

## YouGov Survey Results

Sample Size: 1961  
Fieldwork: 4th - 6th May 2011

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following price comparison websites do you use for each of the following?  
(Please tick all that apply on each row)

Insurance renewals (e.g. car, home, etc.)

Unweighted Base	1961	922	1039	231	277	305	334	814	1095	866	422	287	187	230	468	132	235
<b>All GB Adults</b>	1961	941	1020	235	323	370	347	686	1079	882	482	322	188	251	449	98	171
GoCompare	25%	26%	23%	17%	23%	31%	29%	23%	26%	23%	27%	30%	27%	13%	24%	30%	24%
Compare the Market	29%	29%	28%	24%	31%	33%	31%	25%	32%	25%	27%	32%	29%	20%	32%	29%	29%
Money Supermarket	31%	31%	30%	20%	31%	36%	39%	27%	34%	27%	32%	38%	26%	27%	27%	32%	31%
Confused.com	30%	32%	29%	27%	34%	36%	33%	26%	34%	26%	32%	35%	32%	20%	30%	34%	29%
uSwitch	10%	10%	9%	6%	8%	14%	10%	10%	11%	9%	12%	13%	7%	6%	9%	10%	9%
Other	4%	5%	3%	3%	3%	4%	5%	5%	5%	3%	4%	5%	5%	2%	4%	8%	5%
Not applicable - I don't use price comparison websites for this	42%	42%	42%	54%	36%	38%	36%	48%	38%	48%	40%	35%	44%	52%	46%	36%	42%

Utilities renewals (e.g. gas, electricity, etc.)

Unweighted Base	1961	922	1039	231	277	305	334	814	1095	866	422	287	187	230	468	132	235
<b>All GB Adults</b>	1961	941	1020	235	323	370	347	686	1079	882	482	322	188	251	449	98	171
GoCompare	10%	10%	10%	6%	9%	14%	11%	10%	11%	10%	12%	14%	12%	6%	8%	12%	10%
Compare the Market	13%	12%	13%	9%	11%	15%	15%	12%	14%	11%	13%	13%	14%	10%	13%	12%	11%
Money Supermarket	19%	19%	19%	13%	19%	20%	23%	17%	20%	17%	21%	24%	19%	15%	15%	15%	17%
Confused.com	11%	11%	12%	7%	10%	13%	14%	11%	13%	9%	13%	14%	14%	9%	8%	12%	11%
uSwitch	24%	25%	22%	10%	22%	29%	27%	25%	27%	19%	24%	27%	23%	20%	22%	24%	25%
Other	4%	4%	3%	2%	3%	5%	4%	4%	5%	2%	4%	5%	5%	3%	3%	2%	4%
Not applicable - I don't use price comparison websites for this	58%	58%	59%	74%	60%	54%	50%	59%	53%	65%	57%	53%	56%	63%	63%	61%	58%

Which ONE, if any, of the following is the MAIN reason why you use price comparison websites?

Unweighted Base	1189	564	625	98	188	203	226	474	724	465	272	192	107	120	270	91	137
<b>All GB Adults who use price comparison websites</b>	1204	580	624	111	223	244	236	390	718	486	309	215	110	138	260	68	104
Because they save me time	27%	27%	27%	26%	33%	22%	27%	26%	28%	25%	27%	25%	26%	25%	29%	33%	22%
Because they give me the cheapest deals	37%	38%	35%	39%	34%	46%	35%	33%	36%	38%	40%	36%	36%	37%	34%	31%	40%
Because they give me the best choice	19%	17%	21%	11%	13%	17%	21%	25%	19%	19%	18%	19%	24%	18%	19%	22%	
Because they are easy to use	12%	11%	12%	11%	13%	11%	13%	11%	12%	12%	11%	15%	7%	12%	12%	13%	13%
Other	4%	4%	3%	5%	4%	2%	3%	4%	4%	3%	3%	4%	5%	4%	5%	3%	1%
Don't know	2%	2%	2%	8%	2%	2%	2%	0%	1%	3%	1%	1%	3%	5%	1%	2%	3%

## YouGov Survey Results

Sample Size: 1961  
Fieldwork: 4th - 6th May 2011

Working Status							Marital Status					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which, if any, of the following price comparison websites do you use for each of the following?  
(Please tick all that apply on each row)

### Insurance renewals (e.g. car, home, etc.)

Unweighted Base	1062	197	1259	65	440	67	130	1034	202	178	63	480	4
<b>All GB Adults</b>	1134	181	1316	58	373	85	129	997	226	179	54	502	4
GoCompare	26%	24%	26%	15%	24%	22%	22%	28%	20%	23%	9%	22%	48%
Compare the Market	31%	32%	31%	23%	23%	18%	26%	31%	26%	27%	14%	28%	33%
Money Supermarket	32%	36%	33%	17%	27%	27%	28%	33%	33%	34%	8%	26%	48%
Confused.com	34%	32%	33%	26%	26%	16%	25%	33%	27%	28%	17%	29%	-
uSwitch	10%	16%	10%	4%	8%	6%	11%	12%	8%	11%	1%	6%	33%
Other	3%	6%	4%	4%	5%	2%	8%	4%	4%	3%	9%	5%	31%
Not applicable - I don't use price comparison websites for this	40%	34%	39%	57%	47%	56%	49%	39%	41%	40%	64%	49%	21%

### Utilities renewals (e.g. gas, electricity, etc.)

Unweighted Base	1062	197	1259	65	440	67	130	1034	202	178	63	480	4
<b>All GB Adults</b>	1134	181	1316	58	373	85	129	997	226	179	54	502	4
GoCompare	10%	12%	10%	10%	10%	12%	10%	13%	6%	9%	3%	8%	33%
Compare the Market	13%	15%	13%	12%	11%	10%	8%	14%	10%	12%	4%	11%	48%
Money Supermarket	19%	24%	20%	15%	17%	15%	17%	21%	20%	22%	3%	15%	48%
Confused.com	11%	16%	12%	10%	11%	13%	10%	13%	8%	13%	6%	9%	-
uSwitch	24%	35%	26%	9%	22%	16%	20%	28%	25%	23%	6%	15%	48%
Other	3%	5%	3%	-	4%	2%	7%	4%	3%	2%	6%	4%	-
Not applicable - I don't use price comparison websites for this	58%	46%	57%	74%	60%	68%	59%	52%	60%	57%	79%	70%	52%

Which ONE, if any, of the following is the MAIN reason why you use price comparison websites?

Unweighted Base	666	131	797	30	258	35	69	681	124	109	25	247	3
<b>All GB Adults who use price comparison websites</b>	723	126	849	27	213	42	74	654	140	114	22	271	3
Because they save me time	28%	26%	28%	36%	26%	11%	19%	26%	25%	24%	18%	31%	19%
Because they give me the cheapest deals	38%	40%	38%	22%	32%	40%	38%	36%	40%	37%	25%	37%	81%
Because they give me the best choice	17%	15%	17%	8%	28%	42%	10%	20%	19%	19%	51%	15%	-
Because they are easy to use	12%	11%	12%	16%	12%	4%	12%	12%	10%	16%	2%	12%	-
Other	3%	5%	3%	9%	2%	4%	8%	4%	3%	2%	3%	3%	-
Don't know	1%	3%	1%	9%	-	-	12%	1%	4%	2%	-	3%	-

## YouGov Survey Results

Sample Size: 1961  
Fieldwork: 4th - 6th May 2011

Children in Household					
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following price comparison websites do you use for each of the following?  
(Please tick all that apply on each row)

### Insurance renewals (e.g. car, home, etc.)

Unweighted Base	1447	240	192	55	487	27
<b>All GB Adults</b>	1391	256	223	65	544	26
GoCompare	25%	23%	28%	28%	26%	16%
Compare the Market	28%	32%	32%	24%	31%	11%
Money Supermarket	30%	31%	37%	28%	33%	18%
Confused.com	30%	31%	39%	24%	33%	6%
uSwitch	8%	10%	18%	7%	13%	17%
Other	5%	3%	5%	1%	3%	4%
Not applicable - I don't use price comparison websites for this	44%	41%	34%	44%	38%	50%

### Utilities renewals (e.g. gas, electricity, etc.)

Unweighted Base	1447	240	192	55	487	27
<b>All GB Adults</b>	1391	256	223	65	544	26
GoCompare	10%	9%	16%	14%	12%	5%
Compare the Market	12%	12%	15%	16%	14%	7%
Money Supermarket	17%	18%	26%	26%	22%	17%
Confused.com	11%	9%	16%	12%	12%	2%
uSwitch	22%	24%	31%	22%	27%	26%
Other	4%	3%	5%	-	4%	2%
Not applicable - I don't use price comparison websites for this	61%	58%	46%	54%	53%	64%

Which ONE, if any, of the following is the MAIN reason why you use price comparison websites?

Unweighted Base	856	153	129	36	318	15
<b>All GB Adults who use price comparison websites</b>	837	161	152	39	353	14
Because they save me time	27%	31%	19%	35%	26%	21%
Because they give me the cheapest deals	35%	37%	48%	34%	41%	40%
Because they give me the best choice	21%	15%	14%	20%	15%	19%
Because they are easy to use	12%	11%	15%	6%	12%	-
Other	4%	4%	3%	4%	3%	4%
Don't know	2%	3%	1%	-	2%	16%

## YouGov Survey Results

Sample Size: 1961  
Fieldwork: 4th - 6th May 2011

Government Region							Government Region			
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following price comparison websites do you use for each of the following?  
(Please tick all that apply on each row)

### Insurance renewals (e.g. car, home, etc.)

Unweighted Base	68	198	156	125	162	187	230	294	174	132	235
<b>All GB Adults</b>	78	231	174	138	184	188	251	286	164	98	171
GoCompare	20%	25%	32%	31%	29%	27%	13%	24%	24%	30%	24%
Compare the Market	19%	30%	28%	29%	35%	29%	20%	30%	35%	29%	29%
Money Supermarket	22%	31%	38%	39%	37%	26%	27%	25%	31%	32%	31%
Confused.com	29%	32%	35%	35%	36%	32%	20%	28%	33%	34%	29%
uSwitch	15%	14%	9%	17%	10%	7%	6%	8%	10%	10%	9%
Other	4%	3%	6%	7%	3%	5%	2%	4%	2%	8%	5%
Not applicable - I don't use price comparison websites for this	44%	39%	40%	33%	37%	44%	52%	49%	40%	36%	42%

### Utilities renewals (e.g. gas, electricity, etc.)

Unweighted Base	68	198	156	125	162	187	230	294	174	132	235
<b>All GB Adults</b>	78	231	174	138	184	188	251	286	164	98	171
GoCompare	9%	12%	13%	17%	11%	12%	6%	6%	11%	12%	10%
Compare the Market	10%	16%	11%	13%	13%	14%	10%	11%	17%	12%	11%
Money Supermarket	12%	21%	24%	23%	26%	19%	15%	11%	23%	15%	17%
Confused.com	12%	13%	13%	14%	13%	14%	9%	6%	13%	12%	11%
uSwitch	19%	25%	26%	27%	27%	23%	20%	19%	27%	24%	25%
Other	3%	4%	5%	8%	2%	5%	3%	3%	1%	2%	4%
Not applicable - I don't use price comparison websites for this	66%	56%	53%	54%	52%	56%	63%	69%	52%	61%	58%

Which ONE, if any, of the following is the MAIN reason why you use price comparison websites?

Unweighted Base	41	132	99	86	106	107	120	157	113	91	137
<b>All GB Adults who use price comparison websites</b>	45	153	111	94	122	110	138	155	105	68	104
Because they save me time	34%	26%	26%	28%	23%	26%	25%	31%	26%	33%	22%
Because they give me the cheapest deals	38%	40%	41%	40%	33%	36%	37%	31%	39%	31%	40%
Because they give me the best choice	6%	26%	12%	19%	20%	24%	18%	19%	17%	19%	22%
Because they are easy to use	12%	8%	14%	11%	18%	7%	12%	12%	12%	13%	13%
Other	2%	0%	7%	2%	5%	5%	4%	4%	5%	3%	1%
Don't know	8%	-	1%	-	1%	3%	5%	2%	-	2%	3%

## YouGov Survey Results

Sample Size: 1961  
Fieldwork: 4th - 6th May 2011

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

On average what percentage, if any, of each sale made through their website do you think price comparison websites take as commission?

	1961	922	1039	231	277	305	334	814	1095	866	422	287	187	230	468	132	235
<b>Unweighted Base</b>	1961	922	1039	231	277	305	334	814	1095	866	422	287	187	230	468	132	235
<b>All GB Adults</b>	1961	941	1020	235	323	370	347	686	1079	882	482	322	188	251	449	98	171
None	2%	2%	2%	1%	0%	3%	3%	2%	2%	3%	3%	2%	1%	2%	2%	4%	1%
Up to 5%	19%	23%	14%	13%	26%	19%	18%	18%	20%	17%	20%	20%	14%	15%	20%	21%	18%
More than 5% but up to 10%	20%	22%	17%	34%	20%	25%	14%	15%	20%	19%	20%	19%	25%	22%	17%	17%	20%
More than 10% but up to 15%	9%	10%	9%	12%	11%	8%	10%	8%	10%	8%	11%	11%	8%	8%	7%	13%	9%
More than 15% but up to 20%	5%	4%	5%	8%	6%	5%	5%	3%	5%	4%	5%	7%	7%	3%	3%	5%	2%
More than 20% but up to 25%	2%	2%	2%	2%	2%	0%	2%	2%	2%	2%	3%	0%	1%	3%	1%	4%	2%
More than 25% but up to 30%	1%	0%	1%	0%	2%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-
More than 30% but up to 35%	0%	0%	0%	1%	1%	-	-	0%	0%	0%	0%	-	-	0%	0%	1%	-
More than 35% but up to 40%	0%	0%	0%	1%	0%	-	1%	0%	0%	1%	0%	-	-	0%	1%	-	0%
More than 40%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	-	1%	-	0%	0%
Don't know	42%	35%	48%	27%	31%	40%	47%	50%	40%	44%	36%	40%	43%	46%	46%	35%	47%

Approximately how much, if anything, have you spent through price comparison websites in the last 12 months (i.e. since May 2010)?

	1189	564	625	98	188	203	226	474	724	465	272	192	107	120	270	91	137
<b>Unweighted Base</b>	1189	564	625	98	188	203	226	474	724	465	272	192	107	120	270	91	137
<b>All GB Adults who use price comparison websites</b>	1204	580	624	111	223	244	236	390	718	486	309	215	110	138	260	68	104
Nothing	35%	31%	39%	32%	38%	26%	37%	40%	37%	33%	36%	31%	38%	35%	37%	37%	33%
Less than £100	7%	8%	7%	11%	10%	5%	8%	5%	7%	7%	4%	8%	8%	12%	8%	2%	8%
Between £100 and £249	11%	13%	10%	10%	10%	15%	11%	10%	11%	11%	10%	10%	8%	9%	14%	17%	14%
Between £250 and £499	14%	15%	14%	7%	17%	19%	12%	13%	14%	14%	12%	14%	9%	14%	18%	15%	20%
Between £500 and £749	8%	9%	7%	22%	6%	9%	5%	6%	6%	11%	9%	9%	9%	9%	8%	3%	4%
Between £749 and £999	3%	4%	2%	6%	2%	4%	3%	2%	3%	2%	4%	1%	6%	4%	2%	0%	3%
£1000 or more	4%	6%	2%	3%	2%	4%	4%	4%	4%	3%	4%	5%	3%	1%	3%	4%	5%
Don't know	17%	15%	20%	11%	15%	17%	20%	19%	17%	18%	21%	22%	20%	16%	10%	21%	13%

How many times, if any, have you or your household changed energy supplier(s) in the last 12 months (i.e. since May 2010)?

	1961	922	1039	231	277	305	334	814	1095	866	422	287	187	230	468	132	235
<b>Unweighted Base</b>	1961	922	1039	231	277	305	334	814	1095	866	422	287	187	230	468	132	235
<b>All GB Adults</b>	1961	941	1020	235	323	370	347	686	1079	882	482	322	188	251	449	98	171
None	70%	70%	70%	46%	67%	71%	77%	77%	72%	68%	70%	66%	68%	67%	74%	75%	74%
Once	19%	19%	19%	18%	18%	23%	19%	19%	21%	18%	20%	24%	22%	17%	17%	19%	16%
Twice	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	-	1%	2%	2%	3%
Three times	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%
Four times	0%	0%	-	0%	0%	-	-	-	0%	-	0%	-	-	-	-	-	1%
Five times	0%	0%	-	1%	-	-	-	0%	0%	0%	-	1%	1%	-	-	-	-
More than five times	0%	0%	-	1%	0%	-	-	-	-	0%	0%	-	-	1%	-	-	-
Don't know	8%	7%	8%	32%	12%	5%	2%	1%	5%	11%	7%	8%	8%	13%	6%	4%	6%

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Working Status							Marital Status					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

On average what percentage, if any, of each sale made through their website do you think price comparison websites take as commission?

	1062	197	1259	65	440	67	130	1034	202	178	63	480	4
Unweighted Base	1062	197	1259	65	440	67	130	1034	202	178	63	480	4
<b>All GB Adults</b>	1134	181	1316	58	373	85	129	997	226	179	54	502	4
None	2%	3%	2%	2%	1%	1%	4%	3%	1%	2%	2%	1%	-
Up to 5%	20%	18%	20%	11%	19%	13%	15%	19%	26%	18%	8%	17%	33%
More than 5% but up to 10%	21%	21%	21%	32%	13%	24%	16%	16%	21%	18%	7%	29%	-
More than 10% but up to 15%	9%	9%	9%	7%	9%	16%	8%	9%	5%	8%	13%	11%	15%
More than 15% but up to 20%	5%	3%	5%	8%	2%	5%	5%	5%	5%	4%	1%	4%	-
More than 20% but up to 25%	2%	1%	2%	1%	3%	-	3%	2%	0%	3%	5%	1%	-
More than 25% but up to 30%	1%	0%	1%	-	0%	1%	-	0%	2%	0%	-	1%	-
More than 30% but up to 35%	0%	0%	0%	1%	-	-	-	0%	0%	0%	-	0%	21%
More than 35% but up to 40%	0%	-	0%	-	-	1%	-	0%	-	-	-	1%	-
More than 40%	0%	1%	0%	-	0%	-	-	0%	0%	0%	-	0%	-
Don't know	38%	44%	39%	38%	52%	38%	49%	44%	40%	46%	64%	34%	31%

Approximately how much, if anything, have you spent through price comparison websites in the last 12 months (i.e. since May 2010)?

	666	131	797	30	258	35	69	681	124	109	25	247	3
Unweighted Base	666	131	797	30	258	35	69	681	124	109	25	247	3
<b>All GB Adults who use price comparison websites</b>	723	126	849	27	213	42	74	654	140	114	22	271	3
Nothing	33%	42%	34%	31%	38%	35%	40%	36%	30%	35%	63%	36%	19%
Less than £100	6%	8%	7%	7%	5%	17%	12%	5%	12%	9%	-	10%	-
Between £100 and £249	12%	12%	12%	2%	10%	10%	10%	11%	13%	13%	2%	11%	-
Between £250 and £499	16%	10%	15%	10%	13%	8%	12%	15%	8%	16%	11%	16%	41%
Between £500 and £749	8%	8%	8%	20%	7%	11%	2%	7%	11%	8%	-	10%	-
Between £749 and £999	3%	4%	3%	8%	2%	-	1%	3%	1%	2%	3%	3%	-
£1000 or more	3%	5%	4%	-	4%	7%	4%	5%	2%	2%	3%	1%	-
Don't know	17%	11%	17%	22%	20%	13%	19%	18%	23%	15%	18%	13%	39%

How many times, if any, have you or your household changed energy supplier(s) in the last 12 months (i.e. since May 2010)?

	1062	197	1259	65	440	67	130	1034	202	178	63	480	4
Unweighted Base	1062	197	1259	65	440	67	130	1034	202	178	63	480	4
<b>All GB Adults</b>	1134	181	1316	58	373	85	129	997	226	179	54	502	4
None	70%	69%	69%	55%	76%	65%	72%	73%	71%	71%	79%	63%	46%
Once	20%	22%	21%	9%	18%	14%	17%	21%	22%	22%	14%	14%	54%
Twice	1%	1%	1%	1%	2%	1%	1%	1%	1%	4%	-	1%	-
Three times	1%	1%	1%	2%	0%	3%	2%	1%	1%	0%	-	1%	-
Four times	0%	1%	0%	-	-	-	-	-	-	-	-	0%	-
Five times	0%	-	0%	-	0%	-	-	0%	-	-	-	-	-
More than five times	0%	-	0%	-	-	-	0%	0%	-	0%	-	0%	-
Don't know	8%	6%	7%	33%	3%	16%	8%	3%	5%	3%	7%	21%	-

## YouGov Survey Results

Sample Size: 1961  
Fieldwork: 4th - 6th May 2011

Children in Household					
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

On average what percentage, if any, of each sale made through their website do you think price comparison websites take as commission?

	Unweighted Base	1447	240	192	55	487	27
<b>All GB Adults</b>		1391	256	223	65	544	26
None		2%	3%	3%	5%	3%	-
Up to 5%		19%	24%	15%	5%	18%	9%
More than 5% but up to 10%		19%	20%	22%	26%	22%	15%
More than 10% but up to 15%		9%	9%	10%	15%	10%	6%
More than 15% but up to 20%		4%	6%	8%	2%	6%	11%
More than 20% but up to 25%		2%	2%	2%	1%	2%	-
More than 25% but up to 30%		1%	0%	1%	-	0%	2%
More than 30% but up to 35%		0%	0%	0%	-	0%	3%
More than 35% but up to 40%		0%	-	-	-	-	-
More than 40%		0%	1%	-	-	0%	-
Don't know		43%	34%	40%	47%	38%	54%

Approximately how much, if anything, have you spent through price comparison websites in the last 12 months (i.e. since May 2010)?

	Unweighted Base	856	153	129	36	318	15
<b>All GB Adults who use price comparison websites</b>		837	161	152	39	353	14
Nothing		37%	40%	24%	36%	32%	14%
Less than £100		8%	7%	4%	3%	5%	14%
Between £100 and £249		11%	9%	15%	8%	12%	12%
Between £250 and £499		14%	13%	16%	17%	15%	20%
Between £500 and £749		8%	5%	12%	4%	8%	-
Between £749 and £999		2%	3%	7%	9%	5%	-
£1000 or more		3%	7%	5%	4%	6%	4%
Don't know		17%	16%	16%	18%	17%	36%

How many times, if any, have you or your household changed energy supplier(s) in the last 12 months (i.e. since May 2010)?

	Unweighted Base	1447	240	192	55	487	27
<b>All GB Adults</b>		1391	256	223	65	544	26
None		73%	67%	60%	66%	64%	30%
Once		17%	21%	31%	13%	24%	22%
Twice		2%	1%	0%	-	1%	-
Three times		0%	1%	2%	7%	2%	2%
Four times		0%	-	-	1%	0%	-
Five times		0%	-	1%	-	0%	-
More than five times		0%	-	-	3%	0%	-
Don't know		7%	9%	6%	11%	8%	46%

## YouGov Survey Results

Sample Size: 1961  
Fieldwork: 4th - 6th May 2011

Government Region							Government Region			
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

On average what percentage, if any, of each sale made through their website do you think price comparison websites take as commission?

	68	198	156	125	162	187	230	294	174	132	235
<b>Unweighted Base</b>	68	198	156	125	162	187	230	294	174	132	235
<b>All GB Adults</b>	78	231	174	138	184	188	251	286	164	98	171
None	4%	3%	2%	2%	2%	1%	2%	2%	2%	4%	1%
Up to 5%	15%	20%	22%	14%	24%	14%	15%	19%	22%	21%	18%
More than 5% but up to 10%	11%	19%	25%	26%	15%	25%	22%	18%	15%	17%	20%
More than 10% but up to 15%	15%	12%	8%	9%	13%	8%	8%	7%	7%	13%	9%
More than 15% but up to 20%	8%	5%	4%	8%	6%	7%	3%	4%	3%	5%	2%
More than 20% but up to 25%	1%	4%	3%	0%	-	1%	3%	2%	0%	4%	2%
More than 25% but up to 30%	-	0%	3%	-	1%	-	1%	1%	-	1%	-
More than 30% but up to 35%	-	0%	1%	-	-	-	0%	0%	0%	1%	-
More than 35% but up to 40%	2%	-	-	-	-	-	0%	1%	-	-	0%
More than 40%	2%	0%	-	0%	-	-	-	1%	-	-	0%
Don't know	40%	35%	34%	40%	39%	43%	46%	45%	49%	35%	47%

Approximately how much, if anything, have you spent through price comparison websites in the last 12 months (i.e. since May 2010)?

	41	132	99	86	106	107	120	157	113	91	137
<b>Unweighted Base</b>	41	132	99	86	106	107	120	157	113	91	137
<b>All GB Adults who use price comparison websites</b>	45	153	111	94	122	110	138	155	105	68	104
Nothing	42%	38%	32%	30%	32%	38%	35%	39%	35%	37%	33%
Less than £100	-	3%	7%	7%	9%	8%	12%	8%	8%	2%	8%
Between £100 and £249	7%	9%	13%	8%	11%	8%	9%	13%	16%	17%	14%
Between £250 and £499	17%	11%	10%	14%	13%	9%	14%	18%	18%	15%	20%
Between £500 and £749	2%	12%	9%	14%	5%	9%	9%	7%	8%	3%	4%
Between £749 and £999	5%	5%	2%	1%	1%	6%	4%	1%	4%	0%	3%
£1000 or more	2%	4%	4%	6%	5%	3%	1%	3%	3%	4%	5%
Don't know	25%	17%	23%	19%	23%	20%	16%	12%	8%	21%	13%

How many times, if any, have you or your household changed energy supplier(s) in the last 12 months (i.e. since May 2010)?

	68	198	156	125	162	187	230	294	174	132	235
<b>Unweighted Base</b>	68	198	156	125	162	187	230	294	174	132	235
<b>All GB Adults</b>	78	231	174	138	184	188	251	286	164	98	171
None	75%	69%	70%	62%	68%	68%	67%	77%	67%	75%	74%
Once	16%	22%	19%	25%	23%	22%	17%	12%	26%	19%	16%
Twice	-	0%	3%	2%	0%	-	1%	2%	1%	2%	3%
Three times	2%	2%	-	1%	2%	1%	1%	1%	2%	-	1%
Four times	-	-	0%	-	-	-	-	-	-	-	1%
Five times	-	-	-	1%	-	1%	-	-	-	-	-
More than five times	1%	-	-	-	-	-	1%	-	-	-	-
Don't know	6%	7%	8%	9%	7%	8%	13%	7%	4%	4%	6%