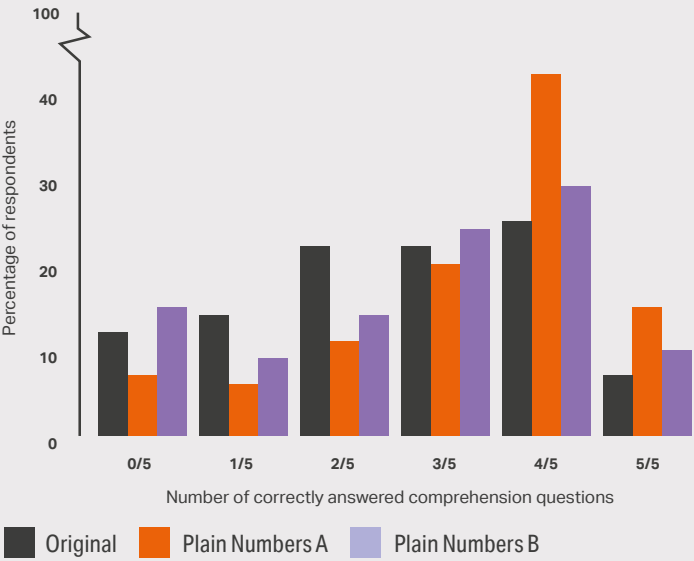


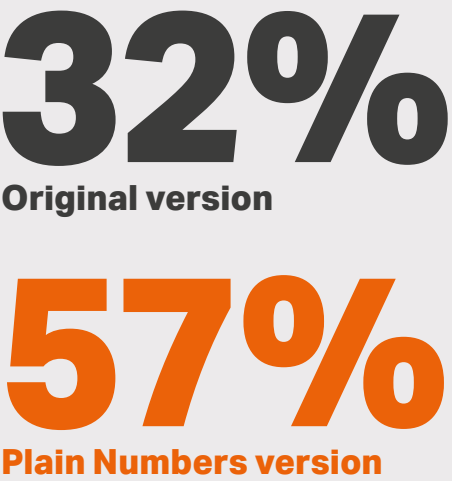
# Trial 3 Results: Octopus Energy



Difference in number of questions answered correctly between original and Plain Numbers versions



Percentage answering at least 4 questions correctly:



Comprehension questions

|                                                                                                                                                                                                                                          | Original correct* | Plain Numbers A correct* | Plain Numbers B correct* |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------|--------------------------|
| According to this email, how much of your money does your energy provider have on 18th February 2021? *                                                                                                                                  | 57%               | 73%                      | 55%                      |
| How much of your money does your energy provider have on 17th March 2021? *                                                                                                                                                              | 72%               | 82%                      | 71%                      |
| According to the email, what is the total cost of the gas and electricity that you have used in the month?*                                                                                                                              | 65%               | 77%                      | 74%                      |
| What is the difference between the cost of what you have used and the amount that you have paid by Direct Debit in the month? *                                                                                                          | 47%               | 72%                      | 54%                      |
| Your monthly Direct Debit in this scenario is £60 per month. Assuming this is a correct estimate of your average energy use throughout the year, how much of your money do you expect your energy provider to have on 17th March 2022? * | 15%               | 24%                      | 19%                      |

\*the percentage of respondents who correctly answered this question for each version.

The Plain Numbers version of the account summary A



Numbers themselves

Rounded to the nearest pound thereby removing 14 numerals from the page.

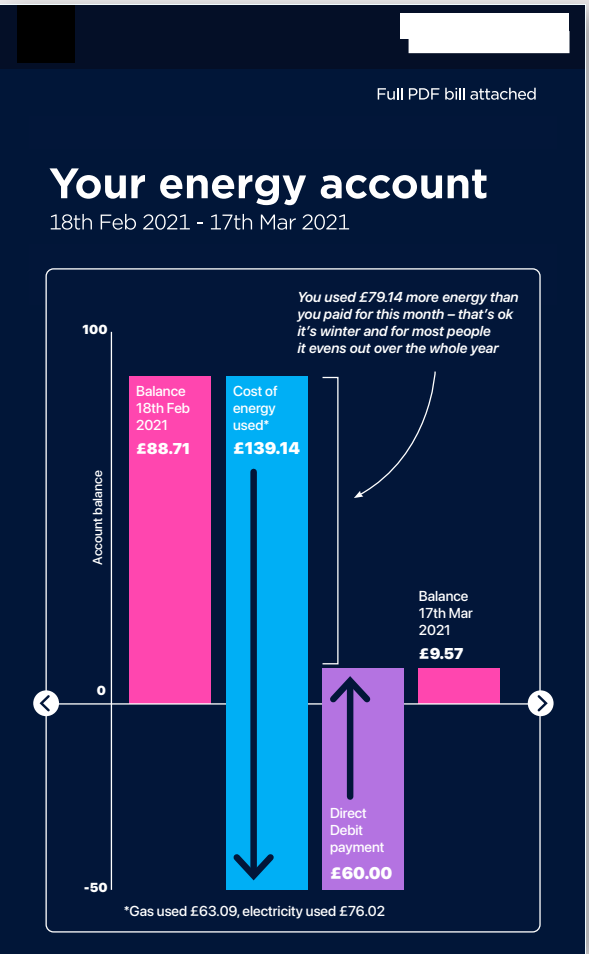
Numbers in context

Created a simple narrative with the headlines up top and then the detail below. Converted 'Your balance was x' to 'there was x in your account with us'.

How we think

No decision required but simple explanation of seasonality effect to put customer at ease.

The Plain Numbers version of the account summary B



Numbers themselves

Pictorial representation to tell the story of what is happening in the month - easier for some to interpret than abstract numerals.

Numbers in context

Waterfall diagram chosen to replace original receipt format to provide a more dynamic representation of activity in the month

How we think

No decision required so image used to enable quick / System 1 interpretation of monthly activity.

See the Appendix on page 24-25 for overview of the Plain Numbers Approach