e</sup>	26 5%	40 9%	31 9%	62 14% <sup>ijkl</sup>	11 7%	5 6%	22 11% <sup>t</sup>	10 7%	14 10% <sup>t</sup>	2 2%	18 10% <sup>t</sup>	31 14% <sup>qt</sup>	24 10% <sup>t</sup>	13 8%	10 4%	61 8%	
Mean	2.50	2.52	2.49	2.62 <sup>i</sup>	2.50	2.51	2.52	2.56 <sup>i</sup>	2.42	2.49	2.53	2.55	2.44	2.50	2.45	2.62 <sup>su</sup>	2.62 <sup>su</sup>	2.46	2.35	2.65 <sup>su</sup>	2.38	2.54	2.43	2.56	2.48	2.56
Standard deviation	0.86	0.86	0.86	0.80	0.90	0.87	0.90	0.88	0.79	0.85	0.84	0.87	0.88	0.87	0.87	0.84	0.80	0.73	0.85	0.88	0.91	0.91	0.87	0.84	0.88	0.86
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.07	0.10	0.06	0.06	0.08	0.09	0.07	0.07	0.06	0.07	0.06	0.06	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 5  
**Q.12 How likely, or unlikely, are each of the below to prompt you to look into switching?**  
**Receiving a letter from competitor energy suppliers informing me of cheaper tariffs they have**  
**Base: All respondents who are responsible or jointly responsible for the gas or electricity bills in their household**

	Total	Length of Time With Suppliers					More than 3 years for both (f)
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	
Unweighted base	1797	844	968	826	676	808	667
Weighted base	1758	799	907	777	705	828	696
NET: Likely	865 49%	464 58%def	530 58%def	453 58%def	286 41%	325 39%	282 41%
Very likely	(4) 165 9%	100 13%def	118 13%def	97 12%def	43 6%	47 6%	42 6%
Fairly likely	(3) 700 40%	364 46%def	411 45%def	357 46%def	242 34%	278 34%	240 35%
Not very likely	(2) 509 29%	204 26%	238 26%	201 26%	221 31%abc	268 32%abc	219 31%abc
Not at all likely	(1) 224 13%	73 9%	82 9%	70 9%	112 16%abc	138 17%abc	110 16%abc
NET: Not likely	733 42%	277 35%	319 35%	271 35%	333 47%abc	406 49%abc	329 47%abc
Don't know	160 9%	58 7%	57 6%	53 7%	86 12%abc	97 12%abc	85 12%abc
Mean	2.50	2.66def	2.67def	2.66def	2.35	2.32	2.35
Standard deviation	0.86	0.83	0.83	0.83	0.85	0.85	0.85
Standard error	0.02	0.03	0.03	0.03	0.04	0.03	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**



## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 6  
Gender  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
Male	975	975	-	68	139	154	190	170	255	328	232	212	203	84	36	125	86	94	70	56	87	128	122	86	123	478
	49%	100% <sup>b</sup>	-	29%	40% <sup>d</sup>	47% <sup>d</sup>	53% <sup>de</sup>	59% <sup>def</sup>	57% <sup>def</sup>	61% <sup>klm</sup>	43%	49%	42%	48%	43%	54% <sup>w</sup>	50%	52%	47%	55%	45%	49%	44%	49%	45%	56% <sup>A</sup>
Female	1027	-	1027	165	208	175	167	119	193	211	307	224	285	90	48	105	84	86	78	46	107	136	158	90	149	383
	51%	-	100% <sup>a</sup>	71% <sup>efg</sup>	60% <sup>ghi</sup>	53% <sup>hi</sup>	47%	41%	43%	39%	57% <sup>j</sup>	51% <sup>j</sup>	58% <sup>j</sup>	52%	57%	46%	50%	48%	53%	45%	55%	51%	56% <sup>p</sup>	51%	55% <sup>B</sup>	44%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Which? Energy Switching Behaviour & Attitudes Survey**  
**ONLINE Fieldwork: 24th-28th March 2016**

Absolutes/col percents

Table 6  
**Gender**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
Male	975 49%	438 55%def	496 55%def	426 55%def	323 46%	386 47%	318 46%
Female	1027 51%	361 45%	411 45%	351 45%	382 54%abc	442 53%abc	378 54%abc

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 7  
Age  
Base: All respondents

	Gender			Age						Social Grade				Region									Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
18-24	232 12%	68 7%	165 16%a	232 100%efgh i	-	-	-	-	-	52 10%	94 17%jlm	48 11%	39 8%	13 8%	8 9%	24 10%	19 11%	25 14%tu	13 9%	5 5%	12 6%	56 21%nop qstuw	30 11%	27 15%ntu	34 12%	86 10%
25-34	347 17%	139 14%	208 20%a	-	347 100%dfgh i	-	-	-	-	85 16%	105 19%	83 19%	74 15%	27 16%	11 13%	43 19%t	30 18%	34 19%t	22 15%	9 9%	29 15%	63 24%otu	53 19%t	28 16%	57 21%	219 25%
35-44	329 16%	154 16%	175 17%	-	-	329 100%degh i	-	-	-	93 17%	82 15%	82 19%	71 15%	37 21%r	12 15%	34 15%	31 18%	21 12%	18 12%	19 19%	31 16%	48 18%	47 17%	30 17%	62 23%	194 22%
45-54	357 18%	190 19%	167 16%	-	-	-	357 100%defh i	-	-	67 12%	101 19%j	96 22%j	93 19%j	32 18%	20 24%r	35 15%	32 19%	23 13%	42 28%prv wx	20 20%	37 19%	39 15%	48 17%	28 16%	76 28%	195 23%
55-64	289 14%	170 17%b	119 12%	-	-	-	-	289 100%defg i	-	79 15%k	54 10%	52 12%	104 21%jkl	32 18%vx	16 19%vx	34 15%v	30 17%vx	29 16%v	17 11%	20 20%vx	40 20%svwx	21 8%	35 12%	15 9%	36 13%	116 13%
65+	449 22%	255 26%b	193 19%	-	-	-	-	-	449 100%def gh	162 30%klm	103 19%	75 17%	108 22%	32 18%	17 20%	60 26%qv	29 17%	48 27%qv	36 24%v	28 28%qv	46 23%v	37 14%	68 24%v	48 27%qv	8 3%	51 6%
Average age	47.29	50.58b	44.17	21.49	29.69d	39.49d e	49.87d ef	59.41d efg	70.14d efgh	49.77k l	44.25	45.68	49.35k l	47.77v	49.00v	48.69v	46.47v	47.55v	49.39v	52.54n qrwx	49.77v	40.67	47.53v	46.72v	41.80	41.96

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Which? Energy Switching Behaviour & Attitudes Survey**  
**ONLINE Fieldwork: 24th-28th March 2016**

Absolutes/col percents

Table 7  
**Age**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
18-24	232 12%	73 9%def	76 8%def	70 9%def	32 5%	37 4%	32 5%
25-34	347 17%	161 20%def	178 20%def	155 20%def	94 13%	108 13%	92 13%
35-44	329 16%	163 20%e	175 19%	162 21%def	114 16%	129 16%	114 16%
45-54	357 18%	135 17%	153 17%	131 17%	154 22%abc	181 22%abc	152 22%abc
55-64	289 14%	111 14%	131 14%	106 14%	113 16%	133 16%	111 16%
65+	449 22%	156 20%	194 21%	153 20%	198 28%abc	241 29%abc	195 28%abc
Average age	47.29	46.45	47.19	46.48	51.57abc	51.93abc	51.53abc

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 8  
Social Grade  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
AB	538 27%	328 34%b	211 21%	52 22%	85 25%	93 28%g	67 19%	79 28%g	162 36%de	538 100%klm	-	-	-	52 30%	20 24%	56 24%	36 21%	53 30%	36 25%	29 28%	60 31%	69 26%	72 26%	55 31%q	91 34%	232 27%
C1	539 27%	232 24%	307 30%a	94 40%fgh i	105 30%hi	82 25%	101 28%h	54 19%	103 23%	-	539 100%jlm	-	-	45 26%	27 33%	53 23%	53 31%	40 22%	39 26%	26 25%	46 24%	93 35%pru wx	72 26%	44 25%	103 38%B	242 28%
C2	436 22%	212 22%	224 22%	48 20%	83 24%i	82 25%i	96 27%hi	52 18%	75 17%	-	-	436 100%jkm	-	29 17%	14 16%	45 20%	43 25%	32 18%	36 24%	24 23%	39 20%	66 25%	77 27%nrx	32 18%	45 17%	229 27%A
DE	488 24%	203 21%	285 28%a	39 17%	74 21%	71 22%	93 26%d	104 36%def gi	108 24%	-	-	-	488 100%jkl	48 27%v	23 28%v	76 33%qvw	38 22%v	54 30%v	37 25%v	23 23%	49 25%v	36 14%	59 21%	45 25%v	32 12%	158 18%A
NET: ABC1	1077 54%	560 57%b	517 50%	145 63%gh	190 55%	175 53%	168 47%	133 46%	266 59%gh	538 100%lm	539 100%lm	-	-	97 56%	47 56%	109 47%	89 52%	93 52%	75 51%	55 54%	106 55%	162 61%pw	144 51%	100 57%	194 71%B	474 55%
NET: C2DE	925 46%	416 43%	509 50%a	87 37%	157 45%	154 47%	189 53%di	155 54%di	183 41%	-	-	436 100%jk	488 100%jk	77 44%	37 44%	121 53%v	81 48%	87 48%	73 49%	47 46%	88 45%	102 39%	136 49%v	76 43%	77 29%	387 45%A

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 8  
**Social Grade**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
AB	538 27%	253 32%def	289 32%def	245 32%def	161 23%	200 24%	159 23%
C1	539 27%	223 28%	262 29%def	221 28%e	167 24%	196 24%	164 23%
C2	436 22%	161 20%	168 19%	155 20%	169 24%b	194 23%b	167 24%b
DE	488 24%	162 20%	187 21%	155 20%	208 29%abc	238 29%abc	206 30%abc
NET: ABC1	1077 54%	476 60%def	551 61%def	466 60%def	328 47%	396 48%	323 46%
NET: C2DE	925 46%	323 40%	356 39%	311 40%	377 53%abc	432 52%abc	374 54%abc

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 9  
GO Region  
Base: All respondents

	Gender		Age						Social Grade				Region								Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
Scotland	174	84	90	13	27	37	32	32	32	52	45	29	48	174	-	-	-	-	-	-	-	-	-	-	21	80
	9%	9%	9%	6%	8%	11%	9%	11%	7%	10%	8%	7%	10%	100%opqr	-	-	-	-	-	-	-	-	-	-	8%	9%
North East	84	36	48	8	11	12	20	16	17	20	27	14	23	-	84	-	-	-	-	-	-	-	-	-	22	26
	4%	4%	5%	3%	3%	4%	6%	6%	4%	4%	5%	3%	5%	-	100%npqr	-	-	-	-	-	-	-	-	-	8%B	3%
North West	230	125	105	24	43	34	35	34	60	56	53	45	76	-	-	230	-	-	-	-	-	-	-	-	30	91
	11%	13%	10%	10%	12%	10%	10%	12%	13%	10%	10%	10%	15%jk	-	-	100%noqr	-	-	-	-	-	-	-	-	11%	11%
Yorkshire & Humberside	170	86	84	19	30	31	32	30	29	36	53	43	38	-	-	-	170	-	-	-	-	-	-	-	26	78
	8%	9%	8%	8%	9%	9%	9%	10%	6%	7%	10%	10%	8%	-	-	-	100%noqr	-	-	-	-	-	-	-	9%	9%
West Midlands	180	94	86	25	34	21	23	29	48	53	40	32	54	-	-	-	-	180	-	-	-	-	-	-	23	65
	9%	10%	8%	11%	10%	6%	7%	10%	11%fg	10%	7%	7%	11%	-	-	-	-	100%nopq	-	-	-	-	-	-	9%	8%
East Midlands	148	70	78	13	22	18	42	17	36	36	39	36	37	-	-	-	-	-	148	-	-	-	-	-	14	66
	7%	7%	8%	6%	6%	5%	12%defh	6%	8%	7%	7%	8%	8%	-	-	-	-	-	100%nopq	-	-	-	-	-	5%	8%
Wales	102	56	46	5	9	19	20	20	28	29	26	24	23	-	-	-	-	-	-	102	-	-	-	-	15	41
	5%	6%	4%	2%	3%	6%	6%	7%de	6%de	5%	5%	5%	5%	-	-	-	-	-	-	100%nopq	-	-	-	-	5%	5%
Eastern	194	87	107	12	29	31	37	40	46	60	46	39	49	-	-	-	-	-	-	-	-	-	-	-	28	81
	10%	9%	10%	5%	8%	9%	10%	14%cd	10%	11%	9%	9%	10%	-	-	-	-	-	-	-	-	-	-	-	10%	9%
London	264	128	136	56	63	48	39	21	37	69	93	66	36	-	-	-	-	-	-	-	-	264	-	-	35	140
	13%	13%	13%	24%fgh	18%ghi	15%hi	11%	7%	8%	13%lm	17%jm	15%lm	7%	-	-	-	-	-	-	-	-	100%nopq	-	-	13%	16%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 9  
GO Region  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
South East	280	122	158	30	53	47	48	35	68	72	72	77	59	-	-	-	-	-	-	-	-	-	280	-	32	122
	14%	13%	15%	13%	15%	14%	13%	12%	15%	13%	13%	18%	12%	-	-	-	-	-	-	-	-	-	100% <sup>nopq</sup>	-	12%	14%
South West	176	86	90	27	28	30	28	15	48	55	44	32	45	-	-	-	-	-	-	-	-	-	-	176	26	70
	9%	9%	9%	12% <sup>h</sup>	8%	9%	8%	5%	11% <sup>h</sup>	10%	8%	7%	9%	-	-	-	-	-	-	-	-	-	-	100% <sup>nop</sup>	10%	8%
																							100% <sup>qrstuvw</sup>			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 9  
GO Region  
Base: All respondents

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
Scotland	174 9%	70 9%	76 8%	65 8%	63 9%	83 10%	62 9%
North East	84 4%	37 5%	37 4%	37 5%	36 5%	37 4%	36 5%
North West	230 11%	105 13%	109 12%	102 13%	79 11%	90 11%	79 11%
Yorkshire & Humberside	170 8%	70 9%	75 8%	69 9%	69 10%	74 9%	67 10%
West Midlands	180 9%	63 8%	77 8%	63 8%	60 8%	68 8%	60 9%
East Midlands	148 7%	45 6%	57 6%	44 6%	61 9%ac	72 9%ac	60 9%a
Wales	102 5%	55 7%def	60 7%def	52 7%def	27 4%	34 4%	26 4%
Eastern	194 10%	69 9%	94 10%	68 9%	69 10%	84 10%	67 10%
London	264 13%	104 13%	107 12%	99 13%	100 14%	113 14%	100 14%
South East	280 14%	103 13%	121 13%	103 13%	99 14%	111 13%	98 14%
South West	176 9%	79 10%df	92 10%df	75 10%df	41 6%	62 7%	41 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f

## Which? Energy Switching Behaviour & Attitudes Survey ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 10  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
Yes	1207	631	577	171	224	193	202	139	279	389	347	265	206	115	44	136	94	91	84	53	111	202	176	101	193	574
	60%	65%b	56%	73% <sup>fgh</sup> <sub>i</sub>	65% <sup>h</sup>	59% <sup>h</sup>	57% <sup>h</sup>	48%	62% <sup>h</sup>	72% <sup>klm</sup>	64% <sup>m</sup>	61% <sup>m</sup>	42%	66% <sup>rt</sup>	53%	59%	55%	51%	56%	52%	57%	77% <sup>nop</sup> qrstuwx	63% <sup>r</sup>	57%	71%	67%
No	795	345	450	62	123	136	155	150	170	149	191	171	283	59	40	94	76	89	64	49	83	62	104	75	79	287
	40%	35%	44% <sup>a</sup>	27%	35%	41% <sup>d</sup>	43% <sup>d</sup>	52% <sup>def</sup> gi	38% <sup>d</sup>	28%	36% <sup>j</sup>	39% <sup>j</sup>	58% <sup>kl</sup>	34% <sup>v</sup>	47% <sup>v</sup>	41% <sup>v</sup>	45% <sup>v</sup>	49% <sup>nvw</sup>	44% <sup>v</sup>	48% <sup>nv</sup>	43% <sup>v</sup>	23%	37% <sup>v</sup>	43% <sup>v</sup>	29%	33%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

**Which? Energy Switching Behaviour & Attitudes Survey**  
**ONLINE Fieldwork: 24th-28th March 2016**

Absolutes/col percents

Table 10  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
Yes	1207 60%	528 66%def	581 64%def	512 66%def	395 56%	461 56%	390 56%
No	795 40%	271 34%	325 36%	265 34%	309 44%abc	367 44%abc	306 44%abc

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 11  
Tenure  
Base: All respondents

	Gender		Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
NET: Homeowners	1277 64%	680 70%b	597 58%	96 41%	180 52% <sup>d</sup>	206 63% <sup>de</sup>	217 61% <sup>de</sup>	213 74% <sup>def</sup>	365 81% <sup>def</sup>	441 82% <sup>klm</sup>	337 63% <sup>m</sup>	284 65% <sup>m</sup>	215 44%	104 60%	57 68% <sup>v</sup>	145 63% <sup>v</sup>	115 67% <sup>v</sup>	127 70% <sup>v</sup>	92 62% <sup>v</sup>	74 72% <sup>nv</sup>	140 72% <sup>nvw</sup>	132 50%	174 62% <sup>v</sup>	118 67% <sup>v</sup>	199 73%B	539 63%
Owned outright - without mortgage	659 33%	350 36% <sup>b</sup>	309 30%	35 15%	50 14%	43 13%	69 19% <sup>f</sup>	143 49% <sup>def</sup>	320 71% <sup>def</sup>	226 42% <sup>klm</sup>	165 31%	145 33% <sup>m</sup>	123 25%	49 28%	33 39% <sup>v</sup>	76 33% <sup>v</sup>	60 35% <sup>v</sup>	69 38% <sup>v</sup>	52 35% <sup>v</sup>	43 42% <sup>nv</sup>	71 37% <sup>v</sup>	59 22%	88 31% <sup>v</sup>	59 34% <sup>v</sup>	46 17%	207 24%A
Owned with a mortgage or loan	618 31%	330 34% <sup>b</sup>	288 28%	61 26% <sup>i</sup>	131 38% <sup>dhi</sup>	163 50% <sup>deh</sup>	149 42% <sup>dhi</sup>	70 24% <sup>i</sup>	45 10%	215 40% <sup>klm</sup>	173 32% <sup>m</sup>	139 32% <sup>m</sup>	92 19%	54 31%	24 29%	69 30%	55 32%	58 32%	40 27%	31 30%	69 36%	73 28%	86 31%	59 33%	152 56%B	332 39%
NET: Renters	692 35%	284 29%	408 40% <sup>a</sup>	122 53% <sup>fgh</sup>	158 46% <sup>fhi</sup>	116 35% <sup>hi</sup>	137 38% <sup>hi</sup>	74 26% <sup>i</sup>	83 19%	82 15%	192 36% <sup>ij</sup>	148 34% <sup>j</sup>	270 55% <sup>ijkl</sup>	66 38% <sup>u</sup>	27 32%	81 35%	53 31%	51 28%	54 37%	27 26%	50 26%	124 47% <sup>opqr</sup>	103 37% <sup>u</sup>	55 31%	69 25%	306 35%A
Rented from the council	296 15%	119 12%	177 17% <sup>a</sup>	37 16%	51 15%	46 14%	81 23% <sup>efh</sup>	36 13%	44 10%	18 3%	65 12% <sup>j</sup>	60 14% <sup>j</sup>	152 31% <sup>ijkl</sup>	42 24% <sup>opqr</sup>	10 12%	37 16% <sup>u</sup>	24 14%	23 13%	25 17% <sup>u</sup>	11 10%	16 8%	49 18% <sup>ux</sup>	43 15% <sup>u</sup>	16 9%	19 7%	110 13%A
Rented from a housing association	143 7%	61 6%	81 8%	23 10% <sup>i</sup>	32 9% <sup>i</sup>	20 6%	26 7%	21 7%	20 4%	8 2%	37 7% <sup>j</sup>	38 9% <sup>j</sup>	60 12% <sup>jk</sup>	10 6%	5 6%	19 8%	9 5%	14 8%	9 6%	6 6%	17 9%	18 7%	24 9%	11 6%	10 4%	58 7%
Rented from someone else	254 13%	104 11%	150 15% <sup>a</sup>	62 27% <sup>fgh</sup>	76 22% <sup>ghi</sup>	50 15% <sup>ghi</sup>	30 8% <sup>i</sup>	16 6%	19 4%	55 10%	90 17% <sup>jm</sup>	50 12%	58 12%	14 8%	12 15%	25 11%	20 12%	14 8%	20 13%	11 10%	16 8%	58 22% <sup>npqr</sup>	35 13%	28 16% <sup>nru</sup>	40 15%	138 16%
Rent free	33 2%	11 1%	22 2%	15 6% <sup>fghi</sup>	8 2% <sup>i</sup>	6 2% <sup>i</sup>	2 1%	2 1%	*	16 3% <sup>m</sup>	9 2%	4 1%	4 1%	4 2%	-	3 1%	2 1%	3 1%	2 1%	1 1%	4 2%	8 3%	3 1%	4 2%	4 2%	17 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 11  
**Tenure**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
NET: Homeowners	1277	558	623	546	439	515	433
	64%	70%def	69%def	70%def	62%	62%	62%
Owned outright - without mortgage	659	241	285	236	247	300	243
	33%	30%	31%	30%	35%	36%ac	35%
Owned with a mortgage or loan	618	316	338	310	192	215	190
	31%	40%def	37%def	40%def	27%	26%	27%
NET: Renters	692	235	279	226	262	308	261
	35%	29%	31%	29%	37%abc	37%abc	37%abc
Rented from the council	296	67	84	62	149	165	148
	15%	8%	9%	8%	21%abc	20%abc	21%abc
Rented from a housing association	143	42	50	42	56	69	56
	7%	5%	6%	5%	8%	8%abc	8%a
Rented from someone else	254	126	145	122	57	74	57
	13%	16%def	16%def	16%def	8%	9%	8%
Rent free	33	7	5	5	3	5	3
	2%	1%	1%	1%	*	1%	*

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 12  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
No formal education	5	2	3	-	1	1	2	-	1	2	-	-	3	-	-	-	2	-	2	-	-	1	1	-	-	-
Primary	6	6	1	1	-	-	1	1	4	1	-	2	3	-	-	-	-	-	1	-	2	1	3	-	1	-
Secondary school, high school, NVQ levels 1 to 3, etc.	993	426	567	77	130	160	215	181	230	142	227	274	350	84	49	127	85	87	77	50	108	95	145	86	109	421
University degree or equivalent professional qualification, NVQ level 4, etc.	700	390	311	68	149	117	116	88	162	262	227	121	90	64	22	81	69	66	44	44	58	94	94	63	113	336
Higher university degree, doctorate, MBA, NVQ level 5, etc.	196	114	82	16	54	47	19	18	41	111	44	20	21	18	10	13	11	20	13	6	22	48	21	14	47	89
Still in full time education	72	23	49	67	4	*	1	-	-	13	36	10	13	7	2	8	3	6	7	2	1	16	12	8	1	7
Don't know	6	2	4	2	-	-	1	-	4	2	1	-	3	-	-	-	-	-	-	1	-	1	5	2	-	
Prefer not to answer	24	13	10	2	9	3	2	1	8	6	3	9	5	1	1	1	-	1	5	-	2	10	3	1	-	8

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 12  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
No formal education	5 *	2 *	2 *	2 *	1 *	1 *	1 *
Primary	6 *	2 *	2 *	2 *	3 *	3 *	3 *
Secondary school, high school, NVQ levels 1 to 3, etc.	993 50%	356 45%	401 44%	347 45%	410 58%abc	471 57%abc	407 59%abc
University degree or equivalent professional qualification, NVQ level 4, etc.	700 35%	308 39%def	352 39%def	299 38%def	221 31%	270 33%	218 31%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	196 10%	103 13%def	116 13%def	100 13%def	50 7%	60 7%	48 7%
Still in full time education	72 4%	20 2%	22 2%	20 3%	9 1%	11 1%	9 1%
Don't know	6 *	2 *	4 *	2 *	3 *	3 *	3 *
Prefer not to answer	24 1%	5 1%	7 1%	5 1%	9 1%	10 1%	9 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 13

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
Yes - responsible for half or more of the items bought	1774	821	954	157	308	314	337	275	384	458	474	398	444	161	74	203	149	155	133	96	171	233	248	152	248	778
	89%	84%	93% <sup>a</sup>	67%	89% <sup>d</sup>	95% <sup>dei</sup>	94% <sup>dei</sup>	95% <sup>dei</sup>	86% <sup>d</sup>	85%	88%	91% <sup>j</sup>	91% <sup>j</sup>	92%	88%	88%	88%	86%	90%	94%	88%	88%	89%	86%	91%	90%
No - not responsible for most of the items bought	228	154	73	76	38	15	20	14	65	80	65	38	44	13	10	27	21	25	15	6	23	31	32	24	23	84
	11%	16% <sup>b</sup>	7%	33% <sup>efg</sup>	11% <sup>fgh</sup>	5%	6%	5%	14% <sup>fgh</sup>	15% <sup>lm</sup>	12%	9%	9%	8%	12%	12%	12%	14%	10%	6%	12%	12%	11%	14%	9%	10%

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Which? Energy Switching Behaviour & Attitudes Survey**  
**ONLINE Fieldwork: 24th-28th March 2016**

Absolutes/col percents

Table 13

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
Yes - responsible for half or more of the items bought	1774 89%	733 92%	831 92%	713 92%	663 94%	777 94%	655 94%
No - not responsible for most of the items bought	228 11%	66 8%	76 8%	63 8%	41 6%	51 6%	41 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 14  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
No cars in the household	436 22%	170 17%	266 26%a	76 33% fgh i	87 25%i	75 23%i	78 22%i	56 19%	64 14%	60 11%	129 24% jl	57 13%	190 39% kl	41 24% sw	19 22% w	69 30% suw x	43 25% suw x	40 22% sw	18 12%	19 19%	29 15%	94 36% noq rstuw x	36 13%	28 16%	41 15%	178 21%
NET: Any	1566 78%	805 83% b	761 74%	156 67%	260 75%	253 77% d	279 78% d	233 81% d	385 86% def g	479 89% km	409 76% m	380 87% km	298 61%	133 76% v	65 78% v	161 70%	127 75% v	140 78% v	130 88% npq rv	83 81% v	165 85% pqv	170 64%	244 87% nop qrv	148 84% pqv	230 85%	684 79%
1	829 41%	429 44% b	401 39%	47 20%	124 36% d	143 43% d	141 39% d	135 47% de g	239 53% def g	238 44%	209 39%	183 42%	200 41%	79 45% r	43 51% ru	89 39%	74 44%	58 32%	66 44%	52 51% ru	71 37%	106 40%	124 44% r	68 38%	109 40%	336 39%
2	553 28%	279 29%	274 27%	61 26%	110 32%	88 27%	103 29%	76 26%	115 26%	186 34% m	157 29% m	143 33% m	68 14%	43 25%	17 20%	60 26% v	41 24%	64 35% oqt v	50 34% ov	23 22%	68 35% oqt v	46 17%	85 30% v	57 32% v	91 33%	254 30%
3+	184 9%	98 10%	86 8%	48 21% efgh i	26 7%	22 7%	35 10%	22 8%	31 7%	55 10% m	44 8%	54 12% m	31 6%	11 6%	5 6%	12 5%	11 7%	18 10%	14 10%	8 8%	26 13% npqv	18 7%	36 13% npv	24 13% npv	30 11%	93 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 14  
**How many cars are there in your household?**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
No cars in the household	436 22%	151 19%	177 20%	148 19%	170 24%abc	198 24%abc	168 24%abc
NET: Any	1566 78%	648 81%def	730 80%def	629 81%def	535 76%	630 76%	528 76%
1	829 41%	362 45%	408 45%	356 46%	307 44%	352 43%	301 43%
2	553 28%	228 29%	254 28%	218 28%	183 26%	217 26%	182 26%
3+	184 9%	57 7%	68 7%	55 7%	45 6%	61 7%	45 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 15  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender		Age						Social Grade					Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
White	1806	875	931	164	292	296	337	277	441	473	486	397	450	171	79	214	161	164	134	100	188	167	258	171	240	757
	90%	90%	91%	71%	84% <sup>d</sup>	90% <sup>d</sup>	94% <sup>def</sup>	96% <sup>def</sup>	98% <sup>def</sup>	88%	90%	91%	92% <sup>ej</sup>	98% <sup>prsv</sup>	94% <sup>v</sup>	93% <sup>v</sup>	95% <sup>v</sup>	91% <sup>v</sup>	91% <sup>v</sup>	98% <sup>rsv</sup>	97% <sup>rsv</sup>	63%	92% <sup>v</sup>	97% <sup>rsv</sup>	88%	88%
NET: BAME	160	77	83	60	44	28	17	8	4	52	47	31	30	2	5	14	9	13	9	-	5	84	14	4	30	87
	8%	8%	8%	26% <sup>efghi</sup>	13% <sup>efghi</sup>	8% <sup>hi</sup>	5% <sup>i</sup>	3%	1%	10%	9%	7%	6%	1%	6% <sup>t</sup>	6% <sup>nt</sup>	5% <sup>t</sup>	7% <sup>ntx</sup>	6% <sup>nt</sup>	-	3%	32% <sup>nopqrstuvw</sup>	5% <sup>t</sup>	2%	11%	10%
Mixed	37	21	16	13	13	4	3	2	2	14	12	9	3	-	2	2	3	-	4	-	1	22	4	-	6	24
	2%	2%	2%	6% <sup>fghi</sup>	4% <sup>ghi</sup>	1%	1%	1%	*	3% <sup>m</sup>	2%	2%	1%	-	3% <sup>nrx</sup>	1%	2%	-	2%	-	*	8% <sup>npqrstuvw</sup>	1%	-	2%	3%
Asian	70	31	39	24	23	11	8	2	1	23	15	16	17	1	3	9	5	8	3	-	2	30	7	2	11	35
	3%	3%	4%	10% <sup>fghi</sup>	7% <sup>ghi</sup>	3% <sup>hi</sup>	2% <sup>i</sup>	1%	*	4%	3%	4%	3%	1%	3%	4%	3%	4% <sup>n</sup>	2%	-	1%	11% <sup>nopqrstuvw</sup>	2%	1%	4%	4%
Black	44	20	24	20	7	10	5	3	-	11	19	5	10	-	-	2	1	5	2	-	2	28	3	2	12	23
	2%	2%	2%	9% <sup>efghi</sup>	2% <sup>i</sup>	3% <sup>i</sup>	1% <sup>i</sup>	1% <sup>i</sup>	-	2%	3% <sup>l</sup>	1%	2%	-	-	1%	*	3%	1%	-	1%	10% <sup>nopqrstuvw</sup>	1%	1%	4%	3%
Chinese	7	3	4	2	1	3	1	-	-	4	3	-	-	2	-	1	-	1	-	-	-	3	-	-	2	4
	*	*	*	1%	*	1%	*	-	-	1%	*	-	-	1%	-	1%	-	1%	-	-	-	1%	-	-	1%	*
Other ethnic group	2	2	-	1	-	-	-	-	1	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1
	*	*	-	*	-	-	-	-	*	*	-	*	-	-	-	-	-	-	1%	-	-	*	-	-	-	*
Prefer not to answer	36	23	13	9	11	5	3	4	4	14	5	9	8	1	-	2	-	3	5	2	1	14	8	2	1	18
	2%	2%	1%	4% <sup>gi</sup>	3%	2%	1%	1%	1%	3%	1%	2%	2%	*	-	1%	-	2%	3% <sup>q</sup>	2%	*	5% <sup>npqux</sup>	3% <sup>q</sup>	1%	*	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 15  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
White	1806 90%	722 90%	827 91%	703 90%	641 91%	756 91%	633 91%
NET: BAME	160 8%	62 8%	65 7%	61 8%	55 8%	60 7%	55 8%
Mixed	37 2%	19 2%	20 2%	19 2%	12 2%	12 1%	12 2%
Asian	70 3%	29 4%	28 3%	27 4%	22 3%	25 3%	22 3%
Black	44 2%	9 1%	11 1%	9 1%	19 3%abc	21 2%	19 3%abc
Chinese	7 *	6 1%def	6 1%e	6 1%def	- -	- -	- -
Other ethnic group	2 *	-	-	-	2 *	2 *	2 *
Prefer not to answer	36 2%	15 2%	14 2%	13 2%	9 1%	13 2%	8 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 16  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Gender		Age							Social Grade					Region								Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
Christian	1048	507	540	84	124	147	192	181	320	276	291	230	250	93	51	126	89	107	80	44	100	128	143	87	148	401
	52%	52%	53%	36%	36%	45%e	54%def	63%defg	71%defgh	51%	54%	53%	51%	53%	61%t	55%	52%	60%t	54%	43%	51%	48%	51%	49%	54%	47%
NET: Other	122	49	72	31	36	21	13	7	14	31	28	22	41	3	5	15	11	10	7	4	8	40	12	7	13	50
	6%	5%	7%	13%fghi	10%ghi	6%hi	4%	3%	3%	6%	5%	5%	8%	2%	6%	6%	6%n	6%	5%	3%	4%	15%npqr	4%	4%	5%	6%
Muslim	53	26	27	21	21	7	3	-	2	13	13	13	14	1	3	9	3	5	3	-	2	24	3	*	6	30
	3%	3%	3%	9%fghi	6%fghi	2%hi	1%	-	*	2%	2%	3%	3%	1%	4%x	4%x	2%	3%	2%	-	1%	9%nqrs	1%	*	2%	3%
Hindu	13	5	8	-	8	2	2	1	-	5	-	5	3	-	-	-	2	1	1	-	1	5	3	-	1	7
	1%	1%	1%	-	2%i	1%	1%	*	-	1%k	-	1%k	1%	-	-	-	1%	1%	1%	-	*	2%	1%	-	*	1%
Jewish	10	4	7	-	-	1	2	2	5	3	4	2	2	-	-	2	1	-	-	-	2	3	2	1	1	4
	1%	*	1%	-	-	*	1%	1%	1%	*	1%	*	*	-	-	1%	*	-	-	-	1%	1%	1%	*	*	*
Sikh	6	3	3	1	3	1	1	-	-	2	3	1	-	-	-	-	1	-	-	-	-	5	-	-	1	3
	*	*	*	1%	1%	*	*	-	-	*	*	*	-	-	-	-	1%	-	-	-	-	2%	-	-	*	*
Buddhist	7	3	4	4	2	1	1	-	-	1	2	-	4	-	2	-	2	-	-	1	-	1	2	-	1	-
	*	*	*	2%i	1%	*	*	-	-	*	*	-	1%	-	2%p	-	1%	-	-	1%	-	*	1%	-	*	-
Other	32	8	24	6	2	8	5	5	7	7	6	1	18	2	-	4	2	4	3	2	3	3	2	6	3	7
	2%	1%	2%a	2%	1%	2%	1%	2%	1%	1%	1%	*	4%ijkl	1%	-	2%	1%	2%	2%	2%	1%	1%	1%	3%	1%	1%
None	787	393	394	103	180	153	143	95	112	218	207	172	190	76	26	88	69	54	58	54	85	83	114	80	107	391
	39%	40%	38%	44%chi	52%ghi	47%hi	40%i	33%i	25%	41%	38%	39%	39%	44%rv	31%	38%	40%	30%	39%	53%opr	44%rv	31%	41%r	46%orv	39%	45%
Prefer not to say	45	25	20	14	7	8	9	5	2	13	13	12	7	2	2	2	2	9	3	1	1	13	10	2	4	20
	2%	3%	2%	6%ehi	2%	2%i	3%i	2%	1%	2%	2%	3%	1%	1%	2%	1%	1%	5%pu	2%	1%	1%	5%ppqx	4%u	1%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 16

**To which of the following religious groups do you consider yourself to be a member of?**

**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
Christian	1048 52%	413 52%	471 52%	400 51%	398 56%	471 57%	395 57%
NET: Other	122 6%	52 6%	50 6%	48 6%	39 6%	44 5%	39 6%
Muslim	53 3%	25 3%	23 2%	22 3%	17 2%	21 2%	17 2%
Hindu	13 1%	3 *	4 *	3 *	4 1%	4 1%	4 1%
Jewish	10 1%	2 *	3 *	2 *	5 1%	7 1%	5 1%
Sikh	6 *	4 1%	4 *	4 1%e	- -	- -	- -
Buddhist	7 *	2 *	2 *	2 *	3 *	3 *	3 *
Other	32 2%	14 2%	14 2%	14 2%	9 1%	10 1%	9 1%
None	787 39%	320 40%	370 41%ef	314 40%	251 36%	295 36%	245 35%
Prefer not to say	45 2%	15 2%	16 2%	15 2%	17 2%	19 2%	17 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 17  
Which of the following best describes where you live?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
NET: Urban	1555	765	790	201	310	269	271	213	290	408	424	330	392	126	68	199	132	151	93	63	120	262	214	127	223	698
	78%	78%	77%	87%ghi	89%fgh	82%hi	76%i	74%i	65%	76%	79%	76%	80%	73%u	81%stu	87%nqs	77%stux	84%nstux	63%	62%	62%	99%nopqrstux	76%stu	72%u	82%	81%
Urban - Population over 10,000	842	437	405	141	159	139	146	117	140	232	257	161	192	81	22	101	69	80	43	28	57	216	88	57	135	396
	42%	45%b	39%	61%efghi	46%i	42%i	41%i	41%i	31%	43%	48%lm	37%	39%	46%ost	27%	44%ost	41%otu	44%ost	29%	27%	29%	82%nopqrstux	32%	33%	50%	46%
Town and Fringe	713	328	385	60	151	130	125	96	150	176	167	169	201	46	46	99	63	71	50	35	63	46	125	70	88	302
	36%	34%	37%	26%	44%dghi	40%d	35%	33%	33%	33%	31%	39%k	41%jkl	26%	54%nqrstuvx	43%nuv	37%v	39%nv	34%v	34%v	32%v	17%	45%nuv	40%nv	32%	35%
NET: Rural	447	210	237	31	37	59	86	75	159	131	114	106	96	48	16	31	38	29	55	39	74	2	66	49	49	163
	22%	22%	23%	13%	11%	18%e	24%de	26%def	35%defgh	24%	21%	24%	20%	27%prv	19%v	13%v	23%pv	16%v	37%opqrw	38%opqrw	38%nopqrwx	1%	24%pv	28%prv	18%	19%
Village	391	183	208	27	37	52	78	69	129	109	96	100	86	34	16	26	37	23	50	33	64	2	65	41	43	147
	20%	19%	20%	11%	11%	16%	22%de	24%def	29%defg	20%	18%	23%	18%	19%pv	19%v	11%v	22%prv	13%v	34%nopqrwv	32%nprvw	33%nopqrw	1%	23%prv	24%prv	16%	17%
Hamlet & Isolated Dwelling	56	27	29	4	-	7	8	7	30	22	18	6	10	14	-	5	1	6	5	7	10	-	1	7	5	16
	3%	3%	3%	2%e	-	2%e	2%e	2%e	7%defgh	4%l	3%	1%	2%	8%opqvw	-	2%v	1%	3%vw	3%vw	6%oqvw	5%oqvw	-	*	4%qvw	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 17  
**Which of the following best describes where you live?**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
NET: Urban	1555	656	694	637	578	644	574
	78%	82%be	77%	82%b	82%b	78%	82%be
Urban - Population over 10,000	842	365	390	353	294	335	292
	42%	46%e	43%	45%	42%	40%	42%
Town and Fringe	713	291	304	284	284	309	283
	36%	36%	34%	37%	40%b	37%	41%b
NET: Rural	447	143	212	140	127	184	122
	22%	18%	23%acdf	18%	18%	22%af	18%
Village	391	141	188	138	121	161	119
	20%	18%	21%	18%	17%	19%	17%
Hamlet & Isolated Dwelling	56	2	24	2	6	24	3
	3%	*	3%acdf	*	1%	3%acdf	*

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 18  
**Which of the following best describes your current working status?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
NET: Working	1133	601	532	120	276	255	271	152	60	323	345	274	190	102	48	121	104	88	79	56	110	176	153	96	272	862
	57%	62%b	52%	52%i	79%dhi	78%dhi	76%dhi	53%i	13%	60%g	64%g	63%g	39%	58%	57%	53%	61%r	49%	54%	55%	56%	67%prs	55%	55%	100%	100%
Working full time - working 30 hours per week or more	897	539	358	81	243	209	230	107	27	268	281	214	134	81	38	95	82	72	66	44	84	145	121	70	234	663
	45%	55%b	35%	35%i	70%dhi	64%dhi	64%dhi	37%i	6%	50%g	52%g	49%g	27%	47%	45%	41%	48%	40%	45%	43%	43%	55%pru	43%	40%	86%B	77%
Working part time - working between 8 and 29 hours per week	236	62	174	39	33	46	41	44	33	55	64	61	56	21	10	26	22	16	13	12	25	31	33	27	37	199
	12%	6%	17%a	17%ei	10%	14%i	12%i	15%i	7%	10%	12%	14%	12%	12%	12%	11%	13%	9%	9%	12%	13%	12%	12%	15%	14%	23%A
NET: Not working	869	374	495	112	71	73	86	137	389	215	193	162	298	72	36	109	66	92	69	46	84	88	127	80	-	-
	43%	38%	48%a	48%efg	21%	22%	24%	47%efg	87%def	40%	36%	37%	61%jkl	42%	43%	47%v	39%	51%qv	46%v	45%	44%	33%	45%v	45%v	-	-
Not working but seeking work or temporarily unemployed or sick	98	35	62	13	28	24	18	14	-	5	13	16	64	12	4	11	11	15	4	3	9	12	10	6	-	-
	5%	4%	6%a	6%i	8%i	7%i	5%i	5%i	-	1%	2%	4%j	13%jkl	7%	5%	5%	6%	8%	3%	3%	4%	5%	4%	4%	-	-
Not working and not seeking work/ student	158	57	101	95	16	6	25	17	-	19	56	27	56	17	7	17	11	17	11	5	8	25	26	12	-	-
	8%	6%	10%a	41%efgh	5%i	2%i	7%fi	6%fi	-	4%	10%jl	6%	11%jl	10%	9%	8%	6%	10%	7%	5%	4%	9%	9%	7%	-	-
Retired on a state pension only	119	31	88	-	-	-	-	13	107	6	12	22	80	9	2	22	5	11	10	3	16	8	21	12	-	-
	6%	3%	9%a	-	-	-	-	4%def	24%defg	1%	2%	5%jk	16%jkl	5%	3%	10%qv	3%	6%	7%	3%	8%qv	3%	8%v	7%	-	-
Retired with a private pension	345	234	111	-	-	1	3	62	279	162	94	54	35	27	17	44	27	36	26	24	34	32	43	33	-	-
	17%	24%b	11%	-	-	*	1%	21%def	62%defg	30%klm	17%g	12%g	7%	16%	21%	19%	16%	20%	18%	23%v	18%	12%	16%	18%	-	-
House person, housewife, househusband, etc.	149	17	133	5	27	42	40	32	3	22	19	44	64	7	5	14	12	12	17	11	17	11	25	17	-	-
	7%	2%	13%a	2%	8%di	13%di	11%di	11%di	1%	4%	4%	10%jk	13%jk	4%	6%	6%	7%	7%	11%nv	11%v	9%	4%	9%	10%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 18  
**Which of the following best describes your current working status?**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
NET: Working	1133 57%	504 63%def	561 62%def	489 63%def	378 54%	442 53%	373 54%
Working full time - working 30 hours per week or more	897 45%	411 51%def	449 50%def	397 51%def	310 44%	356 43%	306 44%
Working part time - working between 8 and 29 hours per week	236 12%	94 12%	112 12%	92 12%	68 10%	86 10%	67 10%
NET: Not working	869 43%	295 37%	345 38%	288 37%	327 46%abc	386 47%abc	323 46%abc
Not working but seeking work or temporarily unemployed or sick	98 5%	26 3%	30 3%	25 3%	41 6%abc	44 5%	41 6%abc
Not working and not seeking work/ student	158 8%	44 5%	54 6%def	44 6%	25 3%	31 4%	24 3%
Retired on a state pension only	119 6%	29 4%	36 4%	29 4%	62 9%abc	77 9%abc	62 9%abc
Retired with a private pension	345 17%	139 17%	165 18%	136 18%	139 20%	168 20%	136 20%
House person, housewife, househusband, etc.	149 7%	57 7%	60 7%	55 7%	61 9%	67 8%	61 9%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 19  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1045	559	486	87	222	253	283	137	63	344	359	175	167	93	44	106	108	78	65	53	108	144	146	100	249	796
Weighted base	1133	601	532	120*	276	255	271	152	60*	323	345	274	190	102*	48*	121*	104*	88*	79*	56*	110*	176	153	96*	272	862
NET: Public Sector	272	123	149	34	57	62	76	36	8	91	103	45	32	21	22	30	26	23	14	15	28	35	32	26	272	-
	24%	20%	28%a	28%	21%	24%	28%i	23%	14%	28%lm	30%lm	17%	17%	21%	45%npq	25%	26%	26%	17%	26%	26%	20%	21%	26%	100%B	-
Central government including all administrative departments and central government agencies such as the Bank of England	25	11	14	5	3	9	4	5	-	12	11	2	-	2	3	3	1	-	3	-	3	2	5	25	-	
	2%	2%	3%	4%	1%	4%	1%	3%	-	4%lm	3%lm	1%	-	2%	6%u	2%	3%	2%	-	5%u	-	1%	1%	5%u	9%B	-
HM Forces	3	2	1	2	-	2	-	-	-	3	-	-	-	1	-	-	-	-	-	2	1	-	-	3	-	
	*	*	*	1%	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	1%	*	-	-	1%B	-	
National Health Service	58	18	40	8	14	12	16	5	2	20	19	8	11	3	2	10	6	3	5	2	5	7	4	10	58	
	5%	3%	7%a	7%	5%	5%	6%	3%	4%	6%	6%	3%	6%	3%	4%	8%	6%	3%	6%	3%	5%	4%	3%	11%w	21%B	-
Universities and Academies funded by government	16	6	10	1	6	5	2	-	1	9	6	-	-	-	2	-	1	1	1	2	4	3	1	16	-	
	1%	1%	2%	1%	2%	2%	1%	-	2%	3%lm	2%	-	-	-	2%	-	1%	1%	2%	2%	2%	2%	1%	6%B	-	
Courts service	4	2	2	-	2	1	1	-	-	1	3	-	-	-	-	1	-	-	-	-	1	2	-	4	-	
	*	*	*	-	1%	1%	*	-	-	*	1%	-	-	-	-	1%	-	-	-	-	1%	1%	-	1%B	-	
Local government administration	31	18	13	-	9	7	12	2	2	5	21	2	3	2	1	2	1	5	-	3	4	4	6	4	31	
	3%	3%	2%	-	3%	3%	4%	1%	3%	2%	6%jl	1%	2%	2%	2%	1%	6%	-	5%	4%	2%	4%	4%	11%B	-	
Police service	9	8	1	*	6	1	2	-	-	8	-	1	-	1	4	1	-	-	-	-	-	3	-	9	-	
	1%	1%	*	*	2%	1%	1%	-	-	2%jl	-	*	-	2%	4%v	1%	-	-	-	-	-	2%	-	3%B	-	
Public sector housing	10	8	3	2	-	4	2	2	-	3	-	6	2	3	-	3	-	-	2	1	-	1	-	10	-	
	1%	1%	1%	2%	-	2%	1%	1%	-	1%	-	2%k	1%	3%	4%v	-	2%	-	3%v	1%	-	*	-	4%B	-	
Teaching employed by local education authority including voluntary aided schools and foundation schools	54	15	40	9	9	10	15	10	1	21	19	9	5	3	8	4	4	6	2	1	5	11	5	4	54	
	5%	2%	7%a	7%	3%	4%	6%	6%	2%	6%	6%	3%	3%	3%	18%npqs	3%	4%	6%	2%	2%	5%	6%	4%	5%	20%B	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 19  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1133	601	532	120*	276	255	271	152	60*	323	345	274	190	102*	48*	121*	104*	88*	79*	56*	110*	176	153	96*	272	862
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	14	11	3	1	3	3	7	1	-	3	3	4	4	-	1	2	2	-	3	1	1	1	1	1	14	-
	1%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	2%	-	3%	1%	2%	-	4%	3%	1%	1%	1%	1%	5%B	-
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	48	24	23	6	6	8	15	11	2	14	12	15	7	8	3	4	3	7	3	1	8	4	5	1	48	-
	4%	4%	4%	5%	2%	3%	6%	7%e	3%	4%	3%	5%	3%	8%	6%	3%	3%	8%	4%	2%	7%	2%	3%	1%	18%B	-
None of the above (Private Sector)	862	478	383	86	219	194	195	116	51	232	242	229	158	80	26	91	78	65	66	41	81	140	122	70	-	862
	76%	80%b	72%	72%	79%	76%	72%	77%	86%g	72%	70%	83%jk	83%jk	79%o	55%	75%o	75%o	74%	83%o	74%	74%o	80%o	79%o	73%	-	100%A

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 19  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	1045	483	549	472	331	395	327
Weighted base	1133	504	561	489	378	442	373
NET: Public Sector	272	121	136	121	110	116	107
	24%	24%	24%	25%	29%	26%	29%
Central government including all administrative departments and central government agencies such as the Bank of England	25	13	14	13	7	8	7
	2%	3%	2%	3%	2%	2%	2%
HM Forces	3	1	1	1	1	1	1
	*	*	*	*	*	*	*
National Health Service	58	27	29	27	24	25	22
	5%	5%	5%	6%	6%	6%	6%
Universities and Academies funded by government	16	7	10	7	5	5	5
	1%	1%	2%	1%	1%	1%	1%
Courts service	4	1	1	1	3	3	3
	*	*	*	*	1%	1%	1%
Local government administration	31	13	13	13	14	16	14
	3%	3%	2%	3%	4%	4%	4%
Police service	9	6	6	6	2	2	2
	1%	1%	1%	1%	*	*	*
Public sector housing	10	7	8	7	3	2	2
	1%	1%	1%	2%	1%	1%	1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	54	20	23	20	24	25	24
	5%	4%	4%	4%	6%	6%	6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 19  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Weighted base	1133	504	561	489	378	442	373
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	14 1%	5 1%	7 1%	5 1%	5 1%	7 1%	5 1%
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	48 4%	21 4%	22 4%	21 4%	22 6%	23 5%	22 6%
None of the above (Private Sector)	862 76%	383 76%	426 76%	367 75%	268 71%	326 74%	266 71%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 20

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
No children aged 18 or under	1491	752	740	213	198	144	227	267	443	396	415	300	380	112	59	181	120	143	111	86	141	207	204	125	171	576
	74%	77% <sup>b</sup>	72%	92% <sup>efg</sup>	57% <sup>f</sup>	44%	64% <sup>f</sup>	93% <sup>efg</sup>	99% <sup>defgh</sup>	73%	77% <sup>l</sup>	69%	78% <sup>l</sup>	65%	71%	79% <sup>n</sup>	71%	80% <sup>n</sup>	75%	84% <sup>noq</sup>	73%	78% <sup>n</sup>	73%	63%	67%	
NET: Yes	501	221	281	15	147	184	128	21	6	140	121	133	108	60	25	49	50	35	36	16	52	57	71	51	101	282
	25%	23%	27% <sup>a</sup>	6% <sup>i</sup>	42% <sup>dhi</sup>	56% <sup>deg</sup>	36% <sup>dhi</sup>	7% <sup>i</sup>	1%	26%	22%	31% <sup>km</sup>	22%	35% <sup>p</sup>	29% <sup>t</sup>	21%	29% <sup>t</sup>	20%	24%	16%	27% <sup>t</sup>	22%	25%	29% <sup>t</sup>	37%	33%
Yes - children aged under 5 years old	186	68	118	14	102	61	8	2	-	60	49	41	35	17	9	17	17	14	11	3	20	30	28	20	29	106
	9%	7%	11% <sup>a</sup>	6% <sup>hi</sup>	29% <sup>dfghi</sup>	19% <sup>dghi</sup>	2% <sup>i</sup>	1%	-	11% <sup>m</sup>	9%	9%	7%	10% <sup>t</sup>	10% <sup>t</sup>	7%	10% <sup>t</sup>	8%	7%	3%	10% <sup>t</sup>	11% <sup>t</sup>	10% <sup>t</sup>	11% <sup>t</sup>	11%	12%
Yes - children aged 5 to 10 years old	242	111	131	4	80	112	41	4	1	73	45	67	57	30	11	27	20	19	11	9	26	32	32	24	43	149
	12%	11%	13%	2%	23% <sup>dghi</sup>	34% <sup>deg</sup>	12% <sup>dhi</sup>	1%	*	14% <sup>k</sup>	8%	15% <sup>k</sup>	12%	17% <sup>s</sup>	14%	12%	12%	11%	8%	9%	13%	12%	11%	14%	16%	17%
Yes - children aged 11 to 15 years old	206	100	106	-	36	87	71	9	3	54	47	62	43	29	8	28	21	14	17	5	23	18	21	21	45	119
	10%	10%	10%	-	10% <sup>dhi</sup>	26% <sup>deh</sup>	20% <sup>dehi</sup>	3% <sup>di</sup>	1%	10%	9%	14% <sup>km</sup>	9%	17% <sup>rtvw</sup>	9%	12%	12%	8%	11%	5%	12%	7%	8%	12%	17%	14%
Yes - children aged 16 to 18 years old	103	41	62	1	4	32	53	10	2	20	29	30	25	6	6	6	15	6	12	5	10	8	15	15	22	53
	5%	4%	6%	1%	1%	10% <sup>deh</sup>	15% <sup>dehi</sup>	3% <sup>i</sup>	*	4%	5%	7%	5%	3%	7%	3%	9% <sup>nprv</sup>	3%	8% <sup>p</sup>	4%	5%	3%	5%	9% <sup>prv</sup>	8%	6%
Refused	10	3	7	4	2	1	2	-	-	3	3	3	1	1	-	-	-	1	1	-	1	-	5	1	-	3
	*	*	1%	2% <sup>i</sup>	1%	*	1%	-	-	1%	*	1%	*	1%	-	-	-	1%	1%	-	1%	-	2%	*	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 20

**Do you have any children aged 18 or under? If so, how old are they?**

**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
No children aged 18 or under	1491 74%	530 66%	621 69%	513 66%	533 76%abc	631 76%abc	526 76%abc
NET: Yes	501 25%	268 34%def	284 31%def	263 34%def	170 24%	194 23%	168 24%
Yes - children aged under 5 years old	186 9%	112 14%def	115 13%def	108 14%def	52 7%	61 7%	52 8%
Yes - children aged 5 to 10 years old	242 12%	132 17%def	138 15%def	128 17%def	79 11%	94 11%	79 11%
Yes - children aged 11 to 15 years old	206 10%	101 13%	113 12%	100 13%	80 11%	87 11%	78 11%
Yes - children aged 16 to 18 years old	103 5%	56 7%	57 6%	55 7%	37 5%	44 5%	37 5%
Refused	10 *	1 *	1 *	1 *	2 *	2 *	2 *

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 21  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
Anglia	211 11%	94 10%	117 11%	15 7%	33 9%	31 9%	42 12%	39 14% <sup>d</sup>	51 11%	70 13%	51 9%	40 9%	51 10%	-	-	-	-	26 17% <sup>nopq</sup>	-	175 90% <sup>nopq</sup>	-	10 4% <sup>npqr</sup>	-	29 11%	89 10%	
Border	23 1%	15 2%	8 1%	-	4 1%	4 1%	5 1%	5 2%	6 1%	9 2%	6 1%	4 1%	3 1%	9 5% <sup>qrst</sup>	-	14 6% <sup>oqrs</sup>	-	-	-	-	-	-	-	-	2 1%	14 2%
Central	287 14%	144 15%	142 14%	31 13%	52 15%	37 11%	54 15%	42 15%	72 16%	74 14%	68 13%	59 14%	85 17%	-	-	-	-	176 98% <sup>nop</sup>	94 64% <sup>nopq</sup>	* 2% <sup>p</sup>	4 1%	1 *	6 2%	5 3% <sup>npq</sup>	36 13%	111 13%
Granada	218 11%	114 12%	104 10%	24 10%	42 12%	31 9%	33 9%	31 11%	58 13%	48 9%	50 9%	43 10%	77 16% <sup>ijkl</sup>	1 1%	-	215 93% <sup>noqr</sup>	-	-	-	1 1%	-	-	2 1%	-	29 11%	82 9%
London	367 18%	169 17%	198 19%	70 30% <sup>fg</sup>	83 24% <sup>ghi</sup>	67 20% <sup>hi</sup>	60 17%	35 12%	53 12%	97 18% <sup>m</sup>	115 21% <sup>m</sup>	99 23% <sup>m</sup>	56 11%	-	-	-	-	1 1%	-	12 6% <sup>no</sup>	263 100% <sup>nop</sup>	88 31% <sup>nopq</sup>	3 1%	44 16%	188 22%	
Meridian	193 10%	88 9%	104 10%	21 9%	32 9%	29 9%	30 8%	24 8%	57 13%	51 10%	53 10%	45 10%	43 9%	-	-	-	-	2 1%	-	1 *	-	173 62% <sup>nop</sup>	17 10% <sup>nopq</sup>	24 9%	80 9%	
STV	167 8%	80 8%	86 8%	13 6%	28 8%	36 11% <sup>i</sup>	30 8%	31 11%	29 6%	51 9%	43 8%	28 6%	44 9%	164 94% <sup>opqr</sup>	-	-	-	-	-	-	-	-	1 *	2 1%	21 8%	76 9%
Tyne Tees	87 4%	39 4%	48 5%	8 3%	11 3%	12 4%	21 6%	16 6%	19 4%	20 4%	27 5%	15 3%	24 5%	-	84 100% <sup>npqr</sup>	-	3 2%	-	-	-	-	-	-	-	22 8% <sup>B</sup>	28 3%
Wales	101 5%	55 6%	46 4%	5 2%	9 3%	19 6%	20 6%	20 7% <sup>de</sup>	28 6% <sup>de</sup>	28 5%	26 5%	24 5%	23 5%	-	-	-	-	-	-	101 99% <sup>nopq</sup>	-	-	-	-	15 5%	41 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 21  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
West	51 3%	28 3%	24 2%	5 2%	2 1%	11 3% <sup>eh</sup>	9 2%	2 1%	23 5% <sup>eh</sup>	18 3%	10 2%	7 2%	15 3%	-	-	-	-	2 1%	-	-	-	-	-	49 28% <sup>nopq</sup>	6 2%	16 2%
Westcountry	102 5%	51 5%	50 5%	18 8%	20 6%	16 5%	18 5%	10 4%	20 4%	29 5%	30 6%	20 4%	23 5%	-	-	-	1 *	-	-	-	-	-	-	101 57% <sup>nopq</sup>	18 7%	45 5%
Yorkshire	197 10%	98 10%	99 10%	23 10%	34 10%	35 11%	37 10%	33 12%	35 8%	43 8%	58 11%	53 12%	43 9%	-	-	1 1%	167 98% <sup>nopr</sup>	-	27 18% <sup>nopr</sup>	-	1 1%	-	-	-	26 9%	92 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 21  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
Anglia	211 11%	68 9%	97 11%	67 9%	79 11%	97 12%	77 11%
Border	23 1%	9 1%	10 1%	9 1%	4 1%	8 1%	4 1%
Central	287 14%	95 12%	117 13%	95 12%	105 15%	120 15%	103 15%
Granada	218 11%	97 12%	101 11%	93 12%	79 11%	87 11%	79 11%
London	367 18%	149 19%	156 17%	144 18%	136 19%	152 18%	136 19%
Meridian	193 10%	69 9%	81 9%	69 9%	62 9%	75 9%	61 9%
STV	167 8%	71 9%	76 8%	65 8%	61 9%	79 10%	60 9%
Tyne Tees	87 4%	37 5%	38 4%	37 5%	37 5%	38 5%	37 5%
Wales	101 5%	55 7%def	60 7%def	52 7%def	26 4%	33 4%	26 4%
West	51 3%	24 3%	28 3%	23 3%	13 2%	21 2%	13 2%
Westcountry	102 5%	44 6%	52 6%	42 5%	24 3%	35 4%	24 3%
Yorkshire	197 10%	83 10%	91 10%	82 11%	77 11%	84 10%	76 11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 22  
**Marital Status**  
**Base: All respondents**

	Gender		Age						Social Grade					Region								Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
Single	574 29%	258 26%	316 31%	189 81%efg hi	141 41%fgh i	103 31%ghi	67 19%i	45 16%i	28 6%	131 24%	193 36%ijl	100 23%	150 31%ijl	43 25%	22 26%	77 33%suw	47 28%	56 31%	32 22%	23 22%	43 22%	115 43%noq rstuw	68 24%	49 28%	78 29%	276 32%
NET: Married/ Civil partnership/ co habiting	1201 60%	629 65%b	571 56%	34 15%	200 58%d	213 65%d	237 66%de	188 65%de	329 73%def gh	355 66%km	289 54%	303 69%km	253 52%	111 64%v	50 60%v	130 57%v	107 63%v	102 57%v	107 72%prv x	68 67%v	128 66%v	119 45%	173 62%v	104 59%v	166 61%	532 62%
Married	923 46%	517 53%b	405 39%	4 2%	112 32%d	159 48%de	182 51%de	155 54%de	310 69%def gh	301 56%km	213 40%	231 53%km	178 36%	80 46%v	36 42%	107 46%v	74 44%	85 47%v	81 55%v	55 54%v	99 51%v	88 33%	140 50%v	77 44%v	126 46%	365 42%
Civil Partnership	14 1%	5 1%	9 1%	4 2%	6 2%	1 *	1 *	1 *	1 *	5 1%	3 1%	- -	5 1%	3 2%	- -	1 *	- -	2 1%	2 1%	- -	1 *	1 *	4 1%	1 *	5 2%	5 1%
Co Habiting	264 13%	107 11%	157 15%a	26 11% hi	82 24%dfg hi	54 16%i	54 15%i	32 11%i	17 4%	49 9%	73 13%j	72 17%j	70 14%j	27 15%	15 17%r	23 10%	33 19%prw	15 8%	25 17%r	13 13%	28 14%	30 12%	30 11%	27 15%	34 13%	162 19%A
NET: Widowed/ separated/ divorced	209 10%	82 8%	127 12%a	- -	5 1%	11 3%d	47 13%def	55 19%def	91 20%defg	49 9%	54 10%	25 6%	81 16%ijkl	19 11%	12 14% s	22 10%	15 9%	18 10%	7 5%	11 11%	24 12% s	26 10%	34 12% s	20 11%	26 10%B	48 6%
Widowed	55 3%	15 2%	39 4%a	- -	1 *	1 *	2 *	14 5%defg	38 9%defg	13 2%	14 3%	5 1%	24 5%ijl	12 7%qrsx	1 2%	7 3%	3 2%	1 *	2 1%	3 3%	6 3%	7 3%	10 3%	3 2%	6 2%B	2 *
Separated	26 1%	13 1%	13 1%	- -	1 *	3 1%	10 3%de	3 1%	8 2%	6 1%	7 1%	3 1%	9 2%	1 *	3 3% s	3 1%	3 2%	3 1%	- -	- -	6 3%	2 1%	4 1%	1 1%	6 2%	8 1%
Divorced	128 6%	54 6%	74 7%	- -	3 1%	7 2%	35 10%def	39 13%def	45 10%def	30 6%	32 6%	18 4%	48 10%ijkl	6 4%	8 9%	12 5%	9 5%	15 8%	6 4%	8 8%	12 6%	17 6%	20 7%	16 9%	14 5%	38 4%
Prefer not to answer	19 1%	6 1%	13 1%	10 4%efhi	1 *	2 1%	6 2%hi	- -	1 *	3 1%	2 *	8 2%	5 1%	1 1%	- -	1 *	1 *	3 2%	1 1%	- -	- -	4 1%	5 2%	3 1%	1 *	6 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 22  
**Marital Status**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
Single	574 29%	175 22%	197 22%	168 22%	168 24%	196 24%	167 24%
NET: Married/ Civil partnership/ co habiting	1201 60%	550 69%def	622 69%def	536 69%def	438 62%	512 62%	431 62%
Married	923 46%	421 53%	479 53%	411 53%	337 48%	397 48%	331 48%
Civil Partnership	14 1%	4 *	6 1%	3 *	4 1%	7 1%	4 1%
Co Habiting	264 13%	125 16%	136 15%	123 16%	97 14%	108 13%	96 14%
NET: Widowed/ separated/ divorced	209 10%	71 9%	85 9%	71 9%	94 13%abc	116 14%abc	94 13%abc
Widowed	55 3%	19 2%	21 2%	19 2%	26 4%	33 4%	26 4%
Separated	26 1%	14 2%	15 2%	14 2%	8 1%	9 1%	8 1%
Divorced	128 6%	38 5%	49 5%	37 5%	59 8%abc	73 9%abc	59 8%abc
Prefer not to answer	19 1%	3 *	3 *	3 *	5 1%	5 1%	5 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 23

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
Glasgow	77 4%	41 4%	37 4%	8 3%	12 3%	23 7%hi	14 4%	8 3%	13 3%	18 3%	25 5%	12 3%	23 5%	77 45%opqr stuvwx	-	-	-	-	-	-	-	-	-	-	8 3%	35 4%
Edinburgh	80 4%	34 3%	47 5%	5 2%	13 4%	15 4%	13 4%	19 7%d	15 3%	25 5%	17 3%	17 4%	22 5%	80 46%opqr stuvwx	-	-	-	-	-	-	-	-	-	-	12 4%	38 4%
Newcastle	91 5%	42 4%	49 5%	8 3%	11 3%	12 4%	22 6%	17 6%	20 4%	22 4%	30 6%	15 3%	23 5%	-	84 100%npqr stuvwx	5 2%vw	2 1%	-	-	-	-	-	-	-	24 9%B	29 3%
Leeds	85 4%	48 5%	38 4%	9 4%	9 3%	19 6%	15 4%	17 6%	17 4%	21 4%	26 5%	19 4%	20 4%	-	-	-	85 50%nop stuvwx	-	-	-	-	-	-	-	9 3%	39 4%
Hull	35 2%	15 2%	20 2%	9 4%gi	7 2%	7 2%	3 1%	7 3%i	3 1%	6 1%	7 1%	8 2%	13 3%	-	-	-	34 20%nop stuvwx	-	1 1%	-	-	-	-	-	3 1%	17 2%
Sheffield	56 3%	28 3%	28 3%	6 2%	13 4%	5 2%	15 4%	7 3%	10 2%	10 2%	19 3%	20 5%jm	7 1%	-	-	-	41 24%nop stuvwx	-	15 10%nop tuvwx	-	-	-	-	-	12 5%	28 3%
Manchester	139 7%	69 7%	70 7%	14 6%	28 8%	22 7%	20 6%	14 5%	41 9%h	34 6%	32 6%	27 6%	45 9%	-	-	131 57%nop stuvwx	1 *	4 2%vw	*	3 3%nuvw x	-	-	-	-	22 8%	50 6%
Liverpool	93 5%	59 6%b	34 3%	10 4%	17 5%	12 4%	16 4%	20 7%	18 4%	17 3%	23 4%	22 5%	31 6%j	-	-	74 32%nop stuvwx	-	1 *	-	17 16%nop suvwx	2 1%	-	-	-	10 4%	48 6%
Nottingham	81 4%	34 3%	48 5%	7 3%	8 2%	10 3%	22 6%e	12 4%	22 5%	12 2%	22 4%	22 5%j	25 5%j	-	-	-	-	1 *	77 52%nopq rtuvwx	-	4 2%vw	-	-	-	7 3%	28 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 23  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862	
Birmingham	161 8%	90 9%	71 7%	20 9%	34 10%f	15 5%	21 6%	28 10%f	42 9%f	52 10%	36 7%	26 6%	47 10%	-	-	-	-	152 84%nopq stuvwx	8 5%npqu vw	1 1%	-	-	-	-	23 9%	59 7%	
Norwich	96 5%	37 4%	60 6%	6 3%	16 5%	17 5%	16 5%	22 8%di	18 4%	27 5%	17 3%	27 6%	26 5%	-	-	-	-	-	-	-	94 49%nopq rstvw	-	2 1%	-	15 6%	41 5%	
Milton Keynes	61 3%	33 3%	28 3%	6 3%	7 2%	5 1%	17 5%f	5 2%	22 5%fh	27 5%kl	13 2%	7 2%	14 3%	-	-	-	-	2 1%	27 18%nopq rtvw	-	28 14%nopq rtvw	-	5 2%	-	5 2%	29 3%	
Brighton	55 3%	21 2%	33 3%	10 4%	10 3%	5 2%	7 2%	8 3%	15 3%	12 2%	18 3%	12 3%	13 3%	-	-	-	-	-	-	-	-	-	55 19%nopq rstuv	-	1 1%	22 3%	
Oxford	31 2%	15 2%	16 2%	4 2%	7 2%	6 2%	1 *	3 1%	10 2%g	7 1%	13 2%	5 1%	6 1%	-	-	-	-	7 4%npqs uv	-	-	-	-	19 7%nopq stuv	4 2%puv	4 1%	12 1%	
London	430 21%	204 21%	226 22%	72 31%ghi	95 27%ghi	80 24%hi	68 19%	44 15%	71 16%	116 22%m	134 25%m	108 25%m	72 15%	-	-	-	-	-	1	-	46 24%no pqrst x	264 100%nop qrstuv	119 42%nopq rstuv	-	57 21%	218 25%	
Southampton	79 4%	39 4%	40 4%	7 3%	14 4%	8 3%	16 4%	11 4%	23 5%	23 4%	17 3%	22 5%	17 3%	-	-	-	-	-	-	-	-	-	59 21%nop qrstuv x	20 11%nopq rstuv	14 5%	27 3%	
Bristol	80 4%	44 4%	36 4%	11 5%h	10 3%	21 6%h	13 4%h	2 1%	23 5%h	28 5%	19 4%	11 3%	21 4%	-	-	-	-	-	-	-	-	-	-	-	80 45%nopq rstuvw	17 6%	31 4%
Plymouth	57 3%	26 3%	31 3%	9 4%	12 3%	5 2%	11 3%	9 3%	12 3%	15 3%	17 3%	13 3%	12 2%	-	-	-	-	-	-	-	-	-	-	-	57 33%nopq rstuvw	10 4%	23 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 23

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
Cardiff	67	37	30	5	4	16	14	10	18	21	17	17	11	-	-	-	-	-	-	67	-	-	-	-	12	23
	3%	4%	3%	2%	1%	5%e	4%	4%	4%e	4%	3%	4%	2%	-	-	-	-	-	-	65%nopq	-	-	-	-	4%	3%
None of these	147	61	86	9	20	26	32	24	36	45	35	26	42	16	-	20	7	14	19	15	20	-	21	15	8	64
	7%	6%	8%	4%	6%	8%	9%d	8%	8%	8%	6%	6%	9%	9%ov	-	9%ov	4%v	8%ov	13%oqv	15%oqv	10%oqv	-	7%ov	9%ov	3%	7%A

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 23

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
Glasgow	77 4%	29 4%	30 3%	26 3%	33 5%	41 5%	33 5%
Edinburgh	80 4%	37 5%	40 4%	35 4%	23 3%	32 4%	23 3%
Newcastle	91 5%	40 5%	41 5%	40 5%	39 6%	39 5%	39 6%
Leeds	85 4%	38 5%	41 5%	38 5%	29 4%	31 4%	28 4%
Hull	35 2%	12 1%	12 1%	12 1%	17 2%	17 2%	17 3%
Sheffield	56 3%	26 3%	28 3%	26 3%	23 3%	25 3%	23 3%
Manchester	139 7%	68 9%	70 8%	65 8%	49 7%	52 6%	49 7%
Liverpool	93 5%	41 5%	44 5%	40 5%	29 4%	36 4%	29 4%
Nottingham	81 4%	30 4%	36 4%	29 4%	31 4%	35 4%	31 4%
Birmingham	161 8%	58 7%	71 8%	58 7%	52 7%	61 7%	52 7%
Norwich	96 5%	29 4%	50 6%	29 4%	29 4%	39 5%	29 4%
Milton Keynes	61 3%	18 2%	20 2%	17 2%	28 4%	34 4%abc	28 4%
Brighton	55 3%	18 2%	23 2%	18 2%	15 2%	20 2%	15 2%
Oxford	31 2%	11 1%	13 1%	11 1%	7 1%	12 1%	7 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f

Prepared by Populus

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 23  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Weighted base	2002	799	907	777	705	828	696
London	430 21%	160 20%	175 19%	155 20%	171 24%b	188 23%	169 24%b
Southampton	79 4%	31 4%	37 4%	31 4%	25 4%	31 4%	25 4%
Bristol	80 4%	39 5%	42 5%	37 5%	19 3%	30 4%	19 3%
Plymouth	57 3%	27 3%	30 3%	26 3%	14 2%	20 2%	14 2%
Cardiff	67 3%	37 5%def	41 5%def	37 5%def	17 2%	19 2%	17 2%
None of these	147 7%	51 6%	63 7%	48 6%	52 7%	64 8%	49 7%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 24

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Gender		Age						Social Grade					Region									Employment Sector			
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796	
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862	
Up to £7,000	(3.5)	74 4%	33 3%	41 4%	19 8%ehi	11 3%	13 4%	16 5%i	8 3%	5 1%	19 3%j	5 1%	45 9%jkl	5 3%	1 1%	17 7%suwv	10 6%uw	12 7%uw	3 2%	5 5%	2 1%	6 2%	5 2%	7 4%	3 1%	18 2%	
£7,001 to £14,000	(10.5)	239 12%	86 9%	154 15%a	21 9%	30 9%	28 9%	47 13%	39 14%	75 17%def	18 3%	39 7%j	32 7%j	150 31%jkl	19 11%	14 16%	41 18%sv	17 10%	19 10%	13 9%	11 10%	21 11%	24 9%	31 11%	29 16%v	11 4%	60 7%
£14,001 to £21,000	(17.5)	277 14%	116 12%	161 16%a	34 14%	47 14%	38 11%	37 10%	55 19%fg	66 15%	40 7%	71 13%j	70 16%j	96 20%jk	24 14%	16 19%v	36 15%	32 19%sv	20 11%	15 10%	18 18%	25 13%	27 10%	42 15%	22 13%	29 11%	120 14%
£21,001 to £28,000	(24.5)	297 15%	144 15%	153 15%	31 13%	38 11%	40 12%	38 11%	54 19%efg	97 22%def	67 13%	89 17%	76 17%	65 13%	26 15%	12 14%	38 16%	24 14%	28 16%	28 19%	17 17%	32 16%	35 13%	35 12%	23 13%	33 12%	108 13%
£28,001 to £34,000	(31)	241 12%	119 12%	122 12%	17 7%	46 13%	41 12%	40 11%	47 16%di	50 11%	52 10%	70 13%am	79 18%jm	40 8%	21 12%	11 13%	29 13%	22 13%	19 11%	14 9%	18 17%	21 11%	34 13%	33 12%	21 12%	32 12%	136 16%
£34,001 to £41,000	(37.5)	218 11%	105 11%	113 11%	22 10%	35 10%	39 12%	49 14%i	34 12%	38 9%	72 13%am	71 13%am	51 12%am	24 5%	18 10%	4 5%	19 8%	23 14%o	20 11%	18 12%	10 10%	22 12%	25 9%	34 12%	24 14%o	41 15%	114 13%
£41,001 to £48,000	(44.5)	128 6%	76 8%b	53 5%	11 5%	30 9%hi	27 8%h	32 9%hi	7 3%	21 5%	65 12%aklm	32 6%r	19 4%	12 3%	13 8%	6 7%	14 6%	5 3%	15 8%	12 8%	6 6%	15 8%	16 6%	15 6%	10 6%	29 11%	61 7%
£48,001 to £55,000	(51.5)	114 6%	73 7%b	42 4%	6 3%	31 9%dhi	30 9%dhi	21 6%	10 3%	16 3%	48 9%am	36 7%am	23 5%am	7 1%	11 6%	1 1%	15 7%	8 5%	7 4%	7 5%	6 6%	17 9%o	15 6%	20 7%	7 4%	31 12%	63 7%
£55,001 to £62,000	(58.5)	55 3%	38 4%b	17 2%	8 3%	9 3%	12 4%	10 3%	7 3%	8 2%	32 6%klm	14 3%am	8 2%am	* *	4 2%	3 4%	3 1%	5 3%	7 4%	3 2%	3 3%	2 1%	12 5%u	6 2%	6 4%	15 6%	28 3%
£62,001 to £69,000	(65.5)	37 2%	29 3%b	8 1%	2 1%	7 2%	6 2%	13 4%	3 1%	6 1%	21 4%klm	10 2%	3 1%	3 1%	5 3%	2 3%	3 3%	6 3%	2 1%	1 1%	1 1%	2 1%	8 3%	6 2%	2 1%	9 3%	23 3%
£69,001 to £76,000	(72.5)	31 2%	21 2%b	10 1%	- -	7 2%	10 3%dhi	10 3%di	2 1%	3 1%	12 2%am	8 2%	8 2%	3 1%	5 3%p	- -	- -	1 1%	3 2%	1 1%	1 1%	6 3%p	8 3%p	2 1%	3 2%	7 2%	20 2%
£76,001 to £83,000	(79.5)	21 1%	11 1%	10 1%	3 1%	5 1%	5 2%	5 1%	1 *	2 *	12 2%km	3 1%	5 1%	1 *	2 1%	2 2%p	- -	1 1%	1 1%	3 2%	- -	2 1%	4 1%	6 2%	1 *	3 1%	14 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 24

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri- vate (B)	
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862	
£83,001 or more	(86)	55 3%	35 4%b	20 2%	8 3%h	19 5%hi	13 4%hi	8 2%	2 1%	5 1%	39 7%klm	9 2%m	6 1%	1 *	2 1%	2 3%	1 *	2 1%	5 3%	4 2%	1 1%	12 6%npq	8 3%p	13 5%pq	6 3%p	15 6%	30 3%
Prefer not to answer	213 11%	89 9%	124 12%	51 22%efgh i	32 9%	27 8%	31 9%	18 6%	54 12%h	56 10%	68 13%m	49 11%	41 8%	18 10%	9 10%	15 6%	15 9%	21 12%	27 18%ppqt x	6 6%	15 8%	42 16%ptu x	32 11%	15 8%	15 5%	67 8%	
Average income (£000's)	31.58	34.88b	28.34	29.22 hi	35.87d hi	35.88d hi	33.69h i	27.06	27.30	42.74k lm	32.07m	31.24m	19.32	32.65p	29.92	25.39	28.87	31.07p	32.78p	28.52	35.16p qt	35.46p qt	34.02p qt	30.52p	40.27B	35.41	

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 24

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
Up to £7,000	(3.5) 74 4%	24 3%	27 3%	23 3%	26 4%	31 4%	26 4%
£7,001 to £14,000	(10.5) 239 12%	81 10%	96 11%	77 10%	92 13%	114 14%ac	91 13%
£14,001 to £21,000	(17.5) 277 14%	105 13%	125 14%	101 13%	101 14%	120 15%	100 14%
£21,001 to £28,000	(24.5) 297 15%	114 14%	134 15%	112 14%	114 16%	134 16%	113 16%
£28,001 to £34,000	(31) 241 12%	101 13%	114 13%	100 13%	99 14%	105 13%	98 14%
£34,001 to £41,000	(37.5) 218 11%	96 12%	104 11%	94 12%	71 10%	83 10%	70 10%
£41,001 to £48,000	(44.5) 128 6%	59 7%	68 7%	58 7%	43 6%	49 6%	42 6%
£48,001 to £55,000	(51.5) 114 6%	51 6%	57 6%	49 6%	33 5%	43 5%	31 4%
£55,001 to £62,000	(58.5) 55 3%	28 4%	30 3%	28 4%	15 2%	17 2%	15 2%
£62,001 to £69,000	(65.5) 37 2%	25 3%def	28 3%def	25 3%def	6 1%	7 1%	6 1%
£69,001 to £76,000	(72.5) 31 2%	11 1%	13 1%	11 1%	12 2%	14 2%	12 2%
£76,001 to £83,000	(79.5) 21 1%	11 1%	11 1%	11 1%	7 1%	7 1%	7 1%
£83,001 or more	(86) 55 3%	33 4%def	34 4%def	30 4%def	9 1%	14 2%	9 1%
Prefer not to answer	213 11%	59 7%	65 7%	57 7%	76 11%abc	90 11%abc	76 11%abc

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f

Prepared by Populus

**Which? Energy Switching Behaviour & Attitudes Survey**  
**ONLINE Fieldwork: 24th-28th March 2016**

Absolutes/col percents

Table 24

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Weighted base	2002	799	907	777	705	828	696
Average income (£000's)	31.58	34.36def	33.67def	34.35def	29.32	29.40	29.32

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f**

## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 25

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	1040	962	180	291	331	379	298	523	626	599	297	480	177	88	216	196	166	137	111	211	229	282	189	249	796
Weighted base	2002	975	1027	232	347	329	357	289	449	538	539	436	488	174	84*	230	170	180	148	102*	194	264	280	176	272	862
NET: Yes	396	186	210	27	44	57	84	77	107	60	84	79	173	34	18	59	40	29	25	24	45	38	39	43	39	89
	20%	19%	20%	12%	13%	17%	24%de	27%def	24%def	11%	16%j	18%j	35%kl	20%	22%	25%vw	24%vw	16%	17%	24%w	23%vw	14%	14%	24%vw	14%	10%
Yes - physical condition	253	115	138	11	25	28	51	50	88	36	54	58	106	17	12	36	24	19	20	12	35	22	27	29	21	50
	13%	12%	13%	5%	7%	9%	14%def	17%def	20%def	7%	10%	13%j	22%kl	10%	15%	16%v	14%	11%	13%	12%	18%nw	8%	10%	17%vw	8%	6%
Yes - disability	159	75	84	4	12	24	37	37	45	20	30	29	80	13	4	25	16	8	9	15	16	17	16	20	14	25
	8%	8%	8%	2%	3%	7% <sup>d</sup>	10%de	13%def	10%de	4%	6%	7%	16%kl	7%	5%	11% <sup>r</sup>	9%	5%	6%	14% <sup>orvw</sup>	8%	6%	6%	11% <sup>r</sup>	5%	3%
Yes - mental condition	128	48	80	25	26	23	32	14	7	15	25	20	67	16	8	15	11	12	9	4	14	6	17	15	7	32
	6%	5%	8% <sup>a</sup>	11% <sup>hi</sup>	7% <sup>i</sup>	7% <sup>i</sup>	9% <sup>i</sup>	5% <sup>i</sup>	2%	3%	5%	5%	14% <sup>kl</sup>	9% <sup>v</sup>	9% <sup>v</sup>	7%	6%	7%	6%	4%	7% <sup>v</sup>	2%	6%	9% <sup>v</sup>	3%	4%
Yes - other	23	10	13	3	2	4	3	6	4	5	4	5	9	3	2	1	4	-	1	2	1	5	1	4	3	5
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	*	3%	-	*	2%	1%	2%	1%	2%	1%	1%
No	1555	771	784	196	293	261	265	205	336	461	444	348	302	134	66	166	124	143	121	76	145	216	234	132	227	748
	78%	79%	76%	84% <sup>ghi</sup>	84% <sup>ghi</sup>	79% <sup>h</sup>	74%	71%	75%	86% <sup>lm</sup>	82% <sup>m</sup>	80% <sup>m</sup>	62%	77%	78%	72%	73%	80%	81%	74%	75%	82% <sup>p</sup>	83% <sup>pqu</sup>	75%	84%	87%
Prefer not to say	51	18	33	9	10	11	8	7	6	18	11	9	14	6	-	6	5	7	2	2	4	10	7	2	5	24
	3%	2%	3%	4%	3%	3%	2%	2%	1%	3%	2%	2%	3%	3%	-	2%	3%	4%	2%	2%	2%	4%	2%	1%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Which? Energy Switching Behaviour & Attitudes Survey

### ONLINE Fieldwork: 24th-28th March 2016

Absolutes/col percents

Table 25

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Total	Length of Time With Suppliers					
		Gas less than 3 years (a)	Electricity less than 3 years (b)	Less than 3 years for both (c)	Gas more than 3 years (d)	Electricity more than 3 years (e)	More than 3 years for both (f)
Unweighted base	2002	844	968	826	676	808	667
Weighted base	2002	799	907	777	705	828	696
NET: Yes	396 20%	147 18%	176 19%	143 18%	147 21%	172 21%	143 21%
Yes - physical condition	253 13%	97 12%	114 13%	95 12%	97 14%	117 14%	96 14%
Yes - disability	159 8%	55 7%	67 7%	52 7%	67 10%	79 10%	65 9%
Yes - mental condition	128 6%	53 7%	62 7% <sup>f</sup>	53 7%	31 4%	40 5%	29 4%
Yes - other	23 1%	10 1%	12 1%	10 1%	6 1%	6 1%	5 1%
No	1555 78%	638 80%	712 79%	620 80%	541 77%	635 77%	537 77%
Prefer not to say	51 3%	14 2%	18 2%	13 2%	16 2%	21 2%	16 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f**