



The **Big Energy Switch** Survey

Executive Summary

The Big Energy Switch post-campaign survey was answered by almost 7000 Irish households and demonstrates the impact that the campaign had across the entire Irish Electricity market.

An impressive 54% of respondents took an action that resulted in a better deal as a result of the campaign.

These people either switched to a discounted Bord Gais Energy Electricity Offer, got a better deal from their existing Electricity provider, or switched to another provider altogether.

Of those who got a better deal out of their existing provider by joining the campaign, 56% were getting no discount previously and 72% were getting 5% discount or less. But now, 69% of this group are getting more than 5% discount.

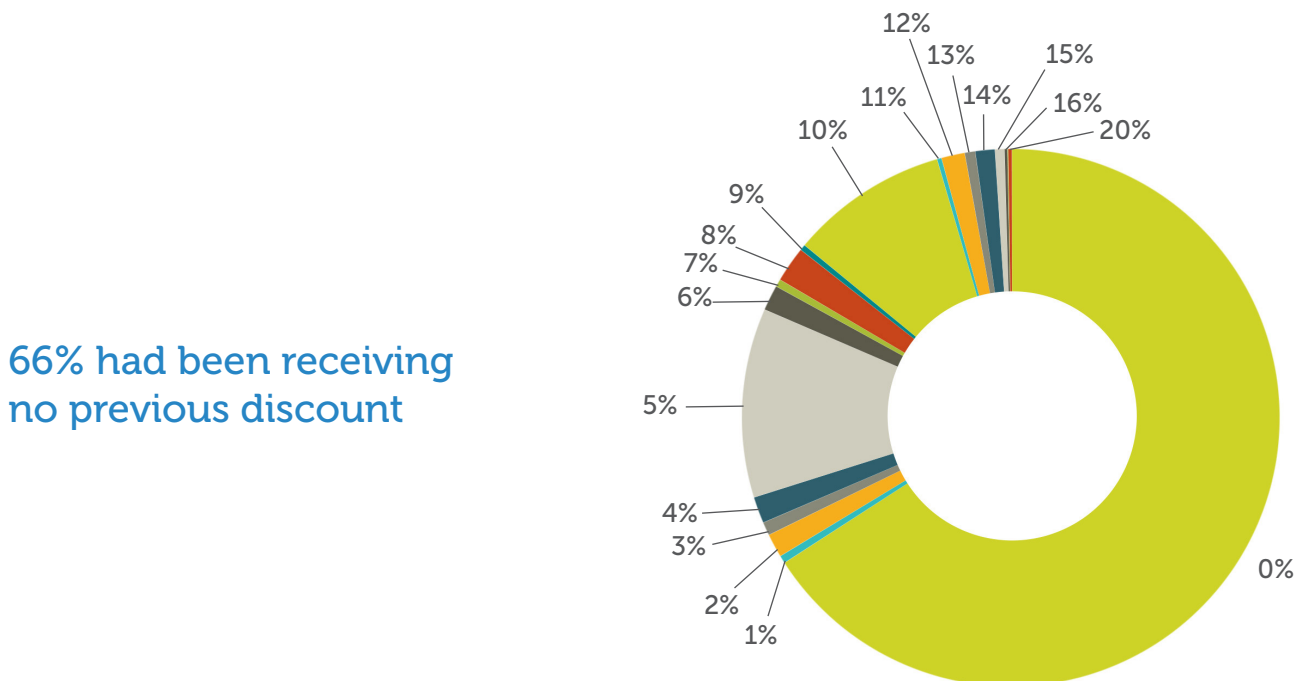
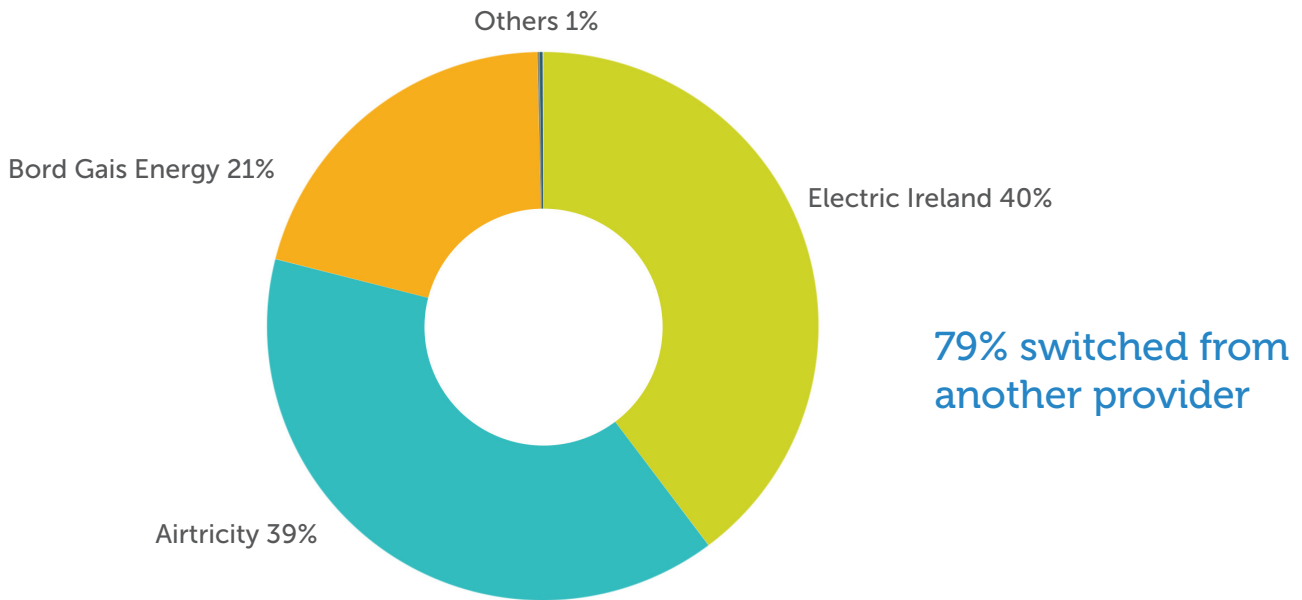
Of those who switched to another provider altogether, 59% were getting no discount previously, and 93% are now getting 10% discount or more.

And of those who did nothing, 1 in 4 “just didn’t get around to it” or missed the deadline, suggesting there are more households who may yet switch and save.

The campaign has also proven that switching Electricity does not need to be difficult. A stunning 77% of respondents said they completed the switching process online in 5 minutes or less.

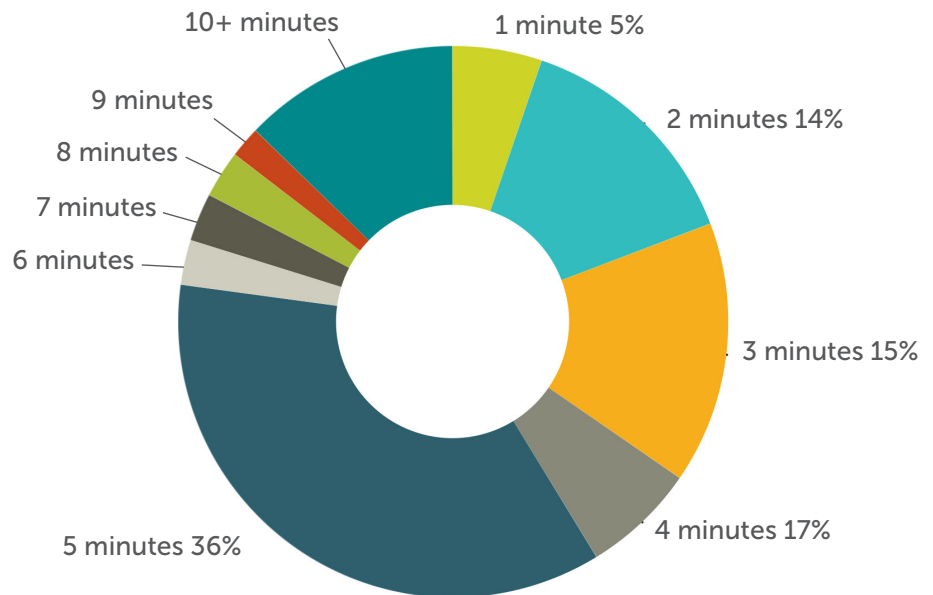
We also asked campaign registrants what they wanted us to campaign on next, and 38% wanted to see a Big Health Insurance Switch, followed by 17% each for the other energy bills: gas and oil.

Of those who took the Big Energy Switch Offer:

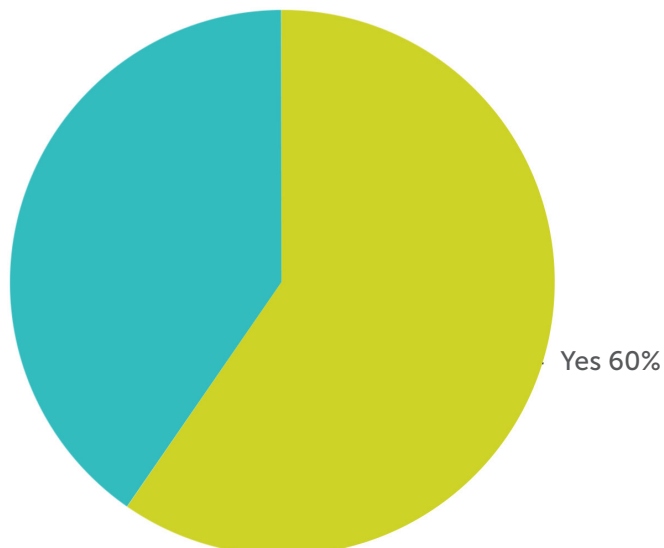




77% switched in 5 minutes or less

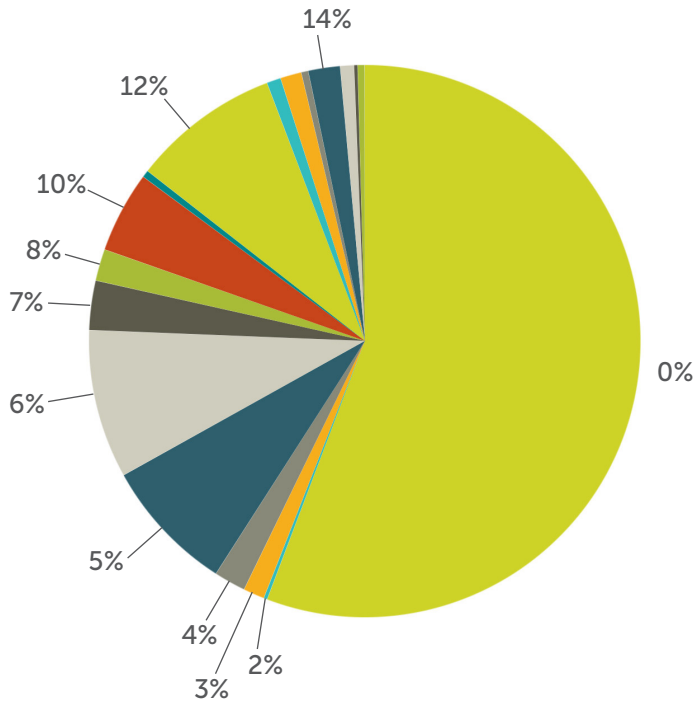


No 40%



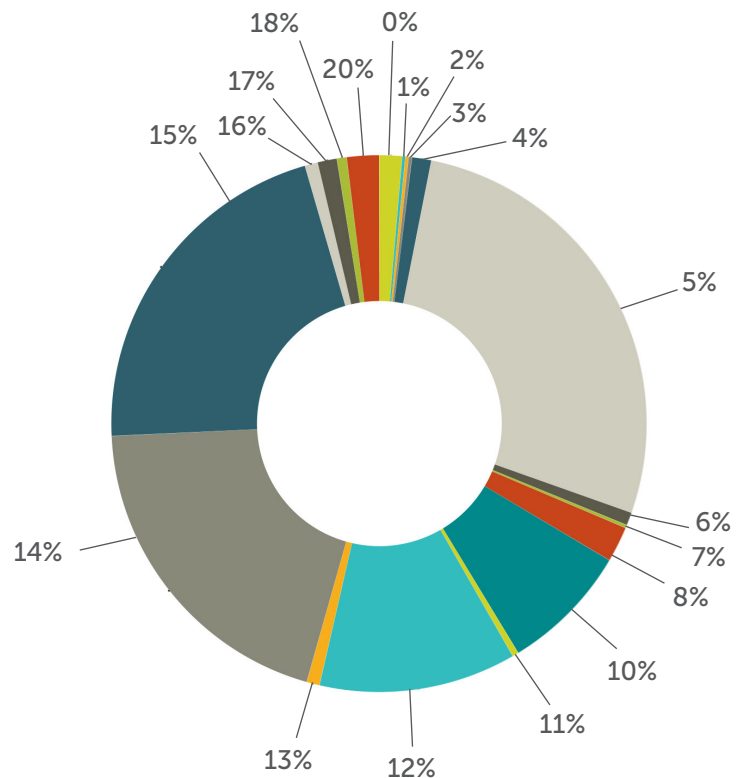
60% used the savings calculator on the One Big Switch website

Of those who got a better deal from their existing electricity provider:

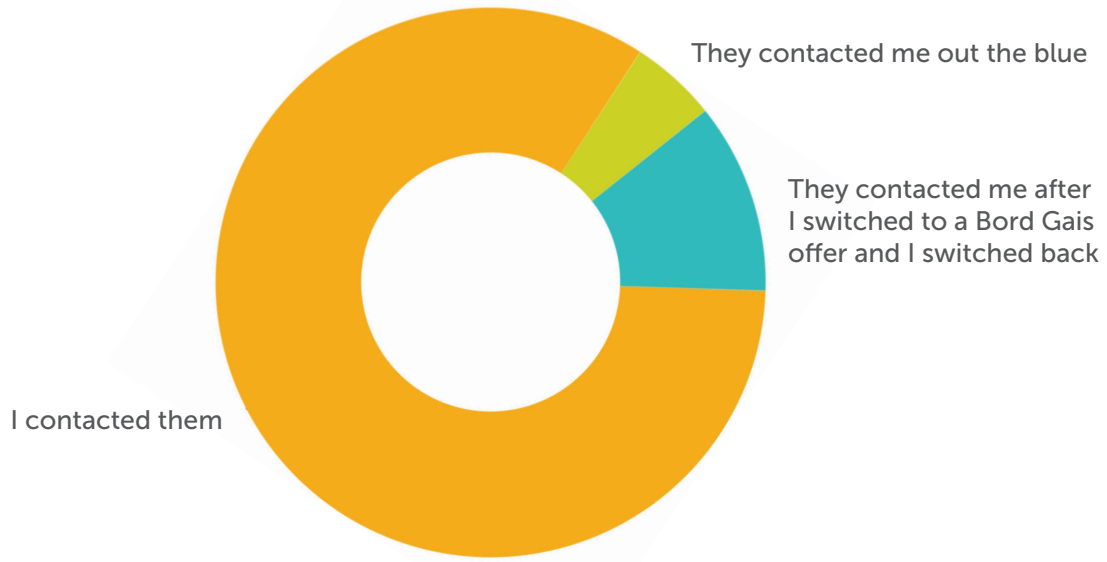


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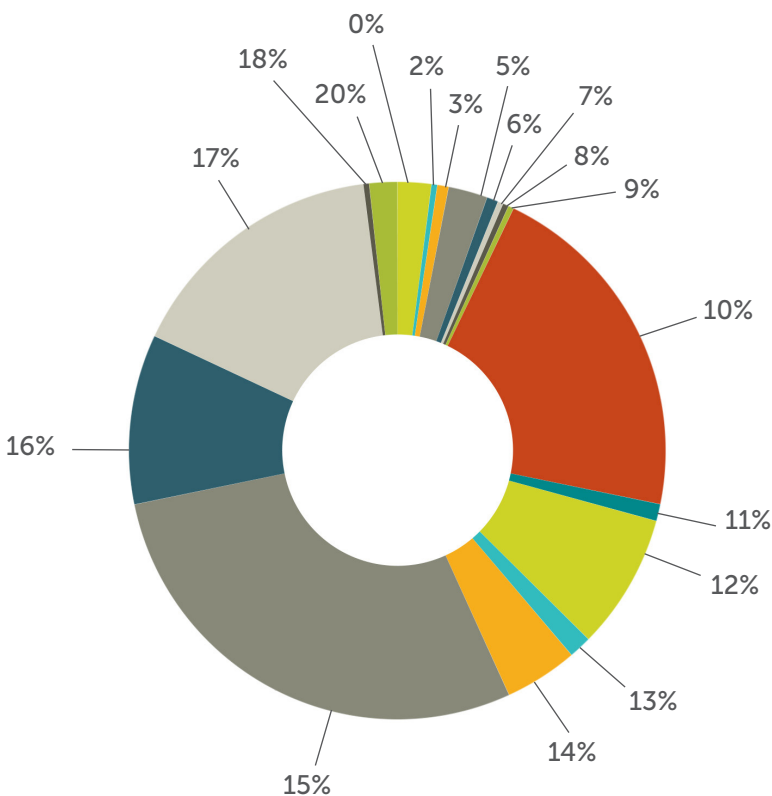
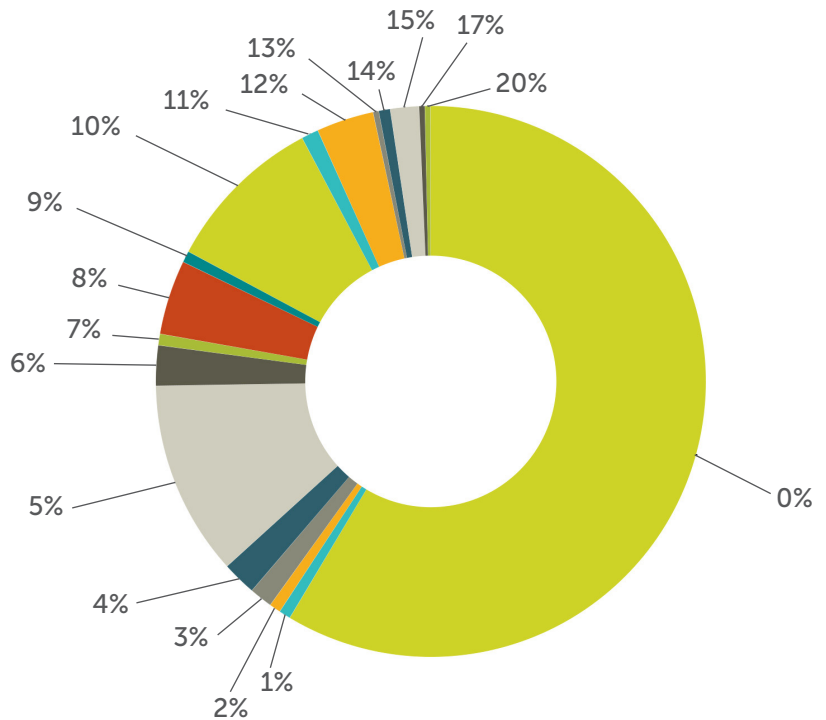


84% got a better deal by contacting their provider



Of those who switched to a different electricity provider:

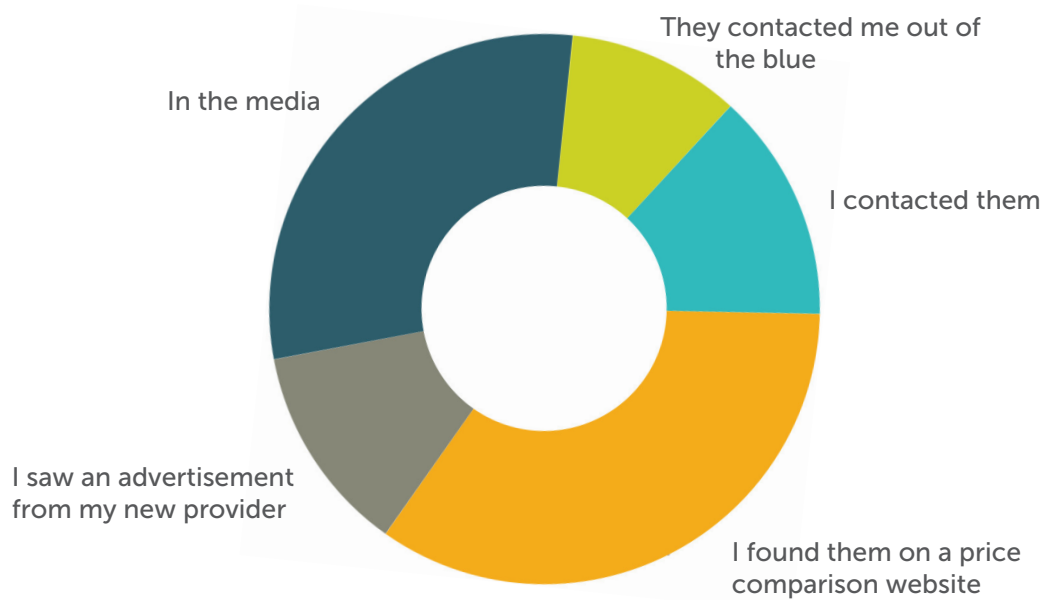
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93% are now getting 10% discount or more



90% got their new discount by taking an action



What Next?

Of all those who answered the survey 38% wanted to see a Big Health Insurance Switch next.

