

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Total	Government Office of the Region											Have you had an annual energy statement from your energy supplier within the last 12 months?		
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Yes	No	Don't know/Not sure

Thinking about your most recent energy bill from your supplier, which of the following best applies to you?

	Unweighted Base	2010	86	257	165	152	169	202	195	306	187	87	204	752	599	659	
All those with decision-making involvement with energy supplier(s)		2022	89	259	181	159	174	190	238	285	171	97	179	747	610	665	
In credit more than £500	0%		-	0%	-	-	-	-	0%	1%	0%	-	0%	0%	0%	0%	
In credit between £301 and £500	1%		2%	1%	1%	1%	2%	1%	1%	1%	1%	3%	2%	2%	1%	1%	
In credit between £201 and £300	4%		3%	4%	4%	5%	4%	5%	6%	4%	0%	-	3%	4%	3%	3%	
In credit between £101 and £200	10%		14%	8%	14%	15%	11%	7%	8%	6%	9%	9%	12%	12%	7%	10%	
In credit between £51 and £100	14%		18%	15%	11%	20%	9%	15%	12%	15%	12%	18%	11%	18%	10%	13%	
In credit up to £50	17%		15%	21%	13%	13%	17%	21%	14%	17%	23%	20%	16%	19%	18%	15%	
Even	27%		26%	26%	28%	18%	29%	26%	29%	29%	28%	20%	27%	26%	30%	25%	
In debt/arrears up to £50	7%		8%	5%	10%	9%	2%	9%	6%	5%	9%	6%	7%	6%	7%	7%	
In debt/arrears between £51 and £100	4%		2%	5%	1%	6%	5%	5%	5%	3%	2%	7%	5%	3%	4%	5%	
In debt/arrears between £101 and £200	4%		9%	2%	4%	3%	6%	2%	5%	4%	2%	3%	5%	4%	5%	3%	
In debt/arrears between £201 and £300	2%		1%	1%	4%	1%	1%	0%	3%	1%	2%	-	1%	1%	2%	2%	
In debt/arrears between £301 to £500	1%		-	1%	1%	2%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	
In debt/arrears more than £500	1%		-	0%	-	1%	1%	2%	0%	1%	1%	-	3%	1%	1%	1%	
Don't know	8%		3%	9%	7%	5%	9%	7%	8%	8%	10%	10%	7%	3%	8%	12%	
Prefer not to say	1%		-	3%	2%	2%	1%	1%	3%	0%	1%	3%	-	1%	2%	2%	
How much in credit - MEAN			68.23	71.45	64.67	71.27	83.21	70.68	63.88	67.78	65.21	54.86	72.46	74.12	73.15	59.65	69.78
How much in debit - MEAN			126.34	100.10	102.56	109.29	130.98	153.98	123.77	114.16	160.75	109.14	69.95	159.65	123.56	140.51	114.31

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Total	Gender		Age					Social grade		ITV Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland

Thinking about the amount you are in debt/arrears with your energy supplier, how does this compare with a year ago?

	Unweighted Base	371	175	196	17	75	89	80	110	179	192	40	120	75	91	45
All those in debt/arrears	367	367	178	190	19	66	86	78	118	217	151	47	111	79	91	40
My debt/arrears is higher	38%	38%	38%	38%	17%	39%	31%	51%	36%	39%	35%	25%	40%	43%	36%	36%
My debt/arrears is lower	14%	14%	13%	15%	10%	14%	20%	8%	14%	11%	18%	15%	14%	14%	14%	12%
My debt/arrears is about the same	31%	31%	34%	29%	30%	32%	35%	22%	35%	34%	27%	46%	29%	25%	31%	35%
Don't know	11%	11%	8%	14%	16%	10%	11%	9%	12%	9%	14%	14%	8%	10%	15%	7%
Prefer not to say	0%	0%	-	0%	-	-	1%	-	-	-	0%	-	1%	-	-	-
Not applicable	6%	6%	8%	5%	27%	6%	3%	9%	4%	7%	6%	-	9%	8%	3%	9%

Thinking about the amount you are in debt/arrears with your energy supplier, how are you going to pay it off?

	Unweighted Base	371	175	196	17	75	89	80	110	179	192	40	120	75	91	45
All those in debt/arrears	367	367	178	190	19	66	86	78	118	217	151	47	111	79	91	40
By lump sum	23%	23%	24%	21%	55%	27%	14%	26%	19%	24%	21%	30%	25%	20%	23%	13%
By increasing my monthly direct debit	42%	42%	37%	47%	17%	40%	50%	46%	40%	44%	40%	45%	40%	44%	43%	43%
By agreeing a repayment plan with my energy supplier	10%	10%	12%	8%	11%	8%	13%	12%	6%	7%	13%	6%	10%	10%	12%	4%
By going on a prepayment meter	2%	2%	1%	3%	-	2%	3%	5%	1%	1%	4%	-	4%	2%	2%	2%
I'm hoping it will go down naturally over time	22%	22%	24%	20%	17%	17%	20%	9%	35%	23%	20%	18%	20%	23%	21%	33%
Don't know	1%	1%	2%	1%	-	6%	-	1%	-	1%	1%	1%	1%	1%	-	5%

On average, how much do you pay per month for your energy bills (gas and electricity)?

	Unweighted Base	2010	997	1013	80	381	435	396	718	969	1041	195	695	408	508	204
All those with decision-making involvement with energy supplier(s)	2022	2022	979	1043	99	336	408	368	811	1185	837	238	646	430	529	179
Less than £50 per month	12%	12%	12%	13%	24%	14%	12%	11%	11%	12%	13%	17%	12%	13%	11%	10%
£50 to £60	14%	14%	14%	14%	22%	19%	16%	11%	12%	15%	14%	9%	17%	13%	15%	14%
£61 to £70	12%	12%	11%	13%	11%	14%	10%	13%	12%	12%	13%	15%	14%	10%	12%	8%
£71 to £80	12%	13%	13%	11%	13%	15%	12%	10%	12%	12%	12%	11%	11%	12%	14%	12%
£81 to £90	10%	11%	11%	9%	4%	9%	9%	12%	11%	10%	11%	13%	12%	8%	9%	8%
£91 to £100	10%	11%	11%	9%	13%	8%	12%	9%	11%	9%	11%	6%	9%	10%	12%	13%
£101 to £120	11%	11%	11%	10%	-	6%	10%	14%	13%	11%	10%	8%	9%	15%	9%	13%
£121 to £150	7%	7%	7%	7%	4%	5%	7%	9%	7%	7%	6%	8%	5%	8%	8%	9%
Over £150 per month	5%	5%	4%	6%	2%	2%	5%	7%	6%	6%	4%	4%	6%	5%	3%	8%
Don't know	6%	6%	5%	7%	7%	8%	5%	5%	5%	6%	6%	9%	4%	5%	7%	6%
Mean	82.68	82.68	82.87	82.50	69.23	75.21	82.72	87.29	85.15	83.25	81.88	81.00	80.98	85.06	81.54	88.65

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

	Government Office of the Region											Have you had an annual energy statement from your energy supplier within the last 12 months?		
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Yes	No

Thinking about the amount you are in debt/arrears with your energy supplier, how does this compare with a year ago?

Unweighted Base	371	17	40	34	32	28	37	40	53	30	15	45	133	119	119
All those in debt/arrears	367	17	37	36	34	29	34	47	49	28	16	40	121	126	121
My debt/arrears is higher	38%	36%	35%	38%	32%	65%	38%	25%	46%	33%	28%	36%	43%	40%	30%
My debt/arrears is lower	14%	18%	10%	16%	22%	3%	18%	15%	10%	15%	16%	12%	12%	18%	11%
My debt/arrears is about the same	31%	29%	32%	32%	30%	21%	33%	46%	27%	26%	19%	35%	31%	26%	37%
Don't know	11%	16%	20%	9%	11%	10%	5%	14%	5%	16%	9%	7%	8%	10%	14%
Prefer not to say	0%	-	-	-	-	-	-	-	-	2%	-	-	-	-	0%
Not applicable	6%	-	4%	5%	5%	-	6%	-	12%	7%	28%	9%	6%	5%	7%

Thinking about the amount you are in debt/arrears with your energy supplier, how are you going to pay it off?

Unweighted Base	371	17	40	34	32	28	37	40	53	30	15	45	133	119	119
All those in debt/arrears	367	17	37	36	34	29	34	47	49	28	16	40	121	126	121
By lump sum	23%	18%	15%	33%	9%	23%	22%	30%	26%	26%	38%	13%	20%	22%	26%
By increasing my monthly direct debit	42%	53%	39%	41%	38%	47%	37%	45%	41%	41%	54%	43%	42%	37%	49%
By agreeing a repayment plan with my energy supplier	10%	12%	14%	11%	12%	11%	12%	6%	10%	8%	6%	4%	11%	13%	4%
By going on a prepayment meter	2%	-	4%	1%	-	4%	7%	-	5%	-	-	2%	4%	1%	2%
I'm hoping it will go down naturally over time	22%	17%	28%	15%	40%	15%	23%	18%	18%	20%	3%	33%	22%	26%	17%
Don't know	1%	-	-	-	3%	-	-	1%	-	5%	-	5%	1%	1%	2%

On average, how much do you pay per month for your energy bills (gas and electricity)?

Unweighted Base	2010	86	257	165	152	169	202	195	306	187	87	204	752	599	659
All those with decision-making involvement with energy supplier(s)	2022	89	259	181	159	174	190	238	285	171	97	179	747	610	665
Less than £50 per month	12%	4%	13%	12%	13%	10%	12%	17%	10%	16%	17%	10%	13%	12%	12%
£50 to £60	14%	14%	15%	16%	16%	11%	11%	9%	18%	20%	12%	14%	13%	16%	15%
£61 to £70	12%	9%	12%	14%	10%	11%	15%	15%	13%	14%	8%	8%	14%	12%	11%
£71 to £80	12%	19%	14%	11%	10%	12%	13%	11%	12%	8%	14%	12%	13%	10%	13%
£81 to £90	10%	4%	8%	14%	10%	9%	15%	13%	10%	11%	3%	8%	11%	11%	9%
£91 to £100	10%	17%	12%	10%	11%	11%	9%	6%	10%	9%	9%	13%	12%	10%	8%
£101 to £120	11%	10%	10%	8%	17%	12%	8%	8%	9%	10%	19%	13%	11%	10%	11%
£121 to £150	7%	8%	7%	8%	5%	10%	6%	8%	5%	5%	7%	9%	7%	7%	7%
Over £150 per month	5%	3%	4%	3%	4%	5%	6%	4%	8%	3%	7%	8%	5%	7%	4%
Don't know	6%	12%	6%	5%	4%	7%	5%	9%	4%	5%	5%	6%	2%	5%	11%
Mean	82.68	85.39	81.00	80.53	82.77	86.83	82.37	81.00	83.00	76.05	85.77	88.65	82.59	83.74	81.76

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Total	Gender		Age					Social grade		ITV Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland

Energy suppliers must now send their customers an annual energy statement....

Have you had an annual energy statement from your energy supplier within the last 12 months?

	Unweighted Base	2010	997	1013	80	381	435	396	718	969	1041	195	695	408	508	204
All those with decision-making involvement with energy supplier(s)		2022	979	1043	99	336	408	368	811	1185	837	238	646	430	529	179
Yes	37%	37%	37%	37%	21%	27%	32%	39%	45%	37%	37%	30%	38%	37%	38%	38%
No	30%	30%	30%	30%	33%	31%	33%	31%	28%	29%	32%	31%	31%	27%	30%	35%
I might have - I'm not sure	26%	25%	27%	30%	34%	28%	23%	23%	28%	28%	24%	28%	26%	28%	26%	23%
I don't know as I don't open/read my energy bills	1%	1%	1%	9%	2%	1%	1%	0%	1%	2%	2%	2%	1%	1%	2%	0%
Don't know	5%	6%	5%	8%	7%	6%	5%	4%	5%	6%	9%	9%	5%	6%	5%	4%

Thinking about your annual energy statement, which of the following applies to you? Please tick all that apply:

	Unweighted Base	752	378	374	15	109	142	149	337	371	381	57	266	152	199	78
All those who have had an annual energy statement from their energy supplier		747	366	381	20	90	130	143	364	441	306	71	247	161	199	69
It was clearly labelled as an annual energy statement	36%	33%	38%	33%	24%	41%	33%	38%	37%	35%	25%	37%	39%	35%	37%	
The information it provided was different to my regular energy bills	9%	9%	8%	23%	12%	9%	7%	8%	9%	9%	4%	8%	7%	10%	13%	
The information it provided was useful	39%	42%	36%	46%	30%	48%	35%	39%	40%	37%	32%	37%	43%	39%	41%	
I used it to help me compare my energy prices	20%	22%	18%	36%	17%	24%	22%	18%	19%	21%	14%	20%	22%	20%	25%	
I found the statement confusing	16%	15%	17%	5%	17%	12%	25%	15%	16%	18%	18%	17%	16%	18%	12%	
It didn't contain information that I wanted	4%	5%	3%	13%	5%	6%	3%	3%	4%	4%	4%	3%	4%	6%	2%	
I couldn't tell the difference between my annual energy statement and my regular bills	8%	7%	8%	9%	7%	10%	8%	7%	7%	8%	10%	10%	7%	7%	4%	
The information I wanted was difficult to find	7%	6%	8%	29%	10%	5%	8%	6%	8%	6%	9%	6%	5%	12%	4%	
I wasn't sure why the company had sent it to me	8%	10%	6%	4%	8%	9%	9%	8%	9%	7%	8%	9%	8%	8%	4%	
I'm not sure what I'm supposed to do with the information	14%	13%	16%	17%	17%	16%	13%	14%	14%	15%	16%	16%	7%	19%	10%	
It's a waste of time and paper	9%	8%	9%	4%	10%	11%	8%	8%	8%	10%	8%	11%	7%	8%	4%	
I would like to be able to opt out of receiving this information	2%	1%	3%	4%	4%	1%	3%	1%	1%	2%	-	3%	1%	2%	2%	
None of these	4%	5%	2%	-	8%	3%	3%	3%	4%	4%	15%	4%	2%	2%	1%	
Don't know	3%	2%	4%	-	8%	2%	1%	3%	3%	4%	4%	3%	4%	2%	3%	

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Government Office of the Region												Have you had an annual energy statement from your energy supplier within the last 12 months?		
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Yes	No	Don't know/Not sure

Energy suppliers must now send their customers an annual energy statement....

Have you had an annual energy statement from your energy supplier within the last 12 months?

Unweighted Base		2010	86	257	165	152	169	202	195	306	187	87	204	752	599	659
All those with decision-making involvement with energy supplier(s)		2022	89	259	181	159	174	190	238	285	171	97	179	747	610	665
Yes	37%		41%	39%	35%	36%	40%	42%	30%	36%	38%	36%	38%	100%	-	-
No	30%		33%	27%	32%	30%	22%	31%	31%	29%	34%	31%	35%	-	100%	-
I might have - I'm not sure	26%		25%	24%	29%	27%	31%	20%	28%	30%	24%	25%	23%	-	-	80%
I don't know as I don't open/read my energy bills	1%		-	3%	1%	0%	2%	1%	2%	1%	0%	3%	0%	-	-	4%
Don't know	5%		2%	8%	3%	7%	5%	5%	9%	5%	4%	5%	4%	-	-	17%

Thinking about your annual energy statement, which of the following applies to you? Please tick all that apply:

Unweighted Base		752	39	101	59	55	64	81	57	114	71	33	78	752	-	-
All those who have had an annual energy statement from their energy supplier		747	36	100	63	57	69	80	71	102	65	35	69	747	-	-
It was clearly labelled as an annual energy statement	36%		40%	36%	32%	45%	35%	29%	25%	45%	35%	36%	37%	36%	-	-
The information it provided was different to my regular energy bills	9%		11%	8%	13%	8%	7%	10%	4%	7%	7%	7%	13%	9%	-	-
The information it provided was useful	39%		40%	38%	42%	44%	47%	42%	32%	31%	40%	36%	41%	39%	-	-
I used it to help me compare my energy prices	20%		23%	15%	25%	24%	20%	26%	14%	17%	18%	23%	25%	20%	-	-
I found the statement confusing	16%		17%	20%	16%	18%	17%	18%	18%	17%	14%	11%	12%	16%	-	-
It didn't contain information that I wanted	4%		4%	7%	7%	5%	5%	2%	4%	1%	7%	1%	2%	4%	-	-
I couldn't tell the difference between my annual energy statement and my regular bills	8%		10%	9%	1%	7%	7%	8%	10%	10%	11%	8%	4%	8%	-	-
The information I wanted was difficult to find	7%		2%	14%	14%	4%	5%	5%	9%	5%	7%	6%	4%	7%	-	-
I wasn't sure why the company had sent it to me	8%		9%	8%	9%	9%	11%	7%	8%	9%	10%	3%	4%	8%	-	-
I'm not sure what I'm supposed to do with the information	14%		18%	21%	17%	3%	10%	10%	16%	24%	12%	9%	10%	14%	-	-
It's a waste of time and paper	9%		4%	10%	8%	6%	8%	6%	8%	12%	17%	7%	4%	9%	-	-
I would like to be able to opt out of receiving this information	2%		2%	2%	2%	2%	-	2%	-	3%	5%	1%	2%	2%	-	-
None of these	4%		2%	2%	3%	3%	-	5%	15%	3%	2%	4%	1%	4%	-	-
Don't know	3%		-	2%	2%	5%	1%	4%	4%	2%	3%	8%	3%	3%	-	-

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Total	Gender		Age					Social grade		ITV Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland

Annual energy statements are supposed to provide clear information and guidance about how to ensure that you are on the best deal...

Which of the following applies to you? Please tick all that apply:

	Unweighted Base	752	378	374	15	109	142	149	337	371	381	57	266	152	199	78
All those who have had an annual energy statement from their energy supplier		747	366	381	20	90	130	143	364	441	306	71	247	161	199	69
This information was on my annual energy statement and was easy to find		23%	24%	22%	13%	18%	29%	17%	25%	22%	25%	12%	19%	26%	28%	25%
This information was on the annual energy statement, but I had to look for it		18%	17%	20%	36%	15%	22%	20%	16%	21%	15%	24%	14%	19%	21%	17%
The information and advice on my annual energy statement was clear		30%	31%	29%	12%	31%	35%	27%	30%	29%	31%	29%	29%	28%	33%	30%
I would feel confident about using this information to shop around		27%	30%	24%	48%	20%	26%	27%	28%	28%	26%	19%	26%	31%	29%	26%
I have used this information to compare prices		19%	20%	18%	37%	24%	19%	21%	16%	17%	21%	15%	23%	16%	17%	20%
None of these		21%	22%	21%	8%	27%	17%	25%	20%	19%	25%	26%	26%	19%	18%	16%

Annual energy statements include details about your yearly usage plus a prediction of how much you are likely to use the following year...

How do you think you would use this information? Please tick all that apply:

	Unweighted Base	2010	997	1013	80	381	435	396	718	969	1041	195	695	408	508	204
All those with decision-making involvement with energy supplier(s)		2022	979	1043	99	336	408	368	811	1185	837	238	646	430	529	179
I would use this information to see if my energy usage has changed over the year		45%	44%	46%	30%	37%	52%	42%	48%	48%	41%	43%	42%	49%	46%	47%
I would use this information to shop around for a better energy deal		35%	37%	32%	31%	35%	39%	35%	33%	37%	31%	32%	34%	36%	37%	32%
The information is interesting, but I'm not sure how I would actually use it		19%	17%	20%	15%	21%	16%	19%	20%	18%	19%	20%	19%	19%	18%	20%
I wouldn't use this information as I don't see the point of it		6%	5%	6%	6%	5%	4%	7%	6%	5%	6%	5%	7%	5%	5%	3%
I wouldn't use this information as I don't open/read my bills		1%	1%	1%	6%	4%	1%	-	0%	1%	1%	2%	1%	1%	1%	3%
None of these		4%	5%	3%	8%	4%	3%	5%	3%	3%	4%	5%	5%	4%	2%	2%
Don't know		8%	9%	7%	16%	11%	8%	8%	5%	6%	10%	11%	8%	5%	9%	8%

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Government Office of the Region												Have you had an annual energy statement from your energy supplier within the last 12 months?		
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Yes	No	Don't know/Not sure

Annual energy statements are supposed to provide clear information and guidance about how to ensure that you are on the best deal...

Which of the following applies to you? Please tick all that apply:

	Unweighted Base	752	39	101	59	55	64	81	57	114	71	33	78	752	-	-
All those who have had an annual energy statement from their energy supplier		747	36	100	63	57	69	80	71	102	65	35	69	747	-	-
This information was on my annual energy statement and was easy to find		23%	38%	24%	30%	26%	28%	16%	12%	23%	15%	21%	25%	23%	-	-
This information was on the annual energy statement, but I had to look for it		18%	19%	20%	25%	16%	24%	17%	24%	10%	18%	15%	17%	18%	-	-
The information and advice on my annual energy statement was clear		30%	41%	32%	32%	23%	34%	26%	29%	31%	30%	25%	30%	30%	-	-
I would feel confident about using this information to shop around		27%	37%	29%	24%	36%	35%	25%	19%	28%	22%	16%	26%	27%	-	-
I have used this information to compare prices		19%	23%	12%	22%	14%	20%	29%	15%	17%	25%	12%	20%	19%	-	-
None of these		21%	9%	19%	20%	21%	13%	24%	26%	31%	20%	29%	16%	21%	-	-

Annual energy statements include details about your yearly usage plus a prediction of how much you are likely to use the following year...

How do you think you would use this information? Please tick all that apply:

	Unweighted Base	2010	86	257	165	152	169	202	195	306	187	87	204	752	599	659
All those with decision-making involvement with energy supplier(s)		2022	89	259	181	159	174	190	238	285	171	97	179	747	610	665
I would use this information to see if my energy usage has changed over the year		45%	47%	47%	42%	46%	49%	44%	43%	45%	35%	53%	47%	50%	46%	38%
I would use this information to shop around for a better energy deal		35%	40%	36%	37%	35%	36%	33%	32%	35%	33%	39%	32%	39%	36%	29%
The information is interesting, but I'm not sure how I would actually use it		19%	15%	19%	19%	16%	21%	19%	20%	19%	18%	18%	20%	13%	19%	25%
I wouldn't use this information as I don't see the point of it		6%	4%	5%	4%	6%	4%	8%	5%	6%	10%	6%	3%	7%	5%	4%
I wouldn't use this information as I don't open/read my bills		1%	3%	1%	1%	0%	1%	1%	2%	1%	-	-	3%	1%	1%	1%
None of these		4%	4%	2%	2%	6%	3%	5%	5%	3%	6%	2%	2%	5%	3%	3%
Don't know		8%	7%	8%	9%	5%	5%	7%	11%	8%	9%	4%	8%	4%	6%	13%

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Total	Gender		Age					Social grade		ITV Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland

What other information would you like to see included in your Annual Energy Statement? Please tick all that apply

	Unweighted Base	2010	997	1013	80	381	435	396	718	969	1041	195	695	408	508	204
All those with decision-making involvement with energy supplier(s)		2022	979	1043	99	336	408	368	811	1185	837	238	646	430	529	179
Energy efficiency advice	42%		40%	44%	44%	46%	44%	42%	38%	42%	42%	44%	40%	41%	45%	39%
Details of discounts, such as direct debit discounts	56%		56%	57%	58%	54%	59%	56%	56%	58%	54%	56%	56%	59%	57%	53%
A table of all the current tariffs my supplier offers plus the annual cost	64%		66%	63%	55%	63%	66%	61%	66%	68%	60%	63%	64%	67%	65%	58%
My energy usage tracked over a number of years	46%		49%	43%	43%	50%	47%	49%	42%	50%	40%	39%	48%	47%	46%	46%
Details of any grants available from the supplier and the eligibility criteria	46%		46%	46%	43%	42%	45%	47%	48%	45%	47%	41%	45%	49%	48%	45%
Details of social tariffs and the eligibility criteria	35%		37%	33%	38%	32%	33%	33%	37%	35%	34%	32%	33%	36%	36%	37%
None - I wouldn't read it anyway	9%		10%	8%	14%	9%	9%	9%	7%	8%	10%	9%	9%	6%	9%	12%

Thinking about communication from your supplier - energy bills, annual statements, company website - is this:

	Unweighted Base	2010	997	1013	80	381	435	396	718	969	1041	195	695	408	508	204
All those with decision-making involvement with energy supplier(s)		2022	979	1043	99	336	408	368	811	1185	837	238	646	430	529	179
Too much	2%		2%	3%	4%	2%	3%	3%	2%	2%	3%	4%	1%	3%	3%	2%
About right	70%		69%	71%	57%	68%	70%	62%	75%	70%	69%	65%	71%	70%	73%	62%
Too little	22%		22%	21%	31%	21%	22%	25%	19%	23%	20%	20%	20%	24%	19%	30%
I don't bother reading it	6%		7%	6%	8%	9%	5%	9%	4%	6%	7%	11%	7%	3%	5%	6%

And what about marketing from your supplier - including emails, special offers, tele-sales?

	Unweighted Base	2010	997	1013	80	381	435	396	718	969	1041	195	695	408	508	204
All those with decision-making involvement with energy supplier(s)		2022	979	1043	99	336	408	368	811	1185	837	238	646	430	529	179
Too much	15%		17%	13%	16%	18%	15%	14%	14%	16%	12%	20%	14%	13%	15%	13%
About right	50%		52%	49%	38%	46%	48%	47%	56%	50%	51%	41%	51%	54%	51%	46%
Too little	12%		10%	14%	18%	10%	11%	13%	13%	10%	15%	13%	9%	13%	13%	17%
I've opted out	23%		21%	25%	27%	26%	26%	26%	18%	24%	21%	25%	26%	20%	21%	23%

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Government Office of the Region												Have you had an annual energy statement from your energy supplier within the last 12 months?		
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Yes	No	Don't know/Not sure

What other information would you like to see included in your Annual Energy Statement? Please tick all that apply

	Unweighted Base	2010	86	257	165	152	169	202	195	306	187	87	204	752	599	659
All those with decision-making involvement with energy supplier(s)		2022	89	259	181	159	174	190	238	285	171	97	179	747	610	665
Energy efficiency advice	42%		35%	46%	47%	46%	42%	42%	44%	38%	40%	31%	39%	38%	44%	43%
Details of discounts, such as direct debit discounts	56%		48%	62%	54%	60%	54%	59%	56%	55%	53%	65%	53%	55%	59%	56%
A table of all the current tariffs my supplier offers plus the annual cost	64%		69%	63%	65%	73%	60%	68%	63%	63%	62%	68%	58%	64%	68%	61%
My energy usage tracked over a number of years	46%		45%	46%	46%	55%	38%	53%	39%	48%	42%	51%	46%	46%	46%	46%
Details of any grants available from the supplier and the eligibility criteria	46%		46%	49%	47%	54%	45%	48%	41%	44%	42%	47%	45%	45%	50%	44%
Details of social tariffs and the eligibility criteria	35%		37%	39%	31%	39%	34%	40%	32%	31%	27%	35%	37%	35%	37%	31%
None - I wouldn't read it anyway	9%		9%	7%	11%	5%	9%	8%	9%	9%	10%	3%	12%	6%	8%	12%

Thinking about communication from your supplier - energy bills, annual statements, company website - is this:

	Unweighted Base	2010	86	257	165	152	169	202	195	306	187	87	204	752	599	659
All those with decision-making involvement with energy supplier(s)		2022	89	259	181	159	174	190	238	285	171	97	179	747	610	665
Too much	2%		3%	4%	2%	4%	2%	2%	4%	2%	1%	2%	2%	3%	2%	3%
About right	70%		67%	72%	77%	70%	70%	71%	65%	72%	70%	68%	62%	77%	66%	65%
Too little	22%		25%	20%	15%	22%	25%	22%	20%	18%	21%	28%	30%	17%	28%	21%
I don't bother reading it	6%		6%	4%	7%	4%	4%	5%	11%	8%	9%	3%	6%	3%	5%	12%

And what about marketing from your supplier - including emails, special offers, tele-sales?

	Unweighted Base	2010	86	257	165	152	169	202	195	306	187	87	204	752	599	659
All those with decision-making involvement with energy supplier(s)		2022	89	259	181	159	174	190	238	285	171	97	179	747	610	665
Too much	15%		14%	14%	17%	15%	9%	14%	20%	15%	13%	17%	13%	14%	13%	17%
About right	50%		48%	50%	54%	54%	58%	49%	41%	53%	51%	49%	46%	56%	47%	47%
Too little	12%		15%	14%	10%	11%	13%	9%	13%	8%	11%	15%	17%	10%	18%	10%
I've opted out	23%		22%	22%	19%	19%	20%	28%	25%	24%	26%	19%	23%	21%	22%	25%

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Total	Gender		Age					Social grade		ITV Region				
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland

Energy suppliers are expected to help households to cut energy usage. What do you think of your supplier giving you energy efficiency advice?

	Unweighted Base	2010	997	1013	80	381	435	396	718	969	1041	195	695	408	508	204
All those with decision-making involvement with energy supplier(s)		2022	979	1043	99	336	408	368	811	1185	837	238	646	430	529	179
It's great and I've already taken advantage	11%	2010	11%	11%	13%	12%	11%	12%	10%	10%	14%	11%	12%	9%	11%	13%
It's useful, but I would always go to other sources as well	59%	2010	59%	59%	48%	58%	59%	58%	62%	62%	55%	64%	58%	61%	60%	52%
It doesn't make sense so I'm not entirely comfortable with it	6%	2010	6%	7%	8%	6%	6%	8%	5%	6%	6%	6%	5%	6%	7%	8%
I don't like the idea	2%	2010	2%	2%	6%	2%	2%	1%	2%	2%	2%	4%	2%	1%	2%	1%
I don't want anyone to give me energy efficiency advice - if I want it I will go out and find it for myself	11%	2010	12%	11%	5%	9%	10%	11%	14%	11%	12%	5%	14%	11%	10%	12%
None of these	10%	2010	10%	10%	19%	12%	13%	9%	7%	10%	11%	9%	9%	11%	10%	13%

Who should give consumers energy efficiency advice? Please tick all that apply

	Unweighted Base	2010	997	1013	80	381	435	396	718	969	1041	195	695	408	508	204
All those with decision-making involvement with energy supplier(s)		2022	979	1043	99	336	408	368	811	1185	837	238	646	430	529	179
The Government	53%	2010	57%	49%	63%	64%	58%	55%	44%	55%	50%	60%	48%	50%	56%	61%
Local councils	50%	2010	51%	50%	59%	59%	57%	57%	40%	51%	50%	50%	49%	48%	54%	52%
Energy suppliers	71%	2010	70%	72%	72%	72%	74%	72%	68%	70%	72%	70%	70%	71%	73%	67%
DIY and home improvement stores	36%	2010	35%	37%	35%	40%	46%	41%	27%	40%	30%	42%	36%	37%	35%	27%
The Energy Saving Trust	67%	2010	66%	67%	58%	66%	74%	65%	65%	70%	62%	67%	65%	71%	68%	59%
Other	4%	2010	5%	3%	2%	4%	6%	4%	3%	4%	3%	6%	4%	4%	3%	4%
No one	5%	2010	5%	5%	6%	7%	5%	4%	4%	4%	5%	5%	5%	4%	5%	5%

Sample Size: 2516
Fieldwork: 21st - 24 January 2011

Total	Government Office of the Region											Have you had an annual energy statement from your energy supplier within the last 12 months?		
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Yes	No	Don't know/Not sure

Energy suppliers are expected to help households to cut energy usage. What do you think of your supplier giving you energy efficiency advice?

Unweighted Base		2010	86	257	165	152	169	202	195	306	187	87	204	752	599	659
All those with decision-making involvement with energy supplier(s)		2022	89	259	181	159	174	190	238	285	171	97	179	747	610	665
It's great and I've already taken advantage		11%	12%	11%	12%	7%	10%	11%	11%	14%	12%	9%	13%	13%	10%	10%
It's useful, but I would always go to other sources as well		59%	68%	58%	59%	59%	60%	63%	64%	54%	58%	64%	52%	60%	60%	58%
It doesn't make sense so I'm not entirely comfortable with it		6%	4%	8%	6%	5%	9%	5%	6%	5%	5%	4%	8%	5%	8%	6%
I don't like the idea		2%	3%	1%	1%	1%	2%	1%	4%	2%	1%	2%	1%	1%	2%	3%
I don't want anyone to give me energy efficiency advice - if I want it I will go out and find it for myself		11%	4%	12%	10%	15%	11%	12%	5%	16%	12%	7%	12%	12%	11%	11%
None of these		10%	8%	11%	12%	13%	9%	8%	9%	9%	11%	14%	13%	9%	9%	13%

Who should give consumers energy efficiency advice? Please tick all that apply

Unweighted Base		2010	86	257	165	152	169	202	195	306	187	87	204	752	599	659
All those with decision-making involvement with energy supplier(s)		2022	89	259	181	159	174	190	238	285	171	97	179	747	610	665
The Government		53%	62%	55%	53%	46%	51%	45%	60%	49%	50%	53%	61%	59%	49%	50%
Local councils		50%	54%	53%	55%	48%	47%	48%	50%	49%	49%	51%	52%	52%	49%	50%
Energy suppliers		71%	74%	74%	72%	68%	72%	70%	70%	69%	73%	74%	67%	74%	70%	68%
DIY and home improvement stores		36%	35%	35%	34%	39%	37%	34%	42%	35%	40%	32%	27%	33%	33%	41%
The Energy Saving Trust		67%	66%	70%	68%	67%	73%	68%	67%	62%	65%	72%	59%	70%	65%	63%
Other		4%	2%	5%	2%	5%	3%	3%	6%	4%	5%	4%	4%	3%	4%	5%
No one		5%	4%	4%	6%	7%	3%	3%	5%	6%	6%	3%	5%	3%	5%	7%