

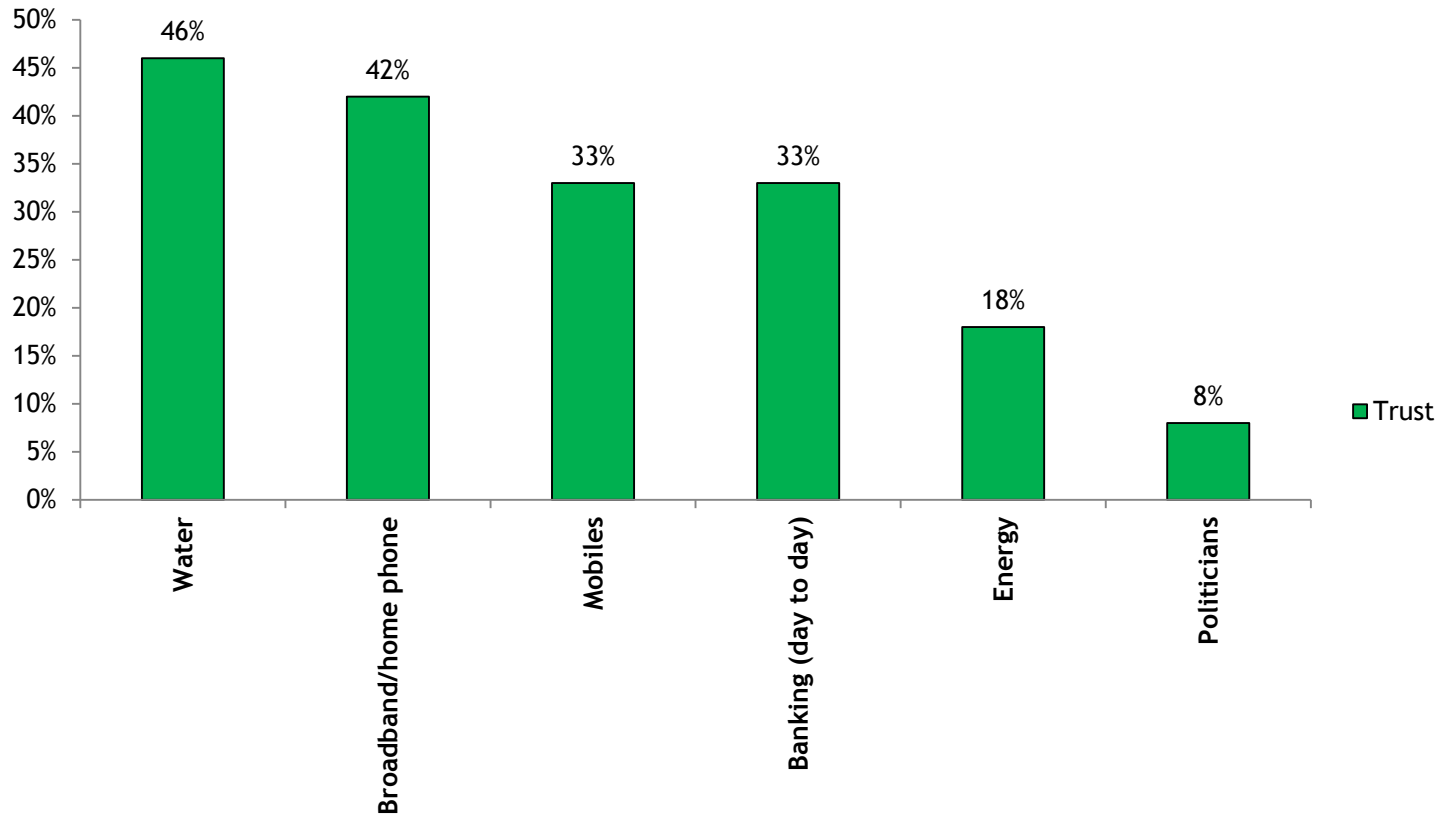
Which?

Energy Prices - Transparency and Competition

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Director of Policy

Consumer trust in energy

The proportion of consumers who trust each of the following sectors to act in their best interest



Simple energy prices

A Which? investigation showed that just 1 in 10 people could identify the cheapest deal when presented with traditional tariffs

Southern Electric
'Standard Energy' electricity
Standing charge: 18.21 p/day
Unit rate: 11.94 p/kWh
Rates include direct debit discount and VAT.

Mr Smith uses 2,100 kWh of electricity a year. He pays by fixed monthly direct debit. Which is the cheapest deal for him?

npower
'Standard' electricity
First 728 kWh per year: 18.092 p/kWh incl. VAT
Additional kWh: 14.375 p/kWh incl. VAT
Direct Debit discount: 642 incl. VAT if paid by direct debit continuously for 12 months.

SCOTTISHPOWER
'Standard Domestic' tariff with no standing charge
First 225 kWh per quarter: 24.081 p/kWh
Additional kWh: 11.400 p/kWh
Rates include direct debit discount and VAT.

British Gas
'Clear and Simple' electricity
Standing charge: 17.575 p/day
Unit rate: 11.744 p/kWh
Rates include direct debit discount and VAT.

edf
'Standard' electricity
Standing charge: 14.00 p/day excl. VAT
Unit rate: 12.71 p/kWh excl. VAT
The monthly Direct Debit discount is 6% off your electricity bill which is credited quarterly and calculated prior to any other discounts and VAT being applied. VAT charged at 5%.

e.on
'Energy Plan' electricity
Normal units first 900 kWh per year: 24.675 p/kWh incl. VAT
Normal units: 12.075 p/kWh incl. VAT
Direct debit discount: 6%

CAN YOU PICK THE CHEAPEST ENERGY TARIFF?
In our recent survey just 8% of people we asked could pick out the cheapest energy tariff from those shown on this page. Which would you choose?

All tariff details correct according to the information on the suppliers' websites on 10 July 2012 for their standard electricity tariff and for a London postcode

Simple energy prices

When we displayed energy prices as simply as petrol prices, 9 in 10 people were able to identify the cheapest deal.

