

Policy, Strategy & Communications
Consultation & Intelligence team



Bristol's
BIGGEST
think tank

Bristol Energy Company – Citizens' Panel June 2016 report

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Bristol Energy Company – Citizens’ Panel June 2016 report

The June 2016 Citizens Panel questionnaire was sent to 2013 Citizens’ Panel members. In total 709 people responded, a 35% response.

Executive summary



- **Do you use the same company for gas and electricity?**
 - Yes – 82%
 - No – 14%
- **If you use the same company for gas and electricity supply please indicate which one below:**
 - British Gas – 74%
 - EDF – 7%
 - E.On Energy – 7%
 - npower – 4%
 - Scottish Power – 1%
 - SSE – 1%
- **If you use different companies for gas and electricity, which company do you use for gas supply?**
 - British Gas – 23%
 - EDF – 17%
 - E.On Energy – 12%
 - npower – 8%
 - Ovo Energy – 6%
- **If you use different companies for gas and electricity, which company do you use for electricity supply?**
 - EDF – 65%
 - E.On Energy – 7%
 - Npower – 6%
 - Ecotricity – 6%
 - British Gas – 3%
- **Did you choose your gas and/or electricity supply because:**
 - They had cheaper prices – 27%
 - Can’t remember – 15%
 - My family has always been a customer – 14%
 - They had a special offer on price – 12%
 - They were highlighted on a price comparison website – 11%
- **Which of the following statements have or would encourage you to consider switching your energy supply to Bristol Energy?**
 - #1 – Straightforward, fairly priced tariffs
 - #2 – Reinvesting in the community
 - #3 – Supporting community renewable energy
 - #4 – Great customer service for everyone
 - #5 – A force for social good, tackling fuel poverty

- **Please rank the following products and services that you would be most interested in from Bristol Energy:**
 - #1 – 100% renewable energy
 - #2 – Special prices to help people in fuel poverty
 - #3 - Community funds that are invested in local community projects
 - #4 - Smart Pay-as-you-go
 - #5 - Energy efficiency advice and services for your home or business

- **Please rank which would be the most likely factors to stop you from switching to Bristol Energy**
 - #1 - Not saving you money on your bills
 - #2 - Uncertainty on how the profits will benefit local services
 - #3 - Lack of reputation as a new company
 - #4 - No tariff with 100% renewable energy
 - #5 - Association with Bristol City Council

- **Thinking about the last couple of months, in which, if any, of the following places have you seen/heard any advertising and/or promotions for Bristol Energy?**
 - I have not seen any adverts and/ or promotions for Bristol Energy in the last couple of months – 72%
 - Leaflets through your door – 13%
 - Local newspapers – 9%
 - Local radio – 5%
 - Posters at Temple Meads Station – 3%

Results

| 1. Do you use the same company for gas and electricity? | | | | Response Percent | Response Total |
|---|--|-----|--|------------------|----------------|
| Yes |  | | | 81.64% | 569 |
| No |  | | | 14.49% | 101 |
| Other (please specify): |  | | | 3.87% | 27 |
| | answered | 697 | | skipped | 12 |
| Other (please specify): (27) | | | | | |
| 1 | Don't know | | | | |
| 2 | Do not have gas. | | | | |
| 3 | I only have electricity | | | | |
| 4 | | | | | |
| 5 | Don't have gas. | | | | |
| 6 | Don't have gas | | | | |
| 7 | No gas | | | | |
| 8 | do not have gas in home | | | | |
| 9 | There is only electricity in my property | | | | |
| 10 | Don't have gas | | | | |
| 11 | only have electric | | | | |
| 12 | E D F energy & British Gas | | | | |
| 13 | On oil. So use one company for electricity and one for oil | | | | |
| 14 | Don't know | | | | |
| 15 | I only have electricity, so not relevant. | | | | |
| 16 | no gas supply | | | | |
| 17 | not sure | | | | |
| 18 | Unsure as bills in with rent | | | | |
| 19 | No gas | | | | |
| 20 | Included in rent | | | | |
| 21 | Only have electricity | | | | |
| 22 | I don't have gas. | | | | |
| 23 | Don't use gas | | | | |
| 24 | I only have electricity | | | | |
| 25 | no gas | | | | |
| 26 | I only need electricity | | | | |
| 27 | i don't have gas | | | | |

2. If you use the same company for gas and electricity supply please indicate which one below:

| | | Response Percent | Response Total |
|----------|---------------------|-------------------------|-----------------------|
| 1 | British Gas | 22.59% | 129 |
| 2 | EDF | 16.64% | 95 |
| 3 | E.ON Energy | 12.43% | 71 |
| 4 | npower | 8.23% | 47 |
| 5 | Ovo Energy | 6.48% | 37 |
| 6 | SSE | 5.78% | 33 |
| 7 | First Utility | 5.60% | 32 |
| 8 | Scottish Power | 4.38% | 25 |
| 9 | Co-operative Energy | 2.98% | 17 |
| 10 | Good Energy | 2.80% | 16 |
| 11 | Ecotricity | 2.28% | 13 |
| 12 | Sainsbury's Energy | 2.28% | 13 |
| 13 | Extra Energy | 1.93% | 11 |
| 14 | Bristol Energy | 1.40% | 8 |
| 15 | Utility Warehouse | 1.23% | 7 |
| 16 | GB Energy | 0.88% | 5 |
| 17 | Flow Energy | 0.53% | 3 |
| 18 | Green Star | 0.53% | 3 |
| 19 | M&S Energy | 0.53% | 3 |
| 20 | GnEnergy | 0.18% | 1 |
| 21 | iSupply Energy | 0.18% | 1 |
| 22 | EBICO | 0.18% | 1 |
| 23 | Better Energy | 0.00% | 0 |
| 24 | Daligas | 0.00% | 0 |
| 25 | Economy Energy | 0.00% | 0 |
| 26 | E-UK | 0.00% | 0 |
| 27 | LoCO2 Energy | 0.00% | 0 |
| 28 | Spark | 0.00% | 0 |
| 29 | Utilita | 0.00% | 0 |
| 30 | Zog Energy | 0.00% | 0 |
| 31 | Countrywide | 0.00% | 0 |
| 32 | Oink Energy | 0.00% | 0 |
| 33 | Woodland Trust | 0.00% | 0 |
| answered | 571 | skipped | 138 |

3. If you use different companies for gas and electricity, which company do you use for gas supply?

| | | Response Percent | Response Total |
|----|---------------------|------------------|----------------|
| 1 | British Gas | 73.61% | 53 |
| 2 | EDF | 6.94% | 5 |
| 3 | E.ON Energy | 6.94% | 5 |
| 4 | npower | 4.17% | 3 |
| 5 | Scottish Power | 1.39% | 1 |
| 6 | SSE | 1.39% | 1 |
| 7 | Bristol Energy | 0.00% | 0 |
| 8 | First Utility | 0.00% | 0 |
| 9 | Ovo Energy | 1.39% | 1 |
| 10 | Utility Warehouse | 0.00% | 0 |
| 11 | Co-operative Energy | 0.00% | 0 |
| 12 | Better Energy | 0.00% | 0 |
| 13 | Daligas | 0.00% | 0 |
| 14 | Economy Energy | 0.00% | 0 |
| 15 | Ecotricity | 0.00% | 0 |
| 16 | E-UK | 0.00% | 0 |
| 17 | Extra Energy | 0.00% | 0 |
| 18 | Flow Energy | 0.00% | 0 |
| 19 | GB Energy | 0.00% | 0 |
| 20 | GnEnergy | 0.00% | 0 |
| 21 | Good Energy | 0.00% | 0 |
| 22 | Green Star | 0.00% | 0 |
| 23 | iSupply Energy | 0.00% | 0 |
| 24 | LoCO2 Energy | 0.00% | 0 |
| 25 | Spark | 0.00% | 0 |
| 26 | Utilita | 1.39% | 1 |
| 27 | Zog Energy | 1.39% | 1 |
| 28 | Countrywide | 0.00% | 0 |
| 29 | EBICO | 0.00% | 0 |
| 30 | M&S Energy | 0.00% | 0 |
| 31 | Oink Energy | 0.00% | 0 |
| 32 | Sainsbury's Energy | 1.39% | 1 |
| 33 | Woodland Trust | 0.00% | 0 |
| | | answered | 72 |
| | | skipped | 637 |














4. If you use different companies for gas and electricity, which company do you use for electricity supply?

| | | Response Percent | Response Total |
|----|---------------------|------------------|----------------|
| 1 | EDF | 65.17% | 58 |
| 2 | E.ON Energy | 6.74% | 6 |
| 3 | npower | 5.62% | 5 |
| 4 | Ecotricity | 5.62% | 5 |
| 5 | British Gas | 3.37% | 3 |
| 6 | SSE | 2.25% | 2 |
| 7 | First Utility | 1.12% | 1 |
| 8 | Co-operative Energy | 1.12% | 1 |
| 9 | Better Energy | 1.12% | 1 |
| 10 | Economy Energy | 1.12% | 1 |
| 11 | E-UK | 1.12% | 1 |
| 12 | GnEnergy | 1.12% | 1 |
| 13 | Good Energy | 1.12% | 1 |
| 14 | LoCO2 Energy | 1.12% | 1 |
| 15 | Utilita | 1.12% | 1 |
| 16 | Sainsbury's Energy | 1.12% | 1 |
| 17 | Scottish Power | 0.00% | 0 |
| 18 | Bristol Energy | 0.00% | 0 |
| 19 | Ovo Energy | 0.00% | 0 |
| 20 | Utility Warehouse | 0.00% | 0 |
| 21 | Daligas | 0.00% | 0 |
| 22 | Extra Energy | 0.00% | 0 |
| 23 | Flow Energy | 0.00% | 0 |
| 24 | GB Energy | 0.00% | 0 |
| 25 | Green Star | 0.00% | 0 |
| 26 | iSupply Energy | 0.00% | 0 |
| 27 | Spark | 0.00% | 0 |
| 28 | Zog Energy | 0.00% | 0 |
| 29 | Countrywide | 0.00% | 0 |
| 30 | EBICO | 0.00% | 0 |

4. If you use different companies for gas and electricity, which company do you use for electricity supply?

| | | Response Percent | Response Total |
|----|----------------|------------------|----------------|
| 31 | M&S Energy | 0.00% | 0 |
| 32 | Oink Energy | 0.00% | 0 |
| 33 | Woodland Trust | 0.00% | 0 |
| | | answered | 89 |
| | | skipped | 620 |

5. Did you choose your gas and/or electricity supply because (you can choose more than one):

| | | Response Percent | Response Total |
|--|--|------------------|----------------|
| They had cheaper prices |  | 27.23% | 180 |
| Can't remember |  | 14.67% | 97 |
| My family has always been a customer |  | 13.62% | 90 |
| They had a special offer on price |  | 11.65% | 77 |
| They were highlighted on a price comparison website |  | 10.59% | 70 |
| They have good customer service |  | 5.90% | 39 |
| They source all or most of their energy from renewable sources |  | 5.75% | 38 |
| They have strong values and support a good cause |  | 2.72% | 18 |
| A friend or family member recommended them |  | 2.42% | 16 |
| They provide extra services e.g. boiler cover |  | 2.42% | 16 |
| I saw their advertising |  | 1.36% | 9 |
| They are located locally |  | 1.36% | 9 |
| They had a promotional gift attached to switching to them |  | 0.30% | 2 |
| | | answered | 661 |
| | | skipped | 48 |

6. Which of the following statements have or would encourage you to consider switching your energy supply to Bristol Energy (please rank 1-10 in order of preference where 1 is most preferred):

| Item | Total Score ¹ | Overall Rank |
|--|--------------------------|--------------|
| Straightforward, fairly priced tariffs | 4666 | 1 |
| Reinvesting in the community | 3991 | 2 |
| Supporting community renewable energy | 3787 | 3 |
| Great customer service for everyone | 3466 | 4 |
| A force for social good, tackling fuel poverty | 3221 | 5 |
| Championing social equality | 2957 | 6 |
| Creating local jobs | 2881 | 7 |
| Transparent and accountable, with strong governance from Bristol City Council | 2191 | 8 |
| The gas and electricity supplier from Bristol, for the nation | 2018 | 9 |
| A company that Bristol can be proud of | 1842 | 10 |
| ¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts. | answered | 564 |
| | skipped | 145 |

7. Please rank the following products and services that you would be most interested in from Bristol Energy (1-7 where 1 is the most interested):














| Item | Total Score ¹ | Overall Rank |
|--|--------------------------|--------------|
| 100% renewable energy | 3028 | 1 |
| Special prices to help people in fuel poverty | 2551 | 2 |
| Community funds that are invested in local community projects | 2381 | 3 |
| Smart Pay-as-you-go | 2129 | 4 |
| Energy efficiency advice and services for your home or business | 2024 | 5 |
| City Centre walk in shop for face to face customer service and help | 1803 | 6 |
| Travelling advice service that came to your local community | 1260 | 7 |
| ¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts. | answered | 542 |
| | skipped | 167 |

8. Please rank which would be the most likely factors to stop you from switching to Bristol Energy (1-6 where 1 is the most likely):

| Item | Total Score ¹ | Overall Rank |
|--|--------------------------|--------------|
| Not saving you money on your bills | 2835 | 1 |
| Uncertainty on how the profits will benefit local services | 2433 | 2 |
| Lack of reputation as a new company | 2321 | 3 |
| No tariff with 100% renewable energy | 2089 | 4 |
| Association with Bristol City Council | 1814 | 5 |
| Your loyalty to your existing supplier | 1668 | 6 |
| Tied in with my current supplier | 1652 | 7 |
| | answered | 529 |
| | skipped | 180 |

¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.

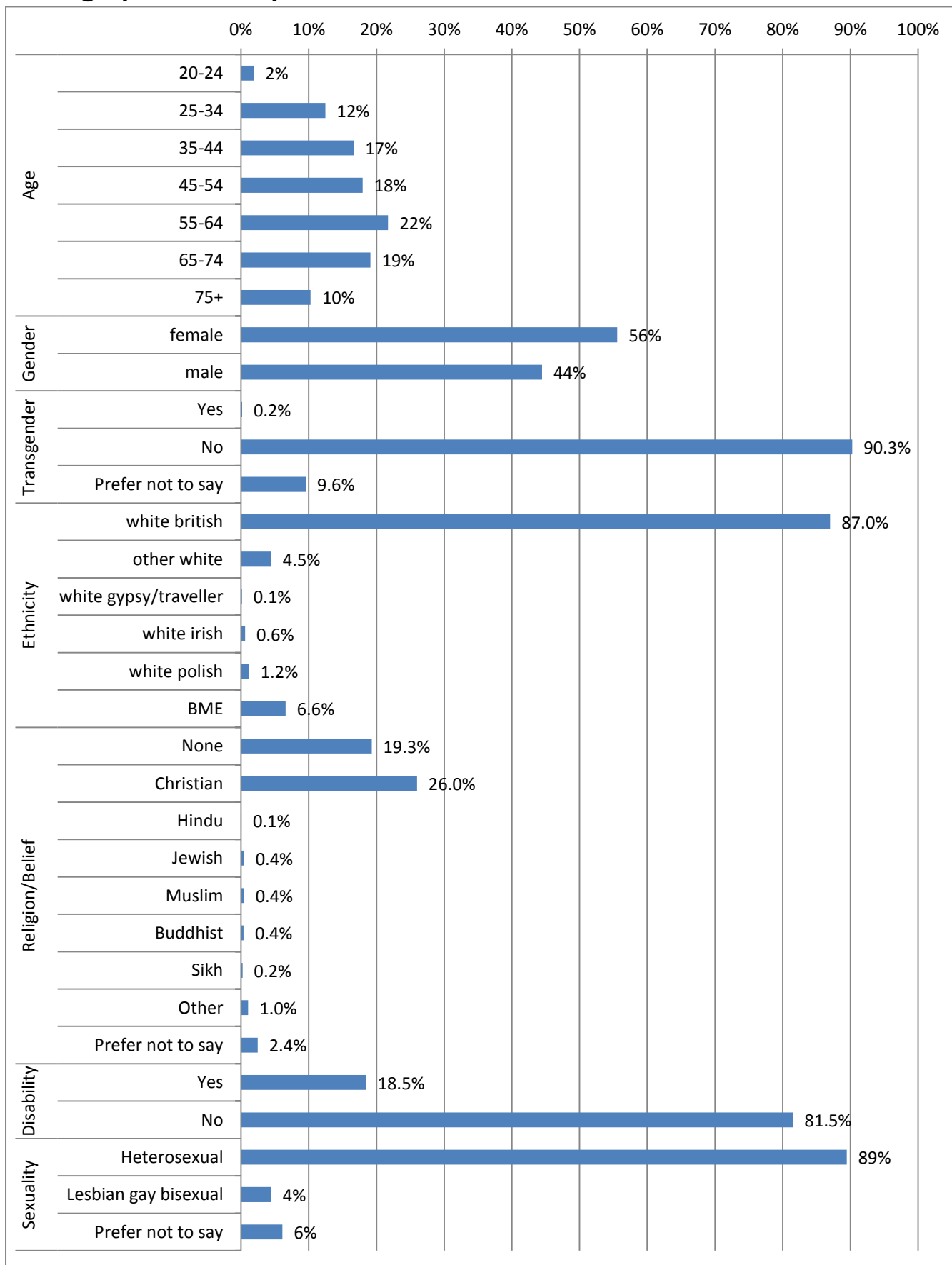
9. Thinking about the last couple of months, in which, if any, of the following places have you seen/heard any advertising and/or promotions for Bristol Energy? (Please select all that apply. If you have not seen ANY advertising and/or promotions for Bristol Energy in the past month, please select the 'Not applicable' option)

| | | Response Percent | Response Total |
|---|---|------------------|----------------|
| Not applicable - I have not seen any adverts and/ or promotions for Bristol Energy in the last couple of months |  | 71.99% | 460 |
| Leaflets through your door |  | 12.83% | 82 |
| Local newspapers (e.g. Evening Post, Bristol Voice, The Pigeon etc.) |  | 9.08% | 58 |
| Local radio (e.g. SAM FM) |  | 4.69% | 30 |
| Posters at Temple Meads Station |  | 3.29% | 21 |
| Video on the Big Screen in Millennium Square, Bristol |  | 2.50% | 16 |
| Facebook advert |  | 1.88% | 12 |
| Google search |  | 1.56% | 10 |
| Twitter |  | 1.25% | 8 |
| Light ball display around Bristol (i.e. Queens Square, College Green, Picton Street Montpelier) |  | 1.25% | 8 |
| Visited the Bristol Energy Hub on the harbour side |  | 0.94% | 6 |
| Video online |  | 0.47% | 3 |
| Other (please specify): |  | 5.01% | 32 |

| | | |
|--|----------|-----|
| | answered | 639 |
| | skipped | 70 |

| Other (please specify): (32) | | |
|------------------------------|--|--|
| 1 | Cannot remember | |
| 2 | banner at temple Street | |
| 3 | Can't remember | |
| 4 | Work place | |
| 5 | Emails | |
| 6 | Price comparison / switching supplier websites | |
| 7 | Totally unaware of Bristol Energy | |
| 8 | know people involved | |
| 9 | Posters locally | |
| 10 | facebook reposts | |
| 11 | Tv | |
| 12 | Advert on Made in Bristol | |
| 13 | BBC WEBSITE | |
| 14 | Not sure -think I have seen/heard about them | |
| 15 | none | |
| 16 | Nothing at all ? | |
| 17 | not seen any | |
| 18 | national newspapers | |
| 19 | nowhere | |
| 20 | leaflet at Tobacco Factory | |
| 21 | totally unaware of Bristol Energy! | |
| 22 | I have been away quite a lot | |
| 23 | Web. Money saving expert/energy club | |
| 24 | seen none | |
| 25 | Walked past the Energy Hub on the Harbourside - looked in the window, but did not go in as it wasn't welcoming or clear what it was. | |
| 26 | Have heard the name but can't remember where. | |
| 27 | heard nothing of Bristol Energy | |
| 28 | Neighbourhood Partnership | |
| 29 | George Ferguson election | |
| 30 | I can't remember | |
| 31 | been away from Bristol | |
| 32 | Despite currently looking to switch! | |

Demographics of respondents



Under-25 year olds are underrepresented in the response, with 2% of respondents being in that group, compared to 19% of the population as a whole.

Females are slightly overrepresented in the response, with 56% of respondents being in that group, compared to 50% of the population as a whole.

White British are overrepresented in the response, with 87% of respondents being in that group, compared to 78% of the population as a whole.

BME are underrepresented, with 7% of respondents being in that group, compared to 16% of the population as a whole.