

Price Comparison Sites FINAL

Table 1

Q.1A Have you ever used any PCS?

Base : All (excluding Null/DKs)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	1001	809 81%	656 66%	153 15%	192 19%	728 73%	81* 8%*	443 44%	140 14%	170 17%	232 23%	707 71%	388 39%	281 28%	113 11%	490 49%	511 51%	292 29%	193 19%	296 30%	220 22%	545 54%	456 46%
Yes - to compare products or services but did not always purchase through a PCS	656 66%	656 81% cdt 100%zc	656 100% 100%zac	-	-	583 80% 89%z	73 90% 11%ze	373 84% 57%zh	96 69% 15%	147 86% 22%z	173 75% 26%zl	451 64% 69%	315 81% 48%z	218 78% 33%z	88 78% 13%z	316 64% 48%	340 67% 52%	181 62% 28%	141 73% 21%zoq	189 64% 29%	145 66% 22%	376 69% 57%zt	280 61% 43%
Yes - to compare and to purchase a product or service through a PCS	153 15%	153 19% bd 100%zb	-	153 100% 100%zab	-	145 20% 95%zf	8 10% 5%	70 16% 46%	44 31% 29%zg	23 14% 15%	40 17% 26%	106 15% 69%	73 19% 48%z	63 22% 41%z	25 22% 16%z	69 14% 45%	84 16% 55%	43 15% 28%	32 17% 21%	50 17% 33%	28 13% 18%	84 15% 55%	69 15% 45%
No	192 19%	-	-	-	192 100% 100%z	-	-	-	-	-	19 8% 10%	150 21% 78%zk	-	-	-	105 21% 55%	87 17% 45%	68 23% 35%zp	20 10% 10%	57 19% 30%p	47 21% 24%p	85 16% 44%	107 23% 56%zs
Null/no answer/don't know	3	-	-	-	-	-	-	-	-	-	1	-	-	-	1	2	1	-	1	1	1	1	2
Yes	809 81%	809 100% dlot 100%z	656 100% 81%z	153 19%z	-	728 100% 90%z	81 100% 10%z	443 100% 55%z	140 100% 17%z	170 100% 21%z	213 92% 26%zl	557 79% 69%	388 100% 48%z	281 100% 35%z	113 100% 14%z	385 79% 48%	424 83% 52%	224 77% 28%	173 90% 21%zoqr	239 81% 30%	173 79% 21%	460 84% 57%zt	349 77% 43%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



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Table 2

Q.1A Have you ever used any PCS?

Base : All (excluding Null/DKs)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	1001	489 49%	32* 3%*	37* 4%*	27** 3%**	16** 2%**	1** ***	32* 3%*	19** 2%**	4** ***	21** 2%**	33* 3%*	9** 1%**	8** 1%**
Yes - to compare products or services but did not always purchase through a PCS	656 66%	381 78% 58%z	25 78% 4%	31 84% 5%z	21 78% 3%	15 94% 2%	- - -	28 88% 4%z	13 68% 2%	4 100% 1%	19 90% 3%	31 94% 5%za	7 78% 1%	8 100% 1%
Yes - to compare and to purchase a product or service through a PCS	153 15%	108 22% 71%zk	7 22% 5%	6 16% 4%	6 22% 4%	1 6% 1%	1 100% 1%	4 13% 3%	6 32% 4%	- - -	2 10% 1%	2 6% 1%	2 22% 1%	- - -
No	192 19%	- - abcgk	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Null/no answer/don't know	3	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	809 81%	489 100% 60%z	32 100% 4%z	37 100% 5%z	27 100% 3%	16 100% 2%	1 100% *	32 100% 4%z	19 100% 2%	4 100% *	21 100% 3%	33 100% 4%z	9 100% 1%	8 100% 1%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 3

Q.1B Have you used any PCS in the last 12 months?

Base : All (excluding Null/DKs) saying Yes at Q.1A

Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)	
Total	809	656	153	-**	728	81*	443	140	170	213	557	388	281	113	385	424	224	173	239	173	460	349	
	100%	81%	19%	-**	90%	10%*	55%	17%	21%	26%	69%	48%	35%	14%	48%	52%	28%	21%	30%	21%	57%	43%	
Yes	728	583	145	-	728	-	443	140	170	190	505	388	281	113	340	388	205	162	215	146	422	306	
	90%	89%	95%	-	100%	-	100%	100%	100%	89%	91%	100%	100%	100%	88%	92%	92%	94%	90%	84%	92%	88%	
	bfr	100%b	80%	20%zab	-	100%zf	-	61%z	19%z	23%z	26%	69%	53%z	39%z	16%z	47%	53%	28%r	22%r	30%	20%	58%	42%
No	81	73	8	-	-	81	-	-	-	23	52	-	-	-	45	36	19	11	24	27	38	43	
	10%	10%	5%	-	-	100%	-	-	-	11%	9%	-	-	-	12%	8%	8%	6%	10%	16%	8%	12%	
	ceghi	100%c	90%zac	10%	-	-	100%ze	-	-	28%	64%	-	-	-	56%	44%	23%	14%	30%	33%zop	47%	53%	
	uwv	uwv																					

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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FINAL**

Table 4

Q.1B Have you used any PCS in the last 12 months?

Base : All (excluding Null/DKs) saying Yes at Q.1A

	Markets (Q9A/B)													
	Total (z)	Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	809	489 60%	32* 4%*	37* 5%*	27** 3%**	16** 2%**	1** ***	32* 4%*	19** 2%**	4** ***	21** 3%**	33* 4%*	9** 1%**	8** 1%**
Yes	728 90%	489 100%	32 100%	37 100%	27 100%	16 100%	1 100%	32 100%	19 100%	4 100%	21 100%	33 100%	9 100%	8 100%
No	81 10%	-	-	-	-	-	-	-	-	-	-	-	-	-
	ac	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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**Price Comparison Sites
FINAL**

Table 5

Q.2 Why have you not used any PCS in the last 12 months?

Base : All (excluding Null/DKs) coding No/DK at Q.1A OR No at Q.1B

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	248	78*	70*	8**	168	-**	78*	-**	-**	-**	40*	182	-**	-**	-**	139	109	72*	29**	77*	70*	115	133
		31%*	28%*	3%**	68%	-**	31%*	-**	-**	-**	16%**	73%	-**	-**	-**	56%	44%	29%*	12%**	31%*	28%*	46%	54%
I prefer to do my own comparisons or use other sources, such as consumer magazines or articles in newspapers, recommendations from family, friends	84 34%	30	27	3	54	-	30	-	-	-	14	63	-	-	-	49	35	11	10	34	29	37	47
		38%	39%	38%	32%	-	38%	-	-	-	35%	35%	-	-	-	35%	32%	15%	34%	44%	41%	32%	35%
		o 36%	32%	4%	64%	-	36%	-	-	-	17%	75%	-	-	-	58%	42%	13%	12%	40%zo	35%o	44%	56%
I prefer to speak to a person on the telephone / in store	52 21%	11	10	1	41	-	11	-	-	-	7	44	-	-	-	31	21	8	5	22	17	28	24
		14%	14%	13%	24%	-	14%	-	-	-	18%	24%	-	-	-	22%	19%	11%	17%	29%	24%	24%	18%
		o 21%	19%	2%	79%	-	21%	-	-	-	13%	85%z	-	-	-	60%	40%	15%	10%	42%o	33%o	54%	46%
Not all the suppliers for the products I want are on PCS	49 20%	34	32	2	15	-	34	-	-	-	11	34	-	-	-	28	21	8	5	18	18	21	28
		44%	46%	25%	9%	-	44%	-	-	-	28%	19%	-	-	-	20%	19%	11%	17%	23%	26%	18%	21%
		do 69%z	65%z	4%	31%	-	69%z	-	-	-	22%	69%	-	-	-	57%	43%	16%	10%	37%	37%o	43%	57%
I have no experience of how they work	48 19%	-	-	-	46	-	-	-	-	-	6	34	-	-	-	21	27	14	2	14	18	17	31
		-	-	-	27%	-	-	-	-	-	15%	19%	-	-	-	15%	25%	19%	7%	18%	26%	15%	23%
		abfm -	-	-	96%z	-	-	-	-	-	13%	71%	-	-	-	44%	56%	29%	4%	29%	38%	35%	65%
Too many options and choices	43 17%	15	14	1	28	-	15	-	-	-	10	30	-	-	-	26	17	10	2	20	11	18	25
		19%	20%	13%	17%	-	19%	-	-	-	25%	16%	-	-	-	19%	16%	14%	7%	26%	16%	16%	19%
		35%	33%	2%	65%	-	35%	-	-	-	23%	70%	-	-	-	60%	40%	23%	5%	47%z	26%	42%	58%
The things I buy are not on PCS	42 17%	15	12	3	27	-	15	-	-	-	5	29	-	-	-	24	18	22	1	7	12	14	28
		19%	17%	38%	16%	-	17%	-	-	-	13%	16%	-	-	-	17%	17%	31%	3%	9%	17%	12%	21%
		q 36%	29%	7%	64%	-	36%	-	-	-	12%	69%	-	-	-	57%	43%	52%zq	2%	17%	29%	33%	67%
They are not independent and impartial	32 13%	11	11	-	21	-	11	-	-	-	6	25	-	-	-	19	13	6	5	14	7	20	12
		14%	16%	-	13%	-	14%	-	-	-	15%	14%	-	-	-	14%	12%	8%	17%	18%	10%	17%	9%
		t 34%	34%	-	66%	-	34%	-	-	-	19%	78%	-	-	-	59%	41%	19%	16%	44%	22%	63%	38%
PCS make assumptions about what product or service you want so you can end up buying the wrong thing.	28 11%	16	15	1	12	-	16	-	-	-	6	19	-	-	-	19	9	4	3	14	7	16	12
		21%	21%	13%	7%	-	21%	-	-	-	15%	10%	-	-	-	14%	8%	6%	10%	18%	10%	14%	9%
		d 57%z	54%z	4%	43%	-	57%z	-	-	-	21%	68%	-	-	-	68%	32%	14%	11%	50%zo	25%	57%	43%
The products on them are often out of stock	22 9%	11	11	-	11	-	11	-	-	-	5	15	-	-	-	15	7	6	2	11	3	14	8
		14%	16%	-	7%	-	14%	-	-	-	13%	8%	-	-	-	11%	6%	8%	7%	14%	4%	12%	6%
		50%	50%z	-	50%	-	50%	-	-	-	23%	68%	-	-	-	68%	32%	27%	9%	50%r	14%	64%	36%
The comparisons are not like for like	22 9%	14	13	1	8	-	14	-	-	-	5	17	-	-	-	16	6	2	1	8	11	11	11
		18%	19%	13%	5%	-	18%	-	-	-	13%	9%	-	-	-	12%	6%	3%	3%	10%	16%	10%	8%
		do 64%z	59%z	5%	36%	-	64%z	-	-	-	23%	77%	-	-	-	73%	27%	9%	5%	36%	50%zo	50%	50%
They do not give enough information	20 8%	11	10	1	9	-	11	-	-	-	5	15	-	-	-	12	8	3	2	8	7	7	13
		14%	14%	13%	5%	-	14%	-	-	-	13%	8%	-	-	-	9%	7%	4%	7%	10%	10%	6%	10%
		d 55%z	50%z	5%	45%	-	55%z	-	-	-	25%	75%	-	-	-	60%	40%	15%	10%	40%	35%	35%	65%
The prices on them are not up to date	20 8%	11	10	1	9	-	11	-	-	-	3	15	-	-	-	12	8	2	4	8	6	12	8
		14%	14%	13%	5%	-	14%	-	-	-	8%	8%	-	-	-	9%	7%	3%	14%	10%	9%	10%	6%
		do 55%z	50%z	5%	45%	-	55%z	-	-	-	15%	75%	-	-	-	60%	40%	10%	20%	40%	30%	60%	40%
Too complicated, confusing or difficult to use	19 8%	9	9	-	9	-	9	-	-	-	4	15	-	-	-	6	13	4	1	3	11	3	16
		12%	13%	-	9%	-	12%	-	-	-	10%	8%	-	-	-	4%	12%	6%	3%	4%	16%	3%	12%
		dms 47%	47%	-	47%	-	47%	-	-	-	21%	79%	-	-	-	32%	68%zm	21%	5%	16%	58%zq	16%	84%zs

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Table 5

Q.2 Why have you not used any PCS in the last 12 months?

Base : All (excluding Null/DKs) coding No/DK at Q.1A OR No at Q.1B

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)
Total	248	78* 31%*	70* 28%*	8** 3%**	168 68%	-** -	78* 31%*	-** -	-** -	40* 16%*	182 73%	-** -	-** -	-** -	139 56%	109 44%	72* 29%*	29** 12%**	77* 31%*	70* 28%*	115 46%	133 54%
I've heard unfavourable stories about PCS	17 7%	5 6%	4 6%	1 13%	12 7%	- -	5 6%	- -	- -	2 5%	13 7%	- -	- -	- -	10 7%	7 6%	4 6%	1 3%	8 10%	4 6%	8 7%	9 7%
I've had a poor experience with a PCS	15 6%	11 14%	11 16%	- -	4 2%	- -	11 14%	- -	- -	7 18%	8 4%	- -	- -	- -	9 6%	6 6%	5 7%	- -	6 8%	4 6%	7 6%	8 6%
I do not shop online	48 19%	3 4%	3 4%	- -	45 27%	- -	3 4%	- -	- -	1 3%	41 23%	- -	- -	- -	34 24%	14 13%	11 15%	1 3%	19 25%	17 24%	16 14%	32 24%
Other	23 9%	11 14%	10 14%	1 13%	12 7%	- -	11 14%	- -	- -	7 18%	13 7%	- -	- -	- -	12 9%	11 10%	7 10%	7 24%	5 6%	4 6%	12 10%	11 8%
Null/no answer/don't know	28abf	3	3	-	24z	-	3	-	-	2	21	-	-	-	12	16	16zqr	2	5	5	9	19

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Price Comparison Sites FINAL

Table 6

Q.4 You say PCS are not independent and impartial, why do you say that?

Base : All (excluding Null/DKs) who say PCS are not independent and impartial at Q2

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	31*	11** 35%**	11** 35%**	-**	20** 65%**	-**	11** 35%**	-**	-**	-**	6** 19%**	24** 77%**	-**	-**	-**	19** 61%**	12** 39%**	6** 19%**	5** 16%**	13** 42%**	7** 23%**	19** 61%**	12** 39%**
They do not list all the suppliers / some major suppliers are not listed	22 71%	9 82%	9 82%	-	13 65%	-	9 82%	-	-	-	4 67%	17 71%	-	-	-	14 74%	8 67%	3 50%	3 60%	10 77%	6 86%	13 68%	9 75%
They only list the companies that pay them	18 58%	5 45%	5 45%	-	13 65%	-	5 45%	-	-	-	1 17%	16 67%	-	-	-	12 63%	6 50%	3 50%	3 60%	9 69%	3 43%	12 63%	6 50%
Some of the PCS are run by the suppliers listed on the site	15 48%	5 45%	5 45%	-	10 50%	-	5 45%	-	-	-	2 33%	12 50%	-	-	-	10 53%	5 42%	4 67%	1 20%	6 46%	4 57%	7 37%	8 67%
Only the companies that pay the most get to the top of the Results list	13 42%	4 36%	4 36%	-	9 45%	-	4 36%	-	-	-	2 33%	11 46%	-	-	-	8 42%	5 42%	4 67%	1 20%	5 38%	3 43%	7 37%	6 50%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Null/no answer/don't know	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	1	-	

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Ipsos MORI

Price Comparison Sites FINAL

Table 7

Q.5 You say the comparisons are not like for like, why do you say this?

Base : All (excluding Null/DKs) who say comparisons are not like for like at Q2

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in- dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	21**	14**	13**	1**	7**	-**	14**	-**	-**	-**	5**	16**	-**	-**	-**	15**	6**	2**	1**	8**	10**	10**	11**
		67%**	62%**	5%**	33%**	-**	67%**	-**	-**	-**	24%**	76%**	-**	-**	-**	71%**	29%**	10%**	5%**	38%**	48%**	48%**	52%**
The prices quoted are often wrong or different from the prices quoted by the supplier	7 33%	4	3	1	3	-	4	-	-	-	1	6	-	-	-	5	2	1	1	2	3	3	4
		29%	23%	100%	43%	-	29%	-	-	-	20%	38%	-	-	-	33%	33%	50%	100%	25%	30%	30%	36%
		57%	43%	14%	43%	-	57%	-	-	-	14%	86%	-	-	-	71%	29%	14%	14%	29%	43%	43%	57%
Some comparisons leave out features or extras, others add them in	16 76%	10	9	1	6	-	10	-	-	-	4	12	-	-	-	12	4	1	-	8	7	7	9
		71%	69%	100%	86%	-	71%	-	-	-	80%	75%	-	-	-	80%	67%	50%	-	100%	70%	70%	82%
		63%	56%	6%	38%	-	63%	-	-	-	25%	75%	-	-	-	75%	25%	6%	-	50%	44%	44%	56%
The comparisons leave out important details	12 57%	9	9	-	3	-	9	-	-	-	5	7	-	-	-	9	3	1	-	5	6	6	6
		64%	69%	-	43%	-	64%	-	-	-	100%	44%	-	-	-	60%	50%	50%	-	63%	60%	60%	55%
		75%	75%	-	25%	-	75%	-	-	-	42%	58%	-	-	-	75%	25%	8%	-	42%	50%	50%	50%
Other	1 5%	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	1
		7%	8%	-	-	-	7%	-	-	-	-	6%	-	-	-	7%	-	-	-	-	10%	-	9%
		100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-	100%	-	-	-	-	100%	-	100%
Null/no answer/don't know	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1	1	-

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 8

Q.6a You say you had a poor experience with a PCS. Thinking of your most recent poor experience, what kind of products or services were you searching for or thinking of buying?

Base : All (excluding Null/DKs) who say they have had a poor experience at Q2

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in- dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	14**	10** 71%**	10** 71%**	-.**	4** 29%**	-.** 71%**	10** 71%**	-.** 71%**	-.**	7** 50%**	7** 50%**	-.**	-.**	-.**	8** 57%**	6** 43%**	5** 36%**	-.**	5** 36%**	4** 29%**	7** 50%**	7** 50%**	
Energy	4 29%	1 10%	1 10%	-	3 75%	-	1 10%	-	-	1 25%	3 43%	-	-	-	1 13%	3 50%	2 40%	-	1 20%	1 25%	3 43%	1 14%	
Car insurance	3 21%	3 30%	3 30%	-	-	-	3 30%	-	-	3 43%	-	-	-	-	2 25%	1 17%	-	-	1 20%	2 50%	1 14%	2 29%	
Landline /internet/ broadband, TV package	2 14%	2 20%	2 20%	-	-	-	2 20%	-	-	1 14%	1 14%	-	-	-	1 13%	1 17%	-	-	1 20%	1 25%	-	2 29%	
Credit card	1 7%	-	-	-	1 25%	-	-	-	-	-	1 14%	-	-	-	1 13%	-	-	-	1 20%	-	1 14%	-	
Mobile telephone - network not handset	1 7%	1 10%	1 10%	-	-	-	1 10%	-	-	-	1 14%	-	-	-	-	1 17%	1 100%	-	-	-	-	1 14%	
Bank account, savings account, ISA	1 7%	1 10%	1 10%	-	-	-	1 10%	-	-	1 14%	-	-	-	-	1 13%	-	1 100%	-	-	-	-	1 14%	
Flights, holidays, travel	1 7%	1 10%	1 10%	-	-	-	1 10%	-	-	-	1 14%	-	-	-	1 13%	-	1 100%	-	-	-	-	1 14%	
High value consumer products	1 7%	1 10%	1 10%	-	-	-	1 10%	-	-	1 14%	-	-	-	-	1 13%	-	-	-	1 20%	-	1 14%	-	
Loans / mortgages	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Home insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Low value consumer products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Travel insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Null/no answer/don't know	1	1	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 9

Q.6b What was poor about this latest experience?

Base : All (excluding Null/DKs) who say they have had a poor experience at Q2

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	15**	11**	11**	-**	4**	-**	11**	-**	-**	-**	7**	8**	-**	-**	-**	9**	6**	5**	-**	6**	4**	7**	8**
		73%**	73%**	-**	27%**	-**	73%**	-**	-**	-**	47%**	53%**	-**	-**	-**	60%**	40%**	33%**	-**	40%**	27%**	47%**	53%**
The pricing of products was confusing or too complicated to understand	5	5	5	-	-	-	5	-	-	-	2	3	-	-	-	2	3	2	-	2	1	2	3
	33%	45%	45%	-	-	-	45%	-	-	-	29%	38%	-	-	-	22%	50%	40%	-	33%	25%	29%	38%
		100%	100%	-	-	-	100%	-	-	-	40%	60%	-	-	-	40%	60%	40%	-	40%	20%	40%	60%
I could not find a good deal	5	5	5	-	-	-	5	-	-	-	4	1	-	-	-	3	2	2	-	1	2	2	3
	33%	45%	45%	-	-	-	45%	-	-	-	57%	13%	-	-	-	33%	33%	40%	-	17%	50%	29%	38%
		100%	100%	-	-	-	100%	-	-	-	80%	20%	-	-	-	60%	40%	40%	-	20%	40%	40%	60%
The prices shown on the PCS were not available when I went to the supplier	3	2	2	-	1	-	2	-	-	-	3	-	-	-	-	2	1	1	-	1	1	1	2
	20%	18%	18%	-	25%	-	18%	-	-	-	43%	-	-	-	-	22%	17%	20%	-	17%	25%	14%	25%
		67%	67%	-	33%	-	67%	-	-	-	100%	-	-	-	-	67%	33%	33%	-	33%	33%	33%	67%
I could not find the right product	3	2	2	-	1	-	2	-	-	-	1	2	-	-	-	3	-	1	-	2	-	3	-
	20%	18%	18%	-	25%	-	18%	-	-	-	14%	25%	-	-	-	33%	-	20%	-	33%	-	43%	-
		67%	67%	-	33%	-	67%	-	-	-	33%	67%	-	-	-	100%	-	33%	-	67%	-	100%	-
None of the suppliers listed were recognised or trusted brands	3	2	2	-	1	-	2	-	-	-	-	3	-	-	-	2	1	1	-	1	1	2	1
	20%	18%	18%	-	25%	-	18%	-	-	-	-	38%	-	-	-	22%	17%	20%	-	17%	25%	29%	13%
		67%	67%	-	33%	-	67%	-	-	-	-	100%	-	-	-	67%	33%	33%	-	33%	33%	67%	33%
I bought a product but then saw a better deal or better price elsewhere	2	1	1	-	1	-	1	-	-	-	-	2	-	-	-	1	1	1	-	1	-	1	1
	13%	9%	9%	-	25%	-	9%	-	-	-	-	25%	-	-	-	11%	17%	20%	-	17%	-	14%	13%
		50%	50%	-	50%	-	50%	-	-	-	-	100%	-	-	-	50%	50%	50%	-	50%	-	50%	50%
The product/s shown on the comparison site were out of stock when I went to the supplier	1	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-
	7%	9%	9%	-	-	-	9%	-	-	-	14%	-	-	-	-	11%	-	-	-	17%	-	14%	-
		100%	100%	-	-	-	100%	-	-	-	100%	-	-	-	-	100%	-	-	-	100%	-	100%	-
I bought the product but it didn't have the features described on the PCS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 10

Q.6c Can you recall which PCS you were using when you had this latest poor experience?

Base : All (excluding Null/DKs) who say they have had a poor experience at Q2

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)
Total	15**	11**	11**	-**	4**	-**	11**	-**	-**	7**	8**	-**	-**	-**	9**	6**	5**	-**	6**	4**	7**	8**
		73%**	73%**	-**	27%**	-**	73%**	-**	-**	47%**	53%**	-**	-**	-**	60%**	40%**	33%**	-**	40%**	27%**	47%**	53%**
Moneysupermarket	1	1	1	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	1	-
	7%	9%	9%	-	-	-	9%	-	-	-	13%	-	-	-	17%	-	20%	-	-	-	14%	-
		100%	100%	-	-	-	100%	-	-	-	100%	-	-	-	100%	-	100%	-	-	-	100%	-
Compare the Market	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Confused	3	2	2	-	1	-	2	-	-	2	1	-	-	-	1	2	-	-	1	2	2	1
	20%	18%	18%	-	25%	-	18%	-	-	29%	13%	-	-	-	11%	33%	-	-	17%	50%	29%	13%
		67%	67%	-	33%	-	67%	-	-	67%	33%	-	-	-	33%	67%	-	-	33%	67%	67%	33%
Gocompare	2	1	1	-	1	-	1	-	-	-	2	-	-	-	1	1	1	-	1	-	1	1
	13%	9%	9%	-	25%	-	9%	-	-	-	25%	-	-	-	11%	17%	20%	-	17%	-	14%	13%
		50%	50%	-	50%	-	50%	-	-	-	100%	-	-	-	50%	50%	50%	-	50%	-	50%	50%
Uswitch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Travelsupermarket	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kelkoo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pricerunner	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mysupermarket	1	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1
	7%	9%	9%	-	-	-	9%	-	-	14%	-	-	-	-	11%	-	20%	-	-	-	-	13%
		100%	100%	-	-	-	100%	-	-	100%	-	-	-	-	100%	-	100%	-	-	-	-	100%
Pricefinder	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't remember	8	6	6	-	2	-	6	-	-	4	4	-	-	-	6	2	2	-	4	2	3	5
	53%	55%	55%	-	50%	-	55%	-	-	57%	50%	-	-	-	67%	33%	40%	-	67%	50%	43%	63%
		75%	75%	-	25%	-	75%	-	-	50%	50%	-	-	-	75%	25%	25%	-	50%	25%	38%	63%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 11

Q.7 You say you used PCS to compare products and services, but did not always purchase through the PCS, why was that?

Base : All (excluding Null/DKs) answering yes, to compare products but did not purchase through PCS at Q1a

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (v)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	635	635	635	**	**	568	67*	367	92*	146	168	438	305	215	88*	306	329	173	137	184	141	363	272
		100%	100%	**	**	89%	11%*	58%	14%*	23%	26%	69%	48%	34%	14%*	48%	52%	27%	22%	29%	22%	57%	43%
PCS do not list all the providers, some major suppliers are not listed	315	315	315	-	-	282	33	209	31	101	82	220	145	112	46	158	157	75	66	98	76	176	139
	50%	50%	50%	-	-	50%	49%	57%	34%	69%	49%	50%	48%	52%	52%	52%	48%	43%	48%	53%	54%	48%	51%
	h	100%	100%	-	-	90%	10%	66%zh	10%	32%az	26%	70%	46%	36%	15%	50%	50%	24%	21%	31%	24%	56%	44%
I prefer to go to the supplier's site directly to check availability	294	294	294	-	-	267	27	179	43	84	72	208	133	109	45	147	147	87	68	76	63	163	131
	46%	46%	46%	-	-	47%	40%	49%	47%	58%	43%	47%	44%	51%	51%	48%	45%	50%	50%	41%	45%	45%	48%
	h	100%	100%	-	-	91%	9%	61%	15%	29%az	24%	71%	45%	37%	15%	50%	50%	30%	23%	26%	21%	55%	45%
PCS only list the suppliers that pay them	177	177	177	-	-	160	17	130	15	77	54	118	80	68	21	89	88	44	32	58	43	98	79
	28%	28%	28%	-	-	28%	25%	35%	16%	53%	32%	27%	26%	32%	24%	29%	27%	25%	23%	32%	30%	27%	29%
	h	100%	100%	-	-	90%	10%	73%zh	8%	44%az	31%	67%	45%	38%ay	12%	50%	50%	25%	18%	33%	24%	55%	45%
Important product details are not provided on PCS	168	168	168	-	-	150	18	108	19	49	45	116	74	67	27	85	83	34	38	56	40	101	67
	26%	26%	26%	-	-	26%	27%	29%	21%	34%	27%	26%	24%	31%	31%	28%	25%	20%	28%	30%	28%	28%	25%
	o	100%	100%	-	-	89%	11%	64%	11%	29%az	27%	69%	44%	40%	16%	51%	49%	20%	23%	33%o	24%	60%	40%
PCS make assumptions about what product or service you want so you need to be careful you don't end up buying the wrong thing.	160	160	160	-	-	142	18	111	14	50	52	99	71	59	22	79	81	34	40	52	34	99	61
	25%	25%	25%	-	-	30%	27%	30%	15%	34%	31%	23%	23%	27%	25%	26%	25%	20%	29%	28%	24%	27%	22%
	hlo	100%	100%	-	-	89%	11%	69%zh	9%	31%az	33%zl	62%	44%	37%	14%	49%	51%	21%	25%	33%	21%	62%	38%
Prices quoted on PCS do not match suppliers prices	143	143	143	-	-	128	15	109	4	44	41	97	60	55	26	66	77	35	28	44	36	85	58
	23%	23%	23%	-	-	23%	22%	30%	4%	30%	24%	22%	20%	26%	30%	22%	23%	20%	20%	24%	26%	23%	21%
	h	100%	100%	-	-	90%	10%	76%zh	3%	31%az	29%	68%	42%	38%	18%u	46%	54%	24%	20%	31%	25%	59%	41%
I prefer to discuss details with a supplier's sales assistant either in-store or by phone	114	114	114	-	-	98	16	71	11	29	38	74	49	39	17	55	59	29	12	41	32	57	57
	18%	18%	18%	-	-	17%	24%	19%	12%	20%	23%	17%	16%	18%	19%	18%	18%	17%	9%	22%	23%	16%	21%
	p	100%	100%	-	-	86%	14%	62%	10%	25%	33%	65%	43%	34%	15%	48%	52%	25%p	11%	36%p	28%p	50%	50%
PCS are not independent	106	106	106	-	-	98	8	89	2	62	39	61	40	47	18	53	53	24	26	24	32	60	46
	17%	17%	17%	-	-	17%	12%	24%	2%	42%	23%	14%	13%	22%	20%	17%	16%	14%	19%	13%	23%	17%	17%
	nlu	100%	100%	-	-	92%	8%	84%zh	2%	58%az	37%zl	58%	38%	44%zu	17%	50%	50%	23%	25%	23%	30%zoq	57%	43%
I prefer to make the financial transaction in-store or over the phone	95	95	95	-	-	82	13	62	6	25	30	61	52	25	9	52	43	23	13	29	30	51	44
	15%	15%	15%	-	-	14%	19%	17%	7%	17%	18%	14%	17%	12%	10%	17%	13%	13%	9%	16%	21%	14%	16%
	hp	100%	100%	-	-	86%	14%	65%h	6%	26%	32%	64%	55%	26%	9%	55%	45%	24%	14%	31%	32%zp	54%	46%
Some of the PCS are owned by the suppliers listed on the site	81	81	81	-	-	74	7	58	6	33	33	44	33	35	13	39	42	17	15	27	22	45	36
	13%	13%	13%	-	-	13%	10%	16%	7%	23%	20%	10%	11%	16%	15%	13%	13%	10%	11%	15%	16%	12%	13%
	hl	100%	100%	-	-	91%	9%	72%zh	7%	41%az	41%zl	54%	41%	43%	16%	48%	52%	21%	19%	33%	27%	56%	44%
Only the companies that pay the most get to the top of the Results list	67	67	67	-	-	60	7	45	7	30	28	38	29	22	14	33	34	20	17	13	17	42	25
	11%	11%	11%	-	-	11%	10%	12%	8%	21%	17%	9%	10%	10%	16%	11%	10%	12%	12%	7%	12%	12%	9%
	l	100%	100%	-	-	90%	10%	67%	10%	45%az	42%zl	57%	43%	33%	21%w	49%	51%	30%	25%	19%	25%	63%	37%
It was not possible to purchase the product through the PCS	36	36	36	-	-	32	4	18	5	6	12	23	18	12	3	16	20	9	9	10	8	18	18
	6%	6%	6%	-	-	6%	6%	5%	5%	4%	7%	5%	6%	6%	3%	5%	6%	5%	7%	5%	6%	5%	7%
	gl	100%	100%	-	-	89%	11%	50%	14%	17%	33%	64%	50%	33%	8%	44%	56%	25%	25%	28%	22%	50%	50%
I did not know it was possible to purchase through PCS	28	28	28	-	-	25	3	11	10	7	12	14	10	14	7	14	14	10	7	6	5	14	14
	4%	4%	4%	-	-	4%	4%	3%	11%	5%	7%	3%	3%	7%	8%	5%	4%	6%	5%	3%	4%	4%	5%
	gl	100%	100%	-	-	89%	11%	39%	36%zg	25%	43%l	50%	36%	50%	25%	50%	50%	36%	25%	21%	18%	50%	50%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 11

Q.7 You say you used PCS to compare products and services, but did not always purchase through the PCS, why was that?

Base : All (excluding Null/DKs) answering yes, to compare products but did not purchase through PCS at Q1a

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	635	635	635	-**	-**	568	67*	367	92*	146	168	438	305	215	88*	306	329	173	137	184	141	363	272
		100%	100%	-**	-**	89%	11%*	58%	14%*	23%	26%	69%	48%	34%	14%*	48%	52%	27%	22%	29%	22%	57%	43%
PCS are not trustworthy	25	25	25	-	-	24	1	20	1	12	8	16	8	14	6	11	14	8	4	8	5	18	7
	4%	4%	4%	-	-	4%	1%	5%	1%	8%	5%	4%	3%	7%	7%	4%	4%	5%	3%	4%	4%	5%	3%
	100%	100%	-	-	-	96%	4%	80%z	4%	48%z	32%	64%	32%	56%zu	24%	44%	56%	32%	16%	32%	20%	72%	28%
Other	53	53	53	-	-	49	4	34	8	12	13	38	32	15	7	28	25	8	7	20	18	28	25
	8%	8%	8%	-	-	9%	6%	9%	9%	8%	8%	9%	10%	7%	8%	9%	8%	5%	5%	11%	13%	8%	9%
	100%	100%	-	-	-	92%	8%	64%	15%	23%	25%	72%	60%	28%	13%	53%	47%	15%	13%	38%o	34%zop	53%	47%
Null/no answer/don't know	21	21	-	-	15	6ze	6	4	1	5	13	10	3	-	10	11	8	4	5	4	13	8	
Not independent/ impartial	408	408	408	-	-	370	38	272	45	126	113	279	197	142	56	207	201	107	90	121	90	232	176
	64%	64%	64%	-	-	65%	57%	74%	49%	86%	67%	64%	65%	66%	64%	68%	61%	62%	66%	66%	64%	64%	65%
	100%	100%	-	-	-	91%	9%	67%zh	11%	31%z	28%	68%	48%	35%	14%	51%	49%	26%	22%	30%	22%	57%	43%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Q.8 Which PCS do you use regularly?

Table 12

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	728	728	583	145	-**	728	-**	443	140	170	190	505	388	281	113	340	388	205	162	215	146	422	306
		100%	80%	20%	-**	100%	-**	61%	19%	23%	26%	69%	53%	39%	16%	47%	53%	28%	22%	30%	20%	58%	42%
Moneysupermarket	406	406	328	78	-	406	-	263	74	107	116	272	194	184	74	177	229	110	111	126	59	261	145
	56%	56%	54%	-	56%	-	59%	53%	63%	61%	54%	50%	65%	65%	52%	59%	54%	69%	59%	40%	62%	47%	37%
	rtu	100%	81%	19%	-	100%	-	65%z	18%	26%z	29%	67%	48%	45%zu	18%zu	44%	56%	27%r	27%zoqr	31%r	15%	64%zt	46%
Confused	358	358	283	75	-	358	-	220	66	85	90	249	163	170	74	167	191	103	70	115	70	211	147
	49%	49%	52%	-	49%	-	50%	47%	50%	47%	49%	42%	60%	65%	49%	49%	50%	43%	53%	48%	50%	48%	48%
	u	100%	79%	21%	-	100%	-	61%	18%	24%	25%	70%	46%	47%zu	21%zu	47%	53%	29%	20%	32%p	20%	59%	41%
Compare the Market	339	339	265	74	-	339	-	206	68	69	97	224	134	177	75	159	180	100	68	105	66	206	133
	47%	47%	51%	-	47%	-	47%	49%	41%	51%	44%	35%	63%	66%	47%	46%	49%	42%	49%	45%	49%	43%	43%
	u	100%	78%	22%	-	100%	-	61%	20%	20%	29%	66%	40%	52%zu	22%zu	47%	53%	29%	20%	31%	19%	61%	39%
Gocompare	221	221	175	46	-	221	-	136	42	53	52	158	83	123	55	99	122	74	43	59	45	123	98
	30%	30%	32%	-	30%	-	31%	30%	31%	27%	31%	21%	44%	49%	29%	31%	36%	27%	27%	31%	29%	29%	32%
	u	100%	79%	21%	-	100%	-	62%	19%	24%	24%	71%	38%	56%zu	25%zu	45%	55%	33%z	19%	27%	20%	56%	44%
Travelsupermarket	156	156	129	27	-	156	-	103	24	40	45	106	62	77	33	58	98	32	41	52	31	99	57
	21%	21%	19%	-	21%	-	23%	17%	24%	24%	21%	16%	27%	29%	17%	25%	16%	25%	24%	21%	23%	19%	19%
	mou	100%	83%	17%	-	100%	-	66%	15%	26%	29%	68%	40%	49%zu	21%zu	37%	63%zm	21%	26%o	33%o	20%	63%	37%
Uswitch	142	142	111	31	-	142	-	98	17	31	42	93	51	81	33	63	79	30	36	42	34	73	69
	20%	19%	21%	-	20%	-	22%	12%	18%	22%	18%	13%	29%	29%	19%	20%	15%	22%	20%	23%	17%	23%	23%
	hou	100%	78%	22%	-	100%	-	69%zh	12%	22%	30%	65%	36%	57%zu	23%zu	44%	56%	21%	25%	30%	24%o	51%	49%
Mysupermarket	141	141	125	16	-	141	-	79	29	29	41	96	58	72	31	60	81	50	31	40	20	88	53
	19%	19%	11%	-	19%	-	18%	21%	17%	22%	19%	15%	26%	27%	18%	21%	24%	19%	19%	14%	21%	17%	18%
	cru	100%c	89%zac	11%	-	100%	-	56%	21%	21%	29%	68%	41%	51%zu	22%zu	43%	57%	35%zr	22%	28%	14%	62%	38%
Kelkoo	140	140	122	18	-	140	-	85	25	38	36	97	63	70	28	71	69	36	37	43	24	85	55
	19%	19%	12%	-	19%	-	19%	18%	22%	19%	19%	16%	25%	25%	21%	18%	18%	23%	20%	16%	20%	18%	18%
	cu	100%c	87%zac	13%	-	100%	-	61%	18%	27%	26%	69%	45%	50%zu	20%u	51%	49%	26%	26%	31%	17%	61%	39%
Pricerunner	88	88	76	12	-	88	-	50	22	22	19	68	36	44	17	45	43	19	29	22	18	52	36
	12%	12%	8%	-	12%	-	11%	16%	13%	10%	13%	9%	16%	15%	13%	11%	9%	18%	10%	12%	12%	12%	12%
	u	100%	86%	14%	-	100%	-	57%	25%	25%	22%	77%	41%	50%zu	19%	51%	49%	22%	33%zoq	25%	20%	59%	41%
Pricefinder	34	34	31	3	-	34	-	24	6	7	12	19	11	20	11	23	11	10	8	11	5	17	17
	5%	5%	2%	-	5%	-	5%	4%	4%	4%	6%	4%	3%	7%	10%	7%	3%	5%	5%	5%	3%	4%	6%
	nu	100%	91%	9%	-	100%	-	71%	18%	21%	35%	56%	32%	59%zu	32%zu	68%zn	32%	29%	24%	32%	15%	50%	50%
Other	34	34	26	8	-	34	-	20	9	10	5	27	16	15	6	16	18	8	6	14	6	19	15
	5%	5%	6%	-	5%	-	5%	6%	6%	6%	3%	5%	4%	5%	5%	5%	5%	4%	4%	7%	4%	5%	5%
		100%	76%	24%	-	100%	-	59%	26%	29%	15%	79%	47%	44%	18%	47%	53%	24%	18%	41%	18%	56%	44%
Uses up to 3	517	517	410	107	-	517	-	309	100	119	135	362	339	132	45	250	267	145	107	149	116	283	234
	71%	71%	74%	-	71%	-	70%	71%	70%	71%	72%	87%	47%	40%	74%	69%	71%	66%	69%	79%	79%	67%	76%
	swy	100%	79%	21%	-	100%	-	60%	19%	23%	26%	70%	66%zwy	26%y	9%	48%	52%	28%	21%	29%	22%zpq	55%	45%zs
Uses 4 or more	211	211	173	38	-	211	-	134	40	51	55	143	49	149	68	90	121	60	55	66	30	139	72
	29%	29%	26%	-	29%	-	30%	29%	30%	29%	28%	13%	53%	60%	26%	31%	29%	29%	34%	31%	21%	33%	24%
	rtu	100%	82%	18%	-	100%	-	64%	19%	24%	26%	68%	23%	71%zu	32%zuw	43%	57%	28%	26%r	31%r	14%	66%zt	34%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Q.8 Which PCS do you use regularly?

Table 13

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	728	489 67%	32* 4%*	37* 5%*	27** 4%**	16** 2%**	1** ***	32* 4%*	19** 3%**	4** 1%**	21** 3%**	33* 5%*	9** 1%**	8** 1%**
Moneysupermarket	406 56%	291 60%	23 72%	17 46%	20 74%	11 69%	-	15 47%	8 42%	1 25%	4 19%	11 33%	3 33%	2 25%
		k	72%zk	6%cgk	4%	5%	-	4%	2%	*	1%	3%	1%	*
Confused	358 49%	285 58%	13 41%	22 59%	6 22%	3 19%	-	7 22%	8 42%	-	6 29%	6 18%	-	2 25%
		gk	80%zgk	4%	6%gk	2%	-	2%	2%	-	2%	2%	-	1%
Compare the Market	339 47%	271 55%	12 38%	15 41%	13 48%	1 6%	-	3 9%	9 47%	2 50%	6 29%	4 12%	2 22%	1 13%
		gk	80%zbgk	4%gk	4%gk	4%	-	1%	3%	1%	2%	1%	1%	*
Gocompare	221 30%	188 38%	5 16%	6 16%	4 15%	1 6%	-	2 6%	4 21%	1 25%	2 10%	6 18%	1 11%	1 13%
		g	85%zbcgk	2%	3%	2%	-	1%	2%	*	1%	3%	*	*
Travelsupermarket	156 21%	123 25%	12 38%	5 14%	6 22%	4 25%	-	4 -	-	-	6 29%	-	-	-
		gk	79%zggk	8%zcggk	3%gk	4%	-	-	-	-	4%	-	-	-
Uswitch	142 20%	98 20%	9 28%	14 38%	7 26%	3 19%	-	10 31%	1 5%	-	-	-	-	-
		k	69%k	6%k	10%zak	5%	-	7%k	1%	-	-	-	-	-
Mysupermarket	141 19%	92 19%	6 19%	8 22%	3 11%	3 19%	-	7 22%	4 21%	1 25%	3 14%	8 24%	2 22%	4 50%
			65%	4%	6%	2%	-	5%	3%	1%	2%	6%	1%	3%
Kelkoo	140 19%	74 15%	5 16%	9 24%	8 30%	7 44%	-	5 16%	3 16%	3 75%	5 24%	17 52%	3 33%	1 13%
		a	53%	4%	6%	5%	-	4%	2%	2%	4%	12%zabcg	2%	1%
Pricerunner	88 12%	47 10%	6 19%	8 22%	4 15%	3 19%	1 100%	3 9%	1 5%	-	2 10%	9 27%	4 44%	-
		a	53%	7%	9%a	5%	1%	3%	1%	-	2%	10%za	5%	-
Pricefinder	34 5%	14 3%	1 3%	2 5%	2 7%	1 6%	-	2 6%	3 9%	1 25%	1 5%	5 15%	2 22%	-
		a	41%	3%	6%	6%	-	6%	9%	3%	3%	15%za	6%	-
Other	34 5%	17 3%	1 3%	-	2 7%	1 6%	-	4 13%	1 5%	-	4 19%	3 9%	-	1 13%
		a	50%	3%	-	6%	-	12%zac	3%	-	12%	9%	-	3%
Uses up to 3	517 71%	323 66%	24 75%	28 76%	17 63%	12 75%	1 100%	29 91%	16 84%	3 75%	19 90%	29 88%	9 100%	7 88%
		a	62%	5%	5%	3%	*	6%za	3%	1%	4%	6%za	2%	1%
Uses 4 or more	211 29%	166 34%	8 25%	9 24%	10 37%	4 25%	-	3 9%	3 16%	1 25%	2 10%	4 12%	-	1 13%
		gk	79%zgk	4%	4%	5%	-	1%	1%	*	1%	2%	-	*

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Q.8 Which PCS do you use regularly?

Table 14

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Websites										
		Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)
Total	728 56%	406 56%	339 47%	358 49%	221 30%	142 20%	156 21%	140 19%	88* 12%*	141 19%	34* 5%*	34* 5%*
Moneysupermarket	406 56%	406 100%	200 59%	210 59%	136 62%	98 69%	120 77%	82 59%	44 50%	92 65%	12 35%	8 24%
Confused	358 49%	jk 100%zbcdefghijk	49%jk 59%jk	52%jk 52%jk	33%zhjk 33%zhjk	24%zbcghjk 24%zbcghjk	30%zbcghjk 30%zbcghjk	20%jk 20%jk	11%k 11%k	23%zhjk 23%zhjk	3% 3%	2% 2%
Compare the Market	339 47%	gjk 200 49%	339 100%	203 57%	138 62%	72 51%	82 53%	53 38%	32 36%	68 48%	12 35%	4 12%
Gocompare	221 30%	ghk 136 33%	138 41%	145 41%	221 100%	48 34%	51 33%	36 26%	23 26%	49 35%	11 32%	2 6%
Travelsupermarket	156 21%	k 120 30%	82 24%	82 23%	31 23%	156 100%	30 21%	19 22%	19 12%	36 26%	4 12%	6 18%
Uswitch	142 20%	77%zbcdegi 98 24%	72 21%	78 22%	48 22%	142 100%	31 20%	32 23%	21 24%	28 20%	6 18%	3 9%
Mysupermarket	141 19%	69%zk 92 23%	68 20%	69 19%	49 22%	28 20%	36 23%	31 22%	22 25%	141 100%	9 26%	2 6%
Kelkoo	140 19%	k 82 20%	53 16%	49 14%	36 16%	32 23%	30 19%	140 100%	46 52%	31 22%	16 47%	8 24%
Pricerunner	88 12%	bc 44 11%	32 9%	35 10%	23 10%	21 15%	19 12%	46 33%	88 100%	22 16%	15 44%	3 9%
Pricefinder	34 5%	b 12 3%	12 4%	10 3%	11 5%	6 4%	4 3%	16 11%	15 47%	9 6%	34 100%	2 6%
Other	34 5%	ac 8 2%	4 1%	7 2%	2 1%	3 2%	6 4%	6 6%	3 3%	2 1%	6 6%	34 100%
Uses up to 3	517 71%	abcdi 227 56%	180 53%	198 55%	99 45%	60 42%	67 43%	70 50%	41 47%	61 43%	17 50%	24 71%
Uses 4 or more	211 29%	abcdeghij 179 44%	159 47%	160 45%	122 55%	82 58%	89 57%	70 50%	47 53%	80 57%	17 50%	10 29%
		85%z 85%z	75%zk 75%zk	76%z 76%z	58%zabck 58%zabck	39%zabck 39%zabck	42%zabck 42%zabck	33%zk 33%zk	22%zk 22%zk	38%zabck 38%zabck	8%z 8%z	5% 5%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

PCS used regularly(Q.8) by Markets (Q.9A)

Table 15

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Markets (Q9A)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	728	489 67%	208 29%	329 45%	119 16%	148 20%	72* 10%*	290 40%	134 18%	137 19%	292 40%	204 28%	225 31%	20** 3%**
Moneysupermarket	406 56%	291 60% 72%z	139 67% 34%za	213 65% 52%za	98 24%zabcgjkl	113 76% 28%zabcgjkl	62 86% 15%zabcghijkl	196 68% 48%zak	100 75% 25%zackl	99 72% 24%zakl	197 67% 49%zak	122 60% 30%	144 64% 38%z	6 30% 1%
Confused	358 49%	285 58% 80%zgjkl	124 60% 35%zgjkl	201 61% 56%zegjkl	63 53% 18%	77 52% 22%	38 53% 11%	152 52% 42%	76 57% 21%kl	75 55% 21%	143 49% 40%	97 48% 27%	107 48% 30%	3 15% 1%
Compare the Market	339 47%	271 55% 80%zkl	123 59% 36%zcegjkl	173 53% 51%zkl	70 59% 21%zekl	73 49% 22%	173 51% 11%	148 51% 44%kl	81 60% 24%zegkl	71 52% 21%k	152 52% 45%zkl	84 41% 25%	99 44% 29%	5 25% 1%
Gocompare	221 30%	188 38% 85%zegjkl	78 38% 35%zej	127 39% 57%zegjkl	40 34% 18%e	37 25% 17%	22 31% 10%	95 33% 43%e	46 34% 21%e	48 35% 22%e	91 31% 41%	65 32% 29%	68 30% 31%	5 25% 2%
Travelsupermarket	156 21%	123 25% 79%z	85 41% 54%zaceghijkl	84 26% 54%z	41 34% 26%zacgjkl	45 30% 29%zgak	23 32% 15%zgak	64 22% 41%	41 31% 26%zgak	33 24% 21%	134 46% 86%zacedefghijkl	41 20% 26%	58 26% 37%	3 15% 2%
Uswitch	142 20%	98 20% 69%	43 21% 30%	88 27% 62%zabj	37 31% 26%zabjk	42 28% 30%zabjk	22 31% 15%zaj	120 41% 85%zabcdehijkl	36 27% 25%za	50 36% 35%zabchijkl	59 20% 42%	44 22% 31%	54 24% 38%z	3 15% 2%
Mysupermarket	141 19%	92 19% 65%	51 25% 36%zac	61 19% 43%	26 22% 18%	34 23% 24%	18 25% 13%	62 21% 44%	35 26% 25%zac	34 25% 24%	74 25% 52%zac	62 30% 44%zacg	59 26% 42%zac	8 40% 6%
Kelkoo	140 19%	74 15% 53% a	37 18% 26%	57 17% 41%	33 28% 24%zabc	41 28% 29%zabcgj	15 21% 11%	60 21% 43%a	32 24% 23%a	37 27% 26%zabc	61 21% 44%a	81 40% 58%zabcdeghij	88 39% 63%zabcdeghij	5 25% 4%
Pricerunner	88 12%	47 10% 53% a	25 12% 28%	39 12% 44%	19 16% 22%a	20 14% 23%	7 10% 8%	40 14% 45%a	21 16% 24%a	25 18% 28%zacj	36 12% 41%	50 25% 57%zabcdeghij	63 28% 72%zabcdeghij	- - -
Pricefinder	34 5%	14 3% 41% ac	8 4% 24%	9 3% 26%	6 5% 18%	8 5% 24%	2 3% 6%	13 4% 38%	10 7% 29%ac	8 6% 24%a	13 4% 38%	20 10% 59%zabcfgj	18 8% 53%zabcgj	- - -
Other	34 5%	17 3% 50% a	8 4% 24%	11 3% 32%	4 3% 12%	10 7% 29%ac	3 4% 9%	15 5% 44%	6 4% 18%	7 5% 21%	17 6% 50%ac	13 6% 38%a	13 6% 38%	1 5% 3%
Uses up to 3	517 71%	323 66% abcdeghijkl	117 56% 62%bdeghijkl	209 64% 40%bdfghijkl	57 48% 11%	83 56% 16%	37 51% 7%	169 58% 33% d	69 51% 13%	71 52% 14%	168 58% 32% d	114 56% 22%	128 57% 25%	17 85% 3%
Uses 4 or more	211 29%	166 34% 79%z	91 44% 43%zac	120 36% 57%z	62 52% 29%zacgj	65 44% 31%za	35 49% 17%zac	121 42% 57%zac	65 49% 31%zac	66 48% 31%zac	124 42% 59%zac	90 44% 43%zac	97 43% 46%za	3 15% 1%

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Table 16

Q.9a What products do you search for on PCS?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	728	728 100%	583 80%	145 20%	-** - **	728 100%	-** - **	443 61%	140 19%	170 23%	190 26%	505 69%	388 53%	281 39%	113 16%	340 47%	388 53%	205 28%	162 22%	215 30%	146 20%	422 58%	306 42%
Car insurance	489 67%	489 67%	381 65%	108 74%	- -	489 67%	- -	304 69%	101 72%	117 69%	135 71%	332 66%	245 63%	207 74%	84 74%	234 69%	255 66%	114 56%	115 71%	154 72%	106 73%	288 68%	201 66%
		bou 100%ab	78%	22%zab	-	100%	-	62%	21%	24%	28%	68%	50%	42%zu	17%u	48%	52%	23%	24%o	31%o	22%o	59%	41%
Home insurance	329 45%	329 45%	265 45%	64 44%	- -	329 45%	- -	212 48%	64 46%	83 49%	93 49%	227 45%	175 45%	132 47%	52 46%	138 41%	191 49%	59 29%	81 50%	105 49%	84 58%	193 46%	136 44%
		mo 100%	81%	19%	-	100%	-	64%	19%	25%	28%	69%	53%	40%	16%	42%	58%zm	18%	25%o	32%o	26%zo	59%	41%
Flights, holidays, travel	292 40%	292 40%	241 41%	51 35%	- -	292 40%	- -	195 44%	50 36%	81 48%	87 46%	199 39%	136 35%	136 48%	60 53%	122 36%	170 44%	76 37%	61 38%	93 43%	62 42%	182 43%	110 36%
		mu 100%	83%	17%	-	100%	-	67%z	17%	28%z	30%	68%	47%	47%zu	21%zu	42%	58%zm	26%	21%	32%	21%	62%	38%
Energy	290 40%	290 40%	234 40%	56 39%	- -	290 40%	- -	186 42%	52 37%	63 37%	75 39%	201 40%	134 35%	135 48%	52 46%	139 41%	151 39%	51 25%	68 42%	94 44%	77 53%	161 38%	129 42%
		ou 100%	81%	19%	-	100%	-	64%	18%	22%	26%	69%	46%	47%zu	18%u	48%	52%	18%	23%o	32%o	27%zo	56%	44%
High value consumer products	225 31%	225 31%	190 33%	35 24%	- -	225 31%	- -	141 32%	44 31%	54 32%	57 30%	159 31%	107 28%	101 36%	44 39%	116 34%	109 28%	52 25%	55 34%	76 35%	42 29%	135 32%	90 29%
		cou 100%ac	84%ac	16%	-	100%	-	63%	20%	24%	25%	71%	48%	45%zu	20%zu	52%	48%	23%	24%	34%o	19%	60%	40%
Travel insurance	208 29%	208 29%	159 27%	49 34%	- -	208 29%	- -	127 29%	41 31%	45 26%	47 29%	94 29%	68 23%	29 36%	29 36%	55 26%	93 31%	34 24%	36 24%	44 32%	34 35%	89 30%	59 26%
		u 100%	76%	24%	-	100%	-	61%	21%	22%	27%	70%	43%	49%zu	20%u	42%	58%	24%	19%	33%	25%op	62%	38%
Low value consumer products	204 28%	204 28%	170 29%	34 23%	- -	204 28%	- -	122 28%	41 29%	47 28%	54 28%	141 28%	89 23%	103 37%	42 37%	87 26%	117 30%	70 34%	42 26%	63 29%	29 20%	116 27%	88 29%
		ru 100%	83%	17%	-	100%	-	60%	20%	23%	26%	69%	44%	50%zu	21%zu	43%	57%	34%zr	21%	31%r	14%	57%	43%
Bank account, savings account, ISA	148 20%	148 20%	117 20%	31 21%	- -	148 20%	- -	97 22%	31 22%	38 22%	47 25%	94 19%	68 18%	29 24%	29 26%	55 16%	93 24%	34 17%	36 22%	44 20%	34 23%	89 21%	59 19%
		mu 100%	79%	21%	-	100%	-	66%	21%	26%	32%	64%	46%	45%u	20%	37%	63%zm	23%	24%	30%	23%	60%	40%
Landline, internet/ broadband or TV package	137 19%	137 19%	108 19%	29 20%	- -	137 19%	- -	93 21%	25 18%	37 22%	40 21%	92 18%	58 15%	71 25%	30 27%	59 17%	78 20%	43 21%	30 19%	33 15%	31 21%	79 19%	58 19%
		u 100%	79%	21%	-	100%	-	68%	18%	27%	29%	67%	42%	52%zu	22%zu	43%	57%	31%	22%	24%	23%	58%	42%
Mobile telephone, network not handset	134 18%	134 18%	103 18%	31 21%	- -	134 18%	- -	90 20%	21 15%	32 19%	40 21%	86 17%	50 13%	75 27%	38 34%	68 20%	66 17%	55 27%	34 21%	36 17%	9 6%	85 20%	49 16%
		ru 100%	77%	23%	-	100%	-	67%	16%	24%	30%	64%	37%	56%zu	28%zuw	51%	49%	41%zqr	25%r	27%r	7%	63%	37%
Credit card	119 16%	119 16%	93 16%	26 18%	- -	119 16%	- -	84 14%	19 14%	33 19%	28 15%	90 18%	52 13%	59 21%	26 23%	50 15%	69 18%	38 19%	38 23%	33 15%	10 7%	92 22%	27 9%
		rtu 100%	78%	22%	-	100%	-	71%z	16%	28%	24%	76%	44%	50%zu	22%zu	42%	58%	32%r	32%zqr	28%r	8%	77%zt	23%
Loans, mortgages	72 10%	72 10%	57 10%	15 10%	- -	72 10%	- -	48 12%	14 10%	20 12%	28 15%	44 9%	30 8%	36 13%	16 14%	24 7%	48 12%	20 10%	31 19%	21 10%	- -	59 14%	13 4%
		mrtu 100%	79%	21%	-	100%	-	67%	19%	28%	39%zl	61%	42%	50%zu	22%u	33%	67%zm	28%r	43%zoqr	29%r	-	82%zt	18%
Other	20 3%	20 3%	17 3%	3 2%	- -	20 3%	- -	12 3%	3 2%	3 2%	2 1%	18 4%	11 3%	9 3%	2 2%	9 3%	11 3%	8 4%	2 1%	6 3%	4 3%	7 2%	13 4%
		s 100%	85%	15%	-	100%	-	60%	15%	15%	10%	90%	55%	45%	10%	45%	55%	40%	10%	30%	20%	35%	65%z
Up to 3	388 53%	388 53%	313 54%	75 52%	- -	388 53%	- -	215 49%	75 54%	89 52%	88 46%	277 55%	239 62%	111 40%	40 35%	199 59%	189 49%	122 60%	82 51%	109 51%	75 51%	213 50%	175 57%
		gknwy 100%	81%	19%	-	100%	-	55%	19%	23%	23%	71%k	62%zwy	29%	10%	51%zn	49%	31%z	21%	28%	19%	55%	45%
Up to 4	513 70%	513 70%	414 71%	99 68%	- -	513 70%	- -	299 67%	100 71%	114 67%	131 69%	354 70%	303 78%	163 58%	61 54%	253 74%	260 67%	157 77%	113 70%	142 66%	101 69%	283 67%	230 75%
		qnswy 100%	81%	19%	-	100%	-	58%	19%	22%	26%	69%	59%zwy	32%	12%	49%zn	51%	31%zq	22%	28%	20%	55%	45%zs

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Table 16

Q.9a What products do you search for on PCS?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	728	728 100%	583 80%	145 20%	-**	728 100%	-**	443 61%	140 19%	170 23%	190 26%	505 69%	388 53%	281 39%	113 16%	340 47%	388 53%	205 28%	162 22%	215 30%	146 20%	422 58%	306 42%
5 or more	215	215 30%	169 29%	46 32%	-	215 30%	-	144 33%	40 29%	56 33%	59 31%	151 30%	85 22%	118 42%	52 46%	87 26%	128 33%	48 23%	49 30%	73 34%	45 31%	139 33%	76 25%
		100%	79%	21%	-	100%	-	67% ^z	19%	26%	27%	70%	40%	55% ^{zu}	24% ^{zu}	40%	60% ^{zm}	22%	23%	34% ^o	21%	65% ^{zt}	35%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 17

Q.9a What products do you search for on PCS?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	728	489 67%	32* 4%*	37* 5%*	27** 4%**	16** 2%**	1** ***	32* 4%*	19** 3%**	4** 1%**	21** 3%**	33* 5%*	9** 1%**	8** 1%**
Car insurance	489 67%	489 100%	-	-	-	-	-	-	-	-	-	-	-	-
		bcgk 100%zbcgk	-	-	-	-	-	-	-	-	-	-	-	-
Home insurance	329 45%	280 57%	12 38%	37 100%	-	-	-	-	-	-	-	-	-	-
		gk 85%zbgk	4%gk	11%zabgk	-	-	-	-	-	-	-	-	-	-
Flights, holidays, travel	292 40%	210 43%	20 63%	9 24%	12 44%	7 44%	-	7 22%	5 26%	1 25%	21 100%	-	-	-
		cgk 72%zcgk	7%zacgk	3%k	4%	2%	-	2%k	2%	*	7%	-	-	-
Energy	290 40%	210 43%	11 34%	20 54%	12 44%	5 31%	-	32 100%	-	-	-	-	-	-
		k 72%zk	4%k	7%k	4%	2%	-	11%zabck	-	-	-	-	-	-
High value consumer products	225 31%	134 27%	14 44%	9 24%	13 48%	5 31%	-	11 34%	4 21%	3 75%	6 29%	17 52%	9 100%	-
		a 60%	6%a	4%	6%	2%	-	5%	2%	1%	3%	8%zac	4%	-
Travel insurance	208 29%	176 36%	32 100%	-	-	-	-	-	-	-	-	-	-	-
		cgk 85%zcgk	15%zacgk	-	-	-	-	-	-	-	-	-	-	-
Low value consumer products	204 28%	99 20%	8 25%	9 24%	11 41%	9 56%	-	9 28%	10 53%	3 75%	13 62%	33 100%	-	-
		a 49%	4%	4%	5%	4%	-	4%	5%	1%	6%	16%zabcg	-	-
Bank account, savings account, ISA	148 20%	101 21%	9 28%	10 27%	12 44%	16 100%	-	-	-	-	-	-	-	-
		gk 68%gk	6%gk	7%gk	8%	11%	-	-	-	-	-	-	-	-
Landline, internet/ broadband or TV package	137 19%	89 18%	10 31%	13 35%	7 26%	2 13%	-	9 28%	3 16%	4 100%	-	-	-	-
		k 65%k	7%k	9%zak	5%	1%	-	7%k	2%	3%	-	-	-	-
Mobile telephone, network not handset	134 18%	85 17%	11 34%	6 16%	8 30%	1 6%	-	4 13%	19 100%	-	-	-	-	-
		k 63%k	8%zagk	4%k	6%	1%	-	3%k	14%	-	-	-	-	-
Credit card	119 16%	74 15%	7 22%	11 30%	27 100%	-	-	-	-	-	-	-	-	-
		gk 62%gk	6%gk	9%zagk	23%	-	-	-	-	-	-	-	-	-
Loans, mortgages	72 10%	48 10%	3 9%	8 22%	10 37%	2 13%	1 100%	-	-	-	-	-	-	-
		67%	4%	11%zagk	14%	3%	-	-	-	-	-	-	-	-
Other	20 3%	4 1%	-	-	2 7%	1 6%	-	1 3%	-	-	2 10%	2 6%	-	8 100%
		a 20%	-	-	10%	5%	-	5%	-	-	10%	10%a	-	40%
Up to 3	388 53%	216 44%	14 44%	22 59%	9 33%	9 56%	1 100%	25 78%	18 95%	3 75%	21 100%	33 100%	9 100%	8 100%
		a 56%	4%	6%	2%	2%	*	6%zab	5%	1%	5%	9%zabcg	2%	2%
Up to 4	513 70%	313 64%	18 56%	27 73%	17 63%	14 88%	1 100%	29 91%	19 100%	4 100%	21 100%	33 100%	9 100%	8 100%
		a 61%	4%	5%	3%	3%	*	6%zab	4%	1%	4%	6%zabc	2%	2%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 17

Q.9a What products do you search for on PCS?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Markets (Q9A/B)													
	Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)	
Total	728	489 67%	32* 4%*	37* 5%*	27** 4%**	16** 2%**	1** ***	32* 4%*	19** 3%**	4** 1%**	21** 3%**	33* 5%*	9** 1%**	8** 1%**
5 or more	215	176 36%	14 44%	10 27%	10 37%	2 13%	-	3 9%	-	-	-	-	-	-
		gk 82%zgk	7%gk	5%k	5%	1%	-	1%	-	-	-	-	-	-

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 18

Q.9a What products do you search for on PCS?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Websites										
		Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)
Total	728	406 56%	339 47%	358 49%	221 30%	142 20%	156 21%	140 19%	88* 12%*	141 19%	34* 5%*	34* 5%*
Car insurance	489 67%	291 72% ghjk 60%zghjk	271 80% 55%zaeghijk	285 80% 58%zaeghijk	188 85% 38%zabceghijk	98 69% 20%ghjk	123 79% 25%zaeghijk	74 53% 15%	47 53% 10%	92 65% 19%ghj	14 41% 3%	17 50% 3%
Home insurance	329 45%	213 52% j 65%zgijk	173 51% 53%zgj	201 56% 61%zbghijk	127 57% 39%zbghijk	88 62% 27%zabghijk	84 54% 26%zgijk	57 41% 17%	39 44% 12%j	61 43% 19%	9 26% 3%	11 32% 3%
Flights, holidays, travel	292 40%	197 49% 67%zcd	152 45% 52%zc	143 40% 49%	91 41% 31%	59 42% 20%	134 86% 46%zabcdeghijk	61 44% 21%	36 41% 12%	74 52% 25%zcde	13 38% 4%	17 50% 6%
Energy	290 40%	196 48% 68%zcf	148 44% 51%	152 42% 52%	95 43% 33%	120 43% 41%zabcdfghijk	64 41% 22%	60 43% 21%	40 45% 14%	62 44% 21%	13 38% 4%	15 44% 5%
High value consumer products	225 31%	144 35% 64%zbc	99 29% 44%	107 30% 48%	68 31% 30%	54 38% 24%zbc	58 37% 26%bc	88 63% 39%zabcdefijk	63 72% 28%zabcdefijk	59 42% 26%zbcd	18 53% 8%zabcd	13 38% 6%
Travel insurance	208 29%	139 34% 67%zg	123 36% 59%zg	124 35% 60%z	78 35% 38%z	43 30% 21%	85 54% 41%zabcdeghijk	37 26% 18%	25 28% 12%	51 36% 25%zg	8 24% 4%	8 24% 4%
Low value consumer products	204 28%	122 30% 60%b	84 25% 41%	97 27% 48%	65 29% 32%	44 31% 22%	41 26% 20%	81 58% 40%zabcdefijk	50 57% 25%zabcdefi	62 44% 30%zabcdef	20 59% 10%zabcdef	13 38% 6%
Bank account, savings account, ISA	148 20%	113 28% 76%zabcd	73 22% 49%	77 22% 52%d	37 17% 25%	42 30% 28%zabcd	45 29% 30%zabcd	41 29% 28%zabcd	20 23% 14%	34 24% 23%d	8 24% 5%	10 29% 7%
Landline, internet/ broadband or TV package	137 19%	99 24% 72%z	71 21% 52%	75 21% 55%	48 22% 35%	50 22% 36%zabcdfi	33 26% 24%	37 26% 27%z	25 28% 18%z	34 24% 25%	8 24% 6%	7 21% 5%
Mobile telephone, network not handset	134 18%	100 25% 75%z	81 24% 60%z	76 21% 57%	46 21% 34%	36 25% 27%z	41 26% 31%z	32 23% 24%	21 24% 16%	35 25% 26%z	10 7% 7%	6 18% 4%
Credit card	119 16%	98 24% 82%zcd	70 21% 59%z	63 18% 53%	40 18% 34%	37 26% 31%zcd	41 26% 34%zcd	33 24% 28%z	19 22% 16%	26 18% 22%	6 18% 5%	4 12% 3%
Loans, mortgages	72 10%	62 15% 86%zabcdh	37 11% 51%	38 11% 53%	22 10% 31%	22 15% 31%z	23 15% 32%z	15 11% 21%	7 8% 10%	18 13% 25%	2 6% 3%	3 9% 4%
Other	20 3%	6 1% 30% abc	5 1% 25%	3 1% 15%	5 2% 25%c	3 2% 15%	3 2% 15%	5 4% 25%c	- 4% -	8 6% 40%zabch	- - -	1 3% 5%
Up to 3	388 53%	155 38% abcdefghi 40%f	151 45% 39%aef	173 48% 45%aef	90 41% 23%f	47 33% 12%	43 28% 11%	59 42% 15%f	36 41% 9%f	57 40% 15%f	15 44% 4%	22 65% 6%abdefghi
Up to 4	513 70%	236 58% bcdefghi 46%f	212 63% 41%f	230 64% 45%aef	142 64% 28%af	79 56% 15%	74 47% 14%	83 59% 16%f	49 56% 10%	86 61% 17%f	26 76% 5%aefgh	24 71% 5%f

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. * small base

Price Comparison Sites FINAL

Table 18

Q.9a What products do you search for on PCS?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

Total (z)	Websites											
	Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)	
Total	728 56%	339 47%	358 49%	221 30%	142 20%	156 21%	140 19%	88* 12%*	141 19%	34* 5%*	34* 5%*	
5 or more	215 30%	170 42% 79%zcdj	127 37% 59%z	128 36% 60%z	79 36% 37%z	63 44% 29%zcyj	82 53% 38%zabcdgijk	57 41% 27%zj	39 44% 18%zj	55 39% 26%z	8 24% 4%	10 29% 5%

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 19

Q.9A/Q.9B What products do you search for on PCS?/We want to talk to you about just one of these products or services - so please pick one - such as the most important purchase or search in the last 12 months or the one you remember most about? What was the product or service?

Base : All (excluding Null) giving a single code response at Q9A, and all giving more than one answer who were then asked Q9B

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	728	728 100%	583 80%	145 20%	-**	728 100%	-**	443 61%	140 19%	170 23%	190 26%	505 69%	388 53%	281 39%	113 16%	340 47%	388 53%	205 28%	162 22%	215 30%	146 20%	422 58%	306 42%
Car insurance	489 67%	489 67%	381 65%	108 74%	-	489 67%	-	304 69%	101 72%	117 69%	135 71%	332 66%	245 63%	207 74%	84 74%	234 69%	255 66%	114 56%	115 71%	154 72%	106 73%	288 68%	201 66%
		bou	100%b	78% 22%zab	-	100%	-	62% 21%	21% 24%	24% 24%	28% 28%	66% 68%	63% 50%	74% 42%zu	74% 17%u	69% 48%	66% 52%	56% 23%	71% 24%o	72% 31%o	73% 22%o	68% 59%	66% 41%
Home insurance	37 5%	37 5%	31 5%	6 4%	-	37 5%	-	25 6%	4 3%	12 7%	12 6%	24 5%	24 6%	11 4%	2 2%	14 4%	23 6%	10 5%	9 6%	11 5%	7 5%	22 5%	15 5%
			100%	84% 16%	-	100%	-	68% 11%	11% 32%	32% 32%	32% 32%	65% 65%	65% 30%	30% 5%	5% 38%	62% 62%	27% 27%	24% 24%	30% 30%	19% 19%	59% 59%	41% 41%	
Low value consumer products	33 5%	33 5%	31 5%	2 1%	-	33 5%	-	15 3%	7 2%	2 1%	7 4%	23 5%	20 5%	7 2%	1 1%	17 5%	16 4%	14 7%	8 5%	7 3%	4 3%	19 5%	14 5%
		ciwy	100%c	94%zac	6%	100%	-	45% 21%	21% 6%	6% 21%	21% 21%	70% 70%	61%y	21% 3%	3% 52%	48% 48%	42% 42%	24% 24%	21% 21%	12% 12%	58% 58%	42% 42%	
Energy	32 4%	32 4%	28 5%	4 3%	-	32 4%	-	17 4%	8 6%	6 4%	6 3%	25 5%	20 5%	10 4%	3 3%	14 4%	18 5%	3 1%	7 4%	14 7%	8 5%	13 3%	19 6%
		os	100%	88% 13%	-	100%	-	53% 25%	25% 19%	19% 19%	78% 78%	63% 63%	31% 31%	9% 9%	4% 44%	5% 56%	9% 9%	22% 22%	44%o	25%o	41% 41%	59% 59%	5% 5%
Travel insurance	32 4%	32 4%	25 7%	7 5%	-	32 4%	-	20 5%	3 2%	4 2%	6 3%	25 5%	19 5%	10 4%	6 5%	9 3%	23 6%	12 6%	6 4%	6 3%	8 5%	20 5%	12 4%
		m	100%	78% 22%	-	100%	-	63% 13%	9% 13%	13% 19%	78% 78%	31% 31%	19% 19%	9% 19%	28% 28%	72%zm	38% 38%	19% 19%	25% 25%	63% 63%	38% 38%	5% 5%	4% 4%
Credit card	27 4%	27 4%	21 4%	6 4%	-	27 4%	-	18 4%	3 2%	8 5%	5 3%	21 4%	11 3%	11 4%	5 4%	11 3%	16 4%	11 5%	6 4%	8 4%	2 1%	21 5%	6 2%
		t	100%	78% 22%	-	100%	-	67% 11%	11% 30%	30% 19%	78% 78%	41% 41%	41% 19%	19% 19%	41% 41%	59% 59%	41% 41%	22% 22%	30% 30%	7% 7%	78%zt	22% 22%	
Flights, holidays, travel	21 3%	21 3%	19 3%	2 1%	-	21 3%	-	12 3%	4 3%	7 4%	4 2%	17 3%	16 4%	4 1%	2 2%	11 3%	10 3%	11 5%	2 1%	5 2%	3 2%	12 3%	9 3%
		w	100%	90% 10%	-	100%	-	57% 19%	19% 33%	33% 19%	81% 81%	76%zw	19% 19%	10% 10%	2% 52%	3% 48%	3% 48%	52%zp	10% 10%	24% 24%	14% 14%	57% 57%	43% 43%
Mobile telephone, network not handset	19 3%	19 3%	13 2%	6 4%	-	19 3%	-	11 2%	3 2%	6 4%	7 4%	10 2%	12 3%	5 2%	3 3%	12 4%	7 2%	16 8%	2 1%	1 *	-	6 1%	13 4%
		qrs	100%	68% 32%	-	100%	-	58% 16%	16% 32%	32% 37%	53% 53%	63% 63%	26% 26%	16% 16%	63% 63%	37% 37%	84%zpq	11% 11%	5% 5%	-	-	32% 32%	68%zs
Bank account, savings account, ISA	16 2%	16 2%	15 3%	1 1%	-	16 2%	-	10 2%	4 3%	5 3%	3 2%	12 2%	9 2%	6 2%	4 4%	7 2%	9 2%	6 3%	5 3%	2 1%	3 2%	10 2%	6 2%
			100%	94% 6%	-	100%	-	63% 25%	25% 31%	31% 19%	75% 75%	56% 56%	38% 38%	25% 25%	44% 44%	56% 56%	38% 38%	31% 31%	13% 13%	19% 19%	63% 63%	38% 38%	
High value consumer products	9 1%	9 1%	7 1%	2 1%	-	9 1%	-	3 1%	2 1%	1 1%	-	8 2%	5 1%	4 1%	1 1%	4 1%	5 1%	3 1%	1 1%	3 1%	2 1%	4 1%	5 2%
			100%	78% 22%	-	100%	-	33% 22%	22% 11%	11% 11%	89% 89%	56% 56%	44% 44%	11% 11%	44% 44%	56% 56%	33% 33%	11% 11%	33% 33%	22% 22%	44% 44%	56% 56%	
Landline, internet/ broadband or TV package	4 1%	4 1%	4 1%	-	-	4 1%	-	3 1%	1 1%	1 1%	3 2%	1 *	1 *	3 1%	1 1%	2 1%	2 1%	2 1%	-	1 *	1 1%	3 1%	1 *
		l	100%	100%	-	100%	-	75% 25%	25% 25%	25% 75%l	25% 25%	25% 25%	75% 75%	25% 25%	50% 50%	50% 50%	50% 50%	-	25% 25%	25% 25%	75% 75%	25% 25%	
Loans, mortgages	1 *	1 *	-	1 1%	-	1 *	-	-	-	-	1 1%	-	-	1 *	1 1%	-	-	1 *	-	-	-	1 *	-
			100%	- 100%b	-	100%	-	-	-	-	100%	-	-	100%	100%	-	100%	-	-	-	-	100%	-
Other	8 1%	8 1%	8 1%	-	-	8 1%	-	5 1%	-	1 1%	1 1%	7 1%	6 2%	2 1%	-	5 1%	3 1%	2 1%	1 1%	3 1%	2 1%	3 1%	5 2%
			100%	100%	-	100%	-	63% -	-	13% -	13% -	88% -	75% -	25% -	-	63% -	38% -	25% -	13% -	38% -	25% -	38% -	63% -

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 20

Q.9A/Q.9B What products do you search for on PCS?/We want to talk to you about just one of these products or services - so please pick one - such as the most important purchase or search in the last 12 months or the one you remember most about? What was the product or service?

Base : All (excluding Null) giving a single code response at Q9A, and all giving more than one answer who were then asked Q9B

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	728	489 67%	32* 4%*	37* 5%*	27** 4%**	16** 2%**	1** ***	32* 4%*	19** 3%**	4** 1%**	21** 3%**	33* 5%*	9** 1%**	8** 1%**
Car insurance	489 67%	489 100%	-	-	-	-	-	-	-	-	-	-	-	-
Home insurance	37 5%	bcgk	-	37 100%	-	-	-	-	-	-	-	-	-	-
Low value consumer products	33 5%	a	-	100%zabgk	-	-	-	-	-	-	-	33 100%	-	-
Energy	32 4%	a	-	-	-	-	32 100%	-	-	-	-	100%zabck	-	-
Travel insurance	32 4%	a	32 100%	-	-	-	-	-	-	-	-	-	-	-
Credit card	27 4%	a	-	-	27 100%	-	-	-	-	-	-	-	-	-
Flights, holidays, travel	21 3%	a	-	-	-	-	-	-	-	21 100%	-	-	-	-
Mobile telephone, network not handset	19 3%	a	-	-	-	-	-	19 100%	-	-	-	-	-	-
Bank account, savings account, ISA	16 2%	a	-	-	-	16 100%	-	-	-	-	-	-	-	-
High value consumer products	9 1%	a	-	-	-	-	-	-	-	-	-	-	9 100%	-
Landline, internet/ broadband or TV package	4 1%	-	-	-	-	-	-	-	4 100%	-	-	-	-	-
Loans, mortgages	1 *	-	-	-	-	-	1 100%	-	-	-	-	-	-	-
Other	8 1%	a	-	-	-	-	-	-	-	-	-	-	-	8 100%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 21

Q.9A/Q.9B What products do you search for on PCS?/We want to talk to you about just one of these products or services - so please pick one - such as the most important purchase or search in the last 12 months or the one you remember most about? What was the product or service?

Base : All (excluding Null) giving a single code response at Q9A, and all giving more than one answer who were then asked Q9B

Total (z)	Websites											
	Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)	
Total	728	406 56%	339 47%	358 49%	221 30%	142 20%	156 21%	140 19%	88* 12%*	141 19%	34* 5%*	34* 5%*
Car insurance	489 67%	291 72% ghjk 60%zghjk	271 80% 55%zaeghijk	285 80% 58%zaeghijk	188 85% 38%zabceghijk	98 79% 20%ghjk	123 53% 25%zaeghijk	74 53% 15%	47 53% 10%	92 65% 19%ghj	14 41% 3%	17 50% 3%
Home insurance	37 5%	17 4% d 46%	15 4% 41%	22 6% 59%d	6 3% 16%	14 10% 38%zabdf	5 3% 14%	9 6% 24%	8 6% 22%adf	8 6% 22%	2 6% 5%	- - -
Low value consumer products	33 5%	11 3% abcef	4 1% 12%	6 2% 18%	3 3% 18%ef	6 - -	- - -	17 12% 52%zabcdefi	9 10% 27%zabcdef	8 6% 24%abcef	5 15% 15%zabcdef	3 9% 9%bcef
Energy	32 4%	15 4% bcdf	3 1% 9%	7 2% 22%	2 1% 6%	10 7% 31%abcdf	3 - -	5 4% 16%bf	3 3% 9%f	7 5% 22%bcdf	2 6% 6%bdf	4 12% 13%zabcdf
Travel insurance	32 4%	23 6% 72%bcd	12 4% 38%	13 4% 41%	5 2% 16%	9 6% 28%cd	12 8% 38%zabcd	5 4% 16%	6 7% 19%	6 4% 19%	1 3% 3%	1 3% 3%
Credit card	27 4%	20 5% c 74%cd	13 4% 48%cd	6 2% 22%	4 2% 15%	7 5% 26%cd	6 4% 22%	8 6% 30%cd	4 5% 15%	3 2% 11%	2 6% 7%	2 6% 7%
Flights, holidays, travel	21 3%	4 1% acde	6 2% 29%	6 2% 29%	2 1% 10%	- 1% -	6 4% 29%ade	5 4% 24%ae	2 2% 10%	3 2% 14%	1 3% 5%e	4 12% 19%zabcdedghi
Mobile telephone, network not handset	19 3%	8 2% f 42%	9 3% 47%f	8 2% 42%	4 2% 21%	1 2% 5%	- 2% -	3 2% 16%	1 1% 5%	4 3% 21%f	3 9% 16%zacddefgh	1 3% 5%f
Bank account, savings account, ISA	16 2%	11 3% bcd	1 * 6%	3 1% 19%	1 * 6%	3 2% 19%b	4 3% 25%b	7 5% 44%zabcd	3 3% 19%bcd	3 2% 19%b	1 3% 6%b	1 3% 6%b
High value consumer products	9 1%	3 1% c 33%	2 1% 22%	- - -	1 * 11%	- - -	- - -	3 2% 33%cd	4 5% 44%zabcdef	2 1% 22%cd	2 6% 22%zabcdef	- - -
Landline, internet/ broadband or TV package	4 1%	1 * 25%	2 1% 50%	- - -	1 * 25%	- - -	- - -	3 2% 75%zac	- 1% 25%	1 3% 25%acef	1 3% -	- - -
Loans, mortgages	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - 100%zac	1 1% -	- - -	- - -	- - -
Other	8 1%	2 * ab	1 * 13%	2 1% 25%	1 * 13%	- - -	- - -	1 1% 13%	- 3% 50%zabcef	4 3% -	- - -	1 3% 13%bef

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 22

Q.9C Why did you decide to use a PCS to search for or purchase that product or service?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (v)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	728	728 100%	583 80%	145 20%	-** -**	728 100%	-** -**	443 61%	140 19%	170 23%	190 26%	505 69%	388 53%	281 39%	113 16%	340 47%	388 53%	205 28%	162 22%	215 30%	146 20%	422 58%	306 42%
Convenience	232 32%	232 100%	189 81%	43 19%	- -	232 100%	- -	138 59%	51 22%	51 22%	60 26%	166 72%	109 47%	106 46%	46 20%	102 44%	130 56%	58 25%	52 22%	85 40%	37 25%	128 30%	104 34%
Quickest way to compare prices	537 74%	537 100%	436 81%	101 19%	- -	537 100%	- -	330 61%	106 20%	140 26%	370 26%	273 69%	224 51%	92 17%	254 47%	283 53%	138 26%	117 22%	175 33%	107 20%	310 58%	227 42%	
To get the best deals	400 55%	400 100%	311 78%	89 22%	- -	400 100%	- -	239 60%	87 22%	83 21%	100 25%	284 71%	195 49%	181 53%	79 56%	189 54%	211 54%	112 28%	79 20%	119 30%	90 62%	215 51%	185 60%
To save money	429 59%	429 100%	338 79%	91 21%	- -	429 100%	- -	260 61%	87 20%	93 22%	107 25%	307 72%	214 50%	191 45%	83 19%	191 45%	238 55%	123 29%	86 20%	138 32%	82 19%	235 55%	194 45%
To shop around/window shop	287 39%	287 100%	248 86%	39 14%	- -	287 100%	- -	194 68%	46 16%	85 30%	70 24%	201 70%	152 53%	114 40%	47 16%	125 44%	162 56%	82 29%	59 21%	90 31%	56 20%	160 56%	127 44%
To get more information	249 34%	249 100%	205 82%	44 18%	- -	249 100%	- -	160 64%	38 15%	66 27%	68 27%	172 69%	112 45%	121 49%	57 23%	109 44%	140 56%	73 29%	51 20%	81 33%	44 18%	144 58%	105 42%
Other	10 1%	10 100%	9 90%	1 10%	- -	10 100%	- -	7 70%	2 20%	2 20%	2 20%	8 80%	3 30%	6 60%	3 30%	4 40%	6 60%	5 50%	1 10%	2 20%	2 20%	6 60%	4 40%
Save money/best deals	511 70%	511 100%	400 78%	111 22%	- -	511 100%	- -	310 61%	102 20%	109 21%	129 25%	363 71%	262 51%	217 42%	95 19%	228 45%	283 55%	146 29%	105 21%	154 30%	106 21%	286 56%	225 44%
Compare/shop around	592 81%	592 100%	483 83%	109 18%	- -	592 100%	- -	370 63%	112 19%	155 26%	153 26%	412 70%	310 52%	238 40%	96 16%	276 47%	316 53%	155 26%	130 22%	186 31%	121 20%	335 57%	257 43%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 23

Q.9C Why did you decide to use a PCS to search for or purchase that product or service?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	728	489 67%	32* 4%*	37* 5%*	27** 4%**	16** 2%**	1** ***	32* 4%*	19** 3%**	4** 1%**	21** 3%**	33* 5%*	9** 1%**	8** 1%**
Convenience	232 32%	159 33% 69%	10 31% 4%	19 51% 8%zak	10 37% 4%	4 25% 2%	- -	9 28% 4%	3 16% 1%	2 50% 1%	3 14% 1%	8 24% 3%	2 22% 1%	3 38% 1%
Quickest way to compare prices	537 74%	370 76% 69%	24 75% 4%	30 81% 6%	23 85% 4%	13 81% 2%	- -	20 63% 4%	10 53% 2%	2 50% *	13 62% 2%	22 67% 4%	4 44% 1%	6 75% 1%
To get the best deals	400 55%	278 57% 70%g	15 47% 4%	18 49% 5%	19 70% 5%	10 63% 3%	- -	11 34% 3%	14 74% 4%	2 50% 1%	10 48% 3%	17 52% 4%	3 33% 1%	3 38% 1%
To save money	429 59%	293 60% 68%	19 59% 4%	21 57% 5%	17 63% 4%	11 69% 3%	1 100% *	16 50% 4%	10 53% 2%	2 50% *	13 62% 3%	18 55% 4%	4 44% 1%	4 50% 1%
To shop around/window shop	287 39%	181 37% 63%	16 50% 6%	15 41% 5%	13 48% 5%	8 50% 3%	- -	12 38% 4%	5 26% 2%	2 50% 1%	9 43% 3%	18 55% 6%a	6 67% 2%	2 25% 1%
To get more information	249 34%	148 30% 59%	16 50% 6%a	15 41% 6%	15 56% 6%	8 50% 3%	- -	13 41% 5%	6 32% 2%	3 75% 1%	5 24% 2%	14 42% 6%	4 44% 2%	2 25% 1%
Other	10 1%	9 2% 90%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 13% 10%
Save money/best deals	511 70%	352 72% 69%	22 69% 4%	23 62% 5%	20 74% 4%	13 81% 3%	1 100% *	18 56% 4%	15 79% 3%	2 50% *	15 71% 3%	21 64% 4%	5 56% 1%	4 50% 1%
Compare/shop around	592 81%	402 82% 68%	26 81% 4%	32 86% 5%	23 85% 4%	14 88% 2%	- -	24 75% 4%	11 58% 2%	3 75% 1%	16 76% 3%	28 85% 5%	6 67% 1%	7 88% 1%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 24

Q.9C Why did you decide to use a PCS to search for or purchase that product or service?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Websites										
		Money- supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel- supermarket (f)	Kelkoo (g)	Pricerunner (h)	My- supermarket (i)	Pricefinder (j)	Other (k)
Total	728	406 56%	339 47%	358 49%	221 30%	142 20%	156 21%	140 19%	88* 12%*	141 19%	34* 5%*	34* 5%*
Convenience	232 32%	145 36% 63%z	112 33% 48%	118 33% 51%	82 37% 35%z	50 35% 22%	56 36% 24%	58 41% 25%zbcj	39 44% 17%zbcij	45 32% 19%	8 24% 3%	15 44% 6%
Quickest way to compare prices	537 74%	318 78% 59%z	257 76% 48%	278 78% 52%z	172 78% 32%	111 78% 21%	116 74% 22%	111 79% 21%	72 82% 13%	106 75% 20%	27 79% 5%	24 71% 4%
To get the best deals	400 55%	252 62% 63%zc	195 58% 49%	200 56% 50%	129 58% 32%	83 58% 21%	96 62% 24%	83 59% 21%	51 58% 13%	81 57% 20%	18 53% 5%	24 71% 6%
To save money	429 59%	261 64% 61%z	209 62% 49%	227 63% 53%z	139 63% 32%	93 65% 22%	95 61% 22%	86 61% 20%	55 63% 13%	94 67% 22%z	20 59% 5%	24 71% 6%
To shop around/window shop	287 39%	175 43% 61%z	135 40% 47%	142 40% 49%	93 42% 32%	59 42% 21%	63 40% 22%	61 44% 21%	42 48% 15%	55 39% 19%	13 38% 5%	13 38% 5%
To get more information	249 34%	153 38% 61%z	126 37% 51%	119 33% 48%	82 37% 33%	57 40% 23%	66 42% 27%zck	68 49% 27%zabcdk	37 42% 15%	64 45% 26%zabck	16 47% 6%k	8 24% 3%
Other	10 1%	5 1% 50%	6 2% 60%	4 1% 40%	6 3% 60%c	2 1% 20%	1 1% 10%	4 3% 40%	- - -	1 1% 10%	- - -	3 9% 30%zabcephi
Save money/best deals	511 70%	305 75% 60%z	244 72% 48%	256 72% 50%	159 72% 31%	105 74% 21%	114 73% 22%	101 72% 20%	66 75% 13%	103 73% 20%	24 71% 5%	29 85% 6%z
Compare/shop around	592 81%	344 85% 58%z	279 82% 47%	302 84% 51%z	189 86% 32%	120 85% 20%	128 82% 22%	119 85% 20%	77 88% 13%	115 82% 19%	28 82% 5%	28 82% 5%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 25

Q.10 When searching for that product on Price Comparison sites, how many different Price Comparison sites did you use?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	669	669	533	136	-**	669	-**	417	128	159	179	462	388	281	113	316	353	188	150	197	134	391	278
		100%	80%	20%	-**	100%	-**	62%	19%	24%	27%	69%	58%	42%	17%	47%	53%	28%	22%	29%	20%	58%	42%
1	147	147	117	30	-	147	-	85	31	29	36	103	147	-	-	76	71	48	39	29	31	85	62
	22%	22%	22%	22%	-	22%	-	20%	24%	18%	20%	22%	38%	-	-	24%	20%	26%	26%	15%	23%	22%	22%
	qwy	100%	80%	20%	-	100%	-	58%	21%	20%	24%	70%	100%zwy	-	-	52%	48%	33%q	27%q	20%	21%	58%	42%
2	241	241	198	43	-	241	-	153	44	57	65	170	241	-	-	109	132	66	51	77	47	145	96
	36%	36%	37%	32%	-	36%	-	37%	34%	36%	36%	37%	62%	-	-	34%	37%	35%	34%	39%	35%	37%	35%
	wy	100%	82%	18%	-	100%	-	63%	18%	24%	27%	71%	100%zwy	-	-	45%	55%	27%	21%	32%	20%	60%	40%
3	168	168	130	38	-	168	-	107	36	40	48	113	-	168	-	74	94	50	36	51	31	93	75
	25%	25%	24%	28%	-	25%	-	26%	28%	25%	27%	24%	-	60%	-	23%	27%	27%	24%	26%	23%	24%	27%
	uy	100%	77%	23%	-	100%	-	64%	21%	24%	29%	67%	-	100%zuy	-	44%	56%	30%	21%	30%	18%	55%	45%
4	53	53	41	12	-	53	-	36	6	17	15	34	-	53	53	23	30	15	9	18	11	30	23
	8%	8%	8%	9%	-	8%	-	9%	5%	11%	8%	7%	-	19%	47%	7%	8%	8%	6%	9%	8%	8%	8%
	u	100%	77%	23%	-	100%	-	68%	11%	32%	28%	64%	-	100%zu	100%zuw	43%	57%	28%	17%	34%	21%	57%	43%
5	33	33	25	8	-	33	-	19	5	7	8	23	-	33	33	17	16	7	11	11	4	24	9
	5%	5%	5%	6%	-	5%	-	5%	4%	4%	4%	5%	-	12%	29%	5%	5%	4%	7%	6%	3%	6%	3%
	u	100%	76%	24%	-	100%	-	58%	15%	21%	24%	70%	-	100%zu	100%zuw	52%	48%	21%	33%	33%	12%	73%	27%
6	8	8	7	1	-	8	-	5	1	3	2	5	-	8	8	5	3	-	3	2	3	4	4
	1%	1%	1%	1%	-	1%	-	1%	1%	2%	1%	1%	-	3%	7%	2%	1%	-	2%	1%	2%	1%	1%
	u	100%	88%	13%	-	100%	-	63%	13%	38%	25%	63%	-	100%zu	100%zuw	63%	38%	-	38%	25%	38%o	50%	50%
7 or more	19	19	15	4	-	19	-	12	5	6	5	14	-	19	19	12	7	2	1	9	7	10	9
	3%	3%	3%	3%	-	3%	-	3%	4%	4%	3%	3%	-	7%	17%	4%	2%	1%	1%	5%	5%	3%	3%
	u	100%	79%	21%	-	100%	-	63%	26%	32%	26%	74%	-	100%zu	100%zuw	63%	37%	11%	5%	47%op	37%op	53%	47%
Null/no answer/don't know	59	59	50	9	-	59	-	26	12	11	11	43	-	-	-	24	35	17	12	18	12	31	28
1 or 2 sites	388	388	315	73	-	388	-	238	75	86	101	273	388	-	-	185	203	114	90	106	78	230	158
	58%	58%	59%	54%	-	58%	-	57%	59%	54%	56%	59%	100%	-	-	59%	58%	61%	60%	54%	58%	59%	57%
	wy	100%	81%	19%	-	100%	-	61%	19%	22%	26%	70%	100%zwy	-	-	48%	52%	29%	23%	27%	20%	59%	41%
3+ sites	281	281	218	63	-	281	-	179	53	73	78	189	-	281	113	131	150	74	60	91	56	161	120
	42%	42%	41%	46%	-	42%	-	43%	41%	46%	44%	41%	-	100%	100%	41%	42%	39%	40%	46%	42%	41%	43%
	u	100%	78%	22%	-	100%	-	64%	19%	26%	28%	67%	-	100%zu	40%zu	47%	53%	26%	21%	32%	20%	57%	43%
4+ sites	113	113	88	25	-	113	-	72	17	33	30	76	-	113	113	57	56	24	24	40	25	68	45
	17%	17%	17%	18%	-	17%	-	17%	13%	21%	17%	16%	-	40%	100%	18%	16%	13%	16%	20%	19%	17%	16%
	u	100%	78%	22%	-	100%	-	64%	15%	29%	27%	67%	-	100%zu	100%zuw	50%	50%	21%	21%	35%o	22%	60%	40%
Mean	2.74ou	2.74	2.68	2.96	-	2.74	-	2.73	2.63	2.82	2.85	2.70	1.62	4.28zu	6.19zuw	2.84	2.65	2.36	2.45	3.20zop	2.91o	2.70	2.80
Std dev	2.934	2.934	2.740	3.598	-	2.934	-	2.505	2.198	2.055	3.245	2.877	0.486	4.011	5.839	3.541	2.258	1.261	1.398	4.393	3.118	2.893	2.994
Std error	0.113	0.113	0.119	0.309	-	0.113	-	0.123	0.194	0.163	0.243	0.134	0.025	0.239	0.549	0.199	0.120	0.092	0.114	0.313	0.269	0.146	0.180

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y

Overlap formulae used. ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 26

Q.10 When searching for that product on Price Comparison sites, how many different Price Comparison sites did you use?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	669	452 68%	29** 4%**	35* 5%*	22** 3%**	15** 2%**	1** ***	30* 4%*	17** 3%**	4** 1%**	20** 3%**	27** 4%**	9** 1%**	8** 1%**
1	147 22%	79 17% 54%	5 17% 3%	10 29% 7%	2 9% 1%	6 40% 4%	- - -	14 47% 10%za	4 24% 3%	- - -	8 40% 5%	9 33% 6%	5 56% 3%	5 63% 3%
2	241 36%	166 37% 69%	14 48% 6%	14 40% 6%	9 41% 4%	3 20% 1%	- - -	6 20% 2%	8 47% 3%	1 25% *	8 40% 3%	11 41% 5%	- - -	1 13% *
3	168 25%	123 27% 73%	4 14% 2%	9 26% 5%	6 27% 4%	2 13% 1%	- - -	7 23% 4%	2 12% 1%	2 50% 1%	2 10% 1%	6 22% 4%	3 33% 2%	2 25% 1%
4	53 8%	43 10% 81%z	4 14% 8%	- - -	- - -	1 7% 2%	1 100% 2%	1 3% 2%	2 12% 4%	- - -	- - -	1 4% 2%	- - -	- - -
5	33 5%	21 5% 64%	- - -	1 3% 3%	3 14% 9%	2 13% 6%	- - -	2 7% 6%	- - -	1 25% 3%	2 10% 6%	- - -	1 11% 3%	- - -
6	8 1%	5 1% 63%	2 7% 25%	- - -	1 5% 13%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
7 or more	19 3%	15 3% 79%	- - -	1 3% 5%	1 5% 5%	1 7% 5%	- - -	- - -	1 6% 5%	- - -	- - -	- - -	- - -	- - -
Null/no answer/don't know	59	37	3	2	5	1	-	2	2	-	1	6	-	-
1 or 2 sites	388 58%	245 54% 63%	19 66% 5%	24 69% 6%	11 50% 3%	9 60% 2%	- - -	20 67% 5%	12 71% 3%	1 25% *	16 80% 4%	20 74% 5%	5 56% 1%	6 75% 2%
3+ sites	281 42%	207 46% 74%z	10 34% 4%	11 31% 4%	11 50% 4%	6 40% 2%	1 100% *	10 33% 4%	5 29% 2%	3 75% 1%	4 20% 1%	7 26% 2%	4 44% 1%	2 25% 1%
4+ sites	113 17%	84 19% 74%	6 21% 5%	2 6% 2%	5 23% 4%	4 27% 4%	1 100% 1%	3 10% 3%	3 18% 3%	1 25% 1%	2 10% 2%	1 4% 1%	1 11% 1%	- - -
Mean	2.74	2.94z	2.52	2.34	3.00	2.67	4.00	2.03	2.41	3.25	2.00	1.96	2.11	1.63
Std dev	2.934	3.403	1.326	1.909	1.604	2.059	-	1.217	1.502	1.258	1.214	0.854	1.453	0.916
Std error	0.113	0.160	0.246	0.323	0.342	0.532	-	0.222	0.364	0.629	0.271	0.164	0.484	0.324

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Table 27

Q.10 When searching for that product on Price Comparison sites, how many different Price Comparison sites did you use?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Websites										
		Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)
Total	669	378 57%	311 46%	333 50%	206 31%	132 20%	139 21%	133 20%	80* 12%*	130 19%	31* 5%*	31* 5%*
1	147 22%	57 15% abcdefghi	31 10% 39%bdf	43 13% 21%d	11 5% 29%d	20 15% 7%	13 9% 14%d	23 17% 9%	10 13% 7*d	17 13% 12%d	3 10% 2%	8 26% 5%bcdf
2	241 36%	137 36% e	103 33% 57%e	120 36% 43%e	72 35% 50%e	31 23% 30%e	49 35% 13%	40 30% 20%e	26 33% 11%	41 32% 17%	8 26% 3%	8 26% 3%
3	168 25%	110 29% 65%z	102 33% 61%z	96 29% 57%z	68 33% 40%z	48 36% 29%z	44 32% 26%z	42 34% 25%	27 32% 16%	41 32% 24%	9 29% 5%	9 29% 5%
4	53 8%	38 10% 72%z	36 12% 68%z	39 12% 74%z	32 16% 60%za	17 13% 32%z	15 11% 28%	13 10% 25%	7 9% 13%	14 11% 26%	1 3% 2%	3 10% 6%
5	33 5%	18 5% 55%	22 7% 67%z	21 6% 64%	13 6% 39%	8 6% 24%	10 7% 30%	9 7% 27%	5 6% 15%	12 9% 36%za	6 19% 18%zabcdefg	2 6% 6%
6	8 1%	6 2% 75%	4 1% 50%	4 1% 50%	4 2% 50%	3 2% 38%	3 2% 38%	1 1% 13%	2 3% 25%	3 2% 38%	3 10% 38%zabcdefgi	- - -
7 or more	19 3%	12 3% 63%	13 4% 68%	10 3% 53%	6 3% 32%	5 4% 26%	5 4% 26%	5 4% 26%	3 4% 16%	2 2% 11%	1 3% 5%	1 3% 5%
Null/no answer/don't know	59	28	28	25	15	10	17acg	7	8	11	3	3
1 or 2 sites	388 58%	194 51% abcdefghij	134 43% 50%bde	163 49% 42%bde	83 40% 21%	51 39% 13%	62 45% 16%	63 47% 16%	36 45% 9%	58 45% 15%	11 35% 3%	16 52% 4%
3+ sites	281 42%	184 49% 65%z	177 57% 63%zac	170 51% 60%z	123 60% 44%zac	81 61% 29%zac	77 55% 27%z	70 53% 25%z	44 55% 16%z	72 55% 26%z	20 65% 7%z	15 48% 5%
4+ sites	113 17%	74 20% 65%z	75 24% 66%za	74 22% 65%z	55 27% 49%za	33 25% 29%z	33 24% 29%z	28 21% 25%z	17 21% 15%	31 24% 27%z	11 35% 10%za	6 19% 5%
Mean	2.74	2.93	3.26z	3.05z	3.09z	3.17	2.97	3.17	2.91	2.95	3.39	2.68
Std dev	2.934	3.072	3.620	3.381	1.717	2.875	1.565	4.463	1.593	1.974	1.667	1.796
Std error	0.113	0.158	0.205	0.185	0.120	0.250	0.133	0.387	0.178	0.173	0.299	0.323

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 28

Q.11A How many of the search results / products returned by the Price Comparison site did you investigate in detail?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	635	635	504	131	-**	635	-**	396	117	153	176	434	350	260	105	297	338	172	143	186	134	365	270
		100%	79%	21%	-**	100%	-**	62%	18%	24%	28%	68%	55%	41%	17%	47%	53%	27%	23%	29%	21%	57%	43%
0	23	23	23	-	-	23	-	12	3	5	3	19	18	3	1	15	8	7	-	7	9	8	15
	4%	4%	5%	-	-	4%	-	3%	3%	3%	2%	4%	5%	1%	1%	5%	2%	4%	-	4%	7%	2%	6%
		cpsw	100%zc	100%zac	-	100%	-	52%	13%	22%	13%	83%	78%zw	13%	4%	65%	35%	30%p	-	30%p	39%zp	35%	65%zs
1	76	76	59	17	-	76	-	41	13	16	14	60	51	24	3	37	39	19	14	14	29	33	43
	12%	12%	12%	13%	-	12%	-	10%	11%	10%	8%	14%	15%	9%	3%	12%	12%	11%	10%	8%	22%	9%	16%
		kqsy	100%	78%	22%	100%	-	54%	17%	21%	18%	79%zk	67%zwy	32%y	4%	49%	51%	25%	18%	18%	38%zopq	43%	57%zs
2	139	139	116	23	-	139	-	89	29	30	35	100	70	66	28	63	76	42	35	39	23	82	57
	22%	22%	23%	18%	-	22%	-	22%	25%	20%	20%	23%	20%	25%	27%	21%	22%	24%	24%	21%	17%	22%	21%
		100%	83%	17%	-	100%	-	64%	21%	20%	25%	72%	50%	47%	20%	45%	55%	30%	25%	28%	17%	59%	41%
3	143	143	108	35	-	143	-	82	26	28	43	90	82	52	17	65	78	27	40	43	33	84	59
	23%	23%	21%	22%	-	23%	-	21%	22%	18%	24%	21%	23%	20%	16%	22%	23%	16%	28%	23%	25%	23%	22%
		o	100%	76%	24%	100%	-	57%	18%	20%	30%	63%	57%	36%	12%	45%	55%	19%	28%o	30%	23%	59%	41%
4	75	75	56	19	-	75	-	52	13	23	23	50	41	31	14	34	41	21	17	24	13	48	27
	12%	12%	11%	15%	-	12%	-	13%	11%	15%	13%	12%	12%	12%	13%	11%	12%	12%	12%	13%	10%	13%	10%
		100%	75%	25%	-	100%	-	69%	17%	31%	31%	67%	55%	41%	19%	45%	55%	28%	23%	32%	17%	64%	36%
5	87	87	65	22	-	87	-	63	10	24	32	53	46	38	16	38	49	30	21	28	8	64	23
	14%	14%	13%	17%	-	14%	-	16%	9%	16%	18%	12%	13%	15%	15%	13%	14%	17%	15%	15%	6%	18%	9%
		rt	100%	75%	25%	100%	-	72%zh	11%	28%	37%z	61%	53%	44%	18%	44%	56%	34%r	24%r	32%r	9%	74%zt	26%
6	32	32	25	7	-	32	-	23	6	13	10	19	14	18	11	14	18	5	6	13	8	13	19
	5%	5%	5%	5%	-	5%	-	6%	5%	8%	6%	4%	4%	7%	10%	5%	5%	3%	4%	7%	6%	4%	7%
		s	100%	78%	22%	100%	-	72%	19%	41%z	31%	59%	44%	56%	34%zu	44%	56%	16%	19%	41%	25%	41%	59%sa
7 or more	60	60	52	8	-	60	-	34	17	14	16	43	28	28	15	31	29	21	10	18	11	33	27
	9%	9%	10%	6%	-	9%	-	9%	15%	9%	9%	10%	8%	11%	14%	10%	9%	12%	7%	10%	8%	9%	10%
		100%	87%	13%	-	100%	-	57%	28%z	23%	27%	72%	47%	47%	25%	52%	48%	35%	17%	30%	18%	55%	45%
Null/no answer/don't know	93	93	79	14	-	93	-	47	23g	17	14	71k	38	21	8	43	50	33r	19	29	12	57	36
1 or 2 results	215	215	175	40	-	215	-	130	42	46	49	160	121	90	31	100	115	61	49	53	52	115	100
	34%	34%	35%	31%	-	34%	-	33%	36%	30%	28%	37%	35%	35%	30%	34%	34%	35%	34%	28%	39%	32%	37%
		k	100%	81%	19%	100%	-	60%	20%	21%	23%	74%zk	56%	42%	14%	47%	53%	28%	23%	25%	24%	53%	47%
3+ results	397	397	306	91	-	397	-	254	72	102	124	255	211	167	73	182	215	104	94	126	73	242	155
	63%	63%	61%	69%	-	63%	-	64%	62%	67%	70%	59%	60%	64%	70%	61%	64%	60%	66%	68%	54%	66%	57%
		lrt	100%	77%	23%	100%	-	64%	18%	26%	31%zl	64%	53%	42%	18%	46%	54%	26%	24%	32%r	18%	61%zt	39%
4+ results	254	254	198	56	-	254	-	172	46	74	81	165	129	115	56	117	137	77	54	83	40	158	96
	40%	40%	39%	43%	-	40%	-	43%	39%	48%	46%	38%	37%	44%	53%	39%	41%	45%	38%	45%	30%	43%	36%
		rt	100%	78%	22%	100%	-	68%z	18%	29%z	32%	65%	51%	45%	22%zuw	46%	54%	30%r	21%	33%r	16%	62%t	38%
Mean	4.32	4.32	4.21	4.73	-	4.32	-	4.06	5.03	4.05	4.85	4.12	4.31	4.08	4.74w	4.42	4.23	4.94	3.83	4.42	3.90	4.13	4.57
Std dev	6.512	6.512	5.714	8.957	-	6.512	-	4.004	8.961	3.531	7.816	6.004	7.678	3.496	4.019	7.036	6.023	8.573	3.206	4.574	8.161	4.330	8.629
Std error	0.258	0.258	0.255	0.783	-	0.258	-	0.201	0.828	0.285	0.589	0.288	0.410	0.217	0.392	0.408	0.328	0.654	0.268	0.335	0.705	0.227	0.525

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 29

Q.11A How many of the search results / products returned by the Price Comparison site did you investigate in detail?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Markets (Q9A/B)													
	Total (z)	Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	635	440 69%	27** 4%**	34* 5%*	20** 3%**	13** 2%**	-**	29** 5%**	15** 2%**	4** 1%**	17** 3%**	22** 3%**	9** 1%**	5** 1%**
0	23 4%	13 3%	-	1 3%	-	-	-	4 14%	-	-	1 6%	2 9%	1 11%	1 20%
1	76 12%	46 10%	3 11%	3 9%	3 15%	1 8%	-	9 31%	3 20%	1 25%	2 12%	4 18%	1 11%	-
2	139 22%	95 22%	6 22%	6 18%	6 30%	4 31%	-	6 21%	3 20%	-	4 24%	5 23%	2 22%	2 40%
3	143 23%	110 25%	7 26%	10 29%	1 5%	-	-	3 10%	1 7%	-	3 18%	4 18%	3 33%	1 20%
4	75 12%	53 12%	3 11%	6 18%	3 10%	3 23%	-	1 3%	3 20%	-	-	2 9%	2 22%	-
5	87 14%	57 13%	4 15%	7 21%	4 20%	2 15%	-	3 10%	2 13%	2 50%	5 29%	1 5%	-	-
6	32 5%	25 6%	1 4%	-	3 15%	-	-	1 3%	2 13%	-	-	-	-	-
7 or more	60 9%	41 9%	3 11%	1 3%	1 5%	3 23%	-	2 7%	1 7%	1 25%	2 12%	4 18%	-	1 20%
Null/no answer/don't know	93a	49	5	3	7	3	1	3	4	-	4	11	-	3
1 or 2 results	215 34%	141 32%	9 33%	9 26%	9 45%	5 38%	-	15 52%	6 40%	1 25%	6 35%	9 41%	3 33%	2 40%
3+ results	397 63%	286 65%	18 67%	24 71%	11 55%	8 62%	-	10 34%	9 60%	3 75%	10 59%	11 50%	5 56%	2 40%
4+ results	254 40%	176 40%	11 41%	14 41%	10 50%	8 62%	-	7 24%	8 53%	3 75%	7 41%	7 32%	2 22%	1 20%
Mean	4.32	4.56	3.67	3.50	3.95	4.38	-	2.93	3.73	7.75	3.76	4.50	2.44	5.40
Std dev	6.512	7.400	2.184	2.440	3.154	2.785	-	3.954	2.463	8.382	2.840	6.472	1.333	8.234
Std error	0.258	0.353	0.420	0.418	0.705	0.772	-	0.734	0.636	4.191	0.689	1.380	0.444	3.682

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 30

Q.11A How many of the search results / products returned by the Price Comparison site did you investigate in detail?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Websites										
		Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)
Total	635	357 56%	303 48%	319 50%	197 31%	130 20%	136 21%	126 20%	74* 12%*	122 19%	30* 5%*	29** 5%**
0	23 4%	9 3% 39%	10 3% 43%	9 3% 39%	5 3% 22%	5 4% 22%	1 7% 4%	3 2% 13%	2 3% 9%	2 2% 9%	2 7% 9% ^f	- - -
1	76 12%	28 8% 37%	27 9% 36%	30 9% 39%	22 11% 29%	13 10% 17%	10 7% 13%	9 5% 12%	4 5% 5%	12 10% 16%	1 3% 1%	6 21% 8%
2	139 22%	79 22% 57%	68 22% 49%	73 23% 53%	54 27% 39% ^z	27 21% 19%	28 21% 20%	25 20% 18%	18 24% 13%	24 20% 17%	8 27% 6%	3 10% 2%
3	143 23%	88 25% 62% ^d	69 23% 48%	75 24% 52% ^d	35 18% 24%	35 27% 24%	28 21% 20%	27 21% 19%	17 23% 12%	27 22% 19%	6 20% 4%	9 31% 6%
4	75 12%	47 13% 63%	42 13% 53%	36 11% 48%	20 10% 27%	13 10% 17%	19 14% 25%	19 15% 25%	16 22% 21% ^{zabcde}	18 15% 24%	4 5% 13%	5 17% 7%
5	87 14%	58 16% 67% ^{zh}	42 14% 48%	45 14% 52%	23 12% 26%	19 15% 22%	29 21% 33% ^{zabcdhi}	18 14% 21% ^h	5 7% 6%	13 11% 15%	4 4% 5%	4 14% 5%
6	32 5%	20 6% 63%	21 7% 66% ^z	19 6% 59%	16 8% 50% ^z	6 5% 19%	10 7% 31%	5 4% 16%	2 3% 6%	5 4% 16%	1 3% 3%	- - -
7 or more	60 9%	28 8% 47%	26 9% 43%	32 10% 53%	22 11% 37%	12 9% 20%	11 8% 18%	20 16% 33% ^{zabf}	10 14% 17%	21 17% 35% ^{zabcef}	4 13% 7%	2 7% 3%
Null/no answer/don't know	93 ^e	49	36	39	24	12	20	14	14 ^e	19	4	5
1 or 2 results	215 34%	107 30% 50%	95 31% 44%	103 32% 48%	76 39% 48%	40 31% 19%	38 28% 18%	34 27% 16%	22 30% 10%	36 30% 17%	9 30% 4%	9 31% 4%
3+ results	397 63%	241 68% 61%^{zd}	198 65% 50%^d	207 65% 52%	116 59% 29%	85 65% 21%	97 71% 24%^{zd}	89 71% 22%^{zd}	50 68% 13%	84 69% 21%^d	19 63% 5%	20 69% 5%
4+ results	254 40%	153 43% 60%	129 43% 51%	132 41% 52%	81 41% 32%	50 38% 20%	69 51% 27%^{zacde}	62 49% 24%^{ze}	33 45% 13%	57 47% 22%	13 43% 5%	11 38% 4%
Mean	4.32	4.13	4.31	4.72	4.51	3.86	3.98	5.10 ^{aef}	5.09	5.24 ^{aef}	4.57	3.34
Std dev	6.512	4.159	6.219	8.034	7.228	3.578	2.687	6.029	6.919	5.803	4.776	2.058
Std error	0.258	0.220	0.357	0.450	0.515	0.314	0.230	0.537	0.804	0.525	0.872	0.382

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 31

Q.11b Did you end up purchasing the product the PCS listed as the cheapest?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	703	703 100%	565 80%	138 20%	-**	703 100%	-**	434 62%	131 19%	165 23%	184 26%	489 70%	378 54%	269 38%	111 16%	329 47%	374 53%	196 28%	155 22%	208 30%	144 20%	403 57%	300 43%
Yes	311 44%	311 44%	220 39%	91 66%	-	311 44%	-	175 40%	79 60%	51 31%	86 47%	213 44%	161 43%	135 50%	61 55%	146 44%	165 44%	91 46%	73 47%	88 42%	59 41%	172 43%	139 46%
		bgi 100%b	71%	29%zab	-	100%	-	56% 25%zg	29%zg	16%	28%	68%	52%	43%z	20%zu	47%	53%	29%	23%	28%	19%	55%	45%
No	392 56%	392 56%	345 61%	47 34%	-	392 56%	-	259 60%	52 40%	114 69%	98 53%	276 56%	217 57%	134 50%	50 45%	183 56%	209 56%	105 54%	82 53%	120 58%	85 59%	231 57%	161 54%
		chwy 100%c	88%zac	12%	-	100%	-	66%zh	13%	29%z	25%	70%	55%y	34%	13%	47%	53%	27%	21%	31%	22%	59%	41%
Null/no answer/don't know	25gt	25	18	7	-	25	-	9	9zg	5	6	16	10	12	2	11	14	9	7	7	2	19	6

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 32

Q.11b Did you end up purchasing the product the PCS listed as the cheapest?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	703	475 68%	30* 4%*	37* 5%*	25** 4%**	14** 2%**	1** ***	31* 4%*	18** 3%**	4** 1%**	20** 3%**	32* 5%*	8** 1%**	8** 1%**
Yes	311 44%	210 44% 68%	12 40% 4%	12 32% 4%	12 48% 4%	10 71% 3%	1 100% *	14 45% 5%	6 33% 2%	3 75% 1%	12 60% 4%	14 44% 5%	3 38% 1%	2 25% 1%
No	392 56%	265 56% 68%	18 60% 5%	25 68% 6%	13 52% 3%	4 29% 1%	- - -	17 55% 4%	12 67% 3%	1 25% *	8 40% 2%	18 56% 5%	5 63% 1%	6 75% 2%
Null/no answer/don't know	25	14	2	-	2	2	-	1	1	-	1	1	1	-

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 33

Q.11b Did you end up purchasing the product the PCS listed as the cheapest?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Websites										
		Money- supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel- supermarket (f)	Kelkoo (g)	Pricerunner (h)	My- supermarket (i)	Pricefinder (j)	Other (k)
Total	703	392 56%	329 47%	347 49%	216 31%	140 20%	151 21%	134 19%	81* 12%*	137 19%	32* 5%*	32* 5%*
Yes	311	176	153	147	89	68	61	61	42	67	13	16
	44%	45%	47%	42%	41%	49%	40%	46%	52%	49%	41%	50%
No	392	176	153	147	89	68	61	61	42	67	13	16
	56%	57%	49%	47%	29%	22%	20%	20%	14%	22%	4%	5%
Null/no answer/don't know	25	216	176	200	127	72	90	73	39	70	19	16
		55%	53%	58%	59%	51%	60%	54%	48%	51%	59%	50%
		55%	45%	51%	32%	18%	23%	19%	10%	18%	5%	4%
		14	10	11	5	2	5	6	7zabcdei	4	2	2

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 34

Q.11c Why not?

Base : All (excluding Null) who did not buy product listed as cheapest (at Q11b)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	389	389	342	47*	-**	389	-**	259	51*	114	98*	274	217	133	49*	181	208	104	81*	119	85*	229	160
		100%	88%	12%*	-**	100%	-**	67%	13%*	29%	25%*	70%	56%	34%	13%*	47%	53%	27%	21%*	31%	22%*	59%	41%
Cheapest product didn't have all the features I wanted	173	173	142	31	-	173	-	122	17	63	50	116	85	76	28	83	90	36	42	56	39	103	70
	44%	44%	42%	66%	-	44%	-	47%	33%	55%	51%	42%	39%	57%	57%	46%	43%	35%	52%	47%	46%	45%	44%
		bou	100% ^b	82%	18% ^{zab}	100%	-	71%	10%	36% ^z	29%	67%	49%	44% ^{zu}	16% ^u	48%	52%	21%	24% ^o	32%	23%	60%	40%
Was not ready to make purchase at the time	93	93	85	8	-	93	-	59	11	23	24	64	45	36	12	55	38	29	16	24	24	42	51
	24%	24%	25%	17%	-	24%	-	23%	22%	20%	24%	23%	21%	27%	24%	30%	18%	28%	20%	20%	28%	18%	32%
		ns	100%	91%	9%	100%	-	63%	12%	25%	26%	69%	48%	39%	13%	59% ^{zn}	41%	31%	17%	26%	26%	45%	55% ^{zs}
Did not make any purchase	45	45	43	2	-	45	-	23	7	7	7	37	27	9	4	20	25	12	9	15	9	24	21
	12%	12%	13%	4%	-	12%	-	9%	14%	6%	7%	14%	12%	7%	8%	11%	12%	12%	11%	13%	11%	10%	13%
		giw	100%	96%	4%	100%	-	51%	16%	16%	16%	82%	60%	20%	9%	44%	56%	27%	20%	33%	20%	53%	47%
Did not recognise the supplier's name or brand	41	41	34	7	-	41	-	27	9	12	8	30	20	14	3	15	26	12	12	10	7	24	17
	11%	11%	10%	15%	-	11%	-	10%	18%	11%	8%	11%	9%	11%	6%	8%	13%	12%	15%	8%	8%	10%	11%
		100%	83%	17%	-	100%	-	66%	22%	29%	20%	73%	49%	34%	7%	37%	63%	29%	29%	24%	17%	59%	41%
Stayed with current supplier - similar price	37	37	36	1	-	37	-	25	7	16	10	24	21	16	4	20	17	7	8	11	11	16	21
	10%	10%	11%	2%	-	10%	-	10%	14%	14%	10%	9%	10%	12%	8%	11%	8%	7%	10%	9%	13%	7%	13%
		s	100%	97%	3%	100%	-	68%	19%	43%	27%	65%	57%	43%	11%	54%	46%	19%	22%	30%	30%	43%	57% ^s
Cheapest product was not available when I clicked through to the supplier's website	36	36	33	3	-	36	-	28	3	15	13	21	19	12	2	15	21	10	6	13	7	21	15
	9%	9%	10%	6%	-	9%	-	11%	6%	13%	13%	8%	9%	9%	4%	8%	10%	10%	7%	11%	8%	9%	9%
		100%	92%	8%	-	100%	-	78%	8%	42%	36%	58%	53%	33%	6%	42%	58%	28%	17%	36%	19%	58%	42%
Found better offer/deal elsewhere	24	24	24	-	-	24	-	20	2	8	5	19	18	5	1	8	16	6	6	8	4	18	6
	6%	6%	7%	-	-	6%	-	8%	4%	7%	5%	7%	8%	4%	2%	4%	8%	6%	7%	7%	5%	8%	4%
		100%	100%	-	-	100%	-	83%	8%	33%	21%	79%	75%	21%	4%	33%	67%	25%	25%	33%	17%	75%	25%
Prefer not to purchase over the internet	22	22	21	1	-	22	-	14	-	5	4	17	12	7	3	10	12	4	2	10	6	14	8
	6%	6%	6%	2%	-	6%	-	5%	-	4%	4%	6%	6%	5%	6%	6%	6%	4%	2%	8%	7%	6%	5%
		100%	95%	5%	-	100%	-	64%	-	23%	18%	77%	55%	32%	14%	45%	55%	18%	9%	45%	27%	64%	36%
Price seemed too good to be true	20	20	16	4	-	20	-	15	2	8	4	16	7	11	2	9	11	6	7	3	4	15	5
	5%	5%	5%	9%	-	5%	-	6%	4%	7%	4%	6%	3%	8%	4%	5%	5%	6%	9%	3%	5%	7%	3%
		u	100%	80%	20%	100%	-	75%	10%	40%	20%	80%	35%	55% ^u	10%	45%	55%	30%	35%	15%	20%	75%	25%
Went direct to supplier/ website	16	16	15	1	-	16	-	13	2	6	5	11	10	3	2	12	4	5	2	5	4	10	6
	4%	4%	4%	2%	-	4%	-	5%	4%	5%	5%	4%	5%	2%	4%	7%	2%	5%	2%	4%	5%	4%	4%
		n	100%	94%	6%	100%	-	81%	13%	38%	31%	69%	63%	19%	13%	75% ^{zn}	25%	31%	13%	31%	25%	63%	38%
Other	21	21	16	5	-	21	-	17	1	7	5	16	11	8	4	12	9	5	4	5	7	13	8
	5%	5%	5%	11%	-	5%	-	7%	2%	6%	5%	6%	5%	6%	8%	7%	4%	5%	5%	4%	8%	6%	5%
		100%	76%	24%	-	100%	-	81%	5%	33%	24%	76%	52%	38%	19%	57%	43%	24%	19%	24%	33%	62%	38%
Null/no answer/don't know	3	3	3	-	-	3	-	-	1g	-	-	2	-	1	1u	2	1	1	1	1	-	2	1

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 35

Q.11c Why not?

Base : All (excluding Null) who did not buy product listed as cheapest (at Q11b)

	Markets (Q9A/B)													
	Total (z)	Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	389	263 68%	18** 5%**	25** 6%**	12** 3%**	4** 1%**	-** -**	17** 4%**	12** 3%**	1** ***	8** 2%**	18** 5%**	5** 1%**	6** 2%**
Cheapest product didn't have all the features I wanted	173 44%	127 48% 73% ^z	7 39% 4%	12 48% 7%	5 42% 3%	2 50% 1%	- - -	7 41% 4%	3 25% 2%	- - -	3 38% 2%	5 28% 3%	- - -	2 33% 1%
Was not ready to make purchase at the time	93 24%	55 21% 59%	2 11% 2%	5 20% 5%	4 33% 4%	- - -	- - -	6 35% 6%	7 58% 8%	1 100% 1%	3 38% 3%	5 28% 5%	4 80% 4%	1 17% 1%
Did not make any purchase	45 12%	22 8% 49%	1 6% 2%	2 8% 4%	1 8% 2%	- - -	- - -	5 29% 11%	3 25% 7%	- - -	1 13% 2%	6 33% 13%	- - -	4 67% 9%
Did not recognise the supplier's name or brand	41 11%	29 11% 71%	3 17% 7%	3 12% 7%	2 17% 5%	1 25% 2%	- - -	1 6% 2%	- - -	- - -	- - -	2 11% 5%	- - -	- - -
Stayed with current supplier - similar price	37 10%	30 11% 81%	- - -	3 12% 8%	- - -	- - -	- - -	2 12% 5%	- - -	- - -	1 13% 3%	- - -	- - -	1 17% 3%
Cheapest product was not available when I clicked through to the supplier's website	36 9%	24 9% 67%	2 11% 6%	- - -	4 33% 11%	- - -	- - -	1 6% 3%	- - -	1 100% 3%	1 13% 3%	3 17% 8%	- - -	- - -
Found better offer/deal elsewhere	24 6%	19 7% 79%	- - -	3 12% 13%	- - -	- - -	- - -	1 6% 4%	- - -	- - -	- - -	1 6% 4%	- - -	- - -
Prefer not to purchase over the internet	22 6%	10 4% 45%	1 6% 5%	2 8% 9%	1 8% 5%	- - -	- - -	2 12% 9%	- - -	- - -	2 25% 9%	1 11% 9%	1 20% 5%	1 17% 5%
Price seemed too good to be true	20 5%	13 5% 65%	- - -	1 4% 5%	2 17% 10%	- - -	- - -	2 12% 10%	- - -	1 100% 5%	- - -	1 6% 5%	- - -	- - -
Went direct to supplier/ website	16 4%	11 4% 69%	1 6% 6%	2 8% 13%	- - -	- - -	- - -	- - -	- - -	- - -	1 13% 6%	1 6% 6%	- - -	- - -
Other	21 5%	16 6% 76%	1 6% 5%	1 4% 5%	1 8% 5%	1 25% 5%	- - -	1 6% 5%	- - -	- - -	- - -	- - -	- - -	- - -
Null/no answer/don't know	3	2	-	-	1	-	-	-	-	-	-	-	-	-

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 36

Q.11c Why not?

Base : All (excluding Null) who did not buy product listed as cheapest (at Q11b)

	Total (z)	Websites										
		Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)
Total	389	214 55%	174 45%	198 51%	125 32%	72* 19%*	89* 23%*	71* 18%*	38* 10%*	68* 17%*	18** 5%**	16** 4%**
Cheapest product didn't have all the features I wanted	173 44%	104 49% 60%	81 47% 47%	96 48% 55%	54 43% 31%	36 50% 21%	51 57% 29%zbdg	30 42% 17%	21 55% 12%	34 50% 20%	11 61% 6%	7 44% 4%
Was not ready to make purchase at the time	93 24%	53 25% 57%	43 25% 46%	47 24% 51%	29 23% 31%	20 28% 22%g	21 24% 23%	11 15% 12%	8 21% 9%	14 21% 15%	4 22% 4%	2 13% 2%
Did not make any purchase	45 12%	22 10% 49%f	13 7% 29%	21 11% 47%f	13 10% 29%	6 8% 13%	3 3% 7%	9 13% 20%f	5 9% 11%f	6 9% 13%	1 6% 2%	- 6% -
Did not recognise the supplier's name or brand	41 11%	24 11% 59%	14 8% 34%	22 11% 54%	15 12% 37%	5 7% 12%	11 12% 27%	10 14% 24%	5 13% 12%	9 13% 22%	2 11% 5%	4 25% 10%
Stayed with current supplier - similar price	37 10%	22 10% 59%	9 9% 41%	15 10% 51%	14 11% 38%	9 13% 24%	7 8% 19%	7 10% 19%	2 5% 5%	6 9% 16%	2 11% 5%	2 13% 5%
Cheapest product was not available when I clicked through to the supplier's website	36 9%	22 10% 61%	12 7% 33%	15 8% 42%	8 6% 22%	3 4% 8%	9 10% 25%	9 13% 25%e	6 16% 17%e	10 15% 28%bcde	3 17% 8%	1 6% 3%
Found better offer/deal elsewhere	24 6%	12 6% 50%	13 7% 54%	16 8% 67%	10 8% 42%	5 7% 21%	4 4% 17%	4 6% 17%	3 8% 13%	3 4% 13%	1 6% 4%	- - -
Prefer not to purchase over the internet	22 6%	8 4% 36%	12 7% 55%f	12 6% 55%	5 4% 23%	3 4% 14%	1 1% 5%	4 6% 18%	- - -	3 4% 14%	3 17% 14%	1 6% 5%
Price seemed too good to be true	20 5%	16 7% 80%zbc	7 4% 35%	8 4% 40%	8 6% 40%	4 6% 20%	4 4% 20%	4 6% 20%	2 5% 10%	4 6% 20%	- - -	2 13% 10%
Went direct to supplier/ website	16 4%	4 2% 25%	8 5% 50%ad	6 3% 38%	1 1% 6%	1 1% 6%	4 4% 25%	3 4% 19%	1 3% 6%	2 3% 13%	- - -	3 19% 19%
Other	21 5%	12 6% 57%	9 5% 43%	8 4% 38%	4 3% 19%	5 7% 24%	5 6% 24%	6 8% 29%	2 5% 10%	3 4% 14%	- - -	3 19% 14%
Null/no answer/don't know	3	2	2	2	2	-	1	2	1	2	1	-

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 37

Q.12A Although you use PCS do you think they have any drawbacks?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	583	583 100%	469 80%	114 20%	-** -	583 100%	-** -	443 76%	140 24%	170 29%	159 27%	398 68%	313 54%	232 40%	89* 15%	277 48%	306 52%	164 28%	133 23%	177 30%	109 19%	341 58%	242 42%
Yes	443 76%	443 76%	373 80%	70 61%	- -	443 76%	- -	443 100%	- -	170 100%	125 79%	301 76%	238 76%	179 77%	72 81%	208 75%	235 77%	136 83%	92 69%	127 72%	88 81%	265 78%	178 74%
		chp 100%	c 84%	zac 16%	-	100%	-	100%	zh	38%z	28%	68%	54%	40%	16%	47%	53%	31%zpq	21%	29%	20%p	60%	40%
No	140 24%	140 24%	96 20%	44 39%	- -	140 24%	- -	- -	140 100%	- -	34 21%	97 24%	75 24%	53 23%	17 19%	69 25%	71 23%	28 17%	41 31%	50 28%	21 19%	76 22%	64 26%
		bgio 100%	b 69%	zab 31%	-	100%	-	-	zg	100%	24%	69%	54%	38%	12%	49%	51%	20%	29%zor	36%o	15%	54%	46%
Null/no answer/don't know	145 ghi	145	114	31	-	145	-	-	-	-	31	107	75	49	24	63	82	41	29	38	37zpq	81	64

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 38

Q.12A Although you use PCS do you think they have any drawbacks?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	583	405 69%	23** 4%**	29** 5%**	21** 4%**	14** 2%**	-**	25** 4%**	14** 2%**	4** 1%**	16** 3%**	22** 4%**	5** 1%**	5** 1%**
Yes	443 76%	304 75%	20 87%	25 86%	18 86%	10 71%	-	17 68%	11 79%	3 75%	12 75%	15 68%	3 60%	5 100%
No	140 24%	101 25%	3 13%	4 14%	3 14%	4 29%	-	8 32%	3 21%	1 25%	4 25%	7 32%	2 40%	-
Null/no answer/don't know	145a	84 72%	9 2%	8 3%	6 2%	2 3%	1	7 6%	5 2%	- 1%	5 3%	11 5%	4 1%	3

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 39

Q.12A Although you use PCS do you think they have any drawbacks?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Websites										
		Money- supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel- supermarket (f)	Kelkoo (g)	Pricerunner (h)	My- supermarket (i)	Pricefinder (j)	Other (k)
Total	583	337 58%	274 47%	286 49%	178 31%	115 20%	127 22%	110 19%	72* 12%*	108 19%	30* 5%*	29** 5%**
Yes	443 76%	263 78%	206 75%	220 77%	136 76%	98 85%	103 81%	85 77%	50 69%	79 73%	24 80%	20 69%
		59%	47%	50%	31%	22% ^{zabcdhi}	23% ^h	19%	11%	18%	5%	5%
No	140 24%	74 22%	68 25%	66 23%	42 24%	17 15%	24 19%	25 23%	22 31%	29 27%	6 20%	9 31%
Null/no answer/don't know	145a	^e 69 53% ^e	65 49% ^e	72a 47% ^e	43 30% ^e	27 12%	29 17%	30 18%	16 16% ^{ef}	33aj 21% ^e	4 4%	5 6%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 40

Q.12A Although you use PCS do you think they have any drawbacks?

Base : All (excluding Null) who have used PCS in last 12 months (at Q1b)

	Total (z)	Markets (Q9A)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	583	405 69%	171 29%	276 47%	103 18%	128 22%	62* 11%*	238 41%	111 19%	118 20%	245 42%	163 28%	185 32%	15** 3%**
Yes	443	304 76%	127 75%	212 74%	84 77%	97 76%	48 77%	186 78%	90 81%	93 79%	195 80%	122 75%	141 76%	12 80%
No	140	101 24%	44 25%	64 26%	19 23%	31 24%	14 23%	52 22%	21 19%	25 21%	50 20%	41 25%	44 24%	3 2%
Null/no answer/don't know	145 ^{acdeij}	84	37	53	16	20	10	52	23	19	47	41 ^{dei}	40	5

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 41

Q.12B Which of the following drawbacks, if any, do you think apply to PCS?

Base : All (excluding Null) who think PCS have drawbacks (at Q12a)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not independent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	441	441	371	70*	-**	441	-**	441	-**	170	125	300	236	179	72*	206	235	136	92*	126	87*	264	177
		100%	84%	16%*	-**	100%	-**	100%	-**	39%	28%	68%	54%	41%	16%*	47%	53%	31%	21%*	29%	20%*	60%	40%
Not all the suppliers for the products I want are on PCS	316	316	267	49	-	316	-	316	-	138	93	211	165	136	58	152	164	87	71	99	59	188	128
	72%	72%	70%	-	72%	-	72%	-	81%	74%	70%	70%	76%	81%	74%	70%	64%	77%	79%	68%	71%	72%	
	o	100%	84%	16%	-	100%	-	100%	-	44%z	29%	67%	52%	43%	18%	48%	52%	28%	22%o	31%zo	19%	59%	41%
PCS make assumptions about what product or service you want so you need to be careful you don't end up buying the wrong thing	193	193	161	32	-	193	-	193	-	78	62	126	90	95	36	95	98	51	42	65	35	121	72
	44%	44%	43%	46%	-	44%	-	44%	-	46%	50%	42%	38%	53%	50%	46%	42%	38%	46%	52%	40%	46%	41%
	u	100%	83%	17%	-	100%	-	100%	-	40%	32%	65%	47%	49%zu	19%	49%	51%	26%	22%	34%zo	18%	63%	37%
The prices on them are not always up	188	188	165	23	-	188	-	188	-	73	56	125	89	89	33	82	106	66	35	57	30	112	76
	43%	43%	44%	33%	-	43%	-	43%	-	43%	45%	42%	38%	50%	46%	40%	45%	49%	38%	45%	34%	42%	43%
	u	100%	88%	12%	-	100%	-	100%	-	39%	30%	66%	47%	47%zu	18%	44%	56%	35%r	19%	30%	16%	60%	40%
They are not independent and impartial	170	170	147	23	-	170	-	170	-	170	58	106	86	73	33	87	83	49	32	47	42	96	74
	39%	39%	40%	33%	-	39%	-	39%	-	100%	46%	35%	36%	41%	46%	42%	35%	36%	35%	37%	48%	36%	42%
	l	100%	86%	14%	-	100%	-	100%	-	100%z	34%zl	62%	51%	43%	19%	51%	49%	29%	19%	28%	25%z	56%	44%
They do not give enough information	142	142	130	12	-	142	-	142	-	59	37	100	71	61	27	68	74	45	33	38	26	82	60
	32%	32%	35%	17%	-	32%	-	32%	-	35%	30%	33%	30%	34%	38%	33%	31%	33%	36%	30%	30%	31%	34%
	c	100%ac	92%zac	8%	-	100%	-	100%	-	42%	26%	70%	50%	43%	19%	48%	52%	32%	23%	27%	18%	58%	42%
There are sometimes too many options/choices	138	138	113	25	-	138	-	138	-	50	53	79	69	58	25	61	77	43	29	46	20	77	61
	31%	31%	30%	36%	-	31%	-	31%	-	29%	42%	26%	29%	32%	35%	30%	33%	32%	32%	37%	23%	29%	34%
	l	100%	82%	18%	-	100%	-	100%	-	36%	38%zl	57%	50%	42%	18%	44%	56%	31%	21%	33%r	14%	56%	44%
The comparisons are not like for like	122	122	103	19	-	122	-	122	-	54	33	82	58	58	22	55	67	33	24	39	26	76	46
	28%	28%	28%	27%	-	28%	-	28%	-	32%	26%	27%	25%	32%	31%	27%	29%	24%	26%	31%	30%	29%	26%
		100%	84%	16%	-	100%	-	100%	-	44%	27%	67%	48%	48%	18%	45%	55%	27%	20%	32%	21%	62%	38%
I prefer to speak to a person on the telephone / in store	84	84	76	8	-	84	-	84	-	29	23	58	45	33	14	39	45	26	9	27	22	42	42
	19%	19%	20%	11%	-	19%	-	19%	-	17%	18%	19%	19%	18%	19%	19%	19%	19%	10%	21%	25%	16%	24%
	ps	100%	90%	10%	-	100%	-	100%	-	35%	27%	69%	54%	39%	17%	46%	54%	31%	11%	32%p	26%p	50%	50%zs
The products on them are often out of stock	79	79	66	13	-	79	-	79	-	36	28	47	37	35	19	38	41	27	14	25	13	47	32
	18%	18%	18%	19%	-	18%	-	18%	-	21%	22%	16%	16%	20%	26%	18%	17%	20%	15%	20%	15%	18%	18%
		100%	84%	16%	-	100%	-	100%	-	46%	35%	59%	47%	44%	24%zu	48%	52%	34%	18%	32%	16%	59%	41%
They are complicated, confusing or difficult to use	30	30	26	4	-	30	-	30	-	12	11	19	16	12	6	16	14	7	6	7	10	15	15
	7%	7%	7%	6%	-	7%	-	7%	-	7%	9%	6%	7%	7%	8%	8%	6%	5%	7%	6%	11%	6%	8%
		100%	87%	13%	-	100%	-	100%	-	40%	37%	63%	53%	40%	20%	53%	47%	23%	20%	23%	33%	50%	50%
Other	28	28	20	8	-	28	-	28	-	5	7	19	19	8	1	15	13	8	5	8	7	15	13
	6%	6%	5%	11%	-	6%	-	6%	-	3%	6%	6%	8%	4%	1%	7%	6%	6%	5%	6%	8%	6%	7%
	iy	100%	71%	29%	-	100%	-	100%	-	18%	25%	68%	68%y	29%	4%	54%	46%	29%	18%	29%	25%	54%	46%
Null/no answer/don't know	2	2	2	-	2	-	2	-	2	-	1	-	2	-	-	2	-	-	-	1	1	1	1
Not Impartial/like for like	238	238	204	34	-	238	-	238	-	170	75	153	120	104	45	115	123	70	46	66	56	141	97
	54%	54%	55%	49%	-	54%	-	54%	-	100%	60%	51%	51%	58%	63%	56%	52%	51%	50%	52%	64%	53%	55%
		100%	86%	14%	-	100%	-	100%	-	71%z	32%	64%	50%	44%	19%	48%	52%	29%	19%	28%	24%z	59%	41%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 42

Q.12B Which of the following drawbacks, if any, do you think apply to PCS?

Base : All (excluding Null) who think PCS have drawbacks (at Q12a)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	441	303 69%	20** 5%**	25** 6%**	18** 4%**	10** 2%**	-** -	17** 4%**	11** 2%**	3** 1%**	12** 3%**	15** 3%**	2** ***	5** 1%**
Not all the suppliers for the products I want are on PCS	316 72%	228 75% 72%az	13 65% 4%	21 84% 7%	10 56% 3%	6 60% 2%	- -	11 65% 3%	8 73% 3%	- -	7 58% 2%	9 60% 3%	1 50% *	2 40% 1%
PCS make assumptions about what product or service you want so you need to be careful you don't end up buying the wrong thing	193 44%	140 46% 73%	3 15% 2%	14 56% 7%	7 39% 4%	4 40% 2%	- -	6 35% 3%	3 27% 2%	2 67% 1%	4 33% 2%	6 40% 3%	- -	4 80% 2%
The prices on them are not always up	188 43%	128 42% 68%	11 55% 6%	9 36% 5%	11 61% 6%	3 30% 2%	- -	6 35% 3%	4 36% 2%	2 67% 1%	4 33% 2%	9 60% 5%	- -	1 20% 1%
They are not independent and impartial	170 39%	117 39% 69%	4 20% 2%	12 48% 7%	8 44% 5%	5 50% 3%	- -	6 35% 4%	6 55% 4%	1 33% 1%	7 58% 4%	2 13% 1%	1 50% 1%	1 20% 1%
They do not give enough information	142 32%	99 33% 70%	6 30% 4%	6 24% 4%	7 39% 5%	- -	- -	7 41% 5%	3 27% 2%	1 33% 1%	3 25% 2%	6 40% 4%	2 100% 1%	2 40% 1%
There are sometimes too many options/choices	138 31%	96 32% 70%	7 35% 5%	9 36% 7%	9 50% 7%	2 20% 1%	- -	3 18% 2%	5 45% 4%	1 33% 1%	2 17% 1%	2 13% 1%	2 100% 1%	- -
The comparisons are not like for like	122 28%	88 29% 72%	5 25% 4%	6 24% 5%	7 39% 6%	2 20% 2%	- -	4 24% 3%	1 9% 1%	3 100% 2%	2 17% 2%	1 7% 1%	1 50% 1%	2 40% 2%
I prefer to speak to a person on the telephone / in store	84 19%	57 19% 68%	4 20% 5%	4 16% 5%	3 17% 4%	4 40% 5%	- -	2 12% 2%	3 27% 4%	1 33% 1%	2 17% 2%	2 13% 2%	1 50% 1%	1 20% 1%
The products on them are often out of stock	79 18%	38 13% 48%	2 10% 3%	7 28% 9%	6 33% 8%	2 20% 3%	- -	4 24% 5%	4 36% 5%	3 100% 4%	4 33% 5%	8 53% 10%	- -	1 20% 1%
They are complicated, confusing or difficult to use	30 7%	19 6% 63%	- -	1 4% 3%	2 11% 7%	- -	- -	3 18% 10%	2 18% 7%	1 33% 3%	1 8% 3%	- -	- -	1 20% 3%
Other	28 6%	20 7% 71%	2 10% 7%	1 4% 4%	- -	- -	- -	2 12% 7%	1 9% 4%	- -	1 8% 4%	1 7% 4%	- -	- -
Null/no answer/don't know	2	1	-	-	-	-	-	-	-	-	-	-	1	-
Not Impartial/like for like	238 54%	163 54% 68%	9 45% 4%	15 60% 6%	12 67% 5%	6 60% 3%	- -	9 53% 4%	7 64% 3%	3 100% 1%	8 67% 3%	3 20% 1%	1 50% *	2 40% 1%

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Table 43

Q.12B Which of the following drawbacks, if any, do you think apply to PCS?

Base : All (excluding Null) who think PCS have drawbacks (at Q12a)

	Total (z)	Websites										
		Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)
Total	441	263 60%	206 47%	219 50%	136 31%	98* 22%*	103 23%	84* 19%*	50* 11%*	79* 18%*	24** 5%**	20** 5%**
Not all the suppliers for the products I want are on PCS	316 72%	203 77% 64%z	150 73% 47%	164 75% 52%	104 76% 33%	80 82% 25%zbi	77 75% 24%	70 83% 22%zbi	39 78% 12%	55 70% 17%	17 71% 5%	15 75% 5%
PCS make assumptions about what product or service you want so you need to be careful you don't end up buying the wrong thing	193 44%	126 48% 65%z	100 49% 52%	102 47% 53%	69 51% 36%	51 52% 26%	51 50% 26%	35 42% 18%	22 44% 11%	32 41% 17%	12 50% 6%	12 60% 6%
The prices on them are not always up	188 43%	116 44% 62%	83 40% 44%	95 43% 51%	56 41% 30%	42 22% 22%	49 48% 26%	47 56% 25%zabcde	30 60% 16%zabcde	39 49% 21%	12 50% 6%	11 55% 6%
They are not independent and impartial	170 39%	107 41% 63%be	69 33% 41%	85 39% 50%	53 39% 31%	31 32% 18%	40 39% 24%	38 45% 22%be	22 44% 13%	29 37% 17%	7 29% 4%	10 50% 6%
They do not give enough information	142 32%	86 33% 61%	62 30% 44%	64 29% 45%	46 34% 32%	30 31% 21%	34 33% 24%	32 38% 23%	23 46% 16%zabce	27 34% 19%	12 50% 8%	7 35% 5%
There are sometimes too many options/choices	138 31%	84 32% 61%	79 38% 57%zacd	65 30% 47%	41 30% 30%	31 32% 22%	39 38% 28%	24 29% 17%	14 28% 10%	24 30% 17%	7 29% 5%	1 5% 1%
The comparisons are not like for like	122 28%	75 29% 61%	59 29% 48%	63 29% 52%	40 29% 33%	28 29% 23%	32 31% 26%	30 36% 25%	17 34% 14%	23 29% 19%	10 42% 8%	8 40% 7%
I prefer to speak to a person on the telephone / in store	84 19%	45 17% 54%g	42 20% 50%gh	45 21% 54%gh	34 25% 40%zafgh	16 16% 19%g	14 14% 17%	6 7% 7%	4 8% 5%	15 19% 18%g	4 17% 5%	5 25% 6%
The products on them are often out of stock	79 18%	48 18% 61%cd	31 15% 39%	30 14% 38%	17 13% 22%	15 15% 19%	19 18% 24%	33 39% 42%zabcdefi	19 38% 24%zabcdefi	15 19% 19%	14 58% 18%	6 30% 8%
They are complicated, confusing or difficult to use	30 7%	20 8% 67%c	13 6% 43%	10 5% 33%	6 4% 20%	4 4% 13%	7 7% 23%	6 7% 20%	3 6% 10%	9 11% 30%ccd	4 17% 13%	1 5% 3%
Other	28 6%	14 5% 50%	14 7% 50%	11 5% 39%	11 8% 39%	4 4% 14%	4 4% 14%	3 4% 11%	1 2% 4%	5 6% 18%	- - -	3 15% 11%
Null/no answer/don't know	2	-	-	1	-	-	-	1	-	-	-	-
Not impartial/like for like	238 54%	146 56% 61%	106 51% 45%	115 53% 48%	69 51% 29%	50 51% 21%	59 57% 25%	54 64% 23%zbcdei	27 54% 11%	39 49% 16%	13 54% 5%	14 70% 6%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 44

Q.12B Which of the following drawbacks, if any, do you think apply to PCS?

Base : All (excluding Null) who think PCS have drawbacks (at Q12a)

	Total (z)	Markets (Q9A)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	441	303 69%	127 29%	211 48%	84* 19%*	97* 22%*	48* 11%*	185 42%	90* 20%*	93* 21%*	195 44%	122 28%	140 32%	12** 3%**
Not all the suppliers for the products I want are on PCS	316 72%	228 75% 72%z	95 75% 30%	167 79% 53%zj	61 73% 19%	69 71% 22%	34 71% 11%	144 78% 46%z	68 76% 22%	74 80% 23%	142 73% 45%	90 74% 28%	113 81% 36%zej	7 58% 2%
PCS make assumptions about what product or service you want so you need to be careful you don't end up buying the wrong thing	193 44%	140 46% 73%	50 39% 26%	97 46% 50%	36 43% 19%	43 44% 22%	20 42% 10%	89 48% 46%b	36 40% 19%	46 49% 24%	88 45% 46%	54 44% 28%	61 44% 32%	7 58% 4%
The prices on them are not always up	188 43%	128 42% 68%	63 50% 34%a	91 43% 48%	42 50% 22%	46 47% 24%	19 40% 10%	90 49% 48%za	44 49% 23%	46 49% 24%	84 43% 45%	64 52% 34%zaj	67 48% 36%	4 33% 2%
They are not independent and impartial	170 39%	117 39% 69%	45 35% 26%	83 39% 49%	33 39% 19%	38 39% 22%	20 42% 12%	63 34% 37%	32 36% 19%	37 40% 22%	81 42% 48%g	47 39% 28%	54 39% 32%	3 25% 2%
They do not give enough information	142 32%	99 33% 70%	36 28% 25%	66 31% 46%	24 29% 17%	24 25% 17%	10 21% 7%	61 33% 43%	30 33% 21%	30 32% 21%	68 35% 48%ef	45 37% 32%ef	49 35% 35%ef	3 25% 2%
There are sometimes too many options/choices	138 31%	96 32% 70%	46 36% 33%	69 33% 50%	28 33% 20%	29 30% 21%	24 50% 17%zacdegkl	53 29% 38%	41 46% 30%zacdegkl	34 37% 25%	73 37% 53%zagl	36 30% 26%	39 28% 28%	2 17% 1%
The comparisons are not like for like	122 28%	88 29% 72%ad	33 26% 27%	59 28% 48%	16 19% 13%	26 27% 21%	12 25% 10%	56 30% 46%d	26 29% 21%	32 34% 26%d	62 32% 51%d	33 27% 27%	53 38% 43%zabcdek	2 17% 2%
I prefer to speak to a person on the telephone / in store	84 19%	57 19% 68%	25 20% 30%	43 20% 51%	13 15% 15%	20 21% 24%	8 17% 10%	34 18% 40%	12 13% 14%	20 22% 24%	37 19% 44%	20 16% 24%	22 16% 26%	3 25% 4%
The products on them are often out of stock	79 18%	38 13% 48%a	19 15% 24%	32 15% 41%	19 23% 24%a	18 19% 23%	9 19% 11%	35 19% 44%a	25 28% 32%zabcg	21 23% 27%a	40 21% 51%ac	41 34% 52%zabcdefgij	42 30% 53%zabcdej	1 8% 1%
They are complicated, confusing or difficult to use	30 7%	19 6% 63%	10 8% 33%	12 6% 40%	6 4% 20%	4 4% 13%	4 8% 13%	12 6% 40%	6 7% 20%	8 9% 27%	16 8% 53%	12 10% 40%	10 7% 33%	2 17% 7%
Other	28 6%	20 7% 71%de	10 8% 36%de	13 6% 46%e	1 1% 4%	1 1% 4%	2 4% 7%	13 7% 46%de	3 3% 11%	5 5% 18%e	11 6% 39%	10 8% 36%de	8 6% 29%e	3 25% 11%
Null/no answer/don't know	2	1	-	1	-	-	-	1	-	-	-	-	1	-
Not Impartial/like for like	238 54%	163 54% 68%	66 52% 28%	115 55% 48%	43 51% 18%	53 55% 22%	25 52% 11%	96 52% 40%	52 58% 22%	54 58% 23%	116 59% 49%zbg	64 52% 27%	83 59% 35%	4 33% 2%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 45

Q.13 You say PCS are not independent and impartial. Why do you say this?

Base : All (excluding Null) who say PCS are not independent and impartial (at Q12b)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not independent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	169	169 100%	146 86%	23** 14%**	-**	169 100%	-**	169 100%	-**	169 100%	57* 34%*	106 63%	86* 51%*	73* 43%*	33* 20%	87* 51%*	82* 49%	48* 28%*	32* 19%*	47* 28%*	42* 25%*	95* 56%*	74* 44%*
They do not list all the suppliers	127 75%	127 75%	109 75%	18 78%	-	127 75%	-	127 75%	-	127 75%	40 70%	83 78%	60 70%	60 82%	26 79%	70 80%	57 70%	36 75%	24 75%	36 77%	31 74%	76 80%	51 69%
They only list the companies that pay them	89 53%	89 53%	76 52%	13 57%	-	89 53%	-	89 53%	-	89 53%	29 51%	57 54%	47 55%	35 48%	17 52%	50 57%	39 48%	25 52%	15 47%	24 51%	25 60%	47 49%	42 57%
Only the companies that pay the most get to the top of the Results list	46 27%	46 27%	39 27%	7 30%	-	46 27%	-	46 27%	-	46 27%	16 28%	28 26%	21 24%	20 27%	7 21%	22 25%	24 29%	16 33%	7 22%	13 28%	10 24%	26 27%	20 27%
Some of the PCS are run by the suppliers listed on the site	70 41%	70 41%	62 42%	8 35%	-	70 41%	-	70 41%	-	70 41%	22 39%	48 45%	24 28%	41 56%	22 67%	39 45%	31 38%	15 31%	12 38%	21 45%	22 52%	38 40%	32 43%
It's not clear which of the links are those of suppliers which sponsor the site and which are not	98 58%	98 58%	85 58%	13 57%	-	98 58%	-	98 58%	-	98 58%	36 63%	58 55%	47 55%	45 62%	21 64%	48 55%	50 61%	28 58%	19 59%	25 53%	26 62%	52 55%	46 62%
Other	2 1%	2 1%	2 100%	-	-	2 100%	-	2 100%	-	2 100%	1 50%	1 50%	2 100%	-	-	-	2 100%	-	1 50%	-	1 50%	1 50%	1 50%
Null/no answer/don't know	1	1	1	-	-	1	-	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 46

Q.13 You say PCS are not independent and impartial. Why do you say this?

Base : All (excluding Null) who say PCS are not independent and impartial (at Q12b)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	169	117 69%	4** 2%**	12** 7%**	8** 5%**	5** 3%**	-**	6** 4%**	6** 4%**	1** 1%**	7** 4%**	1** 1%**	1** 1%**	1**
They do not list all the suppliers	127 75%	86 74% 68%	3 75% 2%	9 75% 7%	6 75% 5%	5 100% 4%	-	5 83% 4%	3 50% 2%	1 100% 1%	6 86% 5%	1 100% 1%	1 100% 1%	1 100% 1%
They only list the companies that pay them	89 53%	61 52% 69%	2 50% 2%	8 67% 9%	5 63% 6%	-	-	3 50% 3%	5 83% 6%	1 100% 1%	3 43% 3%	-	1 100% 1%	-
Only the companies that pay the most get to the top of the Results list	46 27%	27 23% 59%	1 25% 2%	3 25% 7%	4 50% 9%	1 20% 2%	-	1 17% 2%	3 50% 7%	1 100% 2%	4 57% 9%	-	1 100% 2%	-
Some of the PCS are run by the suppliers listed on the site	70 41%	51 44% 73%	1 25% 1%	2 17% 3%	4 50% 6%	3 60% 4%	-	2 33% 3%	2 33% 3%	1 100% 1%	3 43% 4%	-	1 100% 1%	-
It's not clear which of the links are those of suppliers which sponsor the site and which are not	98 58%	68 58% 69%	2 50% 2%	8 67% 8%	5 63% 5%	2 40% 2%	-	2 33% 2%	4 67% 4%	1 100% 1%	4 57% 4%	-	1 100% 1%	1 100% 1%
Other	2 1%	2 2% 100%	-	-	-	-	-	-	-	-	-	-	-	-
Null/no answer/don't know	1	-	-	-	-	-	-	-	-	-	-	1	-	-

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Table 47

Q.13 You say PCS are not independent and impartial. Why do you say this?

Base : All (excluding Null) who say PCS are not independent and impartial (at Q12b)

	Total (z)	Websites										
		Money- supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel- supermarket (f)	Kelkoo (g)	Pricerunner (h)	My- supermarket (i)	Pricefinder (j)	Other (k)
Total	169	107 63%	69* 41%*	85* 50%*	53* 31%*	31* 18%*	40* 24%*	38* 22%*	22** 13%**	28** 17%**	7** 4%**	10** 6%**
They do not list all the suppliers	127	78	50	66	43	24	28	32	19	21	6	8
	75%	73% 61%	72% 39%	78% 52%	81% 34%	77% 19%	70% 22%	84% 25%	86% 15%	75% 17%	86% 5%	80% 6%
They only list the companies that pay them	89	52	39	49	30	16	19	20	11	20	2	6
	53%	49% 58%	57% 44%	58% 55%a	57% 34%	52% 18%	48% 21%	53% 22%	50% 12%	71% 22%	29% 2%	60% 7%
Only the companies that pay the most get to the top of the Results list	46	29	18	24	14	7	12	6	8	9	2	4
	27%	27% 63%	26% 39%	28% 52%	26% 30%	23% 15%	30% 26%	16% 13%	36% 17%	32% 20%	29% 4%	40% 9%
Some of the PCS are run by the suppliers listed on the site	70	46	30	37	28	10	21	21	12	13	4	5
	41%	43% 66%	43% 43%	44% 53%	53% 40%ze	32% 14%	53% 30%	55% 30%e	55% 17%	46% 19%	57% 6%	50% 7%
It's not clear which of the links are those of suppliers which sponsor the site and which are not	98	61	37	53	32	17	23	23	15	12	5	7
	58%	57% 62%	54% 38%	62% 54%	60% 33%	55% 17%	58% 23%	61% 23%	68% 15%	43% 12%	71% 5%	70% 7%
Other	2	-	2	1	1	-	-	-	1	-	-	-
	1%	-	3% 100%	1% 50%	2% 50%	-	-	-	5% 50%	-	-	-
Null/no answer/don't know	1	-	-	-	-	-	-	-	1	-	-	

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 48

Q.13 You say PCS are not independent and impartial. Why do you say this?

Base : All (excluding Null) who say PCS are not independent and impartial (at Q12b)

Total (z)	Markets (Q9A)													
	Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)	
Total	117 69%	45* 27%*	83* 49%*	33* 20%*	38* 22%*	20** 12%**	63* 37%*	32* 19%*	37* 22%*	81* 48%*	46* 27%*	54* 32%*	3** 2%**	
They do not list all the suppliers	127 75%	86 74% 68%	32 71% 25%	60 72% 47%	24 73% 19%	28 74% 22%	16 80% 13%	50 79% 39%	21 66% 17%	28 76% 22%	57 70% 45%	36 78% 28%	45 83% 35%hj	3 100% 2%
They only list the companies that pay them	89 53%	61 52% 69%	23 51% 26%	43 52% 48%	20 61% 22%	17 45% 19%	11 55% 12%	32 51% 36%	22 69% 25%zegjkl	23 62% 26%	41 51% 46%	21 46% 24%	27 50% 30%	- - -
Only the companies that pay the most get to the top of the Results list	46 27%	27 23% 59%	8 18% 17%	18 22% 39%	11 33% 24%b	12 32% 26%	6 30% 13%	15 24% 33%	12 38% 26%bl	9 24% 20%	26 32% 57%abcl	16 35% 35%bl	11 20% 24%	- - -
Some of the PCS are run by the suppliers listed on the site	70 41%	51 44% 73%c	20 44% 29%	29 35% 41%	15 45% 21%	21 55% 30%c	7 35% 10%	28 44% 40%	12 38% 17%	17 46% 24%	39 48% 56%c	22 48% 31%	26 48% 37%	1 33% 1%
It's not clear which of the links are those of suppliers which sponsor the site and which are not	98 58%	68 58% 69%	25 56% 26%	52 63% 53%	18 55% 18%	20 53% 20%	10 50% 10%	35 56% 47%	15 47% 15%	24 65% 24%	48 59% 49%	24 52% 24%	34 63% 35%	2 67% 2%
Other	2 1%	2 2% 100%	- - -	2 2% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 2% 50%	- - -
Null/no answer/don't know	1	-	-	-	-	-	-	-	-	-	1	-	-	

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 49

Q.14 To what extent do you agree or disagree with these statements

- They are the most convenient way of finding the best deal - better than visiting lots of individual websites -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	930	799 86%	647 70%	152 16%	129 14%	720 77%	79* 8%*	438 47%	140 15%	169 18%	224 24%	656 71%	384 41%	279 30%	112 12%	457 49%	473 51%	267 29%	185 20%	279 30%	199 21%	522 56%	408 44%
Strongly agree (5)	153 16%	149 19% dfo	106 16% 97%zab	43 28% 28%zab	4 3% 3%	147 20% 96%zf	2 3% 1%	68 16% 44%	57 41% 37%zg	27 16% 18%	42 19% 27%	104 16% 68%	79 21% 52%z	57 20% 37%z	20 18% 13%	76 17% 50%	77 16% 50%	33 12% 22%	48 26% 31%zoqr	48 17% 31%	24 12% 16%	93 18% 61%	60 15% 39%
Tend to agree (4)	460 49%	432 54% d	349 54% 76%z	83 55% 18%	27 21% 6%	400 56% 56%zf	32 41% 7%	247 56% 54%zh	65 46% 14%	87 51% 19%	129 58% 28%zl	311 47% 68%	211 55% 46%z	163 58% 35%z	62 55% 13%	224 49% 49%	236 50% 51%	137 51% 30%	90 49% 20%	127 46% 28%	106 53% 23%	247 47% 54%	213 52% 46%
Neither agree nor disagree (3)	227 24%	158 20% abcegh	138 21% 70%c	20 13% 61%ac	69 30% 9%	132 18% 58%	26 33% 11%e	91 21% 40%h	12 9% 5%	39 23% 17%	39 17% 17%	168 26% 74%k	70 18% 31%	45 16% 20%	23 21% 10%	108 24% 48%	119 25% 52%	81 30% 36%zpr	34 20% 15%	71 25% 31%	41 21% 18%	129 25% 57%	98 24% 43%
Tend to disagree (2)	68 7%	49 6% acehou	45 7% 72%c	4 3% 66%c	18 14% 26%z	34 5% 50%	15 19% 22%ze	28 6% 41%	4 3% 6%	13 8% 19%	10 4% 15%	56 9% 82%zk	20 5% 29%	12 4% 18%	6 5% 9%	34 7% 50%	34 7% 50%	11 4% 16%	12 6% 18%	25 9% 37%o	20 10% 29%o	41 8% 60%	27 7% 40%
Strongly disagree (1)	22 2%	11 1% abeguw	9 1% 41%	2 1% 9%	11 9% 50%z	7 1% 32%	4 5% 18%e	4 1% 18%	2 1% 9%	3 2% 14%	4 2% 18%	17 3% 77%	4 1% 18%	2 1% 9%	1 1% 5%	15 3% 68%	7 1% 32%	5 2% 23%	1 1% 5%	8 3% 36%	8 4% 36%p	12 2% 55%	10 2% 45%
Null/no answer/don't know	74 kpsuw	10 kpsuw	9 kpsuw	1 63z	8 8	2 2	5 5	- -	1 1	8 8	52k 52k	4 4	2 2	1 1	34 34	40 40	26p 26p	8 8	18 18	22p 22p	24 24	50zs 50zs	
Agree	613 66%	581 73% dfl	455 70% 95%zab	126 83% 21%zab	31 24% 5%	547 76% 89%zf	34 43% 6%	315 72% 51%z	122 87% 20%zg	114 67% 19%	171 76% 28%zl	415 63% 68%	290 76% 47%z	220 79% 36%z	82 73% 13%	300 66% 49%	313 66% 51%	170 64% 28%	138 75% 23%zoqr	175 63% 29%	130 65% 21%	340 65% 55%	273 67% 45%
Disagree	90 10%	60 8% abcegh	54 8% 60%	6 4% 7%	29 22% 32%z	41 6% 46%	19 24% 21%ze	32 7% 36%	6 4% 7%	16 9% 18%	14 6% 16%	73 11% 81%zk	24 6% 2%	14 5% 16%	7 6% 8%	49 11% 54%	41 9% 46%	16 6% 18%	13 7% 14%	33 12% 37%o	28 14% 31%zop	53 10% 59%	37 9% 41%
Net agree	523 56%	521 65% dflq	401 62% 100%zab	120 79% 23%zab	2 2% *	506 70% 97%zf	15 19% 3%	283 65% 54%z	116 83% 22%zg	98 58% 19%	157 70% 30%zl	342 52% 65%	266 69% 51%z	206 74% 39%zy	75 67% 14%z	251 55% 48%	272 58% 52%	154 58% 29%	125 68% 24%zoqr	142 51% 27%	102 51% 20%	287 55% 55%	236 45% 45%
Mean	3.70dfl	3.82zb	3.77z	4.06zab	2.96	3.90zf	3.16	3.79z	4.22zg	3.72	3.87zl	3.65	3.89z	3.94z	3.84	3.68	3.72	3.68	3.93zoqr	3.65	3.59	3.70	3.70
Std dev	0.909	0.851	0.854	0.799	0.905	0.809	0.940	0.812	0.832	0.886	0.829	0.933	0.824	0.775	0.812	0.947	0.872	0.813	0.866	0.962	0.964	0.928	0.886
Std error	0.030	0.030	0.034	0.065	0.080	0.030	0.106	0.039	0.070	0.068	0.055	0.036	0.042	0.046	0.077	0.044	0.040	0.050	0.064	0.058	0.068	0.041	0.044

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 50

Q.14 To what extent do you agree or disagree with these statements

- They are really useful as part of a wider search -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	936	803 86%	651 70%	152 16%	131 14%	722 77%	81* 9%*	439 47%	140 15%	169 18%	226 24%	660 71%	385 41%	280 30%	113 12%	458 49%	478 51%	268 29%	187 20%	281 30%	200 21%	526 56%	410 44%
Strongly agree (5)	258 28%	251 31% dfirt 97%zb	191 29% 74%	60 39% 23%zab	7 5% 3%	241 33% 93%zf	10 12% 4%	151 34% 59%z	63 45% 24%zg	59 35% 23%z	79 35% 31%zl	169 26% 66%	125 32% 48%z	101 36% 39%z	38 34% 15%	128 28% 50%	130 27% 50%	68 25% 26%	69 37% 27%zor	84 30% 33%r	37 19% 14%	162 31% 63%zt	96 23% 37%
Tend to agree (4)	496 53%	448 56% dhqs 90%zc	378 58% 76%zac	70 46% 14%	47 36% 9%	407 56% 82%z	41 51% 8%	250 57% 50%zh	62 44% 13%	93 55% 19%	125 55% 25%	344 52% 69%	222 58% 45%z	156 56% 31%	61 54% 12%	234 51% 47%	262 55% 53%	149 56% 30%	91 49% 18%	135 48% 27%	121 61% 24%zpq	262 50% 53%	234 57% 47%zs
Neither agree nor disagree (3)	143 15%	84 10% abeghi 59%	65 10% 45%	59 13% 13%	45% 41%z	61 8% 43%	23 28% 16%ze	31 7% 22%	11 8% 8%	17 8% 12%	113 17% 79%zk	33 9% 23%	17 6% 12%	11 10% 8%	74 16% 52%	69 14% 48%	44 16% 31%	22 12% 15%	27 17% 33%	30 15% 21%	78 15% 55%	65 16% 45%	
Tend to disagree (2)	26 3%	14 2% abegko 54%	13 2% 50%	1 1% 4%	11 8% 42%z	7 1% 27%	7 9% 27%ze	4 1% 15%	2 1% 8%	3 2% 12%	2 1% 8%	24 4% 92%zk	4 1% 15%	3 1% 12%	1 1% 4%	14 3% 54%	12 3% 46%	3 1% 12%	4 2% 15%	9 3% 35%	10 5% 38%zo	15 3% 58%	11 3% 42%
Strongly disagree (1)	13 1%	6 1% abeu 46%	4 1% 31%	2 1% 15%	7 5% 54%z	6 1% 46%	- - -	3 1% 23%	2 1% 15%	1 1% 8%	3 1% 23%	10 2% 77%	1 * 8%	3 1% 23%	2 2% 15%	8 2% 62%	5 1% 38%	4 1% 31%	1 2% 8%	6 2% 46%	2 1% 15%	9 2% 69%	4 1% 31%
Null/no answer/don't know	68abcefg kpsuw	6	5	1	61z	6	-	4	-	1	6	48k	3	1	-	33	35	25p	6	16	21p	20	48zs
Agree	754 81%	699 87% dfi 93%z	569 87% 75%z	130 86% 17%	54 41% 7%	648 90% 86%zf	51 63% 7%	401 91% 53%z	125 89% 17%z	152 90% 20%z	204 90% 27%zl	513 78% 68%	347 90% 46%z	257 92% 34%z	99 88% 13%z	362 79% 48%	392 82% 52%	217 81% 29%	160 86% 21%zq	219 78% 29%	158 79% 21%	424 81% 56%	330 80% 44%
Disagree	39 4%	20 2% abeguw 51%	17 3% 44%	3 2% 8%	18 14% 46%z	13 2% 33%	7 9% 18%ze	7 2% 18%	4 3% 10%	4 2% 10%	5 2% 13%	34 5% 87%z	5 1% 13%	6 2% 15%	3 3% 8%	22 5% 56%	17 4% 44%	7 3% 18%	5 5% 13%	15 6% 38%	12 6% 31%	24 5% 62%	15 4% 38%
Net agree	715 76%	679 85% dfi 95%z	552 85% 77%z	127 84% 18%z	36 27% 5%	635 88% 89%zf	44 54% 6%	394 90% 55%z	121 86% 17%z	148 88% 21%z	199 88% 28%zl	479 73% 67%	342 89% 48%z	251 90% 35%zy	96 85% 13%z	340 74% 48%	375 78% 52%	210 78% 29%	155 83% 22%zqr	204 73% 29%	146 73% 20%	400 76% 56%	315 77% 44%
Mean	4.03dfir	4.15z	4.14z	4.22z	3.27	4.20zf	3.67	4.23z	4.30z	4.22z	4.22zl	3.97	4.21z	4.25z	4.17z	4.00	4.05	4.02	4.19zoqr	4.00	3.90	4.05	3.99
Std dev	0.815	0.729	0.715	0.788	0.895	0.700	0.806	0.677	0.793	0.711	0.731	0.842	0.657	0.708	0.778	0.850	0.781	0.774	0.766	0.888	0.787	0.850	0.768
Std error	0.027	0.026	0.028	0.064	0.078	0.026	0.090	0.032	0.067	0.055	0.049	0.033	0.034	0.042	0.073	0.040	0.036	0.047	0.056	0.053	0.056	0.037	0.038

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 51

Q.14 To what extent do you agree or disagree with these statements

- They have some drawbacks but used carefully they can help you get a good deal -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)	
Total	922	793 86%	644 70%	149 16%	128 14%	712 77%	81* 9%*	439 48%	137 15%	169 18%	223 24%	649 70%	380 41%	278 30%	112 12%	451 49%	471 51%	268 29%	182 20%	277 30%	195 21%	516 56%	406 44%	
Strongly agree (5)	109 12%	106 13% df 97%z	82 13% 75%	24 16% 22%	3 2% 3%	103 14% 94%zf	3 4% 3%	79 18% 72%z	15 11% 14%	25 15% 23%	32 14% 29%	73 11% 67%	57 15% 52%z	39 14% 36%	15 13% 14%	53 12% 49%	56 12% 51%	33 12% 30%	25 14% 23%	35 13% 32%	16 8% 15%	64 12% 59%	45 11% 41%	
Tend to agree (4)	537 58%	491 62% dls 91%z	407 63% 76%z	84 56% 16%	45 35% 8%	443 62% 82%z	48 59% 9%	292 67% 54%zh	70 51% 13%	118 70% 22%z	147 66% 27%zl	363 56% 68%	243 64% 45%z	173 62% 32%	70 63% 13%	258 57% 48%	279 59% 52%	147 55% 27%	111 61% 21%	154 56% 29%	125 64% 23%o	283 55% 53%	254 63% 47%zs	
Neither agree nor disagree (3)	226 25%	157 20% abegik 69%	128 20% 57%	29 19% 13%	69 54% 31%z	132 19% 58%	25 31% 11%e	55 13% 24%	33 24% 15%g	19 11% 8%	34 15% 15%	173 27% 77%zk	64 17% 28%	49 18% 22%	22 20% 10%	118 26% 52%	108 23% 48%	73 27% 32%	36 20% 16%	73 26% 32%	44 23% 19%	137 27% 61%	89 22% 39%	
Tend to disagree (2)	44 5%	36 5% g 82%	27 4% 61%	9 6% 20%	8 6% 18%	31 4% 70%	5 6% 11%	13 3% 30%	16 12% 36%zg	7 4% 16%	10 4% 23%	34 5% 77%	15 4% 34%	16 6% 36%	5 4% 11%	19 4% 43%	25 5% 57%	13 5% 30%	7 4% 16%	14 5% 32%	10 5% 23%	27 5% 61%	17 4% 39%	
Strongly disagree (1)	6 1%	3 * ab 50%	- - 78%b	3 2% 50%zab	3 2% 50%z	3 * 50%	- - 50%zg	- - 50%zg	- 2% -	- - -	- 1% 100%	6 * -	1 * -	1 * -	- - -	3 1% 50%	3 1% 50%	2 1% 33%	3 2% 50%	1 * 17%	- - -	5 1% 83%	1 * 17%	
Null/no answer/don't know		82abcefg iksuyw	16	12	4	64z	16	-	4	3	1	9	59k	8	3	1	40	42	25	11	20	26zpq	30	52zs
Agree	646 70%	597 75% dhis 92%z	489 76% 76%z	108 72% 17%	48 38% 7%	546 77% 85%zf	51 63% 8%	371 85% 57%zh	85 62% 13%	143 85% 22%z	179 80% 28%zl	436 67% 67%	300 79% 46%z	212 76% 33%z	85 76% 13%	311 69% 48%	335 71% 52%	180 67% 28%	136 75% 21%	189 68% 29%	141 72% 22%	347 67% 54%	299 74% 46%zs	
Disagree	50 5%	39 5% bg 78%b	27 4% 54%	12 8% 24%	11 9% 22%	34 5% 68%	5 6% 10%	13 3% 26%	19 4% 38%zg	7 4% 14%	10 4% 20%	40 6% 80%	16 4% 32%	17 6% 34%	5 4% 10%	22 5% 44%	28 6% 56%	15 6% 30%	10 5% 20%	15 5% 30%	10 5% 20%	32 6% 64%	18 4% 36%	
Net agree	596 65%	558 70% dhis 94%z	462 72% 78%z	96 64% 16%	37 29% 6%	512 72% 86%zf	46 57% 8%	358 82% 60%zh	66 48% 11%	136 80% 23%z	169 76% 28%zl	396 61% 66%	284 75% 48%z	195 70% 33%z	80 71% 13%	289 64% 48%	307 65% 52%	165 62% 26%	126 69% 21%	174 63% 29%	131 67% 22%	315 61% 53%	281 69% 47%zs	
Mean	3.76dhl	3.83z	3.84z	3.79	3.29	3.86zf	3.60	4.00zh	3.57	3.95z	3.90zl	3.71	3.89z	3.84z	3.85	3.75	3.76	3.73	3.81	3.75	3.75	3.72	3.80	
Std dev	0.745	0.721	0.686	0.859	0.723	0.723	0.665	0.652	0.914	0.653	0.684	0.768	0.700	0.745	0.700	0.740	0.751	0.766	0.778	0.751	0.674	0.782	0.694	
Std error	0.025	0.026	0.027	0.070	0.064	0.027	0.074	0.031	0.078	0.050	0.046	0.030	0.036	0.045	0.066	0.035	0.035	0.047	0.058	0.045	0.048	0.034	0.034	

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 52

Q.14 To what extent do you agree or disagree with these statements

- It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	912	788 86%	638 70%	150 16%	123 13%	710 78%	78* 9%*	435 48%	137 15%	169 19%	223 24%	640 70%	376 41%	280 31%	113 12%	444 49%	468 51%	265 29%	182 20%	272 30%	193 21%	509 56%	403 44%
Strongly agree (5)	214 23%	205 26% dfu	152 24% 96%zb	53 35% 71%	9 7% 25%zab	195 27% 91%zf	10 13% 5%	124 29% 58%z	38 28% 18%	55 33% 26%z	60 27% 28%	145 23% 68%	63 17% 29%	115 41% 54%zu	49 43% 23%zu	110 25% 51%	104 22% 49%	60 23% 28%	36 20% 17%	71 26% 33%	47 24% 22%	108 21% 50%	106 26% 50%
Tend to agree (4)	443 49%	393 50% cdm	340 53% 89%zc	53 35% 77%zac	49 40% 12%	352 50% 79%	41 53% 9%	230 53% 52%zh	57 42% 13%	88 52% 20%	113 51% 26%	308 48% 70%	193 51% 44%	138 49% 31%	51 45% 12%	200 45% 55%zm	243 52% 48%	121 46% 27%	95 52% 21%	126 46% 28%	101 52% 23%	259 51% 58%	184 46% 42%
Neither agree nor disagree (3)	218 24%	160 20% abegik	128 20% 73%	32 21% 59%	58 47% 27%z	141 20% 65%	19 24% 9%	72 17% 33%	31 23% 14%	21 12% 10%	41 18% 19%	159 25% 73%k	103 27% 47%zwy	22 8% 10%	9 8% 4%	114 26% 52%	104 22% 48%	72 27% 33%	44 24% 20%	63 23% 29%	39 20% 18%	122 24% 56%	96 24% 44%
Tend to disagree (2)	29 3%	26 3% eg	16 3% 90%b	10 7% 34%zab	3 2% 10%	18 3% 62%	8 10% 28%ze	7 2% 24%	9 7% 31%zg	3 2% 10%	8 4% 28%	21 3% 72%	13 3% 45%	5 2% 17%	4 4% 14%	16 4% 55%	13 3% 45%	9 3% 31%	6 3% 21%	10 4% 34%	4 2% 14%	16 3% 55%	13 3% 45%
Strongly disagree (1)	8 1%	4 1% abe	2 * 50%	2 1% 25%	4 3% 50%z	4 1% 50%	- - -	2 * 25%	2 1% -	2 1% 25%	1 * 13%	7 1% 88%	4 1% 50%	- - -	- 1% 50%	4 1% 50%	4 1% 50%	3 1% 38%	1 1% 13%	2 1% 25%	2 1% 25%	4 1% 50%	4 1% 50%
Null/no answer/don't know	92 kpsuw	21 ceghi	18 kpsuw	3 kpsuw	69 z	18 kpsuw	3 kpsuw	8 kpsuw	3 kpsuw	1 kpsuw	9 kpsuw	68 k	12 w	1 -	- -	47 kpsuw	45 kpsuw	28 kpsuw	11 kpsuw	25 kpsuw	28 z	37 kpsuw	55 zs
Agree	657 72%	598 76% du	492 77% 91%z	106 71% 75%z	58 47% 9%	547 77% 83%zf	51 65% 8%	354 81% 54%zh	95 69% 14%	143 85% 22%z	173 78% 26%z	453 71% 69%	256 68% 39%	253 90% 39%zu	100 88% 15%zu	310 70% 47%	347 74% 53%	181 68% 28%	131 72% 20%	197 72% 30%	148 77% 23%o	367 72% 56%	290 72% 44%
Disagree	37 4%	30 4% begw	18 3% 81%b	12 8% 32%zab	7 6% 19%	22 3% 59%	8 10% 22%ze	9 2% 24%	11 8% 30%zg	5 3% 14%	9 4% 24%	28 4% 76%	17 5% 46%	5 2% 14%	4 4% 11%	20 5% 54%	17 4% 46%	12 5% 32%	7 4% 19%	12 4% 32%	6 3% 16%	20 4% 54%	17 4% 46%
Net agree	620 68%	568 72% dfu	474 74% 92%zc	94 63% 76%zac	51 41% 8%	525 74% 85%zf	43 55% 7%	345 79% 56%zh	84 61% 14%	138 82% 22%z	164 74% 26%zl	425 66% 69%	239 64% 39%	248 89% 40%zu	96 85% 15%zu	290 65% 47%	330 71% 53%	169 64% 27%	124 68% 20%	185 68% 30%	142 74% 23%o	347 68% 56%	273 68% 44%
Mean	3.91 dfu	3.98z	3.98z	3.97	3.46	3.98z	3.68	4.07zh	3.88	4.13z	4.00z	3.88	3.79	4.30zu	4.28zu	3.89	3.92	3.85	3.87	3.93	3.97	3.89	3.93
Std dev	0.820	0.801	0.754	0.979	0.802	0.791	0.830	0.743	0.943	0.784	0.800	0.831	0.796	0.689	0.761	0.848	0.792	0.847	0.780	0.839	0.790	0.798	0.846
Std error	0.027	0.029	0.030	0.080	0.072	0.030	0.094	0.036	0.081	0.060	0.054	0.033	0.041	0.041	0.072	0.040	0.037	0.052	0.058	0.051	0.057	0.035	0.042

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 53

Q.14 To what extent do you agree or disagree with these statements

- Sometimes the very best deals are not on PCS but they can still help you save money -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)	
Total	913	787 86%	641 70%	146 16%	125 14%	709 78%	78* 9%	434 48%	134 15%	167 18%	221 24%	645 71%	378 41%	275 30%	111 12%	443 49%	470 51%	264 29%	186 20%	274 30%	189 21%	517 57%	396 43%	
Strongly agree (5)	122 13%	115 15% d	93 15% 94%z	22 15% 76%	7 6% 6%	110 16% 90%zf	5 6% 4%	83 19% 68%zh	15 11% 12%	38 23% 31%z	35 16% 29%	84 13% 69%	61 16% 50%z	39 14% 32%	20 18% 16%	65 15% 53%	57 12% 47%	38 14% 31%	21 11% 17%	38 14% 31%	25 13% 20%	64 12% 52%	58 15% 48%	
Tend to agree (4)	528 58%	472 60% cdhlm	406 63% 89%zc	66 45% 77%zac	55 44% 10%	425 60% 80%z	47 60% 9%	277 64% 52%zh	64 48% 12%	104 62% 20%	143 65% 27%zl	359 56% 68%	210 56% 40%	184 67% 35%zu	71 64% 13%	241 54% 46%	287 61% 54%zm	150 57% 28%	108 58% 20%	159 58% 30%	111 59% 21%	305 59% 58%	223 56% 42%	
Neither agree nor disagree (3)	223 24%	164 21% abegjk	120 19% 74%b	44 30% 20%ab	59 47% 26%z	143 20% 64%	21 27% 9%	67 15% 30%	37 28% 17%g	23 14% 10%	36 16% 77%zk	171 27% 77%zk	89 24% 40%w	40 15% 18%	17 15% 8%	120 27% 54%	103 22% 46%	66 25% 30%	47 25% 21%	65 24% 29%	45 24% 20%	124 24% 56%	99 25% 44%	
Tend to disagree (2)	34 4%	31 4% gi	19 3% 91%b	12 8% 35%zab	3 2% 9%	26 4% 76%	5 6% 15%	7 2% 21%	13 10% 38%zg	2 1% 6%	6 3% 18%	26 4% 76%	15 4% 44%	10 4% 29%	3 3% 9%	14 3% 41%	20 4% 59%	7 3% 21%	9 5% 26%	11 4% 32%	7 4% 21%	22 4% 65%	12 3% 35%	
Strongly disagree (1)	6 1%	5 1% 83%	3 * 50%	2 1% 33%	1 1% 17%	5 1% 83%	- - -	- - 4%zg	5 - 8%	- - -	1 * 17%	5 1% 83%	3 1% 50%	2 1% -	- 1% 50%	3 1% 50%	3 1% 50%	3 1% 50%	1 * 17%	1 1% 17%	1 1% 17%	2 * 33%	4 1% 67%	
Null/no answer/don't know	91 kpsuw	abceghi	22	15	7	67z	19	3	9	6	3	11	63k	10	6	2	48	43	29p	7	23p	32zpq	29	62zs
Agree	650 71%	587 75% cdhl	499 78% 90%zc	88 60% 77%zac	62 50% 10%	535 75% 82%z	52 67% 8%	360 83% 55%zh	79 59% 12%	142 85% 22%z	178 81% 27%zl	443 69% 68%	271 72% 42%	223 81% 34%zu	91 82% 14%zu	306 69% 47%	344 73% 53%	188 71% 29%	129 69% 20%	197 72% 30%	136 72% 21%	369 71% 57%	281 71% 43%	
Disagree	40 4%	36 5% bgi	22 3% 90%b	14 10% 35%zab	4 3% 10%	31 4% 78%	5 6% 13%	7 2% 18%	18 13% 45%zg	2 1% 5%	7 3% 18%	31 5% 78%	18 5% 45%	12 4% 30%	3 3% 8%	17 4% 43%	23 5% 58%	10 4% 25%	10 5% 25%	12 4% 30%	8 4% 20%	24 5% 60%	16 4% 40%	
Net agree	610 67%	551 70% cdhl	477 74% 90%zc	74 51% 78%zac	58 46% 10%	504 71% 83%zf	47 60% 8%	353 81% 58%zh	61 46% 10%	140 84% 28%zl	171 77% 28%zl	412 64% 68%	253 67% 41%	211 77% 35%zu	88 79% 14%zu	289 65% 47%	321 68% 53%	178 67% 29%	119 64% 20%	185 68% 30%	128 68% 21%	345 67% 57%	265 67% 43%	
Mean	3.80cdhl	3.84zc	3.88zac	3.64	3.51	3.86zf	3.67	4.00zh	3.53	4.07z	3.93zl	3.76	3.82	3.90z	3.97z	3.79	3.80	3.81	3.75	3.81	3.80	3.79	3.81	
Std dev	0.738	0.738	0.693	0.885	0.679	0.740	0.696	0.641	0.947	0.641	0.684	0.755	0.773	0.700	0.667	0.750	0.727	0.753	0.739	0.732	0.728	0.724	0.756	
Std error	0.024	0.026	0.027	0.073	0.061	0.028	0.079	0.031	0.082	0.050	0.046	0.030	0.040	0.042	0.063	0.036	0.034	0.046	0.054	0.044	0.053	0.032	0.038	

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 54

Q.14 To what extent do you agree or disagree with these statements

- PCS are good for some products or services but poor for others -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	905	777 86%	634 70%	143 16%	127 14%	698 77%	79* 9%*	429 47%	132 15%	163 18%	219 24%	639 71%	373 41%	270 30%	106 12%	437 48%	468 52%	264 29%	182 20%	271 30%	188 21%	510 56%	395 44%
Strongly agree (5)	93 10%	84 11%	68 11%	16 11%	9 7%	80 11%	5 4%	66 15%	8 6%	28 17%	29 13%	58 9%	47 13%	27 10%	11 10%	41 9%	52 11%	33 13%	15 8%	29 11%	16 9%	52 10%	41 10%
Tend to agree (4)	430 48%	378 49%	321 51%	57 40%	51 40%	331 47%	47 59%	227 53%	40 30%	97 58%	310 44%	310 49%	167 45%	139 51%	56 53%	195 45%	235 50%	127 48%	92 51%	123 45%	88 47%	247 48%	183 46%
Neither agree nor disagree (3)	337 37%	274 35%	218 34%	56 39%	63 50%	251 36%	23 29%	122 28%	69 52%	37 23%	245 34%	245 38%	141 38%	87 32%	35 33%	177 41%	160 34%	91 34%	68 37%	103 38%	75 40%	181 35%	156 39%
Tend to disagree (2)	33 4%	31 4%	21 3%	10 7%	2 2%	27 4%	4 5%	12 3%	10 8%	4 2%	19 6%	19 3%	14 4%	13 5%	3 3%	20 5%	13 3%	7 3%	5 3%	13 5%	8 4%	23 5%	10 3%
Strongly disagree (1)	12 1%	10 1%	6 1%	4 3%	2 2%	9 1%	1 1%	5 *	5 4%	- -	5 2%	7 1%	4 1%	4 1%	1 1%	4 1%	8 2%	6 2%	2 1%	3 1%	1 1%	7 1%	5 1%
Null/no answer/don't know	99abefghi kpsuw	32b	22	10	65z	30	2	14	8	7	13	69k	15	11	7	54	45	29	11	26	33zopq	36	63zs
Agree	523 58%	462 59%	389 61%	73 51%	60 47%	411 59%	51 65%	293 68%	48 36%	122 75%	126 58%	368 58%	214 57%	166 61%	67 63%	236 54%	287 61%	160 61%	107 59%	152 56%	104 55%	299 59%	224 57%
Disagree	45 5%	41 5%	27 4%	14 10%	4 3%	36 5%	5 6%	14 3%	15 11%	4 2%	18 8%	26 4%	18 5%	17 6%	4 4%	24 5%	21 4%	13 5%	7 4%	16 6%	9 5%	30 6%	15 4%
Net agree	478 53%	421 54%	362 57%	59 41%	56 44%	375 54%	46 58%	279 65%	33 25%	118 72%	108 49%	342 54%	196 53%	149 55%	63 59%	212 49%	266 57%	147 56%	100 55%	136 50%	95 51%	269 53%	209 53%
Mean	3.62ch	3.64c	3.67zac	3.50	3.50	3.64	3.62	3.80zh	3.27	3.90z	3.60	3.62	3.64	3.64	3.69	3.57	3.66	3.66	3.62	3.60	3.59	3.62	3.62
Std dev	0.771	0.778	0.748	0.887	0.722	0.785	0.722	0.744	0.839	0.699	0.874	0.738	0.789	0.787	0.735	0.762	0.778	0.816	0.724	0.787	0.730	0.784	0.756
Std error	0.026	0.028	0.030	0.074	0.064	0.030	0.081	0.036	0.073	0.055	0.059	0.029	0.041	0.048	0.071	0.036	0.036	0.050	0.054	0.048	0.053	0.035	0.038

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 55

Q.14 To what extent do you agree or disagree with these statements

- They are difficult to use -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	927	801 86%	651 70%	150 16%	124 13%	720 78%	81* 9%	438 47%	139 15%	169 18%	224 24%	654 71%	385 42%	277 30%	112 12%	452 49%	475 51%	266 29%	186 20%	277 30%	198 21%	522 56%	405 44%
Strongly agree (5)	14 2%	8 1% abeu 57%	6 1% 43%	2 1% 14%	6 5% 43%z	7 1% 50%	1 1% 7%	7 2% 50%	- - -	1 1% 7%	4 2% 29%	10 2% 71%	2 1% 14%	3 1% 21%	2 2% 14%	6 1% 43%	8 2% 57%	2 1% 14%	3 2% 21%	2 1% 14%	7 4% 50%zoq	7 1% 50%	7 2% 50%
Tend to agree (4)	94 10%	71 9% aehw 76%	60 9% 64%	11 7% 12%	21 17% 22%z	59 8% 63%	12 15% 13%e	45 10% 48%h	4 3% 4%	21 12% 22%	28 13% 30%	59 9% 63%	32 8% 34%	20 7% 21%	10 9% 11%	40 9% 53%	54 11% 47%	29 11% 53%	16 9% 17%	26 9% 28%	23 12% 24%	46 9% 49%	48 12% 51%
Neither agree nor disagree (3)	288 31%	211 26% abcegh 73% kpuw kpuw	186 29% 65%ac	25 17% 9%	77 62% 27%z	176 24% 61%	35 43% 12%ze	114 26% 40%h	22 16% 8%	51 30% 18%	53 24% 18%	212 32% 74%k	91 24% 32%	65 23% 23%	29 26% 10%	152 34% 53%	136 29% 47%	82 31% 28%	45 24% 16%	102 37% 35%zp	59 30% 20%	157 30% 55%	131 32% 45%
Tend to disagree (2)	335 36%	317 40% d 95%z	255 39% 76%z	62 41% 19%	18 15% 5%	289 40% 86%z	28 35% 8%	169 39% 50%	53 38% 16%	60 36% 18%	90 40% 27%	230 35% 69%	159 41% 47%z	112 40% 33%	43 38% 13%	159 35% 47%	176 37% 53%	97 36% 29%	75 40% 22%	92 33% 27%	71 36% 21%	201 39% 60%	134 33% 40%
Strongly disagree (1)	196 21%	194 24% df 99%zb	144 22% 73%	50 33% 26%zab	2 2% 1%	189 26% 96%zf	5 6% 3%	103 24% 53%	60 43% 31%zg	36 21% 18%	49 22% 25%	143 22% 73%	101 26% 52%z	77 28% 39%z	28 25% 14%	95 21% 48%	101 21% 52%	56 21% 29%	47 25% 24%	55 20% 28%	38 19% 19%	111 21% 57%	85 21% 43%
Null/no answer/don't know	77abcefg kpsuw	8	5	3	68z	8	-	5	1	1	8	54k	3	4	1	39	38	27p	7	20	23p	24	53zs
Agree	108 12%	79 10% abehuw 73%	66 10% 61%	13 9% 12%	27 22% 25%z	66 9% 61%	13 16% 12%e	52 12% 48%h	4 3% 4%	22 13% 20%	32 14% 30%	69 11% 64%	34 9% 31%	23 8% 21%	12 11% 11%	46 10% 43%	62 13% 57%	31 12% 29%	19 10% 18%	28 10% 26%	30 15% 28%	53 10% 49%	55 14% 51%
Disagree	531 57%	511 64% df 96%zb	399 61% 75%z	112 75% 21%zab	20 16% 4%	478 66% 90%zf	33 41% 6%	272 62% 51%z	113 81% 21%zg	96 57% 18%	139 62% 26%	373 57% 70%	260 68% 49%z	189 68% 36%z	71 63% 13%	254 56% 48%	277 58% 52%	153 58% 29%	122 66% 23%zqr	147 53% 28%	109 55% 21%	312 60% 59%	219 54% 41%
Net agree	-423 -46%	-432 -54% 102%	-333 -51% 79%	-99 -66% 23%	7 6% -2%	-412 -57% 97%	-20 -25% 5%	-220 -50% 52%	-109 -78% 26%	-74 -44% 17%	-107 -48% 25%	-304 -46% 72%	-226 -59% 53%	-166 -60% 39%	-59 -53% 14%	-208 -46% 49%	-215 -45% 51%	-122 -46% 29%	-103 -55% 24%	-119 -43% 28%	-79 -40% 19%	-259 -50% 61%	-164 -40% 39%
Mean	2.35abceg hpuw	2.23c	2.28ac	2.02	3.09z	2.17	2.70ze	2.28h	1.78	2.36	2.32	2.33	2.16	2.13	2.24	2.34	2.35	2.34	2.21	2.38	2.44p	2.30	2.40
Std dev	0.972	0.948	0.940	0.959	0.755	0.945	0.843	0.987	0.814	0.972	1.009	0.966	0.925	0.940	0.989	0.951	0.992	0.955	0.972	0.931	1.040	0.946	1.002
Std error	0.032	0.034	0.037	0.078	0.068	0.035	0.094	0.047	0.069	0.075	0.067	0.038	0.047	0.057	0.093	0.045	0.046	0.059	0.071	0.056	0.074	0.041	0.050

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 56

Q.14 To what extent do you agree or disagree with these statements

- They do not deliver on their intended purpose of finding a good or best priced deal -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	907	787 87%	641 71%	146 16%	118 13%	708 78%	79* 9%*	433 48%	137 15%	168 19%	217 24%	641 71%	379 42%	272 30%	109 12%	441 49%	466 51%	264 29%	185 20%	275 30%	183 20%	520 57%	387 43%
Strongly agree (5)	21 2%	15 2% aeu 71%	14 2% 67%	1 1% 5%	6 5% 29%z	12 2% 57%	3 4% 14%	11 3% 52%	- - -	5 3% 24%	7 3% 33%	13 2% 62%	3 1% 14%	9 3% 43%u	5 5% 24%u	12 3% 57%	9 2% 43%	5 2% 24%	5 3% 24%	6 2% 29%	5 3% 24%	14 3% 67%	7 2% 33%
Tend to agree (4)	153 17%	127 16% ceh 83%c	113 18% 74%ac	14 10% 9%	24 20% 16%	104 15% 68%	23 29% 15%ze	89 21% 58%zh	3 2% 2%	50 30% 33%z	38 18% 25%	106 17% 69%	55 15% 36%	40 15% 26%	15 14% 10%	76 17% 50%	77 17% 50%	39 15% 25%	30 16% 20%	47 17% 31%	37 20% 24%	88 17% 58%	65 17% 42%
Neither agree nor disagree (3)	376 41%	305 39% aceghi 81%ac	266 41% 71%ac	39 27% 10%	71 60% 19%z	264 37% 70%	41 52% 11%ze	154 36% 41%h	30 22% 8%	56 33% 15%	81 37% 22%	269 42% 72%	135 36% 36%	99 36% 26%	43 39% 11%	190 43% 51%	186 40% 49%	122 46% 32%p	62 34% 16%	111 40% 30%	81 44% 22%p	208 40% 55%	168 43% 45%
Tend to disagree (2)	282 31%	268 34% df 95%zb	200 31% 71%	68 47% 24%zab	14 12% 5%	256 36% 91%zf	12 15% 4%	152 35% 54%z	70 51% 25%zg	50 30% 18%	76 35% 27%	195 30% 69%	143 38% 51%z	102 38% 36%z	35 32% 12%	127 29% 45%	155 33% 55%	78 30% 28%	69 37% 24%zr	87 32% 31%	48 26% 17%	170 33% 60%	112 29% 40%
Strongly disagree (1)	75 8%	72 9% dfgi 96%zb	48 7% 64%	24 16% 32%zab	3 3% 4%	72 10% 96%zf	- - -	34 6% 36%	7 25% 45%zg	7 4% 9%	15 7% 20%	58 9% 77%	43 11% 57%z	22 8% 29%	11 10% 15%	36 8% 48%	39 8% 48%	20 8% 27%	19 10% 25%	24 9% 32%	17 7% 16%	40 8% 53%	35 9% 47%
Null/no answer/don't know	97 11%	abcefg 22	h 15	ikpsuw 7	y 74z	z 20	z 10	z 3	z 2	z 15	z 67	z 9	z 9	z 4	z 50	z 47	z 29p	z 8	z 22	z 38zopq	z 26	z 71zs	
Agree	174 19%	142 18% acehu 82%ac	127 20% 73%ac	15 10% 9%	30 25% 17%	116 16% 67%	26 33% 15%ze	100 23% 57%zh	3 2% 2%	55 33% 32%z	45 21% 26%	119 19% 68%	58 15% 33%	49 18% 28%	20 18% 11%	88 20% 51%	86 18% 49%	44 17% 25%	35 19% 20%	53 19% 30%	42 23% 24%	102 20% 59%	72 19% 41%
Disagree	357 39%	340 43% dfr 95%zb	248 39% 69%	92 63% 26%zab	17 14% 5%	328 46% 92%zf	12 15% 3%	179 41% 50%	104 76% 29%zg	57 34% 16%	91 42% 25%	253 39% 71%	186 49% 52%z	124 46% 35%z	46 42% 13%	163 37% 46%	194 42% 54%	98 37% 27%	88 48% 25%zor	111 40% 31%	60 33% 17%	210 40% 59%	147 38% 41%
Net agree	-183 -20%	-198 -25% 108%	-121 -19% 66%	-77 -53% 42%	13 11% -7%	-212 -30% 116%	14 18% -8%	-79 -18% 43%	-101 -74% 55%	-2 -1% 1%	-46 -21% 25%	-134 -21% 73%	-128 -34% 70%	-75 -28% 41%	-26 -24% 14%	-75 -17% 41%	-108 -23% 59%	-54 -20% 30%	-53 -29% 29%	-58 -21% 32%	-18 -10% 10%	-108 -21% 59%	-75 -19% 41%
Mean	2.74acehu	2.68c	2.76ac	2.32	3.14z	2.62	3.22ze	2.78h	2.01	2.98z	2.75	2.72	2.56	2.68	2.71	2.78	2.70	2.74	2.64	2.72	2.86zp	2.74	2.73
Std dev	0.914	0.917	0.904	0.885	0.784	0.915	0.745	0.928	0.747	0.941	0.934	0.914	0.902	0.936	0.984	0.920	0.908	0.870	0.963	0.922	0.907	0.920	0.907
Std error	0.030	0.033	0.036	0.073	0.072	0.034	0.084	0.045	0.064	0.073	0.063	0.036	0.046	0.057	0.094	0.044	0.042	0.054	0.071	0.056	0.067	0.040	0.046

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y

Overlap formulae used. * small base



Ipsos MORI

Price Comparison Sites FINAL

Table 57

Q.14 To what extent do you agree or disagree with these statements

- Summary -

Base : All (excluding Null/DKs)

	They are the most convenient way of finding the best deal - better than visiting lots of individual websites	They are really useful as part of a wider search	They have some drawbacks but used carefully they can help you get a good deal	It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers	Sometimes the very best deals are not on PCS but they can still help you save money	PCS are good for some products or services but poor for others	They are difficult to use	They do not deliver on their intended purpose of finding a good or best priced deal
Total	930	936	922	912	913	905	927	907
Strongly agree (5)	153 16%	258 28%	109 12%	214 23%	122 13%	93 10%	14 2%	21 2%
Tend to agree (4)	460 49%	496 53%	537 58%	443 49%	528 58%	430 48%	94 10%	153 17%
Neither agree nor disagree (3)	227 24%	143 15%	226 25%	218 24%	223 24%	337 37%	288 31%	376 41%
Tend to disagree (2)	68 7%	26 3%	44 5%	29 3%	34 4%	33 4%	335 36%	282 31%
Strongly disagree (1)	22 2%	13 1%	6 1%	8 1%	6 1%	12 1%	196 21%	75 8%
Null/no answer/don't know	74	68	82	92	91	99	77	97
Agree	613 66%	754 81%	646 70%	657 72%	650 71%	523 58%	108 12%	174 19%
Disagree	90 10%	39 4%	50 5%	37 4%	40 4%	45 5%	531 57%	357 39%
Net agree	523 56%	715 76%	596 65%	620 68%	610 67%	478 53%	-423 -46%	-183 -20%
Mean	3.70	4.03	3.76	3.91	3.80	3.62	2.35	2.74
Std dev	0.909	0.815	0.745	0.820	0.738	0.771	0.972	0.914
Std error	0.030	0.027	0.025	0.027	0.024	0.026	0.032	0.030

**Price Comparison Sites
FINAL**

Table 58

Q.14 To what extent do you agree or disagree with these statements

- Agree Summary -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in- dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	1004	809 81%	656 65%	153 15%	192 19%	728 73%	81* 8%*	443 44%	140 14%	170 17%	232 23%	708 71%	388 39%	281 28%	113 11%	491 49%	513 51%	293 29%	193 19%	297 30%	221 22%	546 54%	458 46%
They are really useful as part of a wider search	754 81%	699 87% dfi 93%z	569 87% 75%z	130 86% 17%	54 41% 7%	648 90% 86%zf	51 63% 7%	401 91% 53%z	125 89% 17%z	152 90% 20%z	204 90% 27%zl	513 78% 68%	347 90% 46%z	257 92% 34%z	99 88% 13%z	362 79% 48%	392 82% 52%	217 81% 29%	160 86% 21%zq	219 78% 29%	158 79% 21%	424 81% 56%	330 80% 44%
It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers	657 72%	598 76% du 91%z	492 77% 75%z	106 71% 16%	58 47% 9%	547 77% 83%zf	51 65% 8%	354 81% 54%zh	95 69% 14%	143 85% 22%z	173 78% 26%z	453 71% 69%	256 68% 39%	253 90% 39%zu	100 88% 15%zu	310 70% 47%	347 74% 53%	181 68% 28%	131 72% 20%	197 72% 30%	148 77% 23%o	367 72% 56%	290 44%
Sometimes the very best deals are not on PCS but they can still help you save money	650 71%	587 75% cdhl 90%zc	499 78% 77%zac	88 60% 14%	62 50% 10%	535 75% 82%z	52 67% 8%	360 83% 55%zh	79 59% 12%	142 85% 22%z	178 81% 27%zl	443 69% 68%	271 72% 42%	223 81% 34%zu	91 82% 14%zu	306 69% 47%	344 73% 53%	188 71% 29%	129 69% 20%	197 72% 30%	136 72% 21%	369 71% 57%	281 71% 43%
They have some drawbacks but used carefully they can help you get a good deal	646 70%	597 75% dhls 92%z	489 76% 76%z	108 72% 17%	48 38% 7%	546 77% 85%zf	51 63% 8%	371 85% 57%zh	85 62% 13%	143 85% 22%z	179 80% 28%zl	436 67% 67%	300 79% 46%z	212 76% 33%z	85 76% 13%	311 69% 48%	335 71% 52%	180 67% 28%	136 75% 21%	189 68% 29%	141 72% 22%	347 67% 54%	299 74% 46%zs
They are the most convenient way of finding the best deal - better than visiting lots of individual websites	613 66%	581 73% dfi 95%zb	455 70% 74%z	126 83% 21%zab	31 24% 5%	547 76% 89%zf	34 43% 6%	315 72% 51%z	122 87% 20%zg	114 67% 19%	171 76% 28%zl	415 63% 68%	290 76% 47%z	220 79% 36%z	82 73% 13%	300 66% 49%	313 66% 51%	170 64% 28%	138 75% 23%zoqr	175 63% 29%	130 65% 21%	340 65% 55%	273 67% 45%
PCS are good for some products or services but poor for others	523 58%	462 59% dhm 88%zc	389 61% 74%zac	73 51% 14%	60 47% 11%	411 59% 79%	51 65% 10%	293 68% 56%zh	48 36% 9%	122 75% 23%z	126 58% 24%	368 58% 70%	214 57% 41%	166 61% 32%	67 63% 13%	236 54% 45%	287 61% 55%zm	160 61% 31%	107 59% 20%	152 56% 29%	104 55% 20%	299 59% 57%	224 57% 43%
They do not deliver on their intended purpose of finding a good or best priced deal	174 19%	142 18% acehu 82%c	127 20% 73%ac	15 10% 9%	30 25% 17%	116 16% 67%	26 33% 15%ze	100 23% 57%zh	3 2% 2%	55 33% 32%z	45 21% 26%	119 19% 68%	58 15% 33%	49 18% 28%	20 18% 11%	88 20% 51%	86 18% 49%	44 17% 25%	35 19% 20%	53 19% 30%	42 23% 24%	102 20% 59%	72 19% 41%
They are difficult to use	108 12%	79 10% abehuw 73%	66 10% 61%	13 9% 12%	27 22% 25%z	66 9% 61%	13 16% 12%e	52 12% 48%h	4 3% 4%	22 13% 20%	32 14% 30%	69 11% 64%	34 9% 31%	23 8% 21%	12 11% 11%	46 10% 43%	62 13% 57%	31 12% 29%	19 10% 18%	28 10% 26%	30 15% 28%	53 10% 49%	55 14% 51%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 59

Q.14 To what extent do you agree or disagree with these statements

- Agree Summary -

Base : All (excluding Null/DKs) who have used PCS in last 12 months (at Q1b)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	728	728 100%	583 80%	145 20%	-** - **	728 100%	-** - **	443 61%	140 19%	170 23%	190 26%	505 69%	388 53%	281 39%	113 16%	340 47%	388 53%	205 28%	162 22%	215 30%	146 20%	422 58%	306 42%
They are really useful as part of a wider search	648 90%	648 90%	521 80%	127 20%	- -	648 90%	- -	401 91%	125 89%	152 90%	178 94%	445 89%	347 90%	257 92%	99 88%	305 91%	343 89%	179 89%	146 90%	192 90%	131 90%	372 89%	276 91%
They are the most convenient way of finding the best deal - better than visiting lots of individual websites	547 76%	547 76%	426 74%	121 84%	- -	547 76%	- -	315 72%	122 87%	114 67%	154 82%	373 75%	290 76%	220 79%	82 73%	261 77%	286 75%	145 73%	130 80%	159 75%	113 78%	312 75%	235 78%
It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers	547 77%	547 77%	445 78%	102 19%	- -	547 77%	- -	354 81%	95 69%	143 85%	149 80%	378 77%	256 68%	253 90%	100 88%	254 77%	293 76%	147 74%	119 75%	165 79%	116 82%	313 76%	234 78%
They have some drawbacks but used carefully they can help you get a good deal	546 77%	546 77%	441 77%	105 19%	- -	546 77%	- -	371 85%	85 62%	143 85%	154 82%	371 75%	300 79%	212 76%	85 76%	258 77%	288 76%	143 72%	124 78%	163 77%	116 82%	304 74%	242 81%
Sometimes the very best deals are not on PCS but they can still help you save money	535 75%	535 75%	449 84%	86 16%	- -	535 75%	- -	360 83%	79 59%	142 85%	149 80%	368 74%	271 72%	223 81%	91 82%	246 74%	289 77%	158 79%	112 70%	161 77%	104 75%	313 76%	222 75%
PCS are good for some products or services but poor for others	411 59%	411 59%	342 83%	69 17%	- -	411 59%	- -	293 68%	48 36%	122 30%	103 25%	289 70%	214 57%	166 61%	67 63%	182 56%	229 62%	123 30%	92 22%	119 29%	77 19%	242 59%	169 41%
They do not deliver on their intended purpose of finding a good or best priced deal	116 16%	116 16%	101 87%	15 13%	- -	116 16%	- -	100 23%	15 2%	55 33%	35 19%	77 16%	58 15%	49 18%	20 18%	57 17%	59 16%	29 15%	25 16%	35 17%	27 20%	70 17%	46 16%
They are difficult to use	66 9%	66 9%	53 80%	13 20%	- -	66 9%	- -	52 12%	4 3%	22 13%	23 12%	40 8%	34 9%	23 8%	12 11%	29 9%	37 10%	20 10%	14 9%	16 8%	16 11%	36 9%	30 10%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 60

Q.14 To what extent do you agree or disagree with these statements

- Agree Summary -

Base : All (excluding Null/DKs) who have used PCS in last 12 months (at Q1b)

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	728	489 67%	32* 4%**	37* 5%*	27** 4%**	16** 2%**	1** ***	32* 4%*	19** 3%**	4** 1%**	21** 3%**	33* 5%*	9** 1%**	8** 1%**
They are really useful as part of a wider search	648 90%	451 93%	28 88%	32 86%	23 85%	13 87%	- -	24 75%	17 89%	4 100%	17 81%	27 84%	6 75%	6 75%
	g	70%zg	4%	5%	4%	2%	-	4%	3%	1%	3%	4%	1%	1%
They are the most convenient way of finding the best deal - better than visiting lots of individual websites	547 76%	388 80%	21 66%	29 78%	17 65%	13 87%	- -	19 59%	15 79%	3 75%	14 70%	18 56%	6 75%	4 50%
	gk	71%zgk	4%	5%	3%	2%	-	3%	3%	1%	3%	3%	1%	1%
It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers	547 77%	390 81%	25 78%	30 81%	21 81%	11 79%	- -	16 53%	14 74%	4 100%	12 60%	17 55%	4 50%	3 50%
	gk	71%zgk	5%g	5%gk	4%	2%	-	3%	3%	1%	2%	3%	1%	1%
They have some drawbacks but used carefully they can help you get a good deal	546 77%	373 77%	25 81%	30 81%	21 81%	13 93%	- -	20 67%	13 68%	4 100%	13 65%	23 72%	6 75%	5 71%
	gk	68%	5%	5%	4%	2%	-	4%	2%	1%	2%	4%	1%	1%
Sometimes the very best deals are not on PCS but they can still help you save money	535 75%	374 78%	20 63%	29 78%	20 74%	11 79%	- -	16 55%	12 63%	4 100%	13 65%	23 72%	7 88%	6 75%
	gk	70%zb	4%	5%	4%	2%	-	3%	2%	1%	2%	4%	1%	1%
PCS are good for some products or services but poor for others	411 59%	274 58%	17 59%	18 50%	18 67%	9 69%	- -	15 52%	15 79%	3 75%	14 70%	17 55%	7 88%	4 50%
	gk	67%	4%	4%	4%	2%	-	4%	4%	1%	3%	4%	2%	1%
They do not deliver on their intended purpose of finding a good or best priced deal	116 16%	77 16%	5 16%	7 19%	5 19%	3 20%	1 100%	5 16%	1 6%	2 50%	4 19%	2 7%	2 25%	2 25%
	gk	66%	4%	6%	4%	3%	1%	4%	1%	2%	3%	2%	2%	2%
They are difficult to use	66 9%	36 7%	2 6%	2 5%	2 7%	1 6%	1 100%	7 22%	4 21%	2 50%	3 14%	3 10%	1 13%	2 25%
	a	55%	3%	3%	3%	2%	2%	11%zac	6%	3%	5%	5%	2%	3%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 61

Q.14 To what extent do you agree or disagree with these statements

- Agree Summary -

Base : All (excluding Null/DKs) who have used PCS in last 12 months (at Q1b)

	Total (z)	Websites										
		Money- supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel- supermarket (f)	Kelkoo (g)	Pricerunner (h)	My- supermarket (i)	Pricfinder (j)	Other (k)
Total	728	406 56%	339 47%	358 49%	221 30%	142 20%	156 21%	140 19%	88* 12%*	141 19%	34* 5%*	34* 5%*
They are really useful as part of a wider search	648 90%	370 92% 57%	303 90% 47%	324 91% 50%	202 91% 31%	133 94% 21%z	143 92% 22%	127 92% 20%	82 93% 13%	127 91% 20%	32 94% 5%	32 94% 5%
They are the most convenient way of finding the best deal - better than visiting lots of individual websites	547 76%	313 78% 57%j	268 80% 49%zj	284 80% 52%zj	177 80% 32%j	116 82% 21%zj	119 76% 22%j	108 78% 20%j	73 83% 13%j	106 77% 19%j	20 59% 4%	26 76% 5%
It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers	547 77%	333 83% 61%z	278 83% 51%z	291 82% 53%z	194 88% 35%zbc	121 86% 22%z	130 84% 24%z	113 84% 21%z	73 84% 13%	114 83% 21%	29 85% 5%	24 75% 4%
They have some drawbacks but used carefully they can help you get a good deal	546 77%	319 80% 58%z	256 76% 47%	271 77% 50%	166 76% 30%	116 82% 21%	121 79% 22%	112 82% 21%	69 79% 13%	108 79% 20%	27 82% 5%	26 79% 5%
Sometimes the very best deals are not on PCS but they can still help you save money	535 75%	312 79% 58%zk	265 81% 50%zk	276 79% 52%zk	176 80% 33%zk	114 81% 21%k	126 82% 24%zk	108 80% 20%k	67 79% 13%k	106 77% 20%	29 85% 5%k	20 61% 4%
PCS are good for some products or services but poor for others	411 59%	244 62% 59%b	186 57% 45%	199 58% 48%	128 59% 31%	84 62% 20%	93 61% 23%	87 65% 21%	56 66% 14%	85 62% 21%	23 70% 6%	20 63% 5%
They do not deliver on their intended purpose of finding a good or best priced deal	116 16%	63 16% 54%	49 15% 42%	53 15% 46%	41 19% 35%	22 16% 19%	32 21% 28%i	22 16% 19%	19 22% 16%i	18 13% 16%	8 25% 7%	7 21% 6%
They are difficult to use	66 9%	33 8% 50%	28 8% 42%	22 6% 33%	20 9% 30%	7 5% 11%	14 9% 21%	9 7% 14%	8 9% 12%	14 10% 21%	8 24% 12%zabcdefghi	6 18% 9%ceg

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 62

Q.14 To what extent do you agree or disagree with these statements

- Disagree Summary -

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	1004	809 81%	656 65%	153 15%	192 19%	728 73%	81* 8%*	443 44%	140 14%	170 17%	232 23%	708 71%	388 39%	281 28%	113 11%	491 49%	513 51%	293 29%	193 19%	297 30%	221 22%	546 54%	458 46%
They are difficult to use	531 57%	511 64% df	399 61% 96%zb	112 75% 21%zab	20 4%	478 66% 90%zf	33 41% 6%	272 62% 51%z	113 81% 21%zg	96 57% 18%	139 62% 26%	373 57% 70%	260 68% 49%z	189 68% 36%z	71 63% 13%	254 56% 48%	277 58% 52%	153 58% 29%	122 66% 23%zqr	147 53% 28%	109 55% 21%	312 60% 59%	219 54% 41%
They do not deliver on their intended purpose of finding a good or best priced deal	357 39%	340 43% dfr	248 39% 95%zb	92 63% 26%zab	17 14% 5%	328 46% 92%zf	12 15% 3%	179 41% 50%	104 76% 29%zg	57 34% 16%	91 42% 25%	253 39% 71%	186 49% 52%z	124 46% 35%z	46 42% 13%	163 37% 46%	194 42% 54%	98 37% 27%	88 48% 25%zor	111 40% 31%	60 33% 17%	210 40% 59%	147 38% 41%
They are the most convenient way of finding the best deal - better than visiting lots of individual websites	90 10%	60 8% abcegh	54 8% 67%	6 4% 7%	29 22% 32%z	41 6% 46%	19 24% 21%ze	32 7% 36%	6 4% 7%	16 9% 18%	14 6% 16%	73 11% 81%zk	24 6% 27%	14 5% 16%	7 6% 8%	49 11% 54%	41 9% 46%	16 6% 18%	13 7% 14%	33 12% 37%o	28 14% 31%zop	53 10% 59%	37 9% 41%
They have some drawbacks but used carefully they can help you get a good deal	50 5%	39 5% bg	27 4% 78%b	12 8% 24%	11 9% 22%	34 5% 68%	5 6% 10%	13 3% 26%	19 14% 38%zg	7 4% 14%	10 4% 20%	40 6% 80%	16 4% 32%	17 6% 34%	5 4% 10%	22 5% 44%	28 6% 56%	15 6% 30%	10 5% 20%	15 5% 30%	10 5% 20%	32 6% 64%	18 4% 36%
PCS are good for some products or services but poor for others	45 5%	41 5% gl	27 4% 91%b	14 10% 31%zab	4 3% 9%	36 5% 80%	5 6% 11%	14 3% 31%	15 11% 33%zg	4 2% 9%	18 8% 40%zl	26 4% 58%	18 5% 40%	17 6% 38%	4 4% 9%	24 5% 53%	21 4% 47%	13 5% 29%	7 4% 16%	16 6% 36%	9 5% 20%	30 6% 67%	15 4% 33%
Sometimes the very best deals are not on PCS but they can still help you save money	40 4%	36 5% bgi	22 3% 90%b	14 10% 35%zab	4 3% 10%	31 4% 78%	5 6% 13%	7 2% 18%	18 13% 45%zg	2 1% 5%	7 3% 18%	31 5% 78%	18 5% 45%	12 4% 30%	3 3% 8%	17 4% 43%	23 5% 58%	10 4% 25%	10 5% 25%	12 4% 30%	8 4% 20%	24 5% 60%	16 4% 40%
They are really useful as part of a wider search	39 4%	20 2% abeguw	17 3% 44%	3 2% 8%	18 14% 46%z	13 2% 33%	7 9% 18%ze	7 2% 18%	4 3% 10%	4 2% 10%	5 2% 13%	34 5% 87%z	5 1% 13%	6 2% 15%	3 3% 8%	22 5% 56%	17 4% 44%	7 3% 18%	5 3% 13%	15 5% 38%	12 6% 31%	24 5% 62%	15 4% 38%
It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers	37 4%	30 4% begw	18 3% 81%b	12 8% 32%zab	7 6% 19%	22 3% 59%	8 10% 22%ze	9 2% 24%	11 8% 30%zg	5 3% 14%	9 4% 24%	28 4% 76%	17 5% 46%	5 2% 14%	4 4% 11%	20 5% 54%	17 4% 46%	12 5% 32%	7 4% 19%	12 4% 32%	6 3% 16%	20 4% 54%	17 4% 46%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 63

Q.14 To what extent do you agree or disagree with these statements

- Disagree Summary -

Base : All (excluding Null/DKs) who have used PCS in last 12 months (at Q1b)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	728	728	583	145	-**	728	-**	443	140	170	190	505	388	281	113	340	388	205	162	215	146	422	306
		100%	80%	20%	-**	100%	-**	61%	19%	23%	26%	69%	53%	39%	16%	47%	53%	28%	22%	30%	20%	58%	42%
They are difficult to use	478	478	371	107	-	478	-	272	113	96	125	336	260	189	71	222	256	135	114	135	94	284	194
	66%	66%	64%	75%	-	66%	-	62%	81%	57%	66%	67%	68%	68%	63%	66%	67%	67%	70%	64%	65%	68%	64%
		100% bg	78%	22% zab	-	100%	-	57%	24% zg	20%	26%	70%	54%	40%	15%	46%	54%	28%	24%	28%	20%	59%	41%
They do not deliver on their intended purpose of finding a good or best priced deal	328	328	239	89	-	328	-	179	104	57	86	231	186	124	46	151	177	87	84	101	56	195	133
	46%	46%	42%	64%	-	46%	-	41%	76%	34%	47%	47%	49%	46%	42%	46%	47%	44%	52%	48%	41%	47%	46%
		100% bg	73%	27% zab	-	100%	-	55%	32% zg	17%	26%	70%	57%	38%	14%	46%	54%	27%	26%	31%	17%	59%	41%
They are the most convenient way of finding the best deal - better than visiting lots of individual websites	41	41	37	4	-	41	-	32	6	16	7	32	24	14	7	18	23	9	10	13	9	28	13
	6%	6%	6%	3%	-	6%	-	7%	4%	9%	4%	6%	6%	5%	6%	5%	6%	5%	6%	6%	6%	7%	4%
		100%	90%	10%	-	100%	-	78% z	15%	39% z	17%	78%	59%	34%	17%	44%	56%	22%	24%	32%	22%	68%	32%
PCS are good for some products or services but poor for others	36	36	24	12	-	36	-	14	15	4	16	20	18	17	4	17	19	10	7	12	7	24	12
	5%	5%	4%	9%	-	5%	-	3%	11%	2%	9%	4%	5%	6%	4%	5%	5%	5%	4%	6%	5%	6%	4%
		100% bg	67%	33% zab	-	100%	-	39%	42% zg	11%	44% zl	56%	50%	47%	11%	47%	53%	28%	19%	33%	19%	67%	33%
They have some drawbacks but used carefully they can help you get a good deal	34	34	23	11	-	34	-	13	19	7	8	26	16	17	5	12	22	10	9	11	4	21	13
	5%	5%	4%	8%	-	5%	-	3%	14%	4%	4%	5%	4%	6%	4%	4%	6%	5%	6%	5%	3%	5%	4%
		100% g	68%	32%	-	100%	-	38%	56% zg	21%	24%	76%	47%	50%	15%	35%	65%	29%	26%	32%	12%	62%	38%
Sometimes the very best deals are not on PCS but they can still help you save money	31	31	19	12	-	31	-	7	18	2	7	23	18	12	3	11	20	7	10	8	6	18	13
	4%	4%	3%	9%	-	4%	-	2%	13%	1%	4%	5%	5%	4%	3%	3%	5%	4%	6%	4%	4%	4%	4%
		100% bg	61%	39% zab	-	100%	-	23%	58% zg	6%	23%	74%	58%	39%	10%	35%	65%	23%	32%	26%	19%	58%	42%
It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers	22	22	12	10	-	22	-	9	11	5	6	16	17	5	4	8	14	9	4	6	3	9	13
	3%	3%	2%	7%	-	3%	-	2%	8%	3%	3%	3%	5%	2%	4%	2%	4%	5%	3%	3%	2%	2%	4%
		100% bg	55%	45% zab	-	100%	-	41%	50% zg	23%	27%	73%	77% z	23%	18%	36%	64%	41%	18%	27%	14%	41%	59%
They are really useful as part of a wider search	13	13	11	2	-	13	-	7	4	4	3	10	5	6	3	4	9	4	3	3	3	7	6
	2%	2%	2%	1%	-	2%	-	2%	3%	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%
		100%	85%	15%	-	100%	-	54%	31%	31%	23%	77%	38%	46%	23%	31%	69%	31%	23%	23%	23%	54%	46%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 64

Q.14 To what extent do you agree or disagree with these statements

- Disagree Summary -

Base : All (excluding Null/DKs) who have used PCS in last 12 months (at Q1b)

	Markets (Q9A/B)													
	Total (z)	Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	728	489 67%	32* 4%**	37* 5%*	27** 4%**	16** 2%**	1** ***	32* 4%**	19** 3%**	4** 1%**	21** 3%**	33* 5%**	9** 1%**	8** 1%**
They are difficult to use	478 66%	332 69%	26 81%	24 65%	18 67%	11 69%	-	13 41%	12 63%	1 25%	12 57%	19 61%	6 75%	4 50%
They do not deliver on their intended purpose of finding a good or best priced deal	328 46%	230 48%	13 42%	16 43%	11 41%	7 47%	-	12 39%	9 50%	1 25%	9 43%	14 48%	2 25%	4 50%
They are the most convenient way of finding the best deal - better than visiting lots of individual websites	41 6%	26 5%	3 9%	2 5%	4 15%	-	-	2 6%	-	-	-	1 3%	-	3 38%
PCS are good for some products or services but poor for others	36 5%	30 6%	1 3%	2 6%	1 4%	-	1 100%	-	-	-	-	1 3%	-	-
They have some drawbacks but used carefully they can help you get a good deal	34 5%	21 4%	-	1 3%	3 12%	-	1 100%	3 10%	2 11%	-	1 5%	2 6%	-	-
Sometimes the very best deals are not on PCS but they can still help you save money	31 4%	17 4%	6 19%	1 3%	1 4%	-	1 100%	3 10%	1 5%	-	1 5%	-	-	-
It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers	22 3%	12 2%	1 3%	-	1 4%	-	1 100%	1 3%	-	-	4 20%	1 3%	1 13%	-
They are really useful as part of a wider search	13 2%	6 1%	1 3%	1 3%	2 7%	-	-	2 6%	-	-	-	-	-	1 13%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 65

Q.14 To what extent do you agree or disagree with these statements

- Disagree Summary -

Base : All (excluding Null/DKs) who have used PCS in last 12 months (at Q1b)

	Total (z)	Websites										
		Money- supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel- supermarket (f)	Kelkoo (g)	Pricerunner (h)	My- supermarket (i)	Pricfinder (j)	Other (k)
Total	728	406 56%	339 47%	358 49%	221 30%	142 20%	156 21%	140 19%	88* 12%*	141 19%	34* 5%*	34* 5%*
They are difficult to use	478 66%	271 67%	233 69%	258 73%	157 71%	91 65%	108 69%	96 70%	66 75%	92 67%	18 53%	24 71%
		57% 49% ^{aj}	49% ^{aj}	54% ^{zaej}	33% ^{aj}	19%	23%	20% ^{aj}	14% ^{aj}	19%	4%	5%
They do not deliver on their intended purpose of finding a good or best priced deal	328 46%	197 49%	165 50%	172 50%	107 50%	71 51%	71 46%	71 52%	44 51%	64 46%	13 41%	18 55%
		60%	50%	52%	33%	22%	22%	22%	13%	20%	4%	5%
They are the most convenient way of finding the best deal - better than visiting lots of individual websites	41 6%	21 5%	14 4%	16 5%	12 5%	5 4%	13 8%	9 7%	5 6%	8 6%	2 6%	1 3%
		51%	34%	39%	29%	12%	32%^{bc}	22%	12%	20%	5%	2%
PCS are good for some products or services but poor for others	36 5%	22 6%	21 6%	19 6%	14 6%	7 5%	12 8%	6 4%	4 5%	9 7%	1 3%	3 9%
		61%	58%	53%	39%	19%	33%	17%	11%	25%	3%	8%
They have some drawbacks but used carefully they can help you get a good deal	34 5%	15 4%	17 5%	15 4%	9 4%	5 4%	6 4%	8 6%	4 5%	8 6%	- 6%	1 3%
		44%	50%	44%	26%	15%	18%	24%	12%	24%	-	3%
Sometimes the very best deals are not on PCS but they can still help you save money	31 4%	15 4%	10 3%	16 5%	7 3%	8 6%	4 3%	3 2%	4 5%	6 4%	- 4%	1 3%
		48%	32%	52%	23%	26%	13%	10%	13%	19%	-	3%
It's best to use two or three different PCS as each site seems to have its own special deals or list different suppliers	22 3%	7 2%	6 2%	8 2%	1 *	4 3%	3 2%	3 2%	4 5%	1 1%	- -	2 6%
		^{abd} 32%	27%	36%	5%	18%	14%	14%	18%^d	5%	-	9%^{di}
They are really useful as part of a wider search	13 2%	8 2%	5 1%	5 1%	4 2%	3 2%	3 2%	4 3%	2 2%	4 3%	- -	- -
		62%	38%	38%	31%	23%	23%	31%	15%	31%	-	-

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. * small base

Price Comparison Sites FINAL

Table 66

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Car insurance -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in- dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	402	369 92%	307 76%	62* 15%*	33* 8%*	336 84%	33* 8%*	243 60%	40* 10%*	99* 25%*	103 26%	279 69%	176 44%	137 34%	57* 14%*	184 46%	218 54%	114 28%	89* 22%*	120 30%	79* 20%*	233 58%	169 42%
Good	333 83%	310 84%	253 82%	57 92%	23 70%	285 85%	25 76%	201 83%	37 93%	75 76%	84 82%	234 84%	142 81%	124 91%	51 89%	148 80%	185 85%	100 88%	77 87%	99 83%	57 72%	193 83%	140 83%
Poor	69 17%	59 16%	54 18%	5 8%	10 30%	51 15%	8 24%	42 17%	3 8%	24 24%	19 18%	45 16%	34 19%	13 9%	6 11%	36 20%	33 15%	14 12%	12 13%	21 18%	22 28%	40 17%	29 17%
Null/Neither/no answer/ don't know	121 30%	93 26%	82 23%	11 3%	27 7%	75 21%	18 5%	50 14%	8 2%	23 6%	23 6%	89 25%	38 11%	29 8%	10 3%	52 15%	69 20%	46 13%	18 5%	32 9%	25 7%	66 17%	55 14%
Net Good	264 66%	251 68%	199 65%	52 84%	13 39%	234 70%	17 52%	159 65%	34 85%	51 52%	65 63%	189 68%	108 61%	111 81%	45 79%	112 61%	152 70%	86 75%	65 73%	78 65%	35 44%	153 66%	111 66%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 67

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Travel insurance -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	344	320 93%	270 78%	50* 15%*	23** 7%**	288 84%	32* 9%*	212 62%	35* 10%*	84* 24%*	89* 26%*	235 68%	152 44%	115 33%	43* 13%*	149 43%	195 57%	104 30%	82* 24%*	92* 27%*	66* 19%*	198 58%	146 42%
Good	269 78%	252 79%	213 79%	39 78%	16 70%	232 81%	20 63%	163 77%	32 91%	59 70%	69 78%	184 78%	119 78%	96 83%	34 79%	114 77%	155 79%	85 82%	69 84%	70 76%	45 68%	161 81%	108 74%
Poor	75 22%	68 21%	57 21%	11 22%	7 30%	56 19%	12 38%	49 23%	3 9%	25 30%	20 22%	51 22%	33 22%	19 17%	9 21%	35 23%	40 21%	19 18%	13 16%	22 24%	21 32%	37 19%	38 26%
Null/Neither/no answer/ don't know	179 51%	142 79%	119 66%	23 13%	37 21%	123 68%	19 11%	81 47%	13 7%	38 22%	37 21%	133 76%	62 36%	51 29%	24 14%	87 51%	92 55%	56 33%	25 16%	60 38%	38 23%	101 31%	78 23%
Net Good	194 56%	184 58%	156 58%	28 56%	9 39%	176 61%	8 25%	114 54%	29 83%	34 40%	49 55%	133 57%	86 57%	77 67%	25 58%	79 53%	115 59%	66 63%	56 68%	48 52%	24 36%	124 63%	70 48%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Table 68

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Home insurance -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)
Total	372	346 93%	288 77%	58* 16%*	26** 7%**	311 84%	35* 9%*	231 62%	34* 9%*	95* 26%**	255 69%	165 44%	128 34%	51* 14%*	166 45%	206 55%	108 29%	87* 23%*	107 29%	70* 19%*	220 59%	152 41%
Good	302 81%	284 82%	235 82%	49 84%	18 69%	261 84%	23 66%	185 80%	33 97%	71 75%	209 82%	136 82%	109 85%	44 86%	130 78%	172 83%	97 90%	74 85%	83 78%	48 69%	182 83%	120 79%
Poor	70 19%	62 18%	53 18%	9 16%	8 31%	50 16%	12 34%	46 20%	1 3%	24 25%	46 18%	29 18%	19 15%	7 14%	36 22%	34 17%	11 10%	13 15%	24 22%	22 31%	38 17%	32 21%
Null/Neither/no answer/ don't know	151 kpsuw	116 89%	101 76%	15 13%	34 11%	100 71%	16 17%ze	62 66%h	14 1%	27 34%	113zk	49 41%	38 27%	16 10%	70 51%	81 49%	52p	20 19%	45p	34p	79 31%zop	72zs
Net Good	232 62%	222 64%	182 63%	40 69%	10 38%	211 68%	11 31%	139 60%	32 94%	47 49%	163 64%	107 65%	90 70%	37 73%	94 57%	138 67%	86 80%	61 70%	59 55%	26 37%	144 65%	88 58%
		fimr 96%z	78%	17%	4%	91%zf	5%	60%	14%zg	20%	23%	46%	39%z	16%	41%	59%zm	37%zqr	26%qr	25%r	11%	62%	38%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 69

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Credit card -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	264	237 90%	199 75%	38* 14%	26** 10%**	214 81%	23** 9%**	168 64%	23** 9%**	63* 24%**	67* 25%*	184 70%	110 42%	86* 33%*	33* 13%*	118 45%	146 55%	86* 33%*	68* 26%*	73* 28%*	37* 14%*	163 62%	101 38%
Good	167 63%	152 64%	130 65%	22 58%	14 54%	140 65%	12 52%	101 60%	21 91%	31 49%	37 55%	122 66%	66 60%	60 70%	23 70%	68 58%	99 68%	58 67%	45 66%	43 59%	21 57%	105 64%	62 61%
Poor	97 37%	85 36%	69 35%	16 42%	12 46%	74 35%	11 48%	67 40%	2 9%	32 51%	30 45%	62 34%	44 40%	26 30%	10 30%	50 42%	47 32%	28 33%	23 34%	30 41%	16 43%	58 36%	39 39%
Null/Neither/no answer/ don't know	259 kopsuw	225 96%	190 87%	35 16%	34 12%	197 76%	28 11%	125 69%	25 2%	59 33% z	59 31%	184 64%	104 45%	80 27%	34 10%	118 52%	141 48%	74 29%	39 24%	79 31%	67 16%	136 60%	123 40%
Net Good	70 27%	67 28%	61 31%	6 16%	2 8%	66 31%	1 4%	34 20%	19 83%	-1 -2%	7 10%	60 33%	22 20%	34 40%	13 39%	18 15%	52 36%	30 35%	22 32%	13 18%	5 14%	47 29%	23 23%
		gikmqu 96%	87% z	9%	3%	94% z	1%	49%	27%	-1%	10%	86% zk	31%	49% zu	19% u	26%	74% zm	43% zqr	31% qr	19%	7%	67%	33%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 70

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Bank account, savings account, ISA -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	256	232 91%	194 76%	38* 15%	24** 9%**	203 79%	29** 11%**	159 62%	22** 9%**	70* 27%**	64* 25%**	180 70%	102 40%	85* 33%**	33* 13%**	108 42%	148 58%	83* 32%**	62* 24%**	68* 27%**	43* 17%**	150 59%	106 41%
Good	158 62%	143 62%	120 62%	23 61%	15 63%	131 65%	12 41%	95 60%	18 82%	42 60%	36 56%	114 63%	61 60%	57 67%	21 64%	61 56%	97 66%	51 61%	38 61%	44 65%	25 58%	93 62%	65 61%
Poor	98 38%	89 38%	74 38%	15 39%	9 38%	72 35%	17 59%	64 40%	4 18%	28 40%	28 44%	66 37%	41 40%	28 33%	12 36%	47 44%	51 34%	32 39%	24 39%	24 35%	18 42%	57 38%	41 39%
Null/Neither/no answer/ don't know	267gip	230c	195ac	35	36	208	22	134	26	52	62	188	112	81	34	128	139	77p	45	84p	61	149	118
Net Good	60 23%	54 23%	46 24%	8 21%	6 25%	59 29%	-5 -17%	31 19%	14 64%	14 20%	8 13%	48 27%	20 20%	29 34%	9 27%	14 13%	46 31%	19 23%	14 23%	20 29%	7 16%	36 24%	24 23%
		km	90%	77%	13%	10%	98%z	-8%	52%	23%	13%	80%k	33%	48%zu	15%	23%	77%zm	32%	23%	33%	12%	60%	40%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 71

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Loans, mortgages -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	214	192 90%	159 74%	33* 15%**	22** 10%**	170 79%	22** 10%**	135 63%	15** 7%**	55* 26%**	59* 28%**	146 68%	93* 43%**	68* 32%**	26** 12%**	92* 43%**	122 57%	68* 32%**	66* 31%**	61* 29%**	19** 9%**	147 69%	67* 31%**
Good	123 57%	111 58%	93 58%	18 55%	12 55%	103 61%	8 36%	76 56%	11 73%	29 53%	32 54%	86 59%	51 55%	45 66%	14 54%	48 52%	75 61%	40 59%	43 65%	35 57%	5 26%	90 61%	33 49%
Poor	91 43%	81 42%	66 42%	15 45%	10 45%	67 39%	14 64%	59 44%	4 27%	26 47%	27 46%	60 41%	42 45%	23 34%	12 46%	44 48%	47 39%	28 41%	23 35%	26 43%	14 74%	57 39%	34 51%
Null/Neither/no answer/ don't know	309	270	230	40	38	241	29	158	33	67	67	222	121	98	41	144	165	92p	41	91	85	152	157
Net Good	32 15%	30 16%	27 17%	3 9%	2 9%	36 21%	-6 -27%	17 13%	7 47%	3 5%	5 8%	26 18%	9 10%	22 32%	2 8%	4 4%	28 23%	12 18%	20 30%	9 15%	-9 -47%	33 22%	-1 -1%
		imtu 94%	84%	9%	6%	113%z	-19%	53%	22%	9%	16%	81%	28%	69%zu	6%	13%	88%zm	38%	63%zq	28%	-28%	103%zt	-3%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 72

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Energy -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	351	320 91%	269 77%	51* 15%*	30* 9%*	289 82%	31* 9%*	220 63%	26** 7%**	92* 26%*	91* 26%*	239 68%	147 42%	123 35%	53* 15%*	161 46%	190 54%	89* 25%*	79* 23%*	105 30%	78* 22%*	196 56%	155 44%
Good	286 81%	266 83%	224 83%	42 82%	19 63%	245 85%	21 68%	183 83%	24 92%	71 77%	82 90%	185 77%	119 81%	109 89%	50 94%	129 80%	157 83%	70 79%	67 85%	91 87%	58 74%	162 83%	124 80%
Poor	65 19%	54 17%	45 17%	9 18%	11 37%	44 15%	10 32%	37 17%	2 8%	21 23%	9 10%	54 23%	28 19%	14 11%	3 6%	32 20%	33 17%	19 21%	12 15%	14 13%	20 26%	34 17%	31 20%
Null/Neither/no answer/ don't know	172 49%	142 83%	120 69%	22 14%	30z 17%z	122 68%	20e 15%ze	73 57%	22 3%	30 32%	35 14%	129zk 83%zk	67y 43%y	43 22%	14 5%	75 49%	97 51%	71zpq 29%	28 18%	47 22%	26 31%q	103 52%	69 48%
Net Good	221 63%	212 66%	179 67%	33 65%	8 27%	201 70%	11 35%	146 66%	22 85%	50 54%	73 80%	131 55%	91 62%	95 77%	47 89%	97 60%	124 65%	51 57%	55 70%	77 73%	38 49%	128 65%	93 60%
		dfilr 96%z	83%z	81%z	15%z	4%	91%zf	5%	66%	10%	33%zl	59%	41%	43%zu	21%zuw	44%	56%	23%	25%r	35%zor	17%	58%	42%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 73

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Mobile telephone -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status			
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)	
Total	258	231 90%	196 76%	35* 14%*	26** 10%**	213 83%	18** 7%**	164 64%	19** 7%**	69* 27%**	68* 26%*	171 66%	109 42%	90* 35%*	43* 17%**	113 44%	145 56%	87* 34%*	66* 26%*	70* 27%**	35* 14%*	154 60%	104 40%	
Good	160 62%	144 62%	120 61%	24 69%	15 58%	136 64%	8 44%	104 63%	13 68%	42 61%	46 68%	103 60%	70 64%	56 62%	27 63%	67 59%	93 64%	63 72%	38 58%	39 56%	20 57%	96 62%	64 62%	
Poor	98 38%	87 38%	76 39%	11 31%	11 42%	77 36%	10 56%	60 37%	6 32%	27 39%	22 32%	68 40%	39 36%	34 38%	16 37%	46 41%	52 36%	24 28%	28 42%	31 44%	15 43%	58 38%	40 38%	
Null/Neither/no answer/ don't know	265 swy	231 b	193	38	34	198	33	129	29	53	58	197	105 wy	76 y	24	123	142	73 p	41	82 op	69	145	120	
Net Good	62 24%	57 25%	44 22%	13 37%	4 15%	59 28%	-2 -11%	44 27%	7 37%	15 22%	24 35%	35 20%	31 28%	22 24%	11 26%	21 19%	41 28%	39 45%	10 15%	8 11%	5 14%	38 25%	24 23%	
		pq	92%	71%	21%	6%	95% z	-3%	71%	11%	24%	39% zl	56%	50%	35%	18%	34%	66%	63% zpq	16%	13%	8%	61%	39%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 74

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Landline, internet/broadband or TV package -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	270	243 90%	208 77%	35* 13%*	26** 10%**	219 81%	24** 9%**	174 64%	20** 7%**	74* 27%**	182 67%	105 39%	105 39%	44* 16%**	121 45%	149 55%	84* 31%*	63* 23%*	71* 26%**	52* 19%**	154 57%	116 43%	
Good	177 66%	162 67%	137 66%	25 71%	14 54%	150 68%	12 50%	113 65%	16 80%	44 59%	116 64%	65 62%	78 74%	32 73%	72 60%	105 70%	55 65%	41 65%	47 66%	34 65%	99 64%	78 67%	
Poor	93 34%	81 33%	71 34%	10 29%	12 46%	69 32%	12 50%	61 35%	4 20%	30 41%	66 36%	40 38%	27 26%	12 27%	49 40%	44 30%	29 35%	22 35%	24 34%	18 35%	55 36%	38 33%	
Null/Neither/no answer/ don't know	253abegik pwy	219b	181	38zab	34	192	27	119	28	48	50	186zk	109zwy	61	23	115	138	76p	44	81zp	52op	145	108
Net Good	84 31%	81 33%	66 32%	15 43%	2 8%	81 37%	0 0%	52 30%	12 60%	14 19%	50 27%	25 24%	51 49%	20 45%	23 19%	61 41%	26 31%	19 30%	23 32%	16 31%	44 29%	40 34%	
		imu 96%z	79%	18%	2%	96%z	0%	62%	14%	17%	38%zi	60%	30%	61%zu	24%zu	27%	73%zm	31%	23%	27%	19%	52%	48%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 75

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Flights, holidays, travel -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	346	311 90%	264 76%	47* 14%*	34* 10%*	282 82%	29** 8%**	214 62%	28** 8%**	93* 27%*	92* 27%*	238 69%	147 42%	120 35%	47* 14%*	148 43%	198 57%	108 31%	66* 19%*	106 31%	66* 19%*	203 59%	143 41%
Good	252 73%	230 74%	198 75%	32 68%	21 62%	210 74%	20 69%	152 71%	22 79%	62 67%	71 77%	165 69%	109 74%	88 73%	35 74%	107 72%	145 73%	76 70%	48 73%	81 76%	47 71%	149 73%	103 72%
Poor	94 27%	81 26%	66 25%	15 32%	13 38%	72 26%	9 31%	62 29%	6 21%	31 33%	21 23%	73 31%	38 26%	32 27%	12 26%	41 28%	53 27%	32 30%	18 27%	25 24%	19 29%	54 27%	40 28%
Null/Neither/no answer/ don't know	177 nw	151	125	26	26z	129	22	79	20	29	34	130k	67	46	20	88zn	89	52	41zq	46	38	96	81
Net Good	158 46%	149 48%	132 50%	17 36%	8 24%	138 49%	11 38%	90 42%	16 57%	31 33%	50 54%	92 39%	71 48%	56 47%	23 49%	66 45%	92 46%	44 41%	30 45%	56 53%	28 42%	95 47%	63 44%
		dil 94%z	84%z	11%	5%	87%z	7%	57%	10%	20%	32%l	58%	45%	35%	15%	42%	58%	28%	19%	35%	18%	60%	40%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 76

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Low value consumer products -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	320	287 90%	238 74%	49* 15%*	32* 10%*	261 82%	26** 8%**	187 58%	29** 9%**	76* 24%*	73* 23%*	233 73%	134 42%	112 35%	46* 14%*	144 45%	176 55%	95* 30%*	73* 23%*	90* 28%*	62* 19%*	178 56%	142 44%
Good	187 58%	172 60% 92%	147 62% 79% ^z	25 51% 13%	14 44% 7%	159 61% 85%	13 50% 7%	108 58% 58%	19 66% 10%	48 63% 26%	37 51% 20%	138 59% 74%	75 56% 40%	72 64% 39%	30 65% 16%	89 62% 48%	98 56% 52%	55 58% 29%	38 52% 20%	50 56% 27%	44 71% 24% ^z _p	98 55% 52%	89 63% 48%
Poor	133 42%	115 40% 86% ^{br}	91 38% 68%	24 49% 18%	18 56% 14%	102 39% 77%	13 50% 10%	79 42% 59%	10 34% 8%	28 37% 21%	36 49% 27%	95 41% 71%	59 44% 44%	40 36% 30%	16 35% 12%	55 38% 41%	78 44% 59%	40 42% 30%	35 48% 26% ^r	40 44% 30%	18 29% 14%	80 45% 60%	53 37% 40%
Null/Neither/no answer/ don't know	203 63%	175 86%	151 74%	24 12%	28 ^z	150 47%	25 8%	106 32%	19 6%	46 14%	53 ^l	135 42%	80 24%	54 16%	21 6%	92 28%	111 34%	65 ^p	34 10%	62 ^p	42 ^p	121 37%	82 25%
Net Good	54 17%	57 20% 106% ^z _{cdknp}	56 24% 104% ^z _{cdknp}	1 2% 2%	-4 -13% -7%	57 22% 106% ^z	0 0% 0%	29 16% 54%	9 31% 17%	20 26% 37% ^z	1 1% 2%	43 18% 80% ^k	16 12% 30%	32 29% 59% ^z _u	14 30% 26% ^z _u	34 24% 63% ^z _{mn}	20 11% 37%	15 16% 28% ^p	3 4% 6%	10 11% 19%	26 42% 48% ^z _{opq}	18 10% 33%	36 25% 67% ^z _s

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Table 77

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- High value consumer products -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	323	298 92%	252 78%	46* 14%*	25** 8%**	268 83%	30* 9%*	198 61%	29** 9%**	82* 25%*	79* 24%*	231 72%	140 43%	112 35%	44* 14%*	156 48%	167 52%	90* 28%*	73* 23%*	98* 30%*	62* 19%*	184 57%	139 43%
Good	230 71%	214 72%	182 72%	32 70%	16 64%	195 73%	19 63%	142 72%	19 66%	59 72%	61 77%	160 69%	98 70%	84 75%	32 73%	112 72%	118 71%	63 70%	51 70%	72 73%	44 71%	133 72%	97 70%
Poor	93 29%	84 28%	70 28%	14 30%	9 36%	73 27%	11 37%	56 28%	10 34%	23 28%	18 23%	71 31%	42 30%	28 25%	12 27%	44 28%	49 29%	27 30%	22 30%	26 27%	18 29%	51 28%	42 30%
Null/Neither/no answer/ don't know	200 62%	164 82%	137 68%	27 13%	35 17%	143 71%	21 10%	95 47%	19 9%	40 20%	47 23%	137 68%	74 37%	54 25%	23 11%	80 40%	120 60%	70 35%	34 17%	54 27%	42 21%	115 57%	85 26%
Net Good	137 42%	130 44%	112 44%	18 39%	7 28%	122 46%	8 27%	86 43%	9 31%	36 44%	43 54%	89 39%	56 40%	56 50%	20 45%	68 44%	69 41%	36 40%	29 40%	46 47%	26 42%	82 45%	55 40%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 78

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Good Summary -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	523	462 88%	389 74%	73* 14%*	60* 11%*	411 79%	51* 10%*	293 56%	48* 9%*	122 23%	126 24%	368 70%	214 41%	166 32%	67* 13%*	236 45%	287 55%	160 31%	107 20%	152 29%	104 20%	299 57%	224 43%
Car insurance	333 83%	310 84%	253 82%	57 92%	23 70%	285 85%	25 76%	201 83%	37 93%	75 76%	84 82%	234 84%	142 81%	124 91%	51 89%	148 80%	185 85%	100 88%	77 87%	99 83%	57 72%	193 83%	140 83%
Home insurance	302 81%	284 82%	235 82%	49 84%	18 69%	261 84%	23 66%	185 80%	33 97%	71 75%	75 78%	209 82%	136 82%	109 85%	44 86%	130 78%	172 83%	97 90%	74 85%	83 78%	48 69%	182 83%	120 79%
Energy	286 81%	266 83%	224 83%	42 82%	19 63%	245 85%	21 68%	183 83%	24 92%	71 77%	82 90%	185 77%	119 81%	109 89%	50 94%	129 80%	157 83%	70 79%	67 85%	91 87%	58 74%	162 83%	124 80%
Travel insurance	269 78%	252 79%	213 79%	39 78%	16 70%	232 81%	20 63%	163 77%	32 91%	59 70%	69 78%	184 78%	119 78%	96 83%	34 79%	114 77%	155 79%	85 82%	69 84%	70 76%	45 68%	161 81%	108 74%
Flights, holidays, travel	252 73%	230 74%	198 75%	32 68%	21 62%	210 74%	20 69%	152 71%	22 79%	62 67%	71 77%	165 69%	109 74%	88 73%	35 74%	107 72%	145 73%	76 70%	48 73%	81 76%	47 71%	149 73%	103 72%
High value consumer products	230 71%	214 72%	182 72%	32 70%	16 64%	195 73%	19 63%	142 72%	19 66%	59 72%	61 77%	160 69%	98 70%	84 75%	32 73%	112 72%	118 71%	63 70%	51 70%	72 73%	44 71%	133 72%	97 70%
Low value consumer products	187 58%	172 60%	147 62%	25 51%	14 44%	159 61%	13 50%	108 58%	19 66%	48 63%	37 51%	138 59%	75 56%	72 64%	30 65%	89 62%	98 56%	55 58%	38 52%	50 56%	44 71%	98 55%	89 63%
Landline, internet/ broadband or TV package	177 66%	162 67%	137 66%	25 71%	14 54%	150 68%	12 50%	113 65%	16 80%	44 59%	54 71%	116 64%	65 62%	78 74%	32 73%	72 60%	105 70%	55 65%	41 65%	47 66%	34 65%	99 64%	78 67%
Credit card	167 63%	152 64%	130 65%	22 58%	14 54%	140 65%	12 52%	101 60%	21 91%	37 49%	122 55%	66 66%	60 60%	23 70%	68 58%	99 68%	58 67%	45 66%	43 59%	21 57%	105 64%	62 61%	
Mobile telephone	160 62%	144 62%	120 61%	24 69%	15 58%	136 64%	8 44%	104 63%	13 68%	42 61%	46 68%	103 60%	70 64%	56 62%	27 63%	67 59%	93 64%	63 72%	38 58%	39 56%	20 57%	96 62%	64 62%
Bank account, savings account, ISA	158 62%	143 62%	120 62%	23 61%	15 63%	131 65%	12 41%	95 60%	18 82%	42 27%	36 23%	114 72%	61 39%	57 36%	21 13%	61 39%	97 61%	51 32%	38 24%	44 28%	25 16%	93 59%	65 41%
Loans, mortgages	123 57%	111 58%	93 58%	18 55%	12 55%	103 61%	8 36%	76 56%	11 73%	29 53%	32 54%	86 59%	51 55%	45 66%	14 54%	48 52%	75 61%	40 59%	43 65%	35 57%	5 26%	90 61%	33 49%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 79

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Poor Summary -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age					Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)	
Total	523	462 88%	389 74%	73* 14%*	60* 11%*	411 79%	51* 10%*	293 56%	48* 9%*	122 23%	126 24%	368 70%	214 41%	166 32%	67* 13%*	236 45%	287 55%	160 31%	107 20%	152 29%	104 20%	299 57%	224 43%	
Low value consumer products	133 42%	115 40%	91 38%	24 49%	18 56%	102 39%	13 50%	79 42%	10 34%	28 37%	36 49%	95 41%	59 44%	40 36%	16 35%	55 38%	78 44%	40 42%	35 48%	40 44%	18 29%	80 45%	53 37%	
Mobile telephone	98 38%	87 38%	76 39%	11 31%	11 42%	77 36%	10 56%	60 37%	6 32%	27 39%	22 32%	68 40%	39 36%	34 38%	16 37%	46 41%	52 36%	24 28%	28 42%	31 44%	15 43%	58 38%	40 38%	
Bank account, savings account, ISA	98 38%	89 38%	74 38%	15 39%	9 38%	72 35%	17 59%	64 40%	4 18%	28 40%	28 44%	66 37%	41 40%	28 33%	12 36%	47 44%	51 34%	32 39%	24 39%	24 35%	18 42%	57 38%	41 39%	
Credit card	97 37%	85 36%	69 35%	16 42%	12 46%	74 35%	11 48%	67 40%	2 9%	32 51%	30 45%	62 34%	44 40%	26 30%	10 30%	50 42%	47 32%	28 33%	23 34%	30 41%	16 43%	58 36%	39 39%	
Flights, holidays, travel	94 27%	81 26%	66 25%	15 32%	13 38%	72 26%	9 31%	62 29%	6 21%	31 33%	21 23%	73 31%	38 26%	32 27%	12 26%	41 28%	53 27%	32 30%	18 27%	25 24%	19 29%	54 27%	40 28%	
Landline, internet/ broadband or TV package	93 34%	81 33%	71 34%	10 29%	12 46%	69 32%	12 50%	61 35%	4 20%	30 41%	22 29%	66 36%	40 38%	27 26%	12 27%	49 40%	44 30%	29 35%	22 35%	24 34%	18 35%	55 36%	38 33%	
High value consumer products	93 29%	84 28%	70 28%	14 30%	9 36%	73 27%	11 37%	56 28%	10 34%	23 28%	18 23%	71 31%	42 30%	28 25%	12 27%	44 28%	49 29%	27 30%	22 30%	26 27%	18 29%	51 28%	42 30%	
Loans, mortgages	91 43%	81 42%	66 42%	15 45%	10 45%	67 39%	14 64%	59 44%	4 27%	26 47%	27 46%	60 41%	42 45%	23 34%	12 46%	44 48%	47 39%	28 41%	23 35%	26 43%	14 74%	57 39%	34 51%	
Travel insurance	75 22%	68 21%	57 21%	11 22%	7 30%	56 19%	12 38%	49 23%	3 9%	25 30%	20 22%	51 22%	33 22%	19 17%	9 21%	35 23%	40 21%	19 18%	13 16%	22 24%	21 32%	37 19%	38 26%	
Home insurance	70 19%	62 18%	53 18%	9 16%	8 31%	50 16%	12 34%	46 20%	1 3%	24 25%	21 22%	46 18%	29 18%	19 15%	7 14%	36 22%	34 17%	11 10%	13 15%	24 22%	22 31%	38 17%	32 21%	
Car insurance	69 17%	59 16%	54 18%	5 8%	10 30%	51 15%	8 24%	42 17%	3 8%	24 24%	19 18%	45 16%	34 19%	13 9%	6 11%	36 20%	33 15%	14 12%	12 13%	21 18%	22 28%	40 17%	29 17%	
Energy	65 19%	54 17%	45 17%	9 18%	11 37%	44 15%	10 32%	37 17%	2 8%	21 23%	9 10%	54 23%	28 19%	14 11%	3 6%	32 20%	33 17%	19 21%	12 15%	14 13%	20 26%	34 17%	31 20%	

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 80

Q.15 You say Price Comparison sites are good for some products or services and poor for others, from this list which products or services are Price Comparison sites good for and which are they poor for?

- Net Good Summary -

Base : All (excluding Null/DKs) who strongly agree/tend to agree that PCS are good for some products/services and poor for others (at Q14_6)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (v)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	523	462 88%	389 74%	73* 14%*	60* 11%*	411 79%	51* 10%*	293 56%	48* 9%*	122 23%	126 24%	368 70%	214 41%	166 32%	67* 13%*	236 45%	287 55%	160 31%	107 20%	152 29%	104 20%	299 57%	224 43%
Car insurance	264 66%	251 68%	199 65%	52 84%	13 39%	234 70%	17 52%	159 65%	34 85%	51 52%	65 63%	189 68%	108 61%	111 81%	45 79%	112 61%	152 70%	86 75%	65 73%	78 65%	35 44%	153 66%	111 66%
		dir 95%zb	75%	20%zab	5%	89%zf	6%	60%	13%zgj	19%	25%	72%	41%	42%zu	17%zu	42%	58%	33%zr	25%r	30%r	13%	58%	42%
Home insurance	232 62%	222 64%	182 63%	40 69%	10 38%	211 68%	11 31%	139 60%	32 94%	47 49%	54 56%	163 64%	107 65%	90 70%	37 73%	94 57%	138 67%	86 80%	61 70%	59 55%	26 37%	144 65%	88 58%
		fimr 96%z	78%	17%	4%	91%zf	5%	60%	14%zgj	20%	23%	70%	46%	39%z	16%	41%	59%zm	37%zqr	26%qr	25%r	11%	62%	38%
Energy	221 63%	212 66%	179 67%	33 65%	8 27%	201 70%	11 35%	146 66%	22 85%	50 54%	73 80%	131 55%	91 62%	95 77%	47 89%	97 60%	124 65%	51 57%	55 70%	77 73%	38 49%	128 65%	93 60%
		dfiir 96%z	81%z	15%	4%	91%zf	5%	66%	10%	23%	33%zl	59%	41%	43%zu	21%zuw	44%	56%	23%	25%r	35%zor	17%	58%	42%
Travel insurance	194 56%	184 58%	156 58%	28 56%	9 39%	176 61%	8 25%	114 54%	29 83%	34 40%	49 55%	133 57%	86 57%	77 67%	25 58%	79 53%	115 59%	66 63%	56 68%	48 52%	24 36%	124 63%	70 48%
		firt 95%	80%	14%	5%	91%zf	4%	59%	15%zgj	18%	25%	69%	44%	40%z	13%	41%	59%	34%r	29%zqr	25%	12%	64%zt	36%
Flights, holidays, travel	158 46%	149 48%	132 50%	17 36%	8 24%	138 49%	11 38%	90 42%	16 57%	31 33%	50 54%	92 39%	71 48%	56 47%	23 49%	66 45%	92 46%	44 41%	30 45%	56 53%	28 42%	95 47%	63 44%
		dil 94%z	84%z	11%	5%	87%z	7%	57%	10%	20%	32%l	58%	45%	35%	15%	42%	58%	28%	19%	35%	18%	60%	40%
High value consumer products	137 42%	130 44%	112 44%	18 39%	7 28%	122 46%	8 27%	86 43%	9 31%	36 44%	43 54%	89 39%	56 40%	20 50%	20 45%	68 44%	69 41%	36 40%	29 40%	46 47%	26 42%	82 45%	55 40%
		l 95%	82%	13%	5%	89%zf	6%	63%	7%	26%	31%zl	65%	41%	41%z	15%	50%	50%	26%	21%	34%	19%	60%	40%
Landline, internet/ broadband or TV package	84 31%	81 33%	66 32%	15 43%	2 8%	81 37%	0 4%	52 30%	12 60%	14 19%	32 42%	50 27%	25 24%	51 49%	20 45%	23 19%	61 41%	26 31%	19 30%	23 32%	16 31%	44 29%	40 34%
		imu 96%z	79%	18%	2%	96%z	0%	62%	14%	17%	38%zl	60%	30%	61%zu	24%zu	27%	73%zm	31%	23%	27%	19%	52%	48%
Credit card	70 27%	67 28%	61 31%	6 16%	2 8%	66 31%	1 4%	34 20%	19 83%	-1 -2%	7 10%	60 33%	22 20%	34 40%	13 39%	18 15%	52 36%	30 35%	22 32%	13 18%	5 14%	47 29%	23 23%
		gikmq 96%	87%z	9%	3%	94%z	1%	49%	27%	-1%	10%	86%zk	31%	49%zu	19%zu	26%	74%zm	43%zqr	31%qr	19%	7%	67%	33%
Mobile telephone	62 24%	57 25%	44 22%	13 37%	4 15%	59 28%	-2 -1%	44 27%	7 37%	15 22%	24 35%	35 20%	31 28%	22 24%	11 26%	21 19%	41 28%	39 45%	10 15%	8 11%	5 14%	38 25%	24 23%
		pq 92%	71%	21%	6%	95%z	6%	71%	11%	24%	39%zl	56%	50%	35%	18%	34%	66%	63%zppqr	16%	13%	8%	61%	39%
Bank account, savings account, ISA	60 23%	54 23%	46 24%	8 21%	6 25%	59 29%	-5 -17%	31 19%	14 64%	14 20%	8 13%	48 27%	20 20%	29 34%	9 27%	14 13%	46 31%	19 23%	14 23%	20 29%	7 16%	36 24%	24 23%
		km 90%	77%	13%	10%	98%z	-8%	52%	23%	23%	13%	80%k	33%	48%zu	15%	23%	77%zm	32%	23%	33%	12%	60%	40%
Low value consumer products	54 17%	57 20%	56 24%	1 2%	-4 -13%	57 22%	0 0%	29 16%	9 31%	20 26%	1 1%	43 18%	16 12%	32 29%	14 30%	34 24%	20 11%	15 16%	3 4%	10 11%	26 42%	18 10%	36 25%
		cdknp 106%zc	104%zac	2%	-7%	106%z	0%	54%	17%	37%z	2%	80%k	30%	59%zu	26%zu	63%zn	37%	28%p	6%	19%	48%zopq	33%	67%zs
Loans, mortgages	32 15%	30 16%	27 17%	3 9%	2 9%	36 21%	-6 -27%	17 13%	7 47%	3 5%	5 8%	26 18%	9 10%	22 32%	2 8%	4 4%	28 23%	12 18%	20 30%	9 15%	-9 -47%	33 22%	-1 -1%
		imtu 94%	84%	9%	6%	113%z	-19%	53%	22%	9%	16%	81%	28%	69%zu	6%	13%	88%zm	38%	63%zq	28%	-28%	103%zt	-3%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

**Price Comparison Sites
FINAL**

Table 81

Q.16A You say PCS are good for some products or services, what is it about the PCSs for these products that makes them good?

Base : All (excluding Null/DKs) coding any item good at Q.15

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in- dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	492	449 91%	379 77%	70* 14%*	42* 9%*	404 82%	45* 9%*	288 59%	48* 10%*	122 25%	124 25%	345 70%	210 43%	163 33%	66* 13%*	223 45%	269 55%	146 30%	106 22%	140 28%	100 20%	277 56%	215 44%
PCS let you 'window shop' and explore products without committing yourself.	392 80%	366 82%	315 83%	51 73%	25 60%	328 81%	38 84%	233 81%	36 75%	104 85%	99 80%	273 79%	162 77%	143 88%	59 89%	185 83%	207 77%	99 68%	83 78%	122 87%	88 88%	213 77%	179 83%
They save useful amounts of time	369 75%	348 78%	298 79%	50 71%	21 50%	321 79%	27 60%	230 80%	38 79%	98 80%	94 76%	259 75%	165 79%	135 83%	50 76%	170 76%	199 74%	119 82%	74 70%	103 74%	73 73%	209 75%	160 74%
Most or all of the main suppliers are covered	205 42%	190 42%	162 43%	28 40%	15 36%	179 44%	11 24%	114 40%	25 52%	40 33%	66 53%	132 38%	89 42%	84 52%	36 55%	93 42%	112 42%	60 41%	48 45%	55 39%	42 42%	117 42%	88 41%
You can 'click through' and conclude the purchase at the price shown	173 35%	162 36%	128 34%	34 49%	11 26%	149 37%	13 29%	105 36%	17 35%	37 30%	49 40%	118 34%	61 29%	82 50%	28 42%	78 35%	95 35%	50 34%	35 33%	56 40%	32 32%	97 35%	76 35%
With complicated packages / deals the PCS helps you identify the best value for money for your particular needs	171 35%	160 36%	132 35%	28 40%	11 6%	145 36%	15 33%	96 33%	16 33%	40 23%	50 29%	113 66%	72 42%	67 39%	24 14%	75 44%	96 56%	44 26%	36 21%	57 33%	34 20%	94 55%	77 45%
The products are like- for-like so the lowest price is pretty much guaranteed to be the best deal	115 23%	104 23%	86 23%	18 26%	11 10%	94 23%	10 22%	57 20%	15 31%	23 19%	30 24%	81 23%	43 20%	45 28%	23 35%	47 21%	68 25%	29 20%	28 26%	26 19%	32 32%	57 50%	58 27%
You can be sure the offer on the PCS will actually be in stock or available from the supplier	48 10%	46 10%	35 9%	11 16%	2 5%	42 10%	4 9%	23 8%	7 15%	8 7%	14 11%	33 10%	17 8%	22 13%	11 17%	16 7%	32 12%	15 31%	10 21%	12 9%	11 11%	21 44%	27 13%
Other	5 1%	5 1%	4 1%	1 1%	- -	5 1%	- -	5 2%	- -	1 1%	1 1%	4 1%	2 1%	2 1%	1 2%	4 2%	1 *	1 1%	- -	1 1%	3 3%	1 *	4 2%
Null/no answer/don't know	7abeg	3	2	1	4z	2	1	1	-	-	1	5	1	1	-	3	4	3	1	2	1	5	2

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 82

Q.16B You say PCS are poor for some products or services, what is it about the PCSs for these products that makes them poor?

Base : All (excluding Null/DKs) coding any item poor at Q.15

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	332	302 91%	251 76%	51* 15%*	30* 9%*	268 81%	34* 10%*	214 64%	24** 7%**	92* 28%*	84* 25%*	234 70%	153 46%	100 30%	42* 13%*	149 45%	183 55%	92* 28%*	74* 22%*	97* 29%*	69* 21%*	189 57%	143 43%
The PCS may give you a basic price but there can be added extras when you go to the actual supplier	211 64%	199 66% d	163 65% z	36 71% z	12 40% z	180 67% z	19 56% z	145 68% z	16 67% z	64 70% z	55 65% z	147 63% z	102 67% z	68 68% z	25 60% z	102 68% z	109 60% z	58 63% z	42 57% z	66 68% z	45 65% z	126 67% z	85 59% z
One or more major supplier is missing.	167 50%	154 51% np	129 51% z	25 49% z	13 43% z	132 49% z	22 65% z	115 54% z	9 38% z	63 68% z	45 54% z	116 50% z	74 48% z	52 52% z	19 45% z	89 60% z	78 43% z	43 47% z	28 38% z	56 58% z	40 58% z	94 50% z	73 51% z
Some suppliers listed are unknown or not recognised as trusted names.	165 50%	155 51% d	135 54% z	20 39% z	10 33% z	139 52% z	16 47% z	117 55% z	11 46% z	48 52% z	42 50% z	114 49% z	74 48% z	55 55% z	18 43% z	73 49% z	92 50% z	41 45% z	36 49% z	52 54% z	36 52% z	90 48% z	75 52% z
Some supplier's products only provide the bare essentials to make the price look cheap and appear near the top of the Results page	164 49%	156 52% dn	127 51% z	29 57% z	8 27% z	140 52% z	16 47% z	118 55% z	11 46% z	51 55% z	43 51% z	115 49% z	68 44% z	66 66% z	27 64% z	84 56% z	80 44% z	45 49% z	32 43% z	50 52% z	37 54% z	93 49% z	71 50% z
The price quoted by the supplier can be different from that on the PCS - for exactly the same product and extras	157 47%	147 49% p	127 51% z	20 39% z	10 33% z	130 49% z	17 50% z	115 54% z	5 21% z	56 61% z	40 48% z	111 47% z	65 42% z	57 57% z	23 55% z	75 50% z	82 45% z	44 48% z	24 32% z	51 53% z	38 55% z	90 48% z	67 47% z
The deals compared are not like-for-like so the lowest price may not be the best deal	130 39%	120 40% z	100 40% z	20 39% z	10 33% z	102 38% z	18 53% z	91 43% z	4 17% z	43 47% z	39 46% z	86 37% z	58 38% z	41 41% z	16 38% z	61 41% z	69 38% z	29 32% z	31 42% z	38 39% z	32 46% z	74 39% z	56 39% z
PCS sometimes pass on your details which can result in your receiving unwanted emails or unsolicited phone calls	124 37%	117 39% z	95 38% z	22 43% z	7 23% z	109 41% z	8 24% z	99 46% z	4 17% z	43 47% z	33 39% z	87 37% z	65 42% z	37 37% z	29 29% z	58 39% z	66 36% z	35 28% z	25 34% z	36 37% z	28 41% z	71 57% z	53 43% z
You cannot be sure the offer on the PCS will actually still be in stock or available from the supplier	115 35%	101 33% u	88 35% z	13 25% z	14 47% z	87 32% z	14 41% z	72 34% z	4 17% z	31 34% z	25 30% z	85 36% z	44 29% z	39 39% z	16 38% z	55 37% z	60 33% z	26 28% z	21 28% z	42 43% z	26 38% z	66 57% z	49 34% z
With complicated packages / deals the PCS do not help identify the best value for money for your particular needs.	115 35%	106 35% cinou	95 38% z	11 22% z	9 30% z	92 34% z	14 41% z	82 38% z	5 21% z	42 46% z	36 43% z	72 31% z	42 27% z	44 44% z	16 38% z	62 42% z	53 29% z	22 24% z	27 36% z	40 41% z	26 38% z	63 55% z	52 36% z
Commercial considerations mean PCS can be biased	114 34%	105 35% nu	92 37% z	13 25% z	9 30% z	92 34% z	13 38% z	84 39% z	5 21% z	56 61% z	35 42% z	73 31% z	41 27% z	47 47% z	18 43% z	61 41% z	53 29% z	25 27% z	21 28% z	42 43% z	26 38% z	66 58% z	48 34% z

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Table 82

Q.16B You say PCS are poor for some products or services, what is it about the PCSs for these products that makes them poor?

Base : All (excluding Null/DKs) coding any item poor at Q.15

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not independent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status			
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)	
Total	332	302 91%	251 76%	51* 15%*	30* 9%*	268 81%	34* 10%*	214 64%	24** 7%**	92* 28%*	84* 25%*	234 70%	153 46%	100 30%	42* 13%*	149 45%	183 55%	92* 28%*	74* 22%*	97* 29%*	69* 21%*	189 57%	143 43%	
Using PCS can be a slow and very time consuming process, too much data to input or options to compare	90 27%	77 25%	69 27%	8 16%	13 43%	61 23%	16 47%	53 25%	3 13%	24 26%	18 21%	66 28%	29 19%	28 28%	11 26%	42 28%	48 26%	16 17%	18 24%	34 35%	22 32%	41 22%	49 34%	
It isn't easy to 'window shop' or explore alternatives	44 13%	38 13%	32 13%	6 12%	6 20%	33 12%	5 15%	29 14%	2 8%	16 17%	13 15%	30 13%	18 12%	14 14%	6 14%	22 15%	22 12%	13 14%	8 11%	8 8%	15 22%	18 10%	26 18%	
PCS don't allow you to 'click through' and conclude the purchase there and then	14 4%	12 4%	8 3%	4 8%	2 7%	12 4%	- -	10 5%	- -	4 4%	2 2%	11 5%	1 1%	10 10%	5 12%	6 4%	8 4%	5 5%	2 3%	3 3%	4 6%	3 2%	11 8%	
Other	6 2%	6 2%	4 2%	2 4%	- -	4 1%	2 6%	4 2%	- -	- -	2 2%	4 2%	2 1%	2 2%	- -	3 2%	3 2%	2 2%	2 3%	1 1%	1 1%	2 1%	4 3%	
Null/no answer/don't know	5g	4 100%	4 67%	- 33%	1 -	4 67%	- 33%	1 67%	1 -	- -	- 33%	4 67%	3 33%	1 33%	1 36%	1 43%	3 50%	3 50%	4zq 33%	1 33%	- 17%	- 17%	5 33%	- 67%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 93

Q.17 Leaving ease of use aside what, if anything, should be done to make PCS a more reliable way to search for the best deal?

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status			
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)		
Total	894	767 86%	616 69%	151 17%	126 14%	694 78%	73* 8%*	430 48%	136 15%	169 19%	223 25%	627 70%	363 41%	277 31%	112 13%	433 48%	461 52%	253 28%	179 20%	267 30%	195 22%	496 55%	398 45%		
PCS should have to state clearly which suppliers they receive payments from or are sponsored by.	591 66%	510 86% cho	421 68% 71%zac	89 59% 15%	81 64% 14%	459 66% 78%	51 70% 9%	318 74% 54%zh	64 47% 11%	141 83% 24%z	152 68% 26%	411 66% 70%	236 65% 40%	190 69% 32%	80 71% 14%	295 68% 50%	296 64% 50%	141 56% 24%	112 63% 19%	194 73% 33%zop	144 74% 24%zop	330 67% 56%	261 66% 44%		
PCS to cover all the main suppliers	475 53%	426 56% dhnp	347 56% 90%z	79 52% 17%	49 39% 10%	385 55% 81%z	41 56% 9%	258 60% 54%zh	61 45% 13%	121 72% 25%z	111 50% 23%	345 55% 73%	203 56% 43%	157 57% 33%	74 66% 16%zvw	245 57% 52%zn	230 50% 48%	131 52% 28%	82 46% 17%	152 57% 32%p	110 56% 23%p	270 54% 57%	205 52% 43%		
More suppliers and choice on the PCS	360 40%	319 42% nu	264 43% 89%z	55 36% 15%	41 33% 11%	288 41% 80%	31 42% 9%	192 45% 53%z	50 37% 14%	83 49% 23%z	89 40% 25%	252 40% 70%	130 36% 36%	133 48% 37%zu	54 48% 15%u	200 46% 56%zn	160 35% 44%	108 43% 30%	65 36% 18%	113 42% 31%	74 38% 21%	198 40% 55%	162 41% 45%		
PCS should be independent by law	347 39%	303 40% ho	255 41% 73%zac	48 32% 14%	43 34% 12%	276 40% 80%	27 37% 8%	196 46% 56%zh	36 26% 10%	89 53% 26%z	97 43% 28%	234 37% 67%	135 37% 39%	119 43% 34%	51 46% 15%	176 41% 51%	171 37% 49%	76 30% 22%	62 35% 18%	115 43% 33%o	94 48% 27%zop	187 38% 54%	160 40% 46%		
Government approval scheme for regulating PCS	287 32%	236 31% ahu	186 30% 65%	50 33% 17%	51 40% 18%z	217 31% 76%	19 26% 7%	144 33% 50%h	26 19% 9%	54 32% 19%	81 36% 28%	194 31% 68%	100 28% 35%	100 36% 35%u	44 39% 15%u	141 33% 49%	146 32% 51%	74 29% 26%	48 27% 17%	91 34% 32%	74 38% 26%p	152 31% 53%	135 34% 47%		
Nothing, they are fine as they are	89 10%	79 10% bgilr	50 8% 89%b	29 19% 33%zab	10 8% 11%	72 10% 81%	7 10% 8%	17 4% 19%	37 27% 42%zj	5 3% 6%	30 13% 34%l	54 9% 61%	37 10% 42%	30 11% 34%	14 13% 16%	40 9% 45%	49 11% 55%	27 11% 30%	26 15% 29%zr	24 9% 27%	12 6% 13%	47 9% 53%	42 11% 47%		
Other	16 2%	15 2% o	13 2% 81%	2 1% 13%	1 6% 6%	14 2% 88%	1 1% 6%	13 3% 81%zh	- - -	2 1% 13%	5 2% 31%	9 1% 56%	8 2% 50%	5 2% 31%	3 3% 19%	8 2% 50%	8 2% 50%	1 * 6%	6 3% 38%oq	2 1% 13%	7 4% 44%zoq	10 2% 63%	6 2% 38%		
Null/no answer/don't know	110 kpsuwy	abc	deghi	42c	40ac	2	66z	34	8e	13	4	1	9	81k	25wy	4	1	58	52	40p	14	30	26	50	60zs

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 84

Q.18 Which, if any, of the following, do you think Price Comparison sites currently use to generate revenue/make their money?

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	809	699 86%	564 70%	135 17%	109 13%	636 79%	63* 8%*	413 51%	111 14%	166 21%	211 26%	559 69%	340 42%	251 31%	98* 12%*	404 50%	405 50%	233 29%	169 21%	238 29%	169 21%	463 57%	346 43%
Receive a fee or sponsorship from the suppliers to feature on the PCS listings	606 75%	535 77%	429 76%	106 79%	71 65%	483 76%	52 83%	324 78%	74 67%	141 85%	162 77%	420 75%	256 75%	195 78%	77 79%	292 72%	314 78%	159 68%	118 70%	192 81%	137 81%	341 74%	265 77%
dh		88%z	71%	17%	12%	80%	9%	53%zh	12%	23%z	27%	69%	42%	32%	13%	48%	52%	26%	19%	32%zop	23%zop	56%	44%
Sell advertising space on the website	547 68%	484 69%	392 70%	92 68%	62 57%	444 70%	40 63%	307 74%	65 59%	133 80%	150 71%	373 67%	236 69%	180 72%	68 69%	267 66%	280 69%	156 67%	122 72%	165 69%	104 62%	324 70%	223 64%
dh		88%z	72%	17%	11%	81%z	7%	56%zh	12%	24%z	27%	68%	43%	33%	12%	49%	51%	29%	22%r	30%	19%	59%	41%
Click-through-payment charge when link is followed to supplier company's website	294 36%	271 39%	222 39%	49 36%	23 21%	250 39%	21 33%	179 43%	42 38%	86 52%	87 41%	195 35%	135 40%	103 41%	37 38%	163 40%	131 32%	82 35%	72 43%	82 34%	58 34%	171 37%	123 36%
dn		92%z	76%z	17%	8%	85%z	7%	61%z	14%	29%z	30%	66%	46%	35%	13%	55%zn	45%	28%	24%	28%	20%	58%	42%
Add a commission fee to the price you pay for each product bought as a result of a visit to the PCS	246 30%	211 30%	177 31%	34 25%	35 32%	189 30%	22 35%	146 35%	16 14%	63 38%	72 34%	159 28%	98 29%	76 30%	33 34%	126 31%	120 30%	82 35%	58 34%	67 28%	39 23%	152 33%	94 27%
hr		86%	72%	14%	14%	77%	9%	59%zh	7%	26%z	29%	65%	40%	31%	13%	51%	49%	33%r	24%r	27%	16%	62%	38%
Charge consumers a fee to use the PCS	95 12%	79 11%	61 11%	18 13%	16 15%	74 12%	5 8%	48 12%	12 11%	21 13%	32 15%	55 10%	41 12%	30 12%	16 16%	40 10%	55 14%	33 14%	21 12%	24 10%	17 10%	49 11%	46 13%
i		83%	64%	19%	17%	78%	5%	51%	13%	22%	34%l	58%	43%	32%	17%	42%	58%	35%	22%	25%	18%	52%	48%
Don't make any money	63 8%	54 8%	42 7%	12 9%	9 8%	50 8%	4 6%	28 7%	11 10%	7 4%	21 10%	41 7%	19 6%	28 11%	12 12%	26 6%	37 9%	24 10%	9 5%	16 7%	14 8%	39 8%	24 7%
iu		86%	67%	19%	14%	79%	6%	44%	17%	11%	33%	65%	30%	44%zu	19%u	41%	59%	38%	14%	25%	22%	62%	38%
Other	5 1%	2 *	2 *	-	3 3%	2 *	-	2 *	-	1 1%	-	5 1%	-	2 1%	1 1%	3 1%	2 *	-	-	2 1%	3 2%	3 1%	2 1%
ae		40%	40%	-	60%z	40%	-	40%	-	20%	-	100%	-	40%	20%	60%	40%	-	-	40%	60%o	60%	40%
Null/no answer/don't know	195 kpsuwyl	110	92	18	83z	92	18e	30	29g	4	21	149zk	48	30	15	87	108	60p	24	59p	52zp	83	112zs

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 85

Q.19 How willing would you be to pay a small fee to use a PCS that was fully comprehensive and completely independent if it was paid for by taking a small share of the money you saved on the deal it found for you?

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	940	770 82%	624 66%	146 16%	169 18%	695 74%	75* 8%*	426 45%	131 14%	164 17%	232 25%	708 75%	374 40%	267 28%	106 11%	455 48%	485 52%	268 29%	181 19%	282 30%	209 22%	513 55%	427 45%
Very willing to pay (4)	24 3%	24 3%	18 3%	6 4%	-	21 3%	3 4%	12 3%	5 4%	7 4%	24 10%	-	11 3%	8 3%	5 5%	15 3%	9 2%	8 3%	3 2%	7 2%	6 3%	13 3%	11 3%
		dl 100%z	75%z	25%z	-	88%z	13%z	50%z	21%z	29%z	100%zl	-	46%z	33%z	21%z	63%z	38%z	33%z	13%z	29%z	25%z	54%z	46%z
Fairly willing (3)	208 22%	189 25%	155 25%	34 23%	19 11%	169 24%	20 27%	113 27%	29 22%	51 31%	208 90%	-	90 24%	70 26%	25 24%	100 22%	108 22%	49 18%	51 28%	53 19%	55 26%	114 22%	94 22%
		dl 91%z	75%z	16%z	9%z	81%z	10%z	54%z	14%z	25%z	100%zl	-	43%z	34%z	12%z	48%z	52%z	24%z	25%zoq	25%z	26%oq	55%z	45%z
Not very willing (2)	283 30%	242 31%	190 30%	52 36%	41 24%	224 32%	18 24%	134 31%	48 37%	47 29%	-	283 40%	111 30%	96 36%	33 31%	122 27%	161 33%	79 29%	49 27%	90 32%	65 31%	153 30%	130 30%
		km 86%	67%	18%	14%	79%z	6%z	47%z	17%z	17%z	-	100%zk	39%	34%z	12%z	43%z	57%zm	28%z	17%z	32%z	23%z	54%z	46%z
Not at all willing (1)	425 45%	315 41%	261 42%	54 37%	109 26%z	281 40%	34 45%	167 39%	49 37%	59 36%	-	425 60%	162 43%	93 35%	43 41%	218 48%	207 43%	132 49%	78 43%	132 47%	83 40%	233 45%	192 45%
		kw abcegi 74%	61%	13%	26%z	66%z	8%z	39%z	12%z	14%z	-	100%zk	38%w	22%z	10%z	51%z	49%z	31%r	18%z	31%z	20%z	55%z	45%z
Null/no answer/don't know	64	39	32	7	23z	33	6	17	9	6	-	-	14	14	7	36	28	25	12	15	12	33	31
Very/fairly willing	232 25%	213 28%	173 28%	40 27%	19 8%	190 82%z	23 31%	125 54%z	34 26%	58 35%	232 100%	-	101 27%	78 29%	30 28%	115 25%	117 24%	57 21%	54 30%	60 21%	61 29%	127 25%	105 25%
		dl 92%z	75%z	17%z	8%z	82%z	10%z	54%z	15%z	25%z	100%zl	-	44%z	34%z	13%z	50%z	50%z	25%z	23%oq	26%z	26%oq	55%z	45%z
Not very/not at all willing	708 75%	557 72%	451 72%	106 73%	150 21%z	505 71%	52 7%	301 43%	97 14%	106 65%	-	708 100%	273 73%	189 71%	76 72%	340 75%	368 76%	211 79%	127 70%	222 79%	148 71%	386 75%	322 75%
		w abegik 79%	64%	15%	21%z	71%z	7%z	43%z	14%z	15%z	-	100%zk	39%z	27%z	11%z	48%z	52%z	30%pr	18%z	31%pr	21%z	55%z	45%z
Net willing	-476 -51%	-344 -45%	-278 -45%	-66 -45%	-131 -78%	-315 -45%	-29 -39%	-176 -41%	-63 -48%	-48 -29%	232 100%	-708 -100%	-172 -46%	-111 -42%	-46 -43%	-225 -49%	-251 -52%	-154 -57%	-73 -40%	-162 -57%	-87 -42%	-259 -50%	-217 -51%
		72%	58%	14%	28%	66%z	6%z	37%z	13%z	10%z	-49%	149%z	36%	23%z	10%z	47%z	53%z	32%z	15%z	34%z	18%z	54%z	46%z
Mean	1.82dl	1.90z	1.89z	1.95	1.47	1.90z	1.89	1.93z	1.92	2.04z	3.10zl	1.40	1.87	1.97z	1.92	1.81	1.83	1.75	1.88	1.77	1.92oq	1.82	1.82
Std dev	0.863	0.877	0.878	0.877	0.690	0.871	0.938	0.876	0.865	0.919	0.305	0.490	0.881	0.856	0.912	0.892	0.835	0.857	0.877	0.839	0.879	0.864	0.862
Std error	0.028	0.032	0.035	0.073	0.053	0.033	0.108	0.042	0.076	0.072	0.020	0.018	0.046	0.052	0.089	0.042	0.038	0.052	0.065	0.050	0.061	0.038	0.042

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Table 86

Q.A Have you experienced a price offer which increased as you went through the purchasing process as more options and costs were added on to the initial advertised price?

Base : All (excluding Null/DKs)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	874	721 82%	587 67%	134 15%	151 17%	647 74%	74* 8%*	408 47%	126 14%	160 18%	209 24%	617 71%	346 40%	254 29%	104 12%	433 50%	441 50%	245 28%	174 20%	258 30%	197 23%	485 55%	389 45%
Yes	554 63%	494 69%	402 68%	92 69%	59 39%	455 70%	39 53%	310 76%	77 61%	124 78%	155 74%	377 61%	231 67%	195 77%	81 78%	262 61%	292 66%	169 69%	130 75%	170 66%	85 43%	351 72%	203 52%
No	320 37%	227 31%	185 32%	42 31%	92 61%	192 30%	35 47%	98 24%	49 39%	36 23%	54 26%	240 39%	115 33%	59 23%	23 22%	171 39%	149 34%	76 31%	44 25%	88 34%	112 57%	134 28%	186 48%
Null/no answer/don't know	130	88	69	19	41z	81	7	35	14	10	23	91	42	27	9	58	72	48zpr	19	39	24	61	69zs

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 87

Q.B1 There are three different methods frequently used by suppliers for additional options and costs: Which one of these do you prefer for...

- Post & Packing and delivery charges -

Base : All (excluding Null/DKs) who have experienced a price offer which increased as they went through the purchasing process (at QA)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	511	462 90%	374 73%	88* 17%*	48* 9%*	428 84%	34* 7%*	292 57%	73* 14%*	121 24%	146 29%	346 68%	222 43%	180 35%	75* 15%*	240 47%	271 53%	150 29%	120 23%	164 32%	77* 15%*	328 64%	183 36%
Opt-in boxes	279 55%	249 54%	209 56%	40 45%	29 60%	230 54%	19 56%	169 58%	37 51%	78 64%	83 57%	188 54%	123 55%	95 53%	41 55%	140 58%	139 51%	78 52%	74 62%	83 51%	44 57%	180 55%	99 54%
Opt-out boxes	70 14%	63 14%	48 13%	15 17%	7 15%	59 14%	4 12%	39 13%	9 12%	17 14%	24 16%	40 12%	32 14%	24 13%	8 11%	34 14%	36 13%	23 15%	12 10%	22 13%	13 17%	49 15%	21 11%
Both option boxes	162 32%	150 32%	117 31%	33 38%	12 25%	139 32%	11 32%	84 29%	27 37%	26 21%	39 27%	118 34%	67 30%	61 34%	26 35%	66 28%	96 35%	49 33%	34 28%	59 36%	20 26%	99 30%	63 34%
Null/no answer/don't know	43aeigqu	32	28	4	11z	27	5	18	4	3	9	31	9	15	6	22	21	19zq	10	6	8q	23	20

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 88

Q.B2 There are three different methods frequently used by suppliers for additional options and costs: Which one of these do you prefer for...

- Booking or handling fees -

Base : All (excluding Null/DKs) who have experienced a price offer which increased as they went through the purchasing process (at QA)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	492	450 91%	363 74%	87* 18%*	42* 9%*	414 84%	36* 7%*	285 58%	68* 14%*	118 24%	140 28%	337 68%	215 44%	176 36%	73* 15%*	226 46%	266 54%	140 28%	118 24%	158 32%	76* 15%*	321 65%	171 35%
Opt-in boxes	249 51%	228 51%	185 51%	43 49%	21 50%	209 50%	19 53%	157 55%	30 44%	74 63%	67 48%	176 52%	116 54%	83 47%	34 47%	121 54%	128 48%	68 49%	66 56%	74 47%	41 54%	163 51%	86 50%
Opt-out boxes	96 20%	85 19%	70 19%	15 17%	11 26%	81 20%	4 11%	53 19%	15 22%	18 15%	37 26%	54 16%	42 20%	36 20%	19 26%	46 20%	50 19%	27 19%	22 19%	29 18%	18 24%	64 20%	32 19%
Both option boxes	147 30%	137 30%	108 30%	29 33%	10 24%	124 30%	13 36%	75 26%	23 34%	26 22%	36 26%	107 32%	57 27%	57 32%	20 27%	59 26%	88 33%	45 32%	30 25%	55 35%	17 22%	94 29%	53 31%
Null/no answer/don't know	62abcgin qsu	44 gi	39 73%	5 20%	17z 7%	41 84%	3 9%	25 51%	9 16%	6 18%	15 24%	40 73%	16 39%	19 39%	8 14%	36zn 40%	26 60%	29zppq 31%	12 20%	12 37%	9 12%	30 64%	32zs 36%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 89

Q.B3 There are three different methods frequently used by suppliers for additional options and costs: Which one of these do you prefer for...

- Travel insurance -

Base : All (excluding Null/DKs) who have experienced a price offer which increased as they went through the purchasing process (at QA)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	486	448 92%	364 75%	84* 17%*	38* 8%*	412 85%	36* 7%*	283 58%	69* 14%*	120 25%	146 30%	324 67%	214 44%	177 36%	75* 15%*	228 47%	258 53%	134 28%	117 24%	156 32%	79* 16%*	317 65%	169 35%
Opt-in boxes	272 56%	247 55%	204 56%	43 51%	25 66%	226 55%	21 58%	169 60%	33 48%	78 65%	80 55%	187 58%	128 60%	89 50%	35 47%	129 57%	143 55%	71 53%	74 63%	83 53%	44 56%	177 56%	95 56%
Opt-out boxes	91 19%	86 19%	69 19%	17 20%	5 13%	83 20%	3 8%	58 20%	12 17%	24 20%	33 23%	53 16%	38 18%	39 22%	23 31%	48 21%	43 17%	22 16%	21 18%	26 17%	22 28%	60 19%	31 18%
Both option boxes	123 25%	115 26%	91 25%	24 29%	8 21%	103 25%	12 33%	56 20%	24 35%	18 15%	33 27%	84 26%	48 22%	49 28%	17 23%	51 22%	72 28%	41 31%	22 19%	47 30%	13 16%	80 25%	43 25%
Null/no answer/don't know	68 su	68 93%	46 74%	8 20%	21 7%	43 84%	3 10%	27 46%	8 20%g	4 15%	9 27%	53zk	17 39%	18 40%	6 14%	34 41%	34 59%	35pqr	13 18%	14 38%pr	6 11%	34 65%	34zs

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

Price Comparison Sites FINAL

Table 90

Q.B1 There are three different methods frequently used by suppliers for additional options and costs: Which one of these do you prefer for...

- Summary Opt-in -

Base : All (excluding Null/DKs) saying Opt-in who have experienced a price offer which increased as they went through the purchasing process (at QA)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	349	314 90%	258 74%	56* 16%	34* 10%*	291 83%	23** 7%**	213 61%	48* 14%*	95* 27%*	102 29%	236 68%	159 46%	116 33%	46* 13%*	172 49%	177 51%	100 29%	91* 26%*	103 30%	55* 16%*	226 65%	123 35%
Post & Packing and delivery charges	279 80%	249 79%	209 81%	40 71%	29 85%	230 79%	19 83%	169 79%	37 77%	78 82%	83 81%	188 80%	123 77%	95 82%	41 89%	140 81%	139 79%	78 78%	74 81%	83 81%	44 80%	180 80%	99 80%
Booking or handling fees	249 71%	228 73%	185 72%	43 77%	21 62%	209 72%	19 83%	157 74%	30 63%	74 78%	67 66%	176 75%	116 73%	83 72%	34 74%	121 70%	128 72%	68 68%	66 73%	74 72%	41 75%	163 72%	86 70%
Travel insurance	272 78%	247 79%	204 79%	43 77%	25 74%	226 78%	21 91%	169 79%	33 69%	78 82%	80 78%	187 79%	128 81%	89 77%	35 76%	129 75%	143 81%	71 71%	74 81%	83 81%	44 80%	177 78%	95 77%
		91%	75%	16%	9%	83%	8%	62%	12%	29%	29%	69%	47%	33%	13%	47%	53%	26%	27%	31%	16%	65%	35%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 91

Q.B2 There are three different methods frequently used by suppliers for additional options and costs: Which one of these do you prefer for...

- Summary Opt-out -

Base : All (excluding Null/DKs) saying Opt-out who have experienced a price offer which increased as they went through the purchasing process (at QA)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	153	137 90%	110 72%	27** 18%**	16** 10%**	130 85%	7** 5%**	87* 57%*	24** 16%**	33* 22%**	57* 37%*	86* 56%*	64* 42%*	58* 38%*	28** 18%**	76* 50%*	77* 50%*	46* 30%*	35* 23%*	40* 26%*	32* 21%*	99* 65%*	54* 35%*
Post & Packing and delivery charges	70 46%	63 46%	48 44%	15 56%	7 44%	59 45%	4 57%	39 45%	9 38%	17 52%	24 42%	40 47%	32 50%	24 41%	8 29%	34 45%	36 47%	23 50%	12 34%	22 55%	13 41%	49 49%	21 39%
Booking or handling fees	96 63%	85 62%	70 64%	15 56%	11 69%	81 62%	4 57%	53 61%	15 63%	18 55%	37 39%	54 56%	42 44%	36 38%	19 20%	46 48%	50 52%	27 28%	22 23%	29 30%	18 19%	64 65%	32 59%
Travel insurance	91 59%	86 63%	69 63%	17 63%	5 31%	83 64%	3 43%	58 67%	12 50%	24 73%	33 58%	53 62%	38 59%	39 67%	23 82%	48 63%	43 56%	22 48%	21 60%	26 65%	22 69%	60 61%	31 57%
		95%z	76%	19%	5%	91%z	3%	64%z	13%	26%	36%	58%	42%	43%	25%	53%	47%	24%	23%	29%	24%	66%	34%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 92

Q.B3 There are three different methods frequently used by suppliers for additional options and costs: Which one of these do you prefer for...

- Summary Both option -

Base : All (excluding Null/DKs) saying Both option who have experienced a price offer which increased as they went through the purchasing process (at QA)

	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
	Total (z)	Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)		No (h)	Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	208	194 93%	150 72%	44* 21%*	14** 7%**	180 87%	14** 7%**	108 52%	36* 17%*	36* 17%*	55* 26%*	145 70%	82* 39%*	85* 41%*	35* 17%*	86* 41%*	122 59%	67* 32%*	44* 21%*	70* 34%*	27** 13%**	130 63%	78* 38%*
Post & Packing and delivery charges	162 78%	150 77%	117 78%	33 75%	12 86%	139 77%	11 79%	84 78%	27 75%	26 72%	39 71%	118 81%	67 82%	61 72%	26 74%	66 77%	96 79%	49 73%	34 77%	59 84%	20 74%	99 76%	63 81%
Booking or handling fees	147 71%	137 71%	108 72%	29 66%	10 71%	124 69%	13 93%	75 69%	23 64%	26 72%	36 65%	107 74%	57 70%	57 67%	20 57%	59 69%	88 72%	45 67%	30 68%	55 79%	17 63%	94 72%	53 68%
Travel insurance	123 59%	115 59%	91 61%	24 55%	8 57%	103 57%	12 86%	56 52%	24 67%	18 50%	33 60%	84 58%	48 59%	49 58%	17 49%	51 59%	72 59%	41 61%	22 50%	47 67%	13 48%	80 62%	43 55%
		<i>g</i> 93%	74%	20%	7%	84%	10%	46%	20%	15%	27%	68%	39%	40%	14%	41%	59%	33%	18%	38%	11%	65%	35%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

Price Comparison Sites FINAL

Table 93

What is your gender?

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in- dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	1004	809 81%	656 65%	153 15%	192 19%	728 73%	81* 8%*	443 44%	140 14%	170 17%	232 23%	708 71%	388 39%	281 28%	113 11%	491 49%	513 51%	293 29%	193 19%	297 30%	221 22%	546 54%	458 46%
Male	491 49%	385 78%	316 64%	69 14%	105 21%	340 69%	45 9%	208 42%	69 14%	87 18%	115 23%	340 69%	185 38%	131 27%	57 12%	491 100%zn	-	121 25%	77 16%	158 32%op	135 27%zop	257 52%	234 48%
Female	513 51%	424 83% mr	340 66%	84 16%	87 17%	388 76%z	36 7%	235 46%	71 14%	83 16%	117 23%	368 72%	203 40%	150 29%	56 11%	-	513 100%zm	172 34%zqr	116 60%	139 47%	86 39%	289 53%	224 49%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Table 94

Age Group

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	1004	809 81%	656 65%	153 15%	192 19%	728 73%	81* 8%*	443 44%	140 14%	170 17%	232 23%	708 71%	388 39%	281 28%	113 11%	491 49%	513 51%	293 29%	193 19%	297 30%	221 22%	546 54%	458 46%
16-24 years	141	95 12%	75 11%	20 13%	46 24%	82 11%	13 16%	52 12%	15 11%	20 12%	21 9%	105 15%	49 13%	27 10%	12 11%	73 15%	68 13%	141 48%	-	-	-	47 9%	94 21%
		abekpq 67%	53%	14%	33%z	58%	9%	37%	11%	14%	15%	74%k	35%	19%	9%	52%	48%	100%zpq	-	-	-	33%	67%zs
25-34 years	152	129 15%	106 16%	23 15%	22 11%	123 22%	6 7%	84 19%	13 9%	29 17%	36 16%	106 15%	65 17%	47 15%	12 11%	48 17%	104 20%	152 52%	-	-	-	112 21%	40 9%
		rsw fhmpqr 85%	70%	15%	14%	81%zf	4%	55%zh	9%	19%	24%	70%	43%	31%y	8%	32%	68%zm	100%zpq	-	-	-	74%zt	26%
35-44 years	193	173 19%	141 21%	32 21%	20 10%	162 22%	11 14%	92 21%	41 29%	32 19%	54 23%	127 18%	90 23%	60 21%	24 21%	77 16%	116 23%	-	193 100%	-	-	160 29%	33 7%
		dmoqr 90%z	73%z	17%	10%	84%z	17%	21%zg	17%	17%	28%	66%	47%z	31%	12%	40%	60%zm	-	100%zoqr	-	-	83%zt	17%
45-54 years	168	139 17%	110 17%	29 19%	28 15%	126 17%	13 8%	70 16%	33 24%	23 14%	35 21%	124 18%	60 15%	54 19%	28 25%	93 19%	75 15%	-	-	168 57%	-	128 76%zt	40 24%
		opr 83%	65%	17%	17%	75%	8%	42%	20%zg	14%	21%	74%	36%	32%	17%zu	55%	45%	-	-	100%zopr	-	76%zt	24%
55-64 years	129	100 13%	79 12%	21 14%	29 15%	89 12%	11 14%	57 13%	17 12%	24 14%	25 11%	98 14%	46 12%	37 13%	12 11%	65 13%	64 12%	-	-	129 43%	-	67 52%	62 48%
		opr 78%	61%	16%	22%	69%	9%	44%	13%	19%	19%	76%	36%	29%	9%	50%	50%	-	-	100%zopr	-	52%	48%
65-74 years	172	133 17%	111 16%	22 14%	38 20%	118 16%	15 19%	73 16%	18 13%	38 22%	49 21%	115 16%	62 16%	46 16%	22 19%	106 22%	66 13%	-	-	-	172 78%	30 5%	142 31%
		nopqs 77%	65%	13%	22%	69%	9%	42%	10%	22%	28%	67%	36%	27%	13%	62%zn	38%	-	-	-	100%zopq	17%	83%zs
75 and over	49	40 5%	34 5%	6 4%	9 5%	28 4%	12 15%	15 3%	3 2%	4 2%	12 5%	33 5%	16 4%	10 4%	3 3%	29 6%	20 4%	-	-	-	49 22%	2 *	47 10%
		egopqs 82%	69%	12%	18%	57%	24%ze	31%	6%	8%	24%	67%	33%	20%	6%	59%	41%	-	-	-	100%zopq	4%	96%zs
Do not wish to answer this	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16-34	293	224 29%	181 28%	43 28%	68 35%	205 28%	19 23%	136 31%	28 20%	49 29%	57 25%	211 30%	114 29%	74 26%	24 21%	121 25%	172 34%	293 100%	-	-	-	159 29%	134 29%
		ahmpqr 76%	62%	15%	35%z	70%	6%	46%h	10%	17%	19%	72%	39%	25%	8%	41%	59%zm	100%zpq	-	-	-	54%	46%
16-44	486	397 48%	322 49%	75 49%	88 46%	367 50%	30 37%	228 51%	69 49%	81 48%	111 48%	338 48%	204 53%	134 48%	48 42%	198 40%	288 56%	293 100%	193 100%	-	-	319 58%	167 36%
		fmqr 82%	66%	15%	18%	76%zf	8%	47%	14%	17%	23%	70%	42%z	28%	10%	41%	59%zm	60%zqr	40%zqr	-	-	66%zt	34%
45-64	297	239 30%	189 29%	50 33%	57 30%	215 30%	24 30%	127 29%	50 36%	47 28%	60 26%	222 31%	106 27%	91 32%	40 35%	158 32%	139 27%	-	-	297 100%	-	195 36%	102 22%
		opr 80%	64%	17%	19%	72%	8%	43%	17%	16%	20%	75%	36%	31%	13%	53%	47%	-	-	100%zopr	-	66%zt	34%
65 and over	221	173 22%	145 22%	28 18%	47 24%	146 20%	27 33%	88 20%	21 15%	42 25%	61 26%	148 21%	78 20%	56 20%	25 22%	135 27%	86 17%	-	-	-	221 100%	32 6%	189 41%
		ehnopq 78%	66%	13%	21%	66%	12%ze	40%	10%	19%	28%	67%	35%	25%	11%	61%zn	39%	-	-	-	100%zopq	14%	86%zs

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

Price Comparison Sites FINAL

Table 95

Working Status

Base : All (excluding Null/DKs)

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in- dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	1003	809 81%	656 65%	153 15%	191 19%	728 73%	81* 8%	443 44%	140 14%	170 17%	232 23%	708 71%	388 39%	281 28%	113 11%	491 49%	512 51%	292 29%	193 19%	297 30%	221 22%	546 54%	457 46%
Active	546 54%	460 57% drt 84%z	376 57% 69%z	84 55% 15%	85 45% 16%	422 58% 77%z	38 47% 7%	265 60% 49%z	76 54% 14%	96 56% 18%	127 55% 23%	386 55% 71%	230 59% 42%z	161 57% 29%	68 60% 12%	257 52% 47%	289 56% 53%	159 54% 29%r	160 83% 29%zoqr	195 66% 36%zor	32 14% 6%	546 100% 100%zt	- - -
Inactive	457 46%	349 43% abegppq 76%	280 43% 61%	69 45% 15%	106 55% 23%z	306 42% 67%	43 53% 9%	178 40% 39%	64 46% 14%	74 44% 16%	105 45% 23%	322 45% 70%	158 41% 35%	120 43% 26%	45 40% 10%	234 48% 51%	223 44% 49%	133 46% 29%pq	33 17% 7%	102 34% 22%p	189 86% 41%zopq	- - -	457 100% 100%zs
Null/no answer/don't know	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Crossbreak A

Table 96

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status		
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)	
Total	1004	809 81%	656 65%	153 15%	192 19%	728 73%	81* 8%*	443 44%	140 14%	170 17%	232 23%	708 71%	388 39%	281 28%	113 11%	491 49%	513 51%	293 29%	193 19%	297 30%	221 22%	546 54%	458 46%	
Ever used PCS																								
Yes	809	809	656	153	-	728	81	443	140	170	213	557	388	281	113	385	424	224	173	239	173	460	349	
	81%	100%	100%	100%	-	100%	100%	100%	100%	100%	92%	79%	100%	100%	100%	78%	83%	76%	90%	80%	78%	84%	76%	
		diot	100%z	81%z	19%z	-	90%z	10%z	55%z	17%z	21%z	26%z	69%	48%z	35%z	14%z	48%	52%	28%	21%zoqr	30%	21%	57%zt	43%
Not purchase	656	656	656	-	-	583	73	373	96	147	173	451	315	218	88	316	340	181	141	189	145	376	280	
	65%	81%	100%	-	-	80%	90%	84%	69%	86%	75%	64%	81%	78%	78%	64%	66%	62%	73%	64%	66%	69%	61%	
		cdt	100%zc	100%zac	-	-	89%z	11%z	57%zh	15%	22%z	26%zl	69%	48%z	33%z	13%z	48%	52%	28%	21%zoq	29%	22%	57%zt	43%
To purchase	153	153	-	153	-	145	8	70	44	23	40	106	73	63	25	69	84	43	32	50	28	84	69	
	15%	19%	-	100%	-	20%	10%	16%	31%	14%	17%	15%	19%	22%	22%	14%	16%	15%	17%	17%	13%	15%	15%	
		bd	100%zb	-	100%zab	-	95%zf	5%	46%	29%zg	15%	26%	69%	48%z	41%z	16%z	45%	55%	28%	21%	33%	18%	55%	45%
Never used PCS																								
No	192	-	-	-	192	-	-	-	-	-	19	150	-	-	-	105	87	68	20	57	47	85	107	
	19%	-	-	-	100%	-	-	-	-	-	8%	21%	-	-	-	21%	17%	23%	10%	19%	21%	16%	23%	
		abcefg	-	-	100%z	-	-	-	-	-	10%	78%zk	-	-	-	55%	45%	35%zp	10%	30%p	24%p	44%	56%zs	
		ikpsuwy	psuwy																					
Used PCS in past 12 months																								
Yes	728	728	583	145	-	728	-	443	140	170	190	505	388	281	113	340	388	205	162	215	146	422	306	
	73%	90%	89%	95%	-	100%	-	100%	100%	100%	82%	71%	100%	100%	100%	69%	76%	70%	84%	72%	66%	77%	67%	
		dfmrt	100%zb	80%z	20%zab	-	-	61%z	19%z	23%z	26%zl	69%	53%z	39%z	16%z	47%	53%zm	28%	22%zoqr	30%	20%	58%zt	42%	
No	81	81	73	8	-	-	81	-	-	-	23	52	-	-	-	45	36	19	11	24	27	38	43	
	8%	10%	11%	5%	-	-	100%	-	-	-	10%	7%	-	-	-	9%	7%	6%	6%	8%	12%	7%	9%	
		deg	100%zc	90%zac	10%	-	100%ze	-	-	-	28%	64%	-	-	-	56%	44%	23%	14%	30%	33%zop	47%	53%	
PCS have drawbacks																								
Yes	443	443	373	70	-	443	-	443	-	170	125	301	238	179	72	208	235	136	92	127	88	265	178	
	44%	55%	57%	46%	-	61%	-	100%	-	100%	54%	43%	61%	64%	64%	42%	46%	46%	48%	43%	40%	49%	39%	
		dfht	100%zc	84%zac	16%	-	100%zf	-	100%zh	-	28%zl	68%	54%z	40%z	16%z	47%	53%	31%	21%	29%	20%	60%zt	40%	
No	140	140	96	44	-	140	-	-	140	-	34	97	75	53	17	69	71	28	41	50	21	76	64	
	14%	17%	15%	29%	-	19%	-	-	100%	-	15%	14%	19%	19%	15%	14%	14%	10%	21%	17%	10%	14%	14%	
		dfgio	100%zb	69%	31%zab	-	100%zf	-	100%zg	-	24%	69%	54%z	38%z	12%	49%	51%	20%	29%zor	36%or	15%	54%	46%	
PCS not in-dependent	170	170	147	23	-	170	-	170	-	170	58	106	86	73	33	87	83	49	32	47	42	96	74	
	17%	21%	22%	15%	-	23%	-	38%	-	100%	25%	15%	22%	26%	29%	18%	16%	17%	17%	16%	19%	18%	16%	
		dfhl	100%zc	86%zac	14%	-	100%zf	-	100%zh	-	34%zl	62%	51%z	43%z	19%z	51%	49%	29%	19%	28%	25%	56%	44%	
Willing to Pay																								
Willing	232	213	173	40	19	190	23	125	34	58	232	-	101	78	30	115	117	57	54	60	61	127	105	
	23%	26%	26%	26%	10%	26%	28%	28%	24%	34%	100%	-	26%	28%	27%	23%	23%	19%	28%	20%	28%	23%	23%	
		di	92%z	75%z	17%	82%z	10%	54%z	15%	25%z	100%zl	-	44%	34%z	13%	50%	50%	25%	23%oq	26%	26%oq	55%	45%	
Not willing	708	557	451	106	150	505	52	301	97	106	-	708	273	189	76	340	368	211	127	222	148	386	322	
	71%	69%	69%	69%	78%	69%	64%	68%	69%	62%	-	100%	70%	67%	67%	69%	72%	72%	66%	75%	67%	71%	70%	
		aik	79%	64%	15%	71%	7%	43%	14%	15%	-	100%zk	39%	27%	11%	48%	52%	30%	18%	31%p	21%	55%	45%	
Number of PCS used																								
1 or 2 sites	388	388	315	73	-	388	-	238	75	86	101	273	388	-	-	185	203	114	90	106	78	230	158	
	39%	48%	48%	48%	-	53%	-	54%	54%	51%	44%	39%	100%	-	-	38%	40%	39%	47%	36%	35%	42%	34%	
		dfwtwy	100%z	81%z	19%z	-	100%zf	-	61%z	19%z	22%z	26%	70%	100%zwy	-	48%	52%	29%	23%zqr	27%	20%	59%zt	41%	
3+ sites	281	281	218	63	-	281	-	179	53	73	78	189	-	281	113	131	150	74	60	91	56	161	120	
	28%	35%	33%	41%	-	39%	-	40%	38%	43%	34%	27%	-	100%	100%	25%	29%	25%	31%	31%	25%	29%	26%	
		dfu	100%z	78%z	22%z	-	100%zf	-	64%z	19%z	26%z	28%zl	67%	-	100%zu	40%zu	47%	53%	26%	21%	32%	20%	57%	43%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Crossbreak A

Table 96

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (i)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	1004	809 81%	656 65%	153 15%	192 19%	728 73%	81* 8%*	443 44%	140 14%	170 17%	232 23%	708 71%	388 39%	281 28%	113 11%	491 49%	513 51%	293 29%	193 19%	297 30%	221 22%	546 54%	458 46%
4+ sites	113 11%	113 14%	88 13%	25 16%	- -	113 16%	- -	72 16%	17 12%	33 19%	30 13%	76 11%	- -	113 40%	113 100%	57 12%	56 11%	24 8%	24 12%	40 13%	25 11%	68 12%	45 10%
		dfou 100%z	78%z	22%z	-	100%zf	-	64%z	15%	29%z	27%	67%	-	100%zu	100%zuw	50%	50%	21%	21%	35%o	22%	60%	40%
Gender																							
Male	491 49%	385 48%	316 48%	69 45%	105 55%	340 47%	45 56%	208 47%	69 49%	87 51%	115 50%	340 48%	185 48%	131 47%	57 50%	491 100%	-	121 41%	77 40%	158 53%	135 61%	257 47%	234 51%
		enop 78%	64%	14%	21%	69%	9%	42%	14%	18%	23%	69%	38%	27%	12%	100%zn	-	25%	16%	32%op	27%zop	52%	48%
Female	513 51%	424 52%	340 52%	84 55%	87 45%	388 53%	36 44%	235 53%	71 51%	83 49%	117 50%	368 52%	203 52%	150 53%	56 50%	-	513 100%	172 59%	116 60%	139 47%	86 39%	289 53%	224 49%
		mr 83%	66%	16%	17%	76%z	7%	46%	14%	16%	23%	72%	40%	29%	11%	-	100%zm	34%zqr	23%zqr	27%	17%	56%	44%
Age																							
16 - 34	293 29%	224 28%	181 28%	43 28%	68 35%	205 28%	19 23%	136 31%	28 20%	49 29%	57 25%	211 30%	114 29%	74 26%	24 21%	121 25%	172 34%	293 100%	-	-	-	159 29%	134 29%
		ahmpqr 76%	62%	15%	23%z	70%	6%	46%h	10%	17%	19%	72%	39%	25%	8%	41%	59%zm	100%zpq	-	-	-	54%	46%
35 - 44	193 19%	173 21%	141 21%	32 21%	20 10%	162 22%	11 14%	92 21%	41 29%	32 19%	54 23%	127 18%	90 23%	60 21%	24 21%	77 16%	116 23%	-	193 100%	-	-	160 29%	33 7%
		dmoqr 90%z	73%z	17%	10%	84%z	6%	48%	21%zg	17%	28%	66%	47%z	31%	12%	40%	60%zm	-	100%zoqr	-	-	83%zt	17%
45 - 64	297 30%	239 30%	189 29%	50 33%	57 30%	215 30%	24 30%	127 29%	50 36%	47 28%	60 26%	222 31%	106 27%	91 32%	40 35%	158 32%	139 27%	-	-	297 100%	-	195 36%	102 22%
		oprt 80%	64%	17%	19%	72%	8%	43%	17%	16%	20%	75%	36%	31%	13%	53%	47%	-	-	100%zopr	-	66%zt	34%
65+	221 22%	173 21%	145 22%	28 18%	47 24%	146 20%	27 33%	88 20%	21 15%	42 25%	61 26%	148 21%	78 20%	56 20%	25 22%	135 27%	86 17%	-	-	-	221 100%	32 6%	189 41%
		ehnopq 78%	66%	13%	21%	66%	12%ze	40%	10%	19%	28%	67%	35%	25%	11%	61%zn	39%	-	-	-	100%zopq	14%	86%zs
Working Status																							
Working	546 54%	460 57%	376 57%	84 55%	85 44%	422 58%	38 47%	265 60%	76 54%	96 56%	127 55%	386 55%	230 59%	161 57%	68 60%	257 52%	289 56%	159 54%	160 83%	195 66%	32 14%	546 100%	-
		drt 84%z	69%z	15%	16%	77%z	7%	49%z	14%	18%	23%	71%	42%z	29%	12%	47%	53%	29%r	29%zoqr	36%zor	6%	100%zt	-
Not Working	458 46%	349 43%	280 43%	69 45%	107 56%	306 42%	43 53%	178 40%	64 46%	74 44%	105 45%	322 45%	158 41%	120 43%	45 40%	234 48%	224 44%	134 46%	33 17%	102 34%	189 86%	-	458 100%
		abegpq 76%	61%	15%	23%z	67%	9%	39%	14%	16%	23%	70%	34%	26%	10%	51%	49%	29%pq	7%	22%p	41%zopq	-	100%zs

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

Price Comparison Sites FINAL

Crossbreak A

Table 97

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	1004	489 49%	32* 3%*	37* 4%*	27** 3%**	16** 2%**	1** ***	32* 3%*	19** 2%**	4** ***	21** 2%**	33* 3%*	9** 1%**	8** 1%**
Gender														
Male	491 49%	234 48%	9 28%	14 38%	11 41%	7 44%	- -	14 44%	12 63%	2 50%	11 52%	17 52%	4 44%	5 63%
		b	48%b	2%	3%	2%	1%	-	3%	*	2%	3%	1%	1%
Female	513 51%	255 52%	23 72%	23 62%	16 59%	9 56%	1 100%	18 56%	7 37%	2 50%	10 48%	16 48%	5 56%	3 38%
			4%za	4%	3%	2%	*	4%	1%	*	2%	3%	1%	1%
Age														
16 - 34	293 29%	114 23%	12 38%	10 27%	11 41%	6 38%	1 100%	3 9%	16 84%	2 50%	11 52%	14 42%	3 33%	2 25%
		ag	39%	4%g	3%	2%	*	1%	5%	1%	4%	5%ag	1%	1%
35 - 44	193 19%	115 24%	6 19%	9 24%	6 22%	5 31%	- -	7 22%	2 11%	- -	2 10%	8 24%	1 11%	1 13%
			60%z	3%	5%	3%	-	4%	1%	-	1%	4%	1%	1%
45 - 64	297 30%	154 31%	6 19%	11 30%	8 30%	2 13%	- -	14 44%	1 5%	1 25%	5 24%	7 21%	3 33%	3 38%
			52%	2%	4%	3%	1%	5%b	*	*	2%	2%	1%	1%
65+	221 22%	106 22%	8 25%	7 19%	2 7%	3 19%	2 1%	8 4%	- -	1 25%	3 14%	4 12%	2 22%	2 25%
			48%	4%	3%	1%	1%	-	-	*	1%	2%	1%	1%
Working Status														
Working	546 54%	288 59%	20 63%	22 59%	21 78%	10 63%	1 100%	13 41%	6 32%	3 75%	12 57%	19 58%	4 44%	3 38%
			53%zg	4%	4%	2%	*	2%	1%	1%	2%	3%	1%	1%
Not Working	458 46%	201 41%	12 38%	15 41%	6 22%	6 38%	- -	19 59%	13 68%	1 25%	9 43%	14 42%	5 56%	5 63%
		a	44%	3%	3%	1%	1%	4%a	3%	*	2%	3%	1%	1%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Crossbreak A

Table 98

	Total (z)	Websites										
		Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)
Total	1004	406 40%	339 34%	358 36%	221 22%	142 14%	156 16%	140 14%	88* 9%*	141 14%	34* 3%*	34* 3%*
Ever used PCS	809	406	339	358	221	142	156	140	88	141	34	34
Yes	81%	100% 50%z	100% 42%z	100% 44%z	100% 27%z	100% 18%z	100% 19%z	100% 17%z	100% 11%z	100% 17%z	100% 4%z	100% 4%z
Not purchase	656 65%	328 81% 50%z	265 78% 40%z	283 79% 43%z	175 79% 27%z	111 78% 17%z	129 83% 20%z	122 87% 19%zabcde	76 86% 12%z	125 89% 19%zabcde	31 91% 5%z	26 76% 4%
To purchase	153 15%	78 19% 51%zgi	74 22% 48%zgi	75 21% 49%zgi	46 21% 30%zgi	31 22% 20%zgi	27 17% 18%	18 13% 12%	12 14% 8%	16 11% 10%	3 9% 2%	8 24% 5%
Never used PCS	192	-	-	-	-	-	-	-	-	-	-	-
No	19% abcdeghijkl	-	-	-	-	-	-	-	-	-	-	-
Used PCS in past 12 months	728	406	339	358	221	142	156	140	88	141	34	34
Yes	73% 56%z	100% 56%z	100% 47%z	100% 49%z	100% 30%z	100% 20%z	100% 21%z	100% 19%z	100% 12%z	100% 19%z	100% 5%z	100% 5%z
No	81 8% abcdeghi	-	-	-	-	-	-	-	-	-	-	-
PCS have drawbacks	443	263 65% 59%zi	206 61% 47%z	220 61% 50%z	136 62% 31%z	98 69% 22%zbhi	103 66% 23%zi	85 61% 19%z	50 57% 11%z	79 56% 18%z	24 71% 5%z	20 59% 5%
No	140 14%	74 18% 53%ze	68 20% 49%ze	66 18% 47%ze	42 19% 30%ze	17 12% 12%	24 15% 17%	25 18% 16%zef	22 25% 16%zef	29 21% 21%ze	6 18% 4%	9 26% 6%ze
PCS not in-dependent	170 17%	107 26% 63%zb	69 20% 41%z	85 24% 50%z	53 24% 31%z	31 22% 18%	40 26% 24%z	38 27% 22%z	22 25% 13%z	29 21% 17%	7 21% 4%	10 29% 6%
Willing to Pay	232	116 29% 50%z	97 29% 42%z	90 25% 39%	52 24% 22%	42 30% 18%	45 29% 19%	36 26% 16%	19 22% 8%	41 29% 18%	12 35% 5%	5 15% 2%
Not willing	708 71% ab	272 67% 38%	224 66% 32%	249 70% 35%	158 71% 22%	93 65% 13%	106 68% 15%	97 69% 14%	68 77% 10%abej	96 68% 14%	19 56% 3%	27 79% 4%j
Number of PCS used	388	194 48% 50%z bdef	134 40% 35%	163 46% 42%z bde	83 38% 21%	51 36% 13%	62 40% 16%	63 45% 16%	36 41% 9%	58 41% 15%	11 32% 3%	16 47% 4%
1 or 2 sites	281 28%	184 45% 65%z	177 52% 63%za	170 47% 60%z	123 56% 44%zac	81 57% 29%zac	77 49% 27%z	70 50% 25%z	44 50% 16%z	72 51% 26%z	20 59% 7%z	15 44% 5%z
3+ sites	113 11%	74 18% 65%z	75 22% 66%z	74 21% 65%z	55 25% 49%za	33 23% 29%z	33 21% 29%z	28 20% 25%z	17 19% 15%z	31 22% 27%z	11 32% 10%za	6 18% 5%

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. * small base

Price Comparison Sites FINAL

Crossbreak A

Table 98

	Total (z)	Websites										
		Money- supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel- supermarket (f)	Kelkoo (g)	Pricerunner (h)	My- supermarket (i)	Pricefinder (j)	Other (k)
Total	1004	406 40%	339 34%	358 36%	221 22%	142 14%	156 16%	140 14%	88* 9%*	141 14%	34* 3%*	34* 3%*
Gender												
Male	491 49%	177 44% 36% af	159 47% 32%f	167 47% 34%af	99 45% 20%	63 44% 13%	58 37% 12%	71 51% 14%f	45 51% 9%f	60 43% 12%	23 68% 5%zabcdef	16 47% 3%
Female	513 51%	229 56% j 45%zj	180 53% 35%j	191 53% 37%j	122 55% 24%j	79 56% 15%j	98 63% 19%zbcghj	69 49% 13%	43 49% 8%	81 57% 16%j	11 32% 2%	18 53% 4%
Age												
16 - 34	293 29%	110 27% ef 38%f	100 29% 34%ef	103 29% 35%ef	74 33% 25%aefh	30 21% 10%	32 21% 11%	36 26% 12%	19 22% 6%	50 35% 17%aefgh	10 29% 3%	8 24% 3%
35 - 44	193 19%	111 27% 58%zabcd	68 20% 35%	70 20% 36%	43 19% 22%	36 25% 19%z	41 26% 21%zc	37 26% 19%z	29 33% 15%zbcddi	31 22% 16%	8 24% 4%	6 18% 3%
45 - 64	297 30%	126 31% 42%	105 31% 35%	115 32% 39%	59 27% 20%	42 30% 14%	52 33% 18%	43 31% 14%	22 25% 7%	40 28% 13%	11 32% 4%	14 41% 5%
65+	221 22%	59 15% ai 27%	66 19% 30%a	70 20% 32%a	45 20% 20%a	34 24% 15%ai	31 20% 14%a	24 17% 11%	18 20% 8%	20 14% 9%	5 15% 2%	6 18% 3%
Working Status												
Working	546 54%	261 64% 48%zcde	206 61% 38%ze	211 59% 39%z	123 56% 23%	73 51% 13%	99 63% 18%ze	85 61% 16%	52 59% 10%	88 62% 16%ze	17 50% 3%	19 56% 3%
Not Working	458 46%	145 36% abcfi 32%	133 39% 29%	147 41% 32%a	98 44% 21%a	69 49% 15%abfi	57 37% 12%	55 39% 12%	36 41% 8%	53 38% 12%	17 50% 4%	15 44% 3%

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Crossbreak B

Table 99

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (l)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	1004	809	656	153	192	728	81*	443	140	170	232	708	388	281	113	491	513	293	193	297	221	546	458
		81%	65%	15%	19%	73%	8%*	44%	14%	17%	23%	71%	39%	28%	11%	49%	51%	29%	19%	30%	22%	54%	46%
Markets (Q9A/B)																							
Car insurance	489	489	381	108	-	489	-	304	101	117	135	332	245	207	84	234	255	114	115	154	106	288	201
	49%	60%	58%	71%	-	67%	-	69%	72%	69%	58%	47%	63%	74%	74%	48%	50%	39%	60%	52%	48%	53%	44%
		dfot	100%zb	78%z	22%zab	100%zf	-	62%z	21%z	24%z	28%zl	68%	50%z	42%zu	17%zu	48%	52%	23%	24%zor	31%o	22%o	59%zt	41%
Travel insurance	32	32	25	7	-	32	-	20	3	4	6	25	19	10	6	9	23	12	6	6	8	20	12
	3%	4%	4%	5%	-	4%	-	5%	2%	2%	3%	4%	5%	4%	5%	2%	4%	4%	3%	2%	4%	4%	3%
		dm	100%z	78%	22%	100%z	-	63%z	9%	13%	19%	78%	59%z	31%	19%	28%	72%z	38%	19%	19%	25%	63%	38%
Home insurance	37	37	31	6	-	37	-	25	4	12	12	24	24	11	2	14	23	10	9	11	7	22	15
	4%	5%	5%	4%	-	5%	-	6%	3%	7%	5%	3%	6%	4%	2%	3%	4%	3%	5%	4%	3%	4%	3%
		d	100%z	84%z	16%	100%zf	-	68%z	11%	32%z	32%	65%	65%z	30%	5%	38%	62%	27%	24%	30%	19%	59%	41%
Credit card	27	27	21	6	-	27	-	18	3	8	5	21	11	11	5	11	16	11	6	8	2	21	6
	3%	3%	3%	4%	-	4%	-	4%	2%	5%	2%	3%	3%	4%	4%	2%	3%	4%	3%	3%	1%	4%	1%
		drt	100%z	78%	22%	100%z	-	67%z	11%	30%	19%	78%	41%	41%	19%	41%	59%	41%r	22%	30%	7%	78%zt	22%
Bank account, savings account, ISA	16	16	15	1	-	16	-	10	4	5	3	12	9	6	4	7	9	6	5	2	3	10	6
	2%	2%	2%	1%	-	2%	-	2%	3%	3%	1%	2%	2%	2%	4%	1%	2%	2%	3%	1%	1%	2%	1%
			100%	94%z	6%	100%z	-	63%z	25%	31%	19%	75%	56%	38%	25%	44%	56%	38%	31%	13%	19%	63%	38%
Loans, mortgages	1	1	-	1	-	1	-	-	-	-	1	-	-	1	1	-	1	1	-	-	-	1	-
	*	*	-	1%	-	*	-	-	-	-	*	-	-	*	1%	-	*	*	-	-	-	*	-
		100%	-	100%b	-	100%	-	-	-	-	100%	-	-	100%	100%z	-	100%	100%	-	-	-	100%	-
Energy	32	32	28	4	-	32	-	17	8	6	6	25	20	10	3	14	18	3	7	14	8	13	19
	3%	4%	4%	3%	-	4%	-	4%	6%	4%	3%	4%	5%	4%	3%	3%	4%	1%	4%	5%	4%	2%	4%
		do	100%z	88%z	13%	100%z	-	53%	25%	19%	19%	78%	63%z	31%	9%	44%	56%	9%	22%o	44%o	25%o	41%	59%
Mobile telephone, network not handset	19	19	13	6	-	19	-	11	3	6	7	10	12	5	3	12	7	16	2	1	-	6	13
	2%	2%	2%	4%	-	3%	-	2%	4%	4%	3%	1%	3%	2%	3%	2%	1%	5%	1%	*	-	1%	3%
		qrs	100%z	68%	32%	100%z	-	58%	16%	32%	37%	53%	63%z	26%	16%	63%	37%	84%zpq	11%	5%	-	32%	68%z
Landline, internet/ broadband or TV package	4	4	4	-	-	4	-	3	1	1	3	1	1	3	1	2	2	2	-	1	1	3	1
	*	100%	100%	-	-	100%	-	1%	1%	1%	1%	*	*	1%	1%	*	*	1%	-	*	*	1%	*
		l	100%	100%	-	100%	-	75%	25%	25%	75%zl	25%	25%	75%	25%	50%	50%	50%	-	25%	25%	75%	25%
Flights, holidays, travel	21	21	19	2	-	21	-	12	4	7	4	17	16	4	2	11	10	11	2	5	3	12	9
	2%	3%	3%	1%	-	3%	-	3%	3%	4%	2%	2%	4%	1%	2%	2%	2%	4%	1%	2%	1%	2%	2%
		d	100%z	90%z	10%	100%z	-	57%	19%	33%	19%	81%	76%z	19%	10%	52%	48%	52%z	10%	24%	14%	57%	43%
Low value consumer products	33	33	31	2	-	33	-	15	7	2	7	23	20	7	1	17	16	14	8	7	4	19	14
	3%	4%	5%	1%	-	5%	-	3%	5%	1%	3%	3%	5%	2%	1%	3%	3%	5%	4%	2%	2%	3%	3%
		d	100%zc	94%z	6%	100%z	-	45%	21%	6%	21%	70%	61%zy	21%	3%	52%	48%	42%	24%	21%	12%	58%	42%
High value consumer products	9	9	7	2	-	9	-	3	2	1	-	8	5	4	1	4	5	3	1	3	2	4	5
	1%	1%	1%	1%	-	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			100%	78%	22%	100%	-	33%	22%	11%	-	89%	56%	44%	11%	44%	56%	33%	11%	33%	22%	44%	56%
Other	8	8	8	-	-	8	-	5	-	1	1	7	6	2	-	5	3	2	1	3	2	3	5
	1%	1%	1%	-	-	1%	-	1%	-	1%	*	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
		100%	100%	-	-	100%	-	63%	-	13%	13%	88%	75%	25%	-	63%	38%	25%	13%	38%	25%	38%	63%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Crossbreak B

Table 100

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	1004	489 49%	32* 3%*	37* 4%*	27** 3%**	16** 2%**	1** ***	32* 3%*	19** 2%**	4** ***	21** 2%**	33* 3%*	9** 1%**	8** 1%**
Markets (Q9A/B)														
Car insurance	489 49%	489 100%	-	-	-	-	-	-	-	-	-	-	-	-
		bcgk 100%zbcgk	-	-	-	-	-	-	-	-	-	-	-	-
Travel insurance	32 3%	-	32 100%	-	-	-	-	-	-	-	-	-	-	-
		a -	100%zacgk	-	-	-	-	-	-	-	-	-	-	-
Home insurance	37 4%	-	-	37 100%	-	-	-	-	-	-	-	-	-	-
		a -	-	100%zabgk	-	-	-	-	-	-	-	-	-	-
Credit card	27 3%	-	-	-	27 100%	-	-	-	-	-	-	-	-	-
		a -	-	-	100%	-	-	-	-	-	-	-	-	-
Bank account, savings account, ISA	16 2%	-	-	-	-	16 100%	-	-	-	-	-	-	-	-
		a -	-	-	-	100%	-	-	-	-	-	-	-	-
Loans, mortgages	1 *	-	-	-	-	-	1 100%	-	-	-	-	-	-	-
		-	-	-	-	-	100%	-	-	-	-	-	-	-
Energy	32 3%	-	-	-	-	-	-	32 100%	-	-	-	-	-	-
		a -	-	-	-	-	-	100%zabck	-	-	-	-	-	-
Mobile telephone, network not handset	19 2%	-	-	-	-	-	-	-	19 100%	-	-	-	-	-
		a -	-	-	-	-	-	-	100%	-	-	-	-	-
Landline, internet/ broadband or TV package	4 *	-	-	-	-	-	-	-	-	4 100%	-	-	-	-
		-	-	-	-	-	-	-	-	100%	-	-	-	-
Flights, holidays, travel	21 2%	-	-	-	-	-	-	-	-	-	21 100%	-	-	-
		a -	-	-	-	-	-	-	-	-	100%	-	-	-
Low value consumer products	33 3%	-	-	-	-	-	-	-	-	-	-	33 100%	-	-
		a -	-	-	-	-	-	-	-	-	-	100%zabcg	-	-
High value consumer products	9 1%	-	-	-	-	-	-	-	-	-	-	-	9 100%	-
		a -	-	-	-	-	-	-	-	-	-	-	100%	-
Other	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	8 100%
		a -	-	-	-	-	-	-	-	-	-	-	-	100%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010
Source : Ipsos MORI Online Access Panel (0-003538-01)
Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Price Comparison Sites FINAL

Crossbreak B

Table 101

	Total (z)	Websites										
		Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)
Total	1004	406 40%	339 34%	358 36%	221 22%	142 14%	156 16%	140 14%	88* 9%*	141 14%	34* 3%*	34* 3%*
Markets (Q9A/B)												
Car insurance	489 49%	291 72% 60%zghjk	271 80% 55%zaeghijk	285 80% 58%zaeghijk	188 85% 38%zabceghijk	98 69% 20%zghjk	123 79% 25%zaeghijk	74 53% 15%	47 53% 10%	92 65% 19%zghj	14 41% 3%	17 50% 3%
Travel insurance	32 3%	23 6% 72%zabcd	12 4% 38%	13 4% 41%	5 2% 16%	9 6% 28%zd	12 8% 38%zabcd	5 4% 16%	6 7% 19%	6 4% 19%	1 3% 3%	1 3% 3%
Home insurance	37 4%	17 4% 46%	15 4% 41%	22 6% 59%zd	6 3% 16%	14 10% 38%zabdf	5 3% 14%	9 6% 24%	8 9% 22%zadf	8 6% 22%	2 6% 5%	- - -
Credit card	27 3%	20 5% 74%zacd	13 4% 48%c	6 2% 22%	4 2% 15%	7 5% 26%c	6 4% 22%	8 6% 30%zacd	4 5% 15%	3 2% 11%	2 6% 7%	2 6% 7%
Bank account, savings account, ISA	16 2%	11 3% b 68%zabcd	1 * 6%	3 1% 19%	1 * 6%	3 2% 19%b	4 3% 25%b	7 5% 44%zabcd	3 3% 19%bcd	3 2% 19%b	1 3% 6%b	1 3% 6%b
Loans, mortgages	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 1% 100%zac	- - -	- - -	- - -
Energy	32 3%	15 4% bdf 47%abcdf	3 1% 9%	7 2% 22%	2 1% 6%	10 7% 31%zabcdf	- 4% -	5 3% 16%bf	3 5% 9%f	7 5% 22%abcdf	2 6% 6%bdf	4 12% 13%zabcdf
Mobile telephone, network not handset	19 2%	8 2% 42%	9 3% 47%f	8 2% 42%	4 2% 21%	1 1% 5%	- - -	3 2% 16%	4 1% 5%	1 3% 21%f	3 9% 16%zacdefgh	1 3% 5%f
Landline, internet/ broadband or TV package	4 *	1 * 25%	2 1% 50%	- - -	1 * 25%	- - -	- - -	3 2% 75%zac	- - -	1 1% 25%	1 3% 25%zacef	- - -
Flights, holidays, travel	21 2%	4 1% a 19%	6 2% 29%	6 2% 29%	2 1% 10%	- - -	6 4% 29%ade	5 4% 24%ae	2 2% 10%	3 2% 14%	1 3% 5%e	4 12% 19%zabcdeghi
Low value consumer products	33 3%	11 3% bcef 33%bef	4 1% 12%	6 2% 18%	6 3% 18%ef	- - -	- - -	17 12% 52%zabcdefi	9 10% 27%zabcdef	8 6% 24%abcef	5 15% 15%zabcdef	3 9% 9%bcef
High value consumer products	9 1%	3 1% 33%	2 1% 22%	- - -	1 * 11%	- - -	- - -	3 2% 33%c	4 5% 44%zabcdef	2 1% 22%c	2 6% 22%zabcdef	- - -
Other	8 1%	2 * 25%	1 * 13%	2 1% 25%	1 * 13%	- - -	- - -	1 1% 13%	- - -	4 3% 50%zabcef	- - -	1 3% 13%bef

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. * small base

**Price Comparison Sites
FINAL**

Crossbreak C

Table 102

	Total (z)	Ever used PCS			Never used PCS	Used PCS in past 12 months		PCS have drawbacks		PCS not in-dependent (l)	Willing to Pay		Number of PCS used			Gender		Age				Working Status	
		Yes (a)	Not purchase (b)	To purchase (c)	No (d)	Yes (e)	No (f)	Yes (g)	No (h)		Willing (k)	Not willing (l)	1 or 2 sites (u)	3+ sites (w)	4+ sites (y)	Male (m)	Female (n)	16 - 34 (o)	35 - 44 (p)	45 - 64 (q)	65+ (r)	Working (s)	Not Working (t)
Total	1004	809 81%	656 65%	153 15%	192 19%	728 73%	81* 8%*	443 44%	140 14%	170 17%	232 23%	708 71%	388 39%	281 28%	113 11%	491 49%	513 51%	293 29%	193 19%	297 30%	221 22%	546 54%	458 46%
Websites																							
Money-supermarket	406 40%	406 50%	328 50%	78 51%	-	406 56%	-	263 59%	74 53%	107 63%	116 50%	272 38%	194 50%	184 65%	74 65%	177 36%	229 45%	110 38%	111 58%	126 42%	59 27%	261 48%	145 32%
		dfimr 100%z	81%z	19%z	-	100%zf	-	65%z	18%z	26%z	29%zl	67%	48%z	45%zu	18%zu	44%	56%zm	27%r	27%zoqr	31%r	15%	64%zt	36%
Compare the Market	339 34%	339 42%	265 40%	74 48%	-	339 47%	-	206 47%	68 49%	69 41%	97 42%	224 32%	134 35%	177 63%	75 66%	159 32%	180 35%	100 34%	68 35%	105 35%	66 30%	206 38%	133 29%
		dfit 100%z	78%z	22%z	-	100%zf	-	61%z	20%z	20%z	29%zl	66%	40%	52%zu	22%zu	47%	53%	29%	20%	31%	19%	61%zt	39%
Confused	358 36%	358 44%	283 43%	75 49%	-	358 49%	-	220 50%	66 47%	85 50%	90 39%	249 35%	163 42%	170 60%	74 65%	167 34%	191 37%	103 35%	70 36%	115 39%	70 32%	211 39%	147 32%
		df 100%z	79%z	21%z	-	100%zf	-	61%z	18%z	24%z	25%	70%	46%z	47%zu	21%zu	47%	53%	29%	20%	32%	20%	59%zt	41%
Gocompare	221 22%	221 27%	175 27%	46 30%	-	221 30%	-	136 31%	42 30%	53 31%	52 22%	158 22%	83 21%	123 44%	55 49%	99 20%	122 24%	74 25%	43 22%	59 20%	45 20%	123 23%	98 21%
		df 100%z	79%z	21%z	-	100%zf	-	62%z	19%z	24%z	24%	71%	38%	56%zu	25%zu	45%	55%	33%	19%	27%	20%	56%	44%
Uswitch	142 14%	142 18%	111 17%	31 20%	-	142 20%	-	98 22%	17 12%	31 18%	42 18%	93 13%	51 13%	81 29%	33 29%	63 13%	79 15%	30 10%	36 19%	42 14%	34 15%	73 13%	69 15%
		dfo 100%z	78%z	22%z	-	100%zf	-	69%zh	12%	22%	30%	65%	36%	57%zu	23%zu	44%	56%	21%	25%o	30%	24%	51%	49%
Travel-supermarket	156 16%	156 19%	129 20%	27 18%	-	156 21%	-	103 23%	24 17%	40 24%	45 19%	106 15%	62 16%	77 27%	33 29%	58 12%	98 19%	32 11%	41 21%	52 18%	31 14%	99 18%	57 12%
		dfmot 100%z	83%z	17%	-	100%zf	-	66%z	15%	26%z	29%	68%	40%	49%zu	21%zu	37%	63%zm	21%	26%zo	33%o	20%	63%zt	37%
Kelkoo	140 14%	140 17%	122 19%	18 12%	-	140 19%	-	85 19%	25 18%	38 22%	36 16%	97 14%	63 16%	70 25%	28 25%	71 14%	69 13%	36 12%	37 19%	43 14%	24 11%	85 16%	55 12%
		df 100%z	87%zac	13%	-	100%zf	-	61%z	18%	27%z	26%	69%	45%	50%zu	20%zu	51%	49%	26%	26%zor	31%	17%	61%z	39%
Pricerunner	88 9%	88 11%	76 12%	12 8%	-	88 12%	-	50 11%	22 16%	22 13%	19 8%	68 10%	36 9%	44 16%	17 15%	45 9%	43 8%	19 6%	29 15%	22 7%	18 8%	52 10%	36 8%
		df 100%z	86%z	14%	-	100%zf	-	57%z	25%z	25%z	22%	77%	41%	50%zu	19%z	51%	49%	22%	33%zoqr	25%	20%	59%	41%
My-supermarket	141 14%	141 17%	125 19%	16 10%	-	141 19%	-	79 18%	29 21%	29 17%	41 18%	96 14%	58 15%	72 26%	31 27%	60 12%	81 16%	50 17%	31 16%	40 13%	20 9%	88 16%	53 12%
		dftr 100%z	89%zac	11%	-	100%zf	-	56%z	21%z	21%	29%	68%	41%	51%zu	22%zu	43%	57%	35%r	22%r	28%	14%	62%zt	38%
Pricefinder	34 3%	34 4%	31 5%	3 2%	-	34 5%	-	24 5%	6 4%	7 4%	12 5%	19 3%	11 3%	20 7%	11 10%	23 5%	11 2%	10 3%	8 4%	11 4%	5 2%	17 3%	17 4%
		dln 100%z	91%z	9%	-	100%zf	-	71%z	18%	21%	35%	56%	32%	59%zu	32%zu	68%zn	32%	29%	24%	32%	15%	50%	50%
Other	34 3%	34 4%	26 4%	8 5%	-	34 5%	-	20 5%	9 6%	10 6%	5 2%	27 4%	16 4%	15 5%	6 5%	16 3%	18 4%	8 3%	6 3%	14 5%	6 3%	19 3%	15 3%
		d 100%z	76%	24%	-	100%zf	-	59%	26%z	29%	15%	79%	47%	44%z	18%	47%	53%	24%	18%	41%	18%	56%	44%

Respondent type :Internet users: Online Access Panel

Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d - z/e/f - z/g/h - z/i - z/k/l - z/m/n - z/o/p/q/r - z/s/t - z/u/w/y
Overlap formulae used. * small base



Ipsos MORI

**Price Comparison Sites
FINAL**

Crossbreak C

Table 103

	Total (z)	Markets (Q9A/B)												
		Car insurance (a)	Travel insurance (b)	Home insurance (c)	Credit card (d)	Bank account, savings account, ISA (e)	Loans, mortgages (f)	Energy (g)	Mobile telephone, network not handset (h)	Landline, internet/ broadband or TV package (i)	Flights, holidays, travel (j)	Low value consumer products (k)	High value consumer products (l)	Other (m)
Total	1004	489 49%	32* 3%*	37* 4%*	27** 3%**	16** 2%**	1** ***	32* 3%*	19** 2%**	4** ***	21** 2%**	33* 3%*	9** 1%**	8** 1%**
Websites														
Money-supermarket	406 40%	291 60% 72%zk	23 72% 6%zcgk	17 46% 4%	20 74% 5%	11 69% 3%	- - -	15 47% 4%	8 42% 2%	1 25% *	4 19% 1%	11 33% 3%	3 33% 1%	2 25% *
Compare the Market	339 34%	271 55% 80%zbgk	12 38% 4%gk	15 41% 4%gk	13 48% 4%	1 6% *	- - -	3 9% 1%	9 47% 3%	2 50% 1%	6 29% 2%	4 12% 1%	2 22% 1%	1 13% *
Confused	358 36%	285 58% 80%zkg	13 41% 4%	22 59% 6%zkg	6 22% 2%	3 19% 1%	- - -	7 22% 2%	8 42% 2%	- - -	6 29% 2%	6 18% 2%	- - -	2 25% 1%
Gocompare	221 22%	188 38% 85%zbcgk	5 16% 2%	6 16% 3%	4 15% 2%	1 6% *	- - -	2 6% 1%	4 21% 2%	1 25% *	2 10% 1%	6 18% 3%	1 11% *	1 13% *
Uswitch	142 14%	98 20% 69%zk	9 28% 6%zk	14 38% 10%zak	7 26% 5%	3 19% 2%	- - -	10 31% 7%zk	1 5% 1%	- - -	- - -	- - -	- - -	- - -
Travel-supermarket	156 16%	123 25% 79%zkg	12 38% 8%zcgk	5 14% 3%gk	6 22% 4%	4 25% 3%	- - -	- - -	- - -	- - -	6 29% 4%	- - -	- - -	- - -
Kelkoo	140 14%	74 15% 53%	5 16% 4%	9 24% 6%	8 30% 6%	7 44% 5%	- - -	5 16% 4%	3 16% 2%	3 75% 2%	5 24% 4%	17 52% 12%zabcbg	3 33% 2%	1 13% 1%
Pricerunner	88 9%	47 10% 53%	6 19% 7%z	8 22% 9%za	4 15% 5%	3 19% 3%	1 100% 1%	3 9% 3%	1 5% 1%	- - -	2 10% 2%	9 27% 10%za	4 44% 5%	- - -
My-supermarket	141 14%	92 19% 65%z	6 19% 4%	8 22% 6%	3 11% 2%	3 19% 2%	- - -	7 22% 5%	4 21% 3%	1 25% 1%	3 14% 2%	8 24% 6%	2 22% 1%	4 50% 3%
Pricefinder	34 3%	14 3% 41%	1 3% 3%	2 5% 6%	2 7% 6%	1 6% 3%	- - -	2 6% 6%	3 16% 9%	1 25% 3%	1 5% 3%	5 15% 15%za	2 22% 6%	- - -
Other	34 3%	17 3% 50%	1 3% 3%	- 7% -	2 7% 6%	1 6% 3%	- - -	4 13% 12%zac	1 5% 3%	- - -	4 19% 12%	3 9% 9%	- - -	1 13% 3%

Respondent type :Internet users: Online Access Panel
Fieldwork dates : 24th June - 2nd July 2010

Source : Ipsos MORI Online Access Panel (0-003538-01)

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Ipsos MORI

**Price Comparison Sites
FINAL**

Crossbreak C

Table 104

	Total (z)	Websites											
		Money-supermarket (a)	Compare the Market (b)	Confused (c)	Gocompare (d)	Uswitch (e)	Travel-supermarket (f)	Kelkoo (g)	Pricerunner (h)	My-supermarket (i)	Pricefinder (j)	Other (k)	
Total	1004	406 40%	339 34%	358 36%	221 22%	142 14%	156 16%	140 14%	88* 9%*	141 14%	34* 3%*	34* 3%*	
Websites	406	406	200	210	136	98	120	82	44	92	12	8	
Money-supermarket	40%	100% k	59% 49%zjk	59% 52%zjk	62% 33%zhjk	69% 24%zbcghjk	77% 30%zbcdeghjk	59% 20%zjk	50% 11%k	65% 23%zhjk	35% 3%	24% 2%	
Compare the Market	339	200	339	203	138	72	82	53	32	68	12	4	
	34%	k	49% 59%zghk	100% 100%zacdeghijk	57% 60%zaghijk	62% 41%zaefghijk	51% 21%zghk	53% 24%zghk	38% 16%k	36% 9%k	48% 20%zgk	35% 4%k	12% 1%
Confused	358	210	203	358	145	78	82	49	35	69	10	7	
	36%	k	52% 59%zghjk	60% 57%zaghijk	100% 100%zabdeghijk	66% 41%zaefghijk	55% 22%zghjk	53% 23%zghjk	35% 14%	40% 10%k	49% 19%zgj	29% 3%	21% 2%
Gocompare	221	136	138	145	221	48	51	36	23	49	11	2	
	22%	k	33% 62%zghk	41% 62%zafghk	41% 66%zafghk	100% 100%zabceghijk	34% 22%zk	33% 23%zk	26% 16%k	26% 10%k	35% 22%zk	32% 5%k	6% 1%
Uswitch	142	98	72	78	48	142	31	32	21	28	6	3	
	14%	k	24% 69%zk	21% 51%z	22% 55%z	22% 34%z	100% 100%zabcdghijk	20% 22%z	20% 23%z	24% 15%z	20% 20%z	18% 4%	9% 2%
Travel-supermarket	156	120	82	82	51	31	156	30	19	36	4	6	
	16%	k	30% 77%zbcdeghj	24% 53%z	23% 53%z	23% 33%z	100% 20%z	21% 100%zabcdghijk	22% 19%z	22% 12%	26% 23%z	12% 3%	18% 4%
Kelkoo	140	82	53	49	36	32	30	140	46	31	16	8	
	14%	k	20% 59%zbc	16% 38%	14% 35%	16% 26%	23% 23%zbc	19% 21%z	100% 100%zabcdghijk	52% 33%zabcdghijk	22% 22%zbc	47% 11%zabcdghijk	24% 6%
Pricerunner	88	44	32	35	23	21	19	46	88	22	15	3	
	9%	k	11% 50%	9% 36%	10% 40%	10% 26%	15% 24%zb	12% 22%	33% 52%zabcdghijk	100% 100%zabcdghijk	16% 25%zbc	44% 17%zabcdghijk	9% 3%
My-supermarket	141	92	68	69	49	28	36	31	22	141	9	2	
	14%	k	23% 65%zk	20% 48%zk	19% 49%zk	22% 35%zk	20% 20%z	23% 26%zk	22% 22%zk	25% 16%zk	100% 100%zabcdghijk	26% 6%zk	6% 1%
Pricefinder	34	12	12	10	11	6	4	16	15	9	34	2	
	3%	k	3% 35%	4% 35%	3% 29%	5% 32%	4% 18%	3% 12%	17% 47%zabcdghijk	6% 44%zabcdghijk	100% 26%zac	6% 100%zabcdghijk	6% 6%
Other	34	8	4	7	2	3	6	8	3	2	2	34	
	3%	abcd	2% 24%	1% 12%	2% 21%	1% 6%	2% 9%	4% 18%bd	6% 24%abcd	3% 9%	1% 6%	6% 6%bd	100% 100%zabcdghijk

Respondent type :Internet users: Online Access Panel
 Fieldwork dates : 24th June - 2nd July 2010
 Source : Ipsos MORI Online Access Panel (0-003538-01)
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used. * small base