

q 1

| | | Value | Count | Percent |
|----------------------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------|
| Standard Attributes | Position | 3 | | |
| | Label | Q.1 Are you financially responsible or jointly financially responsible for paying the gas and/or electricity bills in your household? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Yes solely financially responsible | 1 151 | 57.3% |
| | 2 | Yes jointly financially responsible | 672 | 33.4% |
| | 3 | No | 187 | 9.3% |
| | 4 | Don't know | 0 | 0.0% |

q2

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 4 | | |
| | Label | Q.2 Please select your current electricity supplier from the list below: | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Atlantic | 3 | 0.1% |
| | 2 | Avro Energy | 21 | 1.0% |
| | 3 | Better Energy | 3 | 0.1% |
| | 4 | Bristol Energy | 7 | 0.3% |
| | 5 | British Gas | 399 | 19.9% |
| | 6 | bulb | 141 | 7.0% |
| | 7 | Co-operative Energy | 25 | 1.2% |
| | 8 | daligas | 0 | 0.0% |
| | 9 | E.ON | 234 | 11.6% |
| | 10 | EBICo | 11 | 0.5% |
| | 11 | ecotricity | 3 | 0.1% |
| | 12 | EDF Energy | 213 | 10.6% |
| | 13 | extraenergy | 0 | 0.0% |
| | 14 | first:utility | 32 | 1.6% |
| | 15 | Flow Energy | 6 | 0.3% |
| | 16 | GB energy supply | 2 | 0.1% |
| | 17 | GnERGY | 4 | 0.2% |
| | 18 | Go Effortless Energy | 0 | 0.0% |
| | 19 | Good Energy | 4 | 0.2% |
| | 20 | green energy uk | 15 | 0.7% |
| | 21 | Green Star Energy | 9 | 0.4% |
| | 22 | IRESA Limited | 0 | 0.0% |
| | 23 | isupplyenergy | 8 | 0.4% |
| | 24 | LoCo2 Energy | 1 | 0.0% |
| | 25 | M&S Energy | 3 | 0.1% |

q2

| | Value | Count | Percent |
|----|--------------------------------------|-------|---------|
| 26 | npower | 109 | 5.4% |
| 27 | Octopus energy | 44 | 2.2% |
| 28 | Oink energy | 0 | 0.0% |
| 29 | Ovo energy | 78 | 3.9% |
| 30 | PFP energy | 3 | 0.1% |
| 31 | Robin Hood Energy | 5 | 0.2% |
| 32 | Sainsbury's Energy | 4 | 0.2% |
| 33 | ScottishPower | 124 | 6.2% |
| 34 | Shell Energy | 62 | 3.1% |
| 35 | So energy | 8 | 0.4% |
| 36 | Spark Energy | 8 | 0.4% |
| 37 | SSE | 93 | 4.6% |
| 38 | SSE Southern Electric | 38 | 1.9% |
| 39 | SSE ScottishHydro | 9 | 0.4% |
| 40 | SSE Swalec | 17 | 0.8% |
| 41 | Telecom Plus (The Utility Warehouse) | 0 | 0.0% |
| 42 | Utilita | 52 | 2.6% |
| 43 | Utility Warehouse | 26 | 1.3% |
| 44 | Zog Energy | 0 | 0.0% |
| 45 | Other | 108 | 5.4% |
| 46 | Don't know | 78 | 3.9% |

q3used

| | | Value | Count | Percent |
|---------------------|-------------|-------------|-------|---------|
| Standard Attributes | Position | 5 | | |
| | Label | Group shown | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | 1 a | 451 | 22.4% |
| | 2 | 1 b | 453 | 22.5% |
| | 3 | 1 ca | 151 | 7.5% |
| | 4 | 1 cb | 149 | 7.4% |
| | 5 | 2 a | 404 | 20.1% |
| | 6 | 2 b | 402 | 20.0% |

timetaken

| | | Value |
|---------------------------------|--------------------|--------------------------|
| Standard Attributes | Position | 6 |
| | Label | Q3. Time taken to answer |
| | Type | Numeric |
| | Format | F8 |
| | Measurement | Scale |
| | Role | Input |
| N | Valid | 2010 |
| | Missing | 0 |
| Central Tendency and Dispersion | Mean | 44.63 |
| | Standard Deviation | 205.217 |
| | Percentile 25 | 17.00 |
| | Percentile 50 | 30.00 |
| | Percentile 75 | 44.00 |

q3_1a

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 | | |
| | Label | Q3.1a Scenario 1a | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Stay with the single- provider service | 206 | 10.2% |
| | 2 | Switch to the combined- provider service | 245 | 12.2% |
| Missing Values | System | | 1559 | 77.6% |

q3_1b

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 8 | | |
| | Label | Q3.1b Scenario 1b | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Stay with the combined- provider service | 384 | 19.1% |
| | 2 | Switch back to the single- provider service | 69 | 3.4% |
| Missing Values | System | | 1557 | 77.5% |

q3_1ca

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------|-------|---------|
| Standard Attributes | Position | 9 | | |
| | Label | Q3.1ca Scenario 1ca | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | The single-provider service | 33 | 1.6% |
| | 2 | The combined-provider service | 118 | 5.9% |
| Missing Values | System | | 1859 | 92.5% |

q3_1cb

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------|-------|---------|
| Standard Attributes | Position | 10 | | |
| | Label | Q3.1cb Scenario 1cb | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | The combined-provider service | 111 | 5.5% |
| | 2 | The single-provider service | 38 | 1.9% |
| Missing Values | System | | 1861 | 92.6% |

q3_2a

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------|-------|---------|
| Standard Attributes | Position | 1 1 | | |
| | Label | Q3.2a Scenario 2a | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Stay with my current supplier | 266 | 13.2% |
| | 2 | Switch to LocalEnergy | 138 | 6.9% |
| Missing Values | System | | 1606 | 79.9% |

q3_2b

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 1 2 | | |
| | Label | Q3.2b Scenario 2b | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Stay with my current tariff | 232 | 11.5% |
| | 2 | Add LocalEnergy's services to my current tariff | 170 | 8.5% |
| Missing Values | System | | 1608 | 80.0% |

q4_01

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 13 | | |
| | Label | Q.4 I chose this answer because of environmental considerations | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 538 | 26.8% |
| | 2 | Agree | 616 | 30.6% |
| | 3 | Neither agree nor disagree | 494 | 24.6% |
| | 4 | Disagree | 158 | 7.9% |
| | 5 | Strongly disagree | 66 | 3.3% |
| | 6 | Don't know | 138 | 6.9% |
| | | | | |

q4_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 14 | | |
| | Label | Q.4 I chose this answer because it was easy to switch | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 274 | 13.6% |
| | 2 | Agree | 757 | 37.7% |
| | 3 | Neither agree nor disagree | 615 | 30.6% |
| | 4 | Disagree | 126 | 6.3% |
| | 5 | Strongly disagree | 44 | 2.2% |
| | 6 | Don't know | 194 | 9.7% |
| | | | | |

q4_03

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 1 5 | | |
| | Label | Q.4 I chose this answer because I was not given enough information about one or both of the options | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 187 | 9.3% |
| | 2 | Agree | 519 | 25.8% |
| | 3 | Neither agree nor disagree | 660 | 32.8% |
| | 4 | Disagree | 385 | 19.2% |
| | 5 | Strongly disagree | 141 | 7.0% |
| | 6 | Don't know | 118 | 5.9% |
| | | | | |

q4_04

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 1 6 | | |
| | Label | Q.4 I chose this answer because I felt it was more reliable | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 223 | 11.1% |
| | 2 | Agree | 659 | 32.8% |
| | 3 | Neither agree nor disagree | 780 | 38.8% |
| | 4 | Disagree | 171 | 8.5% |
| | 5 | Strongly disagree | 39 | 1.9% |
| | 6 | Don't know | 138 | 6.9% |
| | | | | |

q4_05

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 17 | | |
| | Label | Q.4 I chose this answer because I felt it had been recommended to me by my current supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 105 | 5.2% |
| | 2 | Agree | 448 | 22.3% |
| | 3 | Neither agree nor disagree | 406 | 20.2% |
| | 4 | Disagree | 126 | 6.3% |
| | 5 | Strongly disagree | 46 | 2.3% |
| | 6 | Don't know | 879 | 43.7% |
| | | | | |

q4_06

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 18 | | |
| | Label | Q.4 I chose this answer because it was difficult to switch | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 31 | 1.5% |
| | 2 | Agree | 159 | 7.9% |
| | 3 | Neither agree nor disagree | 591 | 29.4% |
| | 4 | Disagree | 615 | 30.6% |
| | 5 | Strongly disagree | 418 | 20.8% |
| | 6 | Don't know | 196 | 9.8% |
| | | | | |

q5_01

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------|-------|---------|
| Standard Attributes | Position | 19 | | |
| | Label | Q.5 I thought very hard about which option to pick | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 162 | 8.1% |
| | 2 | Agree | 799 | 39.8% |
| | 3 | Neither agree nor disagree | 535 | 26.6% |
| | 4 | Disagree | 368 | 18.3% |
| | 5 | Strongly disagree | 91 | 4.5% |
| | 6 | Don't know | 55 | 2.7% |
| | | | | |

q5_02

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------|-------|---------|
| Standard Attributes | Position | 20 | | |
| | Label | Q.5 I was careful about which option I chose | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 286 | 14.2% |
| | 2 | Agree | 1226 | 61.0% |
| | 3 | Neither agree nor disagree | 330 | 16.4% |
| | 4 | Disagree | 97 | 4.8% |
| | 5 | Strongly disagree | 17 | 0.8% |
| | 6 | Don't know | 54 | 2.7% |
| | | | | |

q5_03

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 2 1 | | |
| | Label | Q.5 I didn't pay much attention while I was making this choice | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Strongly agree | 20 | 1.0% |
| | 2 | Agree | 161 | 8.0% |
| | 3 | Neither agree nor disagree | 330 | 16.4% |
| | 4 | Disagree | 910 | 45.3% |
| | 5 | Strongly disagree | 535 | 26.6% |
| | 6 | Don't know | 54 | 2.7% |

q5_04

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------|-------|---------|
| Standard Attributes | Position | 2 2 | | |
| | Label | Q.5 I concentrated a lot while making this choice | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Strongly agree | 222 | 11.0% |
| | 2 | Agree | 997 | 49.6% |
| | 3 | Neither agree nor disagree | 493 | 24.5% |
| | 4 | Disagree | 200 | 10.0% |
| | 5 | Strongly disagree | 44 | 2.2% |
| | 6 | Don't know | 54 | 2.7% |

q5_05

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------|-------|---------|
| Standard Attributes | Position | 23 | | |
| | Label | Q.5 It was difficult for me to make this choice | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 36 | 1.8% |
| | 2 | Agree | 290 | 14.4% |
| | 3 | Neither agree nor disagree | 486 | 24.2% |
| | 4 | Disagree | 822 | 40.9% |
| | 5 | Strongly disagree | 320 | 15.9% |
| | 6 | Don't know | 56 | 2.8% |
| | | | | |

q6_v1a_01

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 24 | | |
| | Label | Q6.1a If I do nothing, I will be signed up to the combined-provider service | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 64 | 3.2% |
| | 2 | False | 387 | 19.3% |
| | 3 | N/A | 0 | 0.0% |
| | | | | |
| Missing Values | System | | 1559 | 77.6% |

q6_v1a_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 25 | | |
| | Label | Q6.1a On the combined-provider service, if there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 385 | 19.2% |
| | 2 | False | 66 | 3.3% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1559 | 77.6% |

q6_v1a_03

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 26 | | |
| | Label | Q6.1a On the single-provider service, most of my energy will come from my existing supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 337 | 16.8% |
| | 2 | False | 114 | 5.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1559 | 77.6% |

q6_v1a_04

| | | Value | Count | Percent |
|----------------------------|--------------------|-------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 27 | | |
| | Label | Q6.1a On the combined-provider service, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 393 | 19.6% |
| | 2 | False | 58 | 2.9% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1559 | 77.6% |

q6_v1a_05

| | | Value | Count | Percent |
|----------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 28 | | |
| | Label | Q6.1a If I want to switch to the combined - provider service, I have to go online and let my energy supplier know that I want to change | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 345 | 17.2% |
| | 2 | False | 106 | 5.3% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1559 | 77.6% |

q6_v1b_01

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 29 | | |
| | Label | Q6.1b If I do nothing, I will be signed up to the combined-provider service | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 379 | 18.9% |
| | 2 | False | 74 | 3.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1b_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 30 | | |
| | Label | Q6.1b On the combined-provider service, if there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 382 | 19.0% |
| | 2 | False | 71 | 3.5% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1b_03

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 3 1 | | |
| | Label | Q6.1b On the single-provider service, most of my energy will come from my existing supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 341 | 17.0% |
| | 2 | False | 112 | 5.6% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1b_04

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 3 2 | | |
| | Label | Q6.1b On the combined-provider service, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 381 | 19.0% |
| | 2 | False | 72 | 3.6% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1b_05

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 33 | | |
| | Label | Q6.1b If I want to switch back to the single-provider service, I have to go online and let my energy supplier know that I want to change | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 388 | 19.3% |
| | 2 | False | 65 | 3.2% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1c_01

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 34 | | |
| | Label | Q6.1c If I do nothing, I will be signed up to the combined-provider service | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 58 | 2.9% |
| | 2 | False | 242 | 12.0% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v1c_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 35 | | |
| | Label | Q6.1c On the combined-provider service, if there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 261 | 13.0% |
| | 2 | False | 39 | 1.9% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v1c_03

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 36 | | |
| | Label | Q6.1c On the single-provider service, most of my energy will come from my existing supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 245 | 12.2% |
| | 2 | False | 55 | 2.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v1c_04

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 37 | | |
| | Label | Q6.1c On the combined-provider service, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 266 | 13.2% |
| | 2 | False | 34 | 1.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v1c_05

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 38 | | |
| | Label | Q6.1c I have to go online and let my energy supplier know which service I would like to choose | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 232 | 11.5% |
| | 2 | False | 68 | 3.4% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v2a_01

| | | Value | Count | Percent |
|----------------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|
| Standard Attributes | Position | 39 | | |
| | Label | Q6.2a If I switch to LocalEnergy and there is not enough locally generated power to cover my needs, LocalEnergy will source any additional energy from the National Grid | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 359 | 17.9% |
| | 2 | False | 45 | 2.2% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2a_02

| | | Value | Count | Percent |
|----------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 4 0 | | |
| | Label | Q6.2a If I switch to LocalEnergy and there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 69 | 3.4% |
| | 2 | False | 335 | 16.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2a_03

| | | Value | Count | Percent |
|----------------------------|--------------------|----------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 4 1 | | |
| | Label | Q6.2a If I want to switch, I have to go online and let LocalEnergy know that I am interested in their services | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 317 | 15.8% |
| | 2 | False | 87 | 4.3% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2a_04

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 42 | | |
| | Label | Q6.2a LocalEnergy sources most of their energy from locally produced, renewable sources | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 366 | 18.2% |
| | 2 | False | 38 | 1.9% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2a_05

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 43 | | |
| | Label | Q6.2a If I switch to LocalEnergy, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 322 | 16.0% |
| | 2 | False | 82 | 4.1% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2b_01

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 4 4 | | |
| | Label | Q6.2b If I add on LocalEnergy's services and there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 342 | 17.0% |
| | 2 | False | 60 | 3.0% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1608 | 80.0% |

q6_v2b_02

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 45 | | |
| | Label | Q6.2b If I add on LocalEnergy's services and there is not enough locally generated power to cover my needs, LocalEnergy will source any additional energy from the National Grid | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 143 | 7.1% |
| | 2 | False | 259 | 12.9% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1608 | 80.0% |

q6_v2b_03

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 46 | | |
| | Label | Q6.2b If I want to add on LocalEnergy's services, I have to go online and let my current supplier know that I am interested in LocalEnergy's services | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 250 | 12.4% |
| | 2 | False | 152 | 7.6% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1608 | 80.0% |

q6_v2b_04

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 47 | | |
| | Label | Q6.2b LocalEnergy sources most of their energy from locally produced, renewable sources | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 361 | 18.0% |
| | 2 | False | 41 | 2.0% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1608 | 80.0% |

q6_v2b_05

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 48 | | |
| | Label | Q6.2b If I add on LocalEnergy's services, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 324 | 16.1% |
| | 2 | False | 78 | 3.9% |
| | 3 | N/A | 0 | 0.0% |
| | | | | |
| Missing Values | System | | 1608 | 80.0% |

q7_01

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------|-------|---------|
| Standard Attributes | Position | 49 | | |
| | Label | Q.7 I've switched electricity supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | In the last three months | 165 | 8.2% |
| | 2 | In the last 12 months | 372 | 18.5% |
| | 3 | More than 12 months ago | 872 | 43.4% |
| | 4 | Never switched | 444 | 22.1% |
| | 5 | Don't know/not sure | 157 | 7.8% |
| | | | | |

q7_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 50 | | |
| | Label | Q.7 I've switched tariff with the same electricity supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | In the last three months | 136 | 6.8% |
| | 2 | In the last 12 months | 392 | 19.5% |
| | 3 | More than 12 months ago | 513 | 25.5% |
| | 4 | Never switched | 635 | 31.6% |
| | 5 | Don't know/not sure | 334 | 16.6% |

q8

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------|-------|---------|
| Standard Attributes | Position | 51 | | |
| | Label | Q.8 Are you currently on a green energy tariff? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes | 331 | 16.5% |
| | 2 | No | 925 | 46.0% |
| | 3 | Don't know | 754 | 37.5% |

q 9

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 5 2 | | |
| | Label | Q.9 Have you moved house or rental property in the last 12 months? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes | 175 | 8.7% |
| | 2 | No | 1818 | 90.4% |
| | 3 | Don't know | 17 | 0.8% |

q 10

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 5 3 | | |
| | Label | Q.10 How satisfied are you with your current electricity supplier? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Extremely dissatisfied | 77 | 3.8% |
| | 2 | Somewhat dissatisfied | 163 | 8.1% |
| | 3 | Neither satisfied nor dissatisfied | 540 | 26.9% |
| | 4 | Somewhat satisfied | 784 | 39.0% |
| | 5 | Extremely satisfied | 446 | 22.2% |
| | 6 | Don't know | 0 | 0.0% |

q11_01

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 54 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú2, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 1238 | 61.6% |
| | 2 | No I would not take this gamble | 772 | 38.4% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_02

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 55 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú3, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 803 | 40.0% |
| | 2 | No I would not take this gamble | 1207 | 60.0% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_03

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 56 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú4, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 317 | 15.8% |
| | 2 | No I would not take this gamble | 1693 | 84.2% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_04

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 57 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú5, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 216 | 10.7% |
| | 2 | No I would not take this gamble | 1794 | 89.3% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_05

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 58 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú6, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 197 | 9.8% |
| | 2 | No I would not take this gamble | 1813 | 90.2% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_06

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 59 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú7, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 99 | 4.9% |
| | 2 | No I would not take this gamble | 1911 | 95.1% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

demogs_gender

| | | Value | Count | Percent |
|---------------------|-------------|-------------------|-------|---------|
| Standard Attributes | Position | 6 0 | | |
| | Label | Gender | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Male | 977 | 48.6% |
| | 2 | Female | 1033 | 51.4% |
| | 3 | Prefer not to say | 0 | 0.0% |

demogs_age

| | | Value | Count | Percent |
|---------------------|-------------|---------|-------|---------|
| Standard Attributes | Position | 6 1 | | |
| | Label | Age | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | 14-17 | 0 | 0.0% |
| | 2 | 18-24 | 238 | 11.8% |
| | 3 | 25-34 | 270 | 13.4% |
| | 4 | 35-44 | 334 | 16.6% |
| | 5 | 45-54 | 357 | 17.8% |
| | 6 | 55-64 | 315 | 15.7% |
| | 7 | 65+ | 496 | 24.7% |
| | 8 | Refused | 0 | 0.0% |

actual_age

| | | Value |
|---------------------------------|--------------------|------------|
| Standard Attributes | Position | 62 |
| | Label | Actual Age |
| | Type | Numeric |
| | Format | F8 |
| | Measurement | Scale |
| | Role | Input |
| N | Valid | 2010 |
| | Missing | 0 |
| Central Tendency and Dispersion | Mean | 48.99 |
| | Standard Deviation | 17.445 |
| | Percentile 25 | 34.00 |
| | Percentile 50 | 49.00 |
| | Percentile 75 | 64.00 |

demogs_seg

| | | Value | Count | Percent |
|---------------------|-------------|--------------|-------|---------|
| Standard Attributes | Position | 63 | | |
| | Label | Social Grade | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | A | 124 | 6.2% |
| | 2 | B | 447 | 22.2% |
| | 3 | C1 | 547 | 27.2% |
| | 4 | C2 | 419 | 20.8% |
| | 5 | D | 245 | 12.2% |
| | 6 | E | 228 | 11.3% |
| | 7 | Refused | 0 | 0.0% |

demogs_region

| | | Value | Count | Percent |
|---------------------|-------------|------------------------|-------|---------|
| Standard Attributes | Position | 64 | | |
| | Label | GO Region | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Scotland | 176 | 8.8% |
| | 2 | North East | 88 | 4.4% |
| | 3 | North West | 205 | 10.2% |
| | 4 | Yorkshire & Humberside | 172 | 8.6% |
| | 5 | West Midlands | 172 | 8.6% |
| | 6 | East Midlands | 151 | 7.5% |
| | 7 | Wales | 109 | 5.4% |
| | 8 | Eastern | 213 | 10.6% |
| | 9 | London | 260 | 12.9% |
| | 10 | South East | 265 | 13.2% |
| | 11 | South West | 199 | 9.9% |
| | 12 | Northern Ireland | 0 | 0.0% |
| | 13 | Refused | 0 | 0.0% |

demogs_influencer

| | | Value | Count | Percent |
|---------------------|-------------|--------------------|-------|---------|
| Standard Attributes | Position | 65 | | |
| | Label | Opinion Influencer | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Yes | 164 | 8.2% |
| | 2 | No | 1846 | 91.8% |

demogs_hols

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 6 6 | | |
| | Label | Have you taken a foreign holiday in the last 3 years? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes | 1 206 | 60.0% |
| | 2 | No | 804 | 40.0% |
| | 3 | Refused | 0 | 0.0% |
| | | | | |

demogs_house

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------|-------|---------|
| Standard Attributes | Position | 6 7 | | |
| | Label | Tenure | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Owned outright - without mortgage | 735 | 36.6% |
| | 2 | Owned with a mortgage or loan | 473 | 23.5% |
| | 3 | Rented from the council | 165 | 8.2% |
| | 4 | Rented from a housing association | 229 | 11.4% |
| | 5 | Rented from someone else | 358 | 17.8% |
| | 6 | Rent free | 50 | 2.5% |
| | 7 | Refused | 0 | 0.0% |
| | | | | |

demogs_education

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 68 | | |
| | Label | What is the highest educational level that you have achieved to date? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | No formal education | 26 | 1.3% |
| | 2 | Primary | 9 | 0.4% |
| | 3 | Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc. | 1122 | 55.8% |
| | 4 | University degree or equivalent professional qualification, NVQ level 4, etc. | 588 | 29.3% |
| | 5 | Higher university degree, doctorate, MBA, NVQ level 5, etc. | 193 | 9.6% |
| | 6 | Still in full time education | 51 | 2.5% |
| | 7 | Don't know | 3 | 0.1% |
| | 8 | Refused | 18 | 0.9% |

demogs_disability1

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 69 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Yes - mental condition | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1804 | 89.8% |
| | 1 | Yes | 206 | 10.2% |

demogs_disability2

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 70 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Yes - physical condition | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1719 | 85.5% |
| | 1 | Yes | 291 | 14.5% |

demogs_disability3

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 1 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Yes - disability | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1850 | 92.0% |
| | 1 | Yes | 160 | 8.0% |

demogs_disability4

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 2 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Yes - other | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1992 | 99.1% |
| | 1 | Yes | 18 | 0.9% |

demogs_disability5

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 73 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - No | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 517 | 25.7% |
| | 1 | Yes | 1493 | 74.3% |

demogs_disability6

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 74 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Refused | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1965 | 97.8% |
| | 1 | Yes | 45 | 2.2% |

demogs_responsible

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 5 | | |
| | Label | Are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Yes - responsible for half or more of the items bought | 1810 | 90.0% |
| | 2 | No - not responsible for most of the items bought | 200 | 10.0% |
| | 3 | Refused | 0 | 0.0% |
| | | | | |

demogs_cars

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 6 | | |
| | Label | How many cars are there in your household? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | No cars in the household | 420 | 20.9% |
| | 2 | 1 | 1068 | 53.1% |
| | 3 | 2 | 404 | 20.1% |
| | 4 | 3 + | 118 | 5.9% |
| | 5 | Refused | 0 | 0.0% |
| | | | | |

demogs_ethnicity

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 77 | | |
| | Label | To which of the following ethnic groups do you consider you belong? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | White | 1835 | 91.3% |
| | 2 | Mixed | 35 | 1.7% |
| | 3 | Asian | 61 | 3.0% |
| | 4 | Black | 38 | 1.9% |
| | 5 | Chinese | 9 | 0.4% |
| | 6 | Other ethnic group | 6 | 0.3% |
| | 7 | Refused | 26 | 1.3% |

demogs_religion

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 78 | | |
| | Label | To which of the following religious groups do you consider yourself to be a member of? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Christian | 891 | 44.3% |
| | 2 | Muslim | 47 | 2.3% |
| | 3 | Hindu | 7 | 0.3% |
| | 4 | Jewish | 16 | 0.8% |
| | 5 | Sikh | 4 | 0.2% |
| | 6 | Buddhist | 15 | 0.7% |
| | 7 | Other | 42 | 2.1% |
| | 8 | None | 947 | 47.1% |
| | 9 | Refused | 41 | 2.0% |

demogs_town

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 79 | | |
| | Label | Which of the following best describes where you live? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Urban - Population over 10,000 | 855 | 42.5% |
| | 2 | Town and Fringe | 772 | 38.4% |
| | 3 | Village | 335 | 16.7% |
| | 4 | Hamlet & Isolated Dwelling | 48 | 2.4% |
| | 5 | Refused | 0 | 0.0% |

demogs_status

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 80 | | |
| | Label | Which of the following best describes your current working status? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Working full time - working 30 hours per week or more | 747 | 37.2% |
| | 2 | Working part time - working between 8 and 29 hours per week | 338 | 16.8% |

demogs_status

| | | Value | Count | Percent |
|--|---|----------------------------------------------------------------|-------|---------|
| | 3 | Not working but seeking work or temporarily unemployed or sick | 78 | 3.9% |
| | 4 | Not working and not seeking work/student | 177 | 8.8% |
| | 5 | Retired on a state pension only | 126 | 6.3% |
| | 6 | Retired with a private pension | 389 | 19.4% |
| | 7 | House person, housewife, househusband, etc. | 155 | 7.7% |
| | 8 | Refused | 0 | 0.0% |

demogs_occupation

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 8 1 | | |
| | Label | Do you work in any of the following occupations? | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | A nationalised industry/state corporation | 24 | 1.2% |
| | 2 | Central government or civil service (including Courts service and Bank of England) | 32 | 1.6% |

demogs_occupation

| | Value | Count | Percent |
|----------------|---------------------------------------------------------------------------------------------------------------|-------|---------|
| 3 | Local government or council (including fire services, police and local authority controlled schools/colleges) | 124 | 6.2% |
| 4 | A university, or other grant funded establishment (include opted-out schools) | 34 | 1.7% |
| 5 | A health authority or NHS Trust | 74 | 3.7% |
| 6 | The armed forces | 3 | 0.1% |
| 7 | Other public sector occupation (Please specify as much detail as possible) | 40 | 2.0% |
| 8 | A charity, voluntary organisation or trust | 42 | 2.1% |
| 9 | Self-employed (Private sector) | 169 | 8.4% |
| 10 | None of the above/ I work in the Private sector | 543 | 27.0% |
| 11 | Refused | 0 | 0.0% |
| Missing Values | System | 925 | 46.0% |

demogs_children1

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 82 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - No children aged 18 or under | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 532 | 26.5% |
| | 1 | Yes | 1478 | 73.5% |

demogs_children2

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 83 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged under 5 years old | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1826 | 90.8% |
| | 1 | Yes | 184 | 9.2% |

demogs_children3

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 84 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 5 to 10 years old | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1766 | 87.9% |
| | 1 | Yes | 244 | 12.1% |

demogs_children4

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 85 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 11 to 15 years old | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1827 | 90.9% |
| | 1 | Yes | 183 | 9.1% |

demogs_children5

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 86 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 16 to 18 years old | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 0 | No | 1896 | 94.3% |
| | 1 | Yes | 114 | 5.7% |

demogs_children6

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 87 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Refused | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 0 | No | 1997 | 99.4% |
| | 1 | Yes | 13 | 0.6% |

demogs_itv

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------|-------|---------|
| Standard Attributes | Position | 88 | | |
| | Label | Which of the following ITV regions do you live in? | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Anglia | 224 | 11.1% |
| | 2 | Border | 20 | 1.0% |
| | 3 | Central | 277 | 13.8% |
| | 4 | Granada | 195 | 9.7% |
| | 5 | London | 348 | 17.3% |
| | 6 | Meridian | 205 | 10.2% |
| | 7 | STV | 164 | 8.2% |
| | 8 | Tyne Tees | 89 | 4.4% |
| | 9 | Wales | 105 | 5.2% |
| | 10 | West | 62 | 3.1% |
| | 11 | Westcountry | 124 | 6.2% |
| | 12 | Yorkshire | 196 | 9.8% |
| | 13 | UTV | 1 | 0.0% |
| | 14 | Refused | 0 | 0.0% |

demogs_marital

| | | Value | Count | Percent |
|---------------------|-------------|-------------------|-------|---------|
| Standard Attributes | Position | 89 | | |
| | Label | Marital Status | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Single | 650 | 32.3% |
| | 2 | Married | 749 | 37.3% |
| | 3 | Civil Partnership | 18 | 0.9% |
| | 4 | Co Habiting | 255 | 12.7% |
| | 5 | Widowed | 94 | 4.7% |
| | 6 | Separated | 30 | 1.5% |
| | 7 | Divorced | 188 | 9.4% |
| | 8 | Refused | 26 | 1.3% |

demogs_city

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 90 | | |
| | Label | Which of the following cities do you live in, or nearest to? | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Glasgow | 85 | 4.2% |
| | 2 | Edinburgh | 76 | 3.8% |
| | 3 | Newcastle | 91 | 4.5% |
| | 4 | Leeds | 87 | 4.3% |
| | 5 | Hull | 43 | 2.1% |
| | 6 | Sheffield | 48 | 2.4% |
| | 7 | Manchester | 145 | 7.2% |
| | 8 | Liverpool | 66 | 3.3% |
| | 9 | Nottingham | 90 | 4.5% |
| | 10 | Birmingham | 169 | 8.4% |
| | 11 | Norwich | 96 | 4.8% |
| | 12 | Milton Keynes | 70 | 3.5% |
| | 13 | Brighton | 53 | 2.6% |
| | 14 | Oxford | 23 | 1.1% |
| | 15 | London | 451 | 22.4% |
| | 16 | Southampton | 71 | 3.5% |
| | 17 | Bristol | 89 | 4.4% |
| | 18 | Plymouth | 65 | 3.2% |
| | 19 | Cardiff | 82 | 4.1% |
| | 20 | Belfast | 0 | 0.0% |
| | 21 | Chelmsford | 0 | 0.0% |
| | 22 | Preston | 0 | 0.0% |
| | 23 | Dundee | 0 | 0.0% |
| | 24 | Stoke-on-Trent | 0 | 0.0% |
| | 25 | Swansea | 0 | 0.0% |
| | 26 | None of these | 110 | 5.5% |

demogs_income

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 9 1 | | |
| | Label | What is the combined annual income of your household, prior to tax being deducted? | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Up to 7,000 | 86 | 4.3% |
| | 2 | 7,001 to 14,000 | 281 | 14.0% |
| | 3 | 14,001 to 21,000 | 384 | 19.1% |
| | 4 | 21,001 to 28,000 | 412 | 20.5% |
| | 5 | 28,001 to 34,000 | 288 | 14.3% |
| | 6 | 34,001 to 41,000 | 169 | 8.4% |
| | 7 | 41,001 to 48,000 | 87 | 4.3% |
| | 8 | 48,001 to 55,000 | 54 | 2.7% |
| | 9 | 55,001 to 62,000 | 27 | 1.3% |
| | 10 | 62,001 to 69,000 | 25 | 1.2% |
| | 11 | 69,001 to 76,000 | 10 | 0.5% |
| | 12 | 76,001 to 83,000 | 11 | 0.5% |
| | 13 | 83,001 or more | 23 | 1.1% |
| | 14 | Prefer not to answer | 153 | 7.6% |
| | 15 | Don't know | 0 | 0.0% |

device

| | | Value | Count | Percent |
|---------------------|-------------|-------------|-------|---------|
| Standard Attributes | Position | 92 | | |
| | Label | Device used | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Non Mobile | 973 | 48.4% |
| | 2 | Mobile | 812 | 40.4% |
| | 3 | Tablet | 225 | 11.2% |
| | 4 | Don't know | 0 | 0.0% |

\$demogs_disability

| | | Value | Count | Percent |
|------------------------------|--------------------|---------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Label | Do you have a longstanding physical or mental condition or disability? | | |
| | Type | Multiple Dichotomy Set | | |
| Multiple Response Categories | demogs_disability1 | Do you have a longstanding physical or mental condition or disability? - Yes - mental condition | 206 | 10.2% |
| | demogs_disability2 | Do you have a longstanding physical or mental condition or disability? - Yes - physical condition | 291 | 14.5% |
| | demogs_disability3 | Do you have a longstanding physical or mental condition or disability? - Yes - disability | 160 | 8.0% |

\$demogs_disability

| | Value | Count | Percent |
|---------------------------|--------------------------------------------------------------------------------------|-------|---------|
| demogs_disability4 | Do you have a longstanding physical or mental condition or disability? - Yes - other | 18 | 0.9% |
| demogs_disability5 | Do you have a longstanding physical or mental condition or disability? - No | 1493 | 74.3% |
| demogs_disability6 | Do you have a longstanding physical or mental condition or disability? - Refused | 45 | 2.2% |

\$demogs_children

| | | Value | Count | Percent |
|-------------------------------------|-------------------------|-------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Label | Do you have any children aged 18 or under? If so, how old are they? | | |
| | Type | Multiple Dichotomy Set | | |
| Multiple Response Categories | demogs_children1 | Do you have any children aged 18 or under? If so, how old are they? - No children aged 18 or under | 1478 | 73.5% |
| | demogs_children2 | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged under 5 years old | 184 | 9.2% |

\$demogs_children

| | Value | Count | Percent |
|-------------------------|--------------------------------------------------------------------------------------------------------------|-------|---------|
| demogs_children3 | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 5 to 10 years old | 244 | 12.1% |
| demogs_children4 | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 11 to 15 years old | 183 | 9.1% |
| demogs_children5 | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 16 to 18 years old | 114 | 5.7% |
| demogs_children6 | Do you have any children aged 18 or under? If so, how old are they? - Refused | 13 | 0.6% |

CODEBOOK serial [s] weight [s] q1 [n] q2 [n] q3used [n] timetaken [s] q3_1
a [n] q3_1b [n] q3_1ca
[n] q3_1cb [n] q3_2a [n] q3_2b [n] q4_01 [n] q4_02 [n] q4_03 [n] q4_04
[n] q4_05 [n] q4_06 [n]
q5_01 [n] q5_02 [n] q5_03 [n] q5_04 [n] q5_05 [n] q6_v1a_01 [n] q6_v1a_
02 [n] q6_v1a_03 [n]
q6_v1a_04 [n] q6_v1a_05 [n] q6_v1b_01 [n] q6_v1b_02 [n] q6_v1b_03 [n] q
6_v1b_04 [n] q6_v1b_05 [n]
q6_v1c_01 [n] q6_v1c_02 [n] q6_v1c_03 [n] q6_v1c_04 [n] q6_v1c_05 [n] q
6_v2a_01 [n] q6_v2a_02 [n]
q6_v2a_03 [n] q6_v2a_04 [n] q6_v2a_05 [n] q6_v2b_01 [n] q6_v2b_02 [n] q
6_v2b_03 [n] q6_v2b_04 [n]
q6_v2b_05 [n] q7_01 [n] q7_02 [n] q8 [n] q9 [n] q10 [n] q11_01 [n] q11_
02 [n] q11_03 [n] q11_04 [n]
q11_05 [n] q11_06 [n] demogs_gender [n] demogs_age [n] actual_age [s] d
emogs_seg [n] demogs_region
[n] demogs_influencer [n] demogs_hols [n] demogs_house [n] demogs_educa

```

tion [n] demogs_disability1
    [n] demogs_disability2[n] demogs_disability3[n] demogs_disability4[n]
] demogs_disability5[n]
    demogs_disability6[n] demogs_responsible[n] demogs_cars [n] demogs_et
hnicity [n] demogs_religion
    [n] demogs_town [n] demogs_status [n] demogs_occupation[n] demogs_chil
dren1 [n] demogs_children2
    [n] demogs_children3[n] demogs_children4[n] demogs_children5[n] demo
gs_children6 [n] demogs_itv
    [n] demogs_marital [n] demogs_city [n] demogs_income [n] device [n] $de
mogs_disability
    $demogs_children
/VARINFO POSITION LABEL TYPE FORMAT MEASURE ROLE VALUELABELS MISSING ATTR
IBUTES
/OPTIONS VARORDER=VARLIST SORT=ASCENDING MAXCATS=200
/STATISTICS COUNT PERCENT MEAN STDDEV QUANTILES.

```

Codebook

Notes

| | | |
|-----------------------|-------------------------------------------|-----------------------------------------------------------------------------------------------|
| Output Created | | 19-JUL-2019 17:15:25 |
| Comments | | |
| Input | Data | /Users/nicolewatson/Dr opbox/MRes/Dissertatio n/Data analysis/UCL_Poll.sav |
| | Active Dataset | DataSet1 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 2010 |

Notes

Syntax

CODEBOOK serial [s]
 weight [s] q1 [n] q2 [n]
 q3used [n] timetaken [s]
 q3_1a [n] q3_1b [n]
 q3_1ca
 [n] q3_1cb [n] q3_2a
 [n] q3_2b [n] q4_01 [n]
 q4_02 [n] q4_03 [n]
 q4_04 [n] q4_05 [n]
 q4_06 [n]
 q5_01 [n] q5_02 [n]
 q5_03 [n] q5_04 [n]
 q5_05 [n] q6_v1a_01
 [n] q6_v1a_02 [n]
 q6_v1a_03 [n]
 q6_v1a_04 [n]
 q6_v1a_05 [n]
 q6_v1b_01 [n]
 q6_v1b_02 [n]
 q6_v1b_03 [n]
 q6_v1b_04 [n]
 q6_v1b_05 [n]
 q6_v1c_01 [n]
 q6_v1c_02 [n]
 q6_v1c_03 [n]
 q6_v1c_04 [n]
 q6_v1c_05 [n]
 q6_v2a_01 [n]
 q6_v2a_02 [n]
 q6_v2a_03 [n]
 q6_v2a_04 [n]
 q6_v2a_05 [n]
 q6_v2b_01 [n]
 q6_v2b_02 [n]
 q6_v2b_03 [n]
 q6_v2b_04 [n]
 q6_v2b_05 [n] q7_01
 [n] q7_02 [n] q8 [n] q9
 [n] q10 [n] q11_01 [n]
 q11_02 [n] q11_03 [n]
 q11_04 [n]
 q11_05 [n] q11_06
 [n] demogs_gender [n]
 demogs_age [n]
 actual_age [s]
 demogs_seg [n]
 demogs_region
 [n] demogs_influencer
 [n] demogs_hols [n]
 demogs_house [n]
 demogs_education [n]
 demogs_disability1
 [n]
 demogs_disability2 [n]
 demogs_disability3 [n]
 demogs_disability4 [n]
 demogs_disability5 [n]
 demogs_disability6
 [n] demogs_responsible
 [n] demogs_cars [n]
 demogs_ethnicity [n]
 demogs_religion
 [n] demogs_town [n]
 demogs_status [n]
 demogs_occupation [n]
 demogs_children1 [n]
 demogs_children2
 [n] demogs_children3
 [n] demogs_children4
 [n] demogs_children5
 [n] demogs_children6
 [n] demogs_itv
 [n] demogs_marital
 [n] demogs_city [n]
 demogs_income [n]

Notes

| | | |
|-----------|----------------|-------------|
| Resources | Processor Time | 00:00:00.26 |
| | Elapsed Time | 00:00:00.00 |

serial

| | | Value |
|---------------------------------|--------------------|---------------|
| Standard Attributes | Position | 1 |
| | Label | Serial Number |
| | Type | Numeric |
| | Format | F8 |
| | Measurement | Scale |
| | Role | Input |
| N | Valid | 2010 |
| | Missing | 0 |
| Central Tendency and Dispersion | Mean | 1545.02 |
| | Standard Deviation | 785.887 |
| | Percentile 25 | 868.00 |
| | Percentile 50 | 1568.50 |
| | Percentile 75 | 2183.00 |

weight

| | | Value |
|---------------------------------|--------------------|---------|
| Standard Attributes | Position | 2 |
| | Label | weights |
| | Type | Numeric |
| | Format | F8.2 |
| | Measurement | Scale |
| | Role | Input |
| N | Valid | 2010 |
| | Missing | 0 |
| Central Tendency and Dispersion | Mean | 1.0000 |
| | Standard Deviation | .49391 |
| | Percentile 25 | .6492 |
| | Percentile 50 | .8694 |
| | Percentile 75 | 1.2676 |

q 1

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 3 | | |
| | Label | Q.1 Are you financially responsible or jointly financially responsible for paying the gas and/or electricity bills in your household? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Yes solely financially responsible | 1 151 | 57.3% |
| | 2 | Yes jointly financially responsible | 672 | 33.4% |
| | 3 | No | 187 | 9.3% |
| | 4 | Don't know | 0 | 0.0% |

q2

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 4 | | |
| | Label | Q.2 Please select your current electricity supplier from the list below: | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Atlantic | 3 | 0.1% |
| | 2 | Avro Energy | 21 | 1.0% |
| | 3 | Better Energy | 3 | 0.1% |
| | 4 | Bristol Energy | 7 | 0.3% |
| | 5 | British Gas | 399 | 19.9% |
| | 6 | bulb | 141 | 7.0% |
| | 7 | Co-operative Energy | 25 | 1.2% |
| | 8 | daligas | 0 | 0.0% |
| | 9 | E.ON | 234 | 11.6% |
| | 10 | EBICo | 11 | 0.5% |
| | 11 | ecotricity | 3 | 0.1% |
| | 12 | EDF Energy | 213 | 10.6% |
| | 13 | extraenergy | 0 | 0.0% |
| | 14 | first:utility | 32 | 1.6% |
| | 15 | Flow Energy | 6 | 0.3% |
| | 16 | GB energy supply | 2 | 0.1% |
| | 17 | GnERGY | 4 | 0.2% |
| | 18 | Go Effortless Energy | 0 | 0.0% |
| | 19 | Good Energy | 4 | 0.2% |
| | 20 | green energy uk | 15 | 0.7% |
| | 21 | Green Star Energy | 9 | 0.4% |
| | 22 | IRESA Limited | 0 | 0.0% |
| | 23 | isupplyenergy | 8 | 0.4% |
| | 24 | LoCo2 Energy | 1 | 0.0% |
| | 25 | M&S Energy | 3 | 0.1% |

q2

| | Value | Count | Percent |
|----|--------------------------------------|-------|---------|
| 26 | npower | 109 | 5.4% |
| 27 | Octopus energy | 44 | 2.2% |
| 28 | Oink energy | 0 | 0.0% |
| 29 | Ovo energy | 78 | 3.9% |
| 30 | PFP energy | 3 | 0.1% |
| 31 | Robin Hood Energy | 5 | 0.2% |
| 32 | Sainsbury's Energy | 4 | 0.2% |
| 33 | ScottishPower | 124 | 6.2% |
| 34 | Shell Energy | 62 | 3.1% |
| 35 | So energy | 8 | 0.4% |
| 36 | Spark Energy | 8 | 0.4% |
| 37 | SSE | 93 | 4.6% |
| 38 | SSE Southern Electric | 38 | 1.9% |
| 39 | SSE ScottishHydro | 9 | 0.4% |
| 40 | SSE Swalec | 17 | 0.8% |
| 41 | Telecom Plus (The Utility Warehouse) | 0 | 0.0% |
| 42 | Utilita | 52 | 2.6% |
| 43 | Utility Warehouse | 26 | 1.3% |
| 44 | Zog Energy | 0 | 0.0% |
| 45 | Other | 108 | 5.4% |
| 46 | Don't know | 78 | 3.9% |

q3used

| | | Value | Count | Percent |
|---------------------|-------------|-------------|-------|---------|
| Standard Attributes | Position | 5 | | |
| | Label | Group shown | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | 1 a | 451 | 22.4% |
| | 2 | 1 b | 453 | 22.5% |
| | 3 | 1 ca | 151 | 7.5% |
| | 4 | 1 cb | 149 | 7.4% |
| | 5 | 2 a | 404 | 20.1% |
| | 6 | 2 b | 402 | 20.0% |

timetaken

| | | Value |
|---------------------------------|--------------------|--------------------------|
| Standard Attributes | Position | 6 |
| | Label | Q3. Time taken to answer |
| | Type | Numeric |
| | Format | F8 |
| | Measurement | Scale |
| | Role | Input |
| N | Valid | 2010 |
| | Missing | 0 |
| Central Tendency and Dispersion | Mean | 44.63 |
| | Standard Deviation | 205.217 |
| | Percentile 25 | 17.00 |
| | Percentile 50 | 30.00 |
| | Percentile 75 | 44.00 |

q3_1a

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 | | |
| | Label | Q3.1a Scenario 1a | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Stay with the single- provider service | 206 | 10.2% |
| | 2 | Switch to the combined- provider service | 245 | 12.2% |
| Missing Values | System | | 1559 | 77.6% |

q3_1b

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 8 | | |
| | Label | Q3.1b Scenario 1b | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Stay with the combined- provider service | 384 | 19.1% |
| | 2 | Switch back to the single- provider service | 69 | 3.4% |
| Missing Values | System | | 1557 | 77.5% |

q3_1ca

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------|-------|---------|
| Standard Attributes | Position | 9 | | |
| | Label | Q3.1ca Scenario 1ca | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | The single-provider service | 33 | 1.6% |
| | 2 | The combined-provider service | 118 | 5.9% |
| Missing Values | System | | 1859 | 92.5% |

q3_1cb

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------|-------|---------|
| Standard Attributes | Position | 10 | | |
| | Label | Q3.1cb Scenario 1cb | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | The combined-provider service | 111 | 5.5% |
| | 2 | The single-provider service | 38 | 1.9% |
| Missing Values | System | | 1861 | 92.6% |

q3_2a

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------|-------|---------|
| Standard Attributes | Position | 1 1 | | |
| | Label | Q3.2a Scenario 2a | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Stay with my current supplier | 266 | 13.2% |
| | 2 | Switch to LocalEnergy | 138 | 6.9% |
| Missing Values | System | | 1606 | 79.9% |

q3_2b

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 1 2 | | |
| | Label | Q3.2b Scenario 2b | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Stay with my current tariff | 232 | 11.5% |
| | 2 | Add LocalEnergy's services to my current tariff | 170 | 8.5% |
| Missing Values | System | | 1608 | 80.0% |

q4_01

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 13 | | |
| | Label | Q.4 I chose this answer because of environmental considerations | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 538 | 26.8% |
| | 2 | Agree | 616 | 30.6% |
| | 3 | Neither agree nor disagree | 494 | 24.6% |
| | 4 | Disagree | 158 | 7.9% |
| | 5 | Strongly disagree | 66 | 3.3% |
| | 6 | Don't know | 138 | 6.9% |
| | | | | |

q4_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 14 | | |
| | Label | Q.4 I chose this answer because it was easy to switch | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 274 | 13.6% |
| | 2 | Agree | 757 | 37.7% |
| | 3 | Neither agree nor disagree | 615 | 30.6% |
| | 4 | Disagree | 126 | 6.3% |
| | 5 | Strongly disagree | 44 | 2.2% |
| | 6 | Don't know | 194 | 9.7% |
| | | | | |

q4_03

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 1 5 | | |
| | Label | Q.4 I chose this answer because I was not given enough information about one or both of the options | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 187 | 9.3% |
| | 2 | Agree | 519 | 25.8% |
| | 3 | Neither agree nor disagree | 660 | 32.8% |
| | 4 | Disagree | 385 | 19.2% |
| | 5 | Strongly disagree | 141 | 7.0% |
| | 6 | Don't know | 118 | 5.9% |
| | | | | |

q4_04

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 1 6 | | |
| | Label | Q.4 I chose this answer because I felt it was more reliable | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 223 | 11.1% |
| | 2 | Agree | 659 | 32.8% |
| | 3 | Neither agree nor disagree | 780 | 38.8% |
| | 4 | Disagree | 171 | 8.5% |
| | 5 | Strongly disagree | 39 | 1.9% |
| | 6 | Don't know | 138 | 6.9% |
| | | | | |

q4_05

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 17 | | |
| | Label | Q.4 I chose this answer because I felt it had been recommended to me by my current supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 105 | 5.2% |
| | 2 | Agree | 448 | 22.3% |
| | 3 | Neither agree nor disagree | 406 | 20.2% |
| | 4 | Disagree | 126 | 6.3% |
| | 5 | Strongly disagree | 46 | 2.3% |
| | 6 | Don't know | 879 | 43.7% |
| | | | | |

q4_06

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 18 | | |
| | Label | Q.4 I chose this answer because it was difficult to switch | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 31 | 1.5% |
| | 2 | Agree | 159 | 7.9% |
| | 3 | Neither agree nor disagree | 591 | 29.4% |
| | 4 | Disagree | 615 | 30.6% |
| | 5 | Strongly disagree | 418 | 20.8% |
| | 6 | Don't know | 196 | 9.8% |
| | | | | |

q5_01

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------|-------|---------|
| Standard Attributes | Position | 19 | | |
| | Label | Q.5 I thought very hard about which option to pick | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 162 | 8.1% |
| | 2 | Agree | 799 | 39.8% |
| | 3 | Neither agree nor disagree | 535 | 26.6% |
| | 4 | Disagree | 368 | 18.3% |
| | 5 | Strongly disagree | 91 | 4.5% |
| | 6 | Don't know | 55 | 2.7% |
| | | | | |

q5_02

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------|-------|---------|
| Standard Attributes | Position | 20 | | |
| | Label | Q.5 I was careful about which option I chose | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 286 | 14.2% |
| | 2 | Agree | 1226 | 61.0% |
| | 3 | Neither agree nor disagree | 330 | 16.4% |
| | 4 | Disagree | 97 | 4.8% |
| | 5 | Strongly disagree | 17 | 0.8% |
| | 6 | Don't know | 54 | 2.7% |
| | | | | |

q5_03

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 2 1 | | |
| | Label | Q.5 I didn't pay much attention while I was making this choice | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Strongly agree | 20 | 1.0% |
| | 2 | Agree | 161 | 8.0% |
| | 3 | Neither agree nor disagree | 330 | 16.4% |
| | 4 | Disagree | 910 | 45.3% |
| | 5 | Strongly disagree | 535 | 26.6% |
| | 6 | Don't know | 54 | 2.7% |

q5_04

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------|-------|---------|
| Standard Attributes | Position | 2 2 | | |
| | Label | Q.5 I concentrated a lot while making this choice | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Strongly agree | 222 | 11.0% |
| | 2 | Agree | 997 | 49.6% |
| | 3 | Neither agree nor disagree | 493 | 24.5% |
| | 4 | Disagree | 200 | 10.0% |
| | 5 | Strongly disagree | 44 | 2.2% |
| | 6 | Don't know | 54 | 2.7% |

q5_05

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------|-------|---------|
| Standard Attributes | Position | 23 | | |
| | Label | Q.5 It was difficult for me to make this choice | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Strongly agree | 36 | 1.8% |
| | 2 | Agree | 290 | 14.4% |
| | 3 | Neither agree nor disagree | 486 | 24.2% |
| | 4 | Disagree | 822 | 40.9% |
| | 5 | Strongly disagree | 320 | 15.9% |
| | 6 | Don't know | 56 | 2.8% |
| | | | | |

q6_v1a_01

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 24 | | |
| | Label | Q6.1a If I do nothing, I will be signed up to the combined-provider service | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 64 | 3.2% |
| | 2 | False | 387 | 19.3% |
| | 3 | N/A | 0 | 0.0% |
| | | | | |
| Missing Values | System | | 1559 | 77.6% |

q6_v1a_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 25 | | |
| | Label | Q6.1a On the combined-provider service, if there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 385 | 19.2% |
| | 2 | False | 66 | 3.3% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1559 | 77.6% |

q6_v1a_03

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 26 | | |
| | Label | Q6.1a On the single-provider service, most of my energy will come from my existing supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 337 | 16.8% |
| | 2 | False | 114 | 5.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1559 | 77.6% |

q6_v1a_04

| | | Value | Count | Percent |
|----------------------------|--------------------|-------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 27 | | |
| | Label | Q6.1a On the combined-provider service, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 393 | 19.6% |
| | 2 | False | 58 | 2.9% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1559 | 77.6% |

q6_v1a_05

| | | Value | Count | Percent |
|----------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 28 | | |
| | Label | Q6.1a If I want to switch to the combined - provider service, I have to go online and let my energy supplier know that I want to change | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 345 | 17.2% |
| | 2 | False | 106 | 5.3% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1559 | 77.6% |

q6_v1b_01

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 29 | | |
| | Label | Q6.1b If I do nothing, I will be signed up to the combined-provider service | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 379 | 18.9% |
| | 2 | False | 74 | 3.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1b_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 30 | | |
| | Label | Q6.1b On the combined-provider service, if there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 382 | 19.0% |
| | 2 | False | 71 | 3.5% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1b_03

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 3 1 | | |
| | Label | Q6.1b On the single-provider service, most of my energy will come from my existing supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 341 | 17.0% |
| | 2 | False | 112 | 5.6% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1b_04

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 3 2 | | |
| | Label | Q6.1b On the combined-provider service, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 381 | 19.0% |
| | 2 | False | 72 | 3.6% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1b_05

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 33 | | |
| | Label | Q6.1b If I want to switch back to the single-provider service, I have to go online and let my energy supplier know that I want to change | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 388 | 19.3% |
| | 2 | False | 65 | 3.2% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1557 | 77.5% |

q6_v1c_01

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 34 | | |
| | Label | Q6.1c If I do nothing, I will be signed up to the combined-provider service | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 58 | 2.9% |
| | 2 | False | 242 | 12.0% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v1c_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 35 | | |
| | Label | Q6.1c On the combined-provider service, if there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 261 | 13.0% |
| | 2 | False | 39 | 1.9% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v1c_03

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 36 | | |
| | Label | Q6.1c On the single-provider service, most of my energy will come from my existing supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 245 | 12.2% |
| | 2 | False | 55 | 2.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v1c_04

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 37 | | |
| | Label | Q6.1c On the combined-provider service, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 266 | 13.2% |
| | 2 | False | 34 | 1.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v1c_05

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 38 | | |
| | Label | Q6.1c I have to go online and let my energy supplier know which service I would like to choose | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 232 | 11.5% |
| | 2 | False | 68 | 3.4% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1710 | 85.1% |

q6_v2a_01

| | | Value | Count | Percent |
|----------------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|
| Standard Attributes | Position | 39 | | |
| | Label | Q6.2a If I switch to LocalEnergy and there is not enough locally generated power to cover my needs, LocalEnergy will source any additional energy from the National Grid | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 359 | 17.9% |
| | 2 | False | 45 | 2.2% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2a_02

| | | Value | Count | Percent |
|----------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 4 0 | | |
| | Label | Q6.2a If I switch to LocalEnergy and there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 69 | 3.4% |
| | 2 | False | 335 | 16.7% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2a_03

| | | Value | Count | Percent |
|----------------------------|--------------------|----------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 4 1 | | |
| | Label | Q6.2a If I want to switch, I have to go online and let LocalEnergy know that I am interested in their services | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 317 | 15.8% |
| | 2 | False | 87 | 4.3% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2a_04

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 42 | | |
| | Label | Q6.2a LocalEnergy sources most of their energy from locally produced, renewable sources | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 366 | 18.2% |
| | 2 | False | 38 | 1.9% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2a_05

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 43 | | |
| | Label | Q6.2a If I switch to LocalEnergy, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 322 | 16.0% |
| | 2 | False | 82 | 4.1% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1606 | 79.9% |

q6_v2b_01

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 4 4 | | |
| | Label | Q6.2b If I add on LocalEnergy's services and there is not enough locally generated power to cover my needs, my existing supplier would act as a back-up | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 342 | 17.0% |
| | 2 | False | 60 | 3.0% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1608 | 80.0% |

q6_v2b_02

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 45 | | |
| | Label | Q6.2b If I add on LocalEnergy's services and there is not enough locally generated power to cover my needs, LocalEnergy will source any additional energy from the National Grid | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 143 | 7.1% |
| | 2 | False | 259 | 12.9% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1608 | 80.0% |

q6_v2b_03

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 46 | | |
| | Label | Q6.2b If I want to add on LocalEnergy's services, I have to go online and let my current supplier know that I am interested in LocalEnergy's services | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 250 | 12.4% |
| | 2 | False | 152 | 7.6% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1608 | 80.0% |

q6_v2b_04

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 47 | | |
| | Label | Q6.2b LocalEnergy sources most of their energy from locally produced, renewable sources | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | True | 361 | 18.0% |
| | 2 | False | 41 | 2.0% |
| | 3 | N/A | 0 | 0.0% |
| Missing Values | System | | 1608 | 80.0% |

q6_v2b_05

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 48 | | |
| | Label | Q6.2b If I add on LocalEnergy's services, I will always have enough power to cover my needs | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | True | 324 | 16.1% |
| | 2 | False | 78 | 3.9% |
| | 3 | N/A | 0 | 0.0% |
| | | | | |
| Missing Values | System | | 1608 | 80.0% |

q7_01

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------|-------|---------|
| Standard Attributes | Position | 49 | | |
| | Label | Q.7 I've switched electricity supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | In the last three months | 165 | 8.2% |
| | 2 | In the last 12 months | 372 | 18.5% |
| | 3 | More than 12 months ago | 872 | 43.4% |
| | 4 | Never switched | 444 | 22.1% |
| | 5 | Don't know/not sure | 157 | 7.8% |
| | | | | |

q7_02

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 50 | | |
| | Label | Q.7 I've switched tariff with the same electricity supplier | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | In the last three months | 136 | 6.8% |
| | 2 | In the last 12 months | 392 | 19.5% |
| | 3 | More than 12 months ago | 513 | 25.5% |
| | 4 | Never switched | 635 | 31.6% |
| | 5 | Don't know/not sure | 334 | 16.6% |

q8

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------|-------|---------|
| Standard Attributes | Position | 51 | | |
| | Label | Q.8 Are you currently on a green energy tariff? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Yes | 331 | 16.5% |
| | 2 | No | 925 | 46.0% |
| | 3 | Don't know | 754 | 37.5% |

q 9

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 52 | | |
| | Label | Q.9 Have you moved house or rental property in the last 12 months? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes | 175 | 8.7% |
| | 2 | No | 1818 | 90.4% |
| | 3 | Don't know | 17 | 0.8% |
| | | | | |

q 10

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 53 | | |
| | Label | Q.10 How satisfied are you with your current electricity supplier? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Extremely dissatisfied | 77 | 3.8% |
| | 2 | Somewhat dissatisfied | 163 | 8.1% |
| | 3 | Neither satisfied nor dissatisfied | 540 | 26.9% |
| | 4 | Somewhat satisfied | 784 | 39.0% |
| | 5 | Extremely satisfied | 446 | 22.2% |
| | 6 | Don't know | 0 | 0.0% |
| | | | | |

q11_01

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 54 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú2, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 1238 | 61.6% |
| | 2 | No I would not take this gamble | 772 | 38.4% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_02

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 55 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú3, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 803 | 40.0% |
| | 2 | No I would not take this gamble | 1207 | 60.0% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_03

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 56 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú4, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 317 | 15.8% |
| | 2 | No I would not take this gamble | 1693 | 84.2% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_04

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 57 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú5, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 216 | 10.7% |
| | 2 | No I would not take this gamble | 1794 | 89.3% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_05

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 58 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú6, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 197 | 9.8% |
| | 2 | No I would not take this gamble | 1813 | 90.2% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

q11_06

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 59 | | |
| | Label | Q.11 If the coin turns up heads then you lose ú7, if the coin turns up tails then you win ú6 | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes I would take this gamble | 99 | 4.9% |
| | 2 | No I would not take this gamble | 1911 | 95.1% |
| | 3 | Don't know | 0 | 0.0% |
| | | | | |

demogs_gender

| | | Value | Count | Percent |
|---------------------|-------------|-------------------|-------|---------|
| Standard Attributes | Position | 60 | | |
| | Label | Gender | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Male | 977 | 48.6% |
| | 2 | Female | 1033 | 51.4% |
| | 3 | Prefer not to say | 0 | 0.0% |

demogs_age

| | | Value | Count | Percent |
|---------------------|-------------|---------|-------|---------|
| Standard Attributes | Position | 61 | | |
| | Label | Age | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | 14-17 | 0 | 0.0% |
| | 2 | 18-24 | 238 | 11.8% |
| | 3 | 25-34 | 270 | 13.4% |
| | 4 | 35-44 | 334 | 16.6% |
| | 5 | 45-54 | 357 | 17.8% |
| | 6 | 55-64 | 315 | 15.7% |
| | 7 | 65+ | 496 | 24.7% |
| | 8 | Refused | 0 | 0.0% |

actual_age

| | | Value |
|---------------------------------|--------------------|------------|
| Standard Attributes | Position | 62 |
| | Label | Actual Age |
| | Type | Numeric |
| | Format | F8 |
| | Measurement | Scale |
| | Role | Input |
| N | Valid | 2010 |
| | Missing | 0 |
| Central Tendency and Dispersion | Mean | 48.99 |
| | Standard Deviation | 17.445 |
| | Percentile 25 | 34.00 |
| | Percentile 50 | 49.00 |
| | Percentile 75 | 64.00 |

demogs_seg

| | | Value | Count | Percent |
|---------------------|-------------|--------------|-------|---------|
| Standard Attributes | Position | 63 | | |
| | Label | Social Grade | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | A | 124 | 6.2% |
| | 2 | B | 447 | 22.2% |
| | 3 | C1 | 547 | 27.2% |
| | 4 | C2 | 419 | 20.8% |
| | 5 | D | 245 | 12.2% |
| | 6 | E | 228 | 11.3% |
| | 7 | Refused | 0 | 0.0% |

demogs_region

| | | Value | Count | Percent |
|---------------------|-------------|------------------------|-------|---------|
| Standard Attributes | Position | 64 | | |
| | Label | GO Region | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Scotland | 176 | 8.8% |
| | 2 | North East | 88 | 4.4% |
| | 3 | North West | 205 | 10.2% |
| | 4 | Yorkshire & Humberside | 172 | 8.6% |
| | 5 | West Midlands | 172 | 8.6% |
| | 6 | East Midlands | 151 | 7.5% |
| | 7 | Wales | 109 | 5.4% |
| | 8 | Eastern | 213 | 10.6% |
| | 9 | London | 260 | 12.9% |
| | 10 | South East | 265 | 13.2% |
| | 11 | South West | 199 | 9.9% |
| | 12 | Northern Ireland | 0 | 0.0% |
| | 13 | Refused | 0 | 0.0% |

demogs_influencer

| | | Value | Count | Percent |
|---------------------|-------------|--------------------|-------|---------|
| Standard Attributes | Position | 65 | | |
| | Label | Opinion Influencer | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Yes | 164 | 8.2% |
| | 2 | No | 1846 | 91.8% |

demogs_hols

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 66 | | |
| | Label | Have you taken a foreign holiday in the last 3 years? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Yes | 1206 | 60.0% |
| | 2 | No | 804 | 40.0% |
| | 3 | Refused | 0 | 0.0% |
| | | | | |

demogs_house

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------|-------|---------|
| Standard Attributes | Position | 67 | | |
| | Label | Tenure | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Owned outright - without mortgage | 735 | 36.6% |
| | 2 | Owned with a mortgage or loan | 473 | 23.5% |
| | 3 | Rented from the council | 165 | 8.2% |
| | 4 | Rented from a housing association | 229 | 11.4% |
| | 5 | Rented from someone else | 358 | 17.8% |
| | 6 | Rent free | 50 | 2.5% |
| | 7 | Refused | 0 | 0.0% |
| | | | | |

demogs_education

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 68 | | |
| | Label | What is the highest educational level that you have achieved to date? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | No formal education | 26 | 1.3% |
| | 2 | Primary | 9 | 0.4% |
| | 3 | Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc. | 1122 | 55.8% |
| | 4 | University degree or equivalent professional qualification, NVQ level 4, etc. | 588 | 29.3% |
| | 5 | Higher university degree, doctorate, MBA, NVQ level 5, etc. | 193 | 9.6% |
| | 6 | Still in full time education | 51 | 2.5% |
| | 7 | Don't know | 3 | 0.1% |
| | 8 | Refused | 18 | 0.9% |

demogs_disability1

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 69 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Yes - mental condition | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1804 | 89.8% |
| | 1 | Yes | 206 | 10.2% |

demogs_disability2

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 70 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Yes - physical condition | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1719 | 85.5% |
| | 1 | Yes | 291 | 14.5% |

demogs_disability3

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 1 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Yes - disability | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1850 | 92.0% |
| | 1 | Yes | 160 | 8.0% |

demogs_disability4

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 2 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Yes - other | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1992 | 99.1% |
| | 1 | Yes | 18 | 0.9% |

demogs_disability5

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 3 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - No | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 517 | 25.7% |
| | 1 | Yes | 1493 | 74.3% |

demogs_disability6

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 4 | | |
| | Label | Do you have a longstanding physical or mental condition or disability? - Refused | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1965 | 97.8% |
| | 1 | Yes | 45 | 2.2% |

demogs_responsible

| | | Value | Count | Percent |
|---------------------|-------------|-----------------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 5 | | |
| | Label | Are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Yes - responsible for half or more of the items bought | 1810 | 90.0% |
| | 2 | No - not responsible for most of the items bought | 200 | 10.0% |
| | 3 | Refused | 0 | 0.0% |

demogs_cars

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------|-------|---------|
| Standard Attributes | Position | 7 6 | | |
| | Label | How many cars are there in your household? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | No cars in the household | 420 | 20.9% |
| | 2 | 1 | 1068 | 53.1% |
| | 3 | 2 | 404 | 20.1% |
| | 4 | 3 + | 118 | 5.9% |
| | 5 | Refused | 0 | 0.0% |

demogs_ethnicity

| | | Value | Count | Percent |
|---------------------|-------------|---------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 77 | | |
| | Label | To which of the following ethnic groups do you consider you belong? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | White | 1835 | 91.3% |
| | 2 | Mixed | 35 | 1.7% |
| | 3 | Asian | 61 | 3.0% |
| | 4 | Black | 38 | 1.9% |
| | 5 | Chinese | 9 | 0.4% |
| | 6 | Other ethnic group | 6 | 0.3% |
| | 7 | Refused | 26 | 1.3% |

demogs_religion

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 78 | | |
| | Label | To which of the following religious groups do you consider yourself to be a member of? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Christian | 891 | 44.3% |
| | 2 | Muslim | 47 | 2.3% |
| | 3 | Hindu | 7 | 0.3% |
| | 4 | Jewish | 16 | 0.8% |
| | 5 | Sikh | 4 | 0.2% |
| | 6 | Buddhist | 15 | 0.7% |
| | 7 | Other | 42 | 2.1% |
| | 8 | None | 947 | 47.1% |
| | 9 | Refused | 41 | 2.0% |

demogs_town

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 79 | | |
| | Label | Which of the following best describes where you live? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Urban - Population over 10,000 | 855 | 42.5% |
| | 2 | Town and Fringe | 772 | 38.4% |
| | 3 | Village | 335 | 16.7% |
| | 4 | Hamlet & Isolated Dwelling | 48 | 2.4% |
| | 5 | Refused | 0 | 0.0% |

demogs_status

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 80 | | |
| | Label | Which of the following best describes your current working status? | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Working full time - working 30 hours per week or more | 747 | 37.2% |
| | 2 | Working part time - working between 8 and 29 hours per week | 338 | 16.8% |

demogs_status

| | | Value | Count | Percent |
|--|---|----------------------------------------------------------------|-------|---------|
| | 3 | Not working but seeking work or temporarily unemployed or sick | 78 | 3.9% |
| | 4 | Not working and not seeking work/student | 177 | 8.8% |
| | 5 | Retired on a state pension only | 126 | 6.3% |
| | 6 | Retired with a private pension | 389 | 19.4% |
| | 7 | House person, housewife, househusband, etc. | 155 | 7.7% |
| | 8 | Refused | 0 | 0.0% |

demogs_occupation

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 8 1 | | |
| | Label | Do you work in any of the following occupations? | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | A nationalised industry/state corporation | 24 | 1.2% |
| | 2 | Central government or civil service (including Courts service and Bank of England) | 32 | 1.6% |

demogs_occupation

| | Value | Count | Percent |
|----------------|---------------------------------------------------------------------------------------------------------------|-------|---------|
| 3 | Local government or council (including fire services, police and local authority controlled schools/colleges) | 124 | 6.2% |
| 4 | A university, or other grant funded establishment (include opted-out schools) | 34 | 1.7% |
| 5 | A health authority or NHS Trust | 74 | 3.7% |
| 6 | The armed forces | 3 | 0.1% |
| 7 | Other public sector occupation (Please specify as much detail as possible) | 40 | 2.0% |
| 8 | A charity, voluntary organisation or trust | 42 | 2.1% |
| 9 | Self-employed (Private sector) | 169 | 8.4% |
| 10 | None of the above/ I work in the Private sector | 543 | 27.0% |
| 11 | Refused | 0 | 0.0% |
| Missing Values | System | 925 | 46.0% |

demogs_children1

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 82 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - No children aged 18 or under | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 532 | 26.5% |
| | 1 | Yes | 1478 | 73.5% |

demogs_children2

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 83 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged under 5 years old | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1826 | 90.8% |
| | 1 | Yes | 184 | 9.2% |

demogs_children3

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 84 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 5 to 10 years old | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1766 | 87.9% |
| | 1 | Yes | 244 | 12.1% |

demogs_children4

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 85 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 11 to 15 years old | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 0 | No | 1827 | 90.9% |
| | 1 | Yes | 183 | 9.1% |

demogs_children5

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 86 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 16 to 18 years old | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 0 | No | 1896 | 94.3% |
| | 1 | Yes | 114 | 5.7% |

demogs_children6

| | | Value | Count | Percent |
|---------------------|-------------|-------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 87 | | |
| | Label | Do you have any children aged 18 or under? If so, how old are they? - Refused | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 0 | No | 1997 | 99.4% |
| | 1 | Yes | 13 | 0.6% |

demogs_itv

| | | Value | Count | Percent |
|---------------------|-------------|----------------------------------------------------|-------|---------|
| Standard Attributes | Position | 88 | | |
| | Label | Which of the following ITV regions do you live in? | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Anglia | 224 | 11.1% |
| | 2 | Border | 20 | 1.0% |
| | 3 | Central | 277 | 13.8% |
| | 4 | Granada | 195 | 9.7% |
| | 5 | London | 348 | 17.3% |
| | 6 | Meridian | 205 | 10.2% |
| | 7 | STV | 164 | 8.2% |
| | 8 | Tyne Tees | 89 | 4.4% |
| | 9 | Wales | 105 | 5.2% |
| | 10 | West | 62 | 3.1% |
| | 11 | Westcountry | 124 | 6.2% |
| | 12 | Yorkshire | 196 | 9.8% |
| | 13 | UTV | 1 | 0.0% |
| | 14 | Refused | 0 | 0.0% |

demogs_marital

| | | Value | Count | Percent |
|---------------------|-------------|-------------------|-------|---------|
| Standard Attributes | Position | 89 | | |
| | Label | Marital Status | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| | | | | |
| Valid Values | 1 | Single | 650 | 32.3% |
| | 2 | Married | 749 | 37.3% |
| | 3 | Civil Partnership | 18 | 0.9% |
| | 4 | Co Habiting | 255 | 12.7% |
| | 5 | Widowed | 94 | 4.7% |
| | 6 | Separated | 30 | 1.5% |
| | 7 | Divorced | 188 | 9.4% |
| | 8 | Refused | 26 | 1.3% |

demogs_city

| | | Value | Count | Percent |
|---------------------|-------------|--------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 90 | | |
| | Label | Which of the following cities do you live in, or nearest to? | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Glasgow | 85 | 4.2% |
| | 2 | Edinburgh | 76 | 3.8% |
| | 3 | Newcastle | 91 | 4.5% |
| | 4 | Leeds | 87 | 4.3% |
| | 5 | Hull | 43 | 2.1% |
| | 6 | Sheffield | 48 | 2.4% |
| | 7 | Manchester | 145 | 7.2% |
| | 8 | Liverpool | 66 | 3.3% |
| | 9 | Nottingham | 90 | 4.5% |
| | 10 | Birmingham | 169 | 8.4% |
| | 11 | Norwich | 96 | 4.8% |
| | 12 | Milton Keynes | 70 | 3.5% |
| | 13 | Brighton | 53 | 2.6% |
| | 14 | Oxford | 23 | 1.1% |
| | 15 | London | 451 | 22.4% |
| | 16 | Southampton | 71 | 3.5% |
| | 17 | Bristol | 89 | 4.4% |
| | 18 | Plymouth | 65 | 3.2% |
| | 19 | Cardiff | 82 | 4.1% |
| | 20 | Belfast | 0 | 0.0% |
| | 21 | Chelmsford | 0 | 0.0% |
| | 22 | Preston | 0 | 0.0% |
| | 23 | Dundee | 0 | 0.0% |
| | 24 | Stoke-on-Trent | 0 | 0.0% |
| | 25 | Swansea | 0 | 0.0% |
| | 26 | None of these | 110 | 5.5% |

demogs_income

| | | Value | Count | Percent |
|---------------------|-------------|------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Position | 9 1 | | |
| | Label | What is the combined annual income of your household, prior to tax being deducted? | | |
| | Type | Numeric | | |
| | Format | F2 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Up to 7,000 | 86 | 4.3% |
| | 2 | 7,001 to 14,000 | 281 | 14.0% |
| | 3 | 14,001 to 21,000 | 384 | 19.1% |
| | 4 | 21,001 to 28,000 | 412 | 20.5% |
| | 5 | 28,001 to 34,000 | 288 | 14.3% |
| | 6 | 34,001 to 41,000 | 169 | 8.4% |
| | 7 | 41,001 to 48,000 | 87 | 4.3% |
| | 8 | 48,001 to 55,000 | 54 | 2.7% |
| | 9 | 55,001 to 62,000 | 27 | 1.3% |
| | 10 | 62,001 to 69,000 | 25 | 1.2% |
| | 11 | 69,001 to 76,000 | 10 | 0.5% |
| | 12 | 76,001 to 83,000 | 11 | 0.5% |
| | 13 | 83,001 or more | 23 | 1.1% |
| | 14 | Prefer not to answer | 153 | 7.6% |
| | 15 | Don't know | 0 | 0.0% |

device

| | | Value | Count | Percent |
|---------------------|-------------|-------------|-------|---------|
| Standard Attributes | Position | 92 | | |
| | Label | Device used | | |
| | Type | Numeric | | |
| | Format | F1 | | |
| | Measurement | Nominal | | |
| | Role | Input | | |
| Valid Values | 1 | Non Mobile | 973 | 48.4% |
| | 2 | Mobile | 812 | 40.4% |
| | 3 | Tablet | 225 | 11.2% |
| | 4 | Don't know | 0 | 0.0% |

\$demogs_disability

| | | Value | Count | Percent |
|------------------------------|--------------------|---------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Label | Do you have a longstanding physical or mental condition or disability? | | |
| | Type | Multiple Dichotomy Set | | |
| Multiple Response Categories | demogs_disability1 | Do you have a longstanding physical or mental condition or disability? - Yes - mental condition | 206 | 10.2% |
| | demogs_disability2 | Do you have a longstanding physical or mental condition or disability? - Yes - physical condition | 291 | 14.5% |
| | demogs_disability3 | Do you have a longstanding physical or mental condition or disability? - Yes - disability | 160 | 8.0% |

\$demogs_disability

| | Value | Count | Percent |
|--|--------------------|--------------------------------------------------------------------------------------|-----------|
| | demogs_disability4 | Do you have a longstanding physical or mental condition or disability? - Yes - other | 180.9% |
| | demogs_disability5 | Do you have a longstanding physical or mental condition or disability? - No | 149374.3% |
| | demogs_disability6 | Do you have a longstanding physical or mental condition or disability? - Refused | 452.2% |

\$demogs_children

| | | Value | Count | Percent |
|------------------------------|------------------|-------------------------------------------------------------------------------------------------------------|-------|---------|
| Standard Attributes | Label | Do you have any children aged 18 or under? If so, how old are they? | | |
| | Type | Multiple Dichotomy Set | | |
| Multiple Response Categories | demogs_children1 | Do you have any children aged 18 or under? If so, how old are they? - No children aged 18 or under | 1478 | 73.5% |
| | demogs_children2 | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged under 5 years old | 184 | 9.2% |

\$demogs_children

| | Value | Count | Percent |
|------------------|--------------------------------------------------------------------------------------------------------------|-------|---------|
| demogs_children3 | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 5 to 10 years old | 244 | 12.1% |
| demogs_children4 | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 11 to 15 years old | 183 | 9.1% |
| demogs_children5 | Do you have any children aged 18 or under? If so, how old are they? - Yes - children aged 16 to 18 years old | 114 | 5.7% |
| demogs_children6 | Do you have any children aged 18 or under? If so, how old are they? - Refused | 13 | 0.6% |