

PUBLIC PERCEPTION OF THE ENERGY CRISIS

Ipsos MORI - Omnibus Poll

October 2021

16%

1 in 6 people say their household has been affected by the closure of an energy supplier that has gone out of business because of the energy crisis.

As you might have heard, there is a global shortage of gas that has caused an increase in wholesale energy prices. Because of issues connected with the energy market, some energy suppliers have already closed down. Suppliers include People's Energy, Utility Point, PFP Energy, MoneyPlus Energy, Avro Energy and Green Energy.

Q.6 Has your household been affected by the closure of any of these energy suppliers?

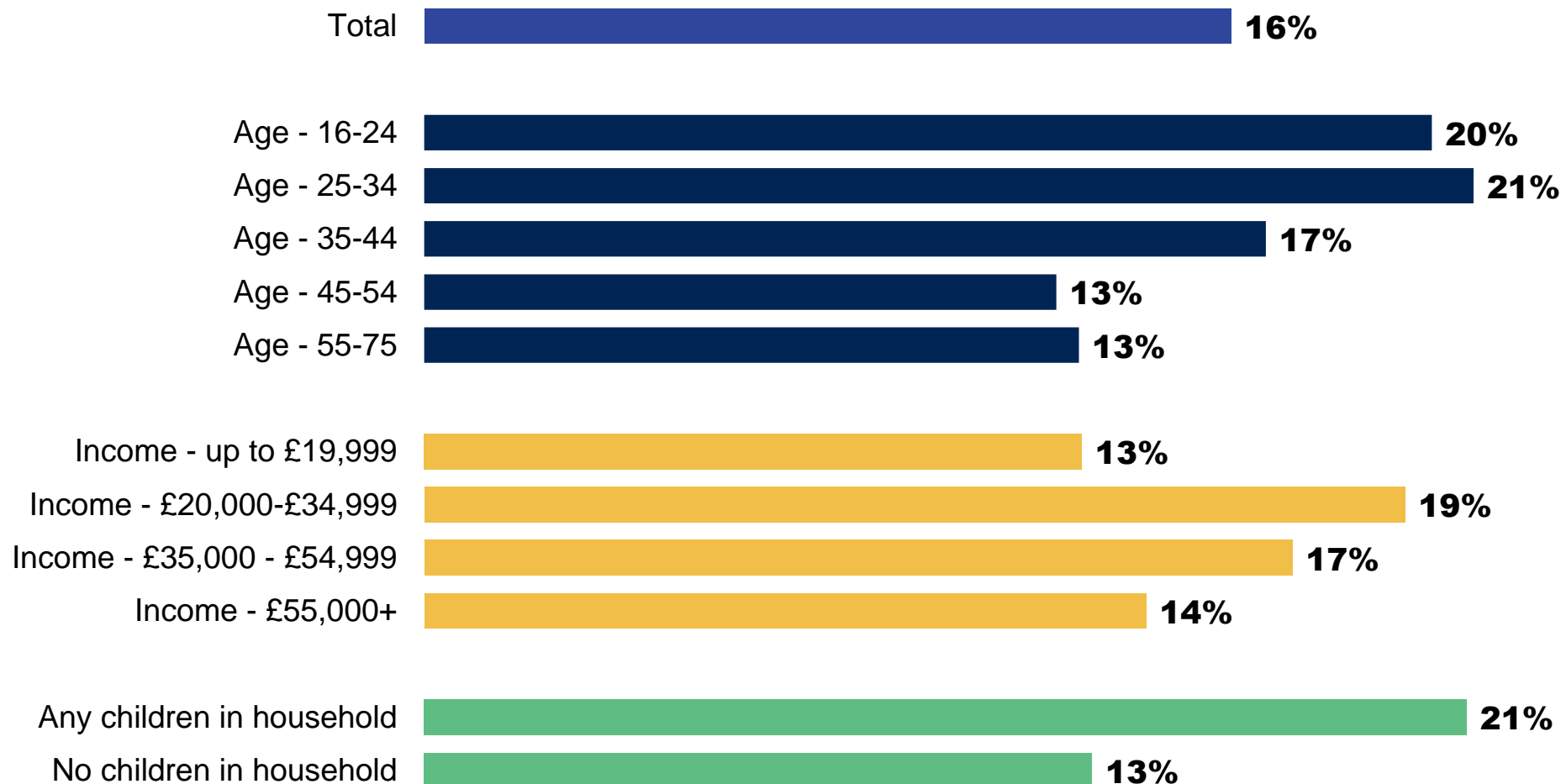
Base: All Adults aged 16-75 in United Kingdom (2,100)

Image credit: Matthew Feeney on unsplash.com



**SORRY
WE ARE NOW
CLOSED**

Younger people, middle-income households and households with children are more likely than average to say they have been affected



These groups were all more likely to say they had switched energy provider in the past 12 months (source: Ipsos MORI Ofgem Consumer Survey)

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Weighted base: All Adults aged 16-75 in United Kingdom: (2,100)

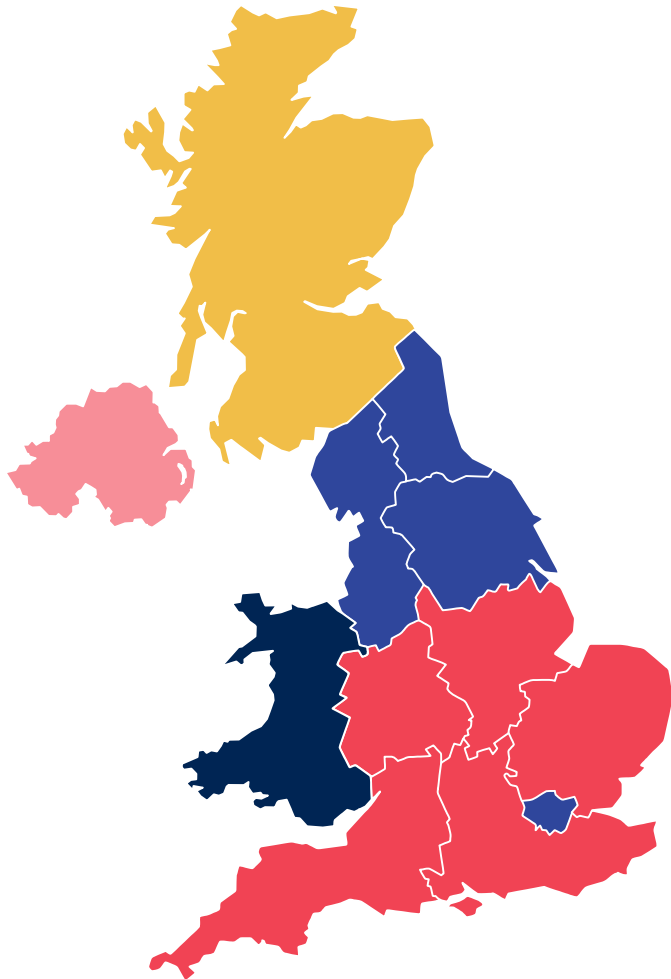
[Ipsos MORI Ofgem Consumer Survey](#)

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People in Wales, London and the North of England were also more likely to say they had been affected by suppliers going out of business



Region	% affected
■ Wales	23%
■ Greater London	20%
■ North of England	20%
■ Midlands	14%
■ South of England	14%
■ Northern Ireland*	13%
■ Scotland	7%

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Weighted base: All Adults aged 16-75 in United Kingdom: (2,100), base sizes vary by region. *Caution low base in Northern Ireland (52)

71%

Most of those worried about potential future price rises and affected by the closure of their energy supplier said they had looked in to switching or were planning to (e.g. using a price comparison website).

Q.5 Which of the following actions, if any, have you taken or are you planning to take as a result?

Look in to switching energy supplier (e.g. look on price comparison website)

Base: All Adults aged 16-75 in United Kingdom who are worried that the price their household pays for home energy will go up and who had been affected by closure of their energy supplier (294)

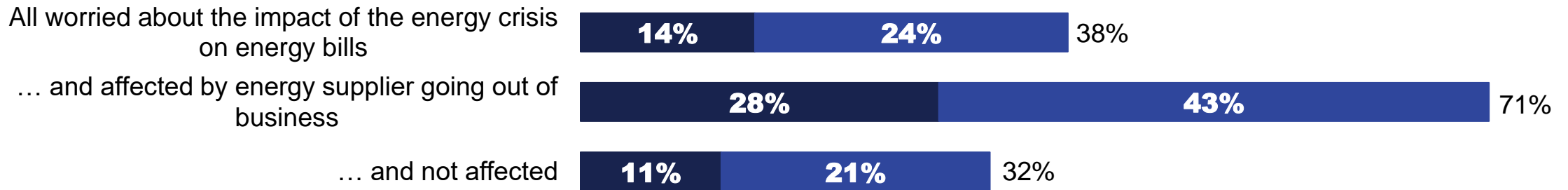
Image credit: Vladislav Bychkov on unsplash.com



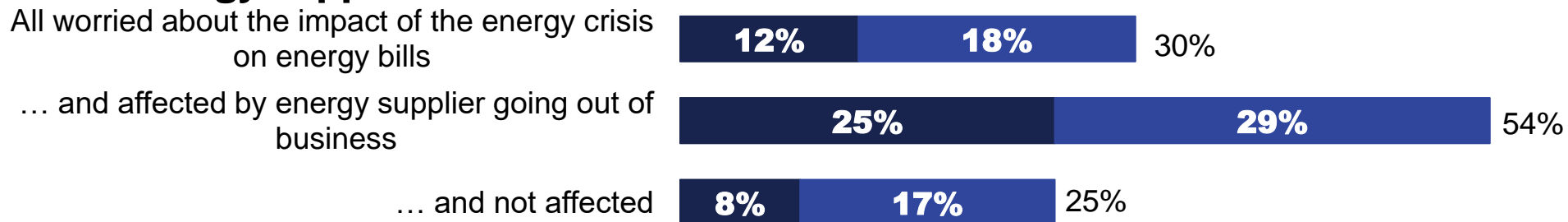
Unsurprisingly those affected by energy supplier closures were more likely than average to have taken action as a result, but between a quarter and a third of those not affected were planning to take action around supplier switching

■ I have already done this ■ I am planning to do this

Look into switching energy supplier (e.g. look on price comparison website)

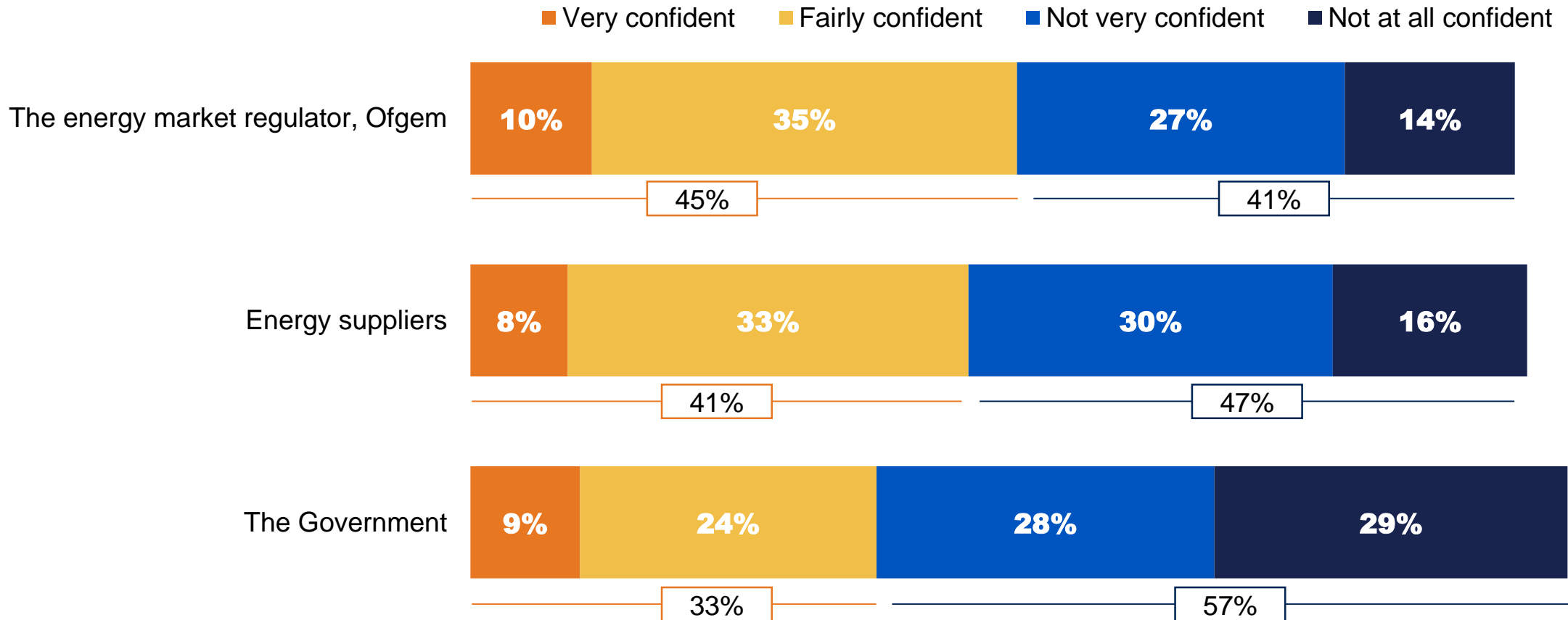


Contact energy supplier



Q.5 Which of the following actions, if any, have you taken or are you planning to take as a result? Look in to switching energy supplier (e.g. look on price comparison website)
Base: All Adults aged 16-75 in United Kingdom worried about the impact of the energy crisis on their energy bills (1,764), all affected by closure of their energy supplier (294), all not affected (1,384)

Almost half (45%) said they felt confident that the energy market regulator, Ofgem, would take the steps necessary to deal with the energy market, but fewer (33%) said this about the Government.



Q.7 Thinking generally, how confident do you feel that each of these organisations will take the steps necessary to deal with the issues connected with the energy market?

Weighted base: All Adults aged 16-75 in United Kingdom: (2,100)

Technical notes

- The research was carried out by Ipsos MORI.
- Ipsos MORI interviewed a representative quota sample of 2,100 adults aged 16-75 in United Kingdom using its online i:omnibus between 24th and 25th September 2021.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of United Kingdom.
- All surveys are subject to a range of potential sources of error.
- For more information please contact the team at <https://www.ipsosomnibussurveys.com/>

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For more information

Federica Curcurú
Research Manager
Federica.curcuru@ipsos.com

<https://www.ipsosomnibussurveys.com>