



Department for
Business, Energy
& Industrial Strategy

Big Energy Saving Network 2015-16: Workshop Assessment Surveys

Main Report



November 2017

This document is available in large print, audio and braille on request. Please email enquiries@beis.gov.uk with the version you require.

Big Energy Saving Network 2015-16: Workshop Assessment Surveys

Main Report

BMG Research

© Crown copyright 2017.

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence.

To view this licence, visit www.nationalarchives.gov.uk/doc/open-government-licence/version/3/ or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk.

Any enquiries regarding this publication should be sent to us at besn@beis.gov.uk.

This publication is available for download at www.gov.uk/government/publications.

Contents

Background, objectives and method	1
Background	1
Research objectives	2
Method	3
Implications of the method	4
Comparisons with other data sources	5
Sample profile	7
Findings in detail	11
Contextual information	11
Impact of involvement in the BESN session	14
Experience of switching	25
Barriers to switching and taking other action	26
Impact of BESN participation on actions and confidence	27
Appendix 1: Omnibus details	32
Appendix 2: Reasons for not switching (those who had never switched before)	35
Appendix 3: Suggestions for making it easier for people to switch (all respondents)	36
Appendix 4: Suggestions for making it easier for people to discuss energy related topics (all respondents)	37
Appendix 5: BESN Survey Questionnaire	38

Background, objectives and method

This chapter provides an overview of the background to this research, its purpose, and how it was undertaken.

Background

The Big Energy Saving Network (BESN) 2015-16 was a Department of Energy & Climate Change (DECC)¹ £1m grant funded outreach programme. It allocated c.£900,000 in grants to community and third sector organisations to provide support to vulnerable consumers intended to help them reduce their energy costs and consumption. This could be via a variety of routes:

- Engagement with energy markets;
- Improved understanding of tariffs;
- Switching supplier;
- Uptake of Warm Home Discount (WHD);
- Registration with the Priority Service Register (PSR);
- Measures provided through suppliers' Energy Company Obligations (ECO).

The programme is led by individuals (Champions) representing the successful grant funded organisations, which are made up of a broad range of groups such as housing associations, Citizens Advice Bureaux and community energy initiatives.

These organisations coordinate and train volunteers and frontline workers and run outreach events for vulnerable consumers. Over the course of the latest programme of events, approximately 23,325 people have been engaged via outreach events and one-to-one meetings, which took place between October 2015 and March 2016. The impact of these events is the focus of this research.

¹ On 14th July 2016, DECC was merged into the Department for Business, Energy & Industrial Strategy (BEIS). This research was completed before this date.

It should be noted that the BESN programme also funded frontline workers who have engaged with approximately 102,000 people, but identifying the impact of the frontline workers fell outside of the feasible scope of this research.

In total, over 125,000 people have been engaged through BESN-funded outreach events and frontline workers as part of the BESN 2015/16 programme.

The BESN programme is intended to reach people who may be regarded as vulnerable for a number of reasons, either relating to financial, health or disability issues, or for other reasons such as geography, literacy-level or age.

People attending workshops held from December 2015 also received a freepost uSwitch envelope which they could use to send a copy of their energy bill and receive bespoke advice on the energy deals that are available.

Alongside BESN 2015/16, DECC commissioned BMG Research to assess the impact of BESN-funded workshops run by Community and Third Sector organisations on workshop attendees via a survey with workshop attendees and a survey with a non-BESN sample with similar characteristics to put the findings into context. BMG Research has produced this report to demonstrate this impact.

Research objectives

The research objectives can be summarised as follows:

- To establish the extent to which those who attend energy advice workshops as part of BESN; engage in the energy market; and, reduce their energy costs by switching supplier, changing tariff or applying for energy efficiency offers. In detail:
 - How many respondents report taking action to either explore energy provider options or switch (within workshop, with uSwitch, or independently)?
 - How many report taking up the WHD, registering on the PSR or made an ECO application?
 - Are there sub-group differences?
 - Do respondents report any softer benefits of their involvement in BESN e.g. confidence, well-being, changes in practices?
- To assess the success of BESN workshops in encouraging vulnerable consumers to reduce their energy costs through assisted action on tariffs, switching and the take up of energy efficiency offers.

- To identify any differences in actions and intentions between those who participated in BESN workshops with similar consumers who did not participate.
- To explore where particular delivery routes are associated with greater action:
 - Do BESN workshops reach the intended audience?
 - What do respondents perceive as barriers/facilitators of action/inaction?

Method

Interviews were undertaken via Computer Aided Telephone Interview (CATI) between 4 January and 13 March 2016 by BMG Research.

Delivery organisations voluntarily submitted contact details for those BESN programme participants who had given their consent to be contacted for research purposes to DECC. These were passed on to BMG at regular points throughout the fieldwork period for collation, cleaning and deduplication.

In total, 63 organisations supplied contacts, and surveys were completed with contacts from 57 of these (90%).

A total of 1,814 contacts were provided, 1,123 (62%) of which were “usable.”²

A census of the 1,123 contacts was attempted.

224 (20%) of those contacted did not recall participating in, or attending, a BESN session, and a further 126 (11%) were unobtainable or wrong numbers³, so these were removed from the sample.

This meant there was a true sampling frame of 773 contacts.

A total of 375 interviews were completed, representing a response rate of 49% (375 out of 773).

These 375 make up the “BESN sample” referred to throughout this report.

The average interview length was 19.6 minutes.

² 22% had no telephone number, 13% had duplicate telephone numbers and 1% indicated a need for text only. No facility for surveying via text only was available as part of this research.

³ Contact address details were not supplied so it was not possible to attempt tele-matching of these contacts.

Three quarters (74%) of the available contacts were flagged as having participated in a one-to-one advice session. This is a greater proportion than what the BESN 2015-16 monitoring data indicates for the total BESN workshop attendee population, as 55% of these were noted to have had a 1-2-1 session.

74% (not necessarily the same as those who participated in a one-to-one advice session) were flagged as having received a uSwitch envelope at the session they attended.

As it is assumed that the BESN sample is representative of the wider BESN workshop attendee population, the BESN survey dataset is un-weighted.

To put the results into context, comparisons have been drawn with a number of other data sources:

- BMG Research's February 2016 online Omnibus survey with 1457 respondents; the "Omnibus sample"
 - This included a number of questions taken from the BESN Monitoring Survey (weighted to match the profile of the BESN sample in terms of age, gender, tenure and receipt/non-receipt of benefits). Details of the sampling approach for the Omnibus can be found in Appendix 1.
- The 2014 BESN evaluation⁴;
- The sixteenth wave of DECC's Public Attitude Tracker (February 2016).⁵

Implications of the method

Social Desirability Bias

As is the case with all self-reporting surveys, it is important to bear in mind that the findings in this report are based on **reported** rather than **actual** actions, and as such, are likely to include a level of over-claiming. This is because respondents may report taking actions they have not taken, believing that this is the "desired" response from the interviewer. This is equally true for the surveys against which the survey results have been compared, so the comparisons remain valid.

Non-response bias

As with the 2014 BESN evaluation, it was necessary to screen out those who did not recall the activity, as they could not attribute any actions or outcomes to a BESN workshop.

⁴ [DECC, 'Evaluation of the Big Energy Saving Network: Final Report', DECC \(2014\).](#)

⁵ [DECC, 'Public Attitudes Tracking Survey: Wave 16', DECC \(February 2016\).](#)

Based on the assumption that this non-recall group is less likely to achieve outcomes as a result of participation, there is a risk that non-response bias is present in the sample. Therefore, it is possible that the findings from the consumer survey offer an over-estimation of outcomes for the whole population.

Self-selection bias

It is also unclear the extent to which those participants who agreed to have their details passed on for research purposes, and who subsequently went on to complete the survey, are representative of the wider participant population. The extent to which this group might differ attitudinally or behaviourally from the wider BESN workshop attendee population is less clear.

Comparisons with other data sources

Comparison with Omnibus data

This report draws on data from BMG Research's February 2016 online Omnibus survey, which included a number of questions taken from the BESN survey, to provide a wider comparison. Details of the sampling approach for the Omnibus can be found in Appendix 1.

When making such comparisons it should be noted that the data collection approach differed for the two surveys (online as compared to telephone data collection for the BESN survey), as did the sampling (the BESN survey attempted a census of all available contacts, while the Omnibus used a quota sample approach), and that by definition, the Omnibus survey content was considerably more diverse.

Attempts were made to contact all usable contacts to complete the BESN survey, so the results are based on an attempted census of all usable contacts. Given this is the case, and the fact that no data are available to indicate how representative the contacts provided were of the full BESN consumer population, the BESN data has not been weighted. However, Omnibus results have been weighted by gender, age, receipt of benefits and tenure to reflect the profile of the achieved BESN sample to provide the closest possible comparison.

Comparison with 2014 BESN evaluation

Comparisons have also been made with the 2014 BESN evaluation⁶, although it should be noted that the timing of the two evaluations differed, with the 2014 survey of participants undertaken up to eight months after participation, whereas the latest survey was

⁶ [DECC, 'Evaluation of the Big Energy Saving Network: Final Report', DECC \(2014\).](#)

undertaken within eight weeks of participation. The content of the surveys also differed significantly, but where available these comparisons help to put the results of the most recent evaluation into context.

Comparison with DECC's Public Attitudes Tracker

Where relevant, comparisons have also been made with the sixteenth wave of DECC's Public Attitude Tracker (PAT).⁷ This comprised face to face interviews with a UK representative sample of 2,118 UK households undertaken by TNS, an independent research organisation, in December 2015 via their UK omnibus. It uses a random location quota sampling method.

Indicating statistically significant differences

As outlined above, the surveys we are comparing differ in the extent to which they can be described as purely 'random'.

Where we have detailed information regarding the weights that have been used in non-random samples, as is the case with regard to the Omnibus, we can adopt a more rigorous approach to tests of statistically significant differences, and this is outlined in Appendix 1.

However, where we do not have detailed information in this respect, as is the case with DECC's Public Attitude Survey, we have used a simple two-tailed test as an indication of 'real' rather than directional differences between the two datasets, an approach that is common across the industry when considering quota-based samples.

In all instances, where significant differences are indicated, this is at the 95% confidence level.

A confidence interval expresses the likely 'margin of error' within a response to a particular question.

The full BESN sample size of 375 carries a maximum confidence interval of $\pm 5\%$ at the 95% level of confidence. This means that if 50 per cent of respondents select a particular response to a question, we can be 95 per cent confident that the 'true' value is somewhere between 45 and 55 per cent. Therefore, statistically significant differences occur where the difference between a 50 per cent result and another is greater than 5%, where the sample size for the question was 375. However, 50% is the point at which the maximum confidence interval is recorded. The further away from 50% a value is, the smaller the confidence interval is.

⁷ [DECC, 'Public Attitudes Tracking Survey: Wave 16', DECC \(February 2016\).](#)

In relation to the above, the words “significant” and “significantly” are used throughout this report with precise statistical meaning, in that the difference between two outcomes is statistically significant and not simply down to “chance.”

Sample profile

The table below outlines the profile of the achieved sample in terms of tenure, gender, age and ethnicity, alongside a comparison with Census 2011 data.⁸

Given that profile information was gathered through the survey, rather than being provided as part of the contact information, it is not possible to assess the extent to which the sample profile reflects that of the wider participant population. For this reason also, no weights have been applied to the data.

The comparison with Census data highlights the following:

- Respondents were more likely to rent from the council (13% compared to 9%) and from housing associations/Registered Social Landlords (21% compared to 8%) and less likely to be buying their property (17% compared to 33%).
- Women were significantly over-represented in the sample (72%).
- The age profile of the sample was significantly older than Census 2011, reflecting the targeting of the activity.
- Reflecting this, a higher proportion reported their activities are limited due to a health problem or disability (28% compared to 21%) and a further 9% reported someone else in their household had such a problem or disability.
- The ethnic profile is very much in line with Census 2011.

⁸ <https://www.ons.gov.uk/census/2011census>

Figure 1: Profile of achieved sample compared to Census 2011

Tenure	Achieved sample profile (375)	Census 2011
Owned outright	29%	31%
Buying on a mortgage	17%	33%
Rented from council	13%	9%
Rented from housing association /RSL	21%	8%
Rented from private landlord	15%	15%
Shared ownership	1%	1%
Living with parent/rent free	2%	1%
Other	2%	N/A
Gender	Achieved sample profile (375)	Census 2011
Male	28%	50%
Female	72%	50%
Age	Achieved sample profile (375)	Census 2011
16 to 24	5%	15%
25 to 34	11%	16%
35 to 44	15%	17%
45 to 54	14%	17%
55 to 59	8%	7%
60 to 64	9%	7%
65 to 74	20%	11%
75 to 84	12%	7%
85+	3%	3%
Refused	1%	Na
Ethnicity	Achieved sample profile (375)	Census 2011
White British	81%	82%

White Other	7%	6%
Asian or Asian British	3%	6%
Black or Black British	6%	3%
Mixed	<0.5%	1%
Chinese or other ethnic group	0%	1%
Any other ethnic group	1%	1%
Refused	2%	N/A

Shading indicates statistically significant differences at the 95% level of confidence.

Close to half of the sample (46%) reported being in receipt of at least one form of benefit payment.

Figure 2: Receipt of benefits

Receipt of benefits	Achieved sample profile (375)
ANY	46%
Council Tax Benefit	31%
Disability Living Allowance	17%
Income support	12%
Employment and Support Allowance (ESA)	11%
Free school meals	6%
Incapacity benefit or severe disablement allowance	4%
Jobseeker's allowance	4%
Personal Independence Payments (PIPs)	4%
Universal Credit	1%
Refused	3%

It was not possible to carry out a comparison with national-level statistics for the receipt of benefits due to a lack of comparability between datasets.

A quarter (26%) of respondents reported a gross annual household income (i.e. before any deductions for tax etc.) of under £10,000, and a further quarter (25%) an income of between £10,000 and £20,000. One in six (15%) reported a household income of over £30,000.

Figure 3: Household income

Household Income	Achieved sample profile (375)
Under £10,000	29%
£10,000 - £16,000	17%
£16,000 – £19,999	8%
£20,000 - £29,999	9%
£30,000 - £49,999	10%
£50,000 - £100,000	5%
Over £100,000	0%
Don't Know	18%
Refused	8%
Mean	£19,580
Median	£13,000

While it was not possible to carry out a comparison with national-level statistics for household income due to a lack of comparability between datasets, there are strong indications that the BESN sample consisted of households with a lower than average income.

DWP HBAI (Households Below Average Income) data for 2014/15 indicate that the national median **disposable** household income for 2014/15 was £25,600, while over half (51%) of the BESN sample reported a **total** household income of below £20,000.

Findings in detail

This chapter provides an overview of the findings from the surveys, including:

- Contextual information related to the household;
- The BESN sessions attended and actions taken as a result;
- The contribution of BESN events to any increases in knowledge and confidence.

Contextual information

Household information

The majority (95%) of respondents said they were responsible for paying the bills in their household either individually (60%) or jointly (35%).

79% reported having gas boilers as their main source of heating, and 15% used electric storage heaters, with very few mentioning other means of heating (3% oil and less than 0.5% any other fuel).

Energy bill payment information

67% reported paying their energy bills by monthly or quarterly direct debit, while 21% said they use pre-payment meters, and 9% reported paying on receipt of their bills.

According to DECC's March 2016 figures, 57% of the UK pay by direct debit, 16% by pre-payment meters and 26% by credit (the same as on receipt of bills).⁹

More of the BESN survey sample reported using pre-payment meters than the UK rate and less reported paying their energy bills on receipt of their bills.

⁹ [DECC, Quarterly Domestic Energy Customer numbers, DECC \(March 2016\)](#)

Level of worry about household expenditure

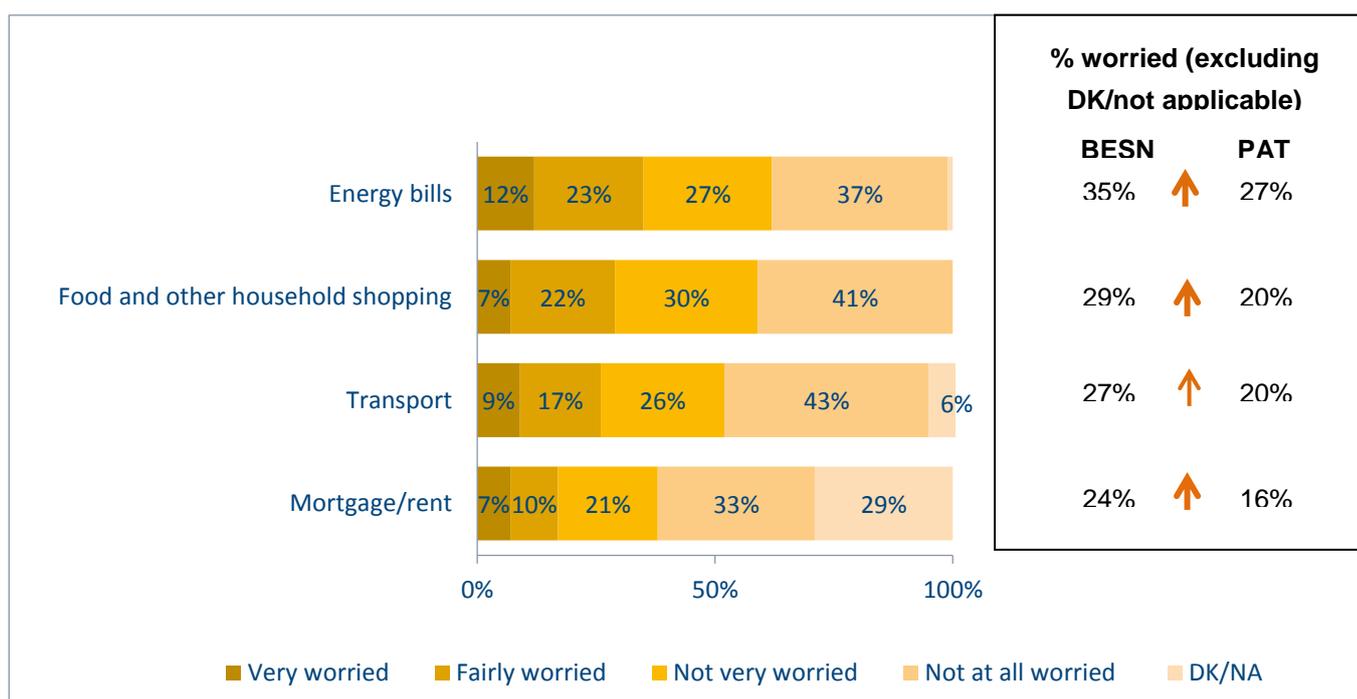
Figure 4 below summarises the extent to which all BESN respondents were worried about various elements of household expenditure, and indicates that concerns about energy bills were greater than concerns about other forms of expenditure.

35% said they were worried about energy bills, compared to 29% who said they were worried about their food and other household shopping, a quarter (25%) about transport costs, and 17% about mortgage or rent payments.

The table on the right in the figure below shows how these results compare with those from the sixteenth wave of DECC's PAT.¹⁰

Given that more respondents in the BESN sample indicated that some of these costs were not applicable to their household, these responses have been excluded to allow for comparison.

Figure 4: Extent of worry about household expenditure (all respondents)



Q6: Over the last three months, how worried, if at all, have you been about paying for the following?

Sample base: (375)

Arrows indicate statistically significant differences at the 95% confidence level

NB: Unlabelled segments are 1% or below.

¹⁰ Face to face interviews with a representative sample of 2,118 UK households undertaken in December 2015.

The following groups were significantly more likely than the remainder to indicate concern about paying their energy bills:

- Those who find it difficult to understand the information provided on energy (52% of 149 respondents);
- Those aged 45 to 64 (45% of 120 respondents);
- Those in receipt of benefits (44% of 174 respondents);
- Those with a disability (44% of 140 respondents);
- Those who had not taken any action before the session (43% of 114 respondents)
- Women (40% of 271 respondents).

This pattern tended to also be the case for the other aspects of household expenditure. In other words, those who found it difficult to understand the information provided on energy, those in receipt of benefits, and those with a disability more often reported that they were worried about each aspect than the rest of the sample.

Targeting of BESN events

The target audience for the BESN programme includes, but is not limited to¹¹:

- Fuel poor households
- People on low incomes and/or on benefits
- People with disabilities, those who use prepayment meters
- Those without internet access and those who have not switched before.

While it is not possible to assess the extent to which the surveyed sample were representative of the wider participant population, the achieved sample profile clearly indicates successful targeting of the BESN events either directly (e.g. in the case of disability) or by inference (e.g. tenure) when compared to Census 2011 information¹²:

¹¹ Taken from: [Big Energy Saving Network 2015/16 – Guidance Notes & Application Form](#)

¹² See [pages 14-17 for details of census comparison.](#)

- **Those who are worried about their energy bills:** Respondents were more likely than those in the PAT to indicate that they were worried about most aspects of household expenditure, including energy bills.¹³
- **People on low incomes:** There are strong indications that the median income of the BESN sample is lower than the median in the UK population.¹⁴
- **People with disabilities:** A higher proportion reported their activities are limited due to a health problem or disability. Also, the age profile of the sample was significantly older than in the 2011 Census. In the UK, the prevalence of disability rises with age.¹⁵
- **Those without internet access:** Lack of internet access is more prevalent amongst older people; as above, the age profile of the sample was significantly higher than in the 2011 Census.¹⁶
- **Pre-payment meters:** More of the BESN sample reported using pre-payment meters for their energy usage (21%) than the proportion that does in the UK as a whole (16%).¹⁷

However, it could not be determined whether the number of respondents who had never switched before (38%) was different to the national average, nor was it possible to compare the prevalence of benefits to national statistics.¹⁸

Impact of involvement in the BESN session

Almost all (98%) respondents felt that the help and advice provided at the session were helpful, of which 78% found it very helpful.

When asked the extent to which they agreed or disagreed that their involvement in the BESN session had an effect, agreement was highest in relation to 'knowing where to go for energy advice in future' (92% agree), 'having a better understanding of how to switch energy supplier' (87%), 'having a better understanding of the benefits of switching suppliers, tariffs and payment methods' (87%), and 'feeling more confident in dealing with energy suppliers' (83%).

¹³ See pages 18-20 for findings regarding worry about bills.

¹⁴ See page 17 for details of household income comparison.

¹⁵ In 2011, 16% of working-age adults were disabled, but 45% of those over the state pension age were - ['Disability Facts and Figures', DWP & ODI \(2014\)](#)

¹⁶ [ONS, 'Internet Access - Individuals and Households: 2015' ONS \(2015\)](#)

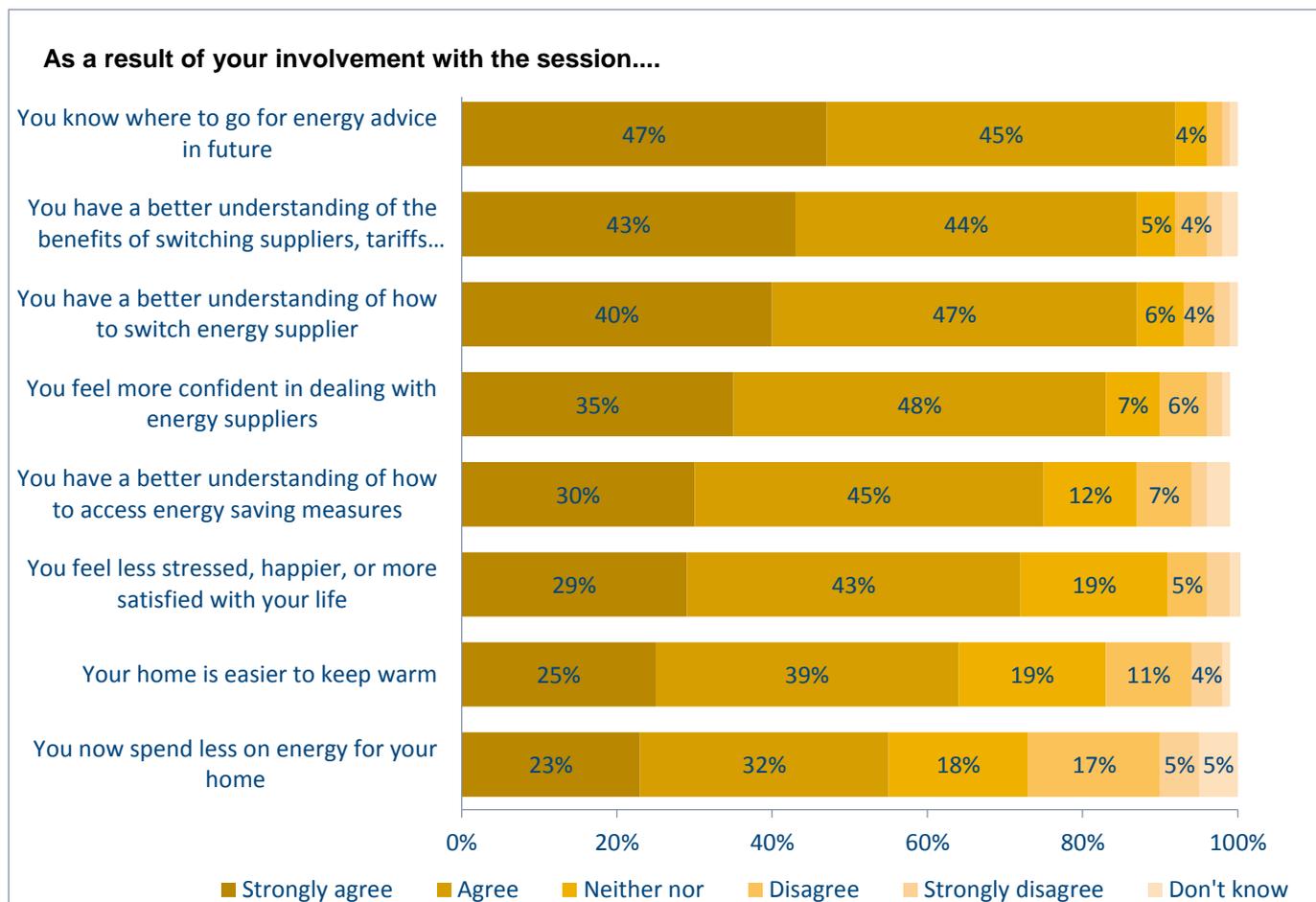
¹⁷ See page 18 for payment method data.

¹⁸ See pages 22-23 for findings on pre-BESN switching. See pages 17-18 for demographics of sample in regards to the receipt of benefits and income.

Three quarters (76%) agreed that they ‘have a better understanding of how to access energy saving measures’, which is in line with the 73% who did so in the 2014 evaluation. Similarly, the proportion who agreed that they ‘feel less stressed, happier, or more satisfied with life’ was in line with the previous evaluation (72% compared to 71%). However, a higher proportion agreed that their ‘home is easier to keep warm’ (64% compared to 55%).

While over half (55%) agreed that they ‘now spend less on energy for their home’, this was a significantly lower proportion than was the case in the 2014 evaluation (71%). However it should be borne in mind that 2015/16 respondents were interviewed shortly after their sessions (up to 8 weeks), whereas the timeframe was significantly longer for the 2014 evaluation (8 months), giving 2014 respondents a longer opportunity to identify possible financial benefits.

Figure 5: Extent of agreement that involvement in the BESN session had results (all respondents)



Q6: To what extent do you agree or disagree with the following statements?

Sample base: (375)

NB: All unlabelled segments are 3% or less.

When asked how much thought they now give to saving energy in their home, 39% said they now give a lot of thought to saving energy in their home, and 46% said they now give a fair amount of thought to this topic. The resulting 86% of BESN respondents who now give a lot or a fair amount of thought to saving energy in their home is significantly higher than the 74% who said this was the case in the sixteenth wave of DECC's Public Attitudes Tracker (PAT).

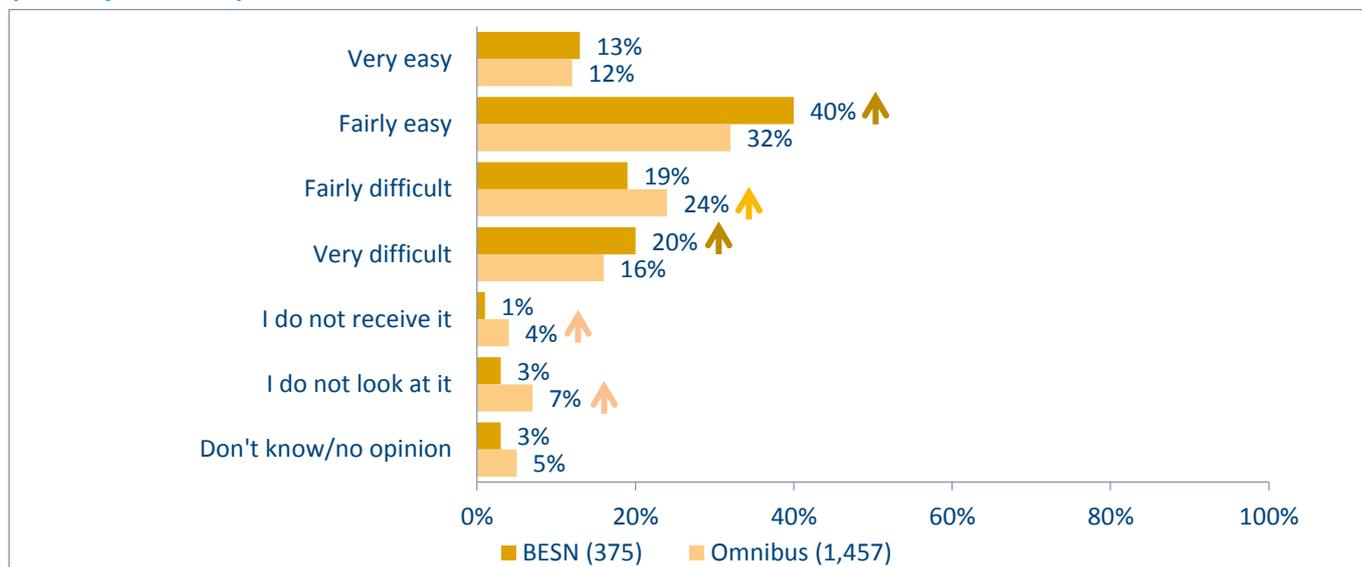
When asked whether the BESN advisor had referred them on to any other organisations for further advice or support, such as Citizen's Advice, 45% said that they had.

Impact on understanding tariff and billing information

Over half (53%) said they found it very or fairly easy to understand the tariff and billing information provided by their energy supplier, while 40% found it difficult.

This suggests that the BESN sessions have been successful in helping the BESN survey respondents to understand the information provided by energy suppliers, given that they were significantly more likely than the Omnibus sample to rate it as easy to understand following their participation in a session (53% compared to 45% in the omnibus).

Figure 6: Ease of understanding tariff and billing information provided by energy supplier (all respondents)



Q5: How easy or difficult do you find it to understand the tariff and billing information that your energy supplier provides? Sample bases in parentheses

Arrows indicate statistically significant differences at the 95% confidence level

53% of respondents with a disability, or living with someone with a disability (56 of 105), reported finding tariff and billing information difficult to understand, compared to 32% of those who were not (87 of 270). This is a significant difference.

A similar difference was not apparent by age.

Claimed actions before the session

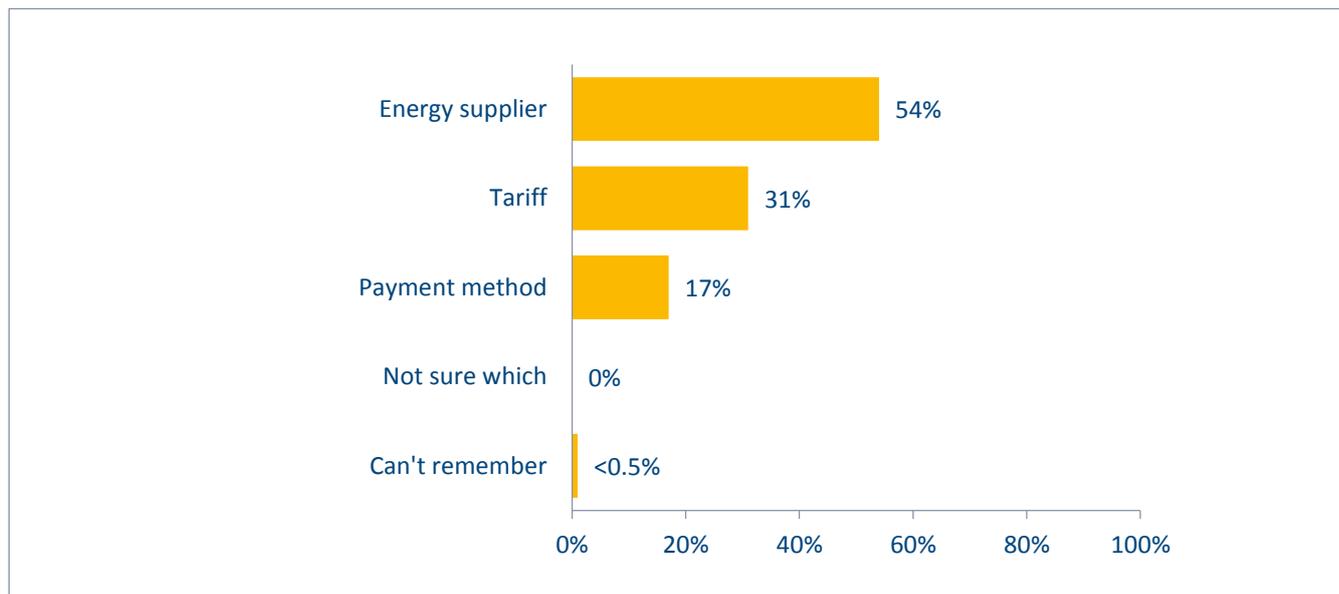
Claimed switching before the session

62% of respondents reported having ever switched in some way prior to attending the session, the majority switching their energy supplier (54%), with (31%) switching tariff and (17%) switching payment method. In contrast, 38% had never switched before the session.

A 2014 survey to help understand how consumers interact with the energy market was undertaken on behalf of the Competitions and Market Authority (CMA) and found that only 44% of respondents had ever switched.¹⁹ This compared with 60% from Ofgem's Retail Market Review Baseline Consumer Survey also undertaken in 2014.²⁰

Given the variation in these estimates, and the differences between the surveys in terms of question wording, the timescales used and the survey design and weighting, it is difficult to compare the BESN sample with the wider UK population in this respect.

Figure 7: Claimed switching before the session (all respondents)



Q11: Thinking about before you attended the session, had you ever switched before?
Sample base: (375)

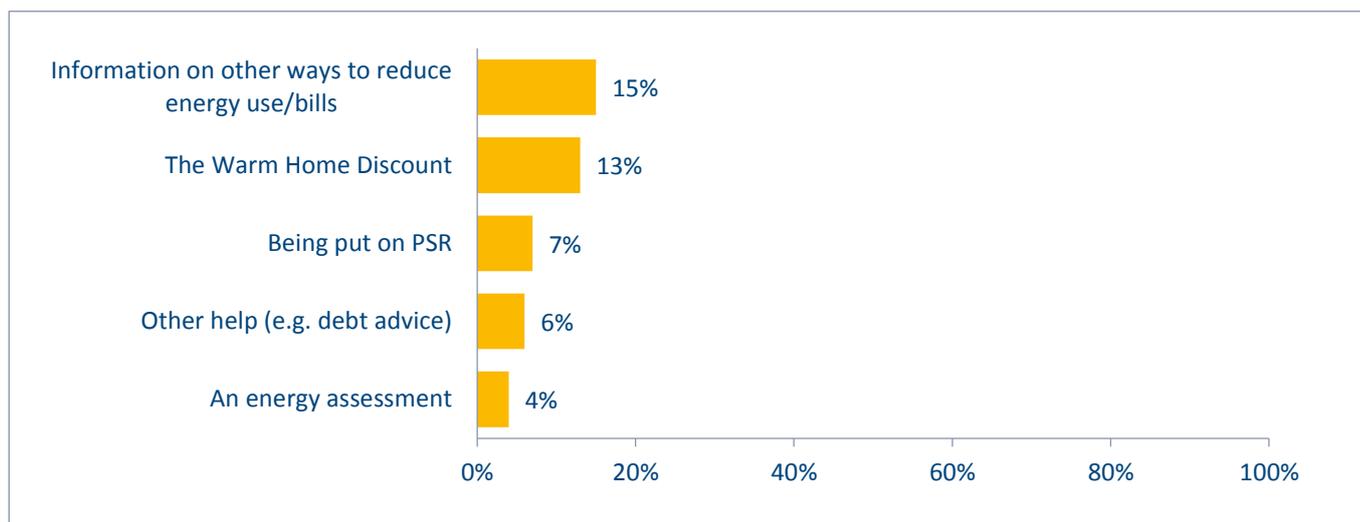
¹⁹ Undertaken by GfK, September to November 2014, report available https://assets.digital.cabinet-office.gov.uk/media/54e75c53ed915d0cf700000d/CMA_customer_survey_-_energy_investigation_-_GfK_Report.pdf

²⁰ Undertaken by TNS BMRB, report available https://www.ofgem.gov.uk/sites/default/files/docs/2014/07/ofgem_rmr_baseline_final_pdf_0.pdf

Other claimed actions before the session

29% of respondents reported having contacted their energy supplier or someone else for one or more of the below reasons prior to attending the session:

Figure 8: Other claimed actions before the session (all respondents)



Q24: Before you attended the session, did you contact your energy supplier or anyone else about any of the following?

Sample base: (375)

Respondent groups who were **most** likely to report having taken actions before the session were:

- Those in receipt of benefits (37% of 174 respondents);
- Those with a disability, or living with someone with a disability (36% of 140 respondents);
- Those with an annual household income of less than £10,000 (39% of 98 respondents).

Claimed actions at or after the session

Overall, 49% of the BESN survey sample reported trying to switch, or enquiring about other energy saving actions such as the Warm Home Discount or the Priority Services Register, either at or after the session.

Claimed switching at or after session

37% reported contacting their energy supplier or someone else to enquire about switching either after (30%) or at the session (7%).

This is significantly higher than the 26% of the Omnibus sample who reported doing so in the last 4 months.²¹

This proportion was relatively consistent across most demographic sub-groups of respondents, and was also similar among both those who had, and those who had not, switched at some point before attending the session (36%/233 respondents and 40%/138 respectively).

Of those who attempted to switch (139 respondents), 68% reported going on to successfully switch.

This means that in total, 25% of the BESN sample reported going on to successfully switch energy supplier, tariff or payment method.

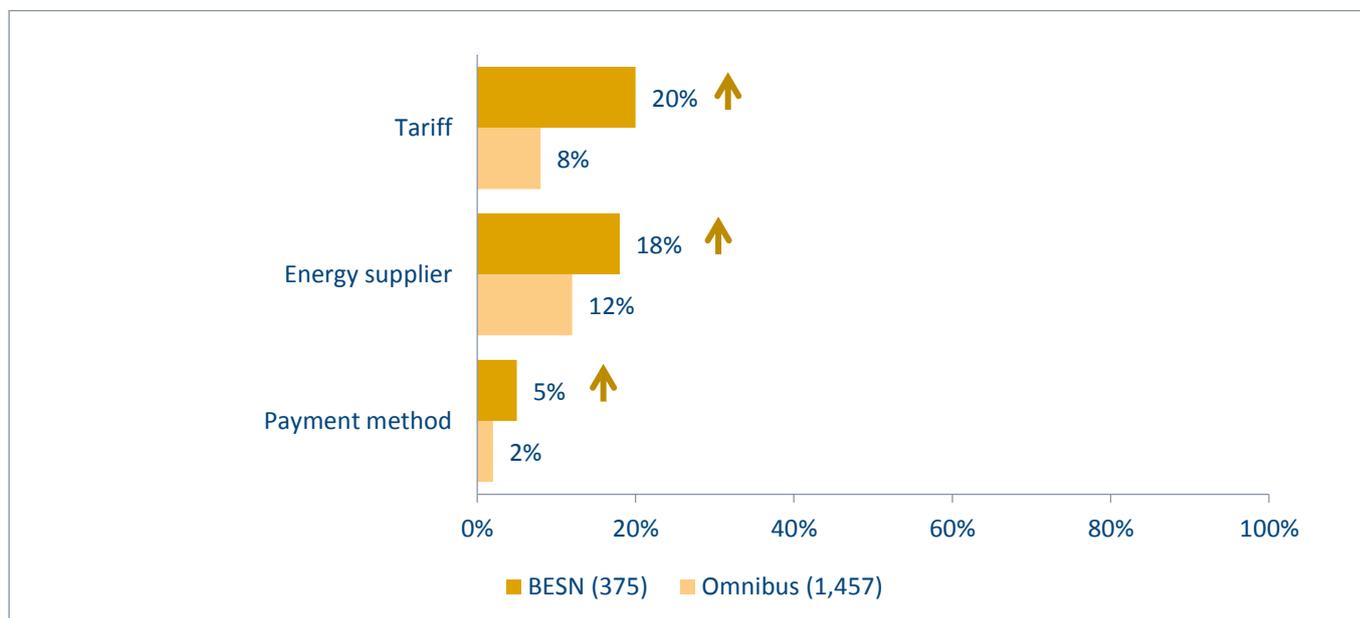
More reported switching tariff (20% of all respondents) and energy supplier (18% of all respondents) than payment method (5% of all respondents).

Reported levels of switching were significantly higher among BESN respondents (25%) than those reported by the Omnibus sample, where 19% of all respondents reported going on to switch in some way, 12% their supplier, 8% their tariff, and 2% their payment method.²²

²¹ Please note that the two evaluations are not entirely comparable, as the Omnibus survey refers to the previous '4 months' and the BESN survey refers to the time since the session, which was a maximum of 4 months.

²² Please note that the two are not perfectly comparable, as the Omnibus survey refers to the previous '4 months'.

Figure 9: Claimed switching outcomes (of all respondents)



Q13: Did you go on to switch....?

Sample bases in parentheses

Arrows indicate statistically significant differences at the 95% confidence level

While the two are not entirely comparable, the 18% who reported switching energy supplier at or after the latest BESN sessions was greater than the 11% identified in the 2014 evaluation.

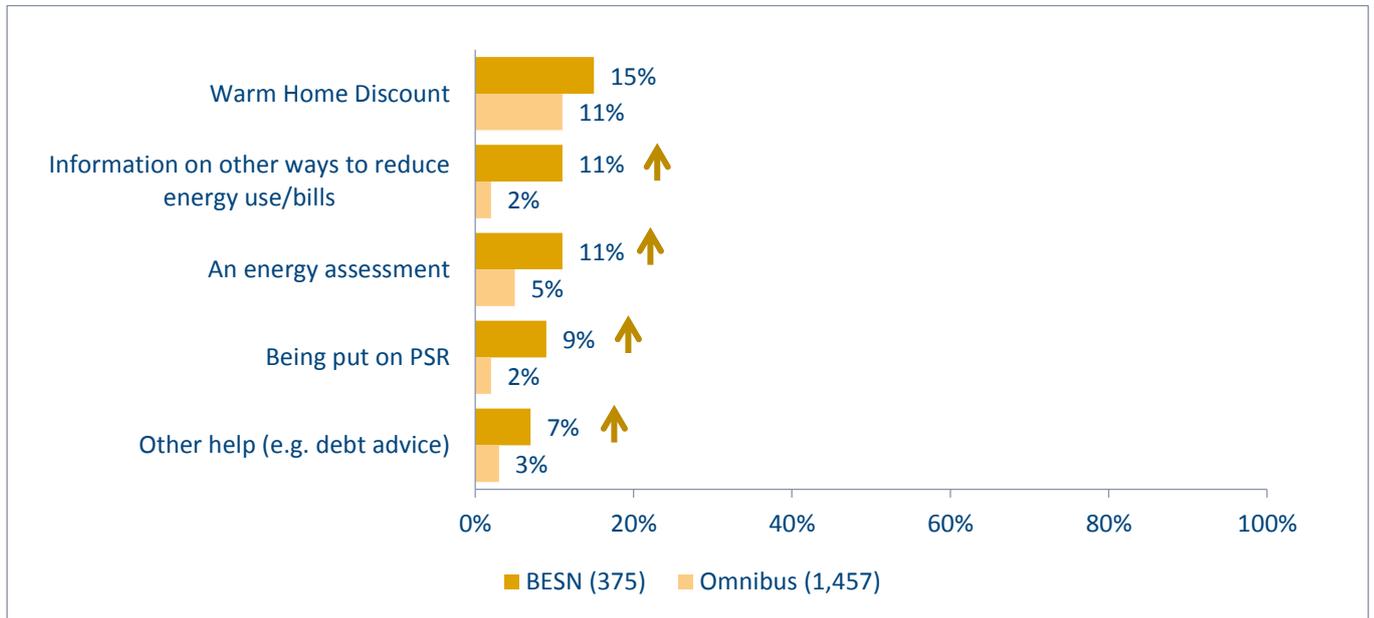
The rate of those reporting successfully switching (68%) was similar to the 73% of the Omnibus sample who reported having successfully switched after enquiring.²³ This suggests that although BESN workshops have been successful in increasing switching behaviour, it has not affected the success rate of attempted switches by BESN consumers.

Other claimed actions at or after session

Significantly more of the BESN sample reported contacting their energy supplier or someone else about each of the below than the Omnibus sample did, except for the Warm Home Discount, for which there was no statistically significant difference:

²³ Please note that the two are not perfectly comparable, as the Omnibus survey refers to the previous ‘4 months’.

Figure 10: Reported enquiries about other actions at or after the session (all respondents)



Q22: Did you contact your energy supplier or anyone else either at or after the session about any of the following?

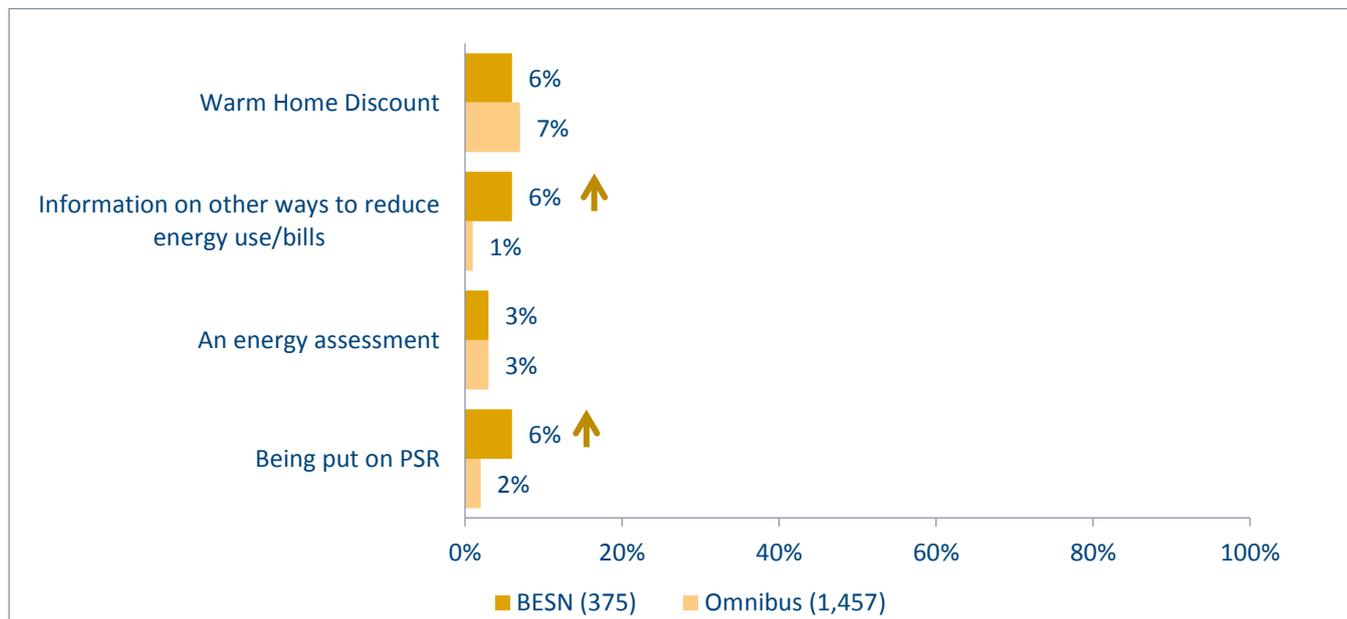
Sample bases in parentheses

Arrows indicate statistically significant differences at the 95% confidence level

NB: Please note that the two are not perfectly comparable, as the Omnibus survey refers to the previous ‘4 months’ and the BESN survey refers to the time since the session, which was a maximum of 4 months.

However, the total successful uptake of one of these options was broadly similar, with significant differences between the two samples detected for “information of other ways to reduce energy use/bills” and “being put on the PSR”, but not the others:

Figure 11: Claimed outcomes (all respondents)



Q23: Did you go on to get...?

Sample bases in parentheses

Arrows indicate statistically significant differences at the 95% confidence level

Intended actions

Overall, 59% of the BESN sample said they were going to switch or take some other energy efficiency action in the next month.

Switching intentions

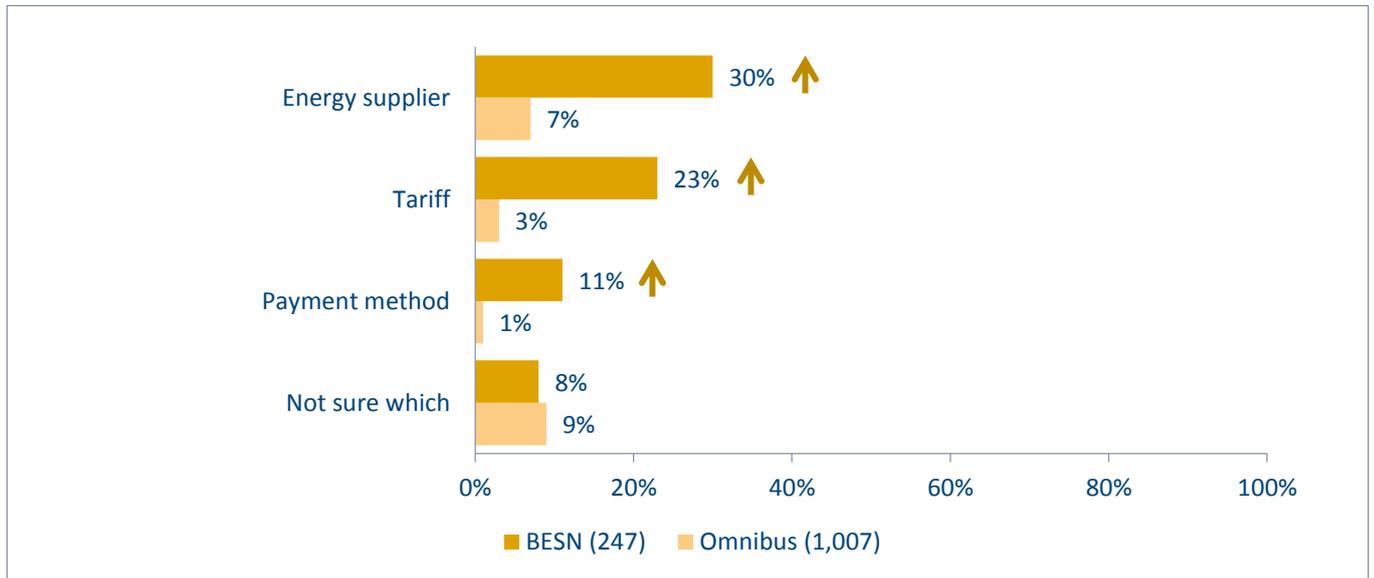
Among respondents who reported not attempting to switch either at or after the session (247), 43% said they were going to try to do so in the next month, including:

- 30% who were going to try and switch supplier;
- 23% their tariff;
- 11% their payment method.

These figures were significantly higher than those for the Omnibus sample (1,007), in which 17% planned to do something, including:

- 7% who planned to switch energy supplier;
- 3% their tariff;
- 1% their payment method.

Figure 12: Switching intentions (respondents who have not already switched)



Q14: Are you going to try and switch in the next month?

Sample bases in parentheses

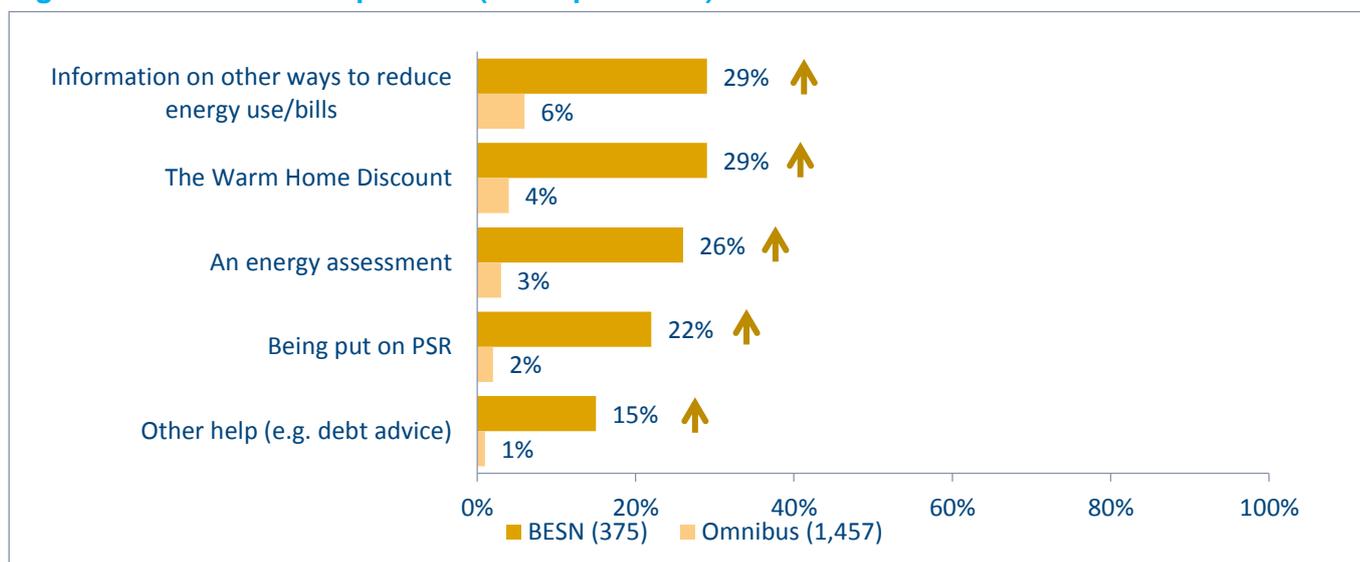
Arrows indicate statistically significant differences at the 95% confidence level

Encouragingly, half of those who reported **not** having taken any actions before the session said that they were going to switch in the next month (52% of 71 respondents), as did half of those who found the information supplied by their energy supplier difficult to understand (51% of 92 respondents).

Intentions to undertake other actions

Of all 375 survey respondents, significantly more of the BESN sample intended to contact their energy supplier or someone else about each of the below in the month following the BESN survey, than in the Omnibus sample.

Figure 13: Other actions planned (all respondents)



Q22: Are you going to contact your energy supplier or anyone else about any of the following in the next month?

Sample bases in parentheses

Arrows indicate statistically significant differences at the 95% confidence level

Actions taken with uSwitch envelope

Half of all respondents said they did not receive a uSwitch envelope, a further 19% could not remember receiving one, and a quarter (24%) said that they had not sent off their bill in the envelope provided.

Twenty-five respondents said that they had sent off their bill in the uSwitch envelope, and where they had received a response, the possible savings they said were identified by uSwitch ranged from 'up to £100' (4 respondents), '£100 to £200' (7 respondents), '£201 to £300' (4 respondents), to '£301 to £400' (4 respondents).

Where respondents had not sent off their bill (91 respondents), the most prominent reasons were:

- Didn't have time;
- Happy with existing supplier;
- Didn't want to;
- No specific reason;
- Done online;
- Forgot;
- Wasn't interested/couldn't be bothered/didn't see the point;
- Didn't understand;
- Didn't want to switch.

Experience of switching

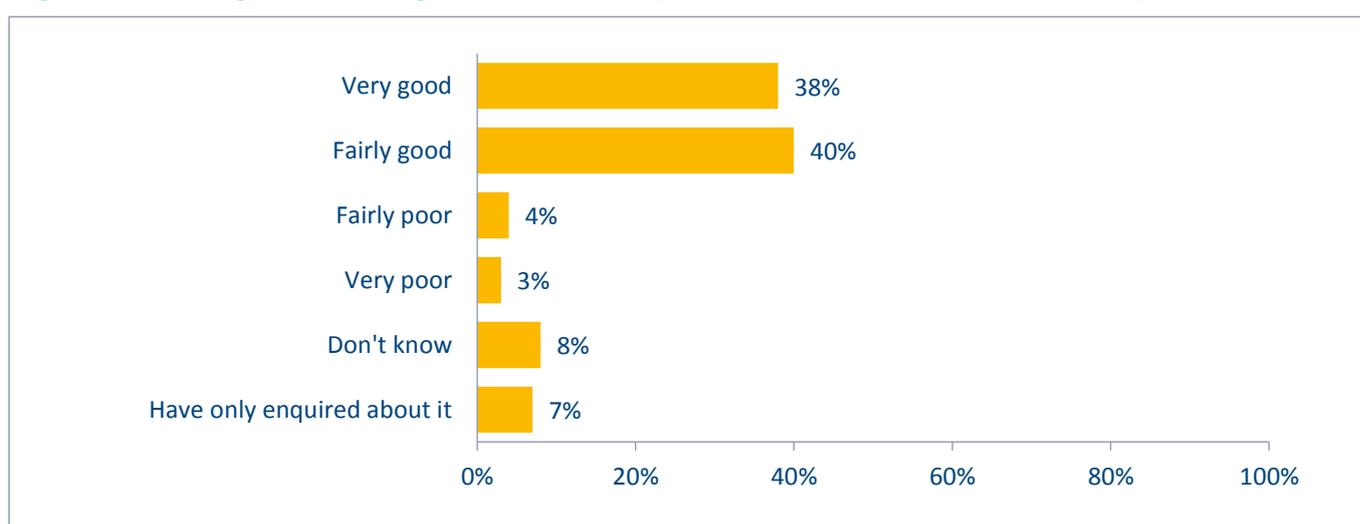
Rating of switching experience

Respondents who had tried to switch either before, during or after the session (288 respondents) were asked to rate their experience of switching.

Experiences were predominantly positive, with over three quarters (78%) rating their experiences as positive, including 38% who rated it as very good.

Less than one in ten (8%) rated their experience as poor.

Figure 14: Rating of switching experience (respondents who have tried to switch)



Q19: How would you rate your experience of trying to switch?

Sample base: (288)

The following groups were significantly **less** likely than others to rate their experience of switching as positive:

- Those worried about paying their energy bills (69% of 97 respondents);
- Those with, or living with someone with, a disability (70% of 109 respondents);
- White British respondents (75% of 239 respondents).

However, positive ratings were significantly higher among those who either tried to switch **at or after** the session:

- Of the 139 respondents who tried to switch at or after the session, 85% rated their experiences positively, compared to 72% of the 149 respondents who did not try to switch at or after the session.

This suggests that the BESN sessions have been able to provide people with the tools they need to engage successfully on the topic of switching.

This is further supported by the high levels of confidence, and the high levels of attribution of this confidence to the BESN sessions, reported in this respect in the later sections of this report.

Reasons for negative rating of switching experience

For the minority who rated their experience of trying to switch as poor (22 respondents), the main reasons were:

- issues with current supplier;
- it was too complicated/they didn't really understand;
- it took too long;
- it was not clear what was going on;
- Issues with the service used to switch.

Barriers to switching and taking other action

Reasons for not switching

Among the 87 respondents who reported having never switched, the main reasons provided for this were inertia (happy with their existing supplier), lack of time and lack of understanding. See Appendix 2 for more reasons.

Suggestions for making it easier for people to switch

61% of all respondents suggested some way in which it could be made easier for people to switch energy supplier, or any information or support that might encourage them to do so, with the main suggestions as follows:

- Better clarity of information/easy to understand/step-by-step guide;
- More advertising /publicity/being more aware;
- Better support for the elderly/people with disabilities.

See appendix 3 for more suggestions.

Suggestions for making it easier for people to discuss related topics with their energy supplier or someone else

Close to half (46%) of all respondents suggested some way in which it could be made easier for people to discuss topics like this with their energy supplier or anyone else, or any information or support that might encourage them to do so, with the main suggestions as follows:

- More advertising /publicity/being more aware;
- More sessions, including follow-up sessions;
- More information available.

See appendix 4 for more suggestions.

Impact of BESN participation on actions and confidence

Switching

Role of BESN session in switching behaviour

Respondents who reported trying to switch since the BESN session (139) attributed this in large part to their involvement with the BESN session, with 46% saying their decision to try was 'completely' as a result of this, and 29% saying it was 'to a great extent' a result of their involvement.

Only 6% said their involvement had no impact, and that they would have tried to switch anyway.

Confidence in switching

Half of all respondents (50%) said that they were 'very confident' that they now had the information and skills they needed if they wanted to switch in future, and a further 41% said that they were 'fairly confident' in this respect (91% confident overall).

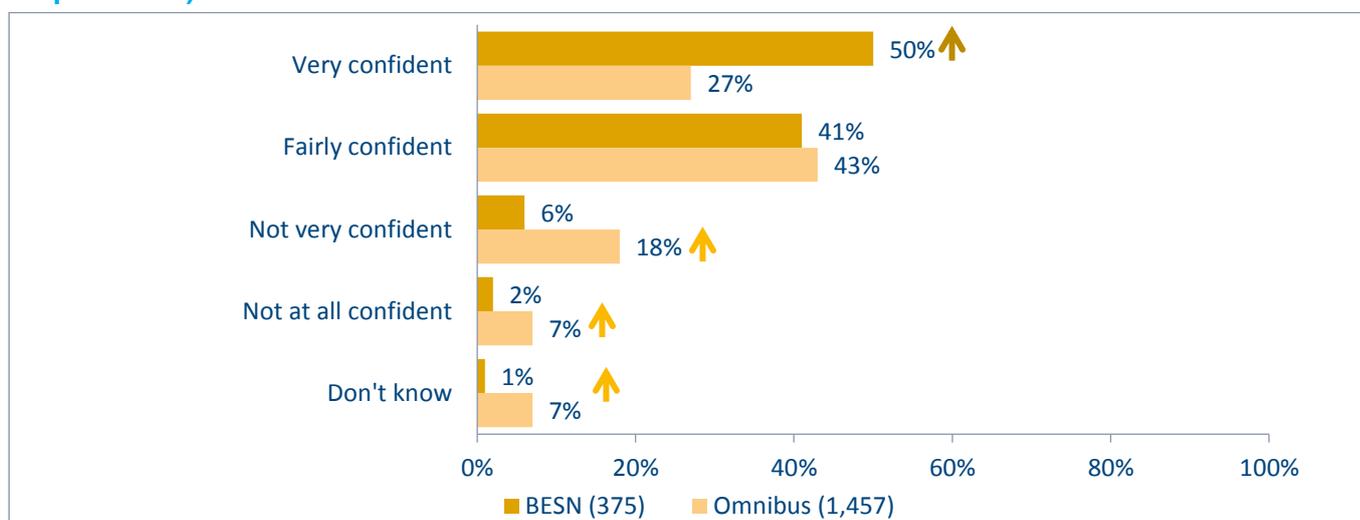
Less than one in ten (8%) said that they lacked confidence in this area.

Albeit at significantly lower levels than their counterparts, overall confidence (i.e. 'very' or 'fairly confident') was nevertheless high among those in receipt of benefits (87% of 174 respondents), those with, or living with someone with, a disability (86% of 140 respondents), those who were worried about paying their energy bills (86% of 133 respondents) and those who had not switched before the session (86% of 138 respondents).

Levels of overall confidence amongst the BESN sample were significantly higher than those amongst the Omnibus sample, where only 70% were confident overall (compared to 91% of the BESN sample), including 27% who were very confident (compared to 50% of the BESN sample).

In contrast, 24% of the Omnibus sample indicated that they were not confident in this respect, which is significantly higher than one in ten (8%) of the BESN sample.

Figure 15: Confidence in having the information and skills required to switch (all respondents)



Q17: Which of the following would you say best describes how confident you are that you now have the information and skills you need if you wanted to switch in the future?

Sample bases in parentheses

Arrows indicate statistically significant differences at the 95% confidence level

Other actions

Confidence in taking other actions

The impact of BESN involvement in relation to confidence about non-switching energy efficiency actions is similar to that on switching actions.

35% said that they are ‘very confident’ that they now have the information and skills they need if they wanted to discuss other options with their supplier or someone else, and a further 53% said that they are ‘fairly confident’ in this respect (89% confident overall).

Around 11% said that they lacked confidence in this respect.

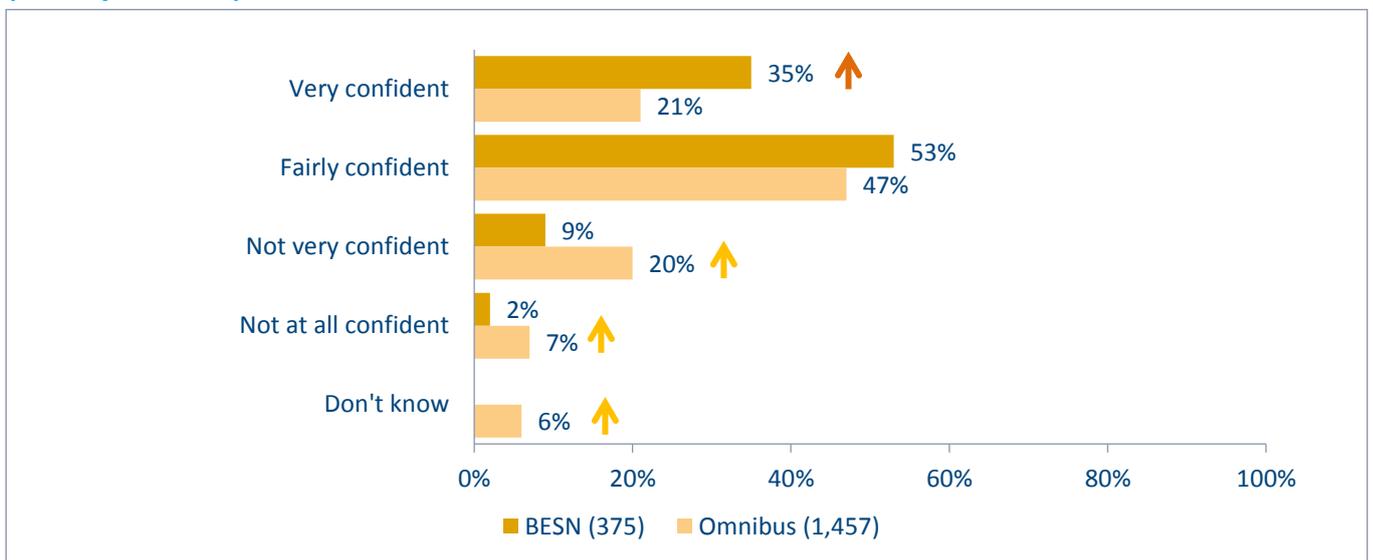
Again, although at significantly lower levels than their counterparts, overall confidence (i.e. ‘very’ or ‘fairly confident’) was nevertheless still high among those:

- in receipt of benefits (83% of 174 respondents)
- with, or living with someone with, a disability (84% of 140 respondents)
- who found billing information difficult (82% of 149 respondents)
- who were worried about paying their energy bills (83% of 133 respondents)
- who had not tried to switch at or after the session (86% of 236 respondents)
- who said they were going to switch in the next month (82% of 106 respondents)

Again, levels of confidence amongst the BESN sample were significantly higher than those amongst the Omnibus sample, where 68% were confident overall (compared to 89% of the BESN sample), including 21% who were very confident (compared to 35% of the BESN sample).

In contrast, 27% of the Omnibus sample indicated that they were not confident in this respect, which is significantly higher than the 11% of the BESN sample.

Figure 16: Confidence in having the information and skills required to discuss other issues (all respondents)



Q26: Which of the following would you say best describes how confident you are that you now have the information and skills you need if you wanted discuss topics like this with your energy supplier or anyone else?

Sample bases in parentheses

Arrows indicate statistically significant differences at the 95% confidence level

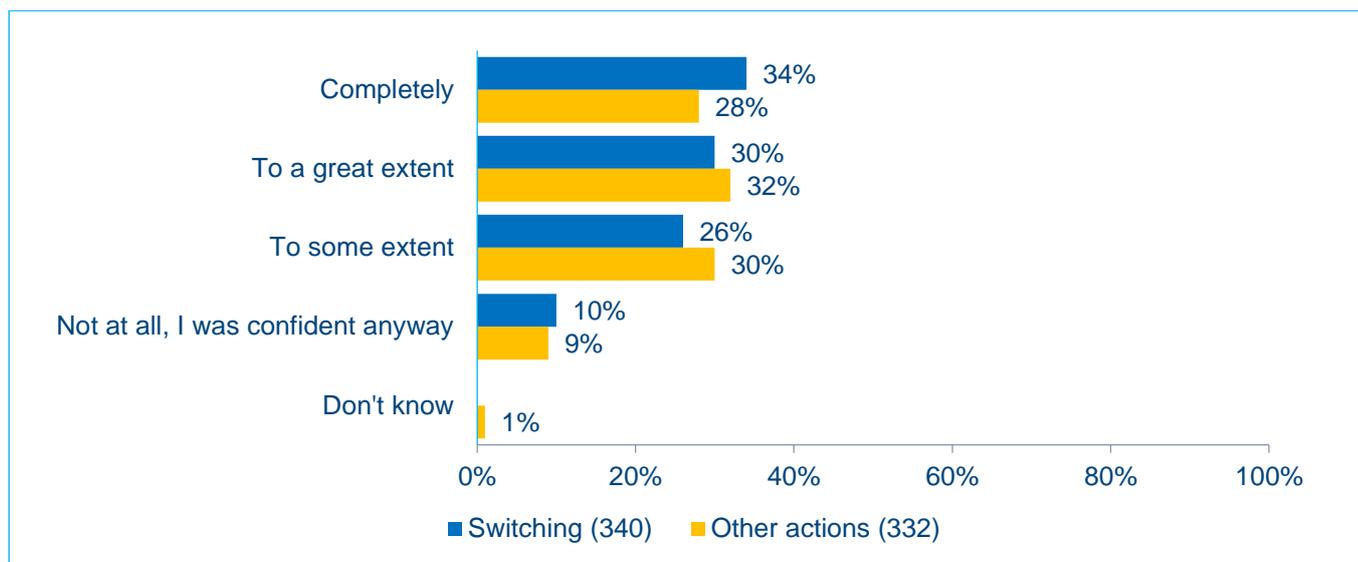
Role of BESN involvement in levels of confidence

In relation to both switching and other actions, similar proportions of the BESN sample who reported confidence in switching/taking other actions attributed their confidence levels to their involvement in the session:

- **Switching** (340 respondents): 64% attributed their confidence levels to their involvement in the session ‘completely’ (34%) or ‘to a great extent’ (30%), and this rose to 76% for those who had not switched before the session (119 respondents).
- **Other actions** (332 respondents): 60% attributed their confidence levels to their involvement in the session ‘completely’ (28%) or ‘to a great extent’ (32%).

In relation to both switching and other actions, only one in ten (10%/9% respectively) felt that their involvement in the BESN session had not positively affected their confidence.

Figure 17: Impact of BESN involvement on levels of confidence (those who feel confident)



Q18/Q27: And to what extent would you say this is a result of your involvement in the session run by <xxx>?
 Sample bases in parentheses

Encouragingly, those who had not switched before the session and expressed confidence in being able to switch (119 respondents) were significantly more likely to say that this was ‘completely’ or ‘to a great extent’ as a result of their involvement in the BESN session (76%).

Similarly, those who tried to switch either at or after the session (135 respondents) were significantly more likely than others to attribute their confidence to their involvement (78%).

In relation to other actions, confidence was attributed to BESN involvement at significantly higher levels amongst:

- Those with an annual household income under £10,000 (69% of 85 respondents);
- Those who found it difficult to understand the information provided by their energy supplier (68% of 122 respondents);
- Those worried about paying their energy bills (68% of 111 respondents);
- Those who had not taken any action before the session (74% of 95 respondents);
- Those who tried (71% of 129 respondents) and went on (74% of 89 respondents) to switch either at or after the session;
- Those in receipt of benefits (66% of 145 respondents);
- Those who said they were going to take some action in the next month (65% of 191 respondents).

Appendix 1: Omnibus details

Recruitment

BMG's online Omnibus partner is Respondi, who recruit their respondents through their own campaigns, which include online, CATI, referrals (from banks and other commercial orgs), social media and google ad words.

They focus on building on motivation so they attract people who are engaged in market research, donating a fair proportion of their incentives to charity on behalf of the respondent, but also incentivise well to keep hold of those who are less motivated.

Panel Management

To ensure that panelists remain committed in the long-term, BMG/Respondi ensure they offer fair incentives and personal support. Panel members receive points for taking part in the survey. On reaching a specific redemption level, the amount can be transferred to a bank account or converted into a gift voucher.

BMG place great importance on controlling the quality of the participation by constantly verifying the identity, plausibility and response behaviour. Their survey software allows them to screen-out straight-liners and speeders, and dummy questions often catch those less engaged.

BMG are an ISO-certified panel provider. The internationally valid Norm ISO 26362 is the first certification which reviews the quality of online sampling providers. The certification procedure specifically evaluates the design and operating effectiveness of quality management.

Sampling

BMG draw a random sample from the population of the online access panel based on pre-identified socio-demographic data. Respondi then form groups or sub-panels with the help of group filters. Filter criteria can be master data, performance criteria, field data and project data. Groups defined in this way are then ready to be used as samples for the project.

In the course of drawing the sample, BMG also use a stratified or quota module. This allows the setting of exact quotas for any number of master data criteria according to absolute or relative values.

Panel members are invited to take part in each survey by email. They are informed in this email of the expected length of the survey, the period of participation and the incentive.

The survey results are evaluated anonymously, i.e. the answers from each of the surveys are never linked to names or addresses of the panelists in the analysis. Data is never passed on to third parties. Details are used solely for the purpose of market and social research. Panel members will not receive any unsolicited commercial emails or other spam.

Weighting

The omnibus data has been weighted to match the BESN data: using age, gender, tenure and percentage on benefits as targets. Valid percentages from the BESN survey were used to calculate targets. Categories were merged to match the omnibus data. However, we have only surveyed respondents who are 18+ for the omnibus survey and we have a slightly different benefits question. The minimum and maximum weights used fall within 0.2 and 5, which are deemed to be acceptable.

Testing for statistically significant differences

To determine whether there is a significant difference between two proportions, the confidence interval of the difference between the two proportions can be used. If zero is contained within the confidence interval we can conclude that the two proportions are not significantly different at the specified significance level.

The confidence interval can be calculated using formula (1)

$$p_1 - p_2 \pm z_{\alpha/2} \sqrt{\theta_1 + \theta_2} \quad (1)$$

Where θ_1 and θ_2 are the variances of proportion 1 and proportion 2. p_1 and p_2 are proportions 1 and 2. $z_{\alpha/2}$ is equal to 1.96 when we are testing at the 95% significance level.

However, for our data we need to make adjustments to our variances. This is because for the BESN survey, unlike the Omnibus survey, we have surveyed a significant proportion of the available universe and the variance will be heavily influenced by proportion of the population that we have surveyed. Also, the data for the Omnibus population has been weighted and this will cause the variance to increase.

To calculate the variance on the finite population equation (2) is used. And to account for the effect of weighting the variance is multiplied by equation (3), which is an estimate of the design effect due to weighting

$$\theta = \left(1 - \frac{n}{N}\right) \frac{p(1-p)}{n-1} \quad (2)$$

$$Def = 1 + \frac{\sum w^2}{(\sum w)^2} \quad (3)$$

Where w are the individual weights and n is the sample size and N is the size of the population.

Appendix 2: Reasons for not switching (those who had never switched before)

Am happy with existing supplier	24%
Didn't have time	10%
Didn't understand/too complicated	10%
Didn't want to	7%
Don't want to switch	7%
Didn't know who to contact	6%
Wasn't financially worth it	5%
Have only recently switched	5%
Wasn't interested/couldn't be bothered	3%
Didn't see the point	3%
Didn't know how to go about switching	3%
Didn't have enough information	3%
No specific reason	2%
Didn't know how much I might save	1%
Don't know/can't remember	3%

Q15: Why have you not tried to switch your energy supplier, tariff or payment method?

Sample base: (87)

Appendix 3: Suggestions for making it easier for people to switch (all respondents)

Mentioned something	
Mentioned something	61%
Better clarity of information/easy to understand/step-by-step guide	9%
More advertising /publicity/being more aware	7%
Better support for the elderly/people with disabilities	5%
More face-to-face/telephone advice rather just online	4%
Positive comment about switching	4%
More sessions/events (inc. follow-up sessions)	3%
Contact the Citizens Advice Bureau	3%
Knowing which comparisons websites to go to	3%
Look for cheaper options/tariffs	3%
Ability to make the changes at the sessions	2%
Having access to the internet	2%
Having someone going through the process	2%
More information via leaflets/booklets	2%

Q21: Is there anything you can think of that might make it easier for people to switch energy supplier, or any information or support that might encourage them to do so?

Sample base: (375)

Appendix 4: Suggestions for making it easier for people to discuss energy related topics (all respondents)

Mentions over 1%	
Mentioned something	46%
More advertising /publicity/being more aware	7%
More sessions/events (inc. follow-up sessions)	6%
More information available	5%
Positive comment about switching	4%
Better clarity of information/easy to understand/step-by-step guide	3%
Contact the Citizens Advice Bureau	2%
More face-to-face/telephone advice rather just online	2%
Improve the phone answering service	2%
More information via leaflets/booklets	2%

Q28: Is there anything you can think of that might make it easier for people to discuss topics like this with their energy supplier or anyone else, or any information or support that might encourage them to do so?
 Sample base: (375)

Appendix 5: BESN Survey Questionnaire

**Pro 9869
BESN Monitoring Survey**

May I speak to **[NAMED CONTACT]**.

Hello, I am calling on behalf of BMG Research, an independent social research company, about a session run by someone from **[ORGANISATION e.g. Dacorum CAB]** that you attended in **[MONTH]** where you were given advice about switching energy supplier and how to save energy in the home.

IF NECESSARY: At the time you agreed that you would be happy for someone to contact you to ask about your experiences.

The advice session you attended was funded by the Big Energy Saving Network scheme run by the government. The government have commissioned BMG to carry out research to find out how well the scheme worked and how it might be improved in future. As part of this research we are contacting people who took part to hear about their experiences of being involved.

IF NECESSARY: It is important that we talk to a representative cross-section of people so your views are really important to us. The survey should take no more than 10 to 15 minutes.

IF NECESSARY: If you cannot spare the time now would it be possible to make an appointment to call you back over the next few days at a time that is more convenient for you?

IF NECESSARY: All your answers will be treated in the strictest confidence.

- **MRS:** Market Research Society on 0500 39 69 99
- **BMG Research:** Lys Coleman on 0121 333 6006

Yes	1	CONTINUE
Appointment	2	RECORD APPOINTMENT
Refusal	3	THANK AND CLOSE

Please be assured that there are no right or wrong answers, we simply wish to know what your views are.

BACKGROUND INFORMATION		
Q1	ALL First, can you tell me whether you are responsible for paying the bills in your household, either individually or jointly with another member of the household? CODE ONE ONLY Yes – individually 1 Yes – jointly 2 No 3	BASE: ALL SINGLE

<p>Q2</p>	<p>ALL Which of the following best describes how you occupy your property? READ OUT AND CODE ONE ONLY</p> <p>Owned outright 1 Buying on a mortgage 2 Rented from council 3 Rented from housing association 4 Registered Social Landlord (RSL) 5 Rented from private landlord 6 Shared ownership 7 Student accommodation 8 Living with parent 9 Other (PLEASE SPECIFY) 95 DO NOT READ OUT: Refused 97</p>	<p>BASE: ALL SINGLE</p>
<p>Q3</p>	<p>ALL How do you pay your energy bills? READ OUT IF NECESSARY AND CODE ONE ONLY ONLY CODE OTHER IF RESPONDENT DOES NOT RECOGNISE ANY OF LISTED OPTIONS</p> <p>Monthly direct debit 1 Quarterly direct debit 2 Payment on receipt of bill by post, telephone, online or at bank/post office 3 Pre-payment (keycard, slot or token) meter 4 Included in rent 5 Fuel Direct/Third Party Deductions/benefits 6 Fixed annual bill regardless of energy used (e.g. Staywarm) 7 Community-based energy buying scheme 8 DO NOT READ OUT: Other 9 DO NOT READ OUT: Don't know 10 DO NOT READ OUT: Refused 11</p>	<p>BASE: ALL SINGLE</p>
<p>Q4</p>	<p>ALL What is your main source of heating? READ OUT IF NECESSARY AND CODE ONE ONLY ONLY CODE OTHER IF RESPONDENT DOES NOT RECOGNISE ANY OF LISTED OPTIONS</p> <p>Gas boiler 4 Electricity – storage heaters 1 Ground source heat pumps 2 Air source heat pumps 3 Oil e.g. fuel oil or heating oil 5 Solid fuel e.g. wood or coal 6 Biomass for boiler 7 Open fire(s) and/or woodburning stove(s) 8 DO NOT READ OUT: Other 9 DO NOT READ OUT: Don't know 10</p>	<p>BASE: ALL SINGLE</p>

<p>Q5</p>	<p>ALL How easy or difficult do you find it to understand the tariff and billing information that your energy supplier provides? READ OUT AND CODE ONE ONLY Very easy 1 Fairly easy 2 Fairly difficult 3 Very difficult 4 I do not receive it (DO NOT READ OUT) 5 I do not look at it (DO NOT READ OUT) 6 Don't know/no opinion (DO NOT READ OUT) 7</p>	<p>BASE: ALL SINGLE</p>																																			
<p>Q6</p>	<p>ALL (Q1/1 or 2): Over the last three months, how worried, if at all, have you been about paying for the following? (Q1/3): As far as you know, how worried has the person in your household who is responsible for paying the following been about them over the last three months? READ OUT AND CODE ONE ONLY PER COLUMN</p> <table border="1" data-bbox="343 985 1260 1422"> <thead> <tr> <th></th> <th>Q6a: Energy bills</th> <th>Q6b: Food and other household shopping</th> <th>Q6c: Transport inc. petrol/diesel and public transport costs</th> <th>Q6d: Mortgage or rent payments</th> </tr> </thead> <tbody> <tr> <td>Very worried</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td> </tr> <tr> <td>Fairly worried</td> <td>2</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>Not very worried</td> <td>3</td> <td>3</td> <td>3</td> <td>3</td> </tr> <tr> <td>Not at all worried</td> <td>4</td> <td>4</td> <td>4</td> <td>4</td> </tr> <tr> <td>Don't know (DO NOT READ OUT)</td> <td>5</td> <td>5</td> <td>5</td> <td>5</td> </tr> <tr> <td>Not applicable (DO NOT READ OUT)</td> <td>6</td> <td>6</td> <td>6</td> <td>6</td> </tr> </tbody> </table>		Q6a: Energy bills	Q6b: Food and other household shopping	Q6c: Transport inc. petrol/diesel and public transport costs	Q6d: Mortgage or rent payments	Very worried	1	1	1	1	Fairly worried	2	2	2	2	Not very worried	3	3	3	3	Not at all worried	4	4	4	4	Don't know (DO NOT READ OUT)	5	5	5	5	Not applicable (DO NOT READ OUT)	6	6	6	6	<p>BASE: ALL COLUMN SINGLES</p>
	Q6a: Energy bills	Q6b: Food and other household shopping	Q6c: Transport inc. petrol/diesel and public transport costs	Q6d: Mortgage or rent payments																																	
Very worried	1	1	1	1																																	
Fairly worried	2	2	2	2																																	
Not very worried	3	3	3	3																																	
Not at all worried	4	4	4	4																																	
Don't know (DO NOT READ OUT)	5	5	5	5																																	
Not applicable (DO NOT READ OUT)	6	6	6	6																																	

THE BESN SESSION																																																																												
The following questions are about the session you attended or participated in.																																																																												
Q7	ALL How helpful was the advice and information you received at the session? READ OUT AND CODE ONE ONLY Very helpful 1 Fairly helpful 2 Not very helpful 3 Not at all helpful 4 Don't know/can't remember (DO NOT READ OUT) 5					BASE: ALL SINGLE																																																																						
Q8	ALL To what extent do you agree or disagree with the following statements? CODE ONE ONLY PER ROW. PROMPT FOR STRONGLY AGREE OR AGREE/STRONGLY DISAGREE/DISAGREE ROTATE ALL STATEMENTS EXCEPT FINAL ONE <table border="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;"></th> <th style="width: 5%; text-align: center;">Strongly agree</th> <th style="width: 5%; text-align: center;">Agree</th> <th style="width: 10%; text-align: center;">Neither agree nor disagree</th> <th style="width: 5%; text-align: center;">Disagree</th> <th style="width: 5%; text-align: center;">Strongly disagree</th> <th style="width: 5%; text-align: center;">Don't know</th> </tr> </thead> <tbody> <tr> <td>As a result of your involvement with the session run by [ORGANISATION]....</td> <td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>You have a better understanding of the benefits of switching suppliers, tariffs and payment methods</td> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td> </tr> <tr> <td>You have a better understanding of how to switch energy supplier</td> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td> </tr> <tr> <td>You have a better understanding of how to access energy saving measures, e.g. new boiler or insulation, for example through the Energy Company Obligation</td> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td> </tr> <tr> <td>You feel more confident in dealing with energy suppliers</td> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td> </tr> <tr> <td>You know where to go for energy advice in future</td> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td> </tr> <tr> <td>Your home is easier to keep warm</td> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td> </tr> <tr> <td>You now spend less on energy for your home</td> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td> </tr> <tr> <td>You feel less stressed, happier, or more satisfied with your life</td> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td> </tr> </tbody> </table>						Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	As a result of your involvement with the session run by [ORGANISATION]....							You have a better understanding of the benefits of switching suppliers, tariffs and payment methods	1	2	3	4	5	6	You have a better understanding of how to switch energy supplier	1	2	3	4	5	6	You have a better understanding of how to access energy saving measures, e.g. new boiler or insulation, for example through the Energy Company Obligation	1	2	3	4	5	6	You feel more confident in dealing with energy suppliers	1	2	3	4	5	6	You know where to go for energy advice in future	1	2	3	4	5	6	Your home is easier to keep warm	1	2	3	4	5	6	You now spend less on energy for your home	1	2	3	4	5	6	You feel less stressed, happier, or more satisfied with your life	1	2	3	4	5	6	BASE: ALL ROW SINGLE
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know																																																																						
As a result of your involvement with the session run by [ORGANISATION]....																																																																												
You have a better understanding of the benefits of switching suppliers, tariffs and payment methods	1	2	3	4	5	6																																																																						
You have a better understanding of how to switch energy supplier	1	2	3	4	5	6																																																																						
You have a better understanding of how to access energy saving measures, e.g. new boiler or insulation, for example through the Energy Company Obligation	1	2	3	4	5	6																																																																						
You feel more confident in dealing with energy suppliers	1	2	3	4	5	6																																																																						
You know where to go for energy advice in future	1	2	3	4	5	6																																																																						
Your home is easier to keep warm	1	2	3	4	5	6																																																																						
You now spend less on energy for your home	1	2	3	4	5	6																																																																						
You feel less stressed, happier, or more satisfied with your life	1	2	3	4	5	6																																																																						
Q9	ALL How much thought, if any, would you say you now give to saving energy in your home? READ OUT AND CODE ONE ONLY A lot 1 A fair amount 2 Not very much 3 None at all 4 Don't know (DO NOT READ OUT) 5					BASE: ALL SINGLE																																																																						

Q10	<p>ALL Did the advisor refer you on to any other organisations for further advice or support, such as Citizens Advice? PROBE AND CODE ONE ONLY Yes 1 No 2 Don't know 3</p>	<p>BASE: ALL SINGLE</p>
ACTIONS		
Q11	<p>ALL Thinking about before you attended the session, had you ever switched before? IF YES PROBE FOR ENERGY SUPPLIER/TARIFF/PAYMENT METHOD CODE ALL THAT APPLY Energy supplier 1 Tariff 2 Payment method 3 Not sure which (DO NOT READ OUT) 4 No (DO NOT READ OUT) 5 Can't remember (DO NOT READ OUT) 6</p>	<p>BASE: ALL MULTI</p>
Q12	<p>ALL And did you contact your energy supplier or anyone else either at or after the [ORGANISATION] session to enquire about switching? IF YES PROBE FOR AT/AFTER CODE ALL THAT APPLY Yes at the session 1 Yes after the session 2 No 3 Don't know/can't remember 4</p>	<p>BASE: ALL MULTI</p>
Q13	<p>CONTACTED AT/AFTER SESSION Did you go on to switch? READ OUT AND CODE ALL THAT APPLY Energy supplier 1 Tariff 2 Payment method 3 Not sure which (DO NOT READ OUT) 4 No (DO NOT READ OUT) 5 Can't remember (DO NOT READ OUT) 6</p>	<p>BASE: Q12/1 OR 2 MULTI</p>
Q14	<p>IF NO OR CAN'T REMEMBER AT Q13 OR NO AT Q12 Are you going to try and switch in the next month? IF YES PROBE FOR ENERGY SUPPLIER/TARIFF/PAYMENT METHOD CODE ALL THAT APPLY Energy supplier 1 Tariff 2 Payment method 3 Not sure which (DO NOT READ OUT) 4 No (DO NOT READ OUT) 5 Can't remember (DO NOT READ OUT) 6</p>	<p>BASE: Q13/5 TO 6 OR Q12/3 MULTI</p>

Q15	<p>WHERE HAVE NOT TRIED TO SWITCH</p> <p>Why have you not tried to switch your energy supplier, tariff or payment method? IF NECESSARY: What has stopped you from switching? DO NOT READ OUT. PROBE FULLY AND CODE ALL THAT APPLY</p> <p>Didn't have time 1</p> <p>Didn't want to 2</p> <p>Wasn't interested/couldn't be bothered 3</p> <p>Didn't see the point 4</p> <p>Didn't understand/too complicated 5</p> <p>Don't want to switch 6</p> <p>Security concerns 7</p> <p>Am happy with existing supplier 8</p> <p>Didn't know who to contact 9</p> <p>Didn't know how much I might save 10</p> <p>Wasn't financially worth it 11</p> <p>No specific reason 12</p> <p>Other (PLEASE SPECIFY) 95</p> <p>Don't know/can't remember 96</p>	<p>BASE: NOT Q11/1 TO 4 AND NOT Q12/1 OR 2 MULTI</p>
Q16	<p>ENQUIRED ABOUT SWITCHING AT Q12</p> <p>To what extent do you think your decision to try and switch was a result of your involvement with the session run by [ORGANISATION]?</p> <p>READ OUT AND CODE ONE ONLY</p> <p>Completely 1</p> <p>To a great extent 2</p> <p>To some extent 3</p> <p>Not at all, I would have done so anyway 4</p> <p>Don't know (DO NOT READ OUT) 5</p>	<p>BASE: Q12/1 OR 2 SINGLE</p>
Q17	<p>ALL</p> <p>Which of the following would you say best describes how confident you are that you now have the information and skills you need if you wanted to switch in the future?</p> <p>READ OUT AND CODE ONE ONLY</p> <p>Very confident 1</p> <p>Fairly confident 2</p> <p>Not very confident 3</p> <p>Not at all confident 4</p> <p>Don't know (DO NOT READ OUT) 5</p>	<p>BASE: ALL SINGLE</p>
Q18	<p>ALL</p> <p>And to what extent would you say this is as a result of your involvement in the session run by [ORGANISATION]?</p> <p>READ OUT AND CODE ONE ONLY</p> <p>Completely 1</p> <p>To a great extent 2</p> <p>To some extent 3</p> <p>Not at all, I was confident anyway 4</p> <p>Don't know (DO NOT READ OUT) 5</p>	<p>BASE: ALL SINGLE</p>

<p>Q19</p>	<p>ENQUIRED ABOUT SWITCHING AT Q11 OR Q12 How would you rate your experience of trying to switch? READ OUT AND CODE ONE ONLY</p> <p>Very good 1 Fairly good 2 Fairly poor 3 Very poor 4 Have only enquired about it 5 Don't know (DO NOT READ OUT) 6</p>	<p>BASE: Q11/1 TO 4 OR Q12/1 OR 2 SINGLE</p>
<p>Q20</p>	<p>RATE AS POOR Q19 Why do you rate your experience of switching as poor? DO NOT READ OUT AND CODE ALL THAT APPLY</p> <p>Issues with the service used to switch 1 Issues with current supplier 2 Issues with new supplier 3 Too complicated/didn't really understand 4 Took too long 5 Not clear what was going on 6 Not clear how much I would save 7 xxx 8 xxx 9 Other (PLEASE SPECIFY) 95 Don't know 97</p>	<p>BASE: Q19/3 OR 4 MULTI</p>
<p>Q21</p>	<p>ALL Is there anything you can think of that might make it easier for people to switch energy supplier, or any information or support that might encourage them to do so? PROBE FULLY AND WRITE IN VERBATIM</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> <p>Don't know 97 Nothing 98</p>	<p>BASE: ALL VERBATIM</p>
<p>Q24</p>	<p>ALL Before you attended the session did you contact your energy supplier or anyone else about any of the following? READ OUT AND CODE ALL THAT APPLY</p> <p>The Warm Home Discount 1 An energy assessment 2 Being put on to your supplier's Priority Services Register Other help from your supplier (such as debt write off) Information on other ways to reduce energy use/bills 3 No (DO NOT READ OUT) 4 Can't remember (DO NOT READ OUT) 5</p>	<p>BASE: ALL MULTI</p>

<p>Q22</p>	<p>ALL Did you contact your energy supplier or anyone else either at or after the [ORGANISATION] session about any of the following.....? READ OUT AND CODE ALL THAT APPLY The Warm Home Discount 1 To request an energy assessment to see if your household might be eligible for help from your energy supplier 2 To ask to be put on to your supplier's Priority Services Register 3 Other help from your supplier (such as debt write off) 4 Information on other ways to reduce energy use/bills, such as fitting LED lights or a more efficient boiler (IF CODED PLEASE SPECIFY) 95 No (DO NOT READ OUT) 96 Can't remember (DO NOT READ OUT) 97</p>	<p>BASE: ALL MULTI</p>
<p>Q23</p>	<p>FOR EACH CODED AT Q22 Did you actually get.....? READ OUT AND CODE ALL THAT APPLY The Warm Home Discount 1 An energy assessment 2 Put on to your supplier's Priority Services Register 3 Other help from your supplier (such as debt write off) 4 Information on other ways to reduce energy use/bills 5 No (DO NOT READ OUT) 6 Can't remember (DO NOT READ OUT) 7</p>	<p>BASE: Q22 MULTI</p>
<p>Q25</p>	<p>ALL Are you going to contact your energy supplier or anyone else about any of the following in the next month? READ OUT AND CODE ALL THAT APPLY The Warm Home Discount 1 An energy assessment 2 Being put on to your supplier's Priority Services Register Other help from your supplier (such as debt write off) Information on other ways to reduce energy use/bills 3 No (DO NOT READ OUT) 4 Can't remember (DO NOT READ OUT) 5</p>	<p>BASE: ALL MULTI</p>
<p>Q26</p>	<p>ALL Which of the following would you say best describes how confident you are that you now have the information and skills you need if you wanted to discuss topics like this with your energy supplier or anyone else? READ OUT AND CODE ONE ONLY Very confident 1 Fairly confident 2 Not very confident 3 Not at all confident 4 Don't know (DO NOT READ OUT) 5</p>	<p>BASE: ALL SINGLE</p>

Q27	<p>ALL</p> <p>And to what extent would you say this is as a result of your involvement in the session run by [ORGANISATION]?</p> <p>READ OUT AND CODE ONE ONLY</p> <p>Completely 1</p> <p>To a great extent 2</p> <p>To some extent 3</p> <p>Not at all, I was confident anyway 4</p> <p>Don't know (DO NOT READ OUT) 5</p>	<p>BASE: ALL SINGLE</p>
Q28	<p>ALL</p> <p>Is there anything you can think of that might make it easier for people to discuss topics like this with their energy supplier or anyone else, or any information or support that might encourage them to do so?</p> <p>PROBE FULLY AND WRITE IN VERBATIM</p> <div data-bbox="331 853 1123 958" style="border: 1px solid black; height: 47px; width: 496px;"></div> <p>Don't know 97</p> <p>Nothing 98</p>	<p>BASE: ALL VERBATIM</p>
USWITCH		
Q29	<p>ALL</p> <p>Have you sent off your bill in the uSwitch envelope provided to you at the session?</p> <p>CODE ONE ONLY</p> <p>Yes 1</p> <p>No 2</p> <p>Did not receive an envelope 3</p> <p>Don't know/can't remember 4</p>	<p>BASE: ALL SINGLE</p>
Q30	<p>DID NOT SEND BILL</p> <p>Why did you not send your bill to uSwitch?</p> <p>DO NOT READ OUT. PROBE FULLY AND CODE ALL THAT APPLY</p> <p>Didn't have time 1</p> <p>Didn't want to 2</p> <p>Not interested/couldn't be bothered/didn't see the point 3</p> <p>Didn't understand 4</p> <p>Didn't want to switch 5</p> <p>Security concerns 6</p> <p>Am happy with existing supplier 7</p> <p>Didn't know who to contact 8</p> <p>xxx 9</p> <p>No specific reason 10</p> <p>Other (PLEASE SPECIFY) 95</p> <p>Don't know/can't remember 96</p>	<p>BASE: Q29/2 MULTI</p>

Q31	SENT BILL		BASE: Q29/1 NUMERIC/ SINGLE	
	How much per year did uSwitch suggest your household might be able to save if it switched energy supplier?			
	PROBE FOR BANDING IF UNSURE			
	WRITE IN WHOLE NUMBER TO NEAREST POUND (e.g. 100, 150)			
	<input type="text"/>			
	Up to £100			1
	£101 to £200			2
	£201 to £300			3
	£301 to £400			4
£401 to £500	5			
£500+	6			
Have not received response	7			
Can't remember	8			

CLASSIFICATION

READ OUT: I'd now like to ask you a few final questions to help us to put your answers into context. We want to understand the views of different types of people across the country. All your answers are strictly confidential.

C1	INTERVIEWER RECORD RESPONDENT GENDER		BASE: ALL SINGLE	
	Male			1
	Female			2

C2	ALL		BASE: ALL SINGLE	
	Can you tell me your age?			
	READ OUT BANDINGS IF NECESSARY			
	16 to 24			1
	25 to 34			2
	35 to 44			3
	45 to 54			4
	55 to 59			5
	60 to 64			6
	65 to 74			7
	75 to 84			8
85+	9			
DO NOT READ OUT: Refused	10			

C3	ALL		BASE: ALL SINGLE	
	Which of the following best describes your ethnic origin?			
	READ OUT AND CODE ONE ONLY			
	White British			1
	White Other			
	Asian or Asian British			2
	Black or Black British			3
	Mixed			4
	Chinese or other ethnic group			5
	Any other ethnic group (PLEASE SPECIFY)			95
DO NOT READ OUT: Refused	98			

<p>C4</p>	<p>ALL Are you currently receiving any of the following benefits? READ OUT AND CODE ALL THAT APPLY</p> <table border="0"> <tr><td>Income support</td><td>1</td></tr> <tr><td>Jobseeker's allowance</td><td>2</td></tr> <tr><td>Incapacity benefit or severe disablement allowance</td><td>3</td></tr> <tr><td>Disability Living Allowance</td><td>4</td></tr> <tr><td>Personal Independence Payments (PIPs)</td><td>5</td></tr> <tr><td>Employment and Support Allowance (ESA)</td><td>6</td></tr> <tr><td>Council Tax Benefit</td><td>7</td></tr> <tr><td>Free school meals</td><td>8</td></tr> <tr><td>Universal Credit</td><td>9</td></tr> <tr><td>None</td><td>13</td></tr> <tr><td>DO NOT READ OUT: Refused</td><td>14</td></tr> </table>	Income support	1	Jobseeker's allowance	2	Incapacity benefit or severe disablement allowance	3	Disability Living Allowance	4	Personal Independence Payments (PIPs)	5	Employment and Support Allowance (ESA)	6	Council Tax Benefit	7	Free school meals	8	Universal Credit	9	None	13	DO NOT READ OUT: Refused	14	<p>BASE: ALL MULTI</p>
Income support	1																							
Jobseeker's allowance	2																							
Incapacity benefit or severe disablement allowance	3																							
Disability Living Allowance	4																							
Personal Independence Payments (PIPs)	5																							
Employment and Support Allowance (ESA)	6																							
Council Tax Benefit	7																							
Free school meals	8																							
Universal Credit	9																							
None	13																							
DO NOT READ OUT: Refused	14																							
<p>C5</p>	<p>ALL Are you, or anyone else in your household's, day-to-day activities limited because of a health problem or disability which has lasted or is expected to last at least 12 months? CODE ONE ONLY</p> <table border="0"> <tr><td>Yes – self</td><td>1</td></tr> <tr><td>Yes – other</td><td>2</td></tr> <tr><td>No</td><td>3</td></tr> <tr><td>DO NOT READ OUT: Refused</td><td>4</td></tr> </table>	Yes – self	1	Yes – other	2	No	3	DO NOT READ OUT: Refused	4	<p>BASE: ALL SINGLE</p>														
Yes – self	1																							
Yes – other	2																							
No	3																							
DO NOT READ OUT: Refused	4																							
<p>C6</p>	<p>ALL What was the total income of your household in the last 12 months, before any deductions for tax, etc.? READ OUT AND CODE ONE ONLY</p> <table border="0"> <tr><td>Under £10,000</td><td>1</td></tr> <tr><td>£10,000 - £16,000</td><td></td></tr> <tr><td>£16,000 – £19,999</td><td>2</td></tr> <tr><td>£20,000 - £29,999</td><td>3</td></tr> <tr><td>£30,000 - £49,999</td><td>4</td></tr> <tr><td>£50,000 - £100,000</td><td>5</td></tr> <tr><td>Over £100,000</td><td>6</td></tr> <tr><td>Don't Know (DO NOT READ OUT)</td><td>7</td></tr> <tr><td>Refused (DO NOT READ OUT)</td><td>12</td></tr> </table>	Under £10,000	1	£10,000 - £16,000		£16,000 – £19,999	2	£20,000 - £29,999	3	£30,000 - £49,999	4	£50,000 - £100,000	5	Over £100,000	6	Don't Know (DO NOT READ OUT)	7	Refused (DO NOT READ OUT)	12	<p>BASE: ALL SINGLE</p>				
Under £10,000	1																							
£10,000 - £16,000																								
£16,000 – £19,999	2																							
£20,000 - £29,999	3																							
£30,000 - £49,999	4																							
£50,000 - £100,000	5																							
Over £100,000	6																							
Don't Know (DO NOT READ OUT)	7																							
Refused (DO NOT READ OUT)	12																							
<p>THANK AND CLOSE Thank you, those are all the questions I have. If you are concerned about whether BMG is a genuine market research agency, you can call the Market research Society on 0500 396 999 during office hours</p>		<p>BASE: ALL SINGLE</p>																						

