

**For immediate release**

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**Majority of UK consumers have switched their gas and/or electricity accounts within the last five years**

Recent research by YouGov SixthSense has found that just over seven in ten (72%) consumers have switched their gas and/or electricity accounts in the last five years. Almost half (46%) have done so within the last two years, while 64% have done this in the last two to five years.

Research indicates that price comparison websites are a key tool in the switching process; 41% of consumers, who have switched gas and/or electricity suppliers in the last 5 years, mentioned price comparison websites as influencing their choice to switch, compared to just over a quarter (26%) who made up their own mind.

In addition, over half (58%) agree that these sites are 'very helpful', with almost half of respondents (46%) having used one in the last two years.

Uswitch.com is the most popular website with 59% of consumers, who have used price comparison websites to look at gas and/or electricity suppliers in the last 2 years, having visited the site, closely followed by moneysupermarket.com at 44%. A significant number of consumers also mention moneysavingexpert.com (22%), gocompare.com (21%) and confused.com (18%).

The majority of consumers (55%) who have switched suppliers are satisfied, mainly because it has lowered their bills (36%) but with a significant number (19%) mentioning the fact that their new company is easier to deal with.

Commenting on the findings YouGov SixthSense Research Director James McCoy said, "Switching has become a characteristic of the utilities market. It is evident that switching is often not a long-lasting decision and consumers are then won over by a competitor. With price a key driver for consumers switching provider, it is unsurprising that price comparison websites emerge as by far the most popular influence on consumers' decision making."

**-ENDS-**

**Notes to editors:** Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. YouGov SixthSense Utilities 2012: Switching report. Total sample size was a nationally representative sample of 2,042 adults aged 18+. Fieldwork was undertaken between the 23 and 27 February 2012.

[Click here to find out more about the Utilities 2012: Switching report](#)

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**About SixthSense**

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit [yougovsixthsense.com](http://yougovsixthsense.com)

**About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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