Public First Poll for Centrica (Part 1)

Fieldwork:	12th May - 18th May 2023
Interview method:	Online Survey
Population represented:	UK Adults
Sample size:	4007

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team (polling@publicfirst.co.uk)

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Public First Poll for Centrica (Part 1)

(1.A) Which do you think are the most important issues facing the country at this time?Please select up to three

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Cost of living	76%	79%	80%	82%	80%	73%	65%	69%	75%	77%	74%	77%	75%	79%	72%	78%	82%	81%	80%
Number of people on welfare	7%	6%	6%	8%	5%	7%	8%	5%	8%	6%	6%	8%	9%	8%	7%	6%	5%	10%	7%
Quality / cost of public transport	6%	8%	8%	5%	5%	4%	3%	10%	5%	6%	4%	3%	5%	6%	6%	4%	6%	4%	2%
Quality of the NHS	53%	47%	46%	49%	57%	53%	64%	45%	52%	54%	57%	53%	51%	52%	48%	54%	60%	58%	65%
State of the economy	44%	35%	39%	44%	49%	49%	48%	37%	45%	47%	46%	47%	43%	46%	51%	43%	48%	46%	38%
Threat of terrorism	3%	4%	4%	4%	2%	3%	2%	3%	2%	4%	2%	3%	3%	4%	6%	4%	1%	5%	4%
Access to good pensions	3%	3%	3%	3%	4%	4%	3%	3%	3%	4%	3%	3%	4%	2%	4%	2%	3%	5%	3%
Quality of and access to schools / universities	3%	8%	3%	4%	2%	1%	2%	4%	3%	4%	2%	2%	2%	2%	5%	4%	3%	2%	5%
Levels of immigration	22%	9%	10%	17%	21%	38%	36%	20%	21%	21%	32%	29%	21%	24%	28%	22%	16%	19%	23%
Threat of climate change	20%	23%	18%	22%	20%	20%	18%	20%	21%	21%	22%	20%	20%	18%	17%	19%	20%	22%	16%
State of Britain's Armed Forces	2%	2%	3%	2%	2%	3%	4%	3%	3%	3%	2%	1%	4%	2%	2%	3%	1%	3%	2%
Availability of housing	15%	20%	21%	15%	12%	11%	12%	21%	15%	16%	13%	14%	16%	9%	10%	15%	16%	10%	12%
Britain leaving the EU	14%	14%	17%	13%	16%	12%	14%	19%	13%	14%	11%	9%	13%	13%	13%	14%	18%	16%	16%
Levels of crime	12%	15%	12%	11%	11%	13%	10%	18%	13%	7%	11%	11%	14%	11%	14%	15%	7%	5%	8%
Level of taxation	10%	15%	15%	13%	9%	5%	6%	13%	12%	10%	7%	10%	11%	13%	9%	10%	8%	9%	4%
None of the above	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(1.B) Which do you think are the most important issues facing the country at this time?Please select up to three

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Cost of living	76%	73%	79%	72%	75%	83%	70%	82%	74%	58%	83%	69%	82%	72%	79%	77%	76%	72%	60%
Number of people on welfare	7%	7%	7%	9%	5%	7%	9%	5%	5%	8%	7%	11%	4%	7%	8%	6%	5%	7%	9%
Quality / cost of public transport	6%	6%	5%	4%	6%	7%	4%	5%	7%	8%	6%	6%	5%	7%	4%	6%	7%	8%	1%
Quality of the NHS	53%	46%	60%	53%	56%	45%	50%	57%	57%	38%	48%	49%	58%	51%	56%	53%	50%	50%	61%
State of the economy	44%	46%	43%	44%	46%	43%	47%	41%	49%	37%	45%	47%	44%	49%	43%	43%	45%	45%	39%
Threat of terrorism	3%	3%	3%	4%	3%	4%	4%	3%	3%	16%	2%	4%	3%	3%	4%	4%	3%	3%	3%
Access to good pensions	3%	3%	3%	4%	3%	4%	3%	3%	4%	7%	3%	3%	2%	4%	4%	3%	3%	3%	5%
Quality of and access to schools / universities	3%	2%	4%	2%	3%	3%	2%	4%	3%	2%	3%	2%	4%	3%	2%	3%	4%	4%	0%
Levels of immigration	22%	24%	21%	43%	10%	16%	40%	10%	7%	58%	17%	38%	10%	14%	32%	21%	15%	14%	25%
Threat of climate change	20%	20%	20%	15%	25%	16%	15%	22%	28%	9%	18%	14%	22%	26%	17%	21%	23%	23%	27%
State of Britain's Armed Forces	2%	4%	1%	4%	2%	1%	4%	2%	2%	7%	1%	4%	2%	3%	2%	2%	3%	3%	6%
Availability of housing	15%	14%	15%	12%	15%	18%	11%	18%	13%	10%	18%	12%	17%	15%	13%	17%	17%	14%	14%
Britain leaving the EU	14%	17%	12%	5%	23%	14%	8%	19%	25%	13%	11%	9%	18%	22%	9%	13%	18%	19%	28%
Levels of crime	12%	12%	12%	14%	9%	14%	15%	10%	8%	13%	13%	14%	9%	9%	12%	14%	10%	10%	8%
Level of taxation	10%	11%	9%	9%	9%	13%	11%	10%	7%	12%	13%	12%	11%	7%	8%	9%	12%	14%	10%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(1.C) Which do you think are the most important issues facing the country at this time?Please select up to three

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Cost of living	76%	73%	77%	81%	76%	75%	72%	67%	78%	*	79%	85%	82%	87%	79%	80%	84%	86%	70%
Number of people on welfare	7%	6%	7%	6%	7%	9%	9%	9%	7%	*	4%	5%	5%	5%	10%	7%	7%	3%	7%
Quality / cost of public transport	6%	9%	5%	6%	4%	4%	6%	4%	5%	*	6%	6%	8%	9%	7%	3%	4%	5%	3%
Quality of the NHS	53%	46%	53%	52%	58%	59%	58%	58%	53%	*	43%	54%	47%	60%	50%	54%	47%	56%	60%
State of the economy	44%	40%	46%	44%	44%	47%	49%	46%	49%	*	36%	43%	41%	37%	39%	47%	47%	45%	48%
Threat of terrorism	3%	4%	3%	3%	2%	4%	5%	3%	3%	*	3%	5%	3%	4%	5%	4%	3%	5%	3%
Access to good pensions	3%	2%	3%	4%	4%	2%	3%	3%	4%	*	3%	3%	3%	2%	4%	5%	3%	3%	3%
Quality of and access to schools / universities	3%	5%	3%	3%	3%	2%	3%	3%	2%	*	4%	4%	3%	6%	4%	2%	5%	2%	2%
Levels of immigration	22%	15%	23%	23%	26%	29%	17%	32%	17%	*	24%	21%	14%	10%	17%	18%	21%	25%	36%
Threat of climate change	20%	19%	22%	16%	19%	21%	24%	20%	21%	*	19%	17%	19%	19%	20%	15%	18%	19%	17%
State of Britain's Armed Forces	2%	2%	2%	3%	2%	4%	3%	3%	3%	*	4%	0%	1%	1%	2%	3%	2%	2%	3%
Availability of housing	15%	22%	14%	15%	14%	7%	13%	10%	9%	*	23%	19%	24%	21%	14%	12%	16%	12%	12%
Britain leaving the EU	14%	19%	13%	15%	12%	13%	13%	14%	15%	*	11%	12%	17%	11%	13%	14%	15%	14%	13%
Levels of crime	12%	14%	10%	13%	12%	9%	10%	12%	12%	*	17%	9%	11%	7%	12%	11%	9%	7%	12%
Level of taxation	10%	12%	10%	10%	9%	10%	8%	8%	12%	*	11%	9%	12%	13%	12%	14%	10%	11%	6%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	1%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(1.D) Which do you think are the most important issues facing the country at this time?Please select up to three

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Cost of living	76%	70%	81%	72%	78%	79%	81%	77%	76%	77%	74%	74%	72%	74%	76%	64%	74%	77%	62%
Number of people on welfare	7%	0%	5%	5%	7%	6%	6%	7%	8%	8%	7%	8%	9%	5%	7%	17%	6%	7%	9%
Quality / cost of public transport	6%	3%	7%	4%	5%	5%	6%	6%	5%	5%	5%	7%	6%	3%	3%	4%	7%	5%	8%
Quality of the NHS	53%	53%	50%	51%	54%	56%	50%	58%	54%	50%	60%	47%	51%	66%	58%	48%	43%	54%	48%
State of the economy	44%	43%	35%	44%	41%	44%	46%	45%	38%	42%	41%	50%	47%	48%	51%	43%	53%	45%	42%
Threat of terrorism	3%	3%	6%	5%	3%	3%	4%	3%	1%	3%	2%	3%	2%	1%	0%	9%	3%	3%	4%
Access to good pensions	3%	0%	5%	4%	5%	3%	2%	3%	3%	3%	3%	3%	3%	3%	0%	2%	2%	3%	4%
Quality of and access to schools / universities	3%	0%	5%	4%	2%	3%	2%	2%	3%	4%	5%	3%	4%	3%	1%	3%	3%	3%	4%
Levels of immigration	22%	22%	26%	32%	30%	25%	24%	21%	25%	19%	19%	16%	15%	13%	20%	21%	17%	22%	27%
Threat of climate change	20%	24%	23%	23%	19%	14%	17%	16%	19%	24%	25%	17%	22%	25%	27%	26%	21%	20%	19%
State of Britain's Armed Forces	2%	0%	1%	2%	2%	2%	2%	2%	3%	5%	3%	2%	4%	2%	1%	6%	3%	2%	4%
Availability of housing	15%	35%	13%	16%	12%	17%	16%	15%	15%	17%	10%	15%	17%	16%	11%	11%	19%	15%	15%
Britain leaving the EU	14%	16%	11%	10%	12%	12%	15%	11%	16%	16%	14%	17%	22%	20%	19%	21%	19%	14%	16%
Levels of crime	12%	16%	11%	13%	14%	13%	11%	15%	13%	11%	8%	10%	10%	7%	12%	11%	9%	12%	12%
Level of taxation	10%	14%	6%	5%	9%	9%	9%	12%	10%	10%	14%	15%	12%	7%	12%	11%	17%	10%	12%
None of the above	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(1.E) Which do you think are the most important issues facing the country at this time?Please select up to three

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Cost of living	76%	71%	79%	75%	78%	56%	70%	80%	86%	87%	77%	70%	76%	78%	68%
Number of people on welfare	7%	8%	6%	8%	6%	11%	8%	5%	5%	3%	6%	12%	6%	9%	10%
Quality / cost of public transport	6%	6%	6%	6%	4%	9%	6%	5%	5%	6%	6%	4%	6%	5%	3%
Quality of the NHS	53%	55%	50%	50%	57%	45%	57%	52%	52%	49%	54%	41%	55%	50%	43%
State of the economy	44%	48%	44%	42%	43%	36%	48%	44%	44%	35%	45%	42%	45%	45%	40%
Threat of terrorism	3%	4%	2%	3%	4%	8%	3%	3%	3%	5%	3%	5%	3%	4%	4%
Access to good pensions	3%	3%	3%	4%	3%	5%	3%	3%	3%	2%	3%	4%	3%	4%	3%
Quality of and access to schools / universities	3%	3%	3%	3%	3%	7%	2%	3%	3%	5%	3%	2%	3%	3%	3%
Levels of immigration	22%	16%	19%	29%	27%	24%	24%	22%	20%	18%	20%	50%	17%	29%	52%
Threat of climate change	20%	23%	21%	18%	17%	19%	21%	20%	18%	12%	22%	1%	25%	8%	3%
State of Britain's Armed Forces	2%	3%	2%	2%	3%	5%	3%	2%	2%	2%	2%	3%	2%	2%	4%
Availability of housing	15%	15%	16%	14%	15%	14%	13%	16%	17%	26%	15%	11%	15%	15%	15%
Britain leaving the EU	14%	18%	15%	13%	11%	15%	16%	13%	13%	13%	15%	12%	16%	11%	12%
Levels of crime	12%	10%	14%	12%	12%	14%	11%	13%	11%	9%	11%	16%	10%	16%	14%
Level of taxation	10%	11%	10%	12%	8%	17%	10%	10%	8%	10%	10%	14%	9%	12%	14%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(2.A) Which of the following comes closest to your view?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Climate change is real, and is primarily caused by human actions, such as pollution	73%	76%	73%	72%	74%	72%	71%	74%	75%	76%	72%	68%	72%	71%	68%	73%	76%	73%	72%
Climate change is real, and is primarily caused by naturally occurring trends which are unrelated to human activity	19%	18%	21%	19%	17%	19%	21%	20%	19%	18%	18%	22%	20%	18%	22%	19%	16%	22%	21%
Climate change is not real at all	4%	2%	3%	5%	4%	5%	4%	3%	3%	3%	6%	5%	3%	5%	6%	4%	3%	3%	3%
Don't know	4%	4%	3%	5%	4%	4%	4%	3%	3%	3%	4%	5%	6%	6%	5%	4%	4%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(2.B) Which of the following comes closest to your view?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Climate change is real, and is primarily caused by human actions, such as pollution	73%	71%	75%	63%	82%	70%	65%	80%	83%	47%	69%	64%	81%	84%	66%	73%	79%	77%	80%
Climate change is real, and is primarily caused by naturally occurring trends which are unrelated to human activity	19%	21%	18%	25%	15%	19%	25%	16%	15%	36%	19%	27%	15%	14%	22%	19%	16%	19%	13%
Climate change is not real at all	4%	5%	2%	7%	1%	4%	6%	1%	1%	11%	4%	6%	2%	0%	5%	4%	2%	2%	4%
Don't know	4%	3%	5%	5%	2%	7%	4%	3%	1%	6%	8%	3%	3%	2%	6%	4%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(2.C) Which of the following comes closest to your view?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Climate change is real, and is primarily caused by human actions, such as pollution	73%	72%	74%	72%	71%	71%	78%	71%	75%	*	67%	69%	76%	81%	70%	72%	74%	74%	70%
Climate change is real, and is primarily caused by naturally occurring trends which are unrelated to human activity	19%	21%	18%	20%	21%	21%	15%	21%	18%	*	22%	21%	16%	14%	23%	18%	20%	15%	21%
Climate change is not real at all	4%	4%	4%	3%	4%	5%	2%	4%	4%	*	5%	5%	4%	2%	3%	5%	2%	6%	5%
Don't know	4%	4%	4%	5%	4%	3%	4%	4%	3%	*	6%	5%	4%	4%	3%	5%	3%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(2.D) Which of the following comes closest to your view?

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Climate change is real, and is primarily caused by human actions, such as pollution	73%	69%	68%	69%	66%	71%	73%	74%	71%	70%	73%	76%	77%	81%	83%	78%	84%	74%	68%
Climate change is real, and is primarily caused by naturally occurring trends which are unrelated to human activity	19%	18%	25%	20%	24%	20%	19%	19%	21%	21%	23%	17%	16%	15%	11%	14%	12%	19%	26%
Climate change is not real at all	4%	6%	3%	6%	4%	4%	4%	4%	5%	5%	2%	4%	4%	3%	2%	5%	4%	4%	3%
Don't know	4%	7%	5%	5%	6%	5%	4%	3%	3%	4%	2%	3%	3%	1%	4%	3%	0%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(2.E) Which of the following comes closest to your view?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Climate change is real, and is primarily caused by human actions, such as pollution	73%	79%	74%	69%	69%	68%	76%	71%	73%	73%	79%	13%	85%	50%	22%
Climate change is real, and is primarily caused by naturally occurring trends which are unrelated to human activity	19%	16%	19%	21%	21%	26%	18%	20%	18%	15%	17%	41%	12%	37%	44%
Climate change is not real at all	4%	2%	3%	6%	4%	4%	3%	4%	5%	6%	0%	39%	0%	6%	29%
Don't know	4%	2%	4%	4%	6%	2%	3%	5%	5%	6%	3%	7%	2%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(3.A) Which of the following is closest to your view on climate change?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3691	480	542	632	659	563	815	508	522	298	335	254	310	297	153	427	315	173	99
Weighted	3696	525	647	619	626	511	770	527	490	300	326	252	331	285	143	406	335	190	111
I am very concerned about climate change	39%	44%	39%	40%	39%	38%	38%	41%	39%	37%	39%	34%	42%	38%	41%	37%	46%	40%	37%
I am somewhat concerned about climate change	48%	47%	50%	48%	47%	47%	47%	49%	48%	49%	47%	53%	44%	46%	43%	51%	45%	49%	42%
I am not especially concerned about climate change	11%	8%	9%	10%	12%	13%	13%	8%	11%	13%	12%	12%	12%	14%	13%	9%	8%	8%	19%
I am not at all concerned about climate change	2%	1%	2%	1%	3%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%	2%	2%	3%	2%

Note:

BASE: Believe climate change is real

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(3.B) Which of the following is closest to your view on climate change?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	3691	1737	1946	1330	1555	493	1284	1054	283	46	478	793	1373	316	0	0	990	404	44
Weighted	3696	1808	1880	1283	1571	507	1250	1075	278	44	486	775	1401	316	0	0	1027	422	42
I am very concerned about climate change	39%	39%	40%	31%	47%	33%	32%	47%	43%	35%	29%	31%	45%	45%	34%	38%	44%	46%	68%
I am somewhat concerned about climate change	48%	46%	50%	50%	45%	53%	50%	46%	49%	31%	56%	53%	46%	47%	51%	48%	46%	46%	25%
I am not especially concerned about climate change	11%	13%	9%	16%	8%	13%	15%	7%	7%	21%	12%	14%	8%	7%	13%	12%	8%	8%	6%
I am not at all concerned about climate change	2%	3%	1%	4%	0%	2%	3%	1%	1%	13%	3%	2%	1%	1%	2%	2%	2%	1%	2%

Note:

BASE: Believe climate change is real

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(3.C) Which of the following is closest to your view on climate change?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	3691	731	1085	548	705	418	202	1362	922	0	253	302	701	113	339	192	250	125	1009
Weighted	3696	773	1079	549	688	406	199	1309	945	0	255	298	729	121	352	190	243	118	943
I am very concerned about climate change	39%	42%	41%	35%	37%	38%	45%	38%	42%	*	34%	42%	40%	41%	44%	40%	40%	36%	37%
I am somewhat concerned about climate change	48%	47%	48%	49%	48%	48%	45%	47%	47%	*	50%	47%	49%	48%	47%	49%	49%	51%	48%
I am not especially concerned about climate change	11%	9%	9%	13%	13%	13%	9%	12%	10%	*	13%	10%	9%	10%	8%	11%	9%	11%	13%
I am not at all concerned about climate change	2%	2%	2%	2%	2%	1%	1%	3%	1%	*	3%	1%	2%	1%	2%	0%	2%	2%	2%

Note:

BASE: Believe climate change is real

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(3.D) Which of the following is closest to your view on climate change?

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	3691	22	169	283	291	371	402	350	269	218	198	305	188	139	72	85	140	3236	361
Weighted	3696	23	161	267	279	370	405	355	274	227	204	318	194	142	71	89	135	3233	364
I am very concerned about climate change	39%	43%	37%	35%	39%	36%	39%	37%	39%	43%	41%	43%	39%	38%	53%	44%	47%	40%	35%
I am somewhat concerned about climate change	48%	48%	49%	48%	44%	48%	49%	49%	47%	46%	48%	47%	50%	51%	41%	47%	42%	47%	51%
I am not especially concerned about climate change	11%	9%	11%	12%	14%	13%	10%	14%	11%	9%	11%	9%	10%	9%	6%	7%	10%	11%	12%
I am not at all concerned about climate change	2%	0%	3%	4%	2%	4%	3%	0%	2%	2%	1%	1%	1%	1%	0%	2%	1%	2%	3%

Note:

BASE: Believe climate change is real

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(3.E) Which of the following is closest to your view on climate change?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	3691	1009	895	817	956	260	1356	1425	539	111	3488	191	2727	654	215
Weighted	3696	1031	965	792	895	270	1359	1428	533	107	3498	186	2754	640	209
I am very concerned about climate change	39%	46%	39%	35%	36%	50%	38%	38%	42%	44%	42%	0%	48%	16%	8%
I am somewhat concerned about climate change	48%	45%	49%	51%	48%	36%	51%	48%	47%	38%	50%	3%	47%	55%	29%
I am not especially concerned about climate change	11%	8%	10%	12%	13%	11%	10%	12%	9%	12%	8%	61%	5%	25%	42%
I am not at all concerned about climate change	2%	1%	2%	2%	3%	3%	1%	2%	2%	5%	0%	35%	0%	3%	21%

Note:

BASE: Believe climate change is real

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) How seriously do you take the issue of climate change?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Climate Change is the single most important issue at the moment	9%	11%	9%	9%	9%	9%	8%	9%	7%	9%	9%	7%	11%	9%	9%	9%	10%	10%	7%
Climate Change is one of the most pressing issues of our time	48%	54%	52%	50%	45%	42%	45%	54%	49%	49%	46%	46%	48%	44%	43%	47%	52%	46%	42%
Climate Change is a concern but other issues are more important at the moment	33%	28%	33%	31%	34%	37%	36%	30%	34%	33%	34%	37%	32%	36%	35%	33%	31%	33%	37%
Climate change is not that much of a concern	5%	3%	2%	6%	5%	6%	6%	3%	6%	4%	5%	4%	4%	5%	5%	5%	4%	6%	13%
Climate Change is not a concern at all	4%	2%	3%	4%	5%	5%	4%	3%	3%	3%	5%	4%	4%	5%	7%	4%	3%	5%	2%
Don't Know	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) How seriously do you take the issue of climate change?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Climate Change is the single most important issue at the moment	9%	10%	8%	7%	12%	7%	6%	12%	11%	17%	4%	6%	11%	10%	8%	7%	11%	12%	21%
Climate Change is one of the most pressing issues of our time	48%	48%	48%	39%	54%	47%	40%	57%	56%	19%	44%	42%	55%	56%	38%	50%	53%	55%	59%
Climate Change is a concern but other issues are more important at the moment	33%	29%	37%	39%	30%	34%	40%	27%	29%	38%	38%	40%	29%	31%	41%	33%	30%	27%	10%
Climate change is not that much of a concern	5%	6%	4%	8%	2%	5%	8%	2%	2%	9%	5%	7%	3%	1%	6%	5%	3%	3%	5%
Climate Change is not a concern at all	4%	6%	2%	7%	1%	4%	6%	1%	2%	17%	5%	5%	2%	1%	5%	4%	2%	2%	5%
Don't Know	1%	1%	1%	1%	1%	3%	0%	1%	0%	0%	3%	0%	1%	0%	2%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.C) How seriously do you take the issue of climate change?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Climate Change is the single most important issue at the moment	9%	12%	10%	6%	7%	7%	10%	9%	9%	*	9%	10%	9%	6%	13%	9%	9%	8%	7%
Climate Change is one of the most pressing issues of our time	48%	51%	49%	47%	45%	46%	49%	46%	50%	*	41%	46%	51%	51%	48%	48%	47%	48%	43%
Climate Change is a concern but other issues are more important at the moment	33%	29%	32%	36%	37%	36%	33%	34%	32%	*	39%	34%	31%	34%	33%	32%	34%	34%	39%
Climate change is not that much of a concern	5%	3%	5%	5%	6%	6%	4%	6%	4%	*	6%	5%	3%	4%	1%	6%	5%	5%	6%
Climate Change is not a concern at all	4%	4%	4%	3%	4%	4%	3%	4%	4%	*	5%	4%	4%	3%	4%	4%	4%	4%	4%
Don't Know	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	2%	1%	1%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(4.D) How seriously do you take the issue of climate change?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Climate Change is the single most important issue at the moment	9%	8%	10%	14%	8%	9%	5%	8%	9%	12%	12%	9%	8%	7%	14%	14%	8%	9%	10%
Climate Change is one of the most pressing issues of our time	48%	53%	49%	38%	45%	44%	52%	46%	46%	49%	48%	52%	54%	50%	52%	53%	61%	48%	48%
Climate Change is a concern but other issues are more important at the moment	33%	30%	30%	36%	36%	35%	34%	38%	34%	29%	32%	31%	29%	34%	30%	22%	25%	33%	33%
Climate change is not that much of a concern	5%	3%	6%	5%	6%	6%	4%	5%	4%	5%	5%	4%	5%	4%	3%	5%	3%	5%	5%
Climate Change is not a concern at all	4%	6%	3%	7%	4%	5%	5%	2%	5%	3%	2%	3%	3%	3%	1%	6%	3%	4%	4%
Don't Know	1%	0%	2%	1%	2%	2%	1%	0%	2%	2%	0%	0%	0%	1%	0%	0%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.E) How seriously do you take the issue of climate change?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Climate Change is the single most important issue at the moment	9%	9%	9%	8%	9%	17%	9%	7%	8%	12%	10%	0%	11%	2%	2%
Climate Change is one of the most pressing issues of our time	48%	57%	48%	43%	43%	51%	51%	46%	46%	41%	53%	0%	60%	25%	7%
Climate Change is a concern but other issues are more important at the moment	33%	28%	35%	37%	35%	20%	32%	37%	34%	33%	37%	0%	28%	53%	35%
Climate change is not that much of a concern	5%	4%	4%	5%	6%	7%	4%	5%	5%	2%	0%	55%	1%	11%	23%
Climate Change is not a concern at all	4%	2%	4%	5%	5%	4%	3%	4%	6%	11%	0%	45%	0%	6%	32%
Don't Know	1%	0%	1%	2%	2%	1%	1%	1%	1%	1%	0%	0%	0%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(5.A) In the past few years, have you become more or less optimistic about our ability to respond to climate change?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
I have become more optimistic about our ability to respond to climate change	32%	36%	38%	31%	29%	30%	30%	35%	29%	36%	34%	34%	34%	30%	32%	32%	25%	35%	28%
I have become more pessimistic about our ability to respond to climate change	49%	53%	48%	49%	49%	48%	48%	51%	53%	44%	47%	47%	47%	48%	47%	46%	55%	51%	46%
Don't know	19%	11%	15%	20%	23%	22%	21%	14%	18%	20%	18%	19%	19%	22%	21%	22%	19%	14%	25%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(5.B) In the past few years, have you become more or less optimistic about our ability to respond to climate change?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
I have become more optimistic about our ability to respond to climate change	32%	33%	32%	36%	29%	33%	38%	29%	30%	31%	31%	46%	31%	30%	34%	31%	31%	33%	40%
I have become more pessimistic about our ability to respond to climate change	49%	52%	46%	42%	56%	44%	43%	58%	52%	42%	40%	37%	55%	55%	41%	51%	54%	52%	46%
Don't know	19%	15%	23%	22%	15%	24%	20%	13%	19%	27%	29%	18%	14%	15%	25%	18%	15%	15%	14%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(5.C) In the past few years, have you become more or less optimistic about our ability to respond to climate change?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
I have become more optimistic about our ability to respond to climate change	32%	36%	31%	31%	32%	31%	30%	31%	32%	*	39%	36%	31%	26%	37%	36%	38%	39%	32%
I have become more pessimistic about our ability to respond to climate change	49%	50%	49%	50%	45%	50%	53%	49%	51%	*	42%	43%	51%	55%	45%	48%	41%	41%	46%
Don't know	19%	14%	20%	19%	23%	19%	17%	20%	16%	*	19%	21%	18%	19%	17%	15%	21%	20%	21%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(5.D) In the past few years, have you become more or less optimistic about our ability to respond to climate change?

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
I have become more optimistic about our ability to respond to climate change	32%	31%	31%	31%	34%	33%	35%	32%	30%	34%	30%	37%	35%	32%	31%	22%	30%	32%	36%
I have become more pessimistic about our ability to respond to climate change	49%	66%	49%	45%	45%	44%	47%	49%	53%	50%	52%	48%	51%	54%	52%	60%	54%	49%	47%
Don't know	19%	3%	20%	24%	21%	23%	18%	18%	16%	16%	18%	15%	14%	14%	17%	18%	16%	19%	17%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(5.E) In the past few years, have you become more or less optimistic about our ability to respond to climate change?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
I have become more optimistic about our ability to respond to climate change	32%	31%	30%	33%	35%	46%	33%	31%	26%	33%	33%	22%	35%	28%	19%
I have become more pessimistic about our ability to respond to climate change	49%	54%	51%	47%	43%	43%	49%	49%	53%	43%	51%	28%	53%	40%	44%
Don't know	19%	15%	20%	20%	22%	12%	18%	20%	21%	24%	15%	50%	12%	31%	37%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(6.A) How familiar are you with the Government's "Net Zero" target?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
I have heard of this target, and I know what it is	47%	37%	45%	46%	46%	49%	56%	49%	50%	45%	48%	46%	43%	46%	45%	44%	55%	45%	47%
I have heard of this target, but I do not know what it is	40%	41%	39%	39%	43%	42%	37%	39%	38%	43%	39%	38%	44%	39%	41%	42%	37%	42%	40%
I haven't heard of this target	10%	20%	13%	12%	8%	7%	4%	10%	10%	9%	10%	13%	10%	12%	11%	12%	6%	10%	12%
Don't Know	2%	3%	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	3%	3%	3%	3%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(6.B) How familiar are you with the Government's "Net Zero" target?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
I have heard of this target, and I know what it is	47%	55%	39%	49%	52%	35%	54%	44%	52%	56%	33%	54%	45%	50%	37%	46%	54%	56%	66%
I have heard of this target, but I do not know what it is	40%	35%	45%	41%	38%	43%	39%	42%	42%	40%	43%	39%	40%	44%	47%	39%	37%	35%	20%
I haven't heard of this target	10%	7%	13%	7%	8%	18%	5%	11%	4%	2%	19%	6%	12%	5%	13%	13%	8%	7%	10%
Don't Know	2%	2%	3%	2%	2%	5%	2%	3%	1%	3%	4%	1%	3%	2%	3%	2%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.C) How familiar are you with the Government's "Net Zero" target?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
I have heard of this target, and I know what it is	47%	48%	48%	43%	48%	49%	46%	53%	49%	*	34%	38%	44%	45%	43%	45%	40%	43%	53%
I have heard of this target, but I do not know what it is	40%	37%	42%	43%	38%	41%	37%	39%	41%	*	47%	41%	39%	41%	43%	41%	43%	45%	39%
I haven't heard of this target	10%	12%	8%	12%	11%	8%	15%	6%	9%	*	16%	17%	13%	13%	12%	12%	13%	11%	6%
Don't Know	2%	3%	2%	3%	2%	2%	2%	2%	1%	*	3%	4%	4%	1%	2%	3%	4%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(6.D) How familiar are you with the Government's "Net Zero" target?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
I have heard of this target, and I know what it is	47%	31%	39%	40%	48%	43%	44%	45%	43%	47%	57%	50%	52%	62%	64%	62%	65%	48%	48%
I have heard of this target, but I do not know what it is	40%	31%	46%	41%	39%	41%	46%	42%	44%	41%	33%	41%	38%	28%	31%	34%	27%	40%	40%
I haven't heard of this target	10%	30%	12%	16%	11%	12%	9%	9%	10%	10%	8%	8%	8%	7%	4%	4%	6%	10%	9%
Don't Know	2%	7%	3%	3%	2%	4%	2%	4%	2%	2%	2%	1%	2%	2%	1%	0%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(6.E) How familiar are you with the Government's "Net Zero" target?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
I have heard of this target, and I know what it is	47%	60%	45%	42%	40%	56%	53%	44%	42%	32%	47%	57%	49%	38%	66%
I have heard of this target, but I do not know what it is	40%	32%	41%	43%	44%	33%	38%	43%	40%	46%	41%	29%	41%	43%	26%
I haven't heard of this target	10%	7%	11%	12%	13%	8%	8%	11%	14%	20%	10%	10%	8%	16%	6%
Don't Know	2%	1%	2%	3%	3%	2%	2%	2%	5%	2%	2%	4%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) The government has set a target to reduce the UK's net emissions of gases that cause climate change to zero by 2050. This means that any emissions the UK releases will be matched by emissions absorbed, such as by trees or through carbon capture schemes. To what extent do you support or oppose the government's "Net Zero" target?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Support	30%	37%	34%	26%	29%	27%	27%	36%	29%	29%	28%	24%	32%	26%	30%	30%	33%	24%	30%
Support	41%	43%	44%	42%	38%	39%	38%	40%	41%	39%	38%	44%	42%	42%	41%	40%	40%	43%	34%
Neither Support nor Oppose	18%	14%	14%	19%	21%	21%	21%	16%	18%	19%	20%	20%	18%	20%	13%	19%	17%	18%	25%
Oppose	4%	2%	2%	4%	4%	4%	6%	3%	4%	4%	5%	5%	2%	4%	5%	4%	4%	5%	3%
Strongly Oppose	4%	1%	2%	5%	5%	6%	5%	3%	4%	4%	4%	5%	3%	5%	7%	4%	3%	5%	3%
Don't Know	3%	2%	3%	4%	4%	3%	3%	2%	3%	5%	4%	3%	2%	3%	4%	4%	2%	3%	4%
Total Support:	70%	81%	78%	68%	67%	66%	65%	76%	71%	68%	66%	68%	75%	68%	71%	69%	73%	68%	64%
Total Oppose:	8%	3%	5%	9%	8%	10%	11%	6%	8%	9%	9%	10%	5%	9%	12%	8%	7%	11%	7%
Net:	63%	78%	73%	59%	59%	56%	54%	70%	63%	59%	57%	59%	69%	59%	59%	61%	66%	57%	57%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(7.B) The government has set a target to reduce the UK's net emissions of gases that cause climate change to zero by 2050. This means that any emissions the UK releases will be matched by emissions absorbed, such as by trees or through carbon capture schemes. To what extent do you support or oppose the government's "Net Zero" target?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Support	30%	30%	29%	22%	36%	28%	24%	36%	35%	17%	24%	24%	36%	38%	24%	28%	35%	34%	49%
Support	41%	39%	42%	38%	44%	39%	41%	44%	39%	24%	40%	45%	45%	41%	40%	41%	43%	43%	30%
Neither Support nor Oppose	18%	18%	19%	23%	15%	21%	20%	14%	19%	35%	23%	20%	12%	16%	22%	19%	14%	15%	12%
Oppose	4%	5%	3%	7%	2%	3%	7%	2%	3%	7%	2%	6%	2%	2%	5%	4%	3%	3%	0%
Strongly Oppose	4%	6%	3%	8%	1%	4%	7%	1%	0%	17%	5%	5%	1%	1%	5%	5%	2%	3%	5%
Don't Know	3%	2%	4%	3%	2%	5%	2%	2%	3%	0%	6%	1%	3%	2%	4%	3%	3%	2%	4%
Total Support:	70%	70%	71%	60%	80%	67%	64%	80%	75%	41%	64%	68%	81%	79%	64%	69%	78%	77%	79%
Total Oppose:	8%	10%	6%	15%	3%	7%	14%	3%	3%	24%	8%	11%	4%	3%	10%	9%	5%	6%	5%
Net:	63%	59%	66%	45%	76%	60%	51%	77%	71%	17%	56%	58%	78%	76%	54%	60%	73%	71%	74%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(7.C) The government has set a target to reduce the UK's net emissions of gases that cause climate change to zero by 2050. This means that any emissions the UK releases will be matched by emissions absorbed, such as by trees or through carbon capture schemes. To what extent do you support or oppose the government's "Net Zero" target?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Support	30%	34%	32%	25%	27%	28%	28%	27%	33%	*	29%	29%	31%	35%	31%	30%	23%	30%	28%
Support	41%	40%	39%	45%	41%	38%	43%	40%	42%	*	40%	39%	42%	34%	43%	37%	44%	37%	38%
Neither Support nor Oppose	18%	17%	18%	18%	20%	20%	17%	19%	17%	*	20%	24%	15%	22%	16%	22%	20%	24%	20%
Oppose	4%	3%	3%	5%	4%	6%	4%	5%	3%	*	3%	2%	4%	2%	2%	4%	4%	4%	6%
Strongly Oppose	4%	4%	4%	3%	6%	5%	4%	5%	3%	*	3%	3%	4%	2%	4%	3%	4%	2%	5%
Don't Know	3%	3%	3%	4%	3%	3%	5%	3%	2%	*	5%	3%	4%	6%	4%	3%	5%	4%	3%
Total Support:	70%	74%	72%	70%	68%	66%	70%	67%	75%	*	68%	68%	73%	69%	74%	67%	67%	66%	66%
Total Oppose:	8%	6%	7%	8%	9%	11%	8%	11%	6%	*	6%	6%	8%	3%	6%	7%	8%	6%	11%
Net:	63%	68%	65%	62%	58%	55%	62%	57%	69%	*	62%	62%	64%	66%	68%	61%	60%	61%	55%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.D) The government has set a target to reduce the UK's net emissions of gases that cause climate change to zero by 2050. This means that any emissions the UK releases will be matched by emissions absorbed, such as by trees or through carbon capture schemes. To what extent do you support or oppose the government's "Net Zero" target?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Support	30%	23%	25%	26%	28%	25%	27%	26%	28%	34%	34%	37%	34%	34%	44%	41%	35%	30%	26%
Support	41%	51%	40%	37%	37%	41%	42%	44%	42%	41%	42%	42%	46%	42%	34%	36%	42%	40%	45%
Neither Support nor Oppose	18%	16%	22%	24%	21%	21%	18%	20%	16%	16%	16%	13%	12%	15%	13%	13%	17%	18%	18%
Oppose	4%	0%	4%	5%	5%	5%	5%	3%	5%	4%	3%	4%	4%	4%	4%	0%	1%	4%	4%
Strongly Oppose	4%	6%	4%	5%	4%	5%	4%	4%	6%	3%	3%	2%	3%	3%	4%	7%	3%	4%	5%
Don't Know	3%	3%	6%	3%	5%	3%	3%	3%	3%	2%	2%	2%	1%	3%	1%	2%	2%	3%	2%
Total Support:	70%	74%	65%	63%	65%	66%	70%	70%	70%	74%	76%	79%	81%	76%	78%	77%	77%	71%	71%
Total Oppose:	8%	6%	8%	10%	9%	10%	9%	7%	12%	7%	6%	6%	6%	7%	7%	7%	4%	8%	9%
Net:	63%	68%	57%	52%	56%	55%	61%	63%	58%	67%	70%	73%	74%	69%	71%	70%	73%	63%	62%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.E) The government has set a target to reduce the UK's net emissions of gases that cause climate change to zero by 2050. This means that any emissions the UK releases will be matched by emissions absorbed, such as by trees or through carbon capture schemes. To what extent do you support or oppose the government's "Net Zero" target?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Support	30%	38%	29%	25%	26%	37%	32%	28%	27%	29%	33%	1%	42%	0%	0%
Support	41%	41%	44%	40%	38%	39%	43%	40%	38%	35%	44%	7%	58%	0%	0%
Neither Support nor Oppose	18%	14%	16%	21%	23%	15%	16%	21%	20%	18%	16%	36%	0%	100%	0%
Oppose	4%	3%	4%	4%	5%	2%	4%	4%	5%	2%	3%	15%	0%	0%	49%
Strongly Oppose	4%	3%	3%	5%	5%	5%	3%	4%	5%	9%	1%	36%	0%	0%	51%
Don't Know	3%	1%	3%	4%	4%	2%	3%	3%	5%	8%	3%	5%	0%	0%	0%
Total Support:	70%	78%	74%	65%	64%	76%	75%	68%	65%	64%	77%	8%	100%	0%	0%
Total Oppose:	8%	6%	7%	9%	9%	7%	7%	8%	10%	11%	4%	51%	0%	0%	100%
Net:	63%	73%	66%	55%	55%	69%	68%	60%	55%	53%	73%	-43%	100%	0%	-100%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) How likely do you think it is that the government will cut the UK's climate change emissions to net zero by 2050?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
I am very confident the UK will be net zero by 2050	5%	10%	7%	5%	2%	4%	2%	8%	2%	6%	3%	3%	6%	5%	5%	6%	4%	4%	0%
I am somewhat confident the UK will be net zero by 2050	26%	31%	34%	29%	22%	23%	20%	30%	26%	26%	22%	23%	32%	28%	27%	27%	21%	27%	25%
I am somewhat unconfident the UK will be net zero by 2050	41%	41%	40%	38%	41%	41%	46%	40%	46%	41%	45%	45%	38%	40%	36%	39%	42%	40%	37%
I am very unconfident the UK will fail to be net zero by 2050	20%	13%	13%	20%	25%	24%	23%	17%	20%	21%	19%	20%	16%	20%	26%	18%	25%	22%	24%
Don't know	8%	5%	7%	8%	10%	9%	8%	6%	7%	6%	11%	8%	7%	7%	6%	10%	8%	8%	14%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(8.B) How likely do you think it is that the government will cut the UK's climate change emissions to net zero by 2050?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
I am very confident the UK will be net zero by 2050	5%	6%	4%	4%	4%	6%	5%	5%	3%	7%	5%	7%	5%	3%	3%	4%	5%	7%	10%
I am somewhat confident the UK will be net zero by 2050	26%	26%	27%	24%	26%	32%	29%	26%	30%	19%	23%	35%	28%	32%	25%	25%	29%	31%	30%
I am somewhat unconfident the UK will be net zero by 2050	41%	39%	43%	43%	43%	33%	41%	44%	43%	37%	40%	39%	43%	43%	38%	45%	42%	41%	20%
I am very unconfident the UK will fail to be net zero by 2050	20%	23%	16%	21%	21%	17%	18%	19%	18%	22%	19%	13%	19%	20%	22%	19%	19%	17%	32%
Don't know	8%	6%	10%	8%	6%	12%	7%	6%	6%	15%	13%	6%	6%	3%	12%	8%	5%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(8.C) How likely do you think it is that the government will cut the UK's climate change emissions to net zero by 2050?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
I am very confident the UK will be net zero by 2050	5%	8%	5%	3%	3%	2%	3%	4%	5%	*	6%	3%	5%	8%	8%	10%	4%	3%	2%
I am somewhat confident the UK will be net zero by 2050	26%	30%	26%	24%	27%	23%	24%	23%	29%	*	29%	30%	28%	12%	35%	27%	29%	30%	23%
I am somewhat unconfident the UK will be net zero by 2050	41%	37%	42%	43%	42%	45%	38%	41%	41%	*	38%	39%	43%	50%	36%	39%	39%	38%	45%
I am very unconfident the UK will fail to be net zero by 2050	20%	18%	19%	21%	21%	20%	25%	23%	19%	*	17%	19%	16%	19%	14%	14%	20%	22%	20%
Don't know	8%	6%	9%	9%	6%	10%	9%	8%	5%	*	10%	9%	9%	11%	8%	10%	8%	8%	9%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(8.D) How likely do you think it is that the government will cut the UK's climate change emissions to net zero by 2050?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
I am very confident the UK will be net zero by 2050	5%	5%	8%	4%	5%	4%	4%	3%	2%	7%	7%	4%	5%	4%	2%	12%	7%	5%	6%
I am somewhat confident the UK will be net zero by 2050	26%	28%	22%	22%	28%	26%	24%	27%	27%	28%	22%	31%	33%	28%	31%	24%	32%	26%	32%
I am somewhat unconfident the UK will be net zero by 2050	41%	46%	30%	41%	39%	41%	47%	42%	40%	42%	45%	42%	38%	44%	46%	42%	36%	41%	40%
I am very unconfident the UK will fail to be net zero by 2050	20%	10%	29%	21%	20%	17%	18%	19%	26%	19%	20%	18%	20%	20%	15%	18%	21%	20%	17%
Don't know	8%	11%	11%	11%	8%	11%	7%	9%	5%	5%	6%	6%	4%	4%	6%	5%	3%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(8.E) How likely do you think it is that the government will cut the UK's climate change emissions to net zero by 2050?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
I am very confident the UK will be net zero by 2050	5%	6%	3%	5%	4%	17%	4%	3%	3%	6%	5%	1%	6%	3%	1%
I am somewhat confident the UK will be net zero by 2050	26%	29%	25%	26%	25%	33%	29%	25%	20%	23%	29%	6%	33%	15%	3%
I am somewhat unconfident the UK will be net zero by 2050	41%	41%	45%	40%	39%	29%	43%	43%	42%	28%	43%	28%	43%	45%	35%
I am very unconfident the UK will fail to be net zero by 2050	20%	19%	19%	21%	20%	17%	17%	21%	23%	32%	17%	48%	15%	23%	53%
Don't know	8%	5%	7%	9%	11%	4%	6%	8%	12%	11%	6%	17%	4%	15%	8%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(9.A) You said you were not confident that the UK will be net zero by 2050. When do you think the UK will be net zero?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2471	277	303	403	471	402	615	308	367	201	238	186	186	203	108	270	228	111	65
Weighted	2450	300	360	395	448	363	583	316	342	199	231	183	196	192	100	254	241	123	73
2050 - 2055	2%	3%	2%	2%	2%	1%	1%	2%	2%	0%	1%	1%	2%	2%	3%	2%	3%	3%	0%
2056 - 2060	10%	11%	10%	10%	10%	9%	9%	9%	12%	8%	9%	9%	13%	10%	13%	8%	8%	12%	6%
2061 - 2065	11%	12%	15%	13%	9%	7%	9%	12%	13%	9%	10%	9%	8%	11%	11%	8%	12%	9%	14%
2066 - 2070	10%	16%	11%	9%	7%	10%	9%	10%	8%	11%	11%	9%	15%	14%	7%	10%	7%	6%	8%
2071 - 2080	7%	11%	11%	6%	6%	5%	5%	6%	8%	6%	10%	6%	7%	5%	8%	7%	7%	8%	5%
2081 - 2090	2%	3%	4%	2%	3%	1%	2%	2%	2%	5%	1%	1%	5%	3%	0%	3%	2%	4%	2%
2091 - 2100	2%	2%	2%	3%	1%	0%	1%	1%	2%	1%	3%	2%	1%	1%	1%	2%	2%	1%	2%
After 2100	4%	3%	4%	5%	5%	3%	3%	6%	4%	4%	2%	3%	4%	3%	2%	4%	3%	4%	8%
The UK will never be net zero	36%	30%	26%	34%	39%	44%	40%	32%	31%	36%	36%	42%	32%	37%	39%	40%	43%	36%	40%
Don't Know	17%	10%	14%	16%	18%	19%	21%	21%	19%	19%	17%	18%	14%	13%	17%	16%	14%	17%	16%

Note:

BASE: Not confident UK will meet 2050 target

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(9.B) You said you were not confident that the UK will be net zero by 2050. When do you think the UK will be net zero?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2471	1221	1242	969	1020	284	853	703	181	33	323	454	898	206	0	0	640	250	24
Weighted	2450	1239	1203	929	1023	287	826	707	175	31	326	440	908	201	0	0	653	256	23
2050 - 2055	2%	1%	2%	2%	1%	1%	2%	2%	1%	0%	1%	3%	2%	3%	2%	1%	1%	2%	3%
2056 - 2060	10%	11%	8%	10%	9%	11%	12%	9%	8%	13%	8%	15%	10%	10%	10%	11%	8%	14%	3%
2061 - 2065	11%	11%	10%	8%	13%	9%	9%	13%	14%	9%	8%	8%	13%	16%	9%	7%	13%	14%	11%
2066 - 2070	10%	10%	10%	10%	10%	10%	10%	11%	7%	0%	8%	11%	10%	11%	7%	11%	11%	10%	9%
2071 - 2080	7%	8%	6%	5%	8%	7%	7%	8%	6%	12%	6%	8%	8%	6%	9%	5%	7%	6%	4%
2081 - 2090	2%	3%	2%	2%	3%	1%	2%	3%	2%	4%	0%	2%	3%	3%	3%	2%	2%	2%	0%
2091 - 2100	2%	1%	2%	1%	2%	2%	2%	2%	1%	0%	2%	1%	2%	2%	1%	2%	2%	2%	0%
After 2100	4%	5%	3%	4%	4%	4%	4%	4%	6%	3%	3%	4%	5%	3%	3%	5%	3%	5%	4%
The UK will never be net zero	36%	36%	36%	43%	30%	40%	38%	31%	32%	49%	43%	34%	31%	31%	42%	37%	33%	30%	50%
Don't Know	17%	15%	20%	15%	20%	15%	15%	17%	22%	9%	21%	13%	16%	16%	16%	18%	18%	15%	15%

Note:

BASE: Not confident UK will meet 2050 target

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(9.C) You said you were not confident that the UK will be net zero by 2050. When do you think the UK will be net zero?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2471	444	723	383	489	293	138	955	602	0	157	198	449	83	183	115	156	84	725
Weighted	2450	462	714	379	473	285	135	910	614	0	157	191	461	89	187	113	150	79	678
2050 - 2055	2%	2%	2%	1%	1%	1%	1%	1%	1%	*	2%	3%	1%	4%	3%	3%	1%	5%	2%
2056 - 2060	10%	9%	10%	12%	8%	11%	7%	9%	10%	*	12%	12%	9%	8%	10%	12%	11%	14%	10%
2061 - 2065	11%	13%	11%	8%	10%	9%	12%	9%	14%	*	6%	10%	11%	8%	17%	10%	11%	8%	8%
2066 - 2070	10%	10%	11%	10%	9%	8%	8%	9%	11%	*	7%	9%	11%	14%	7%	12%	12%	5%	10%
2071 - 2080	7%	8%	7%	7%	6%	8%	8%	5%	8%	*	11%	5%	9%	10%	9%	5%	8%	4%	5%
2081 - 2090	2%	2%	3%	2%	3%	2%	1%	2%	4%	*	1%	1%	2%	5%	5%	2%	5%	3%	2%
2091 - 2100	2%	2%	1%	2%	2%	1%	5%	2%	2%	*	1%	2%	2%	0%	1%	3%	4%	1%	1%
After 2100	4%	5%	3%	5%	3%	4%	2%	4%	4%	*	4%	2%	5%	1%	3%	8%	4%	6%	3%
The UK will never be net zero	36%	33%	33%	38%	40%	38%	40%	40%	31%	*	45%	37%	34%	33%	32%	32%	33%	36%	41%
Don't Know	17%	16%	18%	15%	17%	20%	17%	20%	13%	*	12%	19%	17%	16%	14%	13%	11%	17%	20%

Note:

BASE: Not confident UK will meet 2050 target

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(9.D) You said you were not confident that the UK will be net zero by 2050. When do you think the UK will be net zero?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2471	15	112	198	192	244	287	233	193	148	135	195	118	92	47	56	84	2178	223
Weighted	2450	15	104	186	182	238	287	233	196	153	139	201	120	93	46	57	80	2158	220
2050 - 2055	2%	0%	3%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	0%	0%	0%	2%	2%
2056 - 2060	10%	6%	11%	10%	10%	9%	8%	10%	7%	13%	13%	9%	9%	13%	9%	13%	11%	10%	13%
2061 - 2065	11%	27%	4%	6%	6%	12%	12%	8%	11%	12%	10%	16%	14%	15%	11%	7%	14%	11%	8%
2066 - 2070	10%	12%	6%	8%	10%	8%	11%	13%	10%	14%	8%	11%	10%	9%	19%	6%	8%	10%	13%
2071 - 2080	7%	9%	5%	5%	3%	6%	7%	10%	7%	5%	5%	10%	9%	8%	6%	9%	10%	7%	10%
2081 - 2090	2%	6%	3%	2%	1%	2%	2%	2%	2%	2%	3%	3%	3%	1%	7%	5%	6%	3%	2%
2091 - 2100	2%	0%	0%	2%	1%	2%	2%	1%	2%	3%	1%	1%	2%	2%	2%	2%	0%	2%	0%
After 2100	4%	0%	3%	5%	4%	3%	6%	2%	5%	3%	2%	3%	4%	3%	4%	4%	5%	4%	3%
The UK will never be net zero	36%	14%	51%	36%	45%	41%	31%	37%	38%	33%	36%	32%	34%	33%	34%	40%	28%	37%	33%
Don't Know	17%	26%	14%	24%	17%	15%	20%	15%	16%	14%	20%	13%	15%	15%	9%	13%	17%	17%	16%

Note:

BASE: Not confident UK will meet 2050 target

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(9.E) You said you were not confident that the UK will be net zero by 2050. When do you think the UK will be net zero?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2471	645	623	556	635	130	878	1003	386	74	2187	272	1632	512	289
Weighted	2450	651	666	530	590	132	871	992	382	72	2174	263	1634	497	281
2050 - 2055	2%	1%	2%	2%	2%	2%	2%	2%	1%	0%	2%	1%	2%	1%	1%
2056 - 2060	10%	11%	10%	9%	9%	9%	10%	10%	9%	6%	11%	3%	11%	9%	5%
2061 - 2065	11%	12%	11%	11%	7%	14%	11%	10%	11%	6%	12%	3%	14%	5%	3%
2066 - 2070	10%	11%	10%	10%	9%	9%	10%	11%	8%	8%	11%	5%	12%	8%	3%
2071 - 2080	7%	8%	7%	6%	6%	6%	8%	7%	5%	5%	7%	4%	8%	6%	5%
2081 - 2090	2%	2%	3%	3%	2%	4%	2%	2%	3%	5%	3%	2%	3%	3%	2%
2091 - 2100	2%	2%	2%	1%	1%	1%	1%	2%	3%	0%	2%	1%	2%	1%	1%
After 2100	4%	4%	3%	4%	5%	5%	3%	4%	4%	9%	4%	6%	3%	4%	7%
The UK will never be net zero	36%	32%	33%	40%	41%	31%	35%	36%	40%	45%	33%	66%	29%	44%	64%
Don't Know	17%	17%	17%	14%	19%	18%	18%	17%	15%	15%	18%	10%	17%	19%	9%

Note:

BASE: Not confident UK will meet 2050 target

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Solar power

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Support	59%	59%	54%	59%	59%	61%	61%	59%	64%	61%	59%	60%	57%	62%	54%	56%	57%	56%	48%
Somewhat Support	29%	26%	31%	28%	31%	30%	29%	29%	26%	28%	27%	28%	30%	26%	33%	32%	32%	31%	33%
Neither Support nor Oppose	8%	8%	10%	8%	6%	7%	7%	9%	7%	6%	8%	7%	8%	8%	8%	8%	5%	9%	15%
Somewhat Oppose	2%	4%	2%	2%	2%	2%	1%	2%	1%	3%	2%	0%	3%	2%	4%	1%	3%	2%	3%
Strongly Oppose	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	0%	1%	1%	1%	0%
Don't Know	1%	1%	3%	2%	1%	0%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%
Total Support:	88%	86%	85%	87%	90%	90%	90%	87%	90%	89%	86%	88%	87%	88%	87%	88%	90%	88%	81%
Total Oppose:	3%	5%	3%	3%	3%	2%	2%	3%	2%	4%	4%	2%	3%	3%	4%	3%	3%	2%	3%
Net:	85%	81%	82%	84%	87%	88%	88%	84%	88%	85%	82%	87%	85%	85%	84%	85%	86%	85%	78%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Solar power

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Support	59%	61%	57%	53%	66%	52%	56%	64%	64%	43%	52%	55%	65%	69%	52%	58%	61%	65%	68%
Somewhat Support	29%	27%	31%	32%	27%	31%	32%	26%	30%	31%	32%	34%	26%	26%	34%	30%	30%	21%	23%
Neither Support nor Oppose	8%	8%	8%	10%	5%	10%	9%	7%	4%	10%	9%	7%	6%	4%	9%	8%	5%	8%	4%
Somewhat Oppose	2%	2%	2%	3%	1%	2%	2%	2%	1%	11%	1%	2%	2%	0%	2%	2%	2%	3%	0%
Strongly Oppose	1%	1%	1%	1%	0%	2%	1%	0%	0%	4%	2%	1%	0%	1%	1%	1%	0%	1%	3%
Don't Know	1%	1%	2%	1%	1%	3%	1%	1%	1%	0%	4%	0%	1%	0%	2%	1%	1%	1%	3%
Total Support:	88%	88%	88%	85%	93%	83%	87%	90%	94%	75%	84%	89%	91%	94%	86%	87%	92%	86%	90%
Total Oppose:	3%	3%	2%	4%	1%	4%	3%	2%	1%	16%	3%	3%	2%	1%	3%	3%	2%	5%	3%
Net:	85%	84%	86%	80%	92%	79%	84%	88%	92%	59%	80%	86%	89%	93%	83%	84%	90%	82%	87%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Solar power

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Support	59%	58%	61%	54%	59%	59%	64%	60%	60%	*	52%	59%	58%	60%	51%	56%	55%	65%	60%
Somewhat Support	29%	29%	28%	32%	29%	29%	29%	29%	29%	*	31%	29%	29%	26%	36%	30%	30%	26%	29%
Neither Support nor Oppose	8%	8%	7%	8%	9%	8%	5%	7%	6%	*	10%	10%	9%	9%	8%	6%	12%	6%	7%
Somewhat Oppose	2%	2%	2%	3%	1%	3%	1%	3%	2%	*	3%	0%	2%	2%	1%	3%	2%	2%	1%
Strongly Oppose	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	2%	2%	1%	1%	0%	1%
Don't Know	1%	1%	2%	2%	1%	1%	0%	1%	2%	*	3%	1%	2%	2%	2%	4%	0%	1%	1%
Total Support:	88%	87%	89%	86%	88%	88%	93%	89%	89%	*	83%	88%	87%	86%	87%	86%	85%	91%	90%
Total Oppose:	3%	4%	2%	4%	2%	3%	2%	3%	3%	*	4%	1%	3%	3%	3%	4%	3%	2%	2%
Net:	85%	83%	87%	83%	85%	85%	91%	86%	86%	*	79%	87%	84%	83%	84%	82%	82%	88%	88%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.D) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Solar power

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Support	59%	50%	52%	55%	54%	53%	58%	60%	54%	61%	59%	65%	66%	64%	71%	75%	66%	60%	54%
Somewhat Support	29%	35%	32%	30%	31%	33%	32%	27%	32%	29%	30%	25%	23%	26%	22%	19%	25%	29%	32%
Neither Support nor Oppose	8%	4%	12%	10%	11%	8%	6%	8%	9%	6%	8%	6%	6%	6%	4%	3%	5%	7%	8%
Somewhat Oppose	2%	4%	2%	1%	2%	3%	3%	2%	2%	2%	1%	2%	1%	2%	1%	0%	2%	2%	3%
Strongly Oppose	1%	6%	2%	2%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	2%	1%	1%	1%
Don't Know	1%	0%	1%	1%	2%	1%	1%	3%	2%	1%	2%	1%	2%	1%	2%	0%	1%	1%	1%
Total Support:	88%	85%	84%	86%	85%	86%	90%	87%	86%	90%	89%	90%	90%	90%	93%	95%	91%	88%	86%
Total Oppose:	3%	10%	3%	3%	3%	4%	4%	2%	3%	3%	1%	3%	2%	2%	1%	2%	3%	3%	4%
Net:	85%	75%	81%	82%	82%	82%	86%	85%	83%	87%	88%	87%	88%	88%	92%	92%	88%	86%	82%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.E) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Solar power

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Support	59%	64%	58%	58%	54%	58%	61%	58%	57%	53%	62%	28%	67%	41%	31%
Somewhat Support	29%	26%	31%	29%	31%	26%	29%	29%	31%	32%	29%	33%	27%	36%	32%
Neither Support nor Oppose	8%	6%	7%	8%	10%	8%	7%	9%	8%	6%	6%	23%	4%	16%	18%
Somewhat Oppose	2%	2%	2%	3%	2%	4%	2%	2%	2%	5%	2%	7%	1%	3%	10%
Strongly Oppose	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	6%	0%	1%	7%
Don't Know	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	0%	2%	1%
Total Support:	88%	91%	89%	87%	85%	85%	89%	87%	88%	85%	91%	61%	94%	77%	63%
Total Oppose:	3%	3%	3%	3%	3%	5%	2%	2%	3%	7%	2%	13%	1%	4%	17%
Net:	85%	88%	86%	83%	82%	80%	87%	85%	85%	78%	89%	48%	93%	73%	46%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Onshore wind (wind farms on land)

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Support	42%	35%	39%	41%	44%	45%	46%	42%	45%	41%	44%	39%	42%	43%	41%	42%	44%	43%	39%
Somewhat Support	37%	42%	39%	36%	37%	34%	33%	37%	35%	39%	36%	39%	39%	37%	41%	35%	35%	36%	35%
Neither Support nor Oppose	12%	13%	13%	14%	11%	11%	10%	12%	12%	10%	10%	13%	13%	11%	8%	14%	13%	9%	14%
Somewhat Oppose	4%	5%	3%	4%	3%	5%	6%	3%	4%	5%	6%	4%	3%	4%	7%	4%	4%	6%	9%
Strongly Oppose	3%	2%	1%	2%	3%	4%	3%	3%	2%	4%	3%	2%	1%	3%	2%	2%	3%	4%	1%
Don't Know	2%	2%	4%	3%	2%	1%	1%	3%	2%	2%	2%	4%	2%	2%	1%	3%	1%	2%	3%
Total Support:	79%	78%	79%	77%	81%	79%	80%	79%	80%	80%	79%	77%	81%	79%	82%	77%	79%	79%	74%
Total Oppose:	7%	7%	4%	6%	5%	9%	9%	6%	6%	8%	9%	6%	4%	7%	9%	6%	7%	10%	10%
Net:	72%	70%	75%	71%	76%	70%	70%	73%	74%	71%	71%	71%	77%	72%	73%	71%	72%	69%	64%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Onshore wind (wind farms on land)

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Support	42%	46%	39%	39%	49%	37%	39%	48%	47%	31%	36%	39%	47%	51%	40%	41%	42%	49%	46%
Somewhat Support	37%	34%	39%	35%	36%	38%	37%	35%	37%	33%	37%	40%	38%	35%	36%	37%	40%	33%	38%
Neither Support nor Oppose	12%	11%	13%	13%	9%	16%	12%	10%	9%	11%	17%	11%	10%	9%	13%	12%	12%	10%	9%
Somewhat Oppose	4%	4%	4%	7%	3%	2%	6%	3%	4%	19%	3%	6%	2%	3%	4%	6%	4%	3%	5%
Strongly Oppose	3%	3%	2%	5%	1%	2%	4%	1%	2%	5%	3%	3%	1%	1%	3%	3%	1%	3%	0%
Don't Know	2%	1%	3%	1%	2%	5%	1%	2%	2%	2%	5%	1%	2%	1%	2%	2%	2%	2%	3%
Total Support:	79%	80%	78%	74%	86%	75%	77%	83%	83%	64%	72%	79%	85%	86%	76%	78%	82%	83%	84%
Total Oppose:	7%	8%	6%	12%	4%	4%	10%	4%	6%	24%	5%	9%	3%	4%	8%	8%	5%	5%	5%
Net:	72%	73%	72%	62%	82%	71%	66%	79%	78%	40%	67%	69%	81%	82%	68%	70%	76%	77%	80%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.C) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Onshore wind (wind farms on land)

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Support	42%	42%	45%	38%	44%	38%	42%	46%	42%	*	36%	43%	41%	32%	37%	41%	41%	51%	47%
Somewhat Support	37%	37%	37%	39%	34%	36%	38%	34%	39%	*	42%	37%	37%	39%	41%	34%	36%	32%	35%
Neither Support nor Oppose	12%	11%	10%	15%	12%	15%	11%	11%	12%	*	15%	12%	12%	16%	14%	14%	16%	12%	9%
Somewhat Oppose	4%	3%	4%	5%	6%	7%	3%	6%	3%	*	3%	3%	4%	5%	2%	4%	4%	1%	5%
Strongly Oppose	3%	4%	2%	1%	3%	3%	3%	3%	2%	*	1%	3%	3%	2%	3%	2%	2%	2%	3%
Don't Know	2%	3%	2%	3%	2%	1%	3%	2%	2%	*	2%	2%	3%	6%	3%	4%	2%	2%	1%
Total Support:	79%	79%	82%	76%	78%	74%	80%	79%	80%	*	78%	81%	78%	71%	78%	75%	77%	83%	82%
Total Oppose:	7%	6%	6%	6%	8%	10%	6%	9%	5%	*	4%	5%	7%	7%	5%	7%	6%	3%	8%
Net:	72%	73%	76%	71%	70%	64%	74%	71%	75%	*	74%	76%	71%	64%	73%	69%	71%	80%	74%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.D) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Onshore wind (wind farms on land)

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Support	42%	16%	43%	43%	40%	37%	41%	41%	41%	42%	51%	49%	49%	43%	49%	43%	45%	43%	36%
Somewhat Support	37%	50%	32%	34%	37%	40%	37%	36%	39%	35%	33%	37%	34%	36%	39%	40%	39%	36%	42%
Neither Support nor Oppose	12%	19%	16%	13%	11%	12%	12%	14%	10%	14%	10%	7%	10%	16%	1%	10%	11%	12%	12%
Somewhat Oppose	4%	4%	5%	4%	5%	5%	5%	4%	3%	4%	3%	4%	4%	4%	4%	6%	4%	4%	6%
Strongly Oppose	3%	12%	2%	5%	3%	4%	3%	2%	4%	2%	0%	1%	2%	1%	5%	2%	1%	3%	4%
Don't Know	2%	0%	1%	2%	3%	2%	2%	3%	2%	3%	4%	1%	1%	1%	2%	0%	1%	2%	2%
Total Support:	79%	66%	75%	77%	77%	77%	78%	77%	81%	77%	84%	86%	83%	79%	88%	82%	83%	79%	78%
Total Oppose:	7%	15%	8%	9%	9%	8%	7%	6%	7%	6%	3%	6%	6%	5%	9%	8%	5%	7%	9%
Net:	72%	50%	68%	69%	68%	69%	71%	71%	73%	71%	81%	80%	76%	73%	80%	74%	79%	73%	68%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.E) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Onshore wind (wind farms on land)

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Support	42%	46%	41%	40%	42%	44%	45%	41%	39%	41%	45%	20%	49%	26%	23%
Somewhat Support	37%	35%	40%	39%	33%	40%	35%	37%	39%	33%	38%	26%	38%	40%	21%
Neither Support nor Oppose	12%	11%	10%	13%	14%	6%	11%	13%	13%	11%	11%	20%	8%	22%	17%
Somewhat Oppose	4%	4%	3%	5%	5%	5%	4%	4%	4%	7%	3%	15%	3%	5%	17%
Strongly Oppose	3%	2%	2%	2%	4%	3%	2%	2%	3%	5%	1%	16%	0%	3%	21%
Don't Know	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%	3%	1%	3%	1%
Total Support:	79%	81%	81%	79%	75%	84%	80%	78%	78%	74%	83%	46%	87%	66%	44%
Total Oppose:	7%	6%	6%	7%	9%	8%	7%	7%	7%	12%	5%	31%	3%	8%	38%
Net:	72%	75%	75%	72%	66%	76%	74%	71%	71%	62%	78%	15%	84%	59%	7%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Offshore wind (wind farms in the sea)

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Support	52%	42%	45%	51%	54%	57%	60%	49%	55%	54%	55%	47%	52%	52%	53%	50%	51%	55%	50%
Somewhat Support	31%	36%	35%	32%	30%	29%	28%	34%	31%	29%	30%	36%	30%	31%	30%	35%	30%	28%	28%
Neither Support nor Oppose	10%	14%	11%	11%	10%	7%	6%	11%	8%	8%	7%	10%	12%	9%	10%	8%	12%	10%	15%
Somewhat Oppose	3%	4%	4%	2%	2%	3%	3%	3%	3%	3%	2%	3%	2%	3%	5%	3%	3%	3%	4%
Strongly Oppose	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	3%	2%	1%	3%	1%	2%	2%	3%	1%
Don't Know	2%	2%	4%	3%	2%	1%	1%	2%	2%	3%	2%	2%	3%	2%	2%	3%	1%	2%	2%
Total Support:	83%	78%	79%	82%	84%	86%	88%	83%	86%	83%	85%	84%	82%	83%	83%	85%	82%	83%	78%
Total Oppose:	5%	5%	5%	4%	4%	5%	5%	4%	4%	5%	5%	5%	3%	5%	6%	5%	5%	6%	5%
Net:	79%	73%	74%	78%	80%	81%	84%	78%	82%	78%	80%	79%	78%	78%	77%	80%	77%	77%	73%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Offshore wind (wind farms in the sea)

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Support	52%	56%	47%	50%	59%	41%	52%	55%	60%	39%	41%	53%	55%	60%	47%	52%	53%	58%	62%
Somewhat Support	31%	29%	34%	31%	30%	35%	32%	30%	29%	27%	36%	33%	32%	30%	33%	32%	33%	28%	27%
Neither Support nor Oppose	10%	9%	11%	11%	6%	15%	8%	10%	7%	17%	14%	8%	9%	6%	11%	9%	10%	9%	2%
Somewhat Oppose	3%	3%	3%	4%	2%	2%	4%	2%	2%	7%	1%	4%	2%	2%	3%	4%	2%	3%	4%
Strongly Oppose	2%	2%	2%	3%	1%	2%	2%	1%	2%	10%	3%	2%	1%	2%	2%	2%	1%	1%	3%
Don't Know	2%	1%	3%	1%	2%	5%	1%	2%	1%	2%	5%	1%	2%	1%	3%	2%	1%	2%	3%
Total Support:	83%	85%	82%	81%	89%	76%	84%	85%	88%	65%	77%	86%	87%	90%	80%	83%	85%	86%	89%
Total Oppose:	5%	5%	5%	7%	3%	4%	7%	3%	3%	17%	4%	5%	2%	4%	6%	6%	3%	4%	7%
Net:	79%	80%	77%	74%	87%	73%	77%	82%	85%	48%	73%	81%	84%	86%	75%	78%	82%	82%	82%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.C) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Offshore wind (wind farms in the sea)

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Support	52%	49%	55%	45%	53%	55%	54%	58%	53%	*	42%	49%	47%	42%	46%	48%	51%	61%	59%
Somewhat Support	31%	34%	29%	37%	30%	29%	31%	29%	31%	*	40%	31%	34%	32%	37%	36%	29%	24%	29%
Neither Support nor Oppose	10%	10%	8%	11%	10%	9%	9%	7%	10%	*	10%	14%	9%	15%	12%	9%	13%	7%	7%
Somewhat Oppose	3%	2%	4%	2%	3%	3%	1%	3%	2%	*	3%	2%	4%	4%	2%	3%	2%	3%	2%
Strongly Oppose	2%	2%	2%	1%	2%	2%	2%	2%	1%	*	2%	2%	2%	1%	3%	1%	2%	2%	2%
Don't Know	2%	3%	2%	3%	2%	1%	2%	1%	2%	*	3%	3%	3%	6%	2%	3%	2%	4%	1%
Total Support:	83%	82%	84%	82%	84%	84%	85%	86%	84%	*	83%	79%	82%	74%	82%	84%	81%	85%	88%
Total Oppose:	5%	5%	5%	4%	5%	5%	4%	5%	4%	*	4%	4%	6%	5%	4%	4%	4%	4%	4%
Net:	79%	78%	79%	79%	79%	79%	81%	82%	80%	*	78%	76%	76%	70%	78%	79%	77%	80%	84%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.D) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Offshore wind (wind farms in the sea)

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Support	52%	16%	42%	51%	49%	46%	52%	50%	49%	58%	59%	57%	57%	54%	62%	68%	57%	53%	45%
Somewhat Support	31%	50%	36%	31%	33%	32%	33%	33%	33%	24%	23%	32%	31%	33%	29%	22%	30%	31%	37%
Neither Support nor Oppose	10%	24%	14%	9%	9%	12%	9%	9%	10%	12%	10%	7%	7%	10%	5%	3%	9%	9%	9%
Somewhat Oppose	3%	4%	5%	2%	3%	4%	2%	4%	3%	2%	3%	2%	3%	1%	0%	3%	3%	3%	3%
Strongly Oppose	2%	6%	2%	4%	2%	3%	1%	1%	3%	2%	1%	1%	1%	1%	2%	2%	1%	2%	4%
Don't Know	2%	0%	2%	3%	4%	4%	2%	3%	2%	3%	3%	1%	1%	1%	2%	1%	1%	2%	2%
Total Support:	83%	66%	78%	83%	82%	78%	85%	83%	82%	81%	82%	89%	88%	87%	91%	90%	86%	84%	82%
Total Oppose:	5%	10%	7%	6%	5%	7%	4%	6%	6%	4%	4%	3%	4%	2%	2%	5%	3%	4%	7%
Net:	79%	56%	71%	77%	77%	72%	81%	77%	76%	77%	78%	87%	84%	85%	89%	85%	83%	79%	76%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.E) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Offshore wind (wind farms in the sea)

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Support	52%	59%	51%	49%	47%	49%	55%	52%	46%	43%	55%	26%	60%	36%	28%
Somewhat Support	31%	28%	33%	33%	32%	34%	31%	30%	35%	36%	32%	30%	30%	38%	28%
Neither Support nor Oppose	10%	8%	9%	11%	11%	7%	8%	11%	11%	9%	8%	21%	7%	18%	16%
Somewhat Oppose	3%	2%	3%	3%	4%	5%	2%	3%	3%	3%	2%	10%	2%	4%	11%
Strongly Oppose	2%	1%	1%	2%	3%	3%	1%	1%	3%	5%	1%	11%	0%	2%	15%
Don't Know	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	1%	3%	2%
Total Support:	83%	87%	85%	82%	80%	83%	86%	82%	81%	79%	87%	55%	90%	73%	56%
Total Oppose:	5%	3%	4%	5%	7%	8%	4%	4%	6%	9%	3%	21%	2%	6%	26%
Net:	79%	83%	81%	78%	73%	75%	82%	78%	76%	70%	83%	34%	88%	68%	30%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Nuclear power

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Support	20%	19%	16%	16%	17%	23%	29%	22%	20%	24%	21%	19%	18%	20%	24%	20%	17%	20%	18%
Somewhat Support	27%	23%	27%	26%	27%	26%	33%	27%	28%	27%	28%	29%	26%	28%	30%	28%	29%	23%	26%
Neither Support nor Oppose	22%	20%	20%	23%	25%	24%	19%	21%	24%	22%	21%	25%	24%	20%	18%	24%	21%	15%	17%
Somewhat Oppose	13%	19%	17%	14%	12%	10%	9%	15%	12%	11%	14%	12%	17%	11%	15%	13%	14%	14%	10%
Strongly Oppose	11%	13%	12%	12%	12%	12%	6%	10%	11%	11%	10%	8%	8%	13%	8%	8%	15%	16%	19%
Don't Know	6%	6%	8%	9%	8%	4%	4%	5%	6%	6%	6%	8%	7%	8%	5%	7%	4%	11%	10%
Total Support:	48%	43%	43%	42%	44%	49%	61%	49%	47%	50%	49%	48%	44%	48%	54%	48%	46%	44%	43%
Total Oppose:	24%	31%	29%	26%	24%	23%	16%	25%	23%	22%	24%	20%	25%	25%	24%	21%	29%	30%	30%
Net:	24%	11%	14%	17%	20%	27%	46%	25%	24%	29%	25%	28%	19%	23%	30%	27%	17%	14%	14%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(13.B) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Nuclear power

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Support	20%	29%	11%	27%	17%	14%	31%	15%	16%	23%	11%	33%	16%	22%	17%	19%	21%	21%	31%
Somewhat Support	27%	30%	25%	27%	30%	24%	29%	30%	29%	29%	24%	29%	29%	28%	26%	26%	30%	30%	22%
Neither Support nor Oppose	22%	18%	25%	21%	22%	24%	20%	22%	27%	21%	24%	18%	22%	24%	24%	23%	20%	20%	18%
Somewhat Oppose	13%	11%	16%	10%	14%	16%	9%	16%	16%	15%	14%	10%	16%	13%	12%	14%	14%	14%	14%
Strongly Oppose	11%	9%	12%	9%	12%	13%	7%	11%	9%	8%	15%	6%	11%	9%	12%	11%	11%	11%	9%
Don't Know	6%	3%	10%	6%	5%	10%	5%	6%	4%	5%	12%	3%	6%	4%	8%	7%	5%	4%	7%
Total Support:	48%	59%	37%	54%	47%	37%	60%	45%	45%	52%	35%	62%	45%	50%	44%	45%	51%	52%	53%
Total Oppose:	24%	20%	28%	19%	26%	29%	16%	27%	24%	23%	29%	17%	27%	22%	24%	25%	25%	24%	23%
Net:	24%	39%	8%	35%	21%	9%	43%	18%	20%	29%	5%	45%	19%	28%	19%	20%	26%	28%	30%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.C) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Nuclear power

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Support	20%	19%	21%	19%	22%	21%	22%	26%	19%	*	16%	14%	17%	16%	18%	15%	15%	18%	25%
Somewhat Support	27%	28%	27%	26%	30%	27%	24%	30%	27%	*	24%	25%	26%	21%	30%	27%	25%	32%	29%
Neither Support nor Oppose	22%	20%	21%	23%	22%	23%	22%	20%	22%	*	22%	25%	22%	20%	21%	25%	28%	23%	22%
Somewhat Oppose	13%	16%	14%	12%	11%	12%	11%	10%	15%	*	16%	17%	15%	15%	16%	10%	11%	7%	9%
Strongly Oppose	11%	12%	10%	12%	9%	12%	11%	9%	10%	*	13%	12%	13%	18%	7%	12%	11%	10%	9%
Don't Know	6%	6%	6%	8%	6%	5%	9%	5%	6%	*	9%	6%	7%	11%	8%	11%	8%	9%	4%
Total Support:	48%	46%	48%	45%	51%	48%	46%	56%	46%	*	40%	40%	43%	37%	47%	42%	41%	50%	54%
Total Oppose:	24%	28%	25%	24%	21%	24%	23%	19%	25%	*	29%	29%	28%	32%	23%	22%	22%	18%	19%
Net:	24%	19%	24%	20%	31%	24%	23%	38%	21%	*	11%	11%	15%	5%	24%	20%	18%	33%	36%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.D) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Nuclear power

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Support	20%	20%	12%	18%	16%	19%	20%	22%	20%	23%	25%	21%	23%	22%	23%	39%	21%	20%	24%
Somewhat Support	27%	23%	25%	24%	28%	26%	29%	24%	30%	30%	27%	28%	28%	29%	28%	22%	35%	28%	27%
Neither Support nor Oppose	22%	19%	25%	23%	25%	26%	22%	23%	19%	17%	19%	21%	23%	18%	16%	20%	13%	21%	23%
Somewhat Oppose	13%	19%	15%	14%	13%	11%	13%	15%	13%	16%	9%	14%	13%	16%	18%	8%	14%	14%	11%
Strongly Oppose	11%	19%	18%	13%	13%	10%	9%	9%	12%	9%	13%	10%	11%	10%	9%	9%	12%	11%	10%
Don't Know	6%	0%	5%	8%	6%	7%	8%	7%	5%	5%	8%	6%	3%	6%	6%	3%	3%	6%	5%
Total Support:	48%	43%	36%	42%	44%	46%	49%	46%	50%	52%	52%	49%	50%	51%	51%	61%	57%	48%	51%
Total Oppose:	24%	38%	33%	27%	25%	22%	21%	24%	25%	25%	22%	24%	23%	26%	27%	17%	27%	24%	21%
Net:	24%	5%	3%	15%	18%	24%	28%	22%	25%	27%	30%	25%	27%	25%	24%	44%	30%	23%	30%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.E) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Nuclear power

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Support	20%	24%	19%	21%	17%	32%	23%	18%	15%	13%	19%	34%	20%	17%	38%
Somewhat Support	27%	29%	28%	27%	25%	30%	30%	26%	25%	23%	28%	23%	29%	25%	23%
Neither Support nor Oppose	22%	18%	23%	22%	24%	14%	20%	24%	25%	19%	22%	21%	20%	32%	18%
Somewhat Oppose	13%	14%	14%	11%	14%	9%	13%	14%	13%	15%	14%	8%	15%	12%	6%
Strongly Oppose	11%	11%	9%	11%	12%	12%	8%	11%	15%	19%	11%	10%	11%	8%	12%
Don't Know	6%	4%	7%	7%	8%	4%	5%	7%	7%	12%	6%	5%	5%	6%	3%
Total Support:	48%	53%	47%	48%	42%	62%	53%	44%	40%	36%	47%	57%	49%	42%	61%
Total Oppose:	24%	25%	23%	22%	26%	20%	21%	25%	29%	33%	25%	18%	26%	21%	18%
Net:	24%	28%	23%	26%	17%	41%	32%	19%	11%	2%	22%	39%	23%	21%	43%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Hydro power

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Support	47%	39%	41%	44%	49%	52%	57%	44%	50%	50%	49%	46%	46%	50%	49%	45%	51%	44%	43%
Somewhat Support	34%	39%	37%	35%	33%	30%	30%	34%	33%	34%	31%	37%	33%	33%	32%	33%	34%	37%	32%
Neither Support nor Oppose	12%	15%	13%	12%	12%	12%	9%	12%	10%	10%	13%	10%	12%	9%	12%	16%	11%	11%	15%
Somewhat Oppose	1%	2%	3%	2%	1%	1%	0%	2%	1%	2%	1%	1%	3%	1%	4%	1%	1%	2%	2%
Strongly Oppose	1%	2%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	2%
Don't Know	5%	4%	6%	6%	5%	5%	4%	5%	6%	3%	5%	4%	5%	7%	4%	5%	2%	6%	6%
Total Support:	81%	78%	78%	79%	81%	82%	86%	79%	83%	84%	80%	84%	79%	82%	81%	78%	85%	81%	75%
Total Oppose:	2%	4%	3%	3%	2%	1%	1%	4%	1%	3%	2%	2%	3%	2%	4%	1%	2%	2%	4%
Net:	79%	74%	75%	75%	79%	81%	86%	75%	82%	81%	79%	81%	76%	81%	77%	76%	84%	79%	71%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(14.B) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Hydro power

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Support	47%	55%	41%	47%	52%	38%	49%	49%	52%	39%	37%	49%	49%	55%	40%	45%	51%	56%	54%
Somewhat Support	34%	32%	35%	33%	33%	36%	35%	32%	32%	39%	33%	35%	33%	29%	33%	36%	36%	30%	24%
Neither Support nor Oppose	12%	9%	14%	13%	9%	16%	10%	12%	11%	12%	17%	10%	11%	10%	17%	11%	9%	8%	8%
Somewhat Oppose	1%	2%	1%	2%	1%	2%	1%	2%	2%	3%	2%	2%	1%	2%	1%	2%	1%	2%	2%
Strongly Oppose	1%	1%	1%	1%	0%	2%	1%	1%	0%	3%	2%	1%	0%	1%	2%	1%	0%	1%	3%
Don't Know	5%	2%	7%	5%	4%	7%	4%	5%	3%	4%	8%	2%	4%	2%	8%	5%	3%	2%	8%
Total Support:	81%	86%	76%	80%	85%	74%	84%	82%	85%	79%	70%	85%	83%	84%	72%	81%	87%	87%	79%
Total Oppose:	2%	3%	2%	2%	2%	4%	2%	2%	2%	6%	4%	3%	2%	3%	3%	3%	1%	3%	5%
Net:	79%	84%	74%	77%	84%	70%	82%	79%	83%	73%	67%	82%	81%	81%	69%	78%	86%	84%	74%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.C) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Hydro power

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Support	47%	45%	48%	44%	47%	53%	53%	56%	46%	*	33%	41%	45%	39%	41%	41%	41%	56%	52%
Somewhat Support	34%	33%	35%	35%	33%	32%	30%	30%	36%	*	39%	30%	35%	33%	37%	34%	35%	26%	31%
Neither Support nor Oppose	12%	13%	11%	13%	12%	11%	10%	9%	12%	*	18%	19%	12%	14%	12%	15%	15%	10%	11%
Somewhat Oppose	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	2%	1%	3%	1%	2%	1%	1%
Strongly Oppose	1%	2%	1%	1%	1%	0%	0%	0%	1%	*	1%	2%	1%	1%	2%	1%	0%	1%	0%
Don't Know	5%	5%	4%	7%	5%	4%	5%	4%	4%	*	8%	7%	4%	11%	5%	9%	6%	7%	5%
Total Support:	81%	78%	83%	78%	81%	84%	83%	86%	82%	*	73%	71%	81%	72%	78%	76%	76%	82%	83%
Total Oppose:	2%	4%	2%	2%	2%	1%	1%	1%	2%	*	2%	3%	4%	2%	4%	1%	2%	1%	1%
Net:	79%	74%	81%	76%	79%	83%	81%	85%	79%	*	71%	68%	77%	70%	74%	74%	74%	80%	82%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.D) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Hydro power

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Support	47%	21%	40%	43%	47%	42%	49%	47%	46%	52%	49%	52%	54%	46%	59%	62%	46%	48%	43%
Somewhat Support	34%	59%	37%	31%	30%	33%	34%	33%	34%	33%	34%	34%	33%	37%	34%	30%	41%	33%	36%
Neither Support nor Oppose	12%	14%	17%	16%	15%	14%	11%	13%	13%	8%	11%	8%	7%	12%	3%	5%	7%	11%	13%
Somewhat Oppose	1%	0%	0%	2%	2%	2%	1%	1%	3%	2%	1%	1%	1%	1%	3%	0%	1%	1%	2%
Strongly Oppose	1%	3%	1%	2%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	2%
Don't Know	5%	3%	4%	5%	6%	8%	4%	7%	4%	4%	5%	3%	3%	4%	2%	1%	4%	5%	3%
Total Support:	81%	80%	77%	75%	77%	75%	83%	80%	81%	85%	83%	86%	87%	83%	93%	92%	87%	81%	79%
Total Oppose:	2%	3%	2%	4%	3%	3%	3%	1%	3%	2%	1%	3%	2%	1%	3%	1%	2%	2%	4%
Net:	79%	77%	76%	71%	74%	72%	80%	78%	78%	83%	82%	84%	85%	82%	90%	91%	86%	79%	76%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.E) Below are some of the main low-emission energy sources that the UK could invest in. Would you support or oppose the UK building more of the following energy sources?: Hydro power

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Support	47%	55%	47%	46%	41%	50%	52%	47%	39%	35%	49%	32%	53%	33%	39%
Somewhat Support	34%	31%	37%	35%	32%	33%	34%	33%	36%	37%	34%	32%	34%	35%	33%
Neither Support nor Oppose	12%	9%	10%	12%	16%	8%	9%	14%	15%	17%	11%	24%	8%	24%	15%
Somewhat Oppose	1%	1%	2%	2%	2%	4%	1%	1%	2%	3%	1%	3%	1%	1%	4%
Strongly Oppose	1%	1%	0%	1%	2%	2%	1%	1%	1%	2%	0%	5%	0%	1%	6%
Don't Know	5%	3%	4%	4%	8%	4%	4%	5%	7%	8%	4%	5%	3%	6%	3%
Total Support:	81%	86%	84%	81%	72%	83%	86%	80%	75%	71%	83%	64%	87%	68%	72%
Total Oppose:	2%	1%	2%	2%	3%	6%	2%	2%	3%	4%	2%	7%	2%	2%	10%
Net:	79%	85%	82%	79%	69%	77%	84%	78%	71%	67%	81%	57%	85%	66%	62%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) You said you would oppose more investment in solar power. Why do you oppose this?Please select up to three

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	113	26	16	20	21	14	16	18	10	12	13	5	10	9	6	12	11	4	3
Weighted	117	29	20	20	20	13	15	19	10	12	13	6	11	9	6	11	12	4	4
It is not safe	7%	3%	24%	5%	9%	0%	0%	16%	0%	11%	7%	0%	23%	10%	0%	0%	0%	0%	0%
It is not a reliable source of energy	42%	26%	20%	41%	73%	55%	50%	31%	61%	48%	38%	18%	30%	68%	29%	33%	33%	100%	55%
It will cost the UK too much	38%	40%	45%	35%	38%	49%	19%	40%	62%	33%	49%	60%	32%	69%	22%	24%	25%	0%	0%
It will negatively impact the natural beauty of the area	33%	11%	26%	36%	35%	56%	57%	16%	38%	77%	39%	34%	36%	19%	29%	9%	28%	73%	0%
Don't know	3%	0%	0%	0%	5%	0%	13%	0%	0%	0%	7%	0%	0%	0%	0%	9%	9%	0%	0%
It is unnatractive	25%	20%	18%	26%	38%	38%	18%	6%	19%	48%	21%	58%	28%	10%	35%	15%	32%	76%	0%
It has too much of an impact on local residents	24%	24%	28%	15%	14%	16%	47%	31%	37%	23%	14%	0%	47%	10%	14%	8%	47%	0%	0%
It does not help the environment enough	23%	16%	30%	11%	29%	29%	27%	27%	9%	28%	15%	58%	22%	22%	14%	8%	28%	51%	0%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	16%	36%	28%	10%	0%	7%	0%	18%	9%	10%	26%	0%	9%	32%	31%	0%	22%	0%	45%
I do not know enough about this source of electricity	13%	24%	18%	14%	0%	15%	0%	16%	10%	9%	0%	24%	9%	28%	15%	24%	16%	0%	0%
None of the above	4%	4%	5%	10%	4%	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	26%	0%	0%	0%

Note:

BASE: Oppose more investment in solar power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) You said you would oppose more investment in solar power. Why do you oppose this?Please select up to three

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	113	64	49	61	19	21	47	22	4	8	18	25	27	3	0	0	22	18	1
Weighted	117	69	48	62	20	22	47	25	4	8	19	25	30	4	0	0	23	20	1
It is not safe	7%	8%	6%	4%	5%	21%	0%	9%	0%	10%	25%	0%	14%	0%	15%	7%	8%	5%	0%
It is not a reliable source of energy	42%	44%	39%	53%	46%	30%	47%	35%	47%	52%	36%	55%	34%	0%	44%	41%	49%	33%	0%
It will cost the UK too much	38%	44%	29%	39%	41%	28%	41%	51%	21%	46%	37%	38%	46%	24%	18%	50%	53%	28%	100%
It will negatively impact the natural beauty of the area	33%	28%	39%	45%	27%	13%	53%	14%	25%	11%	37%	71%	12%	39%	42%	34%	14%	31%	0%
Don't know	3%	1%	4%	3%	5%	0%	2%	4%	0%	0%	0%	0%	3%	0%	8%	0%	0%	0%	0%
It is unnatractive	25%	22%	30%	20%	42%	30%	28%	26%	46%	49%	5%	37%	24%	63%	24%	19%	22%	33%	100%
It has too much of an impact on local residents	24%	19%	31%	25%	29%	24%	21%	33%	54%	20%	26%	28%	30%	0%	18%	14%	28%	38%	0%
It does not help the environment enough	23%	22%	23%	26%	18%	29%	27%	20%	0%	0%	27%	21%	26%	76%	19%	30%	30%	12%	0%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	16%	15%	18%	15%	17%	15%	17%	27%	32%	11%	5%	0%	25%	0%	9%	19%	19%	19%	0%
I do not know enough about this source of electricity	13%	10%	18%	10%	4%	24%	11%	15%	22%	16%	0%	0%	24%	0%	4%	13%	23%	15%	100%
None of the above	4%	6%	2%	1%	0%	13%	0%	0%	0%	0%	17%	4%	4%	0%	8%	3%	9%	0%	0%

Note:

BASE: Oppose more investment in solar power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.C) You said you would oppose more investment in solar power. Why do you oppose this?Please select up to three

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	113	29	28	21	16	14	5	46	29	0	10	4	19	4	11	8	8	3	22
Weighted	117	31	29	22	15	15	5	47	29	0	11	4	21	4	12	8	8	3	21
It is not safe	7%	19%	3%	5%	0%	7%	0%	2%	7%	*	8%	0%	24%	0%	0%	0%	13%	35%	0%
It is not a reliable source of energy	42%	32%	36%	41%	50%	61%	55%	45%	37%	*	50%	100%	26%	22%	26%	73%	37%	65%	54%
It will cost the UK too much	38%	37%	30%	41%	43%	46%	34%	26%	49%	*	43%	72%	44%	23%	16%	47%	25%	35%	40%
It will negatively impact the natural beauty of the area	33%	26%	21%	21%	63%	55%	38%	39%	37%	*	0%	76%	27%	22%	46%	51%	11%	0%	40%
Don't know	3%	0%	7%	0%	0%	7%	0%	4%	4%	*	0%	0%	0%	0%	0%	0%	0%	0%	15%
It is unnatractive	25%	21%	30%	23%	37%	21%	19%	32%	27%	*	41%	0%	10%	0%	31%	41%	51%	34%	28%
It has too much of an impact on local residents	24%	17%	26%	26%	37%	19%	19%	28%	26%	*	28%	0%	15%	22%	19%	0%	41%	0%	31%
It does not help the environment enough	23%	29%	28%	9%	20%	12%	47%	20%	33%	*	22%	28%	12%	32%	57%	11%	41%	35%	19%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	16%	15%	22%	17%	6%	10%	36%	17%	14%	*	21%	0%	21%	0%	28%	0%	0%	0%	4%
I do not know enough about this source of electricity	13%	9%	20%	15%	13%	10%	0%	12%	14%	*	16%	0%	15%	23%	0%	12%	25%	0%	9%
None of the above	4%	6%	7%	5%	0%	0%	0%	0%	7%	*	0%	0%	14%	0%	8%	0%	0%	0%	0%

Note:

BASE: Oppose more investment in solar power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.D) You said you would oppose more investment in solar power. Why do you oppose this?Please select up to three

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	113	3	6	11	8	16	15	8	9	7	2	9	3	3	1	2	4	97	15
Weighted	117	3	6	10	8	17	16	8	10	7	3	10	4	3	1	2	4	100	16
It is not safe	7%	0%	0%	0%	13%	20%	6%	0%	24%	0%	0%	0%	0%	0%	0%	0%	0%	7%	9%
It is not a reliable source of energy	42%	33%	70%	44%	37%	41%	39%	37%	40%	25%	0%	79%	0%	35%	0%	41%	78%	42%	43%
It will cost the UK too much	38%	72%	51%	44%	28%	24%	33%	37%	47%	58%	48%	49%	26%	0%	0%	0%	78%	38%	36%
It will negatively impact the natural beauty of the area	33%	0%	14%	65%	36%	30%	25%	24%	70%	13%	0%	31%	26%	35%	0%	100%	23%	35%	23%
Don't know	3%	0%	0%	0%	0%	0%	0%	0%	0%	15%	0%	0%	0%	0%	0%	0%	0%	2%	6%
It is unnatractive	25%	72%	15%	37%	11%	16%	33%	39%	0%	0%	0%	31%	64%	67%	100%	59%	0%	25%	27%
It has too much of an impact on local residents	24%	38%	0%	27%	33%	17%	21%	13%	51%	35%	0%	11%	74%	0%	100%	41%	0%	25%	20%
It does not help the environment enough	23%	0%	71%	28%	14%	0%	27%	13%	24%	28%	52%	20%	0%	32%	100%	59%	0%	21%	26%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	16%	0%	16%	9%	0%	17%	18%	13%	25%	32%	0%	9%	74%	0%	0%	0%	22%	17%	6%
I do not know enough about this source of electricity	13%	0%	18%	9%	13%	16%	15%	12%	9%	15%	0%	25%	0%	32%	0%	0%	22%	10%	32%
None of the above	4%	28%	0%	0%	0%	0%	14%	0%	0%	12%	0%	0%	0%	33%	0%	0%	0%	5%	0%

Note:

BASE: Oppose more investment in solar power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(15.E) You said you would oppose more investment in solar power. Why do you oppose this?Please select up to three

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	113	25	25	30	31	13	34	38	19	9	66	46	31	26	54
Weighted	117	27	27	29	32	15	36	39	19	9	70	46	33	28	54
It is not safe	7%	0%	8%	13%	9%	10%	6%	7%	5%	15%	10%	0%	15%	10%	2%
It is not a reliable source of energy	42%	42%	45%	50%	30%	19%	42%	59%	34%	19%	34%	55%	35%	38%	49%
It will cost the UK too much	38%	36%	52%	39%	26%	7%	26%	50%	64%	24%	33%	46%	27%	19%	53%
It will negatively impact the natural beauty of the area	33%	34%	27%	33%	36%	29%	40%	30%	25%	38%	24%	47%	12%	33%	46%
Don't know	3%	4%	4%	3%	0%	0%	6%	0%	0%	11%	3%	2%	3%	3%	2%
It is unnatractive	25%	30%	31%	16%	27%	30%	37%	17%	20%	19%	31%	17%	26%	28%	25%
It has too much of an impact on local residents	24%	33%	12%	38%	14%	14%	25%	32%	24%	0%	30%	15%	32%	33%	15%
It does not help the environment enough	23%	23%	36%	12%	19%	39%	15%	30%	10%	24%	24%	22%	17%	28%	24%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	16%	16%	4%	27%	15%	24%	12%	15%	18%	25%	18%	14%	21%	15%	15%
I do not know enough about this source of electricity	13%	16%	17%	10%	11%	34%	14%	7%	9%	11%	16%	9%	23%	7%	9%
None of the above	4%	0%	4%	6%	6%	0%	6%	2%	11%	0%	3%	6%	3%	7%	4%

Note:

BASE: Oppose more investment in solar power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(16.A) You said you would oppose more investment in onshore wind. Why do you oppose this?Please select up to three

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	281	36	23	43	40	56	83	33	33	28	33	17	13	26	16	29	24	19	10
Weighted	277	40	28	42	37	51	78	34	31	27	32	16	14	23	15	28	25	20	12
It is not safe	8%	18%	10%	7%	8%	5%	5%	10%	5%	5%	9%	6%	11%	8%	6%	7%	12%	5%	20%
It will negatively impact the natural beauty of the area	59%	49%	51%	49%	54%	61%	74%	46%	67%	73%	64%	67%	61%	45%	24%	52%	74%	67%	63%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	12%	9%	7%	0%	5%	1%	7%	7%	5%	0%	0%	7%	11%	10%	0%	0%	10%	8%
I do not know enough about this source of electricity	5%	2%	7%	7%	5%	6%	5%	3%	0%	0%	19%	6%	6%	0%	17%	3%	4%	5%	0%
It is not a reliable source of energy	45%	28%	18%	44%	56%	52%	55%	41%	38%	59%	42%	59%	35%	48%	62%	38%	42%	44%	47%
It is unnatractive	45%	40%	44%	54%	41%	47%	44%	47%	52%	35%	36%	39%	28%	43%	43%	45%	49%	56%	72%
It has too much of an impact on local residents	42%	45%	43%	31%	33%	31%	57%	32%	50%	38%	44%	38%	57%	27%	23%	46%	51%	56%	43%
It does not help the environment enough	25%	28%	19%	14%	37%	23%	26%	22%	16%	28%	38%	21%	34%	40%	32%	28%	11%	5%	19%
It will cost the UK too much	21%	22%	9%	23%	27%	29%	17%	27%	24%	28%	19%	19%	12%	38%	37%	13%	12%	5%	18%
None of the above	3%	3%	9%	2%	4%	2%	0%	6%	5%	0%	3%	0%	0%	4%	0%	7%	0%	0%	0%

Note:

BASE: Oppose more investment in onshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) You said you would oppose more investment in onshore wind. Why do you oppose this?Please select up to three

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	281	152	128	177	61	23	151	44	16	13	29	83	45	13	0	0	58	22	2
Weighted	277	152	124	171	60	25	144	46	16	13	29	80	46	13	0	0	57	23	2
It is not safe	8%	7%	10%	6%	10%	12%	5%	17%	0%	7%	5%	6%	17%	0%	9%	4%	5%	14%	0%
It will negatively impact the natural beauty of the area	59%	56%	63%	63%	53%	48%	62%	49%	77%	56%	49%	70%	56%	60%	57%	58%	52%	65%	65%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	6%	4%	3%	10%	0%	3%	18%	0%	0%	3%	1%	12%	0%	7%	5%	5%	4%	0%
I do not know enough about this source of electricity	5%	1%	10%	5%	6%	4%	3%	6%	0%	14%	6%	4%	8%	0%	9%	5%	3%	0%	0%
It is not a reliable source of energy	45%	51%	37%	49%	36%	57%	55%	24%	35%	41%	52%	49%	26%	47%	44%	49%	35%	63%	100%
It is unnatractive	45%	45%	44%	47%	43%	38%	51%	50%	25%	38%	21%	46%	50%	23%	46%	45%	47%	50%	35%
It has too much of an impact on local residents	42%	38%	47%	42%	47%	39%	39%	47%	44%	58%	34%	47%	48%	47%	41%	37%	46%	41%	65%
It does not help the environment enough	25%	25%	25%	23%	34%	17%	24%	30%	30%	22%	22%	26%	27%	23%	18%	24%	39%	9%	0%
It will cost the UK too much	21%	27%	15%	24%	16%	15%	24%	19%	19%	6%	19%	13%	18%	22%	25%	20%	21%	24%	35%
None of the above	3%	3%	2%	2%	2%	3%	2%	5%	0%	0%	4%	3%	2%	0%	3%	3%	3%	0%	0%

Note:

BASE: Oppose more investment in onshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) You said you would oppose more investment in onshore wind. Why do you oppose this?Please select up to three

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	281	51	73	35	64	46	12	126	54	0	13	18	58	9	17	14	16	4	90
Weighted	277	54	70	35	61	44	12	122	54	0	13	17	59	9	18	14	15	4	84
It is not safe	8%	13%	10%	5%	9%	4%	0%	6%	6%	*	0%	22%	10%	11%	10%	0%	0%	0%	6%
It will negatively impact the natural beauty of the area	59%	50%	57%	68%	53%	68%	78%	65%	49%	*	39%	55%	62%	78%	37%	57%	57%	23%	68%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	7%	3%	18%	1%	0%	7%	3%	5%	*	25%	6%	5%	0%	11%	0%	0%	23%	3%
I do not know enough about this source of electricity	5%	7%	3%	2%	8%	4%	9%	5%	3%	*	7%	6%	7%	0%	6%	7%	13%	0%	7%
It is not a reliable source of energy	45%	47%	47%	30%	46%	55%	30%	52%	41%	*	20%	45%	37%	68%	51%	59%	35%	25%	56%
It is unnatractive	45%	39%	44%	38%	50%	48%	60%	44%	49%	*	36%	51%	46%	23%	48%	58%	73%	77%	41%
It has too much of an impact on local residents	42%	35%	43%	47%	40%	41%	62%	45%	40%	*	40%	34%	45%	32%	50%	20%	33%	50%	46%
It does not help the environment enough	25%	10%	24%	29%	30%	36%	15%	31%	21%	*	42%	16%	11%	24%	6%	21%	12%	25%	24%
It will cost the UK too much	21%	21%	23%	14%	24%	25%	15%	23%	25%	*	30%	27%	12%	11%	22%	28%	11%	0%	24%
None of the above	3%	6%	4%	3%	0%	0%	0%	1%	6%	*	0%	0%	5%	0%	0%	8%	6%	0%	0%

Note:

BASE: Oppose more investment in onshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.D) You said you would oppose more investment in onshore wind. Why do you oppose this?Please select up to three

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	281	4	14	27	28	33	33	23	21	14	6	20	13	8	7	8	6	240	35
Weighted	277	4	13	25	27	33	33	22	22	15	6	20	13	7	7	8	6	236	36
It is not safe	8%	34%	8%	6%	7%	14%	6%	9%	11%	0%	0%	10%	0%	12%	0%	0%	18%	7%	18%
It will negatively impact the natural beauty of the area	59%	46%	73%	70%	68%	53%	50%	71%	62%	55%	50%	56%	41%	39%	64%	34%	53%	58%	61%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	23%	6%	0%	9%	7%	3%	4%	5%	15%	0%	0%	9%	0%	0%	0%	0%	6%	0%
I do not know enough about this source of electricity	5%	0%	0%	4%	3%	6%	13%	13%	0%	0%	16%	5%	6%	12%	0%	0%	0%	5%	3%
It is not a reliable source of energy	45%	34%	34%	54%	34%	40%	48%	51%	49%	37%	46%	53%	62%	65%	32%	65%	15%	43%	61%
It is unnatractive	45%	0%	50%	52%	58%	43%	39%	42%	58%	28%	20%	50%	18%	41%	53%	48%	67%	46%	42%
It has too much of an impact on local residents	42%	46%	45%	46%	47%	27%	41%	32%	45%	53%	31%	49%	22%	24%	43%	65%	66%	41%	49%
It does not help the environment enough	25%	57%	29%	32%	25%	17%	23%	30%	33%	14%	82%	27%	30%	11%	32%	0%	0%	25%	18%
It will cost the UK too much	21%	0%	20%	21%	17%	21%	20%	36%	19%	35%	20%	18%	23%	23%	26%	12%	0%	23%	16%
None of the above	3%	19%	0%	0%	3%	4%	4%	0%	0%	0%	0%	5%	7%	13%	0%	0%	0%	3%	0%

Note:

BASE: Oppose more investment in onshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(16.E) You said you would oppose more investment in onshore wind. Why do you oppose this?Please select up to three

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	281	68	56	62	93	22	96	105	43	15	167	111	92	59	123
Weighted	277	67	61	58	88	23	94	104	41	15	167	107	93	57	120
It is not safe	8%	6%	8%	8%	11%	31%	6%	6%	4%	15%	8%	7%	11%	10%	5%
It will negatively impact the natural beauty of the area	59%	52%	71%	51%	61%	35%	60%	61%	63%	62%	63%	53%	66%	55%	55%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	4%	4%	4%	7%	5%	5%	3%	5%	22%	6%	4%	8%	0%	6%
I do not know enough about this source of electricity	5%	4%	7%	6%	4%	8%	3%	7%	7%	0%	6%	5%	8%	5%	3%
It is not a reliable source of energy	45%	54%	40%	43%	43%	53%	52%	43%	36%	29%	38%	59%	23%	48%	62%
It is unnatractive	45%	43%	45%	45%	48%	27%	47%	44%	54%	46%	46%	45%	44%	45%	45%
It has too much of an impact on local residents	42%	41%	43%	42%	43%	26%	40%	51%	29%	49%	50%	29%	52%	45%	33%
It does not help the environment enough	25%	28%	21%	29%	21%	19%	28%	27%	20%	6%	28%	19%	29%	27%	21%
It will cost the UK too much	21%	26%	16%	30%	15%	29%	21%	19%	22%	32%	18%	27%	13%	23%	28%
None of the above	3%	2%	4%	2%	3%	5%	1%	3%	5%	0%	1%	5%	1%	1%	4%

Note:

BASE: Oppose more investment in onshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) You said you would oppose more investment in offshore wind. Why do you oppose this?Please select up to three

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	191	28	32	28	29	33	41	24	24	19	17	13	11	19	10	23	15	11	5
Weighted	189	30	37	27	27	29	38	25	23	17	18	13	11	17	9	21	17	12	6
It will negatively impact the natural beauty of the area	44%	28%	32%	23%	50%	58%	71%	36%	46%	60%	49%	37%	50%	15%	61%	35%	56%	73%	18%
It is not a reliable source of energy	41%	25%	28%	52%	58%	44%	47%	35%	55%	32%	38%	38%	43%	45%	48%	35%	42%	28%	82%
It will cost the UK too much	36%	28%	37%	33%	45%	32%	38%	28%	46%	37%	38%	38%	41%	47%	22%	27%	22%	45%	35%
It is unnatractive	33%	29%	31%	25%	39%	34%	39%	31%	38%	26%	39%	32%	26%	16%	63%	26%	32%	44%	47%
It does not help the environment enough	29%	19%	20%	18%	43%	37%	37%	34%	8%	31%	48%	31%	26%	31%	0%	13%	45%	36%	66%
Don't know	2%	2%	5%	3%	0%	0%	0%	0%	4%	0%	5%	0%	0%	0%	0%	8%	0%	0%	0%
It has too much of an impact on local residents	15%	18%	17%	23%	7%	9%	15%	18%	18%	14%	0%	23%	19%	16%	19%	13%	26%	0%	0%
It is not safe	13%	23%	21%	7%	4%	6%	14%	18%	11%	0%	10%	34%	14%	10%	0%	14%	12%	18%	18%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	10%	19%	10%	11%	3%	11%	7%	18%	17%	7%	8%	0%	0%	10%	18%	0%	20%	9%	16%
I do not know enough about this source of electricity	10%	18%	18%	11%	0%	13%	2%	22%	19%	5%	0%	14%	0%	5%	9%	15%	0%	10%	18%
None of the above	4%	7%	4%	7%	6%	0%	0%	0%	4%	0%	0%	0%	9%	13%	0%	13%	0%	0%	0%

Note:

BASE: Oppose more investment in offshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) You said you would oppose more investment in offshore wind. Why do you oppose this?Please select up to three

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	191	94	95	110	40	19	95	32	10	8	23	48	33	11	0	0	37	15	3
Weighted	189	96	91	103	41	21	91	34	10	9	23	46	35	12	0	0	38	17	3
It will negatively impact the natural beauty of the area	44%	38%	52%	54%	36%	25%	52%	35%	71%	33%	34%	44%	37%	59%	38%	43%	40%	48%	24%
It is not a reliable source of energy	41%	47%	35%	45%	44%	40%	47%	29%	39%	62%	36%	43%	24%	46%	39%	43%	39%	55%	24%
It will cost the UK too much	36%	38%	33%	36%	37%	30%	35%	31%	52%	53%	35%	32%	31%	55%	27%	40%	42%	42%	24%
It is unnatractive	33%	35%	31%	38%	20%	28%	44%	35%	11%	37%	17%	42%	31%	21%	38%	20%	39%	26%	76%
It does not help the environment enough	29%	28%	31%	29%	36%	37%	26%	22%	39%	26%	41%	29%	28%	25%	32%	27%	25%	33%	76%
Don't know	2%	1%	3%	2%	4%	0%	2%	3%	0%	0%	0%	2%	3%	0%	3%	3%	0%	0%	0%
It has too much of an impact on local residents	15%	14%	16%	15%	12%	17%	16%	22%	21%	0%	13%	25%	12%	17%	16%	14%	16%	13%	0%
It is not safe	13%	10%	16%	13%	9%	24%	6%	12%	30%	27%	11%	6%	17%	16%	10%	15%	14%	13%	45%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	10%	11%	10%	10%	11%	5%	12%	10%	0%	0%	8%	10%	7%	12%	11%	13%	9%	8%	0%
I do not know enough about this source of electricity	10%	6%	15%	5%	14%	23%	5%	19%	10%	24%	14%	11%	18%	10%	4%	10%	22%	14%	32%
None of the above	4%	4%	2%	1%	4%	4%	2%	3%	0%	0%	5%	0%	12%	0%	4%	4%	2%	6%	0%

Note:

BASE: Oppose more investment in offshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.C) You said you would oppose more investment in offshore wind. Why do you oppose this?Please select up to three

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	191	37	62	21	39	24	8	71	39	0	13	14	44	6	16	9	11	6	45
Weighted	189	39	61	21	37	23	8	68	39	0	13	13	47	6	16	9	10	6	41
It will negatively impact the natural beauty of the area	44%	33%	42%	43%	50%	54%	65%	57%	43%	*	22%	37%	32%	51%	48%	33%	36%	50%	60%
It is not a reliable source of energy	41%	38%	41%	32%	39%	63%	35%	49%	37%	*	37%	35%	36%	50%	30%	75%	28%	0%	49%
It will cost the UK too much	36%	38%	34%	35%	36%	39%	24%	42%	31%	*	31%	36%	27%	50%	51%	52%	9%	33%	34%
It is unnatractive	33%	21%	31%	45%	38%	38%	37%	34%	40%	*	8%	14%	38%	33%	27%	0%	61%	36%	38%
It does not help the environment enough	29%	27%	26%	38%	27%	32%	39%	30%	25%	*	47%	52%	25%	16%	38%	38%	41%	0%	38%
Don't know	2%	0%	1%	0%	3%	3%	12%	0%	2%	*	7%	7%	2%	0%	0%	10%	8%	0%	0%
It has too much of an impact on local residents	15%	9%	18%	19%	21%	8%	0%	10%	25%	*	23%	15%	14%	0%	19%	12%	9%	0%	20%
It is not safe	13%	14%	10%	21%	8%	15%	28%	13%	3%	*	0%	21%	21%	18%	7%	10%	11%	0%	8%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	10%	20%	5%	14%	10%	6%	11%	11%	8%	*	14%	23%	7%	16%	15%	10%	0%	0%	13%
I do not know enough about this source of electricity	10%	11%	11%	5%	12%	4%	26%	10%	14%	*	7%	0%	12%	18%	6%	0%	11%	50%	4%
None of the above	4%	2%	7%	4%	3%	0%	0%	1%	5%	*	8%	0%	6%	0%	6%	0%	9%	0%	0%

Note:

BASE: Oppose more investment in offshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(17.D) You said you would oppose more investment in offshore wind. Why do you oppose this?Please select up to three

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	191	3	13	19	18	25	16	22	17	10	8	10	9	3	2	5	4	159	25
Weighted	189	3	12	17	17	27	16	22	17	10	9	9	9	3	2	5	5	157	26
It will negatively impact the natural beauty of the area	44%	36%	39%	47%	84%	50%	24%	46%	53%	19%	37%	39%	22%	39%	0%	56%	25%	43%	51%
It is not a reliable source of energy	41%	35%	37%	53%	23%	27%	61%	42%	53%	29%	26%	69%	42%	30%	0%	55%	32%	41%	44%
It will cost the UK too much	36%	35%	31%	25%	18%	34%	36%	34%	45%	28%	25%	59%	22%	69%	59%	49%	32%	36%	33%
It is unnatractive	33%	0%	23%	43%	44%	32%	26%	36%	31%	19%	38%	19%	12%	0%	100%	65%	46%	34%	34%
It does not help the environment enough	29%	35%	14%	33%	28%	22%	53%	43%	22%	49%	26%	42%	21%	0%	0%	0%	21%	30%	24%
Don't know	2%	0%	0%	10%	0%	3%	0%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	2%	0%
It has too much of an impact on local residents	15%	0%	15%	6%	27%	4%	12%	24%	5%	12%	37%	9%	35%	0%	59%	16%	0%	15%	13%
It is not safe	13%	0%	17%	25%	12%	18%	8%	13%	11%	11%	0%	11%	25%	30%	0%	0%	0%	10%	25%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	10%	0%	16%	5%	5%	11%	0%	4%	21%	9%	15%	19%	14%	0%	0%	29%	21%	12%	4%
I do not know enough about this source of electricity	10%	0%	8%	5%	11%	4%	6%	16%	18%	23%	11%	0%	12%	70%	0%	0%	21%	11%	5%
None of the above	4%	30%	0%	0%	5%	0%	7%	4%	6%	13%	0%	0%	10%	0%	0%	0%	0%	4%	0%

Note:

BASE: Oppose more investment in offshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.E) You said you would oppose more investment in offshore wind. Why do you oppose this?Please select up to three

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	191	37	36	44	72	21	56	69	34	11	112	78	58	42	86
Weighted	189	36	39	42	70	23	55	68	33	10	113	74	61	40	83
It will negatively impact the natural beauty of the area	44%	50%	41%	48%	41%	34%	56%	43%	38%	34%	44%	46%	41%	48%	46%
It is not a reliable source of energy	41%	46%	45%	48%	33%	50%	35%	41%	42%	51%	35%	53%	26%	39%	55%
It will cost the UK too much	36%	37%	48%	40%	25%	52%	32%	33%	37%	27%	33%	40%	30%	33%	41%
It is unnatractive	33%	46%	25%	32%	32%	32%	38%	34%	22%	33%	33%	34%	30%	40%	31%
It does not help the environment enough	29%	26%	27%	31%	30%	17%	24%	37%	34%	8%	28%	31%	26%	31%	31%
Don't know	2%	2%	0%	0%	4%	0%	1%	0%	8%	0%	2%	1%	2%	4%	0%
It has too much of an impact on local residents	15%	23%	16%	13%	11%	4%	14%	19%	9%	29%	16%	13%	24%	11%	10%
It is not safe	13%	12%	13%	10%	15%	20%	14%	11%	14%	0%	14%	10%	14%	14%	11%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	10%	12%	6%	9%	13%	16%	16%	7%	3%	21%	10%	12%	3%	13%	15%
I do not know enough about this source of electricity	10%	10%	16%	11%	8%	14%	9%	13%	9%	0%	16%	3%	22%	9%	2%
None of the above	4%	0%	2%	5%	5%	0%	0%	7%	6%	0%	2%	6%	3%	0%	6%

Note:

BASE: Oppose more investment in offshore wind

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) You said you would oppose more investment in nuclear power. Why do you oppose this?Please select up to three

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	963	161	172	181	172	139	138	132	125	70	90	57	87	81	40	96	98	55	32
Weighted	971	175	198	177	163	128	131	138	120	69	87	56	91	79	38	92	105	60	36
It is not safe	73%	69%	71%	73%	76%	75%	74%	69%	71%	77%	73%	66%	75%	66%	75%	67%	81%	77%	79%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	9%	8%	4%	0%	5%	1%	3%	1%	3%	5%	6%	9%	6%	10%	4%	5%	7%	6%
It does not help the environment enough	29%	30%	26%	30%	35%	23%	32%	30%	32%	28%	22%	30%	24%	32%	31%	30%	33%	22%	42%
It has too much of an impact on local residents	26%	26%	28%	23%	28%	23%	24%	26%	24%	27%	24%	21%	25%	27%	14%	30%	21%	44%	18%
It will cost the UK too much	25%	23%	19%	18%	26%	32%	41%	19%	23%	26%	26%	33%	30%	26%	29%	20%	31%	22%	31%
It will negatively impact the natural beauty of the area	25%	35%	23%	30%	24%	16%	15%	26%	22%	23%	22%	14%	27%	29%	28%	30%	25%	25%	26%
I do not know enough about this source of electricity	19%	19%	20%	19%	16%	22%	19%	19%	21%	19%	17%	21%	24%	21%	20%	23%	16%	6%	20%
It is not a reliable source of energy	12%	22%	8%	7%	13%	12%	9%	13%	12%	14%	8%	11%	9%	14%	12%	8%	14%	16%	3%
It is unnatractive	10%	13%	12%	11%	11%	4%	8%	8%	10%	7%	12%	3%	12%	10%	19%	13%	11%	13%	6%
Don't know	1%	1%	1%	1%	0%	1%	1%	2%	0%	0%	1%	0%	1%	0%	0%	1%	0%	2%	0%
None of the above	1%	1%	3%	1%	2%	1%	1%	2%	2%	1%	1%	3%	0%	1%	2%	1%	1%	3%	0%

Note:

BASE: Oppose more investment in nuclear power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) You said you would oppose more investment in nuclear power. Why do you oppose this?Please select up to three

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	963	367	590	289	410	160	229	300	69	13	161	141	381	71	0	0	256	102	11
Weighted	971	395	570	281	418	162	227	305	69	12	162	141	389	72	0	0	266	107	10
It is not safe	73%	71%	74%	73%	71%	75%	72%	72%	69%	66%	77%	66%	73%	73%	71%	73%	75%	73%	83%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	6%	4%	5%	5%	4%	4%	5%	9%	0%	4%	3%	6%	6%	5%	4%	5%	7%	0%
It does not help the environment enough	29%	29%	29%	23%	33%	26%	28%	30%	33%	22%	25%	28%	28%	41%	23%	30%	35%	24%	25%
It has too much of an impact on local residents	26%	26%	26%	25%	26%	23%	28%	26%	30%	15%	21%	24%	26%	34%	24%	25%	27%	32%	21%
It will cost the UK too much	25%	31%	21%	31%	25%	21%	27%	23%	38%	49%	25%	27%	23%	31%	28%	24%	25%	21%	17%
It will negatively impact the natural beauty of the area	25%	27%	23%	23%	22%	30%	25%	24%	21%	34%	25%	24%	25%	24%	24%	28%	24%	21%	20%
I do not know enough about this source of electricity	19%	10%	25%	23%	17%	18%	21%	19%	19%	0%	21%	21%	19%	15%	21%	22%	14%	20%	9%
It is not a reliable source of energy	12%	12%	11%	11%	8%	12%	10%	12%	6%	19%	11%	11%	12%	9%	14%	15%	9%	8%	7%
It is unnatractive	10%	12%	10%	13%	11%	6%	15%	11%	7%	7%	7%	17%	9%	8%	12%	11%	10%	9%	0%
Don't know	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%
None of the above	1%	2%	1%	1%	2%	1%	2%	1%	2%	0%	1%	2%	2%	0%	2%	1%	1%	3%	0%

Note:

BASE: Oppose more investment in nuclear power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(18.C) You said you would oppose more investment in nuclear power. Why do you oppose this?Please select up to three

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	963	218	290	144	158	104	49	271	252	0	80	97	210	39	86	47	59	25	208
Weighted	971	230	288	146	154	104	49	263	254	0	83	96	220	41	89	47	58	23	195
It is not safe	73%	70%	76%	75%	72%	69%	71%	76%	73%	*	70%	69%	72%	66%	69%	71%	75%	76%	71%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	6%	4%	8%	5%	2%	0%	3%	5%	*	10%	4%	5%	5%	4%	5%	1%	4%	3%
It does not help the environment enough	29%	29%	28%	33%	28%	29%	32%	29%	28%	*	30%	36%	28%	28%	22%	35%	34%	25%	27%
It has too much of an impact on local residents	26%	32%	23%	23%	22%	28%	31%	26%	25%	*	30%	21%	25%	31%	31%	14%	24%	37%	28%
It will cost the UK too much	25%	24%	24%	20%	30%	32%	30%	33%	22%	*	16%	33%	23%	17%	22%	19%	22%	20%	37%
It will negatively impact the natural beauty of the area	25%	25%	23%	28%	24%	21%	34%	22%	23%	*	26%	18%	32%	27%	25%	29%	26%	29%	16%
I do not know enough about this source of electricity	19%	18%	19%	19%	23%	20%	10%	19%	22%	*	20%	18%	17%	12%	25%	17%	11%	12%	26%
It is not a reliable source of energy	12%	13%	12%	11%	10%	13%	7%	11%	9%	*	19%	13%	10%	15%	6%	14%	14%	7%	11%
It is unnatractive	10%	9%	12%	11%	8%	11%	13%	8%	14%	*	11%	11%	8%	10%	17%	2%	12%	12%	5%
Don't know	1%	1%	1%	0%	1%	1%	0%	1%	1%	*	0%	1%	0%	3%	1%	0%	0%	0%	1%
None of the above	1%	2%	1%	1%	1%	3%	2%	2%	0%	*	2%	2%	1%	8%	4%	5%	0%	0%	0%

Note:

BASE: Oppose more investment in nuclear power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.D) You said you would oppose more investment in nuclear power. Why do you oppose this?Please select up to three

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	963	10	61	85	79	88	92	90	73	61	46	77	46	37	21	15	39	850	82
Weighted	971	10	59	80	78	89	94	93	75	63	47	81	48	38	21	16	38	856	82
It is not safe	73%	63%	72%	77%	79%	69%	67%	73%	73%	67%	74%	75%	77%	63%	73%	57%	86%	73%	70%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	11%	3%	3%	7%	2%	5%	4%	7%	8%	5%	2%	11%	0%	7%	0%	4%	4%	7%
It does not help the environment enough	29%	34%	29%	34%	28%	26%	30%	30%	26%	33%	36%	31%	30%	34%	12%	24%	24%	29%	26%
It has too much of an impact on local residents	26%	29%	22%	20%	24%	24%	21%	25%	29%	27%	16%	26%	43%	30%	33%	36%	28%	26%	17%
It will cost the UK too much	25%	41%	28%	32%	28%	22%	32%	35%	16%	34%	17%	23%	22%	19%	6%	25%	9%	26%	26%
It will negatively impact the natural beauty of the area	25%	40%	26%	28%	19%	27%	19%	27%	29%	25%	20%	32%	15%	28%	17%	13%	26%	24%	27%
I do not know enough about this source of electricity	19%	0%	18%	22%	17%	21%	22%	12%	25%	18%	23%	19%	16%	19%	21%	13%	15%	19%	18%
It is not a reliable source of energy	12%	11%	21%	12%	12%	9%	18%	6%	14%	13%	12%	9%	9%	14%	8%	10%	7%	11%	14%
It is unnatractive	10%	11%	8%	9%	17%	13%	4%	12%	9%	12%	9%	6%	18%	5%	10%	20%	6%	10%	10%
Don't know	1%	0%	2%	0%	0%	0%	1%	1%	1%	2%	0%	0%	0%	3%	0%	0%	0%	1%	0%
None of the above	1%	8%	1%	0%	1%	1%	3%	1%	4%	1%	3%	0%	0%	0%	9%	0%	0%	2%	1%

Note:

BASE: Oppose more investment in nuclear power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.E) You said you would oppose more investment in nuclear power. Why do you oppose this?Please select up to three

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	963	266	222	200	268	55	305	393	170	40	893	62	725	152	59
Weighted	971	273	241	195	255	59	309	394	169	41	902	61	734	152	58
It is not safe	73%	76%	67%	74%	74%	76%	66%	77%	75%	66%	73%	66%	75%	66%	64%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	5%	4%	6%	4%	5%	6%	4%	4%	5%	8%	5%	4%	5%	6%	4%
It does not help the environment enough	29%	31%	31%	22%	31%	26%	29%	29%	30%	33%	30%	15%	32%	24%	20%
It has too much of an impact on local residents	26%	31%	21%	26%	25%	20%	29%	23%	28%	26%	26%	23%	26%	25%	25%
It will cost the UK too much	25%	21%	23%	29%	29%	24%	29%	25%	24%	18%	25%	39%	25%	29%	36%
It will negatively impact the natural beauty of the area	25%	26%	21%	24%	27%	22%	27%	22%	28%	24%	25%	19%	26%	20%	20%
I do not know enough about this source of electricity	19%	15%	19%	24%	20%	15%	18%	19%	22%	19%	19%	21%	19%	22%	16%
It is not a reliable source of energy	12%	10%	14%	14%	9%	12%	11%	10%	14%	19%	11%	24%	11%	12%	15%
It is unnatractive	10%	10%	10%	10%	10%	13%	12%	10%	10%	0%	10%	14%	10%	6%	17%
Don't know	1%	1%	2%	0%	0%	0%	1%	1%	1%	0%	1%	2%	0%	2%	0%
None of the above	1%	1%	2%	2%	1%	0%	2%	2%	1%	0%	1%	1%	1%	2%	3%

Note:

BASE: Oppose more investment in nuclear power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) You said you would oppose more investment in hydro power. Why do you oppose this?Please select up to three

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	84	19	17	23	11	8	6	19	4	10	6	6	9	6	7	5	5	3	4
Weighted	90	21	23	23	10	7	5	21	4	10	6	7	11	5	6	5	6	3	4
Don't know	4%	6%	0%	9%	0%	0%	0%	0%	0%	0%	0%	18%	0%	0%	0%	39%	0%	0%	0%
It will cost the UK too much	32%	26%	31%	43%	18%	38%	34%	28%	26%	19%	23%	14%	37%	48%	61%	17%	40%	0%	82%
It is not a reliable source of energy	30%	36%	18%	46%	18%	25%	19%	42%	25%	29%	39%	20%	20%	18%	20%	17%	17%	100%	18%
It is not safe	28%	36%	32%	34%	9%	13%	15%	17%	0%	23%	15%	54%	46%	33%	13%	17%	39%	32%	59%
It does not help the environment enough	27%	24%	32%	16%	25%	49%	35%	32%	49%	18%	46%	0%	37%	18%	41%	0%	39%	0%	18%
I do not know enough about this source of electricity	25%	36%	13%	13%	65%	13%	16%	22%	26%	39%	15%	14%	13%	52%	0%	44%	38%	32%	18%
It will negatively impact the natural beauty of the area	20%	22%	17%	17%	0%	50%	34%	15%	25%	10%	31%	20%	14%	31%	27%	0%	39%	34%	23%
It has too much of an impact on local residents	15%	13%	22%	13%	10%	25%	0%	22%	49%	24%	0%	0%	8%	0%	41%	0%	0%	0%	23%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	12%	6%	28%	4%	10%	0%	15%	5%	0%	24%	38%	0%	9%	0%	13%	0%	44%	0%	0%
It is unnatractive	12%	18%	7%	9%	0%	27%	19%	23%	0%	0%	15%	0%	0%	0%	20%	0%	21%	34%	23%

Note:

BASE: Oppose more investment in Hydro power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) You said you would oppose more investment in hydro power. Why do you oppose this?Please select up to three

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	84	42	42	34	21	18	28	21	5	3	20	20	22	10	0	0	10	11	2
Weighted	90	49	40	34	24	19	30	24	5	3	20	22	25	11	0	0	11	14	2
Don't know	4%	5%	2%	4%	4%	5%	0%	4%	0%	0%	5%	0%	4%	0%	8%	0%	0%	7%	0%
It will cost the UK too much	32%	33%	30%	34%	37%	20%	53%	37%	20%	0%	9%	39%	23%	23%	14%	41%	48%	37%	0%
It is not a reliable source of energy	30%	35%	24%	32%	24%	32%	40%	30%	0%	44%	28%	31%	28%	10%	21%	34%	46%	20%	66%
It is not safe	28%	32%	24%	24%	26%	42%	23%	33%	51%	44%	21%	18%	32%	36%	36%	28%	26%	20%	66%
It does not help the environment enough	27%	22%	33%	16%	28%	32%	10%	29%	100%	0%	39%	25%	39%	43%	21%	27%	41%	26%	34%
I do not know enough about this source of electricity	25%	16%	36%	33%	21%	15%	17%	36%	0%	30%	29%	9%	29%	31%	31%	32%	20%	10%	0%
It will negatively impact the natural beauty of the area	20%	20%	19%	20%	8%	27%	16%	13%	51%	44%	24%	23%	24%	18%	23%	11%	15%	23%	66%
It has too much of an impact on local residents	15%	16%	14%	9%	23%	15%	8%	21%	20%	0%	19%	21%	20%	18%	12%	19%	8%	26%	0%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	12%	13%	10%	11%	24%	5%	13%	15%	0%	26%	5%	5%	14%	26%	16%	18%	0%	10%	0%
It is unnatractive	12%	17%	5%	15%	7%	0%	17%	11%	0%	0%	4%	18%	9%	0%	20%	10%	0%	12%	0%

Note:

BASE: Oppose more investment in Hydro power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) You said you would oppose more investment in hydro power. Why do you oppose this?Please select up to three

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	84	30	19	11	16	5	3	18	21	0	6	9	26	3	13	3	6	2	15
Weighted	90	35	19	11	17	5	3	20	22	0	6	11	27	3	16	3	6	2	14
Don't know	4%	0%	7%	0%	6%	0%	30%	5%	0%	*	0%	0%	8%	0%	14%	0%	0%	0%	0%
It will cost the UK too much	32%	30%	31%	47%	25%	59%	0%	55%	30%	*	16%	7%	31%	0%	39%	0%	35%	0%	33%
It is not a reliable source of energy	30%	23%	42%	38%	20%	50%	28%	30%	29%	*	51%	23%	27%	26%	25%	35%	85%	0%	14%
It is not safe	28%	35%	12%	30%	32%	16%	42%	35%	28%	*	16%	45%	18%	43%	23%	0%	50%	0%	20%
It does not help the environment enough	27%	26%	49%	26%	18%	0%	0%	14%	31%	*	50%	30%	28%	26%	6%	100%	15%	0%	27%
I do not know enough about this source of electricity	25%	22%	17%	32%	39%	19%	0%	21%	21%	*	31%	31%	23%	57%	15%	0%	35%	100%	33%
It will negatively impact the natural beauty of the area	20%	15%	29%	22%	12%	54%	0%	15%	28%	*	0%	23%	24%	0%	7%	0%	0%	0%	27%
It has too much of an impact on local residents	15%	20%	14%	10%	12%	0%	28%	0%	26%	*	0%	15%	19%	31%	16%	0%	0%	0%	14%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	12%	16%	7%	8%	6%	28%	0%	24%	5%	*	18%	12%	8%	0%	17%	0%	15%	0%	14%
It is unnatractive	12%	12%	10%	9%	13%	22%	0%	5%	17%	*	0%	24%	8%	0%	17%	0%	0%	0%	14%

Note:

BASE: Oppose more investment in Hydro power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.D) You said you would oppose more investment in hydro power. Why do you oppose this?Please select up to three

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	84	0	3	12	8	11	11	4	6	5	2	8	4	1	2	1	3	68	13
Weighted	90	0	3	12	8	13	11	4	8	6	2	8	5	1	2	1	3	71	15
Don't know	4%	*	0%	0%	0%	8%	0%	24%	0%	0%	0%	0%	0%	0%	56%	0%	0%	4%	0%
It will cost the UK too much	32%	*	31%	29%	42%	29%	26%	50%	33%	58%	0%	36%	21%	0%	0%	100%	0%	32%	33%
It is not a reliable source of energy	30%	*	0%	17%	0%	24%	55%	27%	33%	62%	0%	53%	28%	100%	0%	0%	0%	30%	37%
It is not safe	28%	*	31%	23%	39%	38%	22%	23%	54%	0%	100%	13%	55%	0%	0%	0%	0%	27%	33%
It does not help the environment enough	27%	*	0%	32%	11%	27%	43%	0%	22%	0%	45%	58%	24%	0%	0%	0%	62%	30%	11%
I do not know enough about this source of electricity	25%	*	69%	38%	26%	25%	27%	27%	0%	0%	0%	0%	76%	0%	0%	0%	38%	25%	17%
It will negatively impact the natural beauty of the area	20%	*	31%	15%	12%	0%	31%	27%	36%	21%	45%	22%	24%	0%	44%	0%	35%	19%	21%
It has too much of an impact on local residents	15%	*	0%	0%	12%	0%	7%	50%	31%	0%	0%	63%	0%	0%	0%	0%	73%	14%	12%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	12%	*	0%	8%	25%	8%	0%	0%	64%	0%	0%	0%	0%	0%	0%	100%	0%	13%	0%
It is unnatractive	12%	*	0%	8%	0%	10%	20%	0%	14%	44%	0%	19%	0%	0%	0%	0%	0%	13%	8%

Note:

BASE: Oppose more investment in Hydro power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.E) You said you would oppose more investment in hydro power. Why do you oppose this?Please select up to three

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	84	15	17	19	32	14	22	24	19	5	59	24	42	12	30
Weighted	90	16	19	20	34	16	24	25	19	5	65	24	46	13	30
Don't know	4%	6%	5%	0%	4%	0%	4%	5%	0%	20%	3%	4%	0%	9%	6%
It will cost the UK too much	32%	20%	31%	40%	34%	24%	34%	36%	29%	37%	31%	36%	29%	8%	47%
It is not a reliable source of energy	30%	63%	35%	32%	11%	13%	40%	28%	37%	17%	28%	39%	26%	16%	43%
It is not safe	28%	29%	26%	24%	32%	42%	24%	16%	33%	43%	25%	31%	26%	41%	27%
It does not help the environment enough	27%	23%	24%	35%	23%	16%	37%	28%	29%	0%	32%	16%	34%	28%	15%
I do not know enough about this source of electricity	25%	18%	22%	33%	25%	23%	16%	31%	30%	17%	25%	24%	24%	31%	23%
It will negatively impact the natural beauty of the area	20%	23%	24%	20%	14%	18%	32%	19%	13%	0%	20%	21%	26%	0%	20%
It has too much of an impact on local residents	15%	22%	21%	14%	9%	5%	14%	19%	16%	26%	18%	8%	18%	18%	10%
It will destroy jobs in carbon-intensive sectors (such as coal or oil)	12%	7%	5%	14%	16%	23%	14%	8%	0%	26%	16%	0%	13%	10%	9%
It is unnatractive	12%	24%	7%	10%	11%	7%	16%	18%	5%	0%	11%	14%	14%	7%	11%

Note:

BASE: Oppose more investment in Hydro power

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(20.A) Which of the following comes closest to your view?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
We should be more concerned by plastic waste than polluting gases	10%	13%	8%	12%	8%	8%	9%	12%	11%	9%	11%	9%	8%	9%	12%	9%	10%	6%	4%
We should be equally concerned about plastic waste and polluting gases	78%	68%	77%	73%	80%	83%	84%	73%	80%	80%	80%	79%	80%	76%	78%	77%	80%	76%	81%
We should be more concerned by polluting gases than by plastic waste	8%	15%	11%	10%	5%	5%	4%	12%	5%	6%	5%	7%	6%	9%	8%	8%	7%	13%	9%
Don't Know	4%	4%	4%	5%	6%	5%	3%	3%	3%	5%	4%	5%	5%	6%	3%	6%	3%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(20.B) Which of the following comes closest to your view?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
We should be more concerned by plastic waste than polluting gases	10%	11%	9%	12%	7%	9%	11%	8%	7%	14%	9%	12%	9%	6%	10%	9%	9%	11%	13%
We should be equally concerned about plastic waste and polluting gases	78%	76%	80%	77%	81%	77%	78%	79%	84%	71%	75%	78%	78%	83%	77%	79%	79%	75%	76%
We should be more concerned by polluting gases than by plastic waste	8%	9%	6%	6%	8%	7%	7%	9%	5%	9%	6%	7%	9%	8%	7%	7%	9%	11%	11%
Don't Know	4%	4%	5%	4%	3%	7%	3%	4%	5%	7%	10%	3%	4%	3%	6%	5%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(20.C) Which of the following comes closest to your view?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
We should be more concerned by plastic waste than polluting gases	10%	11%	9%	9%	12%	10%	8%	10%	9%	*	7%	11%	12%	5%	10%	10%	10%	5%	9%
We should be equally concerned about plastic waste and polluting gases	78%	72%	79%	80%	78%	82%	82%	80%	78%	*	77%	79%	74%	80%	74%	74%	78%	82%	83%
We should be more concerned by polluting gases than by plastic waste	8%	13%	7%	8%	6%	4%	6%	6%	8%	*	11%	7%	9%	8%	9%	10%	9%	5%	5%
Don't Know	4%	4%	5%	4%	4%	4%	3%	4%	4%	*	5%	3%	5%	7%	7%	7%	3%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(20.D) Which of the following comes closest to your view?

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
We should be more concerned by plastic waste than polluting gases	10%	22%	13%	14%	13%	9%	8%	10%	10%	7%	9%	11%	7%	6%	9%	12%	9%	10%	11%
We should be equally concerned about plastic waste and polluting gases	78%	51%	75%	76%	75%	76%	83%	79%	81%	83%	77%	76%	77%	85%	80%	71%	76%	78%	78%
We should be more concerned by polluting gases than by plastic waste	8%	21%	7%	4%	8%	9%	6%	7%	7%	7%	10%	10%	12%	6%	4%	14%	12%	7%	10%
Don't Know	4%	7%	5%	6%	4%	6%	4%	3%	2%	3%	3%	3%	4%	4%	6%	3%	4%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(20.E) Which of the following comes closest to your view?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
We should be more concerned by plastic waste than polluting gases	10%	9%	9%	10%	11%	14%	9%	9%	9%	13%	8%	28%	7%	11%	27%
We should be equally concerned about plastic waste and polluting gases	78%	79%	77%	80%	76%	67%	79%	80%	79%	68%	81%	47%	82%	76%	54%
We should be more concerned by polluting gases than by plastic waste	8%	9%	9%	7%	7%	17%	8%	6%	8%	11%	8%	9%	8%	6%	9%
Don't Know	4%	3%	5%	4%	6%	2%	4%	5%	4%	8%	3%	16%	2%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(21.A) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The strength of the UK economy

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Very positive	12%	19%	15%	13%	11%	8%	9%	14%	12%	10%	13%	9%	13%	11%	13%	10%	14%	16%	13%
Positive	32%	31%	37%	34%	30%	31%	29%	34%	32%	32%	31%	31%	34%	31%	29%	33%	30%	30%	32%
Neither positive nor negative impact	30%	28%	27%	25%	29%	36%	37%	28%	33%	32%	31%	30%	29%	31%	32%	32%	29%	27%	28%
Negative	14%	13%	13%	17%	16%	12%	14%	14%	12%	14%	14%	15%	14%	16%	18%	13%	15%	14%	15%
Very Negative	6%	5%	5%	7%	7%	7%	5%	5%	5%	5%	6%	7%	7%	6%	4%	6%	6%	7%	3%
Don't Know	5%	3%	4%	4%	8%	6%	6%	5%	6%	6%	6%	8%	3%	5%	4%	6%	5%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(21.B) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The strength of the UK economy

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Very positive	12%	13%	12%	9%	14%	12%	9%	16%	12%	6%	10%	11%	15%	12%	12%	11%	13%	19%	21%
Positive	32%	31%	33%	28%	36%	32%	31%	34%	35%	30%	30%	32%	35%	38%	28%	32%	36%	34%	28%
Neither positive nor negative impact	30%	30%	31%	34%	26%	30%	32%	27%	27%	32%	35%	35%	27%	28%	34%	31%	28%	24%	20%
Negative	14%	15%	13%	16%	13%	14%	18%	12%	14%	15%	12%	17%	12%	13%	13%	15%	14%	15%	16%
Very Negative	6%	7%	4%	8%	4%	6%	6%	5%	4%	12%	5%	3%	5%	6%	7%	6%	5%	5%	10%
Don't Know	5%	4%	7%	5%	6%	6%	4%	6%	7%	5%	8%	3%	5%	3%	7%	6%	4%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.C) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The strength of the UK economy

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Very positive	12%	16%	12%	10%	11%	10%	15%	11%	14%	*	13%	10%	13%	17%	16%	13%	12%	8%	8%
Positive	32%	34%	31%	33%	30%	32%	33%	30%	35%	*	30%	28%	34%	29%	36%	33%	33%	34%	31%
Neither positive nor negative impact	30%	25%	31%	32%	33%	33%	29%	34%	26%	*	30%	37%	27%	29%	24%	26%	30%	33%	36%
Negative	14%	16%	13%	14%	13%	14%	14%	14%	15%	*	13%	13%	15%	11%	15%	17%	13%	13%	14%
Very Negative	6%	5%	7%	6%	5%	5%	7%	5%	5%	*	6%	7%	6%	4%	5%	8%	6%	6%	5%
Don't Know	5%	4%	6%	5%	7%	6%	3%	6%	5%	*	8%	5%	4%	9%	5%	4%	6%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(21.D) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The strength of the UK economy

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Very positive	12%	13%	10%	12%	10%	12%	13%	8%	10%	14%	15%	13%	16%	12%	20%	18%	17%	12%	13%
Positive	32%	30%	35%	26%	28%	30%	31%	35%	34%	34%	33%	33%	39%	28%	28%	39%	38%	32%	30%
Neither positive nor negative impact	30%	40%	32%	39%	33%	30%	28%	33%	33%	28%	28%	30%	22%	33%	24%	24%	25%	30%	30%
Negative	14%	5%	12%	10%	14%	16%	14%	14%	14%	15%	14%	14%	16%	15%	18%	13%	11%	14%	17%
Very Negative	6%	13%	7%	7%	7%	6%	7%	4%	5%	5%	5%	6%	4%	6%	6%	6%	6%	6%	5%
Don't Know	5%	0%	4%	6%	8%	5%	8%	6%	4%	5%	6%	4%	3%	6%	4%	1%	4%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.E) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The strength of the UK economy

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Very positive	12%	15%	12%	12%	10%	22%	13%	11%	9%	15%	13%	1%	16%	4%	3%
Positive	32%	36%	33%	30%	29%	34%	35%	31%	29%	21%	35%	8%	38%	20%	11%
Neither positive nor negative impact	30%	27%	28%	32%	35%	20%	29%	33%	34%	25%	30%	34%	27%	48%	23%
Negative	14%	14%	15%	16%	13%	13%	14%	14%	14%	15%	13%	30%	11%	18%	34%
Very Negative	6%	5%	6%	6%	6%	6%	5%	5%	8%	16%	4%	24%	3%	6%	28%
Don't Know	5%	4%	6%	4%	7%	5%	5%	6%	5%	9%	5%	3%	5%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(22.A) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: People in the UK's health

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Very positive	23%	31%	26%	24%	20%	21%	19%	27%	21%	24%	22%	17%	23%	24%	20%	26%	22%	23%	25%
Positive	45%	41%	49%	39%	44%	45%	48%	41%	47%	47%	47%	47%	49%	43%	43%	41%	46%	39%	42%
Neither positive nor negative impact	22%	18%	16%	24%	25%	24%	26%	22%	24%	19%	22%	25%	18%	23%	26%	22%	23%	27%	20%
Negative	6%	7%	7%	8%	6%	5%	4%	6%	5%	5%	5%	7%	7%	5%	9%	6%	6%	6%	7%
Very Negative	2%	2%	1%	2%	2%	3%	1%	2%	0%	3%	2%	2%	1%	3%	1%	2%	1%	3%	4%
Don't Know	2%	2%	2%	3%	3%	2%	2%	1%	2%	3%	2%	4%	3%	2%	2%	4%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: People in the UK's health

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Very positive	23%	22%	24%	17%	26%	24%	18%	27%	21%	24%	20%	18%	27%	28%	21%	21%	24%	30%	35%
Positive	45%	43%	46%	43%	48%	40%	47%	45%	49%	20%	42%	48%	46%	45%	45%	45%	47%	42%	36%
Neither positive nor negative impact	22%	25%	20%	29%	17%	24%	27%	17%	19%	45%	27%	27%	17%	18%	24%	23%	20%	19%	18%
Negative	6%	6%	6%	6%	5%	8%	5%	7%	6%	8%	5%	5%	6%	6%	5%	5%	6%	6%	7%
Very Negative	2%	2%	1%	2%	1%	2%	1%	2%	1%	3%	2%	1%	2%	0%	2%	1%	1%	2%	3%
Don't Know	2%	2%	3%	2%	3%	3%	2%	3%	3%	0%	4%	1%	2%	2%	2%	3%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.C) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: People in the UK's health

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Very positive	23%	26%	24%	22%	20%	20%	24%	21%	25%	*	23%	24%	23%	30%	27%	21%	18%	21%	21%
Positive	45%	41%	43%	46%	47%	47%	46%	46%	43%	*	39%	40%	48%	40%	44%	45%	44%	47%	46%
Neither positive nor negative impact	22%	20%	23%	22%	24%	24%	20%	24%	21%	*	26%	26%	19%	18%	17%	23%	25%	24%	25%
Negative	6%	9%	5%	6%	4%	5%	6%	4%	7%	*	8%	6%	6%	7%	9%	8%	7%	5%	5%
Very Negative	2%	1%	2%	2%	2%	2%	2%	2%	1%	*	1%	2%	2%	0%	1%	1%	2%	1%	2%
Don't Know	2%	2%	2%	3%	3%	2%	2%	2%	2%	*	3%	3%	1%	4%	2%	2%	3%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.D) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: People in the UK's health

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Very positive	23%	15%	20%	20%	19%	21%	22%	19%	22%	26%	28%	28%	30%	19%	30%	32%	33%	24%	19%
Positive	45%	55%	42%	42%	44%	44%	44%	50%	48%	44%	41%	44%	42%	49%	44%	43%	41%	44%	48%
Neither positive nor negative impact	22%	15%	27%	26%	26%	25%	24%	20%	20%	20%	24%	19%	20%	19%	19%	20%	20%	22%	23%
Negative	6%	8%	6%	4%	6%	7%	7%	8%	6%	6%	3%	6%	4%	9%	6%	3%	3%	6%	7%
Very Negative	2%	6%	2%	3%	3%	1%	2%	1%	2%	1%	2%	1%	3%	2%	1%	2%	1%	2%	1%
Don't Know	2%	0%	3%	4%	3%	3%	2%	2%	2%	3%	2%	1%	2%	2%	0%	1%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.E) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: People in the UK's health

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Very positive	23%	27%	23%	22%	20%	31%	23%	22%	23%	20%	25%	4%	29%	10%	4%
Positive	45%	47%	44%	43%	44%	39%	46%	45%	42%	39%	48%	15%	50%	37%	22%
Neither positive nor negative impact	22%	18%	22%	23%	26%	18%	22%	23%	23%	17%	19%	56%	14%	42%	49%
Negative	6%	5%	7%	7%	5%	9%	4%	6%	8%	11%	5%	11%	5%	7%	12%
Very Negative	2%	1%	2%	2%	2%	2%	1%	2%	2%	7%	1%	10%	1%	2%	10%
Don't Know	2%	1%	3%	3%	3%	2%	2%	2%	3%	6%	2%	3%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(23.A) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The UK's reputation internationally

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Very positive	25%	35%	29%	23%	22%	22%	20%	27%	25%	26%	24%	18%	24%	23%	21%	27%	27%	24%	27%
Positive	40%	36%	42%	38%	42%	39%	43%	41%	42%	39%	38%	45%	42%	43%	43%	34%	39%	40%	40%
Neither positive nor negative impact	24%	19%	19%	26%	24%	30%	28%	22%	24%	25%	28%	22%	25%	24%	25%	27%	23%	24%	24%
Negative	5%	6%	5%	7%	7%	3%	3%	6%	4%	2%	5%	7%	6%	5%	6%	4%	5%	7%	4%
Very Negative	2%	3%	2%	3%	3%	2%	2%	3%	2%	4%	2%	2%	1%	3%	2%	3%	4%	1%	3%
Don't Know	3%	1%	3%	4%	3%	3%	3%	2%	3%	4%	2%	5%	2%	2%	2%	4%	2%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The UK's reputation internationally

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Very positive	25%	26%	24%	18%	29%	24%	21%	30%	25%	17%	21%	22%	30%	31%	22%	24%	28%	32%	37%
Positive	40%	39%	42%	41%	42%	40%	44%	40%	39%	31%	39%	47%	40%	38%	40%	41%	40%	40%	32%
Neither positive nor negative impact	24%	25%	24%	30%	20%	26%	28%	19%	25%	34%	27%	25%	20%	20%	27%	24%	23%	20%	20%
Negative	5%	6%	4%	6%	5%	5%	4%	6%	5%	13%	5%	3%	6%	6%	5%	5%	5%	4%	6%
Very Negative	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%	2%	2%	2%	2%	4%
Don't Know	3%	2%	4%	3%	2%	3%	2%	3%	4%	2%	6%	1%	2%	2%	4%	3%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.C) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The UK's reputation internationally

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Very positive	25%	30%	25%	21%	22%	25%	26%	23%	27%	*	21%	21%	29%	33%	26%	23%	23%	20%	21%
Positive	40%	37%	42%	40%	42%	40%	38%	42%	39%	*	41%	42%	40%	36%	44%	40%	39%	44%	42%
Neither positive nor negative impact	24%	23%	22%	29%	25%	26%	26%	26%	23%	*	27%	24%	21%	20%	20%	28%	28%	26%	29%
Negative	5%	6%	5%	5%	5%	4%	4%	4%	6%	*	7%	6%	6%	6%	4%	5%	5%	7%	4%
Very Negative	2%	3%	3%	2%	2%	2%	3%	2%	3%	*	1%	1%	3%	2%	1%	2%	2%	2%	2%
Don't Know	3%	2%	3%	4%	4%	2%	3%	3%	2%	*	4%	5%	2%	4%	4%	2%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.D) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The UK's reputation internationally

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Very positive	25%	31%	19%	19%	19%	22%	22%	24%	26%	28%	31%	26%	33%	32%	41%	28%	34%	25%	23%
Positive	40%	30%	34%	40%	41%	41%	45%	42%	38%	40%	35%	42%	40%	43%	42%	40%	43%	40%	39%
Neither positive nor negative impact	24%	23%	34%	28%	28%	25%	25%	26%	25%	22%	25%	23%	19%	15%	9%	21%	15%	24%	26%
Negative	5%	9%	7%	4%	6%	6%	4%	4%	7%	6%	6%	4%	4%	5%	5%	8%	5%	5%	8%
Very Negative	2%	6%	2%	4%	2%	3%	2%	1%	2%	1%	2%	2%	4%	5%	2%	2%	1%	3%	1%
Don't Know	3%	0%	4%	5%	4%	4%	2%	3%	2%	3%	1%	2%	1%	1%	1%	1%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.E) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: The UK's reputation internationally

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Very positive	25%	31%	26%	22%	20%	31%	28%	22%	22%	20%	27%	5%	33%	7%	6%
Positive	40%	41%	40%	40%	41%	38%	41%	41%	40%	34%	42%	21%	45%	34%	23%
Neither positive nor negative impact	24%	20%	23%	27%	28%	20%	23%	26%	25%	26%	21%	53%	15%	46%	50%
Negative	5%	4%	6%	6%	4%	6%	3%	5%	7%	8%	5%	8%	5%	5%	10%
Very Negative	2%	2%	3%	2%	2%	3%	2%	2%	4%	7%	2%	9%	1%	3%	9%
Don't Know	3%	1%	3%	3%	4%	2%	2%	3%	3%	4%	3%	4%	1%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(24.A) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My family's health

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Very positive	20%	25%	25%	22%	16%	16%	16%	24%	18%	21%	18%	15%	16%	21%	19%	22%	21%	19%	19%
Positive	46%	44%	48%	46%	47%	48%	45%	46%	49%	45%	46%	45%	55%	43%	43%	44%	48%	38%	45%
Neither positive nor negative impact	27%	25%	21%	24%	30%	28%	33%	23%	28%	26%	29%	32%	23%	29%	32%	26%	27%	33%	30%
Negative	3%	3%	4%	4%	4%	3%	2%	4%	3%	3%	2%	3%	3%	5%	3%	4%	2%	4%	4%
Very Negative	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%
Don't Know	3%	2%	2%	3%	2%	3%	3%	1%	3%	3%	4%	3%	2%	2%	3%	4%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My family's health

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Very positive	20%	20%	19%	16%	22%	22%	17%	23%	17%	19%	18%	18%	23%	25%	18%	19%	21%	24%	31%
Positive	46%	44%	48%	43%	50%	43%	46%	48%	53%	35%	41%	48%	49%	48%	47%	45%	46%	51%	43%
Neither positive nor negative impact	27%	28%	26%	34%	22%	27%	31%	22%	24%	35%	33%	29%	22%	23%	28%	29%	27%	20%	16%
Negative	3%	3%	3%	3%	3%	4%	3%	4%	2%	7%	3%	3%	4%	1%	4%	3%	3%	3%	5%
Very Negative	1%	2%	1%	2%	1%	0%	1%	1%	0%	4%	1%	0%	1%	0%	1%	1%	1%	0%	2%
Don't Know	3%	2%	3%	2%	2%	3%	2%	3%	3%	0%	4%	1%	2%	2%	2%	3%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.C) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My family's health

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Very positive	20%	25%	20%	17%	18%	18%	20%	18%	21%	*	21%	22%	21%	24%	24%	22%	21%	21%	16%
Positive	46%	46%	47%	46%	47%	46%	42%	47%	46%	*	40%	40%	50%	41%	51%	51%	47%	46%	48%
Neither positive nor negative impact	27%	22%	26%	29%	29%	32%	29%	29%	27%	*	29%	31%	22%	25%	20%	21%	23%	26%	31%
Negative	3%	4%	4%	4%	2%	2%	3%	3%	3%	*	6%	3%	4%	1%	4%	4%	6%	3%	2%
Very Negative	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	3%	1%	1%	1%	0%	1%
Don't Know	3%	2%	2%	3%	3%	2%	4%	3%	2%	*	3%	3%	2%	6%	1%	1%	2%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(24.D) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My family's health

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Very positive	20%	15%	17%	17%	11%	17%	20%	16%	19%	24%	24%	24%	25%	21%	22%	28%	29%	20%	20%
Positive	46%	56%	42%	42%	46%	46%	46%	50%	49%	46%	42%	49%	45%	47%	52%	48%	47%	46%	49%
Neither positive nor negative impact	27%	18%	30%	30%	33%	29%	28%	27%	26%	25%	28%	23%	26%	25%	21%	20%	22%	27%	24%
Negative	3%	4%	5%	4%	5%	3%	3%	4%	3%	2%	2%	3%	2%	5%	3%	0%	2%	3%	4%
Very Negative	1%	6%	3%	3%	1%	1%	1%	0%	1%	0%	2%	1%	0%	1%	1%	2%	0%	1%	1%
Don't Know	3%	0%	3%	4%	4%	4%	2%	3%	2%	2%	2%	1%	2%	1%	1%	3%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.E) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My family's health

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Very positive	20%	24%	19%	20%	16%	30%	21%	18%	19%	15%	21%	4%	25%	9%	5%
Positive	46%	49%	46%	43%	46%	40%	49%	46%	45%	41%	49%	18%	52%	37%	19%
Neither positive nor negative impact	27%	23%	26%	29%	31%	25%	26%	29%	28%	25%	24%	60%	18%	48%	57%
Negative	3%	3%	4%	4%	3%	3%	2%	4%	4%	8%	3%	6%	3%	3%	8%
Very Negative	1%	1%	1%	2%	1%	1%	1%	1%	2%	5%	0%	8%	0%	1%	8%
Don't Know	3%	1%	4%	2%	3%	2%	2%	3%	3%	6%	2%	4%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(25.A) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My own quality of life

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Very positive	18%	27%	21%	19%	14%	15%	12%	20%	16%	18%	18%	15%	16%	18%	18%	18%	17%	15%	22%
Positive	43%	37%	47%	43%	44%	43%	43%	46%	45%	44%	37%	44%	45%	40%	42%	42%	44%	43%	34%
Neither positive nor negative impact	30%	26%	24%	28%	31%	34%	36%	24%	30%	29%	36%	33%	28%	31%	32%	29%	31%	31%	38%
Negative	6%	7%	5%	6%	7%	4%	5%	7%	5%	5%	4%	5%	6%	7%	6%	7%	5%	4%	3%
Very Negative	2%	1%	1%	2%	2%	3%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	5%	2%
Don't Know	2%	1%	2%	2%	2%	2%	2%	1%	3%	1%	3%	2%	2%	2%	2%	3%	1%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My own quality of life

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Very positive	18%	19%	17%	13%	19%	20%	14%	21%	16%	13%	15%	16%	21%	19%	15%	17%	20%	22%	33%
Positive	43%	40%	45%	39%	49%	39%	42%	45%	45%	36%	42%	45%	46%	46%	41%	42%	43%	49%	38%
Neither positive nor negative impact	30%	31%	29%	36%	25%	30%	34%	26%	30%	28%	32%	32%	26%	29%	33%	32%	29%	21%	17%
Negative	6%	6%	5%	7%	4%	6%	6%	6%	5%	14%	5%	6%	5%	3%	5%	6%	5%	6%	9%
Very Negative	2%	3%	1%	3%	0%	3%	2%	1%	1%	5%	2%	1%	1%	1%	3%	2%	1%	1%	2%
Don't Know	2%	2%	2%	2%	2%	3%	1%	2%	4%	4%	3%	1%	1%	2%	2%	2%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.C) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My own quality of life

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Very positive	18%	23%	18%	14%	16%	14%	19%	16%	20%	*	15%	19%	17%	20%	24%	16%	18%	15%	13%
Positive	43%	41%	42%	44%	44%	43%	43%	42%	45%	*	37%	33%	47%	44%	45%	46%	42%	43%	44%
Neither positive nor negative impact	30%	25%	30%	32%	31%	36%	29%	32%	27%	*	35%	37%	26%	28%	23%	29%	30%	35%	35%
Negative	6%	7%	6%	6%	4%	4%	5%	5%	6%	*	8%	6%	6%	2%	6%	6%	6%	4%	5%
Very Negative	2%	2%	2%	2%	2%	2%	2%	2%	1%	*	2%	2%	2%	2%	1%	1%	3%	1%	2%
Don't Know	2%	2%	2%	2%	3%	1%	2%	2%	2%	*	2%	2%	1%	3%	2%	3%	1%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(25.D) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My own quality of life

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Very positive	18%	20%	14%	17%	11%	15%	19%	13%	16%	19%	22%	23%	23%	14%	21%	29%	24%	18%	19%
Positive	43%	51%	36%	37%	41%	42%	43%	46%	43%	42%	40%	47%	48%	48%	46%	43%	46%	43%	41%
Neither positive nor negative impact	30%	22%	37%	36%	37%	30%	28%	31%	32%	29%	30%	23%	25%	34%	23%	23%	26%	30%	28%
Negative	6%	0%	7%	5%	6%	9%	7%	6%	7%	6%	4%	4%	3%	3%	7%	2%	3%	5%	9%
Very Negative	2%	6%	4%	3%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%	0%	2%	2%
Don't Know	2%	0%	3%	3%	3%	3%	1%	3%	2%	2%	1%	2%	1%	0%	1%	1%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.E) Do you think that taking action to tackle climate change in the UK would have a positive or negative impact on the following?: My own quality of life

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Very positive	18%	20%	18%	18%	14%	32%	17%	16%	16%	16%	19%	4%	22%	7%	5%
Positive	43%	47%	44%	42%	38%	39%	47%	42%	39%	31%	46%	14%	50%	30%	16%
Neither positive nor negative impact	30%	26%	29%	30%	36%	22%	29%	32%	33%	22%	28%	53%	22%	52%	47%
Negative	6%	5%	6%	5%	6%	4%	4%	6%	7%	11%	5%	13%	4%	6%	16%
Very Negative	2%	1%	1%	2%	3%	1%	1%	2%	2%	15%	1%	13%	0%	1%	14%
Don't Know	2%	1%	2%	2%	3%	1%	2%	2%	2%	6%	2%	4%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) Do you agree or disagree with the following?: Actions which I personally take to help the environment will not have any impact

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Agree	7%	8%	11%	8%	5%	6%	7%	9%	7%	6%	7%	6%	8%	10%	8%	7%	5%	10%	6%
Agree	23%	31%	25%	26%	21%	19%	21%	26%	23%	24%	23%	22%	25%	19%	29%	23%	21%	21%	29%
Neither Agree nor Disagree	24%	26%	26%	21%	23%	26%	23%	25%	21%	27%	24%	23%	23%	25%	16%	25%	27%	27%	21%
Disagree	32%	25%	30%	30%	35%	35%	35%	31%	34%	31%	32%	36%	31%	31%	32%	30%	32%	28%	30%
Strongly Disagree	12%	9%	6%	12%	13%	13%	14%	9%	12%	10%	12%	10%	12%	13%	14%	12%	13%	12%	11%
Don't Know	2%	2%	2%	3%	2%	1%	1%	1%	2%	2%	2%	4%	1%	2%	1%	2%	1%	1%	3%
Total Agree:	31%	39%	36%	34%	26%	24%	27%	35%	30%	29%	30%	28%	32%	29%	37%	30%	26%	32%	35%
Total Disagree:	43%	34%	36%	43%	48%	48%	49%	40%	46%	41%	44%	45%	44%	44%	46%	42%	46%	40%	42%
Net:	-12%	5%	-1%	-8%	-22%	-24%	-22%	-5%	-16%	-12%	-14%	-17%	-11%	-15%	-9%	-12%	-19%	-8%	-7%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) Do you agree or disagree with the following?: Actions which I personally take to help the environment will not have any impact

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Agree	7%	10%	5%	9%	6%	8%	8%	7%	5%	19%	7%	8%	6%	7%	6%	7%	6%	10%	15%
Agree	23%	26%	20%	25%	22%	22%	25%	24%	23%	23%	21%	22%	23%	24%	22%	23%	25%	24%	18%
Neither Agree nor Disagree	24%	23%	25%	26%	20%	27%	26%	21%	20%	28%	29%	25%	22%	21%	29%	23%	21%	21%	20%
Disagree	32%	30%	34%	28%	37%	28%	30%	34%	38%	20%	30%	32%	34%	36%	29%	33%	34%	31%	31%
Strongly Disagree	12%	10%	13%	10%	13%	12%	11%	13%	13%	10%	9%	11%	13%	11%	10%	11%	13%	13%	13%
Don't Know	2%	1%	3%	1%	2%	2%	1%	2%	1%	0%	4%	1%	2%	1%	2%	3%	1%	2%	2%
Total Agree:	31%	36%	25%	34%	28%	30%	33%	31%	28%	42%	28%	30%	30%	31%	29%	30%	32%	33%	34%
Total Disagree:	43%	40%	47%	39%	50%	40%	40%	46%	51%	30%	39%	44%	47%	47%	40%	44%	47%	44%	44%
Net:	-12%	-3%	-21%	-5%	-22%	-10%	-7%	-15%	-23%	12%	-11%	-13%	-17%	-17%	-11%	-14%	-15%	-10%	-11%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.C) Do you agree or disagree with the following?: Actions which I personally take to help the environment will not have any impact

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Agree	7%	10%	7%	8%	6%	6%	5%	8%	7%	*	9%	7%	6%	7%	10%	8%	7%	9%	6%
Agree	23%	25%	24%	26%	23%	20%	19%	21%	26%	*	23%	21%	25%	23%	24%	21%	28%	28%	18%
Neither Agree nor Disagree	24%	24%	21%	26%	25%	28%	25%	24%	22%	*	24%	27%	24%	35%	22%	28%	22%	19%	24%
Disagree	32%	30%	33%	30%	33%	31%	35%	32%	32%	*	32%	32%	33%	25%	32%	31%	33%	28%	37%
Strongly Disagree	12%	10%	13%	10%	12%	11%	15%	13%	11%	*	10%	12%	10%	8%	11%	9%	9%	13%	13%
Don't Know	2%	1%	2%	2%	2%	5%	1%	1%	2%	*	2%	1%	2%	2%	1%	3%	2%	3%	1%
Total Agree:	31%	35%	31%	33%	28%	26%	24%	29%	33%	*	32%	28%	31%	30%	34%	29%	34%	37%	24%
Total Disagree:	43%	40%	46%	40%	45%	42%	50%	46%	43%	*	42%	44%	43%	32%	43%	40%	41%	41%	51%
Net:	-12%	-4%	-15%	-6%	-17%	-16%	-27%	-16%	-9%	*	-9%	-17%	-12%	-2%	-9%	-12%	-7%	-4%	-26%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.D) Do you agree or disagree with the following?: Actions which I personally take to help the environment will not have any impact

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Agree	7%	6%	9%	8%	7%	6%	9%	6%	8%	7%	9%	6%	10%	5%	5%	16%	12%	7%	9%
Agree	23%	9%	22%	26%	27%	25%	19%	22%	23%	23%	21%	28%	23%	25%	27%	31%	22%	23%	29%
Neither Agree nor Disagree	24%	27%	31%	25%	24%	26%	22%	25%	29%	26%	27%	19%	20%	16%	11%	15%	22%	24%	18%
Disagree	32%	46%	25%	24%	29%	31%	36%	35%	32%	30%	28%	36%	34%	36%	40%	25%	30%	32%	31%
Strongly Disagree	12%	7%	10%	14%	12%	10%	13%	11%	8%	14%	14%	10%	11%	14%	16%	12%	12%	12%	13%
Don't Know	2%	5%	3%	3%	1%	2%	1%	2%	1%	2%	1%	1%	3%	3%	2%	0%	1%	2%	0%
Total Agree:	31%	16%	31%	34%	34%	31%	28%	27%	31%	29%	29%	34%	33%	30%	31%	47%	35%	30%	37%
Total Disagree:	43%	52%	35%	39%	41%	41%	49%	46%	40%	43%	43%	46%	45%	51%	56%	37%	42%	44%	44%
Net:	-12%	-37%	-4%	-5%	-7%	-10%	-21%	-19%	-9%	-14%	-13%	-12%	-12%	-21%	-25%	10%	-7%	-13%	-6%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.E) Do you agree or disagree with the following?: Actions which I personally take to help the environment will not have any impact

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Agree	7%	7%	8%	8%	7%	15%	7%	6%	7%	9%	6%	21%	6%	7%	22%
Agree	23%	23%	23%	24%	23%	31%	23%	23%	21%	21%	22%	36%	21%	28%	34%
Neither Agree nor Disagree	24%	23%	22%	26%	25%	19%	22%	25%	27%	24%	24%	26%	20%	38%	23%
Disagree	32%	31%	34%	29%	32%	21%	35%	32%	30%	27%	34%	11%	37%	21%	13%
Strongly Disagree	12%	14%	11%	10%	11%	13%	11%	11%	12%	16%	12%	5%	14%	3%	7%
Don't Know	2%	1%	2%	3%	1%	1%	1%	2%	3%	2%	1%	2%	1%	3%	1%
Total Agree:	31%	31%	31%	32%	30%	47%	30%	29%	28%	30%	29%	57%	27%	35%	55%
Total Disagree:	43%	45%	45%	40%	43%	34%	46%	43%	42%	43%	46%	15%	52%	24%	20%
Net:	-12%	-15%	-14%	-8%	-12%	13%	-16%	-14%	-14%	-13%	-18%	41%	-24%	11%	35%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) Do you agree or disagree with the following?: To tackle climate change, we need to radically change the way we live our lives

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Agree	24%	23%	23%	25%	25%	24%	23%	26%	25%	25%	23%	20%	17%	26%	28%	22%	26%	25%	23%
Agree	49%	46%	49%	48%	48%	49%	51%	47%	48%	49%	50%	49%	56%	47%	46%	45%	49%	49%	47%
Neither Agree nor Disagree	16%	18%	16%	14%	14%	16%	17%	16%	15%	15%	16%	19%	17%	13%	13%	22%	14%	12%	12%
Disagree	8%	11%	9%	7%	7%	6%	6%	8%	8%	4%	7%	7%	6%	9%	8%	7%	8%	9%	15%
Strongly Disagree	3%	2%	3%	4%	3%	3%	2%	3%	2%	3%	2%	3%	3%	4%	4%	2%	2%	5%	1%
Don't Know	1%	1%	1%	2%	2%	1%	1%	0%	1%	3%	2%	2%	1%	1%	1%	2%	1%	1%	3%
Total Agree:	72%	69%	72%	72%	73%	73%	74%	73%	73%	74%	73%	69%	73%	73%	74%	67%	75%	74%	70%
Total Disagree:	10%	12%	12%	11%	11%	10%	7%	11%	10%	8%	9%	10%	8%	13%	12%	10%	11%	13%	16%
Net:	62%	56%	60%	61%	63%	63%	67%	62%	62%	66%	64%	59%	65%	60%	62%	57%	65%	61%	54%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) Do you agree or disagree with the following?: To tackle climate change, we need to radically change the way we live our lives

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Agree	24%	23%	25%	21%	26%	24%	19%	28%	28%	32%	17%	19%	26%	28%	24%	22%	24%	28%	46%
Agree	49%	47%	50%	45%	52%	48%	48%	51%	48%	26%	52%	49%	52%	52%	47%	50%	49%	49%	34%
Neither Agree nor Disagree	16%	16%	15%	18%	13%	17%	19%	13%	14%	21%	17%	20%	13%	14%	17%	15%	16%	12%	7%
Disagree	8%	8%	7%	9%	6%	6%	8%	6%	7%	14%	7%	8%	7%	4%	7%	9%	7%	7%	6%
Strongly Disagree	3%	4%	2%	5%	1%	4%	4%	1%	1%	8%	3%	3%	1%	1%	4%	3%	2%	2%	4%
Don't Know	1%	1%	2%	2%	1%	1%	1%	1%	2%	0%	3%	1%	1%	2%	2%	1%	1%	1%	2%
Total Agree:	72%	70%	74%	66%	79%	72%	67%	79%	76%	57%	70%	68%	78%	80%	70%	72%	73%	77%	80%
Total Disagree:	10%	12%	8%	14%	7%	10%	13%	7%	8%	22%	11%	12%	8%	5%	11%	12%	9%	10%	11%
Net:	62%	58%	66%	52%	72%	63%	55%	72%	68%	36%	59%	56%	69%	74%	60%	60%	64%	67%	69%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(27.C) Do you agree or disagree with the following?: To tackle climate change, we need to radically change the way we live our lives

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Agree	24%	25%	26%	20%	22%	21%	33%	24%	23%	*	24%	25%	24%	23%	28%	24%	24%	23%	22%
Agree	49%	47%	48%	52%	49%	48%	45%	49%	48%	*	47%	48%	49%	46%	48%	50%	47%	51%	51%
Neither Agree nor Disagree	16%	17%	15%	15%	16%	17%	15%	16%	16%	*	17%	17%	15%	16%	13%	16%	17%	14%	17%
Disagree	8%	7%	7%	8%	9%	9%	4%	7%	10%	*	7%	6%	7%	10%	8%	5%	7%	8%	6%
Strongly Disagree	3%	4%	3%	3%	3%	3%	2%	3%	2%	*	3%	4%	3%	2%	2%	2%	2%	2%	3%
Don't Know	1%	1%	1%	2%	1%	1%	2%	1%	1%	*	2%	1%	2%	3%	2%	2%	3%	2%	1%
Total Agree:	72%	72%	74%	73%	71%	69%	78%	74%	71%	*	72%	72%	73%	69%	75%	75%	71%	74%	73%
Total Disagree:	10%	10%	10%	10%	12%	12%	6%	10%	12%	*	10%	9%	10%	12%	10%	7%	9%	10%	9%
Net:	62%	61%	64%	62%	59%	57%	72%	64%	59%	*	62%	63%	63%	58%	66%	67%	62%	64%	64%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.D) Do you agree or disagree with the following?: To tackle climate change, we need to radically change the way we live our lives

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Agree	24%	27%	30%	27%	25%	18%	23%	22%	20%	22%	27%	26%	25%	25%	29%	35%	26%	24%	19%
Agree	49%	43%	41%	44%	46%	56%	52%	51%	47%	50%	42%	48%	45%	44%	54%	41%	49%	49%	49%
Neither Agree nor Disagree	16%	18%	15%	19%	16%	13%	15%	17%	20%	14%	16%	15%	16%	19%	10%	13%	14%	15%	19%
Disagree	8%	9%	7%	6%	8%	6%	6%	8%	8%	11%	11%	9%	9%	10%	5%	8%	6%	8%	7%
Strongly Disagree	3%	3%	4%	4%	4%	4%	3%	2%	4%	1%	2%	1%	3%	2%	0%	4%	3%	3%	4%
Don't Know	1%	0%	4%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	0%	2%	0%	1%	1%	1%
Total Agree:	72%	70%	71%	71%	71%	75%	74%	73%	67%	72%	69%	74%	70%	69%	83%	76%	75%	73%	69%
Total Disagree:	10%	12%	10%	10%	11%	10%	10%	9%	12%	12%	13%	10%	12%	12%	5%	12%	10%	10%	12%
Net:	62%	59%	60%	61%	60%	65%	65%	63%	56%	60%	56%	65%	59%	57%	78%	64%	66%	63%	57%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.E) Do you agree or disagree with the following?: To tackle climate change, we need to radically change the way we live our lives

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Agree	24%	27%	21%	24%	23%	26%	24%	22%	28%	27%	26%	7%	28%	13%	13%
Agree	49%	48%	50%	48%	49%	50%	48%	51%	45%	42%	52%	18%	53%	46%	18%
Neither Agree nor Disagree	16%	14%	17%	16%	16%	13%	17%	16%	15%	16%	15%	22%	12%	27%	24%
Disagree	8%	7%	8%	8%	7%	7%	8%	7%	7%	6%	6%	24%	6%	10%	19%
Strongly Disagree	3%	2%	3%	3%	3%	4%	2%	3%	3%	6%	1%	25%	0%	2%	25%
Don't Know	1%	1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	3%	0%	2%	1%
Total Agree:	72%	75%	70%	71%	72%	75%	72%	72%	73%	68%	77%	25%	81%	59%	31%
Total Disagree:	10%	10%	11%	11%	10%	10%	10%	10%	10%	13%	7%	49%	6%	12%	43%
Net:	62%	66%	59%	61%	62%	65%	61%	62%	63%	56%	71%	-24%	75%	47%	-12%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Do you agree or disagree with the following?: I have personally seen the damage which people are doing to the environment

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Agree	14%	18%	16%	14%	11%	13%	12%	16%	15%	15%	11%	9%	13%	14%	15%	15%	16%	15%	9%
Agree	43%	45%	47%	43%	43%	40%	38%	45%	44%	40%	45%	45%	43%	41%	37%	36%	46%	40%	46%
Neither Agree nor Disagree	25%	21%	21%	23%	25%	27%	30%	21%	26%	24%	26%	27%	25%	24%	29%	28%	24%	27%	22%
Disagree	13%	11%	10%	13%	14%	13%	14%	11%	12%	14%	13%	14%	13%	13%	12%	15%	11%	10%	13%
Strongly Disagree	3%	2%	3%	4%	4%	4%	3%	4%	2%	4%	2%	4%	4%	5%	5%	2%	3%	5%	8%
Don't Know	2%	2%	3%	3%	3%	2%	3%	3%	2%	3%	3%	1%	3%	3%	2%	3%	2%	3%	2%
Total Agree:	57%	64%	63%	57%	54%	53%	50%	61%	58%	56%	56%	54%	56%	55%	51%	51%	61%	55%	55%
Total Disagree:	16%	13%	13%	17%	18%	18%	17%	15%	14%	17%	15%	18%	17%	18%	17%	17%	13%	15%	21%
Net:	40%	51%	50%	41%	36%	35%	33%	46%	44%	39%	41%	36%	40%	37%	34%	34%	48%	40%	35%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Do you agree or disagree with the following?: I have personally seen the damage which people are doing to the environment

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Agree	14%	14%	14%	11%	16%	15%	10%	18%	14%	14%	10%	11%	16%	16%	12%	13%	15%	18%	41%
Agree	43%	42%	43%	39%	46%	38%	40%	47%	47%	32%	39%	42%	46%	48%	34%	43%	47%	51%	28%
Neither Agree nor Disagree	25%	25%	25%	27%	24%	27%	27%	23%	22%	25%	27%	26%	23%	21%	31%	26%	21%	18%	17%
Disagree	13%	13%	12%	17%	10%	11%	17%	8%	13%	14%	13%	16%	10%	12%	16%	13%	12%	9%	8%
Strongly Disagree	3%	4%	3%	5%	2%	5%	5%	2%	1%	14%	5%	4%	2%	1%	5%	3%	3%	1%	7%
Don't Know	2%	2%	3%	2%	2%	4%	1%	2%	3%	2%	5%	1%	2%	2%	3%	3%	2%	2%	0%
Total Agree:	57%	56%	57%	50%	62%	54%	50%	64%	61%	46%	50%	52%	62%	64%	46%	56%	62%	69%	69%
Total Disagree:	16%	18%	14%	22%	12%	15%	22%	10%	14%	28%	18%	20%	13%	13%	20%	16%	15%	11%	14%
Net:	40%	38%	43%	28%	50%	38%	28%	54%	47%	19%	32%	32%	49%	51%	26%	40%	47%	58%	55%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.C) Do you agree or disagree with the following?: I have personally seen the damage which people are doing to the environment

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Agree	14%	18%	14%	12%	13%	11%	17%	14%	14%	*	14%	15%	15%	10%	18%	17%	13%	12%	11%
Agree	43%	44%	42%	44%	41%	43%	42%	40%	44%	*	43%	41%	47%	45%	44%	41%	43%	36%	39%
Neither Agree nor Disagree	25%	22%	25%	26%	27%	28%	23%	27%	24%	*	26%	27%	22%	23%	23%	27%	28%	26%	30%
Disagree	13%	10%	13%	11%	14%	14%	12%	14%	13%	*	11%	13%	10%	13%	11%	10%	11%	15%	14%
Strongly Disagree	3%	4%	4%	3%	3%	2%	2%	3%	3%	*	4%	3%	4%	2%	3%	3%	3%	5%	4%
Don't Know	2%	2%	2%	3%	2%	2%	3%	2%	2%	*	3%	1%	2%	7%	2%	2%	3%	6%	2%
Total Agree:	57%	62%	55%	56%	54%	54%	59%	54%	57%	*	56%	55%	61%	56%	62%	58%	56%	48%	50%
Total Disagree:	16%	14%	18%	15%	18%	16%	14%	17%	16%	*	15%	16%	14%	15%	14%	13%	14%	20%	18%
Net:	40%	48%	38%	41%	36%	38%	45%	37%	41%	*	42%	39%	47%	41%	48%	45%	42%	28%	33%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.D) Do you agree or disagree with the following?: I have personally seen the damage which people are doing to the environment

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Agree	14%	12%	13%	16%	15%	12%	12%	14%	9%	16%	18%	14%	14%	15%	13%	26%	19%	14%	12%
Agree	43%	46%	40%	37%	41%	39%	43%	46%	44%	43%	41%	45%	46%	47%	54%	37%	48%	43%	42%
Neither Agree nor Disagree	25%	28%	27%	26%	24%	27%	27%	25%	24%	23%	24%	26%	22%	25%	17%	19%	14%	25%	22%
Disagree	13%	4%	14%	14%	13%	14%	12%	12%	16%	13%	10%	10%	13%	11%	12%	14%	11%	12%	16%
Strongly Disagree	3%	10%	4%	5%	4%	5%	3%	2%	5%	3%	2%	3%	3%	2%	4%	2%	5%	3%	4%
Don't Know	2%	0%	3%	3%	4%	3%	2%	2%	2%	2%	5%	2%	3%	0%	0%	2%	3%	2%	3%
Total Agree:	57%	58%	53%	53%	56%	51%	55%	59%	53%	59%	59%	59%	60%	62%	67%	62%	67%	57%	54%
Total Disagree:	16%	14%	18%	18%	17%	19%	16%	14%	20%	16%	12%	13%	15%	14%	16%	16%	16%	16%	21%
Net:	40%	44%	35%	35%	39%	32%	39%	46%	33%	43%	47%	47%	44%	48%	51%	46%	51%	41%	33%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.E) Do you agree or disagree with the following?: I have personally seen the damage which people are doing to the environment

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Agree	14%	18%	13%	12%	12%	24%	13%	13%	14%	16%	15%	4%	17%	7%	6%
Agree	43%	45%	44%	43%	38%	35%	45%	43%	41%	42%	45%	16%	48%	35%	19%
Neither Agree nor Disagree	25%	21%	23%	28%	28%	19%	25%	27%	25%	21%	25%	25%	22%	33%	25%
Disagree	13%	11%	14%	12%	14%	14%	13%	12%	14%	10%	11%	28%	10%	18%	27%
Strongly Disagree	3%	3%	4%	3%	4%	4%	3%	4%	4%	6%	1%	26%	1%	4%	21%
Don't Know	2%	2%	2%	2%	4%	3%	2%	3%	2%	5%	2%	1%	2%	2%	1%
Total Agree:	57%	63%	57%	55%	50%	60%	58%	55%	55%	58%	60%	20%	65%	42%	26%
Total Disagree:	16%	14%	18%	15%	18%	18%	15%	16%	18%	16%	12%	54%	11%	22%	48%
Net:	40%	49%	39%	41%	32%	42%	42%	40%	37%	42%	48%	-33%	54%	20%	-22%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) Do you agree or disagree with the following?: There is nothing the UK can do to stop climate change

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Agree	5%	5%	6%	5%	5%	7%	5%	5%	7%	7%	6%	2%	5%	5%	7%	6%	3%	7%	5%
Agree	14%	14%	18%	13%	12%	13%	14%	18%	14%	12%	12%	16%	11%	16%	13%	14%	13%	17%	10%
Neither Agree nor Disagree	17%	18%	15%	16%	17%	19%	18%	15%	16%	16%	21%	19%	19%	14%	18%	17%	17%	18%	23%
Disagree	37%	37%	35%	39%	40%	33%	39%	36%	34%	41%	39%	40%	41%	39%	36%	36%	38%	35%	33%
Strongly Disagree	24%	24%	24%	25%	24%	26%	23%	25%	26%	22%	21%	22%	22%	25%	24%	25%	28%	23%	27%
Don't Know	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%
Total Agree:	20%	19%	24%	18%	17%	20%	19%	23%	21%	19%	18%	18%	16%	21%	20%	19%	16%	24%	15%
Total Disagree:	62%	61%	59%	64%	64%	59%	62%	61%	61%	63%	60%	62%	63%	64%	60%	62%	65%	58%	61%
Net:	-42%	-42%	-35%	-46%	-48%	-39%	-43%	-38%	-40%	-44%	-41%	-44%	-47%	-43%	-40%	-42%	-49%	-34%	-46%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) Do you agree or disagree with the following?: There is nothing the UK can do to stop climate change

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Agree	5%	7%	4%	8%	3%	6%	7%	4%	2%	17%	6%	6%	4%	4%	6%	4%	6%	6%	9%
Agree	14%	17%	11%	19%	12%	11%	18%	12%	14%	24%	11%	18%	11%	15%	14%	13%	13%	13%	13%
Neither Agree nor Disagree	17%	17%	18%	19%	16%	18%	18%	16%	15%	21%	19%	17%	15%	15%	21%	17%	16%	13%	13%
Disagree	37%	36%	39%	33%	40%	43%	35%	38%	39%	30%	42%	37%	41%	38%	34%	41%	37%	40%	39%
Strongly Disagree	24%	22%	26%	20%	29%	20%	20%	28%	28%	9%	19%	21%	28%	28%	23%	23%	26%	27%	26%
Don't Know	2%	1%	2%	2%	1%	2%	1%	1%	2%	0%	3%	1%	1%	1%	2%	2%	1%	1%	0%
Total Agree:	20%	24%	15%	27%	15%	17%	25%	17%	16%	41%	17%	24%	15%	19%	20%	17%	19%	19%	22%
Total Disagree:	62%	58%	65%	53%	69%	63%	55%	66%	67%	39%	61%	58%	69%	66%	57%	64%	64%	66%	65%
Net:	-42%	-34%	-51%	-26%	-54%	-46%	-30%	-50%	-51%	2%	-44%	-34%	-54%	-47%	-37%	-47%	-45%	-47%	-43%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.C) Do you agree or disagree with the following?: There is nothing the UK can do to stop climate change

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Agree	5%	6%	5%	6%	5%	6%	3%	7%	5%	*	4%	5%	4%	3%	6%	6%	7%	2%	5%
Agree	14%	17%	13%	15%	13%	15%	13%	15%	15%	*	17%	13%	12%	9%	19%	16%	11%	10%	14%
Neither Agree nor Disagree	17%	15%	17%	18%	18%	18%	18%	18%	15%	*	20%	20%	16%	20%	12%	17%	19%	20%	18%
Disagree	37%	36%	38%	39%	37%	37%	38%	36%	37%	*	34%	37%	41%	42%	39%	37%	37%	39%	37%
Strongly Disagree	24%	24%	25%	21%	25%	23%	27%	24%	26%	*	23%	25%	24%	24%	22%	22%	24%	26%	25%
Don't Know	2%	2%	2%	1%	1%	2%	1%	1%	2%	*	1%	1%	2%	2%	2%	1%	1%	2%	1%
Total Agree:	20%	23%	18%	20%	18%	20%	16%	22%	20%	*	21%	18%	17%	13%	25%	22%	18%	13%	20%
Total Disagree:	62%	60%	63%	60%	63%	60%	65%	60%	63%	*	57%	62%	65%	66%	61%	60%	61%	65%	61%
Net:	-42%	-37%	-46%	-40%	-44%	-40%	-49%	-38%	-43%	*	-35%	-44%	-48%	-53%	-36%	-37%	-43%	-52%	-42%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.D) Do you agree or disagree with the following?: There is nothing the UK can do to stop climate change

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Agree	5%	6%	5%	5%	5%	6%	6%	4%	5%	5%	4%	5%	7%	3%	1%	12%	6%	5%	6%
Agree	14%	4%	16%	15%	18%	12%	14%	14%	16%	14%	14%	14%	11%	14%	13%	20%	11%	14%	17%
Neither Agree nor Disagree	17%	21%	19%	23%	21%	18%	17%	20%	17%	17%	19%	15%	13%	12%	7%	9%	13%	17%	13%
Disagree	37%	39%	33%	34%	36%	39%	39%	38%	38%	38%	30%	39%	41%	39%	42%	29%	39%	37%	40%
Strongly Disagree	24%	25%	24%	22%	19%	23%	22%	23%	23%	23%	33%	26%	28%	30%	34%	28%	30%	25%	24%
Don't Know	2%	5%	4%	1%	1%	2%	2%	0%	1%	3%	0%	2%	0%	1%	3%	2%	1%	1%	1%
Total Agree:	20%	11%	20%	19%	23%	18%	20%	19%	20%	20%	18%	19%	18%	17%	13%	32%	17%	19%	23%
Total Disagree:	62%	64%	57%	56%	55%	62%	61%	61%	61%	61%	63%	65%	69%	70%	76%	57%	69%	62%	64%
Net:	-42%	-53%	-37%	-37%	-32%	-44%	-40%	-43%	-41%	-41%	-44%	-46%	-52%	-53%	-63%	-24%	-51%	-42%	-41%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.E) Do you agree or disagree with the following?: There is nothing the UK can do to stop climate change

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Agree	5%	5%	4%	5%	6%	11%	5%	4%	6%	10%	3%	26%	3%	5%	28%
Agree	14%	13%	14%	15%	15%	20%	14%	14%	12%	9%	13%	31%	10%	22%	32%
Neither Agree nor Disagree	17%	14%	17%	18%	21%	16%	16%	18%	18%	19%	16%	27%	13%	32%	20%
Disagree	37%	39%	40%	37%	34%	30%	39%	38%	37%	35%	40%	12%	43%	31%	12%
Strongly Disagree	24%	27%	24%	23%	23%	22%	25%	24%	25%	26%	27%	2%	31%	9%	6%
Don't Know	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%
Total Agree:	20%	19%	18%	21%	21%	32%	19%	18%	18%	18%	16%	57%	13%	26%	61%
Total Disagree:	62%	66%	64%	60%	57%	52%	63%	62%	62%	60%	67%	14%	73%	40%	17%
Net:	-42%	-47%	-46%	-39%	-36%	-20%	-45%	-44%	-44%	-42%	-51%	43%	-60%	-14%	43%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Do you agree or disagree with the following?: Climate change is one of the most pressing issues right now

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Agree	23%	23%	25%	21%	22%	21%	23%	25%	25%	22%	22%	18%	24%	23%	22%	20%	24%	23%	23%
Agree	41%	45%	40%	42%	40%	39%	39%	42%	39%	42%	39%	44%	38%	40%	38%	41%	45%	42%	35%
Neither Agree nor Disagree	18%	17%	18%	17%	18%	18%	18%	16%	17%	20%	17%	17%	20%	16%	20%	20%	16%	17%	19%
Disagree	12%	10%	11%	12%	11%	13%	12%	11%	12%	9%	14%	13%	12%	11%	12%	12%	12%	10%	11%
Strongly Disagree	6%	4%	5%	6%	8%	8%	6%	5%	6%	6%	7%	7%	6%	8%	7%	5%	4%	7%	10%
Don't Know	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	3%
Total Agree:	64%	68%	65%	64%	62%	61%	63%	67%	63%	64%	61%	62%	62%	64%	59%	62%	68%	65%	58%
Total Disagree:	18%	14%	16%	18%	19%	21%	18%	16%	18%	15%	21%	20%	17%	19%	19%	17%	16%	18%	21%
Net:	46%	54%	49%	46%	43%	40%	44%	51%	45%	49%	40%	42%	45%	44%	40%	45%	53%	47%	37%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) Do you agree or disagree with the following?: Climate change is one of the most pressing issues right now

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Agree	23%	23%	22%	18%	28%	19%	16%	28%	28%	20%	17%	16%	27%	28%	20%	21%	26%	27%	42%
Agree	41%	41%	41%	35%	46%	38%	39%	43%	45%	27%	36%	42%	44%	45%	35%	44%	43%	42%	35%
Neither Agree nor Disagree	18%	17%	19%	20%	15%	21%	19%	16%	17%	15%	23%	19%	16%	17%	22%	18%	15%	15%	11%
Disagree	12%	10%	13%	15%	8%	13%	15%	9%	6%	16%	14%	15%	10%	8%	14%	11%	10%	11%	4%
Strongly Disagree	6%	8%	5%	10%	3%	7%	9%	3%	3%	22%	8%	8%	3%	2%	7%	6%	5%	5%	8%
Don't Know	1%	1%	1%	1%	1%	2%	1%	1%	2%	0%	2%	0%	1%	1%	1%	1%	1%	1%	0%
Total Agree:	64%	64%	63%	53%	73%	57%	56%	71%	73%	47%	53%	57%	71%	73%	55%	64%	70%	69%	77%
Total Disagree:	18%	18%	17%	26%	11%	20%	24%	12%	8%	38%	22%	23%	13%	10%	21%	18%	15%	16%	12%
Net:	46%	46%	45%	27%	62%	38%	31%	59%	64%	9%	32%	35%	58%	63%	34%	47%	55%	53%	64%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.C) Do you agree or disagree with the following?: Climate change is one of the most pressing issues right now

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Agree	23%	23%	25%	18%	22%	21%	23%	23%	24%	*	18%	24%	22%	25%	21%	23%	19%	24%	21%
Agree	41%	42%	42%	42%	38%	38%	43%	40%	41%	*	37%	39%	43%	46%	42%	41%	43%	37%	41%
Neither Agree nor Disagree	18%	16%	16%	20%	19%	21%	17%	17%	16%	*	25%	20%	16%	16%	19%	19%	19%	21%	17%
Disagree	12%	10%	11%	12%	14%	12%	13%	12%	12%	*	14%	10%	11%	8%	12%	11%	11%	11%	14%
Strongly Disagree	6%	7%	6%	7%	6%	8%	4%	7%	6%	*	5%	7%	6%	3%	6%	6%	5%	7%	7%
Don't Know	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	0%	1%	3%	0%	1%	3%	0%	1%
Total Agree:	64%	66%	67%	60%	61%	59%	66%	63%	65%	*	55%	63%	65%	71%	63%	64%	62%	61%	61%
Total Disagree:	18%	17%	17%	19%	19%	19%	17%	19%	18%	*	19%	17%	18%	11%	18%	16%	16%	19%	21%
Net:	46%	49%	50%	41%	41%	40%	49%	45%	47%	*	36%	46%	47%	60%	44%	47%	45%	42%	41%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.D) Do you agree or disagree with the following?: Climate change is one of the most pressing issues right now

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Agree	23%	30%	20%	24%	21%	22%	20%	22%	20%	22%	27%	26%	25%	24%	32%	24%	29%	23%	23%
Agree	41%	37%	40%	35%	37%	39%	43%	39%	44%	44%	40%	42%	43%	39%	38%	53%	46%	41%	40%
Neither Agree nor Disagree	18%	19%	22%	18%	18%	20%	18%	20%	19%	14%	16%	15%	14%	19%	15%	13%	10%	18%	17%
Disagree	12%	5%	12%	14%	14%	10%	11%	13%	10%	13%	11%	12%	11%	11%	10%	5%	9%	12%	13%
Strongly Disagree	6%	10%	7%	7%	8%	7%	8%	5%	7%	5%	5%	5%	4%	7%	5%	6%	5%	6%	6%
Don't Know	1%	0%	0%	1%	2%	1%	0%	0%	1%	1%	2%	1%	2%	0%	0%	0%	1%	1%	1%
Total Agree:	64%	67%	60%	59%	58%	61%	63%	61%	64%	66%	67%	67%	68%	63%	70%	76%	75%	64%	63%
Total Disagree:	18%	14%	18%	21%	22%	18%	19%	18%	17%	18%	16%	17%	16%	18%	15%	10%	14%	18%	19%
Net:	46%	52%	41%	38%	36%	43%	44%	43%	47%	48%	51%	50%	53%	46%	55%	66%	61%	46%	44%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.E) Do you agree or disagree with the following?: Climate change is one of the most pressing issues right now

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Agree	23%	28%	22%	19%	21%	28%	24%	21%	22%	20%	25%	1%	29%	8%	4%
Agree	41%	44%	42%	38%	38%	41%	42%	40%	40%	30%	44%	5%	49%	26%	8%
Neither Agree nor Disagree	18%	14%	16%	23%	20%	15%	17%	19%	18%	19%	18%	13%	14%	33%	14%
Disagree	12%	9%	13%	11%	13%	8%	11%	12%	12%	17%	10%	27%	7%	21%	28%
Strongly Disagree	6%	5%	6%	7%	7%	8%	5%	6%	7%	12%	2%	53%	1%	10%	45%
Don't Know	1%	0%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%
Total Agree:	64%	72%	64%	57%	59%	69%	66%	61%	63%	50%	70%	6%	78%	34%	13%
Total Disagree:	18%	14%	19%	19%	20%	16%	16%	18%	19%	29%	12%	80%	8%	32%	73%
Net:	46%	58%	45%	39%	39%	53%	50%	43%	44%	22%	58%	-74%	70%	3%	-60%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) Do you agree or disagree with the following?: My town has been made worse as a result of climate change

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Agree	5%	10%	6%	5%	2%	3%	3%	8%	4%	4%	4%	2%	4%	4%	6%	4%	3%	5%	5%
Agree	17%	25%	27%	17%	15%	13%	9%	26%	16%	14%	11%	13%	22%	17%	13%	16%	16%	16%	16%
Neither Agree nor Disagree	40%	34%	38%	39%	39%	43%	45%	34%	41%	43%	41%	45%	37%	39%	38%	43%	41%	42%	37%
Disagree	24%	21%	19%	25%	27%	25%	27%	20%	25%	25%	30%	23%	24%	22%	29%	22%	27%	22%	25%
Strongly Disagree	7%	5%	5%	8%	8%	8%	8%	6%	9%	9%	6%	8%	6%	10%	8%	5%	7%	9%	8%
Don't Know	7%	5%	5%	7%	7%	8%	7%	6%	5%	5%	7%	9%	7%	8%	5%	10%	6%	6%	10%
Total Agree:	22%	35%	32%	21%	18%	16%	12%	34%	20%	19%	15%	15%	26%	21%	20%	21%	19%	20%	21%
Total Disagree:	31%	26%	24%	33%	36%	34%	35%	26%	34%	34%	36%	31%	31%	32%	37%	27%	34%	32%	32%
Net:	-10%	9%	8%	-12%	-18%	-18%	-23%	9%	-14%	-15%	-22%	-15%	-5%	-10%	-18%	-7%	-15%	-11%	-11%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) Do you agree or disagree with the following?: My town has been made worse as a result of climate change

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Agree	5%	5%	4%	4%	5%	6%	4%	5%	4%	3%	4%	3%	5%	6%	4%	4%	5%	7%	17%
Agree	17%	17%	17%	12%	21%	17%	11%	26%	16%	15%	13%	13%	23%	19%	12%	16%	22%	25%	15%
Neither Agree nor Disagree	40%	40%	40%	39%	41%	39%	39%	39%	44%	42%	43%	38%	40%	40%	43%	41%	37%	36%	39%
Disagree	24%	24%	24%	27%	23%	23%	30%	19%	24%	23%	24%	31%	21%	23%	25%	25%	23%	22%	22%
Strongly Disagree	7%	9%	6%	11%	5%	5%	11%	4%	4%	9%	7%	11%	5%	5%	8%	8%	7%	5%	7%
Don't Know	7%	5%	8%	7%	6%	9%	5%	6%	8%	8%	9%	4%	7%	7%	8%	6%	6%	5%	0%
Total Agree:	22%	22%	21%	16%	25%	23%	15%	31%	20%	18%	17%	17%	28%	25%	16%	20%	27%	32%	32%
Total Disagree:	31%	33%	30%	39%	28%	28%	42%	23%	28%	32%	31%	41%	26%	28%	33%	33%	30%	28%	29%
Net:	-10%	-11%	-9%	-23%	-2%	-5%	-27%	8%	-8%	-13%	-14%	-25%	2%	-3%	-17%	-13%	-4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.C) Do you agree or disagree with the following?: My town has been made worse as a result of climate change

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Agree	5%	8%	4%	3%	5%	2%	6%	5%	4%	*	5%	3%	5%	7%	7%	5%	3%	3%	3%
Agree	17%	25%	17%	19%	13%	10%	11%	13%	18%	*	20%	16%	22%	23%	21%	17%	18%	13%	10%
Neither Agree nor Disagree	40%	37%	40%	42%	41%	42%	39%	40%	39%	*	43%	42%	40%	36%	39%	43%	39%	35%	46%
Disagree	24%	18%	25%	24%	26%	30%	27%	26%	27%	*	18%	25%	20%	23%	22%	19%	26%	30%	28%
Strongly Disagree	7%	6%	6%	8%	8%	8%	9%	8%	7%	*	7%	6%	7%	5%	5%	6%	6%	12%	7%
Don't Know	7%	6%	7%	5%	8%	7%	8%	7%	6%	*	7%	7%	6%	6%	6%	9%	7%	6%	7%
Total Agree:	22%	33%	21%	22%	17%	13%	17%	18%	22%	*	25%	20%	27%	30%	28%	23%	22%	17%	12%
Total Disagree:	31%	23%	32%	32%	34%	38%	36%	35%	33%	*	25%	31%	27%	28%	27%	25%	32%	42%	35%
Net:	-10%	10%	-11%	-10%	-17%	-26%	-19%	-17%	-11%	*	0%	-11%	0%	2%	1%	-2%	-11%	-25%	-23%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.D) Do you agree or disagree with the following?: My town has been made worse as a result of climate change

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Agree	5%	3%	3%	4%	7%	3%	4%	3%	4%	4%	6%	5%	5%	6%	6%	12%	9%	5%	5%
Agree	17%	22%	20%	15%	17%	15%	17%	16%	17%	22%	17%	19%	19%	18%	11%	23%	15%	17%	20%
Neither Agree nor Disagree	40%	50%	39%	41%	42%	39%	41%	42%	44%	36%	41%	40%	37%	43%	40%	31%	35%	40%	35%
Disagree	24%	8%	19%	23%	19%	28%	24%	27%	21%	25%	21%	23%	25%	27%	32%	29%	27%	25%	25%
Strongly Disagree	7%	8%	13%	8%	8%	8%	6%	5%	9%	7%	4%	8%	10%	4%	9%	5%	8%	7%	10%
Don't Know	7%	9%	6%	9%	7%	7%	7%	8%	5%	5%	12%	5%	4%	3%	2%	0%	7%	7%	6%
Total Agree:	22%	25%	22%	19%	24%	18%	21%	19%	22%	26%	23%	24%	24%	23%	17%	36%	24%	22%	25%
Total Disagree:	31%	17%	32%	31%	27%	36%	31%	31%	30%	32%	24%	31%	35%	31%	41%	34%	34%	32%	34%
Net:	-10%	8%	-10%	-11%	-3%	-18%	-10%	-13%	-8%	-6%	-1%	-7%	-11%	-8%	-24%	2%	-11%	-10%	-9%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.E) Do you agree or disagree with the following?: My town has been made worse as a result of climate change

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Agree	5%	6%	4%	5%	4%	11%	5%	3%	4%	6%	5%	4%	5%	3%	5%
Agree	17%	20%	18%	17%	14%	24%	15%	17%	20%	17%	18%	5%	20%	11%	7%
Neither Agree nor Disagree	40%	37%	39%	41%	43%	29%	39%	43%	40%	38%	41%	26%	41%	44%	27%
Disagree	24%	26%	24%	25%	22%	22%	26%	24%	23%	17%	24%	30%	23%	27%	30%
Strongly Disagree	7%	7%	7%	7%	8%	9%	8%	6%	7%	9%	5%	30%	5%	8%	28%
Don't Know	7%	5%	8%	6%	9%	5%	6%	7%	7%	13%	7%	5%	6%	8%	3%
Total Agree:	22%	26%	21%	21%	18%	35%	20%	20%	24%	24%	23%	9%	26%	14%	12%
Total Disagree:	31%	32%	32%	31%	31%	31%	34%	30%	29%	26%	29%	60%	28%	35%	58%
Net:	-10%	-6%	-10%	-10%	-13%	5%	-14%	-10%	-6%	-2%	-6%	-50%	-2%	-21%	-46%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Do you agree or disagree with the following?: Making changes to reduce our impact on the environment will be too expensive

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Agree	9%	7%	10%	8%	9%	10%	8%	9%	7%	10%	9%	7%	10%	10%	10%	9%	7%	12%	5%
Agree	26%	30%	31%	28%	25%	24%	23%	30%	24%	26%	26%	30%	29%	26%	21%	25%	25%	24%	29%
Neither Agree nor Disagree	30%	27%	28%	29%	29%	34%	34%	26%	30%	32%	31%	31%	33%	31%	27%	31%	26%	33%	36%
Disagree	23%	27%	23%	24%	23%	21%	23%	25%	27%	22%	21%	21%	20%	23%	31%	21%	27%	19%	17%
Strongly Disagree	8%	7%	7%	8%	8%	8%	9%	7%	9%	8%	7%	7%	5%	7%	9%	9%	11%	9%	7%
Don't Know	4%	2%	3%	4%	5%	4%	4%	3%	3%	2%	5%	5%	3%	3%	2%	4%	4%	3%	6%
Total Agree:	35%	37%	41%	36%	35%	33%	31%	39%	31%	35%	35%	37%	40%	36%	31%	34%	31%	37%	34%
Total Disagree:	31%	34%	29%	32%	32%	29%	31%	32%	36%	30%	29%	28%	24%	30%	40%	30%	38%	28%	23%
Net:	4%	3%	12%	4%	3%	4%	0%	7%	-5%	5%	7%	9%	15%	6%	-9%	4%	-7%	8%	11%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Do you agree or disagree with the following?: Making changes to reduce our impact on the environment will be too expensive

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Agree	9%	11%	7%	13%	6%	9%	11%	7%	7%	21%	8%	9%	7%	7%	9%	7%	8%	10%	19%
Agree	26%	27%	26%	29%	25%	25%	30%	25%	25%	29%	25%	31%	25%	26%	28%	25%	28%	29%	9%
Neither Agree nor Disagree	30%	28%	32%	31%	28%	36%	32%	28%	27%	24%	35%	32%	28%	29%	32%	31%	26%	26%	33%
Disagree	23%	24%	23%	18%	28%	19%	19%	27%	26%	12%	22%	22%	28%	24%	20%	25%	27%	23%	24%
Strongly Disagree	8%	9%	7%	5%	11%	6%	4%	10%	12%	11%	4%	4%	9%	11%	6%	7%	9%	10%	13%
Don't Know	4%	2%	5%	4%	3%	5%	3%	2%	3%	4%	6%	2%	3%	2%	5%	4%	2%	2%	3%
Total Agree:	35%	37%	33%	41%	31%	34%	41%	33%	32%	50%	34%	40%	32%	33%	37%	33%	36%	39%	28%
Total Disagree:	31%	33%	30%	24%	39%	25%	24%	37%	38%	23%	26%	26%	37%	36%	25%	32%	36%	33%	37%
Net:	4%	5%	3%	18%	-8%	9%	17%	-4%	-6%	27%	8%	14%	-5%	-3%	11%	0%	0%	6%	-8%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(32.C) Do you agree or disagree with the following?: Making changes to reduce our impact on the environment will be too expensive

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Agree	9%	11%	8%	7%	9%	10%	8%	11%	6%	*	13%	8%	8%	6%	9%	13%	9%	5%	9%
Agree	26%	27%	26%	30%	26%	25%	22%	24%	30%	*	26%	23%	29%	23%	31%	26%	28%	29%	23%
Neither Agree nor Disagree	30%	27%	28%	35%	32%	30%	31%	32%	28%	*	30%	36%	28%	30%	31%	30%	31%	29%	34%
Disagree	23%	25%	25%	19%	23%	23%	23%	22%	24%	*	21%	22%	25%	30%	19%	21%	21%	21%	22%
Strongly Disagree	8%	7%	9%	6%	7%	8%	12%	8%	9%	*	5%	8%	8%	7%	6%	7%	7%	11%	8%
Don't Know	4%	3%	4%	3%	4%	4%	3%	3%	4%	*	4%	4%	3%	4%	3%	4%	4%	6%	3%
Total Agree:	35%	38%	34%	37%	34%	35%	30%	35%	36%	*	40%	31%	36%	29%	40%	39%	37%	34%	32%
Total Disagree:	31%	32%	34%	26%	30%	30%	35%	30%	32%	*	26%	30%	33%	37%	25%	28%	28%	31%	30%
Net:	4%	7%	0%	11%	5%	5%	-5%	5%	3%	*	13%	1%	4%	-8%	15%	11%	9%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.D) Do you agree or disagree with the following?: Making changes to reduce our impact on the environment will be too expensive

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Agree	9%	6%	11%	11%	9%	8%	9%	8%	11%	7%	12%	8%	7%	8%	10%	14%	6%	8%	12%
Agree	26%	28%	28%	25%	27%	27%	26%	27%	27%	28%	23%	29%	24%	24%	25%	26%	30%	27%	27%
Neither Agree nor Disagree	30%	40%	31%	32%	31%	31%	29%	32%	32%	29%	25%	30%	28%	30%	31%	30%	22%	30%	26%
Disagree	23%	25%	20%	19%	22%	24%	25%	24%	20%	22%	26%	22%	31%	23%	20%	26%	28%	23%	26%
Strongly Disagree	8%	0%	6%	7%	6%	6%	7%	7%	6%	11%	11%	9%	10%	13%	12%	4%	11%	8%	5%
Don't Know	4%	0%	4%	6%	5%	3%	4%	3%	4%	3%	2%	3%	1%	3%	3%	1%	3%	4%	4%
Total Agree:	35%	35%	39%	36%	36%	35%	34%	35%	38%	34%	35%	37%	31%	31%	35%	39%	36%	35%	39%
Total Disagree:	31%	25%	26%	26%	28%	30%	32%	30%	26%	34%	38%	30%	40%	36%	32%	29%	39%	31%	31%
Net:	4%	10%	12%	9%	9%	4%	2%	5%	12%	1%	-3%	7%	-10%	-4%	3%	10%	-2%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.E) Do you agree or disagree with the following?: Making changes to reduce our impact on the environment will be too expensive

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Agree	9%	8%	7%	9%	10%	16%	7%	8%	10%	12%	7%	32%	5%	10%	39%
Agree	26%	26%	25%	28%	26%	27%	25%	28%	25%	25%	26%	36%	24%	33%	36%
Neither Agree nor Disagree	30%	26%	31%	32%	32%	25%	30%	30%	33%	25%	31%	21%	30%	39%	14%
Disagree	23%	28%	23%	22%	20%	19%	27%	22%	20%	21%	25%	4%	29%	11%	5%
Strongly Disagree	8%	9%	9%	6%	6%	9%	8%	8%	7%	9%	8%	3%	9%	4%	5%
Don't Know	4%	2%	4%	3%	5%	3%	3%	3%	4%	9%	3%	5%	3%	4%	2%
Total Agree:	35%	35%	33%	37%	36%	43%	32%	36%	35%	37%	32%	68%	29%	43%	74%
Total Disagree:	31%	37%	32%	28%	26%	28%	34%	30%	27%	29%	34%	6%	38%	15%	9%
Net:	4%	-3%	1%	10%	10%	15%	-2%	6%	8%	7%	-2%	62%	-9%	28%	65%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) Do you agree or disagree with the following?: Most people in the UK do not care about the damage they do to the environment

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Strongly Agree	12%	20%	17%	12%	10%	9%	7%	12%	10%	12%	10%	9%	14%	13%	14%	12%	14%	16%	15%
Agree	42%	43%	45%	43%	42%	36%	41%	40%	42%	40%	40%	44%	45%	44%	36%	45%	44%	38%	38%
Neither Agree nor Disagree	25%	22%	25%	24%	24%	27%	28%	30%	25%	27%	26%	25%	23%	23%	30%	21%	24%	22%	25%
Disagree	16%	10%	11%	15%	18%	22%	19%	15%	17%	16%	18%	16%	16%	14%	16%	16%	13%	19%	16%
Strongly Disagree	2%	3%	1%	2%	3%	4%	2%	2%	2%	3%	2%	2%	1%	2%	1%	3%	2%	2%	3%
Don't Know	3%	1%	1%	3%	4%	3%	4%	2%	3%	2%	4%	4%	2%	3%	2%	3%	2%	4%	3%
Total Agree:	54%	64%	62%	56%	52%	45%	48%	52%	52%	52%	50%	53%	58%	57%	50%	57%	58%	54%	53%
Total Disagree:	18%	13%	12%	17%	20%	26%	21%	17%	20%	19%	20%	18%	17%	16%	18%	19%	15%	20%	19%
Net:	36%	51%	50%	39%	32%	19%	27%	35%	32%	33%	30%	35%	41%	41%	33%	38%	43%	34%	35%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) Do you agree or disagree with the following?: Most people in the UK do not care about the damage they do to the environment

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Strongly Agree	12%	13%	12%	11%	10%	15%	10%	14%	8%	14%	13%	9%	13%	12%	14%	12%	11%	12%	24%
Agree	42%	42%	42%	40%	43%	42%	41%	41%	41%	46%	44%	40%	43%	45%	39%	44%	44%	40%	44%
Neither Agree nor Disagree	25%	24%	26%	26%	24%	26%	26%	24%	28%	22%	27%	26%	24%	24%	25%	24%	25%	25%	21%
Disagree	16%	16%	16%	17%	17%	13%	19%	16%	17%	16%	12%	20%	15%	16%	16%	16%	15%	18%	7%
Strongly Disagree	2%	2%	2%	2%	2%	1%	3%	3%	3%	0%	1%	3%	3%	1%	3%	2%	2%	2%	0%
Don't Know	3%	2%	4%	3%	3%	3%	2%	2%	4%	2%	4%	1%	2%	2%	4%	2%	3%	3%	4%
Total Agree:	54%	55%	53%	52%	54%	56%	50%	56%	48%	60%	57%	49%	55%	57%	53%	55%	55%	52%	68%
Total Disagree:	18%	19%	18%	20%	19%	14%	22%	19%	19%	16%	13%	23%	18%	17%	18%	18%	17%	20%	7%
Net:	36%	36%	35%	32%	34%	42%	29%	37%	29%	44%	44%	26%	37%	40%	35%	37%	38%	31%	61%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.C) Do you agree or disagree with the following?: Most people in the UK do not care about the damage they do to the environment

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Strongly Agree	12%	14%	11%	12%	12%	10%	15%	10%	12%	*	20%	15%	13%	19%	15%	15%	12%	12%	7%
Agree	42%	41%	42%	43%	43%	39%	43%	41%	42%	*	41%	41%	45%	42%	40%	40%	42%	37%	40%
Neither Agree nor Disagree	25%	26%	25%	26%	25%	21%	24%	26%	25%	*	21%	26%	25%	27%	23%	25%	24%	28%	29%
Disagree	16%	15%	15%	15%	16%	21%	15%	18%	16%	*	14%	16%	13%	9%	17%	15%	18%	17%	19%
Strongly Disagree	2%	2%	3%	2%	2%	3%	2%	2%	3%	*	2%	1%	2%	0%	2%	1%	2%	4%	3%
Don't Know	3%	2%	3%	2%	3%	5%	1%	3%	3%	*	2%	1%	2%	3%	4%	2%	3%	2%	3%
Total Agree:	54%	55%	54%	55%	55%	50%	58%	51%	53%	*	61%	56%	57%	61%	55%	56%	53%	49%	47%
Total Disagree:	18%	17%	18%	17%	17%	24%	18%	20%	19%	*	16%	17%	16%	9%	18%	17%	20%	21%	22%
Net:	36%	38%	36%	38%	37%	26%	40%	30%	34%	*	45%	39%	42%	52%	36%	39%	34%	28%	25%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.D) Do you agree or disagree with the following?: Most people in the UK do not care about the damage they do to the environment

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Strongly Agree	12%	7%	13%	13%	14%	10%	13%	11%	12%	10%	15%	11%	12%	11%	14%	19%	14%	12%	12%
Agree	42%	45%	48%	39%	40%	42%	41%	44%	44%	47%	38%	44%	41%	42%	44%	42%	42%	42%	43%
Neither Agree nor Disagree	25%	27%	25%	25%	22%	29%	23%	25%	23%	25%	24%	24%	27%	30%	23%	21%	24%	25%	24%
Disagree	16%	21%	8%	15%	18%	14%	17%	16%	15%	15%	17%	19%	15%	14%	17%	12%	18%	16%	16%
Strongly Disagree	2%	0%	3%	3%	3%	2%	3%	1%	3%	1%	4%	2%	2%	3%	1%	5%	0%	2%	2%
Don't Know	3%	0%	3%	4%	4%	3%	3%	3%	3%	2%	2%	1%	3%	1%	1%	0%	2%	3%	3%
Total Agree:	54%	52%	61%	53%	54%	51%	54%	54%	56%	57%	53%	54%	53%	54%	58%	61%	56%	54%	55%
Total Disagree:	18%	21%	11%	18%	20%	17%	20%	17%	18%	16%	21%	21%	17%	16%	18%	17%	18%	18%	18%
Net:	36%	31%	50%	35%	34%	35%	34%	37%	38%	42%	32%	33%	36%	37%	39%	44%	38%	36%	37%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.E) Do you agree or disagree with the following?: Most people in the UK do not care about the damage they do to the environment

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Strongly Agree	12%	11%	12%	12%	13%	14%	12%	11%	14%	20%	12%	18%	12%	12%	18%
Agree	42%	41%	44%	41%	41%	44%	40%	43%	41%	47%	42%	40%	43%	41%	37%
Neither Agree nor Disagree	25%	26%	24%	24%	26%	22%	26%	26%	23%	17%	25%	26%	23%	32%	27%
Disagree	16%	17%	15%	18%	15%	15%	18%	15%	15%	10%	17%	9%	18%	11%	13%
Strongly Disagree	2%	2%	2%	2%	2%	2%	2%	2%	3%	4%	2%	2%	3%	1%	2%
Don't Know	3%	3%	2%	3%	3%	3%	2%	3%	3%	2%	2%	4%	2%	2%	3%
Total Agree:	54%	53%	57%	53%	54%	57%	52%	54%	55%	67%	54%	58%	54%	54%	55%
Total Disagree:	18%	19%	17%	20%	17%	18%	20%	16%	18%	14%	19%	11%	21%	12%	15%
Net:	36%	34%	40%	33%	37%	39%	31%	38%	37%	53%	35%	47%	34%	42%	40%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) How much would you say your child knows about climate change?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2092	28	153	404	419	408	680	223	290	172	220	142	176	173	95	247	184	104	66
Weighted	2015	32	177	392	401	371	641	221	263	168	209	136	181	157	86	226	188	109	71
My child knows a lot about climate change	28%	16%	11%	10%	19%	40%	43%	25%	32%	26%	32%	25%	22%	34%	27%	29%	25%	31%	21%
My child knows quite a lot about climate change	34%	27%	33%	35%	39%	35%	30%	34%	34%	38%	33%	37%	34%	26%	36%	30%	36%	32%	42%
My child knows a little about climate change	25%	39%	34%	42%	33%	16%	12%	29%	25%	22%	22%	22%	30%	25%	22%	22%	25%	30%	27%
My child doesn't know anything about climate change	6%	15%	20%	11%	5%	1%	2%	6%	3%	3%	3%	7%	7%	8%	8%	9%	8%	5%	6%
Don't Know	7%	3%	2%	2%	4%	7%	14%	6%	6%	11%	9%	8%	6%	7%	7%	9%	6%	2%	3%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(34.B) How much would you say your child knows about climate change?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2092	936	1156	1002	842	221	905	538	149	30	241	532	696	159	0	0	452	186	22
Weighted	2015	909	1105	952	824	212	861	522	143	28	233	509	675	154	0	0	452	187	21
My child knows a lot about climate change	28%	28%	28%	28%	32%	16%	32%	26%	30%	28%	15%	32%	25%	31%	26%	25%	28%	30%	41%
My child knows quite a lot about climate change	34%	35%	33%	34%	35%	29%	32%	36%	40%	36%	28%	34%	35%	36%	34%	36%	35%	33%	40%
My child knows a little about climate change	25%	24%	26%	24%	23%	36%	23%	26%	23%	17%	36%	22%	28%	24%	25%	25%	27%	26%	19%
My child doesn't know anything about climate change	6%	7%	6%	4%	7%	11%	4%	8%	2%	9%	11%	4%	7%	1%	6%	8%	5%	10%	0%
Don't Know	7%	6%	8%	10%	3%	8%	9%	4%	6%	10%	9%	7%	4%	7%	9%	7%	4%	1%	0%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.C) How much would you say your child knows about climate change?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2092	316	633	306	434	287	116	920	533	0	151	190	280	14	363	213	265	140	1111
Weighted	2015	317	610	296	407	274	111	873	526	0	145	180	273	14	377	211	257	133	1037
My child knows a lot about climate change	28%	22%	31%	20%	28%	32%	39%	40%	19%	*	17%	25%	17%	23%	8%	12%	13%	27%	42%
My child knows quite a lot about climate change	34%	32%	34%	33%	33%	39%	29%	32%	38%	*	27%	38%	32%	35%	27%	37%	42%	42%	33%
My child knows a little about climate change	25%	31%	23%	30%	23%	20%	28%	16%	33%	*	33%	20%	35%	24%	40%	42%	40%	23%	12%
My child doesn't know anything about climate change	6%	8%	5%	10%	6%	4%	1%	2%	8%	*	12%	10%	9%	11%	22%	7%	3%	3%	2%
Don't Know	7%	6%	7%	7%	10%	6%	3%	9%	3%	*	11%	8%	8%	7%	3%	2%	2%	4%	11%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.D) How much would you say your child knows about climate change?

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2092	6	73	170	165	217	250	210	157	130	115	169	94	79	50	46	66	1879	182
Weighted	2015	5	67	156	153	204	244	205	155	130	114	165	94	77	49	48	59	1808	176
My child knows a lot about climate change	28%	17%	20%	35%	26%	28%	24%	25%	27%	27%	39%	31%	27%	21%	27%	29%	36%	28%	32%
My child knows quite a lot about climate change	34%	32%	34%	31%	37%	29%	39%	32%	37%	36%	24%	32%	28%	29%	34%	36%	41%	34%	37%
My child knows a little about climate change	25%	35%	21%	16%	16%	25%	24%	32%	22%	31%	30%	28%	30%	39%	29%	27%	18%	26%	20%
My child doesn't know anything about climate change	6%	0%	4%	6%	7%	8%	7%	6%	7%	4%	4%	5%	9%	9%	6%	7%	3%	6%	4%
Don't Know	7%	15%	20%	11%	14%	10%	5%	5%	7%	2%	3%	3%	6%	1%	4%	0%	2%	7%	7%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.E) How much would you say your child knows about climate change?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2092	522	407	534	618	127	729	841	324	71	1880	192	1410	421	192
Weighted	2015	520	420	501	562	127	705	807	310	65	1815	182	1366	402	182
My child knows a lot about climate change	28%	31%	24%	29%	27%	44%	31%	26%	21%	26%	29%	20%	31%	20%	27%
My child knows quite a lot about climate change	34%	35%	33%	35%	32%	31%	34%	33%	37%	28%	35%	24%	36%	29%	27%
My child knows a little about climate change	25%	24%	30%	25%	22%	16%	22%	28%	26%	29%	25%	23%	24%	29%	26%
My child doesn't know anything about climate change	6%	6%	6%	5%	7%	5%	5%	6%	8%	11%	5%	12%	5%	9%	5%
Don't Know	7%	3%	7%	6%	11%	3%	7%	7%	9%	5%	6%	20%	4%	13%	16%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) And compared to you, how much would you say they know about climate change?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2093	28	153	404	419	408	681	223	291	172	220	142	176	173	95	247	184	104	66
Weighted	2015	32	177	392	401	371	642	221	264	168	209	136	181	157	86	226	188	109	71
A lot more than I do	10%	8%	7%	5%	8%	14%	14%	10%	10%	10%	10%	9%	9%	14%	8%	10%	10%	14%	16%
A bit more than I do	20%	27%	13%	17%	20%	21%	22%	23%	22%	23%	18%	14%	19%	18%	15%	23%	18%	21%	13%
About the same	38%	17%	31%	29%	37%	44%	43%	28%	38%	38%	40%	44%	34%	39%	47%	38%	37%	36%	48%
A bit less than I do	14%	19%	18%	24%	17%	11%	6%	21%	13%	14%	14%	15%	14%	12%	10%	11%	13%	16%	8%
A lot less than I do	12%	23%	28%	23%	14%	3%	3%	14%	11%	6%	10%	13%	18%	10%	14%	10%	17%	7%	11%
Don't Know	6%	7%	4%	2%	3%	7%	11%	5%	6%	10%	8%	6%	6%	7%	6%	7%	5%	6%	4%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) And compared to you, how much would you say they know about climate change?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2093	937	1156	1003	842	221	905	538	149	30	241	532	696	159	0	0	452	186	22
Weighted	2015	910	1105	953	824	212	861	522	143	28	233	509	675	154	0	0	452	187	21
A lot more than I do	10%	9%	12%	10%	12%	6%	10%	11%	11%	25%	7%	10%	10%	11%	11%	8%	9%	8%	17%
A bit more than I do	20%	17%	22%	21%	20%	15%	21%	20%	22%	6%	14%	23%	19%	26%	19%	21%	20%	22%	15%
About the same	38%	39%	37%	39%	37%	35%	39%	36%	39%	47%	37%	40%	36%	36%	40%	39%	36%	29%	21%
A bit less than I do	14%	14%	14%	12%	14%	18%	13%	16%	12%	3%	17%	11%	17%	11%	12%	13%	20%	15%	28%
A lot less than I do	12%	15%	9%	10%	13%	16%	9%	13%	10%	9%	14%	9%	14%	9%	9%	12%	12%	24%	18%
Don't Know	6%	6%	7%	9%	3%	10%	7%	3%	6%	10%	11%	6%	4%	6%	9%	6%	4%	2%	0%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.C) And compared to you, how much would you say they know about climate change?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2093	316	634	306	434	287	116	920	533	0	151	191	280	14	363	213	265	140	1111
Weighted	2015	317	610	296	407	274	111	873	526	0	145	181	273	14	377	211	257	133	1037
A lot more than I do	10%	9%	13%	10%	9%	11%	9%	14%	9%	*	9%	10%	5%	0%	5%	3%	6%	13%	14%
A bit more than I do	20%	21%	19%	15%	21%	20%	27%	22%	18%	*	17%	16%	20%	23%	13%	15%	24%	24%	22%
About the same	38%	28%	37%	38%	42%	42%	41%	42%	33%	*	32%	42%	33%	32%	20%	33%	43%	36%	44%
A bit less than I do	14%	21%	11%	18%	10%	12%	13%	9%	18%	*	18%	12%	20%	15%	21%	26%	17%	15%	8%
A lot less than I do	12%	15%	12%	12%	11%	9%	6%	5%	20%	*	13%	13%	15%	17%	36%	18%	8%	7%	3%
Don't Know	6%	6%	6%	7%	8%	6%	4%	8%	3%	*	10%	7%	7%	14%	4%	4%	2%	5%	9%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(35.D) And compared to you, how much would you say they know about climate change?

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2093	6	73	170	165	218	250	210	157	130	115	169	94	79	50	46	66	1880	182
Weighted	2015	5	67	156	153	205	244	205	155	130	114	165	94	77	49	48	59	1809	176
A lot more than I do	10%	0%	6%	11%	14%	10%	11%	9%	10%	13%	12%	7%	6%	11%	11%	16%	7%	10%	11%
A bit more than I do	20%	51%	17%	25%	14%	18%	22%	25%	16%	17%	20%	22%	21%	11%	12%	15%	24%	20%	17%
About the same	38%	34%	37%	39%	48%	38%	40%	34%	41%	42%	35%	38%	31%	26%	34%	27%	38%	37%	44%
A bit less than I do	14%	0%	15%	8%	8%	15%	11%	18%	13%	12%	15%	17%	15%	29%	13%	20%	18%	14%	16%
A lot less than I do	12%	0%	10%	5%	5%	7%	11%	11%	14%	13%	15%	15%	20%	21%	28%	22%	12%	12%	6%
Don't Know	6%	15%	15%	11%	10%	11%	6%	4%	6%	2%	2%	1%	6%	4%	2%	0%	2%	6%	7%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.E) And compared to you, how much would you say they know about climate change?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2093	522	407	534	619	127	730	841	324	71	1881	192	1411	421	192
Weighted	2015	520	420	501	563	127	706	807	310	65	1816	182	1367	402	182
A lot more than I do	10%	8%	9%	13%	11%	19%	10%	10%	10%	7%	11%	4%	11%	8%	8%
A bit more than I do	20%	20%	19%	19%	20%	24%	19%	19%	21%	24%	20%	15%	20%	22%	14%
About the same	38%	35%	38%	39%	39%	34%	41%	37%	36%	33%	37%	43%	37%	38%	42%
A bit less than I do	14%	17%	15%	13%	12%	8%	13%	15%	14%	19%	14%	11%	15%	10%	15%
A lot less than I do	12%	17%	13%	9%	8%	11%	10%	13%	13%	14%	12%	10%	13%	10%	8%
Don't Know	6%	4%	6%	6%	10%	4%	7%	7%	6%	2%	5%	17%	3%	12%	14%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) As far as you're aware, do you think your child knows what the term 'Net Zero' means

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2093	28	153	404	419	408	681	223	291	172	220	142	176	173	95	247	184	104	66
Weighted	2015	32	177	392	401	371	642	221	264	168	209	136	181	157	86	226	188	109	71
They definitely know what it means	26%	18%	8%	8%	15%	34%	45%	25%	26%	27%	31%	19%	18%	32%	24%	27%	26%	30%	25%
They have a rough idea of what it means	32%	27%	28%	29%	36%	40%	28%	31%	35%	28%	33%	41%	34%	26%	34%	30%	34%	28%	31%
They don't really know what it means	7%	7%	13%	9%	8%	6%	6%	7%	5%	9%	7%	7%	8%	6%	11%	8%	8%	9%	6%
They definitely don't know what it means	21%	46%	44%	42%	25%	7%	5%	24%	19%	19%	14%	19%	28%	22%	18%	20%	22%	18%	24%
Don't Know	14%	3%	7%	11%	17%	13%	17%	13%	15%	16%	14%	14%	12%	14%	13%	16%	10%	15%	14%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) As far as you're aware, do you think your child knows what the term 'Net Zero' means

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2093	937	1156	1003	842	221	905	538	149	30	241	532	696	159	0	0	452	186	22
Weighted	2015	910	1105	953	824	212	861	522	143	28	233	509	675	154	0	0	452	187	21
They definitely know what it means	26%	26%	26%	27%	30%	11%	31%	23%	30%	29%	13%	34%	22%	27%	25%	24%	26%	27%	7%
They have a rough idea of what it means	32%	34%	30%	32%	35%	27%	33%	33%	34%	30%	25%	33%	33%	35%	35%	31%	32%	33%	45%
They don't really know what it means	7%	8%	7%	7%	8%	9%	7%	9%	8%	15%	7%	6%	8%	10%	6%	6%	9%	8%	29%
They definitely don't know what it means	21%	20%	21%	18%	19%	33%	15%	25%	18%	16%	33%	14%	25%	18%	19%	23%	24%	24%	18%
Don't Know	14%	11%	16%	16%	9%	21%	14%	10%	11%	10%	22%	12%	11%	10%	16%	16%	10%	8%	0%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.C) As far as you're aware, do you think your child knows what the term 'Net Zero' means

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2093	316	634	306	434	287	116	920	533	0	151	191	280	14	363	213	265	140	1111
Weighted	2015	317	610	296	407	274	111	873	526	0	145	181	273	14	377	211	257	133	1037
They definitely know what it means	26%	20%	28%	21%	28%	32%	25%	37%	17%	*	19%	25%	14%	14%	6%	10%	10%	19%	42%
They have a rough idea of what it means	32%	30%	33%	31%	32%	30%	38%	33%	35%	*	31%	25%	29%	37%	21%	29%	41%	46%	33%
They don't really know what it means	7%	11%	6%	5%	8%	7%	8%	7%	8%	*	3%	9%	9%	7%	9%	10%	10%	10%	6%
They definitely don't know what it means	21%	27%	19%	29%	17%	14%	19%	10%	30%	*	27%	22%	33%	23%	54%	41%	24%	12%	5%
Don't Know	14%	12%	14%	14%	16%	16%	9%	13%	10%	*	20%	19%	15%	19%	11%	12%	15%	13%	15%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.D) As far as you're aware, do you think your child knows what the term 'Net Zero' means

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2093	6	73	170	165	218	250	210	157	130	115	169	94	79	50	46	66	1880	182
Weighted	2015	5	67	156	153	205	244	205	155	130	114	165	94	77	49	48	59	1809	176
They definitely know what it means	26%	0%	21%	31%	32%	23%	23%	24%	26%	22%	29%	26%	29%	24%	19%	31%	37%	26%	28%
They have a rough idea of what it means	32%	51%	27%	29%	27%	32%	32%	36%	31%	42%	28%	31%	34%	28%	33%	36%	38%	32%	37%
They don't really know what it means	7%	0%	11%	11%	5%	7%	11%	5%	9%	7%	10%	6%	4%	5%	6%	8%	5%	7%	12%
They definitely don't know what it means	21%	17%	16%	9%	13%	24%	20%	24%	24%	20%	19%	28%	26%	34%	32%	16%	15%	21%	12%
Don't Know	14%	32%	24%	21%	22%	15%	14%	12%	10%	10%	14%	9%	7%	10%	10%	10%	5%	14%	11%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.E) As far as you're aware, do you think your child knows what the term 'Net Zero' means

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2093	522	407	534	619	127	730	841	324	71	1881	192	1411	421	192
Weighted	2015	520	420	501	563	127	706	807	310	65	1816	182	1367	402	182
They definitely know what it means	26%	29%	23%	27%	25%	40%	30%	24%	18%	20%	26%	24%	29%	18%	30%
They have a rough idea of what it means	32%	32%	33%	33%	32%	34%	32%	34%	28%	33%	33%	22%	35%	27%	28%
They don't really know what it means	7%	7%	8%	8%	7%	7%	8%	7%	9%	7%	7%	8%	7%	9%	9%
They definitely don't know what it means	21%	24%	22%	20%	17%	14%	17%	22%	27%	25%	21%	21%	20%	24%	15%
Don't Know	14%	9%	14%	13%	19%	5%	13%	14%	18%	15%	12%	26%	9%	22%	18%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(37.A) Which of the following comes closest to your experience?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2093	28	153	404	419	408	681	223	291	172	220	142	176	173	95	247	184	104	66
Weighted	2015	32	177	392	401	371	642	221	264	168	209	136	181	157	86	226	188	109	71
I talk to my child about climate change as much as I can	31%	29%	33%	37%	33%	33%	25%	40%	31%	31%	26%	32%	29%	27%	26%	31%	34%	29%	34%
I try to limit how much I talk to my child about climate change	28%	46%	36%	30%	31%	26%	21%	30%	26%	28%	28%	30%	33%	23%	26%	22%	29%	29%	27%
I never talk to my child about climate change	31%	15%	28%	28%	26%	30%	38%	24%	29%	30%	32%	27%	30%	36%	42%	36%	28%	32%	32%
Don't Know	10%	10%	3%	4%	10%	10%	16%	7%	14%	11%	14%	10%	8%	13%	6%	11%	9%	9%	8%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(37.B) Which of the following comes closest to your experience?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2093	937	1156	1003	842	221	905	538	149	30	241	532	696	159	0	0	452	186	22
Weighted	2015	910	1105	953	824	212	861	522	143	28	233	509	675	154	0	0	452	187	21
I talk to my child about climate change as much as I can	31%	28%	34%	25%	39%	31%	26%	40%	34%	13%	24%	27%	37%	37%	26%	27%	36%	50%	46%
I try to limit how much I talk to my child about climate change	28%	31%	24%	29%	26%	25%	28%	29%	29%	35%	26%	25%	30%	31%	25%	29%	30%	24%	46%
I never talk to my child about climate change	31%	34%	28%	36%	25%	29%	35%	23%	24%	45%	38%	39%	25%	22%	38%	32%	26%	20%	5%
Don't Know	10%	7%	13%	10%	9%	15%	11%	8%	12%	6%	12%	9%	8%	10%	12%	11%	8%	6%	4%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.C) Which of the following comes closest to your experience?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2093	316	634	306	434	287	116	920	533	0	151	191	280	14	363	213	265	140	1111
Weighted	2015	317	610	296	407	274	111	873	526	0	145	181	273	14	377	211	257	133	1037
I talk to my child about climate change as much as I can	31%	36%	35%	27%	26%	30%	31%	29%	35%	*	27%	34%	32%	28%	35%	35%	35%	40%	27%
I try to limit how much I talk to my child about climate change	28%	30%	28%	25%	28%	27%	24%	25%	32%	*	28%	26%	28%	25%	35%	34%	32%	25%	23%
I never talk to my child about climate change	31%	26%	28%	37%	32%	33%	34%	34%	26%	*	36%	28%	31%	20%	26%	24%	26%	27%	36%
Don't Know	10%	7%	9%	10%	14%	11%	12%	13%	7%	*	9%	12%	9%	28%	5%	7%	7%	8%	14%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(37.D) Which of the following comes closest to your experience?

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2093	6	73	170	165	218	250	210	157	130	115	169	94	79	50	46	66	1880	182
Weighted	2015	5	67	156	153	205	244	205	155	130	114	165	94	77	49	48	59	1809	176
I talk to my child about climate change as much as I can	31%	17%	25%	26%	29%	24%	31%	24%	29%	33%	36%	40%	40%	35%	41%	42%	53%	32%	27%
I try to limit how much I talk to my child about climate change	28%	33%	24%	27%	21%	26%	29%	31%	35%	32%	31%	27%	25%	32%	32%	26%	20%	27%	32%
I never talk to my child about climate change	31%	35%	31%	32%	42%	36%	29%	35%	27%	29%	24%	30%	26%	28%	22%	26%	20%	31%	32%
Don't Know	10%	15%	20%	14%	8%	14%	11%	11%	9%	6%	8%	4%	8%	6%	4%	6%	6%	10%	8%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.E) Which of the following comes closest to your experience?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2093	522	407	534	619	127	730	841	324	71	1881	192	1411	421	192
Weighted	2015	520	420	501	563	127	706	807	310	65	1816	182	1367	402	182
I talk to my child about climate change as much as I can	31%	42%	26%	29%	26%	41%	30%	31%	32%	28%	34%	4%	39%	19%	8%
I try to limit how much I talk to my child about climate change	28%	27%	31%	31%	23%	29%	26%	27%	29%	33%	28%	21%	30%	23%	23%
I never talk to my child about climate change	31%	22%	34%	31%	36%	25%	32%	32%	30%	25%	27%	70%	22%	46%	62%
Don't Know	10%	9%	9%	8%	15%	5%	12%	10%	9%	14%	10%	6%	9%	13%	8%

Note:

BASE: Have children aged 5 or over

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

PUBLICFIRST

Public First Poll for Centrica (Part 1)

Rank Summary: Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like. (Ordered Left to Right by Rank)

	1. UK Government	2. International governmental bodies (such as the UN)	3. Large Businesses	4. Local Government	5. Devolved Government	6. Households	7. The media	8. Academics	9. Charities	10. Other
1-Highest Rank	27%	49%	10%	2%	1%	7%	1%	1%	1%	2%
2	42%	17%	15%	9%	6%	5%	2%	2%	1%	0%
3	15%	8%	22%	18%	20%	7%	4%	3%	2%	1%
4	6%	7%	16%	27%	21%	9%	7%	4%	3%	1%
5	3%	6%	20%	22%	18%	11%	9%	6%	4%	1%
6	2%	4%	8%	12%	15%	18%	17%	16%	8%	1%
7	1%	2%	4%	5%	7%	12%	25%	26%	15%	2%
8	1%	2%	2%	3%	6%	10%	21%	24%	27%	2%
9	1%	2%	1%	2%	5%	19%	13%	16%	36%	4%
10-Lowest Rank	1%	2%	1%	1%	1%	3%	2%	2%	4%	85%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.4	1.6	2.9	3.4	3.9	5	5.6	6	6.7	8.4
Standard Deviation	2.8	5.2	3.5	2.8	3.8	6.3	3.4	2.9	2.9	3

Public First Poll for Centrica (Part 1)

(39.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: International governmental bodies (such as the UN)

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	49%	51%	45%	43%	46%	49%	60%	48%	48%	47%	52%	52%	46%	51%	49%	52%	49%	46%	49%
2	17%	16%	19%	16%	19%	18%	14%	15%	17%	17%	19%	17%	17%	18%	14%	17%	16%	19%	22%
3	8%	7%	8%	9%	10%	9%	6%	8%	9%	8%	9%	7%	9%	10%	6%	7%	10%	6%	5%
4	7%	7%	7%	9%	7%	6%	6%	9%	7%	8%	4%	5%	10%	8%	9%	6%	4%	8%	11%
5	6%	3%	5%	8%	5%	7%	6%	6%	6%	7%	6%	8%	6%	3%	6%	5%	7%	7%	5%
6	4%	4%	5%	5%	5%	4%	3%	5%	4%	4%	3%	4%	6%	2%	5%	5%	5%	6%	4%
7	2%	2%	2%	3%	2%	2%	1%	1%	3%	2%	2%	2%	1%	2%	3%	2%	3%	2%	2%
8	2%	4%	2%	3%	2%	1%	1%	3%	2%	2%	1%	3%	0%	1%	2%	2%	2%	3%	3%
9	2%	4%	3%	3%	2%	2%	1%	3%	2%	4%	1%	1%	2%	4%	3%	3%	4%	2%	0%
10-Lowest Rank	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	2%	2%	3%	1%	1%	1%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.6	1.7	1.8	1.9	1.6	1.5	1.2	1.7	1.6	1.7	1.4	1.6	1.6	1.5	1.8	1.5	1.7	1.7	1.3
Standard Deviation	5.2	6.2	5.9	5.8	4.9	4.8	3.8	5.7	5	5.7	5	5.3	4.8	5.3	6.4	5	5.5	4.9	3.5

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(39.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: International governmental bodies (such as the UN)

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	49%	50%	48%	48%	53%	43%	51%	50%	49%	41%	46%	49%	50%	49%	46%	49%	53%	50%	47%
2	17%	17%	17%	16%	16%	19%	15%	17%	15%	19%	17%	15%	19%	15%	18%	17%	15%	18%	7%
3	8%	8%	8%	9%	7%	9%	8%	8%	7%	14%	8%	9%	8%	8%	9%	7%	8%	7%	6%
4	7%	6%	8%	7%	7%	6%	7%	8%	8%	3%	8%	8%	7%	8%	8%	7%	7%	8%	4%
5	6%	5%	7%	6%	5%	7%	6%	5%	7%	4%	7%	6%	5%	9%	6%	6%	6%	5%	6%
6	4%	5%	4%	5%	5%	4%	5%	3%	7%	6%	5%	4%	4%	6%	4%	4%	4%	5%	9%
7	2%	2%	2%	3%	1%	4%	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%	2%	1%	4%
8	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	2%	7%
9	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%	3%	2%	1%	3%	3%	2%	2%	2%
10-Lowest Rank	2%	2%	2%	2%	1%	3%	1%	1%	1%	6%	3%	2%	1%	1%	2%	2%	1%	2%	8%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.6	1.6	1.7	1.7	1.4	1.9	1.6	1.6	1.7	2	1.8	1.7	1.5	1.6	1.7	1.6	1.4	1.5	2.6
Standard Deviation	5.2	5.3	5.2	5.6	4.3	6	5	5.3	5.2	7.4	5.9	5.3	4.8	4.4	5.4	5.5	4.5	4.9	9.8

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: International governmental bodies (such as the UN)

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	49%	46%	51%	48%	51%	49%	51%	54%	47%	*	45%	44%	47%	53%	45%	44%	46%	46%	54%
2	17%	16%	17%	15%	18%	20%	17%	16%	17%	*	19%	15%	17%	16%	14%	16%	19%	15%	15%
3	8%	9%	8%	9%	6%	8%	7%	7%	9%	*	9%	11%	9%	10%	7%	9%	10%	11%	7%
4	7%	7%	7%	9%	8%	6%	4%	7%	8%	*	9%	8%	7%	4%	7%	8%	7%	11%	7%
5	6%	5%	6%	7%	6%	5%	7%	6%	6%	*	7%	7%	5%	5%	8%	5%	6%	4%	7%
6	4%	5%	4%	4%	4%	5%	4%	4%	6%	*	3%	4%	5%	5%	5%	8%	3%	9%	3%
7	2%	2%	2%	2%	3%	2%	3%	2%	2%	*	2%	3%	3%	2%	3%	3%	2%	2%	2%
8	2%	2%	2%	2%	2%	2%	3%	2%	2%	*	1%	2%	2%	1%	4%	4%	3%	1%	1%
9	2%	4%	2%	2%	2%	1%	3%	1%	3%	*	4%	5%	3%	4%	4%	3%	3%	1%	2%
10-Lowest Rank	2%	2%	2%	2%	1%	1%	1%	1%	1%	*	2%	2%	2%	1%	3%	2%	1%	1%	1%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.6	1.8	1.6	1.7	1.5	1.5	1.6	1.4	1.7	NaN	1.7	1.9	1.8	1.5	2	2	1.6	1.6	1.4
Standard Deviation	5.2	6	5.2	5	4.8	4.7	5.6	4.6	5	NaN	5.3	6.3	5.9	5	7.3	6.2	5.3	4.2	4.5

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(39.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: International governmental bodies (such as the UN)

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	49%	59%	41%	47%	45%	47%	47%	50%	51%	45%	51%	55%	51%	55%	51%	50%	51%	49%	48%
2	17%	12%	17%	15%	21%	18%	18%	17%	15%	19%	14%	16%	14%	18%	21%	10%	19%	17%	13%
3	8%	8%	10%	9%	7%	9%	6%	6%	11%	8%	9%	9%	10%	8%	1%	10%	8%	8%	8%
4	7%	11%	8%	6%	7%	6%	10%	7%	7%	7%	9%	6%	7%	3%	6%	7%	7%	7%	8%
5	6%	3%	7%	9%	6%	8%	7%	5%	5%	6%	2%	4%	5%	3%	10%	7%	6%	6%	7%
6	4%	7%	4%	4%	4%	4%	3%	4%	6%	5%	6%	4%	4%	5%	6%	9%	2%	4%	5%
7	2%	0%	6%	3%	2%	2%	1%	4%	1%	3%	1%	2%	3%	3%	3%	0%	1%	2%	2%
8	2%	0%	2%	2%	2%	2%	3%	2%	1%	3%	2%	2%	3%	3%	1%	1%	1%	2%	2%
9	2%	0%	4%	4%	3%	3%	3%	3%	2%	2%	2%	1%	3%	0%	0%	2%	3%	2%	4%
10-Lowest Rank	2%	0%	2%	2%	3%	1%	1%	2%	1%	1%	3%	1%	1%	2%	0%	3%	1%	1%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.6	1	2	1.8	1.8	1.6	1.7	1.6	1.5	1.7	1.6	1.3	1.7	1.4	1.4	1.8	1.5	1.6	1.9
Standard Deviation	5.2	2.6	6.6	6	6	5	5	5.6	4.3	5.2	5.7	4.3	5.7	4.8	3.7	5.7	4.8	5	6.3

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: International governmental bodies (such as the UN)

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	49%	54%	48%	48%	46%	47%	52%	49%	47%	43%	50%	40%	51%	48%	40%
2	17%	14%	19%	16%	18%	11%	16%	19%	16%	17%	17%	18%	16%	18%	17%
3	8%	8%	9%	8%	9%	9%	8%	8%	9%	5%	8%	9%	8%	8%	9%
4	7%	7%	7%	8%	7%	8%	8%	6%	7%	9%	7%	6%	7%	7%	7%
5	6%	5%	5%	7%	6%	7%	5%	6%	7%	6%	6%	5%	6%	6%	6%
6	4%	5%	4%	4%	4%	7%	4%	4%	5%	3%	4%	7%	4%	4%	6%
7	2%	2%	1%	3%	2%	1%	2%	2%	2%	6%	2%	3%	2%	2%	3%
8	2%	2%	2%	2%	2%	4%	2%	2%	2%	3%	2%	1%	2%	2%	3%
9	2%	2%	2%	2%	4%	3%	2%	3%	3%	5%	2%	6%	2%	3%	4%
10-Lowest Rank	2%	1%	2%	2%	2%	3%	1%	1%	2%	5%	1%	5%	1%	1%	5%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.6	1.5	1.6	1.7	1.7	2	1.5	1.6	1.8	2.3	1.6	2.3	1.5	1.7	2.3
Standard Deviation	5.2	4.8	4.9	5.5	5.7	6.5	4.7	5	5.8	8	4.9	7.9	4.8	5.4	7.8

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(40.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: UK Government

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	27%	27%	34%	30%	30%	26%	18%	26%	29%	30%	24%	25%	29%	28%	27%	28%	25%	27%	34%
2	42%	42%	37%	40%	41%	43%	50%	44%	43%	37%	45%	42%	41%	46%	37%	44%	41%	42%	45%
3	15%	11%	13%	15%	15%	18%	16%	14%	12%	17%	15%	18%	13%	13%	16%	15%	18%	14%	12%
4	6%	7%	6%	6%	6%	6%	8%	6%	6%	6%	7%	4%	8%	7%	7%	6%	7%	9%	3%
5	3%	3%	2%	4%	2%	3%	3%	4%	4%	3%	3%	3%	2%	2%	5%	2%	2%	2%	2%
6	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	3%	1%	1%	1%	3%	2%	1%
7	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	2%	1%	1%	2%	3%
8	1%	2%	2%	1%	0%	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%	1%	1%	1%	0%
9	1%	2%	1%	1%	2%	0%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	0%
10-Lowest Rank	1%	2%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	0%	2%	0%	0%	0%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.4	1.7	1.4	1.4	1.3	1.3	1.5	1.5	1.4	1.5	1.4	1.6	1.5	1.3	1.7	1.3	1.5	1.4	1
Standard Deviation	2.8	4.2	3	2.8	2.6	2	2.2	3	2.5	3.4	2.5	3.4	2.9	2.4	3.9	2.2	2.9	2.6	1.6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: UK Government

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	27%	27%	28%	24%	28%	33%	24%	31%	27%	16%	31%	23%	31%	27%	29%	28%	25%	29%	23%
2	42%	43%	42%	41%	45%	38%	43%	43%	45%	27%	41%	44%	43%	47%	40%	43%	46%	41%	46%
3	15%	14%	16%	16%	15%	14%	16%	13%	16%	23%	13%	15%	13%	15%	16%	15%	14%	13%	9%
4	6%	6%	7%	8%	5%	7%	8%	6%	4%	12%	6%	7%	6%	6%	6%	7%	7%	6%	7%
5	3%	3%	2%	4%	2%	3%	4%	2%	2%	4%	3%	4%	2%	2%	3%	2%	2%	5%	3%
6	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%
7	1%	1%	1%	1%	1%	1%	1%	1%	1%	6%	1%	1%	1%	1%	1%	1%	1%	1%	0%
8	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	2%	0%
9	1%	2%	1%	2%	1%	1%	2%	1%	2%	5%	2%	2%	1%	1%	2%	1%	1%	2%	6%
10-Lowest Rank	1%	1%	1%	1%	1%	0%	1%	1%	1%	4%	0%	1%	1%	1%	0%	0%	1%	1%	4%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.4	1.5	1.4	1.6	1.3	1.4	1.6	1.3	1.3	2.5	1.4	1.6	1.3	1.3	1.4	1.4	1.4	1.5	1.9
Standard Deviation	2.8	3	2.5	3.3	2.3	2.9	3	2.6	2.6	6	2.7	3	2.4	2.3	2.8	2.3	2.8	3.3	5.9

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: UK Government

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	27%	29%	26%	28%	26%	28%	31%	24%	29%	*	30%	33%	30%	25%	30%	30%	30%	30%	23%
2	42%	40%	43%	45%	44%	39%	42%	45%	42%	*	37%	42%	41%	39%	37%	43%	43%	38%	47%
3	15%	13%	15%	14%	15%	18%	13%	16%	14%	*	19%	10%	14%	17%	12%	12%	13%	19%	17%
4	6%	6%	8%	5%	6%	6%	7%	7%	6%	*	5%	6%	7%	11%	8%	4%	5%	8%	7%
5	3%	3%	3%	3%	3%	3%	2%	3%	3%	*	2%	3%	3%	2%	3%	3%	3%	2%	3%
6	2%	3%	1%	2%	2%	2%	2%	2%	1%	*	3%	2%	2%	2%	2%	1%	1%	2%	2%
7	1%	2%	1%	1%	2%	0%	1%	1%	1%	*	0%	1%	1%	2%	2%	2%	2%	1%	1%
8	1%	2%	1%	0%	1%	1%	1%	1%	1%	*	1%	3%	1%	2%	2%	1%	1%	0%	1%
9	1%	2%	2%	1%	1%	1%	0%	1%	1%	*	3%	1%	1%	0%	3%	2%	2%	0%	1%
10-Lowest Rank	1%	1%	0%	0%	1%	1%	0%	1%	1%	*	0%	0%	0%	0%	0%	1%	0%	0%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.4	1.6	1.4	1.3	1.4	1.4	1.2	1.5	1.4	NaN	1.5	1.4	1.3	1.5	1.6	1.4	1.4	1.3	1.4
Standard Deviation	2.8	3.8	2.6	2	2.8	2.5	1.9	2.7	2.9	NaN	3.4	3	2.4	2.3	3.9	3.4	2.8	1.6	2.2

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: UK Government

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	27%	34%	29%	29%	28%	32%	27%	25%	26%	32%	23%	28%	24%	21%	28%	26%	28%	28%	27%
2	42%	48%	38%	39%	42%	39%	40%	40%	47%	38%	47%	44%	47%	47%	46%	48%	47%	43%	40%
3	15%	0%	17%	14%	13%	15%	18%	19%	13%	12%	17%	13%	14%	20%	16%	13%	10%	15%	16%
4	6%	12%	6%	8%	6%	6%	6%	8%	7%	7%	3%	8%	6%	6%	5%	4%	7%	6%	7%
5	3%	6%	2%	3%	4%	2%	3%	3%	2%	5%	3%	2%	2%	1%	5%	3%	4%	3%	1%
6	2%	0%	2%	3%	2%	1%	1%	2%	2%	2%	2%	1%	1%	3%	0%	1%	2%	2%	2%
7	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%	0%	0%	1%	2%
8	1%	0%	1%	1%	2%	2%	2%	1%	0%	1%	1%	1%	2%	0%	0%	2%	1%	1%	2%
9	1%	0%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	0%	3%	1%	1%	2%
10-Lowest Rank	1%	0%	3%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	2%	0%	1%	1%	1%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.4	1	1.6	1.5	1.5	1.3	1.5	1.5	1.4	1.4	1.5	1.3	1.5	1.4	1	1.5	1.3	1.4	1.6
Standard Deviation	2.8	1.4	4	3	3	2.7	3	2.7	2.4	3	3	2.3	3.2	2.4	1	3.5	2.7	2.6	3.9

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: UK Government

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	27%	25%	26%	29%	30%	25%	26%	29%	29%	31%	28%	22%	28%	28%	19%
2	42%	46%	43%	40%	41%	40%	45%	41%	44%	34%	43%	35%	44%	40%	31%
3	15%	14%	17%	13%	15%	11%	15%	15%	14%	20%	15%	16%	15%	14%	17%
4	6%	6%	6%	7%	7%	7%	6%	6%	7%	8%	7%	5%	6%	7%	10%
5	3%	3%	2%	4%	3%	3%	3%	3%	1%	1%	3%	5%	2%	4%	6%
6	2%	2%	1%	2%	1%	4%	1%	2%	1%	2%	2%	3%	2%	1%	4%
7	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	2%	1%	2%	3%
8	1%	1%	1%	1%	1%	4%	1%	1%	1%	0%	1%	3%	1%	1%	4%
9	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	5%	1%	1%	4%
10-Lowest Rank	1%	1%	1%	1%	1%	2%	1%	0%	0%	1%	0%	3%	0%	1%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	1.4	1.4	1.4	1.5	1.4	1.9	1.4	1.4	1.3	1.4	1.4	2.2	1.3	1.5	2.3
Standard Deviation	2.8	2.7	2.8	3	2.7	5	2.7	2.5	2.3	3	2.4	5.9	2.3	3	5.5

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(41.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Devolved Government

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	2%	0%
2	6%	7%	7%	5%	5%	6%	5%	4%	5%	4%	7%	6%	6%	6%	6%	6%	8%	6%	8%
3	20%	22%	17%	20%	19%	18%	23%	17%	20%	21%	21%	15%	16%	21%	14%	20%	25%	24%	35%
4	21%	16%	20%	21%	22%	23%	20%	19%	19%	23%	18%	23%	20%	22%	19%	20%	26%	19%	18%
5	18%	20%	20%	18%	18%	16%	18%	24%	19%	13%	19%	16%	25%	14%	17%	16%	18%	20%	14%
6	15%	12%	16%	14%	16%	16%	16%	13%	15%	16%	17%	18%	16%	15%	19%	17%	9%	12%	12%
7	7%	8%	6%	7%	8%	9%	7%	9%	7%	8%	7%	9%	6%	9%	9%	8%	4%	6%	5%
8	6%	8%	6%	6%	6%	4%	5%	7%	6%	6%	5%	7%	6%	9%	4%	6%	5%	6%	2%
9	5%	5%	7%	6%	4%	5%	4%	5%	7%	6%	5%	4%	5%	3%	10%	6%	4%	3%	3%
10-Lowest Rank	1%	2%	2%	2%	1%	1%	0%	2%	1%	1%	2%	2%	1%	1%	2%	0%	1%	2%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.9	4	4	4	4	3.9	3.8	4	4	4	3.9	4	4	3.9	4.3	3.9	3.5	3.7	3.4
Standard Deviation	3.8	4.2	4	4	3.5	3.7	3.3	3.7	3.8	3.9	3.8	3.9	3.5	3.6	4.3	3.7	3.5	3.7	3.5

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Devolved Government

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	1%	1%	1%	1%	1%	1%	1%	0%	1%	6%	1%	1%	1%	1%	1%	0%	1%	1%	5%
2	6%	6%	5%	6%	6%	6%	6%	5%	8%	4%	5%	5%	5%	8%	6%	5%	6%	5%	2%
3	20%	21%	19%	20%	21%	17%	21%	19%	19%	11%	18%	19%	20%	16%	20%	21%	20%	21%	17%
4	21%	21%	20%	20%	22%	18%	20%	22%	20%	25%	17%	18%	21%	22%	18%	23%	23%	18%	22%
5	18%	19%	18%	16%	19%	19%	17%	18%	19%	19%	21%	17%	20%	18%	18%	19%	20%	16%	21%
6	15%	14%	16%	15%	14%	17%	15%	16%	15%	13%	17%	17%	14%	20%	18%	13%	14%	14%	10%
7	7%	7%	7%	8%	6%	8%	8%	7%	6%	7%	8%	9%	7%	5%	7%	7%	7%	7%	2%
8	6%	5%	7%	7%	5%	8%	6%	6%	5%	4%	7%	7%	6%	5%	6%	7%	4%	8%	15%
9	5%	5%	6%	6%	4%	5%	5%	6%	5%	8%	4%	5%	5%	3%	5%	5%	4%	7%	5%
10-Lowest Rank	1%	2%	1%	2%	1%	1%	1%	1%	2%	3%	1%	2%	1%	1%	1%	1%	1%	2%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.9	3.9	4	4	3.8	4	3.9	4	3.9	4	4	4	3.9	3.8	4	3.9	3.8	4	4
Standard Deviation	3.8	3.8	3.8	4	3.5	3.8	3.8	3.8	4	4.8	3.5	4	3.7	3.4	3.7	3.6	3.4	4.5	4.7

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(41.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Devolved Government

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	1%	2%	1%	1%	0%	1%	1%	1%	0%	*	1%	1%	1%	1%	2%	0%	1%	0%	1%
2	6%	6%	5%	7%	6%	3%	6%	5%	6%	*	10%	5%	6%	7%	6%	8%	3%	4%	5%
3	20%	18%	19%	22%	20%	23%	23%	22%	19%	*	18%	20%	18%	17%	21%	22%	21%	27%	20%
4	21%	20%	20%	20%	22%	23%	15%	21%	21%	*	20%	17%	21%	23%	18%	18%	24%	21%	20%
5	18%	20%	20%	16%	16%	19%	16%	18%	18%	*	14%	17%	20%	21%	16%	19%	14%	20%	17%
6	15%	13%	16%	15%	15%	13%	17%	14%	16%	*	16%	20%	13%	14%	15%	12%	17%	14%	15%
7	7%	8%	7%	5%	8%	6%	10%	8%	8%	*	6%	9%	7%	4%	7%	6%	7%	10%	8%
8	6%	7%	5%	5%	6%	6%	7%	5%	5%	*	7%	6%	7%	9%	7%	7%	7%	2%	6%
9	5%	5%	5%	7%	5%	4%	3%	5%	5%	*	6%	5%	6%	2%	6%	6%	5%	2%	5%
10-Lowest Rank	1%	1%	1%	1%	1%	1%	2%	1%	2%	*	2%	1%	1%	1%	1%	3%	1%	1%	1%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.9	3.9	4	3.9	3.9	3.8	3.9	3.9	4	NaN	4	4	4	3.8	4	4	4	3.7	3.9
Standard Deviation	3.8	4	3.5	4	3.8	3.5	3.9	3.6	3.7	NaN	4.4	3.6	3.9	3.4	4.2	4.5	3.6	2.7	3.8

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Devolved Government

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	0%	0%	1%	2%	1%	1%	1%
2	6%	3%	7%	7%	4%	7%	7%	5%	5%	7%	3%	4%	6%	5%	3%	5%	5%	6%	5%
3	20%	40%	15%	19%	21%	20%	19%	17%	20%	21%	20%	24%	18%	19%	18%	25%	25%	20%	20%
4	21%	14%	16%	20%	21%	22%	19%	22%	21%	20%	18%	19%	25%	22%	23%	18%	25%	21%	21%
5	18%	17%	17%	18%	17%	17%	17%	23%	18%	19%	23%	18%	16%	20%	20%	21%	16%	18%	19%
6	15%	11%	19%	16%	13%	16%	16%	16%	16%	13%	14%	14%	14%	16%	16%	10%	14%	15%	14%
7	7%	3%	10%	8%	11%	5%	9%	5%	9%	6%	6%	7%	7%	7%	7%	5%	4%	7%	9%
8	6%	3%	7%	5%	4%	6%	7%	6%	8%	7%	5%	7%	4%	5%	6%	7%	4%	6%	6%
9	5%	8%	6%	5%	6%	7%	4%	5%	3%	6%	5%	6%	7%	5%	4%	3%	3%	5%	4%
10-Lowest Rank	1%	0%	2%	2%	2%	0%	1%	1%	0%	2%	3%	1%	1%	0%	1%	4%	2%	1%	1%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.9	3.6	4.2	3.9	4	3.9	4	4	3.9	4	4	3.9	3.9	3.9	4	3.8	3.6	3.9	3.9
Standard Deviation	3.8	3.9	4.2	3.9	3.9	3.8	3.8	3.3	3.3	4.2	3.9	4	3.9	3.2	3.4	4.3	3.5	3.7	3.6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Devolved Government

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2	6%	6%	4%	6%	6%	6%	5%	6%	6%	3%	6%	6%	6%	6%	6%
3	20%	21%	19%	19%	21%	18%	22%	19%	20%	26%	20%	22%	20%	19%	19%
4	21%	21%	20%	19%	21%	19%	21%	21%	21%	17%	20%	24%	20%	21%	23%
5	18%	19%	20%	18%	17%	18%	17%	20%	19%	13%	19%	14%	19%	18%	17%
6	15%	14%	16%	15%	14%	16%	14%	15%	14%	17%	15%	11%	15%	16%	11%
7	7%	7%	7%	8%	8%	6%	7%	8%	7%	7%	7%	8%	7%	7%	9%
8	6%	6%	7%	6%	5%	7%	7%	5%	6%	10%	6%	8%	6%	6%	7%
9	5%	4%	5%	6%	5%	5%	5%	5%	5%	6%	5%	3%	5%	4%	4%
10-Lowest Rank	1%	1%	1%	2%	1%	3%	1%	1%	1%	0%	1%	3%	1%	2%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.9	3.8	4	4	3.9	4	3.9	3.9	3.9	4	3.9	3.9	3.9	3.9	3.9
Standard Deviation	3.8	3.6	3.6	4	3.8	4.6	3.8	3.6	3.6	3.9	3.7	4.2	3.7	3.8	4

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Local Government

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	2%	2%	2%	3%	2%	1%	1%	2%	2%	1%	1%	1%	3%	2%	2%	2%	2%	3%	2%
2	9%	8%	11%	10%	10%	8%	6%	10%	10%	10%	5%	9%	11%	7%	10%	10%	7%	7%	9%
3	18%	15%	20%	19%	17%	18%	19%	18%	19%	17%	16%	17%	20%	21%	20%	20%	15%	17%	20%
4	27%	31%	24%	27%	28%	26%	28%	25%	26%	23%	31%	29%	26%	26%	27%	29%	30%	29%	27%
5	22%	19%	20%	19%	24%	26%	23%	20%	20%	25%	21%	24%	19%	26%	21%	21%	23%	21%	20%
6	12%	12%	10%	11%	10%	12%	14%	13%	12%	12%	15%	9%	10%	11%	8%	10%	13%	14%	11%
7	5%	5%	8%	6%	4%	4%	5%	6%	6%	6%	6%	5%	5%	4%	7%	5%	6%	2%	5%
8	3%	5%	3%	4%	3%	4%	2%	4%	4%	5%	2%	3%	4%	2%	4%	2%	2%	4%	3%
9	2%	2%	2%	2%	1%	1%	1%	3%	1%	0%	2%	2%	1%	1%	2%	1%	2%	3%	2%
10-Lowest Rank	1%	1%	1%	0%	1%	0%	1%	1%	1%	2%	0%	1%	1%	0%	0%	1%	0%	0%	1%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.4	3.5	3.5	3.4	3.4	3.4	3.5	3.5	3.5	3.6	3.6	3.5	3.3	3.3	3.4	3.3	3.5	3.4	3.4
Standard Deviation	2.8	3.2	3.3	3	2.6	2.5	2.4	3.2	2.9	3	2.5	2.8	3	2.2	2.9	2.7	2.4	2.8	3

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Local Government

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	2%	2%	2%	2%	1%	2%	2%	2%	3%	0%	2%	2%	2%	3%	2%	2%	2%	1%	2%
2	9%	7%	10%	8%	8%	13%	8%	9%	7%	11%	13%	9%	9%	6%	11%	8%	8%	10%	6%
3	18%	17%	20%	18%	19%	20%	19%	19%	18%	18%	19%	20%	19%	18%	18%	19%	19%	16%	18%
4	27%	28%	26%	27%	27%	27%	27%	26%	26%	27%	30%	27%	27%	25%	30%	28%	24%	25%	27%
5	22%	22%	21%	22%	24%	17%	21%	23%	21%	18%	18%	19%	22%	27%	20%	20%	25%	20%	17%
6	12%	11%	12%	12%	11%	11%	13%	11%	11%	9%	10%	12%	11%	10%	10%	12%	12%	11%	12%
7	5%	6%	5%	6%	5%	5%	6%	5%	6%	9%	4%	6%	5%	6%	5%	5%	5%	8%	15%
8	3%	4%	3%	3%	3%	3%	3%	4%	4%	5%	2%	3%	3%	2%	2%	3%	3%	4%	4%
9	2%	2%	1%	2%	1%	2%	2%	2%	1%	3%	1%	1%	2%	2%	1%	1%	2%	3%	0%
10-Lowest Rank	1%	1%	1%	1%	1%	0%	1%	0%	2%	0%	0%	1%	0%	2%	1%	0%	1%	2%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.4	3.6	3.3	3.5	3.5	3.2	3.5	3.4	3.5	3.6	3.2	3.4	3.4	3.6	3.3	3.4	3.5	3.7	3.7
Standard Deviation	2.8	2.9	2.7	2.9	2.6	3	2.9	2.8	3.2	3.2	2.6	2.9	2.7	3	2.6	2.6	2.8	3.5	2.8

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Local Government

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	2%	3%	1%	1%	2%	1%	1%	1%	2%	*	3%	1%	2%	1%	4%	2%	3%	1%	2%
2	9%	9%	9%	8%	8%	9%	11%	8%	8%	*	10%	12%	9%	10%	10%	12%	11%	11%	8%
3	18%	19%	18%	20%	19%	15%	13%	16%	18%	*	21%	17%	22%	14%	20%	18%	20%	14%	19%
4	27%	26%	27%	30%	25%	27%	32%	28%	25%	*	28%	32%	27%	29%	24%	33%	24%	31%	27%
5	22%	21%	21%	20%	25%	25%	18%	23%	24%	*	20%	17%	19%	22%	17%	17%	22%	22%	23%
6	12%	11%	12%	11%	10%	13%	14%	13%	12%	*	6%	10%	10%	13%	10%	9%	9%	13%	13%
7	5%	6%	6%	5%	4%	5%	6%	6%	5%	*	6%	6%	5%	5%	6%	5%	4%	5%	5%
8	3%	3%	3%	2%	4%	3%	3%	3%	4%	*	3%	2%	3%	4%	4%	4%	4%	1%	3%
9	2%	2%	2%	1%	1%	1%	1%	2%	2%	*	2%	2%	1%	3%	3%	0%	2%	1%	1%
10-Lowest Rank	1%	1%	1%	1%	1%	1%	0%	1%	1%	*	0%	1%	0%	0%	1%	1%	2%	1%	1%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.4	3.4	3.5	3.4	3.4	3.5	3.4	3.6	3.5	NaN	3.2	3.3	3.3	3.6	3.4	3.2	3.4	3.4	3.4
Standard Deviation	2.8	3.2	2.9	2.6	2.8	2.5	2.5	2.8	2.9	NaN	3	2.9	2.7	2.8	3.7	2.7	3.3	2.5	2.5

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Local Government

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	2%	0%	3%	3%	1%	2%	3%	2%	2%	2%	2%	1%	0%	1%	0%	0%	1%	2%	3%
2	9%	3%	8%	11%	11%	11%	10%	9%	7%	10%	5%	9%	7%	4%	6%	8%	5%	9%	8%
3	18%	21%	20%	16%	18%	21%	18%	19%	15%	18%	16%	16%	19%	21%	22%	13%	20%	18%	17%
4	27%	46%	31%	28%	30%	24%	29%	24%	31%	22%	26%	30%	27%	31%	19%	25%	27%	27%	25%
5	22%	10%	18%	21%	22%	22%	18%	23%	24%	21%	24%	24%	21%	23%	21%	20%	27%	21%	24%
6	12%	17%	9%	13%	11%	12%	13%	14%	9%	14%	8%	10%	10%	10%	17%	16%	10%	12%	11%
7	5%	0%	5%	4%	4%	3%	5%	6%	7%	5%	9%	5%	8%	5%	13%	9%	8%	5%	5%
8	3%	0%	3%	4%	2%	2%	3%	1%	4%	4%	6%	2%	4%	6%	1%	5%	3%	3%	3%
9	2%	3%	2%	0%	1%	2%	1%	2%	2%	3%	1%	3%	3%	0%	0%	4%	0%	2%	2%
10-Lowest Rank	1%	0%	1%	1%	1%	2%	0%	0%	0%	2%	2%	0%	0%	0%	0%	0%	0%	1%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.4	3.3	3.3	3.3	3.3	3.3	3.3	3.4	3.6	3.6	3.8	3.5	3.6	3.5	3.6	3.9	3.5	3.4	3.5
Standard Deviation	2.8	1.9	3	2.8	2.4	3	2.8	2.7	2.7	3.6	3.3	2.5	3	2.2	2.4	3	2	2.8	3.3

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Local Government

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	2%	1%	2%	2%	2%	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%
2	9%	7%	8%	10%	10%	9%	8%	9%	10%	13%	9%	9%	9%	9%	7%
3	18%	17%	19%	20%	18%	21%	17%	19%	19%	18%	18%	17%	18%	21%	15%
4	27%	25%	27%	27%	30%	24%	26%	28%	29%	29%	27%	26%	27%	29%	24%
5	22%	26%	21%	18%	21%	19%	24%	21%	17%	24%	22%	20%	23%	19%	19%
6	12%	12%	12%	11%	11%	7%	11%	13%	12%	5%	12%	11%	12%	10%	14%
7	5%	6%	7%	5%	3%	9%	6%	5%	5%	2%	5%	6%	6%	3%	7%
8	3%	4%	2%	4%	2%	3%	4%	2%	3%	7%	3%	7%	3%	3%	8%
9	2%	1%	2%	2%	2%	4%	2%	1%	1%	2%	1%	3%	1%	2%	3%
10-Lowest Rank	1%	1%	1%	1%	1%	2%	1%	0%	1%	0%	1%	1%	1%	1%	1%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	3.4	3.6	3.5	3.4	3.3	3.6	3.5	3.4	3.3	3.3	3.4	3.7	3.4	3.3	3.9
Standard Deviation	2.8	2.7	2.9	2.9	2.6	3.8	2.8	2.6	2.8	2.8	2.7	3.5	2.6	2.9	3.6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(43.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Large Businesses

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	10%	8%	8%	10%	10%	11%	10%	8%	11%	9%	11%	8%	9%	11%	8%	9%	11%	11%	7%
2	15%	12%	14%	16%	16%	17%	17%	16%	15%	19%	12%	18%	14%	17%	18%	15%	17%	11%	6%
3	22%	22%	20%	21%	24%	22%	22%	23%	23%	19%	25%	24%	24%	21%	22%	23%	16%	23%	18%
4	16%	12%	17%	15%	16%	19%	18%	15%	16%	15%	15%	13%	17%	17%	15%	18%	17%	19%	16%
5	20%	19%	17%	23%	20%	20%	22%	20%	20%	19%	23%	20%	18%	19%	21%	20%	22%	19%	33%
6	8%	10%	11%	7%	8%	5%	7%	10%	6%	9%	6%	9%	8%	7%	6%	8%	8%	7%	10%
7	4%	9%	6%	3%	3%	4%	3%	4%	5%	4%	4%	4%	6%	4%	3%	4%	4%	4%	5%
8	2%	4%	4%	3%	2%	1%	1%	3%	2%	3%	2%	1%	3%	3%	2%	1%	3%	3%	2%
9	1%	3%	3%	2%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	4%	1%	1%	2%	2%
10-Lowest Rank	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	2.9	3.3	3.2	2.9	2.7	2.6	2.6	3	2.8	2.9	2.8	2.8	3	2.8	2.9	2.8	2.9	2.9	3.3
Standard Deviation	3.5	4.4	4	3.6	3	3	2.8	3.6	3.4	3.9	3.2	3.4	3.7	3.5	3.9	3.2	3.6	3.8	3

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Large Businesses

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	10%	9%	10%	13%	8%	8%	11%	7%	10%	19%	8%	11%	8%	11%	10%	10%	8%	9%	10%
2	15%	16%	15%	17%	15%	13%	17%	14%	16%	25%	14%	15%	15%	15%	14%	17%	15%	14%	20%
3	22%	23%	21%	20%	23%	19%	20%	26%	23%	12%	21%	20%	24%	28%	22%	22%	23%	24%	19%
4	16%	15%	17%	16%	17%	19%	17%	15%	18%	6%	18%	17%	16%	15%	18%	12%	18%	17%	6%
5	20%	20%	21%	20%	21%	19%	20%	20%	18%	18%	22%	21%	21%	17%	20%	21%	20%	15%	17%
6	8%	8%	8%	7%	8%	11%	8%	8%	6%	6%	9%	8%	8%	6%	9%	7%	8%	9%	11%
7	4%	4%	4%	3%	4%	6%	3%	6%	4%	6%	5%	3%	5%	5%	3%	6%	4%	6%	11%
8	2%	3%	2%	2%	2%	3%	2%	2%	3%	5%	3%	3%	2%	2%	2%	2%	2%	4%	1%
9	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%
10-Lowest Rank	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	2.9	2.9	2.9	2.7	2.9	3	2.8	3	2.8	2.6	3	2.9	2.9	2.7	2.8	2.9	2.9	3	3.2
Standard Deviation	3.5	3.5	3.5	3.7	3	3.7	3.4	3.5	3.5	5	3.4	3.8	3.3	3.4	3.4	3.9	3.3	3.9	5.2

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Large Businesses

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	10%	7%	11%	12%	10%	9%	6%	9%	10%	*	9%	8%	10%	11%	6%	11%	8%	12%	10%
2	15%	15%	16%	12%	15%	18%	17%	17%	15%	*	12%	13%	15%	15%	15%	12%	14%	20%	17%
3	22%	22%	23%	19%	21%	23%	24%	23%	24%	*	17%	19%	20%	28%	18%	19%	22%	18%	23%
4	16%	17%	16%	14%	19%	15%	13%	16%	16%	*	18%	16%	17%	9%	14%	15%	17%	10%	19%
5	20%	20%	19%	22%	19%	22%	24%	22%	18%	*	22%	26%	19%	18%	24%	25%	24%	21%	21%
6	8%	9%	7%	11%	7%	6%	10%	7%	8%	*	7%	8%	9%	9%	8%	7%	7%	10%	7%
7	4%	6%	3%	5%	4%	4%	5%	3%	5%	*	6%	5%	4%	6%	8%	5%	4%	6%	3%
8	2%	3%	2%	3%	2%	2%	1%	2%	2%	*	5%	3%	2%	2%	4%	1%	3%	2%	1%
9	1%	1%	1%	3%	1%	2%	0%	1%	2%	*	3%	1%	1%	1%	2%	4%	1%	1%	1%
10-Lowest Rank	1%	1%	0%	0%	1%	0%	0%	0%	1%	*	1%	1%	0%	0%	0%	1%	2%	0%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	2.9	3	2.7	3	2.9	2.8	2.9	2.8	2.9	NaN	3.3	3	2.9	2.8	3.2	3	3	2.7	2.6
Standard Deviation	3.5	3.5	3.3	4	3.5	3.5	2.9	3	3.8	NaN	4.4	3.5	3.4	3.7	3.7	4.2	3.6	3.6	2.7

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Large Businesses

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	10%	0%	9%	9%	11%	7%	10%	12%	12%	10%	11%	6%	11%	14%	12%	10%	6%	10%	9%
2	15%	26%	15%	11%	10%	15%	14%	18%	17%	17%	15%	18%	17%	17%	16%	17%	18%	15%	17%
3	22%	8%	22%	23%	24%	20%	22%	22%	21%	22%	21%	22%	20%	21%	29%	22%	26%	22%	19%
4	16%	7%	15%	17%	15%	20%	14%	17%	13%	21%	19%	16%	12%	15%	18%	19%	12%	16%	15%
5	20%	41%	19%	22%	22%	21%	22%	16%	21%	17%	19%	23%	21%	20%	15%	13%	21%	21%	18%
6	8%	0%	7%	8%	10%	8%	9%	6%	6%	6%	7%	8%	11%	6%	4%	8%	11%	8%	10%
7	4%	11%	3%	6%	3%	4%	5%	4%	5%	3%	5%	4%	5%	6%	5%	5%	4%	4%	7%
8	2%	7%	5%	2%	3%	2%	2%	2%	2%	1%	3%	2%	2%	1%	1%	5%	2%	2%	3%
9	1%	0%	3%	2%	2%	1%	1%	2%	2%	1%	2%	1%	0%	0%	0%	2%	1%	1%	1%
10-Lowest Rank	1%	0%	1%	1%	1%	0%	1%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	1%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	2.9	3.4	3	3	3	3	2.9	2.6	2.8	2.8	2.8	2.9	2.8	2.6	2.5	2.9	2.9	2.8	3
Standard Deviation	3.5	3.5	4.3	3.7	3.7	3.3	3.6	3.5	3.9	3.6	3.5	3	3.4	3	3.2	3.9	3	3.4	4.2

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(43.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Large Businesses

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	10%	9%	11%	9%	10%	6%	9%	10%	10%	9%	9%	14%	9%	11%	15%
2	15%	17%	15%	15%	13%	16%	16%	15%	13%	17%	15%	16%	15%	15%	19%
3	22%	23%	21%	22%	21%	18%	22%	23%	23%	14%	23%	15%	23%	21%	16%
4	16%	17%	16%	16%	16%	12%	17%	17%	15%	17%	16%	16%	17%	15%	12%
5	20%	18%	20%	21%	23%	20%	20%	19%	23%	24%	20%	21%	20%	21%	18%
6	8%	7%	9%	7%	9%	11%	9%	6%	8%	7%	8%	7%	8%	8%	9%
7	4%	5%	4%	5%	4%	8%	3%	5%	5%	6%	4%	6%	4%	5%	6%
8	2%	2%	2%	2%	3%	5%	2%	2%	2%	4%	2%	3%	2%	3%	2%
9	1%	2%	1%	1%	1%	3%	1%	1%	2%	2%	1%	1%	1%	1%	2%
10-Lowest Rank	1%	0%	1%	1%	1%	1%	0%	1%	0%	2%	1%	0%	0%	1%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	2.9	2.8	2.8	2.9	3	3.4	2.8	2.8	2.9	3.2	2.9	2.8	2.9	2.9	2.7
Standard Deviation	3.5	3.5	3.5	3.5	3.5	4.4	3.3	3.5	3.4	4.3	3.5	3.9	3.3	3.8	4

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(44.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Academics

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%	1%	1%	0%
2	2%	2%	2%	3%	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%	3%	1%	2%	1%	1%
3	3%	6%	3%	2%	3%	2%	2%	4%	3%	3%	2%	2%	3%	2%	3%	2%	3%	4%	0%
4	4%	5%	4%	3%	4%	3%	3%	4%	4%	4%	5%	3%	4%	2%	2%	4%	2%	1%	6%
5	6%	8%	8%	7%	7%	6%	4%	7%	6%	10%	6%	6%	5%	6%	8%	5%	7%	6%	5%
6	16%	15%	18%	15%	16%	18%	15%	17%	16%	13%	18%	18%	15%	17%	17%	15%	14%	16%	15%
7	26%	26%	26%	24%	25%	30%	27%	25%	23%	28%	23%	26%	29%	27%	23%	28%	30%	29%	22%
8	24%	20%	22%	25%	27%	22%	28%	22%	25%	21%	25%	28%	26%	27%	22%	25%	23%	21%	30%
9	16%	15%	14%	18%	15%	15%	17%	14%	17%	16%	15%	12%	14%	15%	22%	16%	16%	19%	18%
10-Lowest Rank	2%	2%	2%	2%	2%	2%	3%	4%	2%	3%	3%	1%	2%	3%	1%	2%	1%	2%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6	5.7	5.8	6	6	6	6.3	5.9	6	5.9	6	5.9	6	6.2	6	6	5.9	6	6.2
Standard Deviation	2.9	3.7	3.2	3.3	2.4	2.5	2.5	3.4	3	3	3	2.6	2.7	2.3	3	2.8	3	2.8	2.5

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Academics

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	0%	0%	1%	5%
2	2%	2%	1%	2%	1%	2%	2%	2%	2%	4%	1%	1%	2%	1%	1%	1%	2%	2%	7%
3	3%	4%	2%	3%	3%	3%	3%	3%	2%	6%	3%	3%	3%	1%	2%	4%	3%	3%	6%
4	4%	4%	3%	4%	3%	4%	4%	4%	2%	7%	3%	4%	4%	4%	3%	3%	3%	4%	8%
5	6%	7%	6%	7%	6%	7%	6%	7%	6%	2%	8%	7%	6%	6%	6%	6%	7%	7%	7%
6	16%	17%	15%	16%	16%	16%	16%	17%	14%	23%	16%	15%	17%	12%	17%	16%	15%	14%	14%
7	26%	24%	29%	25%	26%	30%	26%	26%	26%	14%	29%	25%	27%	27%	30%	26%	25%	25%	18%
8	24%	25%	24%	25%	26%	20%	26%	23%	27%	28%	22%	26%	23%	28%	25%	25%	24%	23%	15%
9	16%	14%	17%	15%	17%	14%	15%	15%	18%	12%	16%	16%	15%	17%	14%	16%	18%	17%	17%
10-Lowest Rank	2%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6	5.9	6	6	6	5.9	6	5.9	6.2	5.5	6	6	6	6.2	6	6	6	5.9	5
Standard Deviation	2.9	3.2	2.6	3	2.8	3	3	3	2.8	4.5	2.9	3	3	2.5	2.4	2.8	3	3.5	6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Academics

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	1%	1%	1%	1%	1%	0%	0%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	0%	0%
2	2%	2%	1%	2%	1%	1%	1%	2%	1%	*	1%	3%	2%	1%	3%	1%	2%	2%	1%
3	3%	4%	2%	3%	3%	2%	4%	2%	4%	*	4%	4%	2%	2%	4%	3%	1%	2%	2%
4	4%	4%	3%	3%	3%	5%	6%	3%	4%	*	3%	3%	4%	4%	5%	4%	5%	4%	3%
5	6%	8%	6%	6%	7%	5%	6%	6%	6%	*	7%	5%	9%	6%	7%	6%	6%	9%	6%
6	16%	17%	14%	15%	16%	17%	20%	16%	14%	*	21%	18%	16%	18%	17%	18%	16%	12%	18%
7	26%	24%	29%	26%	26%	26%	23%	26%	26%	*	26%	27%	26%	30%	24%	21%	28%	22%	26%
8	24%	22%	25%	26%	24%	27%	22%	26%	26%	*	25%	22%	22%	18%	23%	25%	23%	27%	26%
9	16%	15%	16%	16%	17%	15%	16%	16%	17%	*	10%	15%	16%	18%	14%	18%	16%	20%	16%
10-Lowest Rank	2%	2%	3%	1%	2%	3%	1%	2%	2%	*	2%	2%	3%	3%	2%	4%	2%	2%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6	5.8	6	6	6	6	5.8	6	6	NaN	5.8	5.9	6	6	5.7	6	5.9	6	6
Standard Deviation	2.9	3.3	2.7	3	2.9	2.5	3	2.8	2.9	NaN	2.8	3.4	3	2.8	3.6	3	3	3	2.5

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Academics

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%
2	2%	3%	2%	3%	2%	1%	2%	2%	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	3%
3	3%	4%	3%	2%	3%	2%	3%	3%	4%	4%	4%	2%	2%	3%	1%	2%	1%	3%	5%
4	4%	3%	2%	3%	5%	3%	4%	4%	3%	2%	4%	3%	3%	3%	7%	3%	3%	3%	5%
5	6%	15%	5%	5%	8%	6%	5%	7%	6%	8%	6%	7%	7%	7%	6%	9%	7%	7%	5%
6	16%	19%	23%	15%	14%	17%	18%	14%	19%	16%	15%	14%	17%	14%	9%	19%	10%	16%	16%
7	26%	19%	28%	25%	26%	30%	29%	25%	25%	28%	21%	26%	24%	25%	25%	24%	25%	27%	23%
8	24%	24%	24%	26%	25%	23%	21%	24%	20%	25%	27%	25%	29%	28%	32%	21%	32%	24%	26%
9	16%	12%	9%	18%	14%	16%	15%	17%	16%	15%	18%	17%	13%	16%	17%	20%	17%	16%	14%
10-Lowest Rank	2%	0%	3%	3%	2%	2%	1%	3%	4%	0%	0%	4%	3%	2%	1%	1%	4%	3%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6	5.6	5.8	6	5.9	6	5.9	6	6	5.9	5.9	6	6	6	6.2	6	6.4	6	5.8
Standard Deviation	2.9	3.2	3	3	3.2	2.7	3	3.4	3	2.7	3.5	2.9	2.7	2.7	2.5	2.8	2.3	2.9	3.5

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Academics

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
2	2%	2%	1%	2%	1%	3%	1%	1%	2%	2%	1%	4%	1%	2%	4%
3	3%	3%	3%	3%	2%	5%	2%	3%	3%	1%	3%	4%	3%	2%	6%
4	4%	4%	4%	4%	3%	6%	4%	3%	2%	3%	3%	4%	3%	3%	4%
5	6%	6%	7%	6%	6%	8%	6%	6%	7%	11%	6%	9%	6%	8%	10%
6	16%	15%	14%	17%	18%	13%	15%	16%	19%	25%	15%	22%	15%	17%	21%
7	26%	24%	28%	26%	28%	26%	25%	28%	26%	23%	27%	25%	26%	28%	23%
8	24%	26%	23%	23%	25%	24%	27%	24%	20%	24%	25%	19%	26%	23%	18%
9	16%	17%	17%	16%	14%	12%	16%	16%	17%	10%	16%	10%	17%	14%	10%
10-Lowest Rank	2%	2%	3%	3%	2%	3%	3%	2%	3%	1%	2%	3%	2%	3%	3%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6	6	6	6	6	5.7	6	6	6	5.7	6	5.5	6	6	5.5
Standard Deviation	2.9	3	3	2.9	2.7	3.6	2.9	2.8	3	2.5	2.8	3.7	2.8	2.8	3.8

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(45.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: The media

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	1%	2%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	2%	1%
2	2%	5%	4%	2%	2%	1%	1%	4%	1%	4%	1%	2%	2%	1%	3%	1%	3%	4%	3%
3	4%	8%	6%	3%	2%	3%	3%	4%	6%	3%	3%	3%	5%	3%	6%	4%	3%	3%	2%
4	7%	10%	9%	7%	6%	3%	4%	11%	6%	7%	5%	5%	5%	8%	3%	7%	6%	4%	8%
5	9%	12%	12%	9%	9%	8%	7%	9%	11%	7%	9%	8%	10%	9%	8%	14%	7%	8%	5%
6	17%	21%	17%	20%	15%	13%	13%	14%	14%	18%	14%	16%	14%	20%	20%	16%	20%	21%	20%
7	25%	20%	23%	26%	26%	25%	27%	26%	24%	21%	27%	25%	24%	26%	24%	25%	25%	21%	26%
8	21%	12%	16%	19%	24%	27%	27%	19%	20%	23%	28%	20%	23%	17%	20%	19%	23%	22%	20%
9	13%	9%	10%	11%	14%	17%	15%	10%	14%	13%	11%	18%	14%	13%	13%	12%	11%	15%	14%
10-Lowest Rank	2%	1%	2%	1%	1%	3%	3%	2%	3%	3%	1%	2%	2%	2%	3%	1%	1%	1%	1%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5.6	4.9	5.2	5.5	5.8	6	6	5.4	5.7	5.7	5.9	5.9	5.7	5.7	5.7	5.6	5.7	5.7	5.6
Standard Deviation	3.4	4	4	3.3	2.9	2.7	2.6	3.9	3.6	3.7	2.8	3.2	3.6	3	3.5	3	3.2	3.7	3.4

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: The media

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	1%	1%	1%	1%	1%	1%	0%	1%	0%	2%	1%	1%	1%	1%	1%	0%	1%	2%	0%
2	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	3%	1%	3%	3%	2%	8%
3	4%	3%	5%	4%	3%	6%	3%	4%	3%	4%	4%	4%	4%	5%	4%	5%	4%	5%	1%
4	7%	8%	6%	6%	6%	8%	6%	8%	5%	4%	5%	7%	7%	5%	5%	7%	7%	9%	4%
5	9%	8%	10%	9%	9%	11%	9%	10%	14%	18%	9%	8%	10%	11%	8%	10%	8%	14%	11%
6	17%	16%	17%	14%	18%	17%	12%	18%	17%	9%	18%	12%	19%	15%	13%	18%	19%	17%	17%
7	25%	25%	24%	26%	26%	21%	26%	23%	23%	30%	24%	26%	23%	25%	23%	24%	26%	22%	23%
8	21%	21%	22%	23%	21%	22%	24%	19%	19%	8%	23%	23%	20%	19%	26%	20%	20%	17%	25%
9	13%	13%	13%	15%	13%	11%	15%	12%	14%	20%	12%	15%	11%	15%	16%	12%	12%	11%	11%
10-Lowest Rank	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	3%	1%	2%	2%	0%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5.6	5.6	5.7	5.8	5.7	5.5	5.9	5.5	5.7	5.6	5.6	5.8	5.5	5.6	6	5.5	5.6	5.3	5.5
Standard Deviation	3.4	3.6	3.3	3.3	3.2	3.6	3.2	3.6	3	4	3.3	3.4	3.3	3.6	3.2	3.4	3.4	3.7	3.7

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: The media

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	1%	1%	1%	1%	1%	0%	1%	1%	1%	*	1%	1%	0%	2%	2%	1%	1%	1%	0%
2	2%	4%	2%	2%	1%	2%	1%	2%	3%	*	4%	1%	2%	4%	4%	1%	3%	2%	1%
3	4%	4%	5%	4%	4%	2%	4%	4%	3%	*	4%	5%	5%	5%	5%	3%	3%	1%	3%
4	7%	9%	7%	6%	5%	7%	3%	5%	7%	*	7%	6%	9%	9%	8%	10%	6%	4%	4%
5	9%	9%	9%	10%	9%	8%	10%	7%	11%	*	8%	11%	10%	9%	11%	10%	11%	6%	8%
6	17%	19%	16%	16%	16%	16%	15%	15%	16%	*	16%	16%	21%	19%	18%	19%	16%	23%	13%
7	25%	24%	24%	26%	25%	25%	26%	25%	24%	*	26%	24%	26%	18%	22%	24%	23%	23%	26%
8	21%	17%	21%	20%	23%	24%	24%	24%	21%	*	21%	19%	17%	20%	18%	21%	20%	28%	26%
9	13%	11%	13%	13%	13%	13%	15%	15%	13%	*	13%	14%	8%	12%	11%	10%	15%	9%	16%
10-Lowest Rank	2%	1%	2%	1%	2%	2%	1%	2%	1%	*	2%	3%	1%	2%	1%	1%	2%	3%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5.6	5.4	5.7	5.7	5.8	5.8	5.8	5.9	5.6	NaN	5.6	5.7	5.3	5.3	5.3	5.5	5.7	5.9	6
Standard Deviation	3.4	3.7	3.5	3.3	3.2	3	3	3.2	3.5	NaN	3.6	3.5	3	4.4	3.9	3	3.6	2.6	2.6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: The media

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	1%	5%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	0%	0%	1%	1%	1%	1%
2	2%	4%	1%	1%	2%	3%	3%	2%	2%	3%	3%	2%	3%	4%	5%	5%	2%	2%	3%
3	4%	5%	5%	6%	3%	4%	3%	2%	7%	4%	5%	5%	3%	2%	7%	2%	3%	4%	5%
4	7%	3%	7%	5%	3%	8%	5%	8%	4%	8%	8%	10%	8%	9%	5%	4%	8%	6%	8%
5	9%	3%	11%	10%	10%	7%	11%	7%	7%	9%	12%	11%	9%	12%	9%	10%	6%	9%	7%
6	17%	24%	13%	15%	18%	14%	15%	18%	19%	18%	17%	18%	18%	17%	22%	11%	18%	17%	15%
7	25%	28%	25%	26%	19%	27%	22%	24%	23%	25%	27%	27%	29%	24%	17%	28%	28%	25%	23%
8	21%	13%	21%	19%	25%	23%	24%	21%	22%	20%	20%	18%	16%	15%	21%	25%	18%	21%	20%
9	13%	8%	14%	15%	18%	12%	13%	14%	15%	12%	7%	7%	14%	17%	11%	13%	13%	13%	16%
10-Lowest Rank	2%	7%	2%	3%	2%	2%	2%	2%	2%	0%	1%	2%	1%	1%	5%	0%	3%	2%	1%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5.6	5.4	5.7	5.7	6	5.7	5.7	5.7	5.7	5.5	5.4	5.4	5.6	5.5	5.5	5.7	5.7	5.7	5.6
Standard Deviation	3.4	5	3.4	3.6	3	3.2	3.5	3.3	3.7	3.5	3	3.2	3	3.5	4.2	3.6	3.5	3.3	3.8

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: The media

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	0%
2	2%	2%	2%	3%	2%	6%	2%	2%	2%	5%	2%	4%	2%	3%	5%
3	4%	4%	3%	4%	4%	5%	4%	4%	4%	6%	4%	4%	4%	4%	5%
4	7%	8%	7%	6%	6%	6%	6%	7%	8%	7%	7%	8%	7%	7%	8%
5	9%	9%	10%	10%	8%	8%	9%	10%	10%	8%	9%	8%	10%	9%	8%
6	17%	17%	18%	16%	15%	17%	16%	17%	17%	19%	17%	13%	17%	17%	11%
7	25%	27%	25%	22%	24%	22%	26%	23%	25%	29%	25%	24%	25%	23%	26%
8	21%	18%	22%	22%	23%	19%	20%	23%	21%	14%	21%	21%	21%	23%	20%
9	13%	12%	11%	15%	14%	12%	14%	13%	11%	10%	12%	16%	13%	13%	14%
10-Lowest Rank	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	3%	2%	1%	4%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5.6	5.6	5.6	5.7	5.7	5.4	5.7	5.7	5.6	5.3	5.6	5.7	5.6	5.7	5.7
Standard Deviation	3.4	3.3	3.3	3.5	3.5	4.7	3.3	3.3	3	3.7	3.3	3.9	3.3	3.5	4.2

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(46.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Charities

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%
2	1%	4%	1%	2%	1%	1%	0%	1%	1%	2%	1%	0%	2%	1%	2%	1%	2%	4%	1%
3	2%	4%	3%	2%	1%	1%	1%	4%	1%	2%	1%	2%	1%	2%	4%	2%	2%	1%	1%
4	3%	5%	3%	3%	2%	2%	1%	2%	3%	2%	2%	4%	3%	3%	2%	2%	3%	1%	2%
5	4%	6%	6%	3%	3%	3%	2%	3%	3%	5%	2%	6%	5%	5%	6%	3%	2%	3%	6%
6	8%	11%	9%	9%	7%	7%	5%	8%	8%	7%	8%	7%	11%	6%	6%	9%	8%	6%	7%
7	15%	14%	15%	16%	16%	14%	14%	15%	16%	16%	16%	15%	14%	16%	16%	12%	11%	18%	16%
8	27%	26%	30%	28%	26%	27%	27%	30%	27%	23%	25%	26%	24%	28%	31%	30%	30%	28%	27%
9	36%	26%	29%	32%	41%	40%	43%	34%	36%	39%	39%	35%	34%	37%	27%	36%	37%	35%	36%
10-Lowest Rank	4%	3%	3%	3%	3%	4%	6%	2%	4%	2%	4%	5%	4%	3%	6%	3%	5%	4%	4%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6.7	6	6.4	6.5	6.9	6.9	7	6.6	6.8	6.6	6.8	6.7	6.5	6.7	6.5	6.7	6.8	6.7	6.7
Standard Deviation	2.9	4.3	3.3	3.3	2.2	2.5	1.8	3	2.7	3.3	2.7	2.5	3	2.8	3.3	2.9	3	3.5	2.6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Charities

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%
2	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	0%
3	2%	2%	2%	2%	1%	3%	2%	2%	1%	7%	3%	2%	2%	1%	1%	1%	3%	3%	2%
4	3%	2%	3%	2%	2%	3%	2%	3%	3%	0%	4%	2%	3%	3%	2%	3%	2%	3%	0%
5	4%	4%	3%	4%	2%	5%	4%	4%	2%	4%	4%	4%	4%	2%	4%	4%	3%	4%	8%
6	8%	8%	8%	8%	7%	7%	9%	8%	7%	11%	6%	10%	8%	6%	7%	9%	8%	9%	2%
7	15%	15%	14%	14%	15%	14%	14%	14%	18%	9%	16%	15%	14%	16%	14%	15%	16%	17%	14%
8	27%	27%	28%	26%	29%	26%	26%	29%	28%	40%	27%	24%	29%	30%	25%	25%	30%	28%	30%
9	36%	35%	37%	36%	38%	36%	39%	34%	35%	24%	35%	37%	35%	35%	38%	38%	34%	29%	39%
10-Lowest Rank	4%	4%	4%	5%	3%	4%	4%	3%	4%	4%	3%	4%	3%	3%	4%	3%	3%	5%	4%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6.7	6.6	6.7	6.7	6.8	6.6	6.8	6.6	6.7	6.4	6.6	6.7	6.7	6.7	6.7	6.7	6.6	6.5	6.9
Standard Deviation	2.9	3	2.8	3	2.5	3.4	2.6	3.3	2.7	3.3	3	2.9	2.8	3	2.9	2.9	2.9	3.2	2.2

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Charities

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	1%	1%	0%	1%	0%	0%	1%	0%	1%	*	2%	1%	0%	0%	1%	0%	1%	1%	0%
2	1%	2%	1%	1%	2%	1%	2%	1%	1%	*	3%	1%	2%	1%	2%	2%	1%	3%	1%
3	2%	4%	1%	2%	1%	2%	2%	2%	2%	*	1%	3%	2%	0%	3%	4%	2%	1%	1%
4	3%	3%	2%	4%	2%	2%	2%	2%	2%	*	3%	4%	2%	3%	3%	1%	2%	1%	2%
5	4%	4%	4%	3%	3%	4%	4%	3%	4%	*	4%	4%	4%	7%	4%	4%	3%	3%	2%
6	8%	7%	9%	8%	8%	7%	4%	6%	8%	*	11%	8%	8%	11%	10%	9%	10%	3%	6%
7	15%	15%	15%	16%	14%	15%	14%	14%	16%	*	15%	14%	15%	20%	14%	20%	15%	19%	15%
8	27%	28%	28%	28%	26%	26%	27%	27%	27%	*	24%	28%	30%	26%	25%	27%	26%	24%	29%
9	36%	32%	36%	34%	39%	38%	39%	40%	35%	*	34%	36%	33%	26%	34%	29%	36%	42%	40%
10-Lowest Rank	4%	3%	3%	3%	4%	6%	5%	5%	3%	*	3%	2%	3%	6%	3%	4%	3%	3%	5%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6.7	6.5	6.7	6.6	6.8	6.9	6.8	6.9	6.6	NaN	6.5	6.5	6.6	6.6	6.4	6.5	6.6	6.8	7
Standard Deviation	2.9	3.7	2.6	3	2.6	2.5	3	2.6	3	NaN	3.7	3.3	2.9	2.5	3.8	3	3	2.9	2

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Charities

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	1%	3%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	2%
2	1%	0%	3%	4%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	0%	0%	2%	1%	4%
3	2%	0%	2%	2%	2%	3%	3%	1%	2%	2%	2%	3%	5%	2%	0%	3%	1%	2%	2%
4	3%	0%	5%	3%	2%	2%	2%	3%	4%	4%	3%	1%	1%	3%	5%	1%	2%	2%	3%
5	4%	4%	4%	3%	3%	5%	4%	4%	4%	4%	4%	3%	2%	1%	3%	5%	4%	4%	4%
6	8%	11%	9%	11%	7%	6%	8%	8%	6%	7%	6%	8%	8%	7%	6%	11%	9%	8%	7%
7	15%	19%	9%	14%	18%	15%	15%	17%	15%	17%	14%	13%	13%	16%	11%	19%	17%	15%	14%
8	27%	42%	28%	27%	26%	29%	23%	29%	31%	27%	25%	28%	29%	27%	23%	29%	27%	28%	26%
9	36%	21%	35%	32%	35%	37%	40%	33%	33%	33%	41%	38%	36%	38%	51%	27%	34%	37%	31%
10-Lowest Rank	4%	0%	6%	4%	5%	2%	4%	3%	5%	5%	4%	4%	3%	5%	1%	4%	3%	3%	6%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6.7	6.5	6.6	6.5	6.7	6.6	6.7	6.7	6.7	6.6	6.8	6.8	6.6	6.8	7	6.5	6.6	6.7	6.4
Standard Deviation	2.9	2.5	3.6	3.5	3	3.2	3	2.3	2.7	3.2	2.8	2.6	3.3	3	2	2.7	2.8	2.8	4.4

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Charities

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	1%	1%	0%	1%	1%	2%	1%	0%	1%	1%	1%	1%	0%	1%	2%
2	1%	1%	1%	1%	2%	3%	1%	1%	1%	2%	1%	3%	1%	2%	2%
3	2%	2%	2%	2%	2%	5%	2%	1%	2%	1%	2%	5%	2%	3%	4%
4	3%	2%	3%	3%	2%	5%	2%	3%	3%	2%	2%	3%	2%	2%	5%
5	4%	3%	3%	5%	4%	7%	3%	4%	3%	6%	3%	7%	3%	4%	6%
6	8%	9%	8%	7%	8%	9%	7%	8%	8%	10%	7%	12%	7%	9%	10%
7	15%	14%	15%	16%	15%	11%	15%	16%	13%	15%	15%	13%	15%	15%	9%
8	27%	28%	28%	27%	28%	23%	27%	27%	33%	29%	27%	27%	28%	27%	29%
9	36%	36%	36%	35%	35%	31%	37%	37%	33%	33%	37%	26%	37%	34%	29%
10-Lowest Rank	4%	4%	3%	4%	3%	5%	4%	4%	2%	1%	4%	4%	4%	3%	4%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	6.7	6.7	6.7	6.6	6.6	6.2	6.7	6.8	6.6	6.5	6.7	6.2	6.8	6.6	6.2
Standard Deviation	2.9	2.9	2.9	3	3	4.7	2.9	2.6	2.9	2.8	2.8	4.2	2.7	3.2	4.4

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(47.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Households

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	7%	5%	6%	8%	8%	7%	8%	8%	5%	7%	7%	10%	8%	5%	9%	4%	10%	6%	7%
2	5%	3%	5%	5%	5%	5%	5%	4%	5%	6%	6%	5%	5%	4%	5%	5%	4%	6%	2%
3	7%	4%	7%	8%	8%	8%	8%	7%	6%	8%	6%	10%	8%	7%	9%	5%	8%	7%	7%
4	9%	6%	9%	7%	9%	11%	11%	9%	10%	10%	11%	11%	6%	7%	13%	8%	4%	9%	9%
5	11%	8%	9%	9%	11%	11%	14%	8%	10%	9%	12%	8%	10%	14%	7%	14%	11%	12%	9%
6	18%	11%	12%	16%	20%	23%	24%	17%	22%	19%	17%	15%	15%	22%	16%	17%	19%	14%	18%
7	12%	11%	12%	13%	13%	11%	12%	10%	10%	10%	11%	11%	13%	10%	13%	12%	15%	16%	14%
8	10%	16%	12%	10%	8%	10%	6%	10%	11%	13%	8%	7%	11%	9%	11%	10%	9%	11%	11%
9	19%	31%	27%	22%	14%	13%	12%	24%	17%	15%	19%	20%	22%	20%	14%	20%	19%	17%	20%
10-Lowest Rank	3%	3%	3%	3%	3%	3%	1%	2%	4%	2%	2%	2%	3%	2%	3%	4%	2%	1%	3%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5	5.7	5.4	5	4.7	4.7	4.5	5	5	4.8	4.8	4.7	5	5	4.6	5.2	4.9	4.9	5
Standard Deviation	6.3	6	6.6	6.8	6	5.8	5.3	6.8	5.8	6.2	6.4	7	6.8	5.4	6.6	5.6	6.6	6	6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Households

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	7%	6%	7%	8%	6%	8%	8%	5%	7%	10%	7%	9%	5%	6%	8%	7%	7%	6%	4%
2	5%	4%	6%	6%	4%	6%	5%	5%	3%	5%	5%	6%	4%	4%	6%	5%	3%	4%	0%
3	7%	6%	8%	8%	7%	8%	8%	5%	8%	6%	10%	8%	6%	8%	7%	6%	7%	8%	15%
4	9%	9%	9%	9%	9%	9%	10%	8%	11%	10%	9%	10%	8%	10%	9%	9%	8%	9%	14%
5	11%	10%	11%	12%	10%	10%	12%	11%	9%	8%	8%	14%	10%	7%	13%	11%	9%	11%	6%
6	18%	18%	18%	19%	19%	15%	19%	17%	20%	19%	16%	18%	17%	21%	19%	17%	18%	17%	20%
7	12%	12%	12%	11%	14%	9%	11%	14%	12%	15%	8%	10%	13%	13%	13%	11%	13%	10%	15%
8	10%	10%	10%	8%	11%	11%	8%	11%	10%	2%	12%	9%	11%	9%	8%	12%	11%	11%	7%
9	19%	21%	18%	16%	19%	21%	16%	21%	18%	21%	21%	14%	22%	21%	15%	20%	22%	23%	14%
10-Lowest Rank	3%	3%	2%	3%	2%	3%	2%	3%	2%	4%	4%	2%	2%	2%	2%	3%	3%	2%	5%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5	5	4.8	4.7	5	4.9	4.7	5.2	4.8	4.8	5	4.5	5.3	5	4.7	5	5.2	5	4.9
Standard Deviation	6.3	6	6.3	6.4	5.7	7	6.2	5.9	6	7	6.9	6.4	5.8	6	6	6.3	6.2	6	5.6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Households

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	7%	7%	7%	7%	6%	7%	7%	7%	7%	*	7%	7%	7%	4%	8%	7%	7%	7%	7%
2	5%	5%	4%	7%	4%	6%	2%	4%	4%	*	5%	8%	5%	6%	7%	7%	3%	6%	5%
3	7%	7%	7%	6%	9%	5%	8%	8%	6%	*	6%	10%	6%	7%	9%	8%	6%	8%	7%
4	9%	9%	8%	8%	9%	8%	15%	10%	10%	*	6%	8%	7%	7%	11%	5%	11%	10%	11%
5	11%	9%	12%	11%	11%	9%	12%	12%	10%	*	14%	9%	10%	8%	7%	9%	11%	12%	13%
6	18%	15%	20%	16%	21%	20%	14%	22%	18%	*	17%	14%	14%	9%	12%	17%	20%	16%	23%
7	12%	11%	12%	12%	12%	15%	10%	12%	12%	*	12%	11%	11%	13%	12%	12%	12%	10%	13%
8	10%	12%	9%	11%	9%	8%	11%	8%	10%	*	8%	12%	13%	13%	11%	8%	11%	10%	7%
9	19%	24%	18%	20%	16%	18%	21%	14%	20%	*	22%	19%	25%	29%	20%	22%	17%	18%	13%
10-Lowest Rank	3%	3%	3%	2%	3%	3%	1%	2%	2%	*	3%	3%	3%	3%	2%	4%	3%	4%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5	5.2	4.9	4.9	4.9	5	4.9	4.7	5	NaN	5	4.8	5.3	5.6	4.8	5	5	4.8	4.6
Standard Deviation	6.3	6.8	6	6.6	5.8	6.4	6	5.7	6.3	NaN	6.3	7	6.6	6.4	7	7.2	5.8	6.7	5.4

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Households

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	7%	0%	11%	7%	8%	7%	8%	6%	6%	6%	7%	6%	8%	7%	8%	7%	7%	7%	8%
2	5%	0%	9%	8%	5%	4%	4%	6%	5%	4%	6%	5%	3%	3%	1%	5%	1%	5%	4%
3	7%	15%	5%	9%	9%	7%	7%	10%	7%	6%	5%	6%	9%	4%	6%	8%	4%	7%	8%
4	9%	4%	7%	10%	11%	9%	9%	6%	10%	8%	9%	7%	11%	7%	11%	16%	10%	9%	7%
5	11%	0%	14%	10%	8%	12%	12%	12%	11%	11%	8%	7%	13%	11%	11%	7%	8%	10%	14%
6	18%	11%	12%	15%	20%	20%	15%	18%	15%	17%	24%	22%	16%	20%	18%	10%	25%	18%	18%
7	12%	20%	12%	11%	14%	12%	12%	12%	13%	10%	10%	13%	9%	13%	18%	10%	11%	12%	13%
8	10%	3%	8%	11%	9%	8%	12%	11%	9%	10%	10%	13%	8%	13%	11%	9%	9%	10%	8%
9	19%	47%	21%	18%	14%	18%	17%	18%	22%	26%	17%	19%	21%	20%	14%	23%	21%	19%	18%
10-Lowest Rank	3%	0%	2%	1%	2%	4%	3%	2%	2%	1%	5%	2%	1%	3%	1%	5%	4%	3%	2%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5	6.2	4.7	4.6	4.7	5	4.9	4.9	5	5.2	5	5.2	4.8	5.3	4.9	5	5.3	5	4.9
Standard Deviation	6.3	4.9	7.5	6.6	6	6	6.4	6.2	6.3	6.2	6.4	5.8	6.4	5.7	5.5	7.4	5.9	6.3	6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Households

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	7%	6%	7%	7%	7%	10%	6%	7%	6%	11%	7%	7%	7%	5%	8%
2	5%	4%	4%	6%	6%	5%	4%	5%	6%	8%	5%	6%	5%	4%	7%
3	7%	7%	7%	8%	7%	7%	7%	7%	7%	6%	7%	5%	7%	8%	7%
4	9%	10%	9%	9%	7%	12%	9%	8%	8%	9%	9%	6%	10%	8%	5%
5	11%	10%	11%	11%	11%	7%	12%	10%	11%	7%	11%	10%	10%	12%	9%
6	18%	18%	17%	18%	18%	15%	20%	18%	14%	10%	18%	14%	19%	15%	14%
7	12%	13%	11%	11%	13%	10%	13%	11%	13%	10%	12%	12%	12%	12%	11%
8	10%	11%	10%	10%	10%	9%	9%	11%	10%	9%	10%	8%	10%	11%	7%
9	19%	20%	21%	18%	19%	20%	17%	19%	23%	28%	19%	24%	19%	22%	21%
10-Lowest Rank	3%	2%	3%	3%	2%	4%	2%	3%	3%	2%	2%	9%	2%	3%	10%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	5	5	5	4.9	4.9	4.9	4.9	5	5	4.9	4.9	5.4	4.9	5.2	5.2
Standard Deviation	6.3	5.9	6.4	6.3	6.4	7.5	5.7	6.3	6.5	8.3	6	7.4	6	6	8

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Other

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
1-Highest Rank	2%	3%	2%	3%	2%	2%	1%	3%	2%	3%	2%	3%	3%	2%	4%	1%	1%	1%	0%
2	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	0%
3	1%	1%	1%	0%	0%	1%	1%	0%	1%	2%	1%	1%	0%	1%	0%	1%	0%	0%	0%
4	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	2%	1%	0%	2%	1%	0%	1%	0%
5	1%	1%	1%	1%	1%	0%	1%	0%	2%	2%	0%	2%	0%	1%	2%	0%	0%	2%	0%
6	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	0%	1%	1%	2%	2%	1%	1%	2%
7	2%	2%	2%	1%	2%	2%	3%	3%	3%	3%	2%	2%	1%	1%	1%	1%	1%	1%	3%
8	2%	4%	3%	2%	1%	1%	2%	2%	3%	2%	2%	3%	2%	3%	4%	3%	2%	3%	1%
9	4%	3%	4%	4%	5%	6%	5%	4%	4%	4%	4%	4%	5%	4%	5%	4%	6%	4%	5%
10-Lowest Rank	85%	84%	85%	86%	87%	84%	84%	85%	83%	83%	84%	83%	86%	87%	80%	87%	88%	88%	89%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	8.4	8.4	8.4	8.5	8.5	8.4	8.5	8.4	8.3	8.2	8.4	8.3	8.5	8.6	8.2	8.6	8.7	8.6	8.8
Standard Deviation	3	3.6	3	3	2.7	3.3	2.7	3.4	3.4	4.2	3.5	3.9	3.2	2.2	4.5	2.2	1.6	1.9	0.6

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Other

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
1-Highest Rank	2%	3%	2%	3%	1%	4%	3%	2%	0%	4%	3%	2%	2%	1%	3%	2%	2%	2%	2%
2	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	2%
3	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	4%
4	1%	1%	1%	1%	0%	1%	1%	1%	2%	4%	0%	1%	1%	2%	1%	0%	1%	1%	6%
5	1%	1%	1%	1%	1%	1%	1%	1%	2%	5%	1%	1%	1%	1%	0%	1%	1%	2%	3%
6	1%	1%	1%	2%	1%	1%	1%	1%	3%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%
7	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	3%	0%
8	2%	2%	2%	3%	2%	4%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%	0%
9	4%	5%	4%	5%	5%	5%	4%	5%	4%	3%	5%	5%	4%	4%	5%	4%	4%	5%	7%
10-Lowest Rank	85%	84%	86%	82%	88%	83%	84%	85%	83%	77%	86%	83%	87%	84%	85%	86%	87%	83%	74%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	8.4	8.4	8.5	8.2	8.6	8.4	8.4	8.5	8.4	8	8.4	8.4	8.6	8.5	8.4	8.5	8.5	8.3	7.7
Standard Deviation	3	3.3	2.7	4	1.9	3.7	3.5	2.7	2.6	5.3	3.5	3.4	2.2	2.4	3.2	3	2.4	3.4	6.7

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(48.C) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Other

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
1-Highest Rank	2%	2%	2%	1%	2%	3%	1%	2%	1%	*	2%	3%	2%	2%	1%	3%	2%	2%	2%
2	0%	0%	1%	0%	1%	1%	0%	1%	1%	*	0%	0%	0%	1%	1%	0%	0%	0%	1%
3	1%	1%	0%	0%	1%	1%	1%	1%	1%	*	0%	1%	0%	1%	0%	2%	1%	0%	1%
4	1%	1%	1%	0%	1%	1%	1%	1%	1%	*	1%	1%	0%	2%	1%	1%	0%	0%	0%
5	1%	1%	1%	2%	1%	0%	1%	1%	1%	*	1%	1%	1%	1%	2%	2%	0%	0%	1%
6	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	0%	1%	2%	1%	0%	1%
7	2%	1%	2%	2%	2%	3%	1%	3%	2%	*	1%	1%	1%	0%	2%	2%	3%	1%	2%
8	2%	3%	2%	2%	3%	2%	1%	2%	1%	*	4%	3%	3%	5%	2%	3%	3%	5%	1%
9	4%	4%	5%	3%	5%	6%	2%	5%	4%	*	4%	4%	5%	4%	3%	5%	4%	6%	5%
10-Lowest Rank	85%	85%	84%	88%	84%	82%	90%	84%	87%	*	86%	86%	86%	84%	86%	81%	85%	86%	85%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	8.4	8.4	8.4	8.6	8.4	8.3	8.6	8.4	8.5	NaN	8.5	8.4	8.5	8.4	8.4	8.2	8.4	8.7	8.4
Standard Deviation	3	3	2.9	2	3.3	4	2.5	3.3	2.7	NaN	2.7	3.4	2.5	3.3	2.9	3.8	3	1.5	3

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.D) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Other

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
1-Highest Rank	2%	0%	4%	2%	3%	2%	2%	1%	1%	2%	3%	1%	3%	1%	0%	1%	5%	2%	2%
2	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
3	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	2%	1%	1%	1%
4	1%	0%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%
5	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	0%	0%	2%	1%	0%	4%	0%	1%	1%
6	1%	0%	2%	1%	2%	1%	1%	0%	2%	3%	1%	1%	0%	2%	1%	3%	1%	1%	2%
7	2%	0%	2%	3%	2%	2%	1%	3%	2%	3%	4%	1%	1%	2%	3%	2%	2%	2%	2%
8	2%	7%	2%	4%	2%	3%	2%	3%	2%	2%	2%	1%	2%	4%	2%	0%	3%	2%	3%
9	4%	0%	5%	5%	6%	4%	4%	5%	3%	2%	6%	7%	2%	4%	4%	4%	7%	4%	8%
10-Lowest Rank	85%	93%	81%	83%	82%	87%	86%	86%	85%	87%	81%	85%	88%	86%	91%	83%	81%	86%	81%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	8.4	8.9	8	8.4	8.3	8.5	8.4	8.6	8.5	8.4	8.3	8.5	8.4	8.6	8.8	8.3	8.3	8.5	8.4
Standard Deviation	3	0.3	4.8	3.3	3.9	2.6	3.4	2	2.6	3	3.8	2.3	3.7	1.5	0.5	3.4	4.5	2.9	3.2

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(48.E) Which of the following groups do you think should be primarily responsible for tackling climate change?Please rank the following options, with the group you think should be the most responsible at the top, and the least responsible at the bottom. You may rank as many options as you like.: Other

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
1-Highest Rank	2%	2%	2%	3%	1%	4%	2%	2%	2%	2%	1%	11%	1%	3%	11%
2	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%
3	1%	1%	0%	1%	1%	1%	0%	1%	0%	2%	0%	2%	0%	1%	2%
4	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	2%
5	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
6	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%
7	2%	2%	2%	2%	1%	3%	2%	2%	2%	0%	2%	3%	2%	2%	3%
8	2%	2%	2%	3%	2%	3%	2%	3%	2%	1%	2%	4%	2%	2%	3%
9	4%	4%	5%	5%	4%	7%	4%	4%	5%	3%	4%	7%	4%	5%	8%
10-Lowest Rank	85%	86%	85%	84%	86%	75%	85%	86%	86%	90%	87%	69%	88%	84%	68%
Not Selected	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean Rank	8.4	8.5	8.4	8.4	8.5	8	8.4	8.5	8.5	8.5	8.5	7.4	8.6	8.4	7.4
Standard Deviation	3	2.9	3	3.5	2.6	5.2	3	2.6	2.8	3.4	2.2	9.2	2	3.3	9.5

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Which of the same groups do you think have already been taking steps to help tackle climate change?Please select all that apply

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Don't know	9%	7%	9%	10%	10%	8%	9%	4%	11%	10%	9%	13%	8%	10%	6%	10%	6%	12%	11%
National Government	55%	39%	46%	52%	57%	65%	68%	55%	52%	57%	57%	54%	60%	54%	54%	55%	56%	50%	61%
Households	54%	44%	48%	53%	58%	60%	62%	48%	55%	56%	58%	53%	58%	52%	59%	54%	57%	58%	51%
Devolved Government	5%	2%	3%	5%	6%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	34%	27%	28%
International governmental bodies (such as the UN)	46%	39%	42%	44%	45%	49%	54%	49%	45%	45%	47%	41%	49%	41%	40%	48%	46%	45%	54%
Large Businesses	41%	29%	32%	39%	44%	48%	51%	39%	41%	43%	45%	41%	43%	44%	44%	40%	37%	38%	43%
Local Government	40%	30%	33%	37%	43%	48%	49%	42%	35%	41%	43%	34%	46%	40%	43%	39%	42%	40%	44%
Charities	33%	41%	34%	35%	35%	30%	26%	35%	29%	35%	36%	34%	33%	31%	34%	33%	31%	32%	40%
Academics	20%	21%	18%	22%	23%	20%	19%	21%	20%	20%	24%	21%	20%	16%	21%	19%	22%	17%	24%
The media	16%	22%	16%	18%	15%	12%	14%	20%	15%	16%	14%	13%	20%	14%	15%	15%	16%	20%	21%
Other (Please specify)	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%
None of the above	5%	5%	5%	5%	5%	6%	5%	7%	5%	5%	4%	5%	5%	7%	7%	5%	4%	2%	4%

Note:

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(49.B) Which of the same groups do you think have already been taking steps to help tackle climate change?Please select all that apply

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	0	0	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	0	0	1078	440	45
Don't know	9%	7%	11%	10%	8%	11%	8%	9%	6%	13%	14%	5%	9%	6%	12%	9%	7%	6%	6%
National Government	55%	59%	51%	60%	56%	50%	66%	47%	61%	53%	48%	72%	50%	56%	53%	54%	56%	60%	50%
Households	54%	50%	59%	57%	57%	46%	57%	54%	57%	41%	48%	57%	55%	55%	56%	55%	55%	50%	48%
Devolved Government	5%	6%	5%	4%	8%	3%	4%	4%	3%	0%	4%	4%	4%	3%	5%	5%	6%	6%	7%
International governmental bodies (such as the UN)	46%	48%	44%	43%	50%	41%	49%	45%	52%	33%	40%	52%	47%	52%	41%	43%	50%	54%	45%
Large Businesses	41%	42%	40%	44%	42%	38%	49%	37%	44%	28%	38%	52%	38%	45%	41%	43%	40%	41%	36%
Local Government	40%	39%	42%	42%	42%	36%	44%	38%	49%	28%	37%	49%	39%	43%	39%	39%	40%	46%	39%
Charities	33%	31%	36%	27%	37%	32%	29%	37%	35%	17%	30%	30%	37%	33%	28%	35%	37%	38%	42%
Academics	20%	22%	18%	16%	25%	18%	19%	22%	25%	19%	16%	20%	22%	23%	15%	18%	25%	29%	41%
The media	16%	18%	15%	14%	17%	17%	15%	16%	15%	15%	17%	18%	16%	14%	13%	18%	18%	21%	22%
Other (Please specify)	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	2%
None of the above	5%	7%	4%	7%	4%	6%	5%	4%	5%	10%	7%	5%	4%	6%	6%	4%	5%	4%	5%

Note:

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(49.C) Which of the same groups do you think have already been taking steps to help tackle climate change?Please select all that apply

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Don't know	9%	6%	10%	9%	9%	11%	10%	9%	8%	*	10%	12%	9%	13%	8%	9%	9%	9%	9%
National Government	55%	51%	56%	54%	57%	59%	56%	64%	54%	*	49%	46%	51%	32%	55%	52%	57%	53%	69%
Households	54%	48%	56%	52%	57%	58%	60%	57%	55%	*	49%	53%	54%	51%	49%	52%	52%	55%	62%
Devolved Government	5%	5%	4%	5%	6%	6%	8%	6%	5%	*	7%	6%	3%	3%	6%	6%	5%	9%	7%
International governmental bodies (such as the UN)	46%	44%	46%	48%	45%	47%	43%	50%	44%	*	40%	42%	45%	37%	45%	41%	42%	47%	54%
Large Businesses	41%	36%	43%	39%	43%	44%	45%	46%	43%	*	39%	34%	37%	29%	39%	44%	44%	42%	52%
Local Government	40%	39%	42%	39%	39%	40%	45%	46%	39%	*	40%	37%	37%	29%	38%	42%	41%	46%	50%
Charities	33%	36%	32%	33%	31%	30%	41%	28%	36%	*	34%	35%	36%	43%	35%	31%	35%	32%	29%
Academics	20%	22%	21%	19%	20%	20%	20%	20%	23%	*	16%	17%	20%	25%	23%	18%	21%	19%	19%
The media	16%	19%	16%	16%	16%	14%	16%	15%	16%	*	17%	21%	16%	22%	21%	16%	17%	18%	13%
Other (Please specify)	0%	1%	1%	0%	0%	0%	0%	1%	0%	*	0%	0%	1%	2%	1%	0%	0%	1%	0%
None of the above	5%	6%	5%	5%	4%	7%	2%	6%	5%	*	5%	6%	5%	4%	5%	3%	3%	4%	5%

Note:

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(49.D) Which of the same groups do you think have already been taking steps to help tackle climate change?Please select all that apply

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Don't know	9%	0%	14%	10%	13%	10%	8%	10%	9%	7%	8%	6%	4%	6%	6%	8%	4%	9%	9%
National Government	55%	54%	44%	52%	51%	57%	58%	59%	49%	57%	52%	58%	57%	58%	67%	60%	59%	56%	54%
Households	54%	50%	50%	60%	57%	49%	58%	56%	51%	52%	52%	54%	60%	57%	63%	45%	59%	55%	54%
Devolved Government	5%	4%	5%	7%	5%	4%	5%	6%	5%	5%	6%	4%	7%	9%	9%	1%	4%	5%	5%
International governmental bodies (such as the UN)	46%	58%	31%	40%	40%	44%	44%	45%	42%	54%	47%	53%	52%	54%	50%	50%	57%	46%	45%
Large Businesses	41%	48%	32%	39%	38%	42%	43%	44%	37%	39%	36%	47%	41%	51%	46%	44%	43%	41%	43%
Local Government	40%	32%	35%	41%	41%	41%	39%	42%	36%	41%	40%	44%	41%	46%	50%	29%	44%	41%	38%
Charities	33%	42%	31%	35%	33%	30%	32%	34%	33%	36%	40%	33%	34%	34%	42%	32%	33%	33%	34%
Academics	20%	38%	14%	17%	19%	18%	18%	20%	16%	26%	19%	22%	26%	27%	31%	31%	25%	20%	25%
The media	16%	26%	14%	15%	16%	17%	15%	15%	18%	19%	18%	13%	18%	16%	24%	17%	22%	16%	18%
Other (Please specify)	0%	3%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%
None of the above	5%	3%	8%	4%	6%	6%	3%	5%	6%	4%	6%	4%	6%	5%	4%	4%	7%	5%	5%

Note:

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(49.E) Which of the same groups do you think have already been taking steps to help tackle climate change?Please select all that apply

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Don't know	9%	6%	9%	9%	13%	7%	7%	10%	10%	10%	8%	16%	6%	13%	11%
National Government	55%	60%	54%	53%	53%	53%	62%	53%	49%	44%	56%	50%	58%	51%	51%
Households	54%	56%	52%	54%	56%	39%	57%	55%	54%	52%	57%	34%	59%	47%	40%
Devolved Government	5%	6%	5%	5%	6%	4%	5%	5%	6%	4%	6%	3%	6%	4%	3%
International governmental bodies (such as the UN)	46%	54%	45%	41%	42%	42%	51%	44%	42%	34%	48%	30%	51%	35%	32%
Large Businesses	41%	45%	40%	40%	40%	38%	46%	39%	37%	37%	43%	28%	45%	35%	32%
Local Government	40%	44%	37%	40%	41%	40%	43%	39%	39%	29%	42%	26%	44%	34%	33%
Charities	33%	34%	36%	31%	31%	29%	33%	33%	33%	38%	35%	17%	38%	25%	17%
Academics	20%	27%	21%	16%	17%	21%	22%	19%	19%	16%	21%	11%	24%	14%	12%
The media	16%	18%	16%	17%	15%	19%	17%	16%	15%	19%	17%	12%	18%	13%	11%
Other (Please specify)	0%	1%	0%	0%	1%	0%	0%	1%	1%	2%	1%	0%	1%	0%	0%
None of the above	5%	5%	5%	5%	5%	5%	5%	5%	7%	7%	4%	16%	4%	5%	18%

Note:

BASE: EDIT THIS

Public First Poll for Centrica (Part 1)

(50.A) When thinking about your own actions, which of the following comes closest to your view?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
There is no more I could do to help tackle climate change	27%	20%	20%	23%	25%	30%	37%	24%	25%	24%	31%	29%	29%	32%	30%	22%	26%	32%	20%
There is more I could do to help tackle climate change	64%	72%	73%	67%	66%	59%	50%	68%	64%	64%	59%	63%	64%	59%	66%	67%	64%	57%	69%
Don't know	10%	8%	7%	10%	9%	11%	12%	8%	12%	12%	10%	8%	7%	10%	5%	11%	10%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(50.B) When thinking about your own actions, which of the following comes closest to your view?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
There is no more I could do to help tackle climate change	27%	28%	25%	37%	21%	22%	36%	21%	19%	41%	25%	33%	21%	22%	31%	26%	22%	19%	16%
There is more I could do to help tackle climate change	64%	63%	65%	52%	71%	66%	56%	71%	70%	44%	61%	60%	70%	72%	55%	65%	70%	76%	76%
Don't know	10%	9%	10%	11%	8%	12%	9%	8%	11%	15%	14%	7%	8%	7%	14%	9%	8%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(50.C) When thinking about your own actions, which of the following comes closest to your view?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
There is no more I could do to help tackle climate change	27%	26%	24%	25%	29%	32%	27%	33%	22%	*	30%	28%	22%	15%	22%	23%	26%	28%	34%
There is more I could do to help tackle climate change	64%	66%	65%	63%	63%	58%	62%	57%	71%	*	58%	58%	71%	69%	73%	64%	65%	61%	55%
Don't know	10%	7%	11%	11%	8%	10%	10%	10%	7%	*	12%	14%	7%	16%	6%	13%	9%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(50.D) When thinking about your own actions, which of the following comes closest to your view?

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
There is no more I could do to help tackle climate change	27%	8%	36%	34%	32%	31%	30%	26%	30%	20%	23%	20%	15%	19%	13%	26%	15%	26%	32%
There is more I could do to help tackle climate change	64%	75%	49%	56%	54%	58%	63%	65%	61%	71%	71%	72%	77%	75%	80%	66%	78%	65%	59%
Don't know	10%	17%	15%	10%	13%	10%	7%	9%	9%	9%	6%	9%	8%	6%	7%	8%	7%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(50.E) When thinking about your own actions, which of the following comes closest to your view?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
There is no more I could do to help tackle climate change	27%	21%	25%	31%	30%	28%	25%	27%	27%	27%	23%	62%	20%	36%	62%
There is more I could do to help tackle climate change	64%	72%	66%	60%	57%	64%	67%	61%	65%	60%	69%	21%	74%	45%	25%
Don't know	10%	8%	9%	9%	13%	8%	8%	12%	8%	14%	8%	17%	6%	19%	12%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) Which of the following comes closest to your view?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
The UK Government is doing far more on climate change than they should	8%	6%	8%	8%	9%	10%	9%	8%	8%	9%	9%	8%	8%	9%	10%	6%	9%	11%	8%
The UK Government is doing a bit more on climate change than they should	11%	15%	15%	9%	9%	8%	8%	14%	10%	10%	8%	10%	14%	9%	18%	9%	7%	10%	8%
The UK Government is doing about the right amount on climate change	22%	14%	20%	21%	21%	22%	29%	21%	20%	20%	25%	21%	19%	23%	17%	24%	22%	24%	22%
The UK Government is doing a bit less on climate change than they should	28%	32%	28%	30%	28%	28%	24%	27%	32%	26%	26%	25%	34%	26%	27%	30%	28%	23%	27%
The UK Government is doing a lot less on climate change than they should	23%	29%	22%	23%	24%	23%	21%	23%	24%	24%	26%	26%	19%	23%	20%	21%	27%	24%	24%
Don't know	8%	4%	7%	9%	9%	9%	9%	6%	6%	11%	7%	10%	6%	11%	7%	10%	7%	8%	11%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Which of the following comes closest to your view?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
The UK Government is doing far more on climate change than they should	8%	11%	6%	13%	5%	8%	14%	4%	4%	27%	7%	12%	5%	5%	10%	7%	7%	10%	7%
The UK Government is doing a bit more on climate change than they should	11%	12%	9%	13%	8%	12%	13%	11%	8%	11%	7%	15%	10%	8%	10%	9%	11%	10%	11%
The UK Government is doing about the right amount on climate change	22%	22%	21%	27%	18%	24%	30%	15%	22%	22%	22%	38%	16%	22%	24%	23%	20%	20%	15%
The UK Government is doing a bit less on climate change than they should	28%	28%	28%	24%	32%	25%	25%	31%	34%	13%	30%	24%	31%	37%	26%	29%	30%	28%	33%
The UK Government is doing a lot less on climate change than they should	23%	22%	24%	16%	30%	18%	12%	33%	24%	15%	20%	5%	32%	22%	20%	24%	25%	26%	31%
Don't know	8%	5%	10%	8%	6%	12%	7%	6%	7%	12%	14%	6%	6%	6%	11%	7%	5%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(51.C) Which of the following comes closest to your view?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
The UK Government is doing far more on climate change than they should	8%	10%	7%	8%	9%	10%	7%	9%	7%	*	10%	9%	8%	5%	11%	6%	5%	7%	10%
The UK Government is doing a bit more on climate change than they should	11%	15%	10%	10%	9%	8%	9%	10%	13%	*	10%	7%	12%	8%	14%	14%	14%	10%	9%
The UK Government is doing about the right amount on climate change	22%	22%	22%	22%	21%	22%	18%	26%	19%	*	19%	21%	19%	15%	20%	25%	23%	23%	27%
The UK Government is doing a bit less on climate change than they should	28%	24%	30%	29%	30%	28%	26%	26%	30%	*	28%	27%	29%	24%	28%	27%	28%	31%	27%
The UK Government is doing a lot less on climate change than they should	23%	23%	23%	21%	22%	25%	31%	20%	25%	*	23%	24%	25%	35%	19%	20%	20%	22%	19%
Don't know	8%	6%	8%	9%	9%	8%	10%	8%	6%	*	9%	12%	7%	13%	8%	9%	10%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.D) Which of the following comes closest to your view?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
The UK Government is doing far more on climate change than they should	8%	3%	10%	9%	10%	12%	7%	7%	10%	7%	7%	7%	7%	8%	7%	15%	8%	8%	10%
The UK Government is doing a bit more on climate change than they should	11%	9%	8%	11%	9%	9%	12%	11%	13%	18%	9%	8%	11%	9%	10%	10%	12%	10%	16%
The UK Government is doing about the right amount on climate change	22%	16%	18%	21%	24%	25%	22%	26%	17%	23%	23%	21%	20%	20%	17%	21%	16%	22%	23%
The UK Government is doing a bit less on climate change than they should	28%	23%	23%	26%	25%	25%	32%	27%	28%	23%	26%	30%	37%	35%	41%	29%	32%	28%	26%
The UK Government is doing a lot less on climate change than they should	23%	34%	27%	24%	19%	21%	21%	21%	23%	26%	30%	28%	21%	24%	18%	22%	30%	24%	21%
Don't know	8%	14%	12%	9%	14%	8%	7%	8%	9%	4%	5%	6%	4%	4%	7%	3%	3%	8%	4%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.E) Which of the following comes closest to your view?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
The UK Government is doing far more on climate change than they should	8%	7%	8%	10%	10%	16%	7%	8%	8%	13%	5%	44%	4%	7%	50%
The UK Government is doing a bit more on climate change than they should	11%	11%	10%	13%	8%	24%	11%	10%	6%	7%	11%	11%	10%	13%	12%
The UK Government is doing about the right amount on climate change	22%	20%	23%	21%	23%	19%	24%	21%	20%	11%	22%	22%	20%	31%	17%
The UK Government is doing a bit less on climate change than they should	28%	30%	27%	28%	27%	22%	29%	28%	28%	25%	31%	6%	34%	19%	7%
The UK Government is doing a lot less on climate change than they should	23%	27%	24%	18%	22%	16%	22%	24%	28%	27%	25%	7%	27%	16%	8%
Don't know	8%	4%	8%	10%	11%	4%	7%	8%	9%	16%	7%	11%	5%	14%	6%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) And when thinking about businesses and climate change, which of the following comes closest to your view?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Businesses in the UK are doing far more on climate change than they should	5%	5%	5%	7%	4%	4%	3%	6%	3%	5%	6%	5%	5%	4%	8%	3%	5%	6%	3%
Businesses in the UK are doing a bit more on climate change than they should	8%	13%	12%	8%	7%	6%	6%	10%	7%	9%	7%	9%	10%	6%	9%	9%	4%	12%	11%
Businesses in the UK are doing about the right amount on climate change	17%	21%	20%	17%	14%	17%	17%	20%	17%	17%	13%	15%	21%	18%	17%	18%	17%	18%	16%
Businesses in the UK are doing a bit less on climate change than they should	32%	29%	31%	33%	31%	35%	36%	30%	34%	32%	35%	31%	31%	36%	28%	35%	36%	28%	29%
Businesses in the UK are doing a lot less on climate change than they should	28%	28%	25%	28%	31%	29%	28%	28%	30%	26%	30%	30%	26%	26%	29%	25%	30%	28%	29%
Don't Know	9%	4%	7%	8%	12%	10%	11%	6%	8%	11%	10%	10%	8%	10%	9%	10%	8%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) And when thinking about businesses and climate change, which of the following comes closest to your view?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Businesses in the UK are doing far more on climate change than they should	5%	6%	3%	6%	4%	6%	6%	4%	2%	12%	5%	6%	3%	5%	5%	4%	4%	7%	5%
Businesses in the UK are doing a bit more on climate change than they should	8%	10%	7%	9%	8%	8%	11%	9%	6%	10%	5%	12%	9%	6%	8%	8%	9%	10%	16%
Businesses in the UK are doing about the right amount on climate change	17%	19%	16%	19%	15%	20%	20%	15%	17%	19%	18%	25%	16%	16%	17%	18%	19%	16%	16%
Businesses in the UK are doing a bit less on climate change than they should	32%	30%	35%	32%	34%	32%	36%	31%	37%	12%	34%	38%	32%	40%	32%	33%	34%	31%	23%
Businesses in the UK are doing a lot less on climate change than they should	28%	29%	27%	24%	32%	23%	20%	35%	30%	31%	25%	13%	34%	28%	25%	29%	30%	30%	34%
Don't Know	9%	6%	11%	10%	7%	11%	8%	6%	8%	17%	13%	6%	6%	5%	13%	8%	5%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.C) And when thinking about businesses and climate change, which of the following comes closest to your view?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Businesses in the UK are doing far more on climate change than they should	5%	6%	4%	5%	4%	4%	5%	4%	5%	*	5%	7%	5%	2%	9%	5%	3%	5%	4%
Businesses in the UK are doing a bit more on climate change than they should	8%	14%	8%	8%	6%	6%	8%	8%	10%	*	9%	7%	8%	5%	10%	6%	10%	10%	7%
Businesses in the UK are doing about the right amount on climate change	17%	15%	18%	20%	18%	17%	16%	18%	17%	*	21%	17%	15%	21%	19%	20%	21%	13%	18%
Businesses in the UK are doing a bit less on climate change than they should	32%	32%	32%	32%	33%	33%	32%	34%	31%	*	31%	29%	35%	25%	31%	33%	34%	35%	37%
Businesses in the UK are doing a lot less on climate change than they should	28%	27%	29%	26%	29%	30%	30%	27%	29%	*	25%	28%	29%	35%	24%	25%	24%	27%	25%
Don't Know	9%	6%	9%	9%	10%	10%	8%	9%	7%	*	9%	11%	9%	13%	8%	9%	8%	10%	10%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.D) And when thinking about businesses and climate change, which of the following comes closest to your view?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Businesses in the UK are doing far more on climate change than they should	5%	8%	7%	5%	6%	5%	5%	1%	5%	5%	6%	4%	4%	5%	2%	8%	6%	5%	6%
Businesses in the UK are doing a bit more on climate change than they should	8%	8%	7%	8%	6%	9%	8%	8%	9%	10%	9%	11%	6%	9%	8%	12%	7%	8%	14%
Businesses in the UK are doing about the right amount on climate change	17%	20%	13%	17%	22%	17%	19%	17%	18%	19%	15%	20%	17%	12%	13%	18%	18%	17%	22%
Businesses in the UK are doing a bit less on climate change than they should	32%	26%	29%	30%	29%	33%	32%	37%	34%	35%	31%	31%	34%	44%	39%	37%	22%	33%	31%
Businesses in the UK are doing a lot less on climate change than they should	28%	24%	32%	28%	26%	26%	28%	26%	25%	26%	34%	28%	35%	25%	31%	23%	42%	29%	20%
Don't Know	9%	14%	12%	12%	11%	10%	8%	10%	9%	4%	6%	5%	4%	5%	7%	3%	5%	9%	6%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(52.E) And when thinking about businesses and climate change, which of the following comes closest to your view?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Businesses in the UK are doing far more on climate change than they should	5%	4%	5%	6%	5%	10%	4%	4%	6%	10%	3%	24%	3%	3%	24%
Businesses in the UK are doing a bit more on climate change than they should	8%	9%	8%	9%	8%	21%	9%	7%	4%	6%	8%	8%	8%	8%	10%
Businesses in the UK are doing about the right amount on climate change	17%	18%	16%	18%	17%	20%	20%	16%	16%	12%	17%	23%	16%	24%	23%
Businesses in the UK are doing a bit less on climate change than they should	32%	32%	33%	35%	31%	25%	33%	35%	30%	26%	34%	15%	36%	28%	15%
Businesses in the UK are doing a lot less on climate change than they should	28%	32%	30%	23%	26%	19%	27%	29%	33%	34%	30%	15%	32%	22%	16%
Don't Know	9%	5%	9%	8%	14%	5%	8%	10%	11%	12%	8%	15%	5%	15%	12%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) What proportion of UK greenhouse gas emissions do you think come directly from homes?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Less than 5%	7%	5%	8%	7%	8%	6%	6%	4%	6%	6%	9%	7%	6%	10%	8%	7%	9%	8%	4%
5% to 10%	12%	15%	13%	12%	11%	13%	11%	14%	11%	15%	13%	10%	14%	14%	13%	10%	13%	12%	7%
11% to 20%	17%	17%	21%	19%	14%	16%	15%	20%	15%	21%	16%	17%	15%	13%	20%	14%	19%	17%	16%
21% to 30%	16%	21%	19%	15%	15%	14%	15%	17%	17%	12%	16%	18%	19%	14%	12%	17%	15%	18%	17%
31% to 40%	9%	13%	11%	8%	8%	8%	9%	10%	10%	9%	10%	8%	9%	11%	11%	8%	10%	7%	8%
41% to 50%	5%	8%	5%	5%	4%	4%	4%	5%	6%	2%	5%	4%	5%	5%	5%	5%	4%	6%	5%
51% to 60%	3%	5%	3%	3%	3%	2%	3%	3%	4%	3%	2%	2%	3%	3%	3%	4%	3%	1%	5%
61% to 70%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%
71% to 80%	1%	1%	0%	0%	1%	1%	2%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%
81% to 90%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	1%
91% to 100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	28%	15%	18%	29%	35%	35%	34%	24%	28%	27%	29%	30%	26%	30%	25%	32%	25%	27%	36%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) What proportion of UK greenhouse gas emissions do you think come directly from homes?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Less than 5%	7%	8%	6%	9%	6%	6%	8%	6%	5%	9%	7%	7%	7%	4%	7%	8%	6%	6%	0%
5% to 10%	12%	13%	12%	13%	12%	12%	13%	12%	14%	9%	12%	14%	12%	14%	11%	11%	13%	12%	10%
11% to 20%	17%	19%	14%	16%	18%	17%	18%	18%	13%	6%	13%	19%	17%	17%	14%	17%	18%	18%	24%
21% to 30%	16%	17%	15%	15%	17%	14%	14%	20%	20%	13%	13%	15%	18%	18%	14%	17%	17%	19%	16%
31% to 40%	9%	10%	9%	8%	10%	9%	9%	10%	8%	10%	9%	10%	9%	11%	9%	9%	11%	10%	9%
41% to 50%	5%	4%	6%	4%	5%	5%	5%	5%	6%	4%	4%	5%	5%	5%	5%	6%	5%	4%	8%
51% to 60%	3%	3%	3%	3%	3%	3%	3%	3%	1%	2%	3%	3%	3%	3%	2%	3%	2%	4%	0%
61% to 70%	1%	1%	1%	1%	1%	2%	1%	2%	2%	4%	1%	1%	2%	2%	1%	2%	2%	2%	0%
71% to 80%	1%	1%	1%	1%	1%	1%	1%	1%	0%	4%	1%	1%	1%	0%	1%	1%	1%	1%	0%
81% to 90%	0%	1%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%	3%
91% to 100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	28%	23%	32%	30%	27%	31%	27%	25%	31%	38%	37%	25%	25%	27%	34%	27%	24%	21%	29%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.C) What proportion of UK greenhouse gas emissions do you think come directly from homes?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Less than 5%	7%	6%	7%	7%	7%	7%	7%	7%	6%	*	7%	7%	8%	4%	5%	7%	8%	5%	8%
5% to 10%	12%	13%	12%	13%	13%	13%	8%	10%	13%	*	14%	12%	13%	20%	11%	11%	13%	10%	12%
11% to 20%	17%	18%	15%	17%	18%	16%	17%	15%	20%	*	15%	16%	17%	13%	20%	23%	19%	19%	16%
21% to 30%	16%	18%	19%	15%	14%	12%	20%	16%	17%	*	17%	15%	17%	11%	17%	11%	17%	13%	14%
31% to 40%	9%	10%	8%	10%	9%	9%	9%	8%	10%	*	10%	10%	10%	12%	8%	10%	6%	9%	10%
41% to 50%	5%	5%	5%	6%	4%	4%	4%	4%	5%	*	7%	4%	4%	5%	5%	4%	5%	7%	4%
51% to 60%	3%	4%	3%	3%	2%	3%	2%	3%	3%	*	4%	3%	2%	4%	2%	4%	5%	3%	2%
61% to 70%	1%	2%	1%	2%	2%	0%	1%	1%	1%	*	2%	2%	1%	2%	2%	1%	1%	1%	1%
71% to 80%	1%	1%	1%	0%	1%	2%	1%	1%	1%	*	0%	1%	1%	0%	1%	1%	1%	0%	1%
81% to 90%	0%	1%	0%	0%	0%	0%	0%	1%	0%	*	0%	0%	0%	1%	2%	0%	0%	0%	0%
91% to 100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	1%	0%	0%	0%	0%
Don't Know	28%	21%	29%	26%	31%	33%	31%	32%	24%	*	23%	30%	25%	29%	26%	28%	25%	33%	32%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.D) What proportion of UK greenhouse gas emissions do you think come directly from homes?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Less than 5%	7%	7%	8%	7%	7%	8%	6%	8%	7%	7%	7%	8%	8%	8%	6%	6%	3%	7%	7%
5% to 10%	12%	11%	17%	12%	12%	12%	13%	13%	11%	16%	13%	11%	13%	14%	9%	7%	12%	12%	13%
11% to 20%	17%	14%	10%	19%	21%	14%	16%	17%	17%	17%	17%	20%	20%	15%	20%	25%	21%	17%	17%
21% to 30%	16%	18%	17%	14%	15%	16%	18%	15%	17%	20%	13%	20%	21%	12%	25%	21%	13%	16%	18%
31% to 40%	9%	9%	11%	6%	9%	12%	7%	9%	9%	9%	13%	11%	10%	11%	7%	6%	13%	9%	13%
41% to 50%	5%	0%	5%	5%	5%	3%	4%	6%	7%	4%	5%	6%	5%	3%	6%	3%	7%	5%	5%
51% to 60%	3%	0%	3%	2%	3%	2%	4%	3%	3%	2%	2%	3%	3%	2%	7%	3%	7%	3%	3%
61% to 70%	1%	0%	1%	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%	2%	1%	0%	3%	1%	1%
71% to 80%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%
81% to 90%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	7%	0%	0%	0%
91% to 100%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don't Know	28%	41%	28%	33%	26%	32%	30%	25%	26%	23%	27%	20%	16%	30%	19%	23%	20%	28%	21%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.E) What proportion of UK greenhouse gas emissions do you think come directly from homes?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Less than 5%	7%	6%	7%	8%	7%	4%	7%	7%	8%	6%	5%	26%	5%	8%	24%
5% to 10%	12%	12%	12%	13%	12%	9%	10%	14%	13%	16%	13%	10%	12%	13%	13%
11% to 20%	17%	19%	18%	16%	14%	17%	18%	16%	18%	14%	18%	8%	18%	14%	11%
21% to 30%	16%	19%	16%	16%	14%	22%	17%	16%	12%	18%	17%	9%	18%	15%	8%
31% to 40%	9%	12%	8%	8%	9%	9%	11%	9%	8%	8%	10%	4%	10%	9%	5%
41% to 50%	5%	5%	5%	4%	5%	8%	5%	4%	5%	4%	5%	2%	6%	3%	3%
51% to 60%	3%	3%	3%	4%	2%	5%	2%	3%	4%	1%	3%	1%	3%	2%	2%
61% to 70%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%
71% to 80%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%
81% to 90%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%
91% to 100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Don't Know	28%	22%	28%	28%	34%	21%	27%	29%	29%	31%	26%	38%	24%	35%	31%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) In order for the country (and the world) to tackle climate change, how willing are you to make changes to your own home?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
Very willing	26%	34%	28%	29%	27%	25%	22%	27%	24%	24%	26%	19%	28%	24%	23%	30%	31%	28%	28%
Somewhat willing	52%	44%	56%	50%	51%	53%	52%	53%	50%	52%	51%	57%	54%	52%	55%	48%	47%	56%	46%
Not especially willing	14%	16%	11%	14%	13%	11%	18%	12%	17%	15%	15%	15%	11%	16%	13%	15%	13%	9%	20%
Not willing at all	5%	5%	4%	4%	6%	7%	4%	5%	4%	6%	5%	7%	6%	4%	6%	4%	5%	4%	3%
Don't know	3%	2%	1%	3%	3%	5%	3%	3%	4%	4%	2%	2%	1%	4%	3%	3%	4%	3%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(54.B) In order for the country (and the world) to tackle climate change, how willing are you to make changes to your own home?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
Very willing	26%	26%	27%	21%	30%	25%	22%	32%	22%	26%	22%	21%	30%	27%	21%	25%	29%	34%	47%
Somewhat willing	52%	50%	53%	51%	54%	43%	52%	53%	60%	45%	49%	54%	55%	55%	53%	51%	52%	51%	44%
Not especially willing	14%	16%	13%	17%	11%	20%	17%	11%	14%	13%	17%	18%	11%	15%	16%	15%	14%	8%	3%
Not willing at all	5%	6%	4%	8%	2%	8%	7%	2%	2%	11%	7%	6%	2%	2%	6%	6%	4%	4%	7%
Don't know	3%	2%	4%	3%	3%	5%	3%	3%	1%	6%	5%	1%	3%	1%	4%	3%	2%	4%	0%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.C) In order for the country (and the world) to tackle climate change, how willing are you to make changes to your own home?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
Very willing	26%	30%	27%	21%	25%	23%	34%	24%	29%	*	*	*	*	*	34%	23%	29%	28%	24%
Somewhat willing	52%	47%	53%	54%	51%	52%	48%	51%	52%	*	*	*	*	*	52%	54%	51%	54%	54%
Not especially willing	14%	13%	12%	17%	18%	15%	13%	16%	12%	*	*	*	*	*	7%	15%	11%	13%	16%
Not willing at all	5%	6%	5%	4%	4%	7%	2%	6%	4%	*	*	*	*	*	5%	4%	4%	3%	4%
Don't know	3%	3%	3%	3%	2%	3%	4%	3%	3%	*	*	*	*	*	2%	4%	5%	2%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(54.D) In order for the country (and the world) to tackle climate change, how willing are you to make changes to your own home?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
Very willing	26%	51%	24%	25%	21%	20%	25%	21%	22%	28%	32%	28%	28%	30%	34%	38%	37%	26%	23%
Somewhat willing	52%	27%	42%	49%	50%	56%	51%	55%	56%	46%	46%	51%	55%	51%	52%	52%	51%	52%	54%
Not especially willing	14%	0%	17%	15%	19%	18%	16%	17%	12%	19%	16%	13%	12%	11%	11%	4%	9%	14%	13%
Not willing at all	5%	23%	12%	6%	8%	4%	5%	4%	4%	4%	3%	5%	3%	6%	3%	4%	3%	5%	9%
Don't know	3%	0%	6%	5%	3%	2%	3%	3%	5%	3%	3%	3%	1%	2%	0%	2%	1%	3%	2%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(54.E) In order for the country (and the world) to tackle climate change, how willing are you to make changes to your own home?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
Very willing	26%	33%	20%	25%	23%	33%	25%	25%	29%	40%	29%	2%	33%	9%	7%
Somewhat willing	52%	50%	55%	51%	52%	47%	53%	53%	48%	34%	55%	23%	57%	48%	21%
Not especially willing	14%	11%	18%	13%	17%	10%	15%	15%	12%	9%	13%	32%	8%	31%	33%
Not willing at all	5%	4%	4%	6%	6%	8%	4%	4%	9%	13%	2%	40%	1%	7%	36%
Don't know	3%	2%	3%	5%	3%	2%	3%	3%	3%	4%	3%	3%	2%	5%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(55.A) Which of the following have you heard of before?: Solar panels

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Have heard of these and know what it is	89%	82%	84%	86%	91%	92%	95%	86%	90%	91%	92%	88%	83%	92%	87%	90%	88%	87%	92%
Have heard of these but do not know what it is	7%	8%	10%	9%	6%	5%	3%	10%	5%	6%	4%	7%	9%	6%	6%	5%	7%	10%	4%
Have never heard of this	4%	8%	5%	4%	3%	3%	2%	3%	5%	3%	3%	5%	6%	1%	7%	3%	6%	3%	4%
Don't Know	1%	1%	2%	1%	0%	0%	0%	0%	1%	1%	1%	0%	2%	1%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) Which of the following have you heard of before?: Solar panels

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Have heard of these and know what it is	89%	88%	90%	89%	90%	86%	91%	87%	88%	82%	88%	90%	88%	89%	89%	88%	88%	89%	79%
Have heard of these but do not know what it is	7%	7%	6%	7%	6%	8%	6%	9%	7%	9%	7%	7%	7%	5%	7%	7%	7%	7%	8%
Have never heard of this	4%	5%	3%	4%	3%	4%	3%	3%	5%	7%	4%	3%	4%	6%	4%	5%	4%	2%	11%
Don't Know	1%	1%	0%	0%	0%	2%	0%	1%	0%	3%	1%	0%	1%	0%	1%	0%	0%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(55.C) Which of the following have you heard of before?: Solar panels

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Have heard of these and know what it is	89%	85%	90%	89%	89%	91%	89%	92%	87%	*	84%	87%	88%	88%	85%	88%	86%	91%	92%
Have heard of these but do not know what it is	7%	9%	6%	7%	6%	5%	3%	5%	7%	*	11%	8%	8%	7%	10%	7%	8%	7%	5%
Have never heard of this	4%	5%	3%	4%	5%	4%	7%	4%	5%	*	3%	4%	4%	3%	4%	3%	5%	1%	3%
Don't Know	1%	1%	1%	1%	1%	0%	0%	0%	1%	*	2%	1%	1%	1%	1%	2%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.D) Which of the following have you heard of before?: Solar panels

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Have heard of these and know what it is	89%	88%	87%	87%	90%	87%	87%	91%	85%	83%	90%	91%	92%	90%	91%	92%	93%	89%	85%
Have heard of these but do not know what it is	7%	0%	10%	7%	7%	7%	9%	6%	9%	7%	6%	5%	4%	6%	4%	3%	6%	6%	9%
Have never heard of this	4%	9%	3%	5%	3%	5%	3%	3%	5%	9%	3%	3%	2%	3%	5%	5%	1%	4%	5%
Don't Know	1%	3%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.E) Which of the following have you heard of before?: Solar panels

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Have heard of these and know what it is	89%	91%	87%	86%	90%	81%	90%	89%	89%	87%	89%	86%	90%	86%	89%
Have heard of these but do not know what it is	7%	4%	8%	8%	6%	11%	6%	6%	8%	8%	6%	8%	6%	10%	7%
Have never heard of this	4%	4%	5%	4%	3%	6%	3%	5%	3%	3%	4%	4%	4%	4%	3%
Don't Know	1%	0%	1%	1%	1%	2%	1%	1%	0%	1%	0%	2%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) Which of the following have you heard of before?: Heat pump

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Have heard of these and know what it is	48%	29%	36%	45%	52%	55%	65%	39%	49%	47%	61%	47%	44%	50%	49%	47%	55%	47%	47%
Have heard of these but do not know what it is	37%	42%	39%	40%	36%	37%	31%	44%	38%	38%	30%	38%	39%	36%	36%	37%	29%	40%	34%
Have never heard of this	13%	25%	21%	13%	10%	7%	4%	14%	11%	13%	8%	14%	15%	12%	14%	13%	14%	11%	17%
Don't Know	2%	4%	4%	2%	1%	1%	0%	3%	2%	1%	1%	2%	2%	2%	1%	3%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) Which of the following have you heard of before?: Heat pump

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Have heard of these and know what it is	48%	54%	42%	54%	51%	38%	57%	44%	55%	57%	37%	57%	44%	51%	44%	45%	50%	52%	58%
Have heard of these but do not know what it is	37%	33%	41%	36%	36%	40%	34%	38%	35%	29%	43%	34%	38%	37%	40%	38%	36%	33%	27%
Have never heard of this	13%	11%	14%	9%	12%	18%	8%	16%	9%	9%	17%	8%	16%	11%	13%	14%	13%	13%	13%
Don't Know	2%	2%	2%	1%	1%	5%	1%	2%	1%	4%	4%	1%	2%	1%	2%	3%	1%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) Which of the following have you heard of before?: Heat pump

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Have heard of these and know what it is	48%	42%	49%	44%	48%	60%	54%	60%	51%	*	37%	34%	37%	32%	43%	49%	49%	50%	59%
Have heard of these but do not know what it is	37%	39%	38%	41%	37%	29%	32%	32%	34%	*	42%	46%	43%	42%	41%	36%	33%	37%	35%
Have never heard of this	13%	16%	12%	12%	14%	10%	13%	7%	14%	*	17%	15%	17%	22%	14%	12%	15%	11%	5%
Don't Know	2%	3%	2%	3%	2%	1%	1%	1%	2%	*	4%	4%	2%	4%	2%	3%	3%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.D) Which of the following have you heard of before?: Heat pump

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Have heard of these and know what it is	48%	37%	39%	49%	46%	44%	48%	47%	46%	48%	52%	51%	51%	49%	60%	67%	59%	49%	48%
Have heard of these but do not know what it is	37%	40%	45%	36%	40%	40%	41%	42%	37%	32%	36%	35%	28%	36%	23%	24%	26%	37%	38%
Have never heard of this	13%	17%	13%	13%	10%	14%	10%	11%	15%	17%	12%	12%	18%	12%	17%	10%	14%	13%	13%
Don't Know	2%	7%	2%	3%	4%	3%	1%	1%	2%	2%	0%	1%	3%	2%	0%	0%	1%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.E) Which of the following have you heard of before?: Heat pump

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Have heard of these and know what it is	48%	56%	45%	48%	43%	54%	53%	46%	42%	36%	48%	53%	49%	45%	60%
Have heard of these but do not know what it is	37%	30%	39%	38%	42%	30%	34%	39%	43%	39%	37%	35%	37%	40%	29%
Have never heard of this	13%	13%	14%	11%	12%	14%	11%	13%	13%	22%	13%	11%	13%	12%	8%
Don't Know	2%	1%	1%	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) Which of the following have you heard of before?: Hydrogen boilers

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Have heard of these and know what it is	25%	21%	25%	24%	24%	23%	29%	24%	24%	20%	28%	25%	23%	27%	26%	26%	29%	21%	22%
Have heard of these but do not know what it is	39%	39%	37%	39%	37%	43%	40%	40%	38%	42%	34%	40%	39%	37%	44%	41%	35%	39%	40%
Have never heard of this	33%	36%	35%	34%	34%	32%	29%	33%	35%	34%	35%	33%	35%	30%	30%	30%	32%	35%	32%
Don't Know	3%	4%	3%	4%	4%	2%	2%	3%	3%	3%	3%	2%	3%	5%	1%	4%	3%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) Which of the following have you heard of before?: Hydrogen boilers

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Have heard of these and know what it is	25%	31%	19%	27%	26%	19%	28%	24%	29%	28%	18%	29%	23%	29%	17%	23%	27%	34%	44%
Have heard of these but do not know what it is	39%	38%	40%	39%	40%	38%	40%	39%	38%	43%	38%	40%	40%	36%	41%	39%	40%	34%	31%
Have never heard of this	33%	29%	37%	31%	31%	37%	30%	33%	32%	26%	40%	28%	34%	34%	38%	34%	31%	29%	18%
Don't Know	3%	3%	4%	2%	3%	5%	3%	3%	1%	3%	5%	3%	3%	1%	4%	3%	2%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.C) Which of the following have you heard of before?: Hydrogen boilers

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Have heard of these and know what it is	25%	27%	25%	22%	25%	26%	26%	30%	25%	*	20%	18%	21%	20%	25%	20%	25%	21%	26%
Have heard of these but do not know what it is	39%	37%	38%	45%	38%	41%	34%	39%	40%	*	40%	37%	39%	36%	41%	40%	35%	42%	42%
Have never heard of this	33%	33%	34%	30%	33%	32%	37%	28%	33%	*	38%	39%	37%	38%	31%	35%	36%	33%	29%
Don't Know	3%	4%	3%	3%	4%	2%	3%	2%	3%	*	3%	6%	3%	5%	3%	5%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.D) Which of the following have you heard of before?: Hydrogen boilers

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Have heard of these and know what it is	25%	22%	19%	20%	26%	21%	24%	22%	26%	24%	31%	29%	29%	28%	27%	37%	30%	25%	27%
Have heard of these but do not know what it is	39%	43%	45%	42%	36%	38%	38%	41%	39%	37%	40%	39%	40%	42%	34%	32%	41%	39%	37%
Have never heard of this	33%	25%	31%	35%	34%	36%	34%	34%	32%	36%	29%	28%	29%	28%	38%	31%	26%	32%	34%
Don't Know	3%	11%	5%	4%	4%	5%	4%	3%	2%	2%	0%	4%	3%	2%	1%	0%	3%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.E) Which of the following have you heard of before?: Hydrogen boilers

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Have heard of these and know what it is	25%	29%	26%	26%	18%	36%	27%	22%	22%	18%	25%	27%	26%	20%	34%
Have heard of these but do not know what it is	39%	40%	37%	39%	40%	37%	38%	40%	40%	30%	39%	36%	40%	38%	35%
Have never heard of this	33%	28%	35%	32%	37%	24%	32%	35%	34%	46%	33%	34%	32%	38%	29%
Don't Know	3%	2%	3%	3%	4%	3%	3%	3%	4%	6%	3%	3%	3%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(58.A) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas boiler with a heat pump

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
1 - not at all important	16%	4%	7%	10%	16%	19%	23%	11%	17%	16%	18%	19%	17%	18%	15%	15%	15%	13%	17%
2	15%	11%	13%	14%	14%	16%	17%	14%	14%	14%	17%	15%	14%	15%	18%	16%	15%	13%	7%
3	34%	34%	36%	34%	35%	33%	33%	32%	35%	33%	33%	37%	38%	33%	39%	29%	34%	34%	39%
4	21%	29%	27%	25%	19%	19%	16%	23%	21%	22%	17%	21%	19%	20%	18%	24%	20%	22%	23%
5 - essential	12%	20%	16%	14%	13%	10%	7%	18%	9%	12%	12%	6%	11%	11%	9%	13%	10%	15%	8%
Not applicable - I have already done this	3%	2%	2%	3%	2%	3%	4%	1%	3%	4%	4%	2%	1%	3%	1%	3%	5%	3%	6%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(58.B) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas boiler with a heat pump

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
1 - not at all important	16%	18%	14%	24%	9%	17%	22%	6%	12%	29%	17%	20%	9%	10%	18%	13%	15%	9%	19%
2	15%	15%	14%	16%	13%	18%	16%	14%	14%	8%	16%	17%	13%	18%	18%	17%	13%	11%	6%
3	34%	30%	38%	31%	37%	37%	31%	36%	38%	25%	42%	31%	35%	38%	32%	37%	36%	33%	22%
4	21%	21%	21%	17%	25%	16%	18%	27%	24%	24%	11%	19%	26%	21%	18%	20%	21%	28%	31%
5 - essential	12%	13%	11%	10%	13%	9%	9%	16%	9%	12%	10%	11%	15%	11%	10%	11%	12%	17%	16%
Not applicable - I have already done this	3%	3%	3%	2%	3%	3%	3%	2%	3%	3%	4%	3%	3%	2%	3%	3%	3%	2%	7%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.C) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas boiler with a heat pump

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
1 - not at all important	16%	13%	15%	17%	18%	19%	12%	20%	10%	*	*	*	*	*	7%	14%	13%	12%	21%
2	15%	11%	15%	16%	17%	15%	14%	16%	13%	*	*	*	*	*	13%	16%	11%	14%	16%
3	34%	30%	36%	36%	32%	33%	39%	33%	36%	*	*	*	*	*	32%	28%	28%	37%	34%
4	21%	24%	21%	19%	22%	18%	20%	18%	24%	*	*	*	*	*	28%	21%	28%	23%	17%
5 - essential	12%	20%	11%	11%	9%	10%	7%	10%	14%	*	*	*	*	*	19%	13%	19%	13%	9%
Not applicable - I have already done this	3%	2%	2%	2%	3%	5%	8%	3%	2%	*	*	*	*	*	2%	7%	1%	2%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.D) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas boiler with a heat pump

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
1 - not at all important	16%	22%	22%	21%	23%	17%	18%	16%	14%	11%	14%	13%	14%	18%	10%	10%	6%	16%	14%
2	15%	11%	10%	13%	16%	16%	14%	18%	15%	13%	14%	15%	16%	13%	10%	11%	12%	15%	14%
3	34%	13%	40%	33%	30%	35%	37%	33%	39%	37%	37%	34%	36%	23%	34%	39%	26%	34%	37%
4	21%	14%	18%	15%	17%	23%	18%	20%	22%	21%	22%	24%	18%	22%	33%	19%	33%	21%	19%
5 - essential	12%	12%	7%	11%	11%	5%	12%	10%	8%	15%	11%	12%	13%	20%	9%	18%	20%	12%	13%
Not applicable - I have already done this	3%	29%	3%	7%	2%	3%	1%	2%	3%	2%	2%	3%	3%	2%	5%	3%	2%	3%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.E) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas boiler with a heat pump

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
1 - not at all important	16%	13%	17%	18%	18%	14%	16%	16%	13%	23%	12%	57%	8%	26%	59%
2	15%	14%	15%	16%	15%	12%	14%	15%	16%	18%	15%	13%	13%	20%	14%
3	34%	34%	34%	35%	34%	29%	35%	34%	35%	23%	36%	19%	36%	38%	14%
4	21%	24%	23%	17%	18%	21%	21%	21%	22%	16%	22%	7%	25%	10%	7%
5 - essential	12%	14%	10%	10%	12%	20%	11%	10%	10%	20%	13%	2%	15%	4%	3%
Not applicable - I have already done this	3%	3%	3%	3%	3%	4%	3%	3%	4%	0%	3%	2%	3%	3%	2%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(59.A) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install solar panels on the roof

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
1 - not at all important	11%	5%	4%	8%	12%	15%	14%	8%	14%	10%	11%	11%	8%	13%	13%	13%	13%	9%	12%
2	12%	11%	10%	6%	12%	12%	16%	10%	13%	12%	14%	14%	13%	9%	12%	12%	13%	13%	10%
3	27%	15%	25%	28%	29%	25%	28%	27%	26%	22%	25%	28%	28%	28%	24%	26%	29%	24%	34%
4	26%	32%	38%	34%	23%	26%	19%	30%	26%	31%	28%	29%	26%	24%	24%	26%	24%	23%	19%
5 - essential	17%	29%	20%	21%	17%	14%	10%	23%	13%	19%	11%	10%	19%	16%	19%	18%	14%	25%	13%
Not applicable - I have already done this	7%	8%	3%	3%	6%	7%	12%	4%	8%	6%	10%	8%	6%	10%	8%	6%	9%	6%	11%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install solar panels on the roof

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
1 - not at all important	11%	12%	10%	15%	7%	13%	15%	5%	8%	19%	14%	15%	5%	8%	14%	10%	9%	7%	12%
2	12%	12%	13%	15%	10%	11%	14%	10%	13%	10%	11%	14%	10%	12%	14%	13%	13%	6%	7%
3	27%	25%	28%	26%	29%	27%	25%	28%	29%	23%	28%	23%	27%	28%	27%	29%	25%	25%	29%
4	26%	29%	24%	22%	30%	25%	24%	32%	27%	22%	22%	27%	30%	31%	22%	27%	30%	34%	18%
5 - essential	17%	16%	17%	14%	17%	17%	15%	20%	14%	9%	18%	14%	21%	13%	16%	14%	17%	22%	26%
Not applicable - I have already done this	7%	7%	8%	8%	6%	7%	8%	6%	9%	16%	7%	7%	6%	8%	7%	7%	7%	7%	9%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.C) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install solar panels on the roof

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
1 - not at all important	11%	11%	10%	8%	14%	13%	9%	15%	6%	*	*	*	*	*	4%	10%	5%	9%	14%
2	12%	9%	12%	14%	15%	10%	9%	15%	9%	*	*	*	*	*	4%	11%	8%	15%	16%
3	27%	22%	30%	28%	24%	25%	26%	27%	26%	*	*	*	*	*	28%	26%	27%	17%	27%
4	26%	31%	27%	27%	24%	24%	24%	21%	33%	*	*	*	*	*	35%	24%	31%	28%	22%
5 - essential	17%	21%	15%	18%	15%	14%	24%	14%	21%	*	*	*	*	*	25%	24%	25%	22%	11%
Not applicable - I have already done this	7%	5%	6%	5%	8%	13%	7%	9%	5%	*	*	*	*	*	5%	5%	4%	10%	10%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.D) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install solar panels on the roof

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
1 - not at all important	11%	0%	17%	15%	17%	11%	12%	11%	9%	8%	10%	12%	9%	10%	4%	7%	7%	11%	11%
2	12%	16%	12%	14%	17%	15%	17%	12%	14%	11%	15%	7%	8%	8%	4%	5%	7%	12%	10%
3	27%	22%	38%	23%	30%	27%	26%	29%	28%	28%	27%	25%	27%	20%	27%	29%	21%	27%	25%
4	26%	24%	13%	21%	18%	27%	23%	25%	27%	33%	26%	32%	33%	30%	36%	26%	30%	26%	30%
5 - essential	17%	26%	15%	16%	12%	15%	15%	15%	14%	15%	16%	18%	17%	22%	21%	28%	26%	17%	14%
Not applicable - I have already done this	7%	12%	5%	11%	5%	6%	7%	8%	8%	7%	6%	5%	6%	9%	7%	5%	9%	7%	10%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(59.E) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install solar panels on the roof

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
1 - not at all important	11%	8%	13%	11%	14%	9%	11%	11%	11%	20%	7%	45%	6%	14%	44%
2	12%	11%	11%	13%	14%	10%	13%	13%	9%	3%	12%	12%	11%	17%	14%
3	27%	24%	28%	27%	28%	24%	25%	29%	27%	25%	27%	20%	26%	32%	16%
4	26%	30%	28%	25%	22%	29%	28%	23%	29%	23%	28%	10%	30%	19%	13%
5 - essential	17%	20%	14%	17%	14%	20%	15%	16%	19%	23%	18%	7%	20%	9%	7%
Not applicable - I have already done this	7%	7%	7%	7%	8%	9%	8%	7%	5%	6%	7%	6%	7%	8%	6%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(60.A) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install improved insulation

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
1 - not at all important	4%	4%	3%	3%	4%	4%	4%	5%	4%	3%	3%	2%	4%	3%	6%	4%	4%	3%	6%
2	4%	10%	6%	2%	2%	5%	3%	4%	4%	6%	4%	6%	3%	3%	3%	4%	6%	2%	1%
3	15%	17%	19%	21%	17%	12%	11%	18%	14%	15%	16%	18%	12%	17%	14%	11%	19%	8%	19%
4	26%	35%	35%	29%	27%	26%	19%	32%	27%	24%	21%	25%	31%	27%	27%	24%	21%	28%	30%
5 - essential	25%	26%	24%	26%	29%	25%	22%	30%	23%	23%	24%	23%	28%	26%	20%	30%	20%	21%	23%
Not applicable - I have already done this	26%	8%	13%	19%	21%	28%	42%	12%	28%	29%	32%	26%	21%	24%	29%	27%	31%	38%	21%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install improved insulation

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
1 - not at all important	4%	5%	3%	5%	2%	5%	5%	1%	3%	8%	6%	4%	1%	4%	4%	4%	4%	3%	3%
2	4%	4%	4%	4%	4%	4%	4%	3%	3%	5%	3%	4%	4%	3%	4%	4%	3%	4%	7%
3	15%	17%	13%	14%	15%	18%	14%	16%	14%	27%	18%	13%	16%	13%	14%	16%	16%	16%	9%
4	26%	27%	26%	24%	27%	31%	25%	29%	25%	6%	26%	27%	29%	29%	24%	26%	31%	27%	27%
5 - essential	25%	24%	25%	23%	28%	19%	22%	29%	26%	30%	21%	23%	29%	22%	26%	21%	25%	28%	24%
Not applicable - I have already done this	26%	23%	29%	30%	24%	22%	29%	21%	29%	24%	26%	29%	22%	29%	29%	28%	21%	22%	30%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.C) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install improved insulation

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
1 - not at all important	4%	6%	3%	4%	4%	3%	3%	4%	3%	*	*	*	*	*	2%	2%	4%	5%	4%
2	4%	3%	3%	6%	6%	3%	2%	4%	4%	*	*	*	*	*	4%	2%	2%	3%	3%
3	15%	19%	15%	19%	12%	13%	14%	13%	18%	*	*	*	*	*	12%	17%	17%	12%	11%
4	26%	29%	28%	28%	26%	19%	22%	23%	31%	*	*	*	*	*	39%	23%	32%	22%	23%
5 - essential	25%	28%	26%	21%	23%	23%	30%	23%	27%	*	*	*	*	*	28%	31%	25%	33%	24%
Not applicable - I have already done this	26%	15%	25%	21%	29%	39%	29%	32%	17%	*	*	*	*	*	16%	25%	20%	24%	35%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(60.D) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install improved insulation

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
1 - not at all important	4%	0%	7%	7%	8%	4%	3%	1%	3%	2%	3%	2%	3%	5%	2%	4%	3%	4%	4%
2	4%	0%	7%	7%	4%	5%	3%	4%	5%	3%	3%	4%	7%	2%	3%	1%	2%	4%	6%
3	15%	11%	20%	13%	13%	15%	16%	13%	16%	16%	19%	14%	15%	11%	19%	19%	18%	15%	16%
4	26%	13%	20%	17%	23%	26%	22%	31%	32%	31%	27%	32%	29%	32%	35%	19%	24%	27%	24%
5 - essential	25%	42%	26%	26%	22%	25%	25%	20%	25%	20%	25%	25%	23%	29%	21%	35%	33%	25%	25%
Not applicable - I have already done this	26%	34%	20%	30%	30%	25%	31%	30%	19%	27%	24%	23%	24%	21%	20%	22%	21%	26%	26%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(60.E) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install improved insulation

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
1 - not at all important	4%	3%	4%	4%	4%	4%	3%	4%	4%	23%	2%	20%	2%	3%	19%
2	4%	3%	5%	4%	5%	3%	4%	4%	3%	0%	4%	8%	3%	6%	5%
3	15%	15%	16%	12%	18%	14%	15%	16%	16%	18%	14%	22%	13%	23%	17%
4	26%	26%	32%	25%	21%	25%	27%	26%	26%	20%	28%	15%	28%	23%	21%
5 - essential	25%	27%	22%	25%	23%	29%	22%	26%	29%	17%	26%	12%	29%	15%	14%
Not applicable - I have already done this	26%	25%	21%	30%	29%	25%	28%	24%	23%	22%	26%	23%	25%	30%	23%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(61.A) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
1 - not at all important	18%	11%	14%	18%	19%	21%	21%	16%	20%	20%	20%	22%	15%	20%	15%	18%	20%	15%	15%
2	16%	14%	11%	18%	16%	14%	17%	11%	17%	14%	19%	11%	13%	12%	23%	17%	22%	14%	22%
3	30%	27%	28%	29%	32%	35%	29%	30%	35%	34%	24%	32%	31%	36%	26%	26%	26%	39%	29%
4	21%	26%	31%	22%	19%	18%	18%	27%	17%	21%	21%	25%	21%	16%	22%	21%	19%	18%	24%
5 - essential	11%	18%	14%	12%	11%	9%	9%	14%	8%	8%	12%	7%	14%	13%	13%	14%	9%	10%	8%
Not applicable - I have already done this	3%	4%	2%	1%	2%	3%	6%	2%	3%	3%	4%	3%	5%	3%	1%	4%	4%	4%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
1 - not at all important	18%	21%	15%	22%	14%	23%	22%	11%	16%	26%	23%	19%	12%	18%	20%	19%	17%	14%	16%
2	16%	17%	15%	16%	16%	16%	16%	14%	16%	14%	17%	16%	15%	16%	18%	17%	14%	14%	17%
3	30%	26%	35%	29%	32%	30%	28%	31%	37%	30%	34%	29%	32%	34%	30%	33%	32%	28%	20%
4	21%	23%	19%	20%	23%	17%	19%	27%	20%	10%	16%	21%	24%	20%	19%	20%	22%	26%	35%
5 - essential	11%	11%	11%	9%	13%	11%	11%	14%	9%	15%	8%	11%	13%	10%	10%	9%	12%	16%	10%
Not applicable - I have already done this	3%	3%	4%	4%	2%	3%	4%	3%	3%	5%	3%	4%	3%	2%	4%	2%	3%	3%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
1 - not at all important	18%	17%	17%	19%	20%	22%	13%	20%	16%	*	*	*	*	*	11%	17%	16%	11%	18%
2	16%	13%	16%	16%	16%	18%	15%	17%	14%	*	*	*	*	*	14%	14%	14%	21%	17%
3	30%	23%	32%	29%	33%	30%	33%	29%	33%	*	*	*	*	*	27%	38%	31%	31%	32%
4	21%	29%	21%	23%	18%	14%	20%	19%	24%	*	*	*	*	*	32%	19%	24%	23%	20%
5 - essential	11%	15%	10%	10%	9%	11%	15%	11%	12%	*	*	*	*	*	15%	8%	14%	13%	10%
Not applicable - I have already done this	3%	2%	3%	2%	4%	4%	5%	4%	2%	*	*	*	*	*	1%	5%	2%	2%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.D) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
1 - not at all important	18%	38%	21%	19%	22%	20%	19%	16%	19%	18%	19%	18%	17%	23%	14%	13%	11%	18%	19%
2	16%	0%	23%	17%	18%	18%	15%	19%	10%	15%	17%	16%	15%	13%	13%	11%	12%	16%	15%
3	30%	27%	27%	31%	27%	30%	29%	30%	33%	29%	30%	31%	31%	33%	22%	31%	35%	30%	30%
4	21%	11%	14%	19%	19%	19%	22%	21%	27%	27%	14%	23%	27%	14%	30%	21%	26%	21%	21%
5 - essential	11%	12%	12%	10%	11%	10%	11%	10%	10%	8%	14%	12%	9%	13%	14%	19%	14%	11%	14%
Not applicable - I have already done this	3%	12%	3%	5%	3%	3%	4%	5%	2%	2%	5%	1%	1%	3%	8%	5%	2%	4%	2%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(61.E) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
1 - not at all important	18%	15%	20%	20%	19%	17%	19%	18%	17%	21%	15%	52%	11%	27%	54%
2	16%	15%	17%	15%	16%	14%	14%	17%	18%	13%	16%	15%	15%	19%	13%
3	30%	30%	30%	30%	31%	23%	31%	32%	28%	43%	31%	18%	32%	31%	16%
4	21%	22%	23%	20%	18%	28%	22%	20%	18%	6%	23%	7%	24%	14%	10%
5 - essential	11%	13%	9%	10%	12%	16%	11%	10%	13%	13%	12%	5%	14%	5%	3%
Not applicable - I have already done this	3%	4%	2%	5%	3%	2%	4%	3%	6%	3%	3%	3%	4%	3%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install triple-glazed windows

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
1 - not at all important	9%	10%	5%	5%	9%	11%	11%	6%	11%	11%	9%	7%	7%	9%	9%	7%	11%	7%	14%
2	13%	12%	9%	13%	13%	12%	14%	15%	14%	9%	13%	12%	14%	11%	16%	14%	12%	10%	7%
3	29%	21%	26%	30%	29%	35%	30%	23%	29%	29%	28%	34%	29%	33%	27%	26%	37%	26%	34%
4	27%	32%	34%	28%	26%	23%	24%	31%	25%	32%	19%	30%	25%	27%	29%	25%	21%	31%	29%
5 - essential	16%	17%	21%	18%	18%	13%	12%	19%	14%	12%	20%	11%	18%	16%	13%	19%	12%	16%	10%
Not applicable - I have already done this	7%	8%	5%	7%	6%	6%	8%	5%	7%	7%	10%	5%	7%	3%	5%	8%	8%	11%	6%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install triple-glazed windows

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
1 - not at all important	9%	11%	7%	12%	5%	11%	12%	4%	9%	13%	10%	11%	4%	11%	11%	9%	8%	5%	10%
2	13%	13%	13%	13%	12%	18%	13%	10%	15%	8%	17%	14%	10%	13%	12%	14%	11%	11%	11%
3	29%	29%	29%	30%	30%	25%	28%	29%	36%	22%	34%	28%	30%	30%	30%	30%	31%	27%	18%
4	27%	26%	27%	23%	29%	24%	25%	30%	26%	27%	21%	25%	30%	24%	24%	27%	29%	25%	46%
5 - essential	16%	15%	16%	14%	17%	15%	13%	21%	10%	20%	14%	13%	19%	17%	16%	13%	15%	21%	10%
Not applicable - I have already done this	7%	6%	8%	7%	6%	7%	9%	6%	4%	11%	4%	9%	7%	4%	7%	6%	6%	11%	5%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install triple-glazed windows

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
1 - not at all important	9%	9%	7%	9%	10%	13%	5%	11%	6%	*	*	*	*	*	3%	4%	5%	8%	11%
2	13%	13%	13%	13%	14%	12%	10%	14%	12%	*	*	*	*	*	10%	13%	11%	11%	14%
3	29%	22%	30%	31%	32%	29%	33%	31%	28%	*	*	*	*	*	28%	32%	27%	29%	31%
4	27%	29%	29%	26%	24%	22%	25%	24%	31%	*	*	*	*	*	33%	30%	36%	21%	24%
5 - essential	16%	22%	15%	15%	13%	14%	18%	15%	17%	*	*	*	*	*	22%	14%	16%	20%	13%
Not applicable - I have already done this	7%	6%	7%	6%	7%	9%	9%	7%	7%	*	*	*	*	*	5%	6%	5%	10%	7%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.D) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install triple-glazed windows

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
1 - not at all important	9%	0%	12%	16%	13%	10%	7%	9%	9%	8%	8%	10%	7%	8%	0%	5%	3%	9%	8%
2	13%	22%	16%	12%	12%	13%	15%	16%	7%	15%	12%	13%	11%	11%	17%	6%	12%	13%	12%
3	29%	13%	34%	35%	32%	27%	30%	30%	36%	26%	29%	30%	25%	23%	29%	32%	24%	29%	29%
4	27%	30%	17%	12%	23%	31%	26%	29%	29%	28%	29%	26%	28%	30%	29%	28%	29%	27%	26%
5 - essential	16%	23%	18%	19%	13%	13%	17%	11%	13%	17%	16%	14%	14%	21%	13%	21%	25%	15%	18%
Not applicable - I have already done this	7%	12%	3%	6%	7%	6%	6%	5%	6%	5%	6%	7%	15%	6%	12%	7%	8%	7%	6%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(62.E) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Install triple-glazed windows

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
1 - not at all important	9%	7%	9%	10%	11%	11%	9%	7%	9%	16%	6%	37%	5%	14%	32%
2	13%	12%	13%	12%	14%	9%	13%	15%	11%	10%	12%	18%	11%	16%	20%
3	29%	26%	31%	33%	28%	23%	31%	29%	29%	23%	30%	24%	29%	34%	24%
4	27%	30%	26%	26%	23%	28%	26%	26%	28%	27%	28%	9%	30%	20%	14%
5 - essential	16%	18%	13%	15%	16%	23%	14%	15%	16%	20%	17%	6%	19%	9%	7%
Not applicable - I have already done this	7%	7%	7%	6%	7%	6%	6%	8%	8%	3%	7%	6%	7%	8%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(63.A) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas oven with an electric oven

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
1 - not at all important	10%	7%	4%	10%	11%	13%	10%	8%	12%	9%	9%	8%	9%	10%	14%	8%	11%	9%	15%
2	9%	7%	10%	13%	9%	9%	7%	9%	9%	9%	12%	8%	12%	7%	9%	10%	6%	6%	8%
3	19%	19%	23%	23%	22%	17%	15%	23%	15%	17%	15%	24%	27%	22%	14%	20%	21%	15%	13%
4	17%	31%	30%	20%	14%	12%	9%	20%	16%	20%	13%	20%	14%	14%	15%	13%	16%	20%	22%
5 - essential	10%	25%	14%	11%	9%	7%	5%	16%	6%	8%	9%	6%	10%	9%	10%	13%	8%	9%	11%
Not applicable - I have already done this	36%	12%	19%	25%	34%	41%	53%	25%	42%	38%	43%	34%	28%	38%	38%	36%	37%	40%	31%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas oven with an electric oven

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
1 - not at all important	10%	12%	8%	13%	7%	11%	12%	6%	9%	16%	12%	11%	7%	10%	11%	12%	8%	8%	15%
2	9%	10%	8%	9%	9%	11%	11%	7%	7%	8%	8%	11%	6%	12%	10%	8%	8%	10%	8%
3	19%	19%	20%	17%	21%	25%	18%	19%	22%	16%	26%	19%	20%	20%	18%	22%	21%	15%	13%
4	17%	18%	15%	14%	18%	15%	15%	21%	13%	13%	10%	15%	20%	12%	13%	17%	20%	21%	20%
5 - essential	10%	11%	8%	8%	10%	9%	6%	16%	8%	12%	10%	7%	14%	11%	8%	9%	10%	15%	11%
Not applicable - I have already done this	36%	30%	42%	38%	36%	29%	37%	32%	41%	35%	33%	36%	34%	36%	39%	32%	34%	31%	33%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas oven with an electric oven

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
1 - not at all important	10%	9%	9%	11%	10%	11%	11%	11%	8%	*	*	*	*	*	2%	12%	8%	9%	11%
2	9%	7%	10%	11%	8%	8%	8%	8%	10%	*	*	*	*	*	10%	8%	8%	15%	8%
3	19%	21%	22%	17%	19%	14%	17%	17%	22%	*	*	*	*	*	21%	21%	21%	21%	18%
4	17%	24%	16%	18%	14%	12%	16%	13%	21%	*	*	*	*	*	27%	25%	18%	13%	11%
5 - essential	10%	18%	8%	11%	7%	8%	7%	8%	12%	*	*	*	*	*	16%	7%	12%	12%	6%
Not applicable - I have already done this	36%	21%	36%	32%	41%	47%	41%	42%	27%	*	*	*	*	*	25%	26%	34%	30%	47%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.D) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas oven with an electric oven

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
1 - not at all important	10%	11%	9%	15%	14%	12%	10%	8%	8%	12%	9%	7%	8%	9%	7%	10%	7%	10%	9%
2	9%	0%	13%	8%	12%	12%	6%	11%	10%	8%	9%	8%	9%	6%	6%	6%	7%	9%	7%
3	19%	24%	27%	18%	17%	21%	23%	13%	24%	19%	19%	19%	16%	17%	20%	18%	25%	19%	20%
4	17%	16%	12%	15%	9%	17%	17%	19%	15%	19%	15%	19%	18%	21%	17%	19%	19%	17%	13%
5 - essential	10%	14%	6%	5%	10%	8%	10%	6%	8%	10%	10%	12%	14%	14%	8%	17%	12%	10%	10%
Not applicable - I have already done this	36%	35%	33%	39%	39%	31%	35%	43%	35%	33%	38%	35%	35%	32%	42%	30%	29%	35%	41%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(63.E) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Replace my gas oven with an electric oven

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
1 - not at all important	10%	8%	10%	12%	10%	9%	9%	10%	10%	26%	7%	36%	5%	15%	36%
2	9%	9%	8%	10%	8%	9%	8%	11%	9%	3%	8%	13%	8%	13%	12%
3	19%	19%	19%	19%	20%	11%	19%	19%	27%	21%	20%	12%	19%	22%	11%
4	17%	17%	17%	16%	16%	23%	17%	15%	16%	10%	18%	6%	19%	10%	8%
5 - essential	10%	12%	9%	9%	9%	17%	9%	9%	10%	17%	11%	2%	12%	4%	3%
Not applicable - I have already done this	36%	35%	37%	35%	37%	31%	39%	36%	27%	22%	36%	30%	36%	37%	30%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(64.A) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Fit an electric vehicle 'fast charge' point

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
1 - not at all important	23%	13%	14%	15%	21%	27%	33%	17%	25%	23%	25%	23%	20%	26%	26%	21%	26%	25%	18%
2	15%	18%	13%	14%	14%	16%	17%	11%	18%	18%	16%	17%	14%	14%	14%	16%	16%	14%	15%
3	25%	21%	25%	27%	28%	24%	23%	25%	24%	27%	21%	33%	29%	26%	24%	22%	23%	23%	28%
4	20%	26%	26%	27%	22%	17%	11%	23%	17%	16%	18%	17%	23%	20%	15%	22%	19%	27%	23%
5 - essential	12%	18%	19%	13%	11%	9%	8%	17%	10%	10%	12%	6%	11%	10%	15%	13%	11%	6%	12%
Not applicable - I have already done this	5%	4%	3%	3%	5%	7%	7%	6%	6%	5%	8%	5%	3%	3%	5%	6%	5%	5%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Fit an electric vehicle 'fast charge' point

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
1 - not at all important	23%	26%	20%	29%	17%	30%	27%	14%	19%	34%	32%	25%	16%	19%	28%	22%	18%	16%	26%
2	15%	15%	16%	16%	15%	11%	16%	14%	14%	16%	17%	16%	14%	17%	17%	16%	17%	12%	8%
3	25%	22%	28%	26%	26%	21%	24%	26%	27%	18%	24%	24%	26%	29%	22%	27%	26%	24%	17%
4	20%	20%	19%	16%	23%	22%	18%	25%	23%	10%	14%	17%	25%	22%	17%	19%	23%	25%	27%
5 - essential	12%	13%	10%	9%	14%	8%	9%	16%	10%	10%	7%	12%	14%	10%	9%	11%	12%	18%	20%
Not applicable - I have already done this	5%	4%	6%	5%	5%	7%	5%	5%	7%	12%	7%	6%	5%	3%	6%	6%	4%	5%	2%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.C) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Fit an electric vehicle 'fast charge' point

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
1 - not at all important	23%	19%	21%	23%	26%	28%	19%	28%	15%	*	*	*	*	*	12%	14%	12%	20%	29%
2	15%	12%	14%	17%	18%	16%	15%	16%	14%	*	*	*	*	*	9%	14%	11%	12%	18%
3	25%	22%	28%	26%	23%	27%	21%	23%	28%	*	*	*	*	*	24%	31%	31%	28%	23%
4	20%	24%	20%	20%	19%	15%	20%	16%	26%	*	*	*	*	*	34%	26%	29%	21%	14%
5 - essential	12%	18%	12%	11%	8%	9%	16%	11%	13%	*	*	*	*	*	17%	10%	15%	13%	9%
Not applicable - I have already done this	5%	5%	6%	4%	5%	5%	9%	6%	4%	*	*	*	*	*	2%	6%	3%	6%	6%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.D) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Fit an electric vehicle 'fast charge' point

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
1 - not at all important	23%	36%	38%	36%	30%	24%	23%	28%	22%	21%	21%	22%	17%	16%	13%	10%	10%	23%	20%
2	15%	0%	18%	12%	17%	20%	16%	20%	15%	14%	15%	15%	13%	11%	8%	13%	13%	16%	14%
3	25%	11%	25%	23%	21%	24%	29%	24%	29%	22%	27%	23%	25%	27%	21%	25%	25%	25%	30%
4	20%	16%	8%	10%	15%	18%	20%	16%	18%	27%	16%	28%	23%	29%	41%	16%	31%	20%	20%
5 - essential	12%	24%	6%	10%	8%	10%	8%	8%	12%	10%	18%	10%	19%	14%	9%	25%	17%	11%	12%
Not applicable - I have already done this	5%	12%	6%	9%	9%	4%	3%	5%	5%	6%	4%	3%	3%	3%	9%	11%	5%	5%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(64.E) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Fit an electric vehicle 'fast charge' point

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
1 - not at all important	23%	17%	22%	28%	27%	18%	23%	23%	26%	34%	19%	62%	15%	35%	60%
2	15%	16%	14%	15%	17%	11%	16%	17%	12%	3%	16%	12%	15%	19%	11%
3	25%	24%	29%	25%	23%	18%	24%	27%	28%	33%	26%	11%	27%	25%	13%
4	20%	22%	21%	18%	16%	22%	20%	19%	20%	6%	21%	8%	24%	12%	9%
5 - essential	12%	15%	10%	11%	9%	23%	12%	9%	8%	24%	13%	3%	14%	5%	4%
Not applicable - I have already done this	5%	6%	5%	4%	6%	8%	5%	6%	5%	0%	5%	4%	6%	5%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Change all lightbulbs to environmentally-friendly light bulbs

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
1 - not at all important	3%	5%	1%	2%	3%	5%	2%	3%	4%	3%	2%	2%	2%	3%	6%	4%	4%	3%	0%
2	4%	6%	5%	5%	3%	3%	3%	6%	3%	3%	3%	2%	6%	3%	3%	4%	3%	2%	1%
3	12%	20%	16%	14%	14%	8%	7%	14%	10%	10%	9%	14%	14%	11%	9%	10%	11%	9%	25%
4	21%	29%	32%	26%	19%	17%	14%	23%	19%	17%	18%	22%	19%	24%	19%	22%	23%	15%	25%
5 - essential	24%	30%	26%	25%	28%	24%	17%	29%	23%	22%	20%	24%	30%	23%	21%	26%	14%	25%	21%
Not applicable - I have already done this	37%	11%	20%	27%	34%	44%	57%	25%	40%	46%	47%	36%	30%	36%	40%	35%	44%	45%	27%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Change all lightbulbs to environmentally-friendly light bulbs

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
1 - not at all important	3%	4%	2%	4%	2%	5%	4%	2%	2%	13%	4%	3%	2%	2%	3%	4%	2%	4%	3%
2	4%	4%	3%	4%	3%	7%	5%	3%	3%	3%	3%	3%	3%	5%	3%	4%	4%	5%	2%
3	12%	14%	9%	11%	12%	14%	11%	11%	10%	14%	14%	13%	12%	9%	9%	13%	14%	14%	6%
4	21%	21%	20%	18%	22%	22%	18%	26%	15%	13%	21%	20%	24%	20%	17%	24%	21%	24%	20%
5 - essential	24%	24%	24%	22%	25%	22%	22%	27%	22%	22%	24%	21%	27%	22%	26%	22%	21%	26%	24%
Not applicable - I have already done this	37%	33%	42%	41%	37%	30%	41%	32%	48%	35%	34%	40%	32%	42%	42%	33%	37%	27%	45%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Change all lightbulbs to environmentally-friendly light bulbs

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
1 - not at all important	3%	3%	3%	4%	4%	2%	2%	3%	3%	*	*	*	*	*	1%	3%	1%	6%	3%
2	4%	4%	3%	4%	3%	6%	4%	3%	4%	*	*	*	*	*	4%	3%	4%	1%	3%
3	12%	15%	11%	12%	12%	10%	8%	10%	14%	*	*	*	*	*	14%	19%	11%	11%	6%
4	21%	25%	21%	26%	19%	13%	18%	18%	25%	*	*	*	*	*	30%	12%	27%	19%	17%
5 - essential	24%	28%	24%	21%	21%	22%	27%	21%	27%	*	*	*	*	*	29%	31%	25%	36%	21%
Not applicable - I have already done this	37%	25%	38%	34%	41%	47%	41%	45%	28%	*	*	*	*	*	22%	32%	32%	26%	50%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(65.D) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Change all lightbulbs to environmentally-friendly light bulbs

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
1 - not at all important	3%	0%	9%	5%	4%	3%	3%	3%	3%	4%	3%	3%	3%	3%	0%	2%	3%	3%	4%
2	4%	0%	6%	3%	2%	3%	2%	4%	3%	6%	5%	5%	5%	3%	3%	0%	4%	3%	3%
3	12%	0%	9%	14%	10%	11%	9%	12%	11%	11%	11%	15%	16%	14%	13%	14%	11%	11%	12%
4	21%	0%	19%	17%	16%	22%	23%	18%	23%	22%	24%	19%	20%	23%	24%	21%	27%	21%	17%
5 - essential	24%	77%	26%	22%	22%	22%	23%	20%	24%	20%	23%	26%	23%	25%	27%	30%	27%	24%	22%
Not applicable - I have already done this	37%	23%	31%	40%	47%	38%	39%	43%	37%	38%	33%	32%	33%	32%	33%	33%	28%	37%	41%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(65.E) In order to tackle climate change, how important or unimportant do you think it will be for you personally to make the following changes in your own home? Please rank the following on a scale from 1 to 10, where 1 is 'not at all important', and 10 is 'essential'.: Change all lightbulbs to environmentally-friendly light bulbs

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
1 - not at all important	3%	3%	3%	3%	4%	3%	3%	3%	4%	10%	1%	20%	1%	4%	20%
2	4%	4%	2%	5%	3%	3%	3%	3%	5%	3%	3%	8%	3%	6%	7%
3	12%	13%	14%	10%	8%	14%	11%	12%	11%	10%	11%	19%	10%	16%	11%
4	21%	21%	22%	20%	19%	24%	20%	21%	20%	18%	21%	13%	22%	20%	17%
5 - essential	24%	24%	22%	25%	25%	23%	23%	24%	25%	40%	25%	10%	27%	15%	11%
Not applicable - I have already done this	37%	36%	37%	37%	41%	32%	39%	38%	35%	18%	38%	31%	37%	39%	34%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install improved insulation

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
Very willing	18%	28%	21%	22%	19%	16%	13%	23%	16%	17%	18%	17%	20%	18%	16%	20%	18%	16%	15%
Somewhat willing	28%	29%	39%	31%	30%	27%	22%	33%	30%	26%	28%	30%	29%	27%	31%	29%	22%	30%	16%
Neither willing nor unwilling	10%	15%	8%	16%	8%	8%	8%	10%	10%	9%	7%	11%	13%	9%	7%	10%	8%	8%	17%
Somewhat unwilling	5%	10%	5%	3%	6%	6%	4%	7%	6%	6%	5%	3%	2%	4%	4%	7%	7%	3%	7%
Very unwilling	4%	5%	5%	3%	4%	4%	4%	5%	4%	6%	4%	3%	6%	4%	4%	1%	3%	2%	6%
Don't know	2%	5%	3%	1%	3%	3%	1%	1%	3%	3%	2%	5%	3%	3%	4%	0%	2%	1%	3%
Not applicable - My house already has this change	28%	7%	18%	22%	26%	34%	39%	16%	27%	29%	33%	29%	25%	29%	30%	28%	36%	34%	36%
Not applicable - This would not be viable in my house	4%	1%	1%	1%	4%	3%	7%	5%	5%	4%	3%	3%	2%	4%	5%	4%	3%	6%	0%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install improved insulation

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
Very willing	18%	20%	16%	15%	21%	18%	16%	20%	20%	18%	20%	17%	21%	21%	15%	19%	20%	21%	18%
Somewhat willing	28%	30%	27%	27%	30%	28%	27%	32%	31%	30%	25%	29%	32%	27%	27%	29%	31%	30%	25%
Neither willing nor unwilling	10%	10%	9%	9%	10%	13%	8%	11%	9%	16%	15%	9%	10%	10%	9%	9%	10%	12%	16%
Somewhat unwilling	5%	5%	5%	5%	5%	6%	5%	5%	4%	8%	5%	6%	5%	4%	6%	6%	5%	4%	8%
Very unwilling	4%	4%	4%	4%	3%	6%	4%	3%	3%	0%	7%	4%	3%	2%	5%	4%	3%	4%	2%
Don't know	2%	2%	2%	2%	2%	2%	2%	3%	2%	5%	2%	1%	2%	2%	3%	3%	1%	2%	2%
Not applicable - My house already has this change	28%	25%	32%	33%	26%	26%	33%	22%	26%	19%	24%	31%	23%	31%	33%	26%	26%	23%	24%
Not applicable - This would not be viable in my house	4%	3%	4%	5%	4%	1%	4%	3%	5%	3%	3%	3%	3%	4%	3%	3%	3%	4%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install improved insulation

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
Very willing	18%	23%	20%	15%	15%	15%	24%	15%	23%	*	*	*	*	*	23%	22%	18%	24%	14%
Somewhat willing	28%	33%	31%	28%	28%	22%	22%	25%	33%	*	*	*	*	*	32%	25%	35%	25%	26%
Neither willing nor unwilling	10%	13%	9%	12%	10%	7%	4%	10%	10%	*	*	*	*	*	11%	12%	14%	4%	7%
Somewhat unwilling	5%	5%	5%	7%	5%	6%	3%	5%	6%	*	*	*	*	*	7%	4%	4%	6%	5%
Very unwilling	4%	5%	2%	6%	5%	3%	2%	4%	3%	*	*	*	*	*	3%	5%	5%	3%	4%
Don't know	2%	1%	2%	4%	3%	2%	1%	2%	3%	*	*	*	*	*	3%	3%	3%	2%	2%
Not applicable - My house already has this change	28%	16%	26%	26%	30%	43%	38%	33%	22%	*	*	*	*	*	20%	28%	19%	34%	36%
Not applicable - This would not be viable in my house	4%	4%	4%	3%	4%	3%	6%	5%	2%	*	*	*	*	*	1%	1%	1%	1%	6%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.D) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install improved insulation

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
Very willing	18%	39%	11%	13%	16%	14%	16%	15%	15%	15%	25%	20%	20%	29%	24%	38%	28%	18%	18%
Somewhat willing	28%	13%	21%	25%	22%	25%	29%	32%	36%	30%	25%	34%	28%	30%	30%	20%	31%	29%	26%
Neither willing nor unwilling	10%	0%	16%	11%	13%	12%	8%	10%	9%	11%	10%	11%	8%	8%	13%	5%	7%	9%	12%
Somewhat unwilling	5%	0%	13%	5%	4%	6%	4%	5%	7%	7%	6%	6%	6%	4%	2%	3%	4%	5%	6%
Very unwilling	4%	14%	5%	5%	11%	5%	4%	2%	4%	3%	4%	2%	2%	4%	2%	4%	2%	4%	4%
Don't know	2%	12%	3%	1%	2%	2%	4%	3%	1%	2%	2%	1%	1%	2%	1%	4%	2%	2%	1%
Not applicable - My house already has this change	28%	22%	23%	33%	28%	29%	32%	30%	26%	30%	24%	25%	33%	22%	27%	23%	19%	29%	28%
Not applicable - This would not be viable in my house	4%	0%	7%	8%	4%	6%	4%	4%	3%	3%	4%	1%	3%	2%	1%	2%	5%	4%	5%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.E) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install improved insulation

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
Very willing	18%	22%	17%	18%	15%	25%	18%	17%	19%	11%	20%	6%	22%	10%	10%
Somewhat willing	28%	29%	29%	27%	28%	28%	29%	28%	29%	30%	29%	22%	31%	23%	23%
Neither willing nor unwilling	10%	8%	13%	9%	10%	11%	9%	10%	9%	9%	10%	11%	9%	15%	8%
Somewhat unwilling	5%	5%	7%	6%	5%	4%	5%	6%	7%	4%	5%	11%	4%	9%	9%
Very unwilling	4%	3%	4%	5%	4%	5%	3%	4%	7%	10%	3%	15%	2%	4%	14%
Don't know	2%	1%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%
Not applicable - My house already has this change	28%	28%	24%	30%	32%	23%	31%	28%	23%	33%	28%	29%	28%	30%	29%
Not applicable - This would not be viable in my house	4%	4%	3%	4%	4%	3%	4%	3%	4%	0%	4%	5%	3%	5%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install triple-glazed windows

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
Very willing	13%	18%	19%	16%	14%	13%	8%	14%	13%	13%	14%	12%	13%	14%	17%	15%	17%	10%	10%
Somewhat willing	28%	25%	36%	33%	31%	26%	22%	32%	24%	24%	27%	28%	28%	29%	23%	33%	26%	31%	28%
Neither willing nor unwilling	18%	23%	15%	17%	16%	21%	18%	14%	21%	21%	15%	22%	22%	17%	18%	16%	16%	16%	18%
Somewhat unwilling	13%	14%	10%	12%	10%	13%	16%	13%	13%	13%	12%	10%	12%	14%	17%	15%	11%	10%	13%
Very unwilling	12%	9%	6%	8%	14%	14%	14%	10%	13%	13%	11%	11%	12%	12%	10%	8%	13%	11%	22%
Don't know	3%	3%	2%	2%	4%	3%	5%	4%	2%	5%	4%	5%	4%	3%	4%	1%	3%	4%	3%
Not applicable - My house already has this change	8%	8%	9%	9%	7%	7%	9%	8%	7%	8%	12%	8%	8%	7%	5%	7%	9%	13%	5%
Not applicable - This would not be viable in my house	4%	1%	3%	2%	3%	4%	8%	4%	6%	4%	5%	4%	2%	4%	5%	5%	4%	5%	1%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install triple-glazed windows

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
Very willing	13%	15%	12%	12%	15%	11%	11%	17%	10%	24%	11%	11%	17%	9%	12%	12%	14%	20%	22%
Somewhat willing	28%	28%	27%	28%	29%	24%	26%	32%	35%	31%	21%	26%	31%	36%	26%	25%	31%	30%	26%
Neither willing nor unwilling	18%	20%	16%	17%	18%	18%	18%	17%	19%	13%	23%	20%	17%	19%	18%	20%	18%	15%	15%
Somewhat unwilling	13%	13%	13%	12%	13%	18%	13%	12%	14%	11%	17%	14%	11%	15%	15%	14%	12%	10%	11%
Very unwilling	12%	12%	12%	15%	9%	12%	14%	8%	11%	11%	12%	13%	10%	9%	13%	12%	11%	9%	15%
Don't know	3%	3%	4%	4%	4%	1%	4%	3%	4%	0%	3%	4%	2%	4%	4%	5%	2%	3%	5%
Not applicable - My house already has this change	8%	6%	10%	8%	8%	11%	10%	7%	3%	5%	9%	9%	8%	5%	9%	8%	7%	11%	2%
Not applicable - This would not be viable in my house	4%	4%	5%	5%	4%	5%	4%	4%	4%	6%	5%	4%	3%	2%	3%	4%	5%	3%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install triple-glazed windows

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
Very willing	13%	17%	13%	13%	9%	14%	18%	12%	16%	*	*	*	*	*	20%	22%	14%	15%	10%
Somewhat willing	28%	29%	32%	26%	27%	24%	23%	25%	32%	*	*	*	*	*	34%	33%	37%	32%	24%
Neither willing nor unwilling	18%	16%	18%	17%	19%	18%	19%	18%	18%	*	*	*	*	*	17%	19%	18%	14%	19%
Somewhat unwilling	13%	12%	12%	16%	14%	12%	10%	14%	11%	*	*	*	*	*	10%	7%	10%	11%	15%
Very unwilling	12%	10%	10%	13%	14%	14%	7%	14%	9%	*	*	*	*	*	7%	10%	10%	10%	15%
Don't know	3%	4%	3%	4%	3%	3%	5%	4%	3%	*	*	*	*	*	2%	3%	3%	4%	4%
Not applicable - My house already has this change	8%	8%	8%	8%	8%	9%	9%	8%	9%	*	*	*	*	*	8%	5%	7%	10%	8%
Not applicable - This would not be viable in my house	4%	3%	3%	2%	6%	5%	10%	5%	3%	*	*	*	*	*	1%	3%	1%	3%	6%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.D) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install triple-glazed windows

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
Very willing	13%	73%	12%	9%	11%	10%	14%	12%	10%	11%	17%	15%	14%	20%	16%	27%	18%	14%	12%
Somewhat willing	28%	13%	21%	26%	25%	26%	28%	24%	28%	32%	28%	32%	31%	31%	27%	31%	35%	28%	26%
Neither willing nor unwilling	18%	0%	21%	26%	13%	20%	17%	24%	23%	17%	16%	17%	18%	13%	13%	14%	14%	17%	20%
Somewhat unwilling	13%	0%	12%	11%	15%	14%	15%	12%	15%	12%	13%	15%	7%	12%	14%	4%	11%	13%	13%
Very unwilling	12%	0%	15%	14%	16%	10%	15%	13%	11%	12%	12%	8%	7%	10%	12%	12%	7%	12%	11%
Don't know	3%	0%	4%	2%	7%	6%	4%	4%	4%	2%	3%	2%	1%	0%	3%	4%	4%	3%	5%
Not applicable - My house already has this change	8%	14%	6%	6%	10%	8%	4%	6%	6%	10%	6%	9%	16%	9%	13%	6%	11%	8%	8%
Not applicable - This would not be viable in my house	4%	0%	8%	7%	2%	7%	3%	5%	5%	4%	5%	2%	5%	4%	2%	3%	1%	4%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.E) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install triple-glazed windows

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
Very willing	13%	17%	11%	13%	11%	22%	13%	12%	15%	11%	14%	7%	16%	6%	11%
Somewhat willing	28%	28%	30%	29%	25%	29%	27%	28%	29%	35%	29%	15%	31%	21%	18%
Neither willing nor unwilling	18%	15%	18%	19%	22%	15%	18%	20%	15%	14%	18%	19%	17%	23%	16%
Somewhat unwilling	13%	14%	13%	12%	13%	9%	14%	13%	12%	11%	13%	15%	12%	18%	14%
Very unwilling	12%	10%	14%	10%	14%	10%	12%	12%	11%	13%	10%	31%	8%	16%	30%
Don't know	3%	3%	3%	4%	4%	5%	3%	3%	3%	3%	3%	2%	3%	4%	2%
Not applicable - My house already has this change	8%	9%	8%	8%	7%	7%	8%	9%	9%	10%	8%	7%	9%	9%	5%
Not applicable - This would not be viable in my house	4%	4%	4%	5%	5%	3%	5%	3%	5%	3%	4%	5%	4%	3%	5%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install solar panels on the roof

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
Very willing	16%	30%	22%	23%	17%	12%	9%	21%	14%	14%	15%	16%	17%	14%	18%	17%	13%	22%	19%
Somewhat willing	25%	30%	34%	34%	25%	24%	15%	28%	22%	23%	26%	21%	27%	22%	25%	25%	27%	26%	23%
Neither willing nor unwilling	13%	13%	10%	14%	12%	14%	14%	11%	16%	15%	11%	16%	15%	13%	10%	14%	11%	11%	13%
Somewhat unwilling	11%	10%	15%	9%	11%	10%	12%	9%	11%	14%	9%	11%	12%	13%	11%	13%	13%	7%	7%
Very unwilling	14%	8%	8%	8%	15%	18%	19%	11%	15%	10%	16%	18%	13%	16%	16%	14%	14%	11%	21%
Don't know	3%	0%	4%	3%	3%	3%	2%	1%	2%	4%	3%	4%	5%	2%	2%	2%	2%	4%	4%
Not applicable - My house already has this change	6%	6%	3%	3%	6%	8%	9%	2%	6%	7%	9%	7%	6%	9%	8%	5%	8%	5%	10%
Not applicable - This would not be viable in my house	11%	2%	4%	6%	11%	11%	20%	15%	13%	13%	11%	8%	5%	12%	10%	10%	13%	13%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install solar panels on the roof

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
Very willing	16%	18%	15%	13%	19%	13%	12%	22%	16%	12%	15%	14%	21%	15%	12%	15%	18%	25%	29%
Somewhat willing	25%	26%	24%	21%	27%	27%	23%	27%	25%	17%	25%	23%	28%	32%	24%	25%	26%	28%	20%
Neither willing nor unwilling	13%	14%	13%	14%	13%	12%	14%	13%	14%	17%	11%	14%	14%	14%	13%	12%	15%	10%	10%
Somewhat unwilling	11%	10%	12%	12%	10%	12%	12%	10%	11%	8%	11%	13%	9%	11%	12%	10%	12%	9%	5%
Very unwilling	14%	14%	14%	20%	10%	14%	18%	8%	10%	13%	20%	18%	9%	7%	17%	17%	12%	8%	21%
Don't know	3%	2%	3%	3%	3%	4%	2%	3%	3%	0%	3%	1%	3%	2%	3%	4%	2%	3%	0%
Not applicable - My house already has this change	6%	6%	7%	7%	6%	7%	7%	5%	9%	11%	5%	6%	6%	8%	6%	6%	7%	6%	7%
Not applicable - This would not be viable in my house	11%	10%	12%	12%	11%	12%	11%	11%	13%	23%	11%	11%	10%	11%	12%	11%	9%	11%	7%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.C) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install solar panels on the roof

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
Very willing	16%	21%	15%	17%	12%	16%	23%	13%	21%	*	*	*	*	*	25%	19%	21%	23%	10%
Somewhat willing	25%	27%	28%	25%	22%	19%	22%	18%	33%	*	*	*	*	*	34%	30%	31%	29%	19%
Neither willing nor unwilling	13%	12%	15%	13%	14%	10%	11%	14%	12%	*	*	*	*	*	13%	15%	14%	12%	14%
Somewhat unwilling	11%	10%	11%	12%	13%	11%	6%	11%	11%	*	*	*	*	*	11%	6%	14%	4%	12%
Very unwilling	14%	9%	12%	19%	18%	16%	10%	18%	9%	*	*	*	*	*	9%	12%	7%	15%	20%
Don't know	3%	2%	4%	2%	2%	2%	4%	2%	3%	*	*	*	*	*	2%	4%	5%	3%	3%
Not applicable - My house already has this change	6%	4%	6%	4%	6%	12%	12%	8%	4%	*	*	*	*	*	5%	7%	4%	11%	7%
Not applicable - This would not be viable in my house	11%	14%	10%	6%	12%	14%	11%	15%	6%	*	*	*	*	*	2%	6%	4%	2%	16%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.D) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install solar panels on the roof

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
Very willing	16%	22%	16%	12%	9%	12%	13%	12%	15%	17%	18%	19%	20%	22%	27%	33%	28%	17%	15%
Somewhat willing	25%	24%	16%	18%	22%	23%	23%	23%	26%	24%	24%	29%	37%	25%	30%	24%	25%	25%	22%
Neither willing nor unwilling	13%	0%	18%	14%	18%	13%	13%	12%	17%	16%	14%	15%	9%	11%	5%	10%	10%	14%	11%
Somewhat unwilling	11%	0%	16%	11%	8%	13%	14%	11%	11%	12%	10%	11%	9%	15%	13%	4%	9%	11%	14%
Very unwilling	14%	16%	10%	18%	19%	16%	17%	14%	13%	15%	13%	13%	11%	8%	10%	7%	12%	14%	14%
Don't know	3%	0%	3%	1%	2%	3%	4%	4%	3%	3%	4%	0%	1%	2%	3%	4%	1%	3%	4%
Not applicable - My house already has this change	6%	14%	6%	9%	4%	5%	7%	7%	5%	7%	5%	7%	4%	9%	5%	5%	7%	6%	9%
Not applicable - This would not be viable in my house	11%	24%	15%	18%	18%	14%	10%	16%	10%	6%	11%	5%	9%	8%	7%	13%	7%	11%	12%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.E) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Install solar panels on the roof

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
Very willing	16%	22%	13%	16%	13%	27%	15%	16%	18%	18%	18%	6%	20%	7%	6%
Somewhat willing	25%	26%	27%	24%	19%	25%	25%	23%	27%	27%	26%	12%	27%	21%	15%
Neither willing nor unwilling	13%	12%	13%	13%	15%	9%	12%	15%	17%	4%	13%	13%	13%	17%	9%
Somewhat unwilling	11%	9%	12%	12%	13%	9%	11%	12%	11%	11%	11%	12%	10%	16%	12%
Very unwilling	14%	11%	14%	15%	19%	12%	14%	15%	12%	22%	12%	38%	10%	19%	39%
Don't know	3%	2%	4%	3%	3%	1%	3%	3%	2%	6%	3%	2%	3%	4%	1%
Not applicable - My house already has this change	6%	7%	6%	7%	6%	8%	7%	6%	4%	6%	6%	7%	6%	7%	7%
Not applicable - This would not be viable in my house	11%	10%	13%	11%	13%	8%	13%	10%	9%	6%	11%	9%	11%	10%	11%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Change all lightbulbs to environmentally-friendly light bulbs

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
Very willing	23%	33%	29%	29%	26%	19%	16%	25%	23%	17%	21%	19%	20%	20%	25%	31%	26%	27%	21%
Somewhat willing	18%	23%	27%	22%	17%	17%	12%	24%	17%	13%	16%	16%	23%	18%	22%	19%	14%	11%	17%
Neither willing nor unwilling	7%	14%	7%	9%	7%	5%	5%	9%	6%	6%	5%	8%	9%	7%	4%	4%	7%	5%	10%
Somewhat unwilling	3%	9%	4%	2%	3%	2%	3%	4%	3%	5%	4%	1%	2%	3%	4%	2%	2%	2%	5%
Very unwilling	3%	7%	4%	2%	3%	2%	2%	4%	1%	4%	2%	4%	3%	3%	4%	2%	4%	2%	5%
Don't know	1%	3%	2%	1%	1%	1%	0%	2%	0%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%
Not applicable - My house already has this change	44%	12%	26%	36%	42%	52%	59%	31%	48%	51%	50%	48%	40%	45%	38%	39%	45%	49%	39%
Not applicable - This would not be viable in my house	2%	0%	0%	0%	1%	3%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Change all lightbulbs to environmentally-friendly light bulbs

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
Very willing	23%	25%	21%	19%	26%	23%	19%	27%	17%	20%	30%	18%	28%	18%	22%	23%	23%	30%	21%
Somewhat willing	18%	19%	17%	16%	18%	21%	17%	18%	19%	20%	20%	21%	18%	21%	15%	18%	22%	19%	18%
Neither willing nor unwilling	7%	9%	5%	8%	6%	6%	7%	7%	5%	8%	5%	8%	7%	6%	7%	7%	7%	7%	8%
Somewhat unwilling	3%	4%	3%	3%	2%	5%	3%	3%	2%	3%	3%	4%	3%	3%	4%	3%	3%	3%	3%
Very unwilling	3%	3%	3%	3%	2%	4%	3%	3%	1%	6%	4%	2%	3%	1%	2%	4%	2%	5%	0%
Don't know	1%	1%	1%	1%	1%	3%	1%	1%	3%	3%	2%	0%	1%	2%	1%	2%	1%	1%	2%
Not applicable - My house already has this change	44%	38%	49%	48%	43%	37%	48%	38%	51%	40%	35%	45%	39%	47%	47%	41%	42%	35%	44%
Not applicable - This would not be viable in my house	2%	1%	2%	1%	2%	1%	2%	2%	2%	0%	1%	2%	1%	2%	2%	1%	1%	1%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.C) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Change all lightbulbs to environmentally-friendly light bulbs

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
Very willing	23%	30%	23%	21%	23%	20%	22%	20%	28%	*	*	*	*	*	32%	28%	24%	27%	18%
Somewhat willing	18%	23%	20%	19%	14%	13%	17%	16%	21%	*	*	*	*	*	25%	16%	16%	22%	14%
Neither willing nor unwilling	7%	9%	5%	6%	7%	6%	6%	6%	8%	*	*	*	*	*	6%	9%	14%	3%	5%
Somewhat unwilling	3%	3%	2%	5%	3%	3%	3%	3%	3%	*	*	*	*	*	4%	1%	3%	3%	3%
Very unwilling	3%	4%	3%	4%	4%	1%	1%	2%	3%	*	*	*	*	*	4%	3%	4%	2%	2%
Don't know	1%	1%	1%	2%	1%	1%	0%	1%	2%	*	*	*	*	*	2%	3%	1%	1%	1%
Not applicable - My house already has this change	44%	29%	45%	40%	46%	54%	51%	50%	34%	*	*	*	*	*	28%	41%	37%	41%	55%
Not applicable - This would not be viable in my house	2%	0%	2%	2%	2%	3%	1%	2%	1%	*	*	*	*	*	1%	0%	1%	0%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.D) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Change all lightbulbs to environmentally-friendly light bulbs

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
Very willing	23%	51%	20%	19%	18%	23%	20%	22%	23%	17%	27%	29%	24%	26%	30%	35%	28%	24%	19%
Somewhat willing	18%	13%	13%	18%	19%	19%	15%	17%	19%	18%	19%	19%	20%	15%	17%	19%	25%	18%	13%
Neither willing nor unwilling	7%	0%	16%	10%	4%	7%	9%	8%	5%	9%	6%	6%	8%	4%	0%	3%	2%	6%	9%
Somewhat unwilling	3%	0%	2%	5%	3%	6%	3%	1%	6%	2%	3%	4%	2%	2%	2%	1%	2%	3%	5%
Very unwilling	3%	14%	4%	2%	7%	2%	4%	2%	1%	5%	3%	2%	1%	3%	2%	1%	5%	3%	4%
Don't know	1%	0%	2%	1%	0%	0%	2%	1%	1%	2%	1%	0%	1%	1%	0%	5%	1%	1%	1%
Not applicable - My house already has this change	44%	22%	43%	41%	48%	42%	46%	45%	43%	45%	40%	39%	43%	48%	49%	37%	36%	44%	47%
Not applicable - This would not be viable in my house	2%	0%	1%	4%	3%	2%	2%	2%	2%	1%	2%	1%	0%	1%	0%	0%	2%	1%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.E) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Change all lightbulbs to environmentally-friendly light bulbs

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
Very willing	23%	26%	20%	24%	22%	31%	22%	22%	26%	21%	25%	11%	27%	14%	16%
Somewhat willing	18%	18%	20%	16%	16%	22%	17%	17%	20%	31%	18%	19%	19%	16%	17%
Neither willing nor unwilling	7%	6%	7%	8%	7%	7%	7%	7%	6%	4%	6%	13%	5%	12%	10%
Somewhat unwilling	3%	3%	4%	3%	3%	4%	3%	3%	4%	0%	3%	5%	2%	5%	6%
Very unwilling	3%	3%	3%	3%	3%	4%	2%	2%	5%	10%	2%	12%	1%	4%	11%
Don't know	1%	1%	1%	2%	1%	0%	1%	1%	2%	0%	1%	1%	1%	2%	0%
Not applicable - My house already has this change	44%	42%	44%	44%	46%	29%	46%	46%	37%	35%	44%	36%	44%	45%	39%
Not applicable - This would not be viable in my house	2%	1%	2%	2%	2%	2%	2%	2%	1%	0%	2%	2%	2%	2%	1%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Fit an electric vehicle 'fast charge' point

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
Very willing	9%	16%	11%	13%	10%	8%	5%	10%	10%	9%	9%	7%	10%	7%	10%	12%	10%	5%	7%
Somewhat willing	19%	20%	27%	24%	22%	16%	12%	26%	19%	16%	19%	12%	18%	18%	17%	20%	18%	19%	22%
Neither willing nor unwilling	17%	20%	15%	19%	17%	17%	15%	15%	14%	20%	12%	23%	20%	13%	15%	18%	18%	17%	14%
Somewhat unwilling	11%	13%	14%	9%	10%	9%	11%	8%	12%	11%	13%	10%	10%	14%	12%	11%	7%	10%	12%
Very unwilling	18%	14%	15%	15%	17%	20%	22%	15%	19%	20%	20%	20%	17%	20%	16%	16%	21%	14%	16%
Don't know	5%	3%	5%	5%	4%	6%	6%	3%	3%	7%	6%	9%	5%	5%	7%	3%	3%	7%	11%
Not applicable - My house already has this change	3%	4%	2%	3%	3%	4%	4%	2%	3%	1%	3%	5%	6%	2%	7%	4%	2%	2%	1%
Not applicable - This would not be viable in my house	18%	10%	11%	12%	17%	21%	27%	20%	20%	14%	18%	15%	14%	21%	16%	15%	22%	25%	16%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Fit an electric vehicle 'fast charge' point

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
Very willing	9%	10%	8%	7%	12%	7%	7%	12%	10%	21%	6%	7%	12%	10%	6%	8%	10%	15%	24%
Somewhat willing	19%	20%	17%	16%	22%	16%	19%	23%	21%	6%	9%	20%	23%	22%	12%	19%	23%	27%	25%
Neither willing nor unwilling	17%	16%	17%	16%	18%	15%	15%	18%	20%	8%	18%	17%	16%	19%	18%	15%	18%	17%	8%
Somewhat unwilling	11%	10%	11%	12%	9%	9%	12%	9%	10%	13%	10%	14%	10%	10%	11%	11%	11%	8%	4%
Very unwilling	18%	18%	18%	23%	12%	25%	23%	12%	12%	18%	28%	19%	13%	13%	21%	19%	15%	13%	25%
Don't know	5%	4%	6%	5%	5%	4%	5%	5%	4%	5%	4%	5%	5%	2%	7%	6%	3%	4%	2%
Not applicable - My house already has this change	3%	3%	3%	3%	3%	5%	3%	4%	4%	3%	3%	4%	3%	2%	3%	3%	3%	3%	0%
Not applicable - This would not be viable in my house	18%	17%	19%	19%	18%	20%	16%	18%	19%	25%	21%	15%	18%	22%	21%	20%	16%	12%	12%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.C) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Fit an electric vehicle 'fast charge' point

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
Very willing	9%	14%	10%	5%	6%	9%	15%	8%	10%	*	*	*	*	*	17%	11%	13%	15%	5%
Somewhat willing	19%	21%	22%	18%	16%	15%	15%	15%	24%	*	*	*	*	*	24%	25%	23%	28%	16%
Neither willing nor unwilling	17%	16%	17%	17%	16%	17%	14%	16%	17%	*	*	*	*	*	20%	18%	22%	16%	16%
Somewhat unwilling	11%	9%	10%	12%	10%	13%	12%	11%	11%	*	*	*	*	*	10%	7%	8%	11%	10%
Very unwilling	18%	16%	15%	22%	23%	19%	14%	20%	16%	*	*	*	*	*	14%	16%	15%	14%	22%
Don't know	5%	3%	6%	6%	4%	7%	7%	6%	4%	*	*	*	*	*	5%	6%	5%	2%	6%
Not applicable - My house already has this change	3%	3%	3%	2%	3%	4%	7%	3%	4%	*	*	*	*	*	2%	4%	4%	6%	3%
Not applicable - This would not be viable in my house	18%	18%	18%	19%	22%	16%	16%	22%	13%	*	*	*	*	*	8%	14%	11%	9%	22%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.D) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Fit an electric vehicle 'fast charge' point

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
Very willing	9%	50%	4%	5%	6%	5%	7%	6%	5%	8%	10%	11%	14%	11%	17%	28%	17%	9%	10%
Somewhat willing	19%	13%	9%	14%	15%	12%	15%	14%	17%	24%	20%	27%	28%	22%	24%	18%	34%	19%	13%
Neither willing nor unwilling	17%	11%	24%	14%	12%	19%	17%	19%	19%	23%	17%	16%	14%	19%	10%	15%	9%	16%	21%
Somewhat unwilling	11%	0%	7%	8%	6%	14%	12%	10%	17%	11%	12%	8%	14%	8%	14%	4%	8%	10%	16%
Very unwilling	18%	14%	14%	18%	25%	20%	22%	19%	18%	14%	19%	20%	14%	17%	10%	11%	13%	19%	15%
Don't know	5%	0%	6%	7%	4%	6%	6%	9%	3%	4%	5%	3%	2%	5%	7%	5%	3%	5%	4%
Not applicable - My house already has this change	3%	0%	3%	3%	2%	2%	3%	0%	2%	2%	1%	4%	3%	6%	11%	9%	5%	3%	2%
Not applicable - This would not be viable in my house	18%	12%	34%	31%	31%	23%	18%	23%	19%	15%	15%	11%	10%	13%	8%	11%	11%	18%	19%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.E) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Fit an electric vehicle 'fast charge' point

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
Very willing	9%	14%	7%	7%	8%	17%	9%	6%	10%	17%	10%	3%	11%	4%	4%
Somewhat willing	19%	22%	22%	16%	14%	24%	19%	18%	15%	23%	20%	9%	23%	11%	6%
Neither willing nor unwilling	17%	18%	17%	16%	14%	15%	17%	16%	18%	10%	17%	9%	17%	19%	5%
Somewhat unwilling	11%	9%	11%	11%	12%	10%	12%	10%	12%	3%	11%	11%	10%	12%	11%
Very unwilling	18%	15%	17%	22%	20%	13%	17%	21%	19%	24%	15%	46%	11%	28%	51%
Don't know	5%	3%	6%	6%	7%	4%	5%	5%	7%	10%	5%	2%	5%	5%	3%
Not applicable - My house already has this change	3%	5%	3%	2%	2%	4%	4%	3%	2%	0%	3%	2%	3%	3%	2%
Not applicable - This would not be viable in my house	18%	14%	18%	19%	24%	12%	18%	20%	18%	13%	18%	17%	19%	17%	17%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
Very willing	11%	20%	13%	13%	9%	9%	9%	18%	10%	8%	11%	7%	12%	7%	7%	11%	10%	13%	8%
Somewhat willing	23%	23%	32%	22%	23%	21%	19%	23%	20%	21%	21%	23%	27%	25%	30%	24%	19%	22%	21%
Neither willing nor unwilling	17%	15%	14%	19%	17%	19%	16%	18%	16%	21%	14%	19%	19%	12%	16%	19%	14%	15%	18%
Somewhat unwilling	15%	17%	14%	15%	15%	14%	17%	15%	16%	15%	17%	15%	14%	19%	14%	16%	17%	11%	14%
Very unwilling	22%	14%	17%	22%	25%	25%	23%	17%	26%	22%	21%	22%	17%	26%	23%	21%	25%	24%	28%
Don't know	6%	6%	5%	6%	6%	7%	6%	4%	6%	8%	5%	9%	4%	6%	3%	6%	6%	9%	7%
Not applicable - My house already has this change	3%	4%	1%	2%	2%	2%	4%	1%	2%	2%	3%	2%	2%	2%	3%	2%	5%	4%	0%
Not applicable - This would not be viable in my house	3%	1%	2%	2%	2%	3%	6%	3%	3%	3%	7%	3%	4%	3%	3%	1%	4%	3%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
Very willing	11%	12%	10%	8%	13%	13%	9%	14%	10%	11%	12%	9%	14%	12%	9%	11%	11%	15%	24%
Somewhat willing	23%	22%	23%	22%	24%	18%	24%	24%	22%	26%	16%	26%	24%	25%	21%	22%	26%	23%	21%
Neither willing nor unwilling	17%	17%	17%	18%	16%	19%	16%	17%	19%	21%	22%	19%	16%	19%	22%	16%	16%	15%	10%
Somewhat unwilling	15%	16%	15%	13%	18%	12%	14%	19%	17%	8%	14%	15%	19%	14%	14%	15%	15%	17%	25%
Very unwilling	22%	23%	21%	26%	19%	25%	25%	15%	21%	24%	24%	22%	17%	21%	22%	23%	22%	18%	15%
Don't know	6%	5%	7%	5%	6%	8%	6%	5%	4%	3%	8%	5%	5%	5%	7%	7%	4%	7%	4%
Not applicable - My house already has this change	3%	2%	3%	3%	2%	1%	3%	3%	3%	0%	2%	2%	3%	1%	3%	2%	2%	1%	3%
Not applicable - This would not be viable in my house	3%	3%	4%	5%	2%	3%	3%	2%	4%	6%	2%	3%	2%	4%	3%	4%	3%	3%	0%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.C) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
Very willing	11%	17%	11%	7%	8%	9%	14%	10%	12%	*	*	*	*	*	14%	13%	7%	16%	9%
Somewhat willing	23%	26%	23%	26%	22%	18%	16%	20%	26%	*	*	*	*	*	30%	22%	26%	25%	21%
Neither willing nor unwilling	17%	15%	17%	19%	18%	14%	19%	17%	18%	*	*	*	*	*	14%	17%	20%	20%	18%
Somewhat unwilling	15%	13%	17%	14%	15%	17%	15%	16%	15%	*	*	*	*	*	15%	22%	13%	13%	16%
Very unwilling	22%	19%	22%	24%	23%	28%	12%	23%	20%	*	*	*	*	*	19%	16%	21%	17%	22%
Don't know	6%	3%	5%	6%	6%	9%	8%	6%	6%	*	*	*	*	*	4%	7%	7%	6%	6%
Not applicable - My house already has this change	3%	3%	1%	2%	4%	3%	6%	3%	2%	*	*	*	*	*	2%	1%	4%	3%	3%
Not applicable - This would not be viable in my house	3%	3%	3%	2%	3%	3%	8%	5%	2%	*	*	*	*	*	0%	2%	2%	0%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.D) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
Very willing	11%	12%	7%	10%	12%	8%	6%	10%	9%	8%	11%	12%	15%	18%	13%	22%	23%	11%	11%
Somewhat willing	23%	0%	24%	24%	21%	20%	25%	15%	30%	22%	24%	24%	26%	21%	27%	19%	23%	23%	22%
Neither willing nor unwilling	17%	24%	21%	18%	20%	23%	18%	17%	18%	19%	14%	16%	12%	16%	12%	8%	14%	17%	16%
Somewhat unwilling	15%	11%	13%	14%	9%	12%	18%	19%	10%	16%	19%	16%	19%	15%	18%	16%	20%	15%	16%
Very unwilling	22%	37%	22%	19%	23%	24%	23%	23%	22%	23%	25%	24%	21%	24%	23%	16%	12%	22%	24%
Don't know	6%	16%	6%	4%	5%	7%	5%	9%	6%	6%	3%	4%	4%	5%	5%	10%	4%	6%	6%
Not applicable - My house already has this change	3%	0%	1%	3%	5%	3%	3%	3%	2%	2%	2%	2%	2%	0%	1%	5%	2%	3%	2%
Not applicable - This would not be viable in my house	3%	0%	6%	8%	5%	3%	3%	3%	3%	4%	3%	2%	1%	1%	0%	3%	2%	4%	3%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.E) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
Very willing	11%	15%	8%	9%	9%	21%	11%	8%	10%	17%	12%	4%	14%	4%	2%
Somewhat willing	23%	23%	26%	19%	23%	24%	24%	20%	24%	20%	24%	11%	27%	13%	10%
Neither willing nor unwilling	17%	15%	15%	19%	19%	10%	16%	19%	20%	20%	17%	14%	16%	21%	12%
Somewhat unwilling	15%	17%	13%	17%	14%	17%	15%	17%	14%	13%	16%	13%	15%	18%	11%
Very unwilling	22%	21%	24%	22%	22%	18%	23%	23%	22%	16%	19%	50%	16%	31%	53%
Don't know	6%	4%	7%	6%	7%	5%	5%	7%	6%	10%	6%	3%	5%	7%	4%
Not applicable - My house already has this change	3%	2%	2%	4%	2%	3%	2%	3%	2%	3%	3%	1%	3%	2%	1%
Not applicable - This would not be viable in my house	3%	2%	4%	4%	4%	2%	4%	4%	3%	0%	3%	5%	3%	3%	6%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas oven with an electric oven

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
Very willing	10%	18%	15%	13%	7%	8%	6%	13%	8%	9%	9%	6%	10%	11%	12%	11%	11%	8%	5%
Somewhat willing	15%	31%	27%	19%	15%	8%	9%	25%	16%	14%	10%	12%	13%	13%	15%	17%	16%	17%	10%
Neither willing nor unwilling	9%	13%	10%	13%	9%	9%	7%	11%	6%	12%	8%	14%	15%	6%	6%	10%	8%	8%	6%
Somewhat unwilling	7%	12%	8%	7%	6%	8%	5%	9%	6%	9%	6%	6%	7%	6%	9%	7%	9%	5%	5%
Very unwilling	8%	6%	6%	6%	10%	8%	7%	6%	10%	8%	7%	8%	9%	8%	7%	5%	8%	5%	10%
Don't know	2%	2%	3%	1%	2%	2%	2%	2%	1%	3%	1%	3%	4%	1%	2%	1%	2%	4%	1%
Not applicable - My house already has this change	44%	15%	28%	38%	46%	51%	56%	31%	48%	40%	50%	49%	40%	49%	46%	43%	40%	49%	55%
Not applicable - This would not be viable in my house	5%	2%	2%	3%	4%	7%	9%	3%	5%	6%	9%	3%	3%	5%	3%	6%	7%	4%	8%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas oven with an electric oven

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
Very willing	10%	10%	9%	8%	11%	10%	8%	13%	4%	15%	12%	8%	11%	9%	9%	9%	8%	15%	18%
Somewhat willing	15%	18%	13%	13%	16%	15%	14%	18%	18%	12%	16%	15%	18%	19%	10%	15%	20%	19%	10%
Neither willing nor unwilling	9%	11%	8%	10%	9%	10%	9%	12%	5%	11%	9%	9%	10%	9%	11%	11%	8%	11%	9%
Somewhat unwilling	7%	7%	7%	7%	7%	9%	7%	8%	8%	5%	4%	7%	8%	6%	7%	8%	7%	7%	5%
Very unwilling	8%	9%	6%	10%	5%	11%	9%	5%	8%	8%	12%	9%	6%	7%	9%	8%	8%	5%	10%
Don't know	2%	2%	2%	2%	2%	3%	1%	3%	1%	0%	3%	1%	2%	1%	2%	2%	1%	3%	2%
Not applicable - My house already has this change	44%	38%	49%	45%	46%	38%	47%	38%	50%	38%	38%	46%	40%	46%	47%	41%	42%	39%	38%
Not applicable - This would not be viable in my house	5%	5%	6%	6%	5%	4%	5%	5%	5%	11%	6%	4%	4%	4%	6%	5%	5%	2%	9%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.C) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas oven with an electric oven

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
Very willing	10%	17%	10%	8%	7%	6%	9%	8%	12%	*	*	*	*	*	17%	14%	4%	11%	7%
Somewhat willing	15%	20%	17%	19%	13%	10%	11%	12%	21%	*	*	*	*	*	23%	18%	13%	15%	9%
Neither willing nor unwilling	9%	13%	9%	8%	11%	5%	9%	8%	11%	*	*	*	*	*	10%	9%	18%	9%	6%
Somewhat unwilling	7%	9%	8%	7%	5%	7%	5%	7%	7%	*	*	*	*	*	6%	8%	7%	7%	7%
Very unwilling	8%	8%	7%	9%	7%	7%	8%	9%	6%	*	*	*	*	*	6%	11%	9%	6%	8%
Don't know	2%	2%	2%	3%	2%	2%	0%	2%	2%	*	*	*	*	*	4%	2%	3%	2%	2%
Not applicable - My house already has this change	44%	29%	42%	42%	49%	55%	50%	48%	38%	*	*	*	*	*	33%	35%	43%	45%	54%
Not applicable - This would not be viable in my house	5%	3%	5%	4%	5%	8%	8%	7%	3%	*	*	*	*	*	1%	3%	3%	5%	8%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.D) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas oven with an electric oven

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
Very willing	10%	22%	8%	9%	8%	5%	7%	11%	8%	6%	11%	13%	11%	14%	9%	21%	15%	10%	8%
Somewhat willing	15%	29%	20%	9%	12%	16%	16%	10%	16%	14%	20%	18%	16%	17%	12%	23%	26%	15%	13%
Neither willing nor unwilling	9%	11%	13%	9%	10%	12%	11%	9%	12%	11%	8%	9%	4%	6%	9%	8%	7%	9%	10%
Somewhat unwilling	7%	14%	11%	7%	3%	8%	9%	9%	12%	6%	4%	6%	9%	6%	3%	2%	5%	7%	11%
Very unwilling	8%	0%	5%	11%	13%	8%	9%	6%	3%	10%	8%	7%	5%	6%	7%	8%	5%	8%	5%
Don't know	2%	0%	0%	1%	1%	3%	3%	1%	1%	3%	3%	1%	2%	3%	0%	2%	2%	2%	2%
Not applicable - My house already has this change	44%	12%	37%	48%	42%	41%	41%	48%	43%	45%	41%	43%	49%	47%	57%	34%	36%	44%	47%
Not applicable - This would not be viable in my house	5%	12%	6%	6%	10%	7%	4%	6%	5%	5%	5%	3%	3%	1%	3%	2%	4%	5%	4%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.E) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas oven with an electric oven

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
Very willing	10%	12%	7%	11%	9%	19%	9%	8%	11%	8%	10%	5%	12%	4%	6%
Somewhat willing	15%	18%	17%	13%	11%	22%	16%	12%	18%	23%	16%	7%	18%	10%	5%
Neither willing nor unwilling	9%	8%	9%	10%	12%	9%	8%	11%	13%	4%	10%	8%	9%	13%	9%
Somewhat unwilling	7%	7%	7%	8%	7%	6%	7%	7%	9%	7%	7%	7%	6%	10%	8%
Very unwilling	8%	7%	8%	7%	9%	7%	7%	9%	8%	9%	6%	24%	5%	10%	21%
Don't know	2%	2%	2%	3%	2%	2%	2%	2%	2%	4%	2%	1%	2%	1%	2%
Not applicable - My house already has this change	44%	42%	46%	43%	44%	31%	47%	45%	34%	37%	44%	43%	43%	48%	42%
Not applicable - This would not be viable in my house	5%	4%	5%	6%	6%	4%	5%	5%	6%	9%	5%	6%	5%	4%	7%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas boiler with a heat pump

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
Very willing	9%	19%	15%	13%	8%	6%	4%	12%	8%	8%	7%	4%	12%	9%	6%	12%	8%	9%	8%
Somewhat willing	19%	29%	31%	22%	19%	15%	11%	26%	17%	14%	16%	15%	15%	15%	20%	19%	22%	23%	21%
Neither willing nor unwilling	18%	21%	19%	21%	18%	18%	14%	17%	20%	16%	13%	22%	24%	14%	11%	20%	15%	19%	19%
Somewhat unwilling	13%	14%	11%	11%	11%	14%	17%	12%	13%	15%	17%	7%	12%	18%	23%	12%	13%	10%	9%
Very unwilling	22%	10%	15%	16%	23%	25%	30%	16%	24%	25%	21%	27%	22%	24%	27%	23%	19%	23%	23%
Don't know	6%	5%	5%	6%	7%	6%	5%	6%	5%	5%	6%	7%	5%	8%	4%	4%	6%	7%	5%
Not applicable - My house already has this change	2%	2%	0%	3%	2%	2%	2%	2%	1%	2%	3%	2%	0%	1%	2%	2%	3%	3%	0%
Not applicable - This would not be viable in my house	12%	1%	4%	8%	12%	14%	18%	9%	12%	15%	17%	15%	9%	11%	8%	8%	15%	6%	15%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas boiler with a heat pump

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
Very willing	9%	11%	7%	6%	11%	9%	6%	14%	5%	13%	8%	7%	12%	10%	7%	7%	10%	15%	25%
Somewhat willing	19%	19%	18%	15%	22%	14%	16%	24%	23%	12%	12%	16%	24%	23%	14%	18%	22%	26%	13%
Neither willing nor unwilling	18%	17%	18%	17%	17%	20%	16%	17%	22%	17%	20%	18%	17%	23%	18%	18%	18%	17%	10%
Somewhat unwilling	13%	13%	14%	13%	13%	15%	15%	12%	12%	15%	15%	17%	13%	12%	15%	16%	11%	14%	10%
Very unwilling	22%	23%	22%	29%	17%	22%	28%	16%	15%	27%	27%	25%	19%	15%	25%	21%	22%	12%	27%
Don't know	6%	4%	7%	5%	6%	8%	5%	5%	6%	0%	7%	4%	5%	5%	7%	8%	4%	5%	0%
Not applicable - My house already has this change	2%	2%	2%	1%	2%	3%	2%	2%	1%	0%	1%	2%	1%	1%	2%	2%	2%	2%	2%
Not applicable - This would not be viable in my house	12%	11%	12%	13%	12%	9%	11%	10%	16%	17%	10%	10%	10%	11%	12%	11%	11%	9%	13%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.C) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas boiler with a heat pump

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
Very willing	9%	15%	10%	6%	7%	8%	7%	7%	12%	*	*	*	*	*	17%	13%	11%	11%	4%
Somewhat willing	19%	23%	21%	19%	14%	15%	16%	15%	23%	*	*	*	*	*	29%	20%	21%	29%	13%
Neither willing nor unwilling	18%	17%	18%	15%	20%	18%	17%	17%	19%	*	*	*	*	*	17%	21%	23%	15%	17%
Somewhat unwilling	13%	12%	14%	17%	13%	13%	11%	14%	12%	*	*	*	*	*	11%	10%	10%	13%	16%
Very unwilling	22%	16%	22%	24%	29%	22%	16%	25%	18%	*	*	*	*	*	14%	20%	19%	18%	28%
Don't know	6%	5%	7%	7%	4%	4%	7%	6%	6%	*	*	*	*	*	6%	6%	8%	6%	6%
Not applicable - My house already has this change	2%	2%	1%	1%	1%	3%	4%	2%	2%	*	*	*	*	*	1%	4%	2%	4%	1%
Not applicable - This would not be viable in my house	12%	11%	9%	10%	12%	15%	23%	14%	8%	*	*	*	*	*	5%	7%	6%	5%	15%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.D) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas boiler with a heat pump

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
Very willing	9%	22%	6%	6%	7%	6%	7%	5%	6%	10%	8%	12%	12%	13%	14%	25%	17%	9%	8%
Somewhat willing	19%	11%	13%	18%	14%	14%	19%	17%	21%	17%	22%	20%	28%	22%	17%	20%	30%	19%	16%
Neither willing nor unwilling	18%	13%	24%	18%	16%	17%	18%	15%	22%	28%	15%	17%	14%	19%	18%	12%	11%	18%	15%
Somewhat unwilling	13%	0%	12%	12%	12%	15%	14%	15%	16%	13%	13%	14%	9%	12%	16%	14%	16%	13%	16%
Very unwilling	22%	11%	20%	25%	27%	28%	25%	25%	17%	21%	23%	24%	22%	18%	18%	16%	10%	22%	24%
Don't know	6%	30%	7%	2%	3%	7%	6%	7%	7%	4%	4%	5%	5%	5%	6%	5%	5%	6%	5%
Not applicable - My house already has this change	2%	0%	1%	3%	1%	2%	2%	0%	2%	0%	1%	2%	1%	2%	5%	3%	2%	2%	2%
Not applicable - This would not be viable in my house	12%	12%	16%	16%	20%	11%	11%	15%	9%	9%	15%	6%	9%	9%	6%	6%	9%	11%	14%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.E) And how willing or unwilling are you to make any of the following changes to your own home in the next 2 years?: Replace my gas boiler with a heat pump

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
Very willing	9%	12%	6%	8%	8%	17%	9%	8%	6%	17%	10%	3%	11%	3%	2%
Somewhat willing	19%	22%	20%	16%	15%	21%	19%	17%	24%	20%	20%	7%	23%	10%	4%
Neither willing nor unwilling	18%	15%	17%	20%	20%	15%	16%	21%	19%	17%	18%	11%	19%	19%	8%
Somewhat unwilling	13%	12%	14%	13%	14%	14%	15%	13%	9%	11%	14%	11%	13%	15%	14%
Very unwilling	22%	20%	23%	24%	24%	20%	23%	23%	20%	16%	19%	55%	15%	34%	55%
Don't know	6%	4%	7%	7%	5%	4%	5%	6%	8%	10%	6%	3%	6%	6%	3%
Not applicable - My house already has this change	2%	2%	1%	2%	1%	1%	2%	2%	2%	0%	2%	1%	2%	2%	2%
Not applicable - This would not be viable in my house	12%	11%	12%	10%	13%	8%	13%	11%	12%	9%	12%	10%	11%	11%	13%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Which of the following, if any, have you done specifically to reduce your energy consumption?Select any which apply

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4007	510	572	697	719	620	889	540	555	320	371	282	340	333	172	464	340	183	107
Weighted	4007	559	683	682	682	562	839	561	521	321	361	280	361	320	160	441	361	200	120
Turned off appliances which I would normally keep on	67%	64%	62%	69%	70%	71%	68%	62%	68%	65%	71%	64%	69%	68%	65%	69%	75%	70%	60%
Worn extra jumpers or layers to avoid turning the heating up	67%	58%	58%	64%	73%	76%	74%	61%	72%	71%	72%	66%	67%	72%	67%	67%	68%	63%	56%
Air-dried clothes instead of using a dryer	66%	54%	57%	66%	70%	74%	74%	58%	69%	70%	73%	68%	64%	65%	65%	66%	66%	67%	65%
Turned off the heating in unused rooms in my home	66%	59%	61%	65%	69%	74%	69%	63%	66%	64%	68%	61%	69%	68%	66%	64%	70%	72%	61%
Switched to using LED bulbs in my home	62%	42%	51%	59%	64%	74%	77%	57%	65%	64%	71%	63%	58%	62%	63%	62%	66%	57%	52%
Started using more energy-efficient cooking methods (such as pressure and slow cookers)	42%	32%	32%	37%	43%	48%	54%	35%	43%	45%	45%	42%	43%	42%	47%	40%	42%	44%	39%
Washed clothes in cold water	34%	26%	37%	39%	37%	39%	27%	36%	32%	29%	35%	34%	38%	35%	31%	36%	35%	36%	27%
Upgraded to more energy-efficient appliances and electronics with high energy ratings	30%	26%	28%	31%	30%	30%	34%	31%	30%	28%	31%	29%	34%	29%	26%	30%	33%	27%	24%
Started using power strips and timers to manage energy use of electronics and appliances	10%	12%	12%	12%	8%	9%	8%	14%	10%	11%	9%	8%	14%	6%	11%	8%	8%	10%	5%
Don't Know	1%	2%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%
None of the above	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	3%	1%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Which of the following, if any, have you done specifically to reduce your energy consumption?Select any which apply

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	4007	1902	2097	1507	1606	555	1430	1099	289	55	545	869	1439	324	978	927	1039	422	47
Weighted	4007	1975	2024	1454	1620	569	1391	1121	284	52	551	850	1468	323	939	937	1078	440	45
Turned off appliances which I would normally keep on	67%	64%	71%	68%	67%	67%	66%	67%	68%	75%	66%	65%	67%	69%	70%	67%	66%	65%	59%
Worn extra jumpers or layers to avoid turning the heating up	67%	59%	75%	67%	71%	60%	68%	69%	69%	68%	62%	65%	69%	66%	68%	69%	67%	66%	62%
Air-dried clothes instead of using a dryer	66%	57%	75%	68%	68%	58%	68%	65%	68%	64%	63%	64%	66%	73%	69%	64%	65%	63%	58%
Turned off the heating in unused rooms in my home	66%	63%	69%	66%	68%	65%	67%	66%	67%	65%	64%	67%	66%	70%	66%	66%	67%	62%	58%
Switched to using LED bulbs in my home	62%	61%	63%	66%	65%	55%	66%	57%	71%	55%	59%	66%	59%	67%	65%	58%	63%	57%	52%
Started using more energy-efficient cooking methods (such as pressure and slow cookers)	42%	37%	46%	47%	42%	34%	46%	41%	45%	44%	34%	43%	41%	44%	43%	40%	40%	38%	44%
Washed clothes in cold water	34%	30%	37%	33%	35%	37%	33%	37%	28%	37%	35%	30%	37%	34%	33%	32%	37%	34%	38%
Upgraded to more energy-efficient appliances and electronics with high energy ratings	30%	32%	28%	30%	33%	24%	31%	31%	36%	24%	23%	32%	30%	38%	26%	28%	33%	32%	30%
Started using power strips and timers to manage energy use of electronics and appliances	10%	12%	8%	10%	11%	8%	11%	11%	12%	17%	4%	11%	10%	13%	6%	11%	10%	13%	27%
Don't Know	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%
None of the above	2%	3%	2%	3%	1%	4%	3%	1%	1%	3%	5%	3%	2%	1%	2%	3%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.C) Which of the following, if any, have you done specifically to reduce your energy consumption?Select any which apply

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	4007	789	1181	596	768	454	217	1469	993	0	283	335	763	120	363	213	265	140	1111
Weighted	4007	834	1173	597	747	441	213	1411	1016	0	285	330	792	128	377	211	257	133	1037
Turned off appliances which I would normally keep on	67%	62%	70%	68%	67%	67%	69%	66%	65%	*	73%	73%	69%	67%	65%	74%	65%	73%	70%
Worn extra jumpers or layers to avoid turning the heating up	67%	56%	70%	67%	71%	73%	76%	72%	67%	*	63%	69%	63%	60%	60%	62%	64%	71%	75%
Air-dried clothes instead of using a dryer	66%	55%	68%	63%	71%	75%	70%	71%	64%	*	63%	63%	63%	62%	63%	64%	70%	64%	76%
Turned off the heating in unused rooms in my home	66%	64%	65%	67%	66%	69%	73%	67%	64%	*	68%	68%	68%	64%	62%	65%	67%	71%	71%
Switched to using LED bulbs in my home	62%	56%	64%	61%	63%	69%	61%	72%	60%	*	53%	58%	55%	55%	60%	63%	60%	65%	75%
Started using more energy-efficient cooking methods (such as pressure and slow cookers)	42%	34%	44%	40%	42%	48%	47%	49%	40%	*	36%	39%	37%	32%	37%	42%	43%	43%	56%
Washed clothes in cold water	34%	34%	35%	34%	32%	31%	39%	28%	34%	*	38%	45%	41%	25%	37%	42%	35%	38%	34%
Upgraded to more energy-efficient appliances and electronics with high energy ratings	30%	29%	32%	27%	30%	30%	30%	33%	33%	*	24%	28%	25%	22%	35%	32%	34%	32%	32%
Started using power strips and timers to manage energy use of electronics and appliances	10%	12%	10%	9%	10%	8%	9%	10%	12%	*	8%	9%	10%	7%	17%	13%	11%	7%	8%
Don't Know	1%	1%	0%	1%	1%	0%	0%	0%	1%	*	1%	0%	1%	1%	1%	1%	1%	0%	0%
None of the above	2%	3%	2%	2%	2%	2%	1%	3%	1%	*	2%	3%	2%	3%	1%	1%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.D) Which of the following, if any, have you done specifically to reduce your energy consumption?Select any which apply

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	4007	26	184	316	322	408	437	374	292	240	207	326	201	145	77	92	146	3508	384
Weighted	4007	27	175	298	309	405	439	379	296	251	213	339	208	148	76	96	141	3500	387
Turned off appliances which I would normally keep on	67%	72%	70%	66%	69%	71%	69%	70%	66%	63%	63%	69%	72%	67%	70%	55%	63%	69%	59%
Worn extra jumpers or layers to avoid turning the heating up	67%	65%	73%	70%	66%	66%	70%	71%	65%	64%	65%	64%	74%	69%	63%	65%	56%	68%	61%
Air-dried clothes instead of using a dryer	66%	68%	65%	68%	62%	67%	66%	69%	65%	62%	64%	66%	68%	68%	68%	64%	65%	68%	56%
Turned off the heating in unused rooms in my home	66%	72%	69%	69%	67%	65%	69%	67%	63%	66%	65%	65%	68%	67%	64%	58%	64%	67%	56%
Switched to using LED bulbs in my home	62%	41%	56%	60%	63%	61%	64%	67%	56%	64%	62%	64%	60%	65%	68%	59%	57%	63%	58%
Started using more energy-efficient cooking methods (such as pressure and slow cookers)	42%	39%	40%	45%	41%	40%	37%	44%	38%	41%	48%	43%	42%	45%	46%	35%	44%	43%	37%
Washed clothes in cold water	34%	48%	38%	35%	33%	31%	34%	34%	34%	33%	38%	36%	33%	42%	36%	34%	21%	35%	27%
Upgraded to more energy-efficient appliances and electronics with high energy ratings	30%	23%	24%	22%	26%	26%	28%	32%	32%	34%	36%	29%	35%	38%	39%	35%	38%	31%	28%
Started using power strips and timers to manage energy use of electronics and appliances	10%	7%	7%	8%	10%	9%	7%	12%	10%	8%	11%	11%	9%	16%	11%	16%	16%	10%	12%
Don't Know	1%	3%	1%	1%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
None of the above	2%	9%	4%	4%	1%	4%	3%	0%	3%	2%	2%	1%	2%	4%	0%	3%	4%	2%	6%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.E) Which of the following, if any, have you done specifically to reduce your energy consumption?Select any which apply

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	4007	1055	964	906	1066	277	1441	1568	595	126	3608	354	2796	749	329
Weighted	4007	1078	1038	878	997	289	1442	1568	587	121	3618	345	2824	733	320
Turned off appliances which I would normally keep on	67%	67%	67%	67%	69%	52%	64%	71%	73%	75%	69%	54%	70%	63%	57%
Worn extra jumpers or layers to avoid turning the heating up	67%	68%	68%	67%	67%	48%	68%	67%	74%	73%	69%	54%	70%	64%	57%
Air-dried clothes instead of using a dryer	66%	67%	65%	65%	67%	53%	65%	68%	69%	73%	68%	51%	70%	61%	51%
Turned off the heating in unused rooms in my home	66%	68%	64%	66%	67%	53%	64%	69%	71%	69%	68%	51%	69%	61%	53%
Switched to using LED bulbs in my home	62%	63%	61%	64%	61%	51%	65%	63%	61%	53%	64%	46%	65%	59%	51%
Started using more energy-efficient cooking methods (such as pressure and slow cookers)	42%	44%	38%	43%	43%	36%	44%	41%	41%	37%	43%	28%	44%	40%	32%
Washed clothes in cold water	34%	32%	35%	35%	34%	26%	29%	37%	40%	45%	35%	23%	37%	29%	25%
Upgraded to more energy-efficient appliances and electronics with high energy ratings	30%	36%	28%	29%	26%	34%	33%	28%	29%	18%	32%	17%	33%	25%	20%
Started using power strips and timers to manage energy use of electronics and appliances	10%	12%	9%	11%	8%	18%	10%	9%	9%	6%	10%	7%	11%	7%	6%
Don't Know	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%
None of the above	2%	2%	2%	2%	3%	3%	2%	2%	2%	1%	1%	13%	1%	3%	12%

Public First Poll for Centrica (Part 1)

(75.A) How do you currently heat your house?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
A gas boiler	78%	59%	65%	80%	82%	80%	84%	72%	80%	76%	75%	80%	85%	84%	85%	84%	79%	78%	33%
An oil boiler	6%	7%	9%	7%	5%	9%	4%	4%	3%	6%	6%	4%	1%	3%	7%	4%	6%	9%	60%
An electric heat pump	4%	11%	7%	5%	2%	1%	1%	8%	3%	1%	4%	5%	2%	4%	3%	2%	4%	3%	0%
Electric storage heaters and water tank	6%	10%	8%	4%	5%	4%	6%	9%	9%	7%	5%	4%	6%	3%	3%	5%	6%	6%	3%
District or communal heat infrastructure	2%	5%	5%	2%	1%	0%	0%	4%	1%	3%	1%	2%	1%	1%	0%	1%	1%	1%	2%
Other (Please specify)	3%	1%	1%	1%	4%	5%	4%	2%	2%	6%	9%	3%	4%	3%	2%	2%	3%	3%	1%
Don't know	1%	7%	4%	0%	1%	0%	0%	1%	3%	0%	0%	2%	1%	1%	1%	2%	1%	1%	1%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) How do you currently heat your house?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
A gas boiler	78%	76%	80%	78%	78%	80%	80%	77%	78%	85%	80%	78%	80%	80%	79%	77%	79%	69%	67%
An oil boiler	6%	6%	7%	6%	6%	6%	5%	5%	5%	8%	9%	7%	5%	4%	6%	8%	7%	6%	7%
An electric heat pump	4%	4%	3%	3%	4%	3%	3%	5%	4%	4%	3%	4%	4%	3%	2%	4%	4%	7%	6%
Electric storage heaters and water tank	6%	7%	5%	7%	6%	4%	6%	7%	8%	0%	1%	7%	6%	3%	8%	5%	4%	8%	8%
District or communal heat infrastructure	2%	2%	1%	1%	3%	1%	1%	3%	1%	3%	0%	1%	1%	5%	0%	2%	1%	5%	2%
Other (Please specify)	3%	3%	4%	5%	3%	3%	3%	3%	3%	0%	6%	3%	2%	4%	4%	3%	3%	2%	7%
Don't know	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	2%	1%	3%	2%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.C) How do you currently heat your house?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
A gas boiler	78%	68%	84%	83%	83%	74%	50%	78%	78%	*	*	*	*	*	79%	78%	81%	86%	84%
An oil boiler	6%	4%	3%	3%	5%	11%	31%	6%	6%	*	*	*	*	*	4%	6%	8%	5%	5%
An electric heat pump	4%	10%	1%	2%	3%	3%	6%	2%	5%	*	*	*	*	*	6%	6%	3%	3%	1%
Electric storage heaters and water tank	6%	9%	5%	6%	5%	5%	6%	7%	5%	*	*	*	*	*	7%	3%	6%	2%	5%
District or communal heat infrastructure	2%	6%	1%	1%	1%	0%	1%	1%	2%	*	*	*	*	*	4%	2%	0%	0%	0%
Other (Please specify)	3%	2%	3%	4%	2%	6%	5%	4%	2%	*	*	*	*	*	0%	4%	1%	2%	5%
Don't know	1%	1%	2%	1%	2%	1%	2%	1%	2%	*	*	*	*	*	0%	1%	1%	1%	0%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(75.D) How do you currently heat your house?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
A gas boiler	78%	74%	73%	75%	68%	82%	80%	78%	80%	80%	74%	82%	76%	83%	78%	76%	73%	79%	71%
An oil boiler	6%	14%	3%	4%	4%	6%	7%	6%	5%	7%	7%	7%	6%	7%	11%	7%	9%	7%	5%
An electric heat pump	4%	0%	5%	4%	2%	2%	4%	3%	3%	2%	3%	5%	4%	3%	2%	7%	10%	3%	6%
Electric storage heaters and water tank	6%	0%	8%	7%	16%	5%	4%	6%	5%	5%	7%	4%	8%	3%	6%	5%	5%	5%	12%
District or communal heat infrastructure	2%	0%	1%	0%	1%	1%	0%	3%	3%	3%	1%	0%	3%	2%	0%	6%	2%	2%	2%
Other (Please specify)	3%	12%	9%	9%	8%	4%	3%	3%	2%	2%	3%	1%	2%	3%	2%	0%	1%	4%	2%
Don't know	1%	0%	2%	1%	1%	0%	1%	1%	2%	1%	4%	1%	1%	0%	2%	0%	1%	1%	2%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(75.E) How do you currently heat your house?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
A gas boiler	78%	79%	76%	78%	78%	64%	79%	80%	75%	90%	78%	81%	77%	81%	78%
An oil boiler	6%	6%	8%	7%	5%	7%	6%	6%	6%	0%	6%	5%	6%	6%	7%
An electric heat pump	4%	5%	3%	3%	3%	8%	4%	3%	3%	0%	4%	3%	4%	3%	2%
Electric storage heaters and water tank	6%	5%	8%	6%	6%	10%	5%	5%	7%	3%	6%	8%	6%	6%	6%
District or communal heat infrastructure	2%	2%	1%	1%	2%	5%	1%	1%	1%	0%	2%	0%	2%	1%	1%
Other (Please specify)	3%	3%	2%	4%	6%	4%	3%	3%	6%	7%	3%	3%	3%	3%	5%
Don't know	1%	1%	2%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	0%	1%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(76.A) And how do you currently generate hot water in your house?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2462	173	246	375	478	458	732	296	339	212	254	170	207	207	112	285	195	113	72
Weighted	2427	193	298	369	456	417	694	303	311	212	246	166	215	196	103	267	205	120	81
A gas boiler	78%	55%	69%	78%	83%	80%	83%	74%	82%	75%	77%	80%	83%	81%	84%	84%	77%	76%	32%
An oil boiler	6%	4%	8%	8%	6%	9%	4%	2%	2%	8%	8%	6%	3%	3%	2%	3%	5%	9%	58%
An electric heat pump	4%	14%	5%	5%	3%	2%	1%	8%	2%	3%	4%	5%	3%	4%	6%	2%	4%	1%	3%
Electric storage heaters and water tank	7%	12%	11%	6%	5%	6%	6%	10%	10%	7%	5%	3%	5%	4%	5%	6%	9%	10%	4%
District or communal heat infrastructure	1%	4%	2%	1%	1%	0%	0%	3%	0%	1%	0%	1%	1%	0%	1%	0%	2%	1%	0%
Other (Please specify)	3%	3%	1%	1%	2%	4%	5%	1%	2%	5%	5%	3%	3%	5%	1%	2%	2%	1%	4%
Don't know	2%	9%	4%	1%	1%	0%	1%	1%	2%	1%	0%	2%	2%	3%	0%	3%	1%	2%	0%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) And how do you currently generate hot water in your house?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2462	1230	1230	1066	1082	204	1090	609	208	36	222	660	794	206	0	0	651	263	38
Weighted	2427	1236	1188	1029	1074	205	1056	614	201	34	221	641	798	203	0	0	662	268	35
A gas boiler	78%	77%	79%	79%	78%	77%	81%	77%	80%	74%	79%	78%	78%	80%	79%	76%	79%	68%	66%
An oil boiler	6%	6%	6%	6%	6%	8%	6%	4%	5%	7%	7%	8%	4%	5%	6%	8%	7%	8%	7%
An electric heat pump	4%	4%	3%	3%	4%	3%	3%	5%	4%	9%	2%	3%	4%	5%	2%	3%	4%	8%	10%
Electric storage heaters and water tank	7%	7%	6%	7%	7%	4%	7%	7%	8%	3%	4%	8%	7%	5%	8%	6%	6%	9%	8%
District or communal heat infrastructure	1%	2%	0%	1%	1%	1%	0%	3%	0%	0%	0%	0%	2%	1%	0%	1%	1%	2%	0%
Other (Please specify)	3%	3%	3%	4%	2%	2%	2%	3%	3%	8%	4%	2%	2%	2%	3%	3%	2%	1%	7%
Don't know	2%	1%	2%	0%	1%	4%	0%	2%	0%	0%	3%	1%	2%	1%	1%	3%	1%	3%	2%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.C) And how do you currently generate hot water in your house?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2462	360	773	336	505	346	142	1469	993	0	0	0	0	0	219	109	176	96	853
Weighted	2427	378	755	334	489	334	137	1411	1016	0	0	0	0	0	229	106	173	91	800
A gas boiler	78%	68%	84%	82%	83%	72%	52%	79%	76%	*	*	*	*	*	74%	81%	80%	85%	84%
An oil boiler	6%	5%	3%	3%	5%	11%	28%	6%	6%	*	*	*	*	*	7%	7%	9%	6%	6%
An electric heat pump	4%	10%	1%	2%	2%	5%	7%	3%	4%	*	*	*	*	*	8%	4%	3%	4%	1%
Electric storage heaters and water tank	7%	10%	6%	8%	6%	6%	6%	6%	8%	*	*	*	*	*	9%	5%	6%	2%	5%
District or communal heat infrastructure	1%	4%	1%	0%	0%	0%	1%	1%	2%	*	*	*	*	*	1%	1%	2%	0%	0%
Other (Please specify)	3%	2%	3%	3%	1%	5%	5%	4%	2%	*	*	*	*	*	1%	2%	0%	2%	4%
Don't know	2%	2%	2%	1%	2%	0%	1%	1%	3%	*	*	*	*	*	1%	1%	0%	0%	0%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.D) And how do you currently generate hot water in your house?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2462	8	68	152	165	212	245	229	189	162	147	225	153	114	64	74	119	2167	252
Weighted	2427	8	63	143	157	208	241	225	190	163	150	227	156	116	62	77	112	2135	248
A gas boiler	78%	61%	76%	77%	67%	83%	79%	76%	77%	84%	77%	79%	78%	81%	76%	72%	73%	79%	72%
An oil boiler	6%	0%	3%	4%	7%	5%	5%	6%	5%	6%	9%	6%	5%	7%	11%	11%	9%	7%	4%
An electric heat pump	4%	0%	8%	2%	2%	3%	5%	3%	2%	4%	2%	6%	5%	2%	5%	12%	8%	3%	7%
Electric storage heaters and water tank	7%	11%	6%	7%	16%	3%	8%	7%	7%	6%	7%	7%	7%	4%	3%	6%	6%	6%	11%
District or communal heat infrastructure	1%	0%	1%	1%	0%	1%	0%	2%	2%	1%	2%	0%	1%	1%	0%	0%	2%	1%	2%
Other (Please specify)	3%	12%	4%	9%	6%	3%	1%	3%	4%	0%	2%	0%	1%	3%	3%	0%	1%	3%	2%
Don't know	2%	16%	1%	1%	2%	2%	1%	2%	2%	0%	2%	0%	3%	1%	2%	0%	1%	1%	2%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.E) And how do you currently generate hot water in your house?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2462	780	568	584	518	222	1093	878	239	30	2216	226	1725	452	218
Weighted	2427	784	597	556	478	224	1079	860	236	28	2189	219	1711	441	209
A gas boiler	78%	79%	75%	77%	79%	67%	80%	79%	73%	90%	77%	81%	76%	81%	81%
An oil boiler	6%	5%	8%	7%	5%	9%	6%	7%	4%	0%	6%	5%	6%	5%	6%
An electric heat pump	4%	5%	3%	3%	3%	6%	4%	3%	5%	0%	4%	2%	4%	2%	3%
Electric storage heaters and water tank	7%	6%	8%	7%	6%	11%	6%	6%	11%	7%	7%	7%	7%	6%	6%
District or communal heat infrastructure	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	0%	1%	1%	0%
Other (Please specify)	3%	2%	3%	3%	4%	4%	2%	3%	5%	3%	3%	3%	3%	3%	2%
Don't know	2%	1%	2%	1%	1%	2%	1%	2%	2%	0%	1%	2%	2%	0%	2%

Note:

BASE: Homeowners

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) Household boilers tend to last for between 10 and 15 years. When your current boiler reaches the end of its life, what do you think you will replace it with?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2086	114	184	325	414	407	642	228	285	175	208	144	179	181	103	251	167	98	67
Weighted	2043	127	221	320	395	371	609	229	259	174	201	139	186	171	95	235	175	104	75
A new, but similar gas boiler	29%	20%	25%	27%	31%	29%	31%	26%	31%	28%	27%	37%	31%	33%	36%	26%	27%	23%	17%
A new, but similar oil boiler	5%	7%	5%	6%	4%	6%	3%	3%	3%	7%	4%	2%	3%	4%	6%	2%	5%	4%	32%
A boiler that runs on biomass or wood pellets	1%	7%	3%	0%	1%	1%	1%	3%	0%	1%	1%	2%	1%	1%	3%	2%	1%	0%	1%
A boiler that runs on hydrogen	7%	7%	6%	5%	6%	5%	8%	9%	7%	5%	6%	6%	6%	5%	9%	7%	8%	6%	4%
An electric heat pump	13%	24%	17%	14%	14%	10%	9%	18%	12%	11%	15%	12%	12%	10%	6%	16%	11%	14%	5%
Electric storage heaters and water tank	2%	11%	5%	2%	1%	1%	1%	4%	2%	4%	2%	1%	2%	2%	3%	1%	0%	5%	1%
A district heating scheme	1%	4%	2%	3%	0%	1%	0%	1%	0%	2%	0%	0%	2%	1%	1%	1%	2%	0%	1%
Other (Please Specify)	1%	0%	0%	2%	0%	1%	1%	0%	1%	2%	2%	2%	1%	0%	0%	0%	1%	1%	1%
Don't Know	42%	21%	37%	40%	41%	46%	46%	35%	44%	39%	44%	39%	43%	44%	35%	43%	45%	48%	36%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(77.B) Household boilers tend to last for between 10 and 15 years. When your current boiler reaches the end of its life, what do you think you will replace it with?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2086	1027	1058	904	922	176	935	504	175	34	196	563	677	174	0	0	564	202	28
Weighted	2043	1019	1023	867	908	178	900	502	168	32	195	541	676	171	0	0	571	202	26
A new, but similar gas boiler	29%	31%	26%	33%	25%	29%	33%	25%	19%	34%	33%	34%	25%	23%	32%	25%	27%	29%	34%
A new, but similar oil boiler	5%	5%	5%	6%	4%	6%	5%	4%	3%	9%	6%	7%	4%	1%	4%	7%	3%	6%	7%
A boiler that runs on biomass or wood pellets	1%	1%	1%	1%	1%	1%	1%	2%	1%	4%	0%	1%	2%	2%	1%	1%	1%	2%	4%
A boiler that runs on hydrogen	7%	8%	5%	7%	7%	5%	7%	8%	6%	6%	5%	7%	8%	8%	6%	5%	7%	9%	3%
An electric heat pump	13%	15%	11%	8%	17%	14%	11%	16%	18%	11%	8%	12%	15%	16%	7%	13%	16%	18%	26%
Electric storage heaters and water tank	2%	3%	1%	2%	2%	0%	1%	4%	3%	0%	3%	2%	3%	4%	2%	3%	2%	3%	4%
A district heating scheme	1%	1%	1%	1%	1%	2%	1%	1%	1%	5%	3%	1%	2%	2%	1%	1%	1%	0%	9%
Other (Please Specify)	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%
Don't Know	42%	34%	49%	41%	43%	41%	40%	39%	48%	32%	42%	36%	41%	44%	47%	43%	42%	32%	14%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.C) Household boilers tend to last for between 10 and 15 years. When your current boiler reaches the end of its life, what do you think you will replace it with?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2086	263	681	288	444	295	115	1247	839	0	0	0	0	0	185	92	158	88	765
Weighted	2043	271	663	287	428	284	111	1191	853	0	0	0	0	0	190	89	155	83	718
A new, but similar gas boiler	29%	28%	25%	32%	35%	28%	18%	31%	25%	*	*	*	*	*	26%	32%	31%	32%	30%
A new, but similar oil boiler	5%	6%	3%	6%	3%	7%	13%	5%	5%	*	*	*	*	*	4%	7%	4%	5%	4%
A boiler that runs on biomass or wood pellets	1%	1%	1%	2%	2%	0%	1%	1%	2%	*	*	*	*	*	0%	0%	0%	1%	1%
A boiler that runs on hydrogen	7%	7%	7%	7%	6%	6%	5%	7%	7%	*	*	*	*	*	7%	2%	8%	4%	8%
An electric heat pump	13%	15%	13%	13%	13%	11%	11%	10%	16%	*	*	*	*	*	14%	13%	17%	16%	11%
Electric storage heaters and water tank	2%	5%	2%	2%	2%	1%	2%	2%	3%	*	*	*	*	*	5%	5%	3%	1%	1%
A district heating scheme	1%	3%	2%	0%	0%	0%	2%	1%	2%	*	*	*	*	*	2%	1%	1%	1%	0%
Other (Please Specify)	1%	1%	1%	1%	2%	1%	0%	1%	1%	*	*	*	*	*	0%	1%	1%	1%	1%
Don't Know	42%	34%	46%	37%	38%	46%	48%	43%	40%	*	*	*	*	*	40%	38%	35%	38%	45%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.D) Household boilers tend to last for between 10 and 15 years. When your current boiler reaches the end of its life, what do you think you will replace it with?

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2086	7	52	122	120	186	214	195	162	143	121	201	126	102	57	63	97	1859	195
Weighted	2043	7	48	113	113	182	210	190	161	142	122	202	128	104	55	63	91	1821	189
A new, but similar gas boiler	29%	25%	27%	35%	29%	31%	29%	29%	32%	20%	24%	30%	32%	27%	33%	27%	20%	28%	32%
A new, but similar oil boiler	5%	0%	4%	4%	4%	6%	8%	3%	7%	2%	5%	5%	3%	4%	4%	8%	5%	5%	5%
A boiler that runs on biomass or wood pellets	1%	0%	2%	1%	2%	2%	1%	0%	1%	3%	1%	2%	0%	1%	4%	0%	1%	1%	1%
A boiler that runs on hydrogen	7%	14%	4%	4%	6%	6%	6%	8%	7%	8%	7%	7%	9%	4%	4%	10%	10%	6%	9%
An electric heat pump	13%	0%	8%	7%	8%	7%	10%	12%	16%	14%	11%	17%	18%	17%	19%	14%	24%	13%	12%
Electric storage heaters and water tank	2%	16%	2%	2%	4%	3%	2%	2%	0%	4%	2%	3%	3%	0%	0%	3%	3%	2%	0%
A district heating scheme	1%	13%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	1%	1%	2%
Other (Please Specify)	1%	0%	2%	2%	3%	2%	0%	1%	1%	0%	1%	1%	0%	2%	0%	1%	1%	1%	1%
Don't Know	42%	33%	51%	46%	44%	42%	42%	44%	35%	47%	49%	35%	34%	45%	36%	34%	35%	42%	39%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(77.E) Household boilers tend to last for between 10 and 15 years. When your current boiler reaches the end of its life, what do you think you will replace it with?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2086	664	480	499	433	161	941	761	196	27	1875	195	1451	393	188
Weighted	2043	663	502	471	398	159	923	743	193	25	1841	187	1431	381	179
A new, but similar gas boiler	29%	28%	28%	30%	30%	28%	29%	28%	27%	37%	26%	53%	24%	35%	57%
A new, but similar oil boiler	5%	4%	6%	5%	5%	8%	5%	4%	4%	0%	4%	9%	4%	6%	10%
A boiler that runs on biomass or wood pellets	1%	1%	1%	2%	1%	4%	1%	0%	2%	0%	1%	0%	2%	0%	1%
A boiler that runs on hydrogen	7%	7%	7%	7%	6%	7%	7%	7%	7%	11%	7%	3%	7%	6%	6%
An electric heat pump	13%	18%	10%	12%	8%	17%	13%	12%	11%	7%	14%	1%	16%	5%	3%
Electric storage heaters and water tank	2%	2%	2%	2%	3%	6%	2%	2%	3%	9%	2%	0%	3%	1%	2%
A district heating scheme	1%	1%	1%	1%	1%	3%	1%	1%	2%	0%	1%	0%	1%	1%	1%
Other (Please Specify)	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	2%	1%	1%	3%
Don't Know	42%	38%	44%	40%	45%	28%	41%	45%	44%	37%	42%	31%	43%	46%	19%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) You said that you would consider replacing your current boiler with another oil or gas boiler once it reaches the end of its life. Why is this?Please select all that apply.

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	703	30	56	106	148	143	220	68	98	61	64	57	60	67	42	72	55	27	32
Weighted	685	34	68	105	141	130	208	66	88	61	61	55	63	63	40	66	56	28	36
It is the most environmentally friendly option	7%	21%	4%	11%	5%	5%	7%	6%	5%	11%	3%	5%	5%	7%	13%	5%	10%	16%	3%
It will be straightforward to install	63%	29%	53%	61%	59%	68%	71%	68%	71%	60%	66%	61%	60%	56%	55%	63%	62%	60%	59%
It is the cheapest option	51%	39%	41%	47%	55%	63%	49%	43%	64%	60%	56%	46%	56%	51%	46%	53%	32%	54%	49%
It will ensure I have a constant supply of hot water	36%	19%	23%	29%	26%	44%	48%	40%	32%	42%	38%	38%	39%	36%	32%	38%	31%	34%	26%
I don't know enough about the alternatives	26%	28%	27%	28%	27%	25%	23%	24%	27%	22%	23%	23%	30%	27%	17%	30%	23%	38%	27%
My house is not suitable for alternatives	21%	12%	11%	23%	17%	17%	29%	25%	21%	21%	25%	25%	21%	20%	9%	13%	33%	15%	14%
Don't Know	2%	4%	7%	1%	1%	0%	1%	0%	0%	4%	2%	2%	0%	1%	7%	3%	2%	0%	0%
I am not sure how to go about installing alternatives	16%	16%	21%	19%	15%	12%	14%	22%	17%	19%	8%	7%	17%	14%	13%	14%	17%	18%	23%
Other (Please Specify)	3%	0%	0%	0%	3%	5%	4%	4%	2%	2%	0%	3%	6%	2%	5%	0%	3%	7%	0%

Note:

BASE: Would replace their current boiler with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) You said that you would consider replacing your current boiler with another oil or gas boiler once it reaches the end of its life. Why is this?Please select all that apply.

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	703	379	324	352	265	62	357	144	39	15	76	229	198	42	0	0	171	69	12
Weighted	685	370	315	333	262	63	341	143	37	14	76	218	200	41	0	0	169	70	11
It is the most environmentally friendly option	7%	8%	5%	6%	8%	8%	5%	10%	10%	13%	3%	5%	9%	13%	7%	7%	6%	9%	9%
It will be straightforward to install	63%	66%	59%	64%	65%	58%	68%	60%	70%	48%	53%	69%	58%	77%	64%	53%	65%	66%	51%
It is the cheapest option	51%	54%	49%	53%	50%	52%	53%	52%	62%	47%	47%	52%	52%	61%	62%	46%	52%	42%	34%
It will ensure I have a constant supply of hot water	36%	38%	34%	39%	32%	42%	42%	29%	20%	39%	27%	42%	30%	23%	42%	33%	32%	38%	19%
I don't know enough about the alternatives	26%	21%	31%	23%	27%	29%	22%	31%	26%	7%	33%	22%	29%	32%	26%	26%	25%	27%	28%
My house is not suitable for alternatives	21%	22%	20%	17%	27%	18%	23%	17%	32%	13%	16%	22%	18%	22%	16%	24%	21%	26%	26%
Don't Know	2%	2%	1%	2%	1%	4%	1%	2%	0%	7%	3%	1%	1%	0%	2%	2%	3%	0%	0%
I am not sure how to go about installing alternatives	16%	17%	14%	11%	20%	14%	16%	12%	21%	0%	14%	16%	14%	19%	13%	22%	14%	17%	27%
Other (Please Specify)	3%	4%	1%	4%	1%	2%	4%	1%	3%	0%	1%	3%	2%	2%	3%	1%	2%	3%	9%

Note:

BASE: Would replace their current boiler with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.C) You said that you would consider replacing your current boiler with another oil or gas boiler once it reaches the end of its life. Why is this?Please select all that apply.

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	703	92	193	110	170	102	36	444	259	0	0	0	0	0	57	35	55	32	258
Weighted	685	93	186	110	163	98	34	423	262	0	0	0	0	0	58	35	55	31	241
It is the most environmentally friendly option	7%	11%	6%	6%	8%	3%	7%	7%	7%	*	*	*	*	*	10%	6%	5%	0%	7%
It will be straightforward to install	63%	57%	69%	55%	61%	70%	58%	66%	57%	*	*	*	*	*	67%	55%	60%	47%	68%
It is the cheapest option	51%	38%	53%	59%	50%	59%	37%	52%	51%	*	*	*	*	*	43%	55%	57%	62%	56%
It will ensure I have a constant supply of hot water	36%	37%	38%	30%	39%	36%	27%	42%	26%	*	*	*	*	*	34%	28%	26%	31%	46%
I don't know enough about the alternatives	26%	20%	26%	29%	28%	26%	17%	22%	31%	*	*	*	*	*	29%	30%	25%	28%	22%
My house is not suitable for alternatives	21%	30%	16%	16%	20%	20%	43%	24%	16%	*	*	*	*	*	17%	15%	15%	21%	24%
Don't Know	2%	2%	1%	2%	2%	1%	3%	1%	3%	*	*	*	*	*	2%	3%	2%	0%	1%
I am not sure how to go about installing alternatives	16%	15%	17%	20%	12%	15%	11%	13%	19%	*	*	*	*	*	15%	13%	17%	6%	13%
Other (Please Specify)	3%	5%	2%	0%	2%	3%	8%	4%	1%	*	*	*	*	*	0%	0%	5%	0%	3%

Note:

BASE: Would replace their current boiler with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.D) You said that you would consider replacing your current boiler with another oil or gas boiler once it reaches the end of its life. Why is this?Please select all that apply.

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	703	2	16	48	39	68	79	64	64	33	34	71	45	31	22	22	24	622	71
Weighted	685	2	15	44	37	67	76	62	64	32	35	70	45	31	21	22	23	607	68
It is the most environmentally friendly option	7%	0%	18%	10%	9%	9%	6%	6%	11%	6%	7%	3%	9%	0%	10%	0%	10%	7%	6%
It will be straightforward to install	63%	100%	49%	60%	63%	54%	64%	67%	62%	58%	71%	64%	66%	63%	59%	67%	74%	62%	72%
It is the cheapest option	51%	100%	76%	60%	69%	55%	51%	45%	42%	52%	44%	52%	46%	49%	45%	63%	35%	52%	44%
It will ensure I have a constant supply of hot water	36%	52%	36%	24%	37%	34%	42%	36%	28%	50%	34%	32%	41%	36%	29%	47%	30%	36%	33%
I don't know enough about the alternatives	26%	52%	12%	33%	24%	18%	22%	29%	29%	19%	29%	26%	31%	21%	36%	4%	50%	26%	26%
My house is not suitable for alternatives	21%	0%	17%	23%	26%	12%	27%	23%	11%	25%	20%	18%	20%	19%	26%	28%	22%	21%	18%
Don't Know	2%	0%	0%	0%	0%	1%	0%	0%	3%	3%	3%	4%	3%	0%	0%	3%	0%	2%	0%
I am not sure how to go about installing alternatives	16%	0%	6%	19%	11%	15%	12%	19%	22%	26%	19%	14%	18%	9%	14%	5%	16%	15%	18%
Other (Please Specify)	3%	0%	6%	8%	0%	1%	3%	2%	1%	6%	3%	3%	2%	0%	5%	3%	0%	2%	4%

Note:

BASE: Would replace their current boiler with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.E) You said that you would consider replacing your current boiler with another oil or gas boiler once it reaches the end of its life. Why is this?Please select all that apply.

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	703	213	163	176	149	58	324	251	60	10	579	121	403	159	126
Weighted	685	211	170	164	138	57	317	244	58	9	567	116	397	153	120
It is the most environmentally friendly option	7%	7%	4%	10%	6%	3%	6%	9%	3%	9%	7%	6%	7%	7%	7%
It will be straightforward to install	63%	64%	65%	62%	59%	59%	65%	63%	54%	41%	63%	64%	62%	61%	67%
It is the cheapest option	51%	42%	60%	49%	59%	35%	48%	58%	55%	69%	49%	63%	47%	53%	64%
It will ensure I have a constant supply of hot water	36%	38%	34%	37%	33%	38%	39%	33%	31%	41%	35%	42%	34%	32%	49%
I don't know enough about the alternatives	26%	23%	24%	27%	30%	15%	29%	23%	25%	42%	28%	15%	29%	24%	15%
My house is not suitable for alternatives	21%	27%	17%	17%	21%	9%	22%	23%	20%	11%	21%	19%	20%	21%	22%
Don't Know	2%	2%	0%	3%	2%	4%	2%	1%	2%	0%	2%	1%	2%	2%	0%
I am not sure how to go about installing alternatives	16%	16%	21%	11%	14%	7%	19%	15%	10%	11%	16%	12%	20%	6%	13%
Other (Please Specify)	3%	3%	2%	2%	3%	2%	2%	3%	5%	9%	3%	2%	3%	1%	4%

Note:

BASE: Would replace their current boiler with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(79.A) If you were to replace your current boiler, which of the following would be more important to you?

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2086	114	184	325	414	407	642	228	285	175	208	144	179	181	103	251	167	98	67
Weighted	2043	127	221	320	395	371	609	229	259	174	201	139	186	171	95	235	175	104	75
Installing the cheapest option, regardless of any environmental impact	41%	38%	42%	43%	44%	44%	36%	37%	44%	40%	39%	40%	39%	47%	48%	38%	39%	45%	45%
Installing the most environmentally friendly option, regardless of the cost	35%	49%	37%	37%	34%	32%	33%	43%	31%	36%	32%	29%	35%	31%	37%	40%	35%	27%	39%
Don't know	24%	13%	21%	20%	22%	24%	31%	20%	25%	24%	28%	31%	26%	22%	14%	22%	26%	28%	16%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(79.B) If you were to replace your current boiler, which of the following would be more important to you?

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2086	1027	1058	904	922	176	935	504	175	34	196	563	677	174	0	0	564	202	28
Weighted	2043	1019	1023	867	908	178	900	502	168	32	195	541	676	171	0	0	571	202	26
Installing the cheapest option, regardless of any environmental impact	41%	42%	40%	48%	33%	50%	46%	36%	33%	41%	49%	46%	39%	35%	45%	40%	39%	37%	22%
Installing the most environmentally friendly option, regardless of the cost	35%	37%	33%	29%	40%	31%	30%	41%	37%	41%	29%	32%	36%	41%	31%	35%	36%	42%	58%
Don't know	24%	21%	27%	23%	27%	19%	24%	23%	30%	18%	22%	21%	24%	25%	24%	26%	24%	21%	20%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(79.C) If you were to replace your current boiler, which of the following would be more important to you?

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2086	263	681	288	444	295	115	1247	839	0	0	0	0	0	185	92	158	88	765
Weighted	2043	271	663	287	428	284	111	1191	853	0	0	0	0	0	190	89	155	83	718
Installing the cheapest option, regardless of any environmental impact	41%	41%	38%	46%	41%	44%	35%	40%	42%	*	*	*	*	*	34%	46%	41%	42%	41%
Installing the most environmentally friendly option, regardless of the cost	35%	41%	35%	34%	36%	29%	37%	33%	37%	*	*	*	*	*	40%	33%	43%	40%	31%
Don't know	24%	18%	27%	20%	23%	27%	27%	26%	21%	*	*	*	*	*	25%	21%	16%	17%	28%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(79.D) If you were to replace your current boiler, which of the following would be more important to you?

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2086	7	52	122	120	186	214	195	162	143	121	201	126	102	57	63	97	1859	195
Weighted	2043	7	48	113	113	182	210	190	161	142	122	202	128	104	55	63	91	1821	189
Installing the cheapest option, regardless of any environmental impact	41%	53%	54%	45%	45%	47%	43%	44%	45%	37%	39%	39%	43%	33%	32%	34%	29%	42%	36%
Installing the most environmentally friendly option, regardless of the cost	35%	13%	20%	26%	32%	28%	34%	30%	35%	42%	40%	37%	40%	39%	53%	46%	47%	35%	36%
Don't know	24%	34%	27%	29%	24%	25%	23%	26%	20%	21%	21%	24%	17%	28%	16%	20%	24%	23%	28%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(79.E) If you were to replace your current boiler, which of the following would be more important to you?

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2086	664	480	499	433	161	941	761	196	27	1875	195	1451	393	188
Weighted	2043	663	502	471	398	159	923	743	193	25	1841	187	1431	381	179
Installing the cheapest option, regardless of any environmental impact	41%	34%	44%	42%	47%	36%	36%	46%	48%	70%	37%	84%	32%	55%	81%
Installing the most environmentally friendly option, regardless of the cost	35%	42%	29%	34%	31%	45%	37%	32%	29%	23%	38%	6%	43%	19%	10%
Don't know	24%	24%	26%	24%	22%	18%	27%	22%	23%	7%	25%	10%	25%	26%	9%

Note:

BASE: Heat house with a gas or oil boiler

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2021	266	308	350	340	320	437	294	279	155	180	137	169	168	99	239	157	98	46
Weighted	2020	292	366	342	321	287	412	308	262	155	176	136	178	161	93	227	167	106	50
1 - completely ineffective	8%	5%	2%	7%	8%	11%	12%	7%	7%	9%	7%	10%	7%	7%	9%	9%	7%	5%	3%
2	8%	7%	6%	8%	11%	7%	10%	9%	6%	11%	7%	11%	7%	5%	10%	10%	6%	10%	8%
3	33%	27%	33%	34%	34%	37%	33%	27%	36%	37%	36%	36%	28%	36%	30%	31%	32%	39%	40%
4	31%	34%	32%	36%	31%	26%	28%	35%	33%	26%	35%	34%	38%	30%	21%	26%	30%	24%	28%
5 - extremely effective	20%	27%	27%	16%	16%	19%	17%	22%	17%	17%	15%	9%	20%	22%	29%	24%	25%	21%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2021	955	1063	747	821	272	711	566	153	28	263	431	752	159	0	0	525	215	25
Weighted	2020	991	1026	717	828	278	689	581	150	27	263	422	771	157	0	0	544	227	22
1 - completely ineffective	8%	9%	7%	12%	5%	5%	11%	5%	5%	25%	9%	8%	4%	5%	8%	7%	6%	5%	15%
2	8%	9%	7%	9%	8%	8%	9%	8%	6%	17%	9%	9%	7%	4%	8%	8%	9%	7%	9%
3	33%	32%	34%	36%	31%	36%	34%	33%	30%	26%	34%	33%	32%	36%	36%	31%	34%	31%	23%
4	31%	32%	30%	27%	33%	31%	26%	31%	45%	14%	34%	30%	34%	34%	29%	34%	31%	33%	26%
5 - extremely effective	20%	19%	21%	16%	23%	19%	20%	23%	14%	18%	14%	19%	23%	20%	19%	19%	21%	25%	25%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(80.C) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2021	398	605	290	390	233	103	728	518	0	156	152	373	74	192	98	129	69	570
Weighted	2020	421	603	289	379	225	101	698	529	0	157	151	386	80	199	95	124	66	530
1 - completely ineffective	8%	6%	8%	9%	11%	7%	2%	12%	6%	*	9%	4%	5%	0%	4%	4%	6%	6%	12%
2	8%	7%	7%	10%	9%	8%	10%	8%	9%	*	8%	4%	9%	5%	4%	7%	12%	4%	10%
3	33%	34%	31%	33%	34%	34%	36%	35%	32%	*	31%	37%	32%	19%	35%	32%	35%	39%	33%
4	31%	31%	34%	28%	27%	35%	31%	27%	30%	*	31%	36%	33%	51%	33%	34%	31%	30%	28%
5 - extremely effective	20%	23%	20%	21%	20%	16%	21%	18%	22%	*	21%	19%	22%	24%	24%	24%	16%	21%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(80.D) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2021	9	88	154	164	208	227	182	142	121	103	177	104	66	41	49	81	1763	202
Weighted	2020	9	84	144	156	210	226	185	142	125	106	185	107	67	41	50	79	1757	203
1 - completely ineffective	8%	9%	12%	6%	9%	9%	6%	8%	11%	6%	12%	4%	9%	7%	2%	7%	2%	8%	8%
2	8%	9%	13%	12%	8%	8%	5%	8%	5%	12%	8%	9%	6%	5%	16%	4%	4%	8%	9%
3	33%	35%	29%	29%	37%	30%	36%	36%	37%	26%	36%	32%	30%	32%	32%	33%	35%	33%	35%
4	31%	24%	31%	31%	28%	32%	36%	30%	31%	31%	18%	33%	33%	33%	32%	33%	32%	31%	32%
5 - extremely effective	20%	23%	16%	23%	18%	21%	16%	18%	16%	25%	27%	21%	22%	24%	19%	23%	27%	20%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.E) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2021	560	453	456	544	144	718	783	309	67	1827	167	1416	371	157
Weighted	2020	570	491	440	510	150	717	784	304	65	1832	163	1432	361	152
1 - completely ineffective	8%	6%	7%	10%	8%	11%	8%	6%	7%	10%	5%	37%	3%	10%	40%
2	8%	10%	8%	6%	9%	9%	8%	9%	6%	11%	8%	13%	7%	9%	17%
3	33%	30%	37%	35%	31%	28%	32%	34%	34%	31%	33%	32%	30%	46%	29%
4	31%	33%	30%	30%	31%	25%	31%	32%	33%	29%	33%	8%	36%	24%	10%
5 - extremely effective	20%	22%	18%	20%	21%	27%	21%	19%	19%	18%	21%	10%	25%	11%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(81.A) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2021	266	308	350	340	320	437	294	279	155	180	137	169	168	99	239	157	98	46
Weighted	2020	292	366	342	321	287	412	308	262	155	176	136	178	161	93	227	167	106	50
1 - completely ineffective	8%	4%	2%	8%	9%	10%	13%	7%	7%	10%	6%	8%	8%	7%	9%	8%	9%	6%	6%
2	11%	11%	9%	9%	12%	11%	13%	9%	9%	18%	12%	16%	7%	11%	9%	11%	9%	12%	6%
3	32%	31%	28%	32%	33%	33%	35%	30%	33%	34%	34%	34%	28%	32%	29%	33%	28%	39%	39%
4	31%	35%	34%	32%	32%	29%	26%	33%	33%	24%	35%	31%	36%	32%	33%	26%	31%	26%	31%
5 - extremely effective	18%	19%	26%	20%	14%	16%	14%	20%	18%	15%	13%	12%	20%	17%	21%	22%	23%	16%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2021	955	1063	747	821	272	711	566	153	28	263	431	752	159	0	0	525	215	25
Weighted	2020	991	1026	717	828	278	689	581	150	27	263	422	771	157	0	0	544	227	22
1 - completely ineffective	8%	9%	6%	12%	5%	6%	11%	4%	7%	27%	8%	9%	4%	6%	9%	6%	6%	6%	15%
2	11%	12%	9%	12%	11%	10%	13%	10%	9%	7%	10%	11%	10%	13%	8%	13%	10%	13%	8%
3	32%	32%	32%	34%	29%	37%	32%	30%	31%	42%	37%	32%	29%	30%	34%	33%	31%	28%	34%
4	31%	30%	32%	28%	34%	31%	28%	34%	38%	15%	29%	32%	35%	33%	33%	31%	33%	30%	12%
5 - extremely effective	18%	17%	20%	14%	21%	17%	16%	22%	15%	9%	16%	16%	21%	19%	16%	18%	20%	23%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.C) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2021	398	605	290	390	233	103	728	518	0	156	152	373	74	192	98	129	69	570
Weighted	2020	421	603	289	379	225	101	698	529	0	157	151	386	80	199	95	124	66	530
1 - completely ineffective	8%	6%	8%	11%	9%	7%	2%	12%	6%	*	8%	5%	4%	4%	2%	5%	8%	9%	12%
2	11%	9%	12%	9%	12%	13%	7%	12%	13%	*	8%	4%	11%	3%	7%	10%	9%	8%	13%
3	32%	31%	32%	32%	30%	35%	39%	34%	30%	*	33%	32%	33%	29%	29%	31%	33%	29%	34%
4	31%	31%	30%	33%	31%	32%	31%	27%	31%	*	29%	40%	33%	46%	37%	32%	29%	33%	26%
5 - extremely effective	18%	23%	18%	16%	18%	13%	21%	15%	21%	*	22%	19%	19%	19%	25%	22%	22%	21%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(81.D) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2021	9	88	154	164	208	227	182	142	121	103	177	104	66	41	49	81	1763	202
Weighted	2020	9	84	144	156	210	226	185	142	125	106	185	107	67	41	50	79	1757	203
1 - completely ineffective	8%	9%	9%	7%	9%	9%	6%	9%	10%	10%	8%	3%	9%	10%	2%	8%	5%	8%	9%
2	11%	9%	17%	10%	12%	9%	12%	9%	8%	5%	12%	17%	9%	4%	21%	8%	5%	11%	13%
3	32%	37%	33%	29%	34%	35%	34%	35%	33%	33%	37%	29%	22%	23%	23%	40%	35%	31%	35%
4	31%	22%	26%	35%	32%	29%	33%	37%	27%	31%	24%	32%	36%	36%	37%	22%	31%	31%	29%
5 - extremely effective	18%	23%	14%	20%	12%	18%	16%	12%	21%	21%	19%	19%	24%	27%	18%	22%	25%	19%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.E) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2021	560	453	456	544	144	718	783	309	67	1827	167	1416	371	157
Weighted	2020	570	491	440	510	150	717	784	304	65	1832	163	1432	361	152
1 - completely ineffective	8%	7%	6%	10%	7%	11%	9%	7%	5%	11%	5%	37%	3%	11%	37%
2	11%	11%	13%	10%	9%	11%	11%	12%	9%	8%	10%	18%	9%	14%	18%
3	32%	28%	33%	34%	33%	26%	32%	33%	31%	39%	32%	28%	29%	44%	28%
4	31%	33%	31%	28%	32%	23%	32%	32%	35%	22%	33%	11%	36%	22%	13%
5 - extremely effective	18%	21%	17%	17%	18%	29%	16%	17%	20%	20%	20%	6%	22%	9%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(82.A) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2021	266	308	350	340	320	437	294	279	155	180	137	169	168	99	239	157	98	46
Weighted	2020	292	366	342	321	287	412	308	262	155	176	136	178	161	93	227	167	106	50
1 - completely ineffective	17%	17%	12%	15%	17%	20%	22%	17%	18%	17%	14%	23%	17%	18%	23%	15%	17%	17%	18%
2	18%	21%	19%	18%	16%	16%	15%	15%	19%	20%	24%	19%	14%	16%	12%	20%	20%	9%	16%
3	32%	30%	34%	31%	32%	33%	33%	28%	26%	34%	35%	35%	34%	33%	36%	32%	32%	33%	39%
4	18%	17%	21%	19%	21%	16%	13%	23%	20%	17%	14%	11%	21%	17%	15%	15%	15%	23%	17%
5 - extremely effective	15%	14%	14%	17%	14%	16%	16%	16%	17%	12%	12%	12%	14%	16%	14%	17%	17%	17%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2021	955	1063	747	821	272	711	566	153	28	263	431	752	159	0	0	525	215	25
Weighted	2020	991	1026	717	828	278	689	581	150	27	263	422	771	157	0	0	544	227	22
1 - completely ineffective	17%	18%	17%	21%	14%	17%	19%	15%	13%	39%	20%	18%	14%	15%	20%	15%	14%	14%	24%
2	18%	16%	19%	17%	18%	15%	17%	16%	18%	21%	17%	18%	17%	20%	16%	18%	19%	17%	13%
3	32%	31%	34%	32%	30%	40%	30%	32%	29%	16%	38%	30%	33%	32%	34%	35%	32%	29%	8%
4	18%	18%	17%	17%	19%	16%	19%	19%	22%	10%	14%	21%	20%	16%	14%	19%	21%	19%	27%
5 - extremely effective	15%	17%	13%	13%	19%	12%	14%	18%	18%	14%	11%	13%	17%	17%	16%	14%	14%	20%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.C) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2021	398	605	290	390	233	103	728	518	0	156	152	373	74	192	98	129	69	570
Weighted	2020	421	603	289	379	225	101	698	529	0	157	151	386	80	199	95	124	66	530
1 - completely ineffective	17%	16%	16%	19%	20%	17%	15%	21%	14%	*	21%	12%	13%	18%	10%	14%	14%	10%	23%
2	18%	15%	16%	21%	21%	18%	16%	14%	18%	*	12%	15%	23%	26%	16%	11%	22%	14%	15%
3	32%	30%	34%	31%	30%	34%	39%	29%	28%	*	37%	43%	37%	27%	36%	32%	30%	36%	33%
4	18%	22%	17%	19%	15%	17%	13%	17%	21%	*	19%	19%	16%	16%	21%	29%	21%	25%	16%
5 - extremely effective	15%	17%	17%	11%	14%	15%	17%	18%	19%	*	10%	11%	10%	13%	17%	14%	13%	14%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.D) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2021	9	88	154	164	208	227	182	142	121	103	177	104	66	41	49	81	1763	202
Weighted	2020	9	84	144	156	210	226	185	142	125	106	185	107	67	41	50	79	1757	203
1 - completely ineffective	17%	18%	14%	23%	21%	25%	13%	14%	18%	15%	19%	13%	14%	14%	16%	12%	15%	17%	17%
2	18%	22%	13%	20%	17%	16%	16%	22%	16%	16%	21%	16%	22%	15%	15%	11%	16%	18%	13%
3	32%	37%	42%	32%	31%	30%	36%	35%	32%	40%	26%	35%	25%	25%	27%	18%	27%	32%	33%
4	18%	0%	14%	14%	15%	16%	21%	20%	22%	15%	15%	18%	21%	23%	33%	31%	21%	18%	20%
5 - extremely effective	15%	23%	17%	11%	15%	13%	15%	9%	13%	14%	19%	18%	18%	23%	10%	28%	22%	15%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.E) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2021	560	453	456	544	144	718	783	309	67	1827	167	1416	371	157
Weighted	2020	570	491	440	510	150	717	784	304	65	1832	163	1432	361	152
1 - completely ineffective	17%	16%	16%	19%	20%	23%	14%	19%	18%	19%	14%	51%	12%	22%	49%
2	18%	19%	18%	16%	16%	11%	18%	19%	17%	14%	18%	15%	17%	22%	16%
3	32%	26%	34%	32%	36%	23%	32%	33%	35%	34%	33%	22%	32%	38%	19%
4	18%	20%	18%	18%	15%	23%	20%	16%	18%	16%	19%	8%	21%	11%	10%
5 - extremely effective	15%	19%	14%	14%	12%	20%	17%	13%	12%	18%	16%	5%	19%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have heat pumps installed

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2021	266	308	350	340	320	437	294	279	155	180	137	169	168	99	239	157	98	46
Weighted	2020	292	366	342	321	287	412	308	262	155	176	136	178	161	93	227	167	106	50
1 - completely ineffective	7%	6%	4%	8%	7%	9%	9%	7%	5%	9%	4%	8%	7%	9%	13%	6%	9%	7%	11%
2	9%	10%	12%	8%	8%	5%	9%	10%	6%	5%	8%	11%	10%	9%	8%	8%	11%	6%	6%
3	26%	31%	28%	30%	26%	24%	20%	26%	25%	23%	31%	28%	27%	30%	27%	26%	24%	23%	25%
4	28%	29%	30%	28%	29%	25%	27%	27%	33%	30%	26%	29%	29%	25%	19%	25%	26%	35%	30%
5 - extremely effective	30%	24%	26%	26%	30%	37%	36%	30%	31%	34%	30%	25%	27%	28%	33%	34%	30%	29%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have heat pumps installed

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2021	955	1063	747	821	272	711	566	153	28	263	431	752	159	0	0	525	215	25
Weighted	2020	991	1026	717	828	278	689	581	150	27	263	422	771	157	0	0	544	227	22
1 - completely ineffective	7%	8%	6%	11%	5%	6%	9%	5%	6%	24%	9%	8%	4%	6%	8%	6%	7%	5%	11%
2	9%	9%	8%	9%	7%	12%	8%	9%	6%	13%	11%	8%	8%	8%	7%	7%	9%	11%	5%
3	26%	25%	28%	24%	26%	30%	24%	29%	21%	17%	30%	24%	29%	20%	28%	26%	25%	30%	13%
4	28%	28%	28%	27%	30%	25%	29%	25%	30%	26%	25%	30%	28%	34%	25%	32%	29%	23%	27%
5 - extremely effective	30%	31%	29%	29%	32%	27%	31%	31%	37%	19%	25%	31%	31%	32%	32%	28%	30%	31%	43%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(83.C) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have heat pumps installed

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2021	398	605	290	390	233	103	728	518	0	156	152	373	74	192	98	129	69	570
Weighted	2020	421	603	289	379	225	101	698	529	0	157	151	386	80	199	95	124	66	530
1 - completely ineffective	7%	7%	7%	9%	7%	7%	3%	10%	5%	*	9%	6%	4%	4%	4%	8%	5%	6%	10%
2	9%	10%	8%	9%	7%	9%	8%	8%	9%	*	7%	11%	8%	8%	6%	8%	10%	12%	7%
3	26%	30%	24%	25%	28%	25%	20%	21%	23%	*	35%	28%	35%	39%	30%	20%	35%	27%	22%
4	28%	26%	31%	27%	28%	26%	25%	26%	34%	*	22%	28%	27%	23%	32%	33%	28%	21%	28%
5 - extremely effective	30%	27%	30%	30%	29%	34%	44%	36%	29%	*	26%	27%	26%	26%	28%	31%	22%	34%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.D) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have heat pumps installed

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	2021	9	88	154	164	208	227	182	142	121	103	177	104	66	41	49	81	1763	202
Weighted	2020	9	84	144	156	210	226	185	142	125	106	185	107	67	41	50	79	1757	203
1 - completely ineffective	7%	18%	11%	6%	10%	9%	7%	5%	9%	5%	8%	3%	9%	10%	4%	2%	3%	7%	8%
2	9%	9%	5%	6%	11%	10%	10%	8%	10%	6%	9%	9%	10%	6%	7%	7%	9%	8%	9%
3	26%	25%	39%	27%	22%	28%	29%	28%	26%	24%	32%	24%	17%	13%	31%	17%	24%	26%	27%
4	28%	24%	19%	30%	25%	28%	27%	26%	27%	33%	22%	32%	35%	39%	28%	28%	33%	28%	24%
5 - extremely effective	30%	23%	27%	32%	32%	25%	27%	34%	28%	33%	30%	32%	30%	33%	29%	46%	30%	30%	32%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.E) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have heat pumps installed

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	2021	560	453	456	544	144	718	783	309	67	1827	167	1416	371	157
Weighted	2020	570	491	440	510	150	717	784	304	65	1832	163	1432	361	152
1 - completely ineffective	7%	6%	4%	11%	8%	11%	6%	7%	9%	4%	5%	33%	3%	11%	32%
2	9%	8%	9%	9%	8%	14%	8%	9%	6%	10%	8%	13%	7%	12%	14%
3	26%	24%	28%	26%	27%	19%	22%	30%	29%	34%	26%	25%	24%	37%	22%
4	28%	28%	30%	27%	27%	27%	32%	24%	28%	26%	29%	14%	31%	22%	17%
5 - extremely effective	30%	34%	29%	27%	29%	29%	32%	30%	29%	26%	32%	15%	35%	18%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(84.A) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1997	245	269	350	379	300	454	249	276	165	193	145	173	165	74	226	184	86	61
Weighted	1999	268	323	343	362	275	428	256	259	166	188	144	185	159	68	215	195	95	70
1 - completely ineffective	6%	2%	7%	4%	6%	9%	9%	4%	6%	11%	9%	7%	4%	10%	7%	4%	5%	6%	6%
2	9%	12%	9%	7%	8%	8%	10%	10%	8%	6%	7%	12%	8%	11%	7%	12%	9%	5%	8%
3	31%	29%	32%	30%	30%	35%	31%	33%	31%	30%	37%	33%	31%	30%	28%	28%	31%	30%	31%
4	33%	29%	31%	39%	36%	30%	30%	32%	37%	34%	31%	28%	39%	22%	29%	32%	34%	39%	31%
5 - extremely effective	21%	28%	21%	20%	20%	18%	21%	21%	18%	19%	17%	20%	18%	28%	29%	23%	21%	21%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.B) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1997	953	1039	760	790	287	720	538	137	27	285	438	693	166	0	0	520	208	22
Weighted	1999	991	1003	737	798	296	703	546	135	26	292	428	704	167	0	0	540	215	23
1 - completely ineffective	6%	8%	5%	11%	3%	6%	10%	3%	1%	9%	9%	6%	4%	7%	7%	5%	6%	3%	13%
2	9%	10%	8%	10%	9%	7%	9%	10%	8%	7%	8%	11%	8%	7%	8%	11%	8%	10%	4%
3	31%	31%	32%	33%	30%	34%	30%	31%	35%	29%	35%	30%	30%	30%	33%	33%	32%	29%	32%
4	33%	32%	33%	30%	36%	30%	34%	32%	40%	22%	26%	36%	32%	36%	30%	31%	36%	37%	27%
5 - extremely effective	21%	19%	23%	17%	21%	23%	17%	24%	16%	32%	23%	18%	25%	19%	22%	19%	19%	22%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(84.C) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	1997	394	580	306	380	222	115	745	481	0	127	183	391	46	173	116	136	71	542
Weighted	1999	416	574	308	370	217	114	718	493	0	129	179	406	49	180	116	134	67	508
1 - completely ineffective	6%	6%	6%	5%	10%	6%	6%	8%	5%	*	6%	5%	6%	2%	6%	5%	6%	7%	8%
2	9%	8%	8%	11%	9%	9%	9%	10%	8%	*	9%	8%	8%	9%	6%	7%	3%	13%	9%
3	31%	34%	28%	35%	32%	31%	25%	30%	33%	*	34%	35%	29%	34%	30%	35%	34%	36%	30%
4	33%	33%	34%	29%	31%	35%	35%	31%	33%	*	23%	28%	38%	40%	38%	33%	41%	23%	32%
5 - extremely effective	21%	19%	24%	21%	18%	19%	25%	21%	21%	*	28%	25%	19%	15%	20%	20%	16%	21%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(84.D) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	1997	17	96	162	159	203	210	194	150	120	105	150	97	79	36	44	66	1756	182
Weighted	1999	18	91	154	154	199	213	196	154	126	109	155	100	80	35	47	63	1755	184
1 - completely ineffective	6%	0%	9%	9%	6%	8%	5%	5%	8%	4%	8%	5%	7%	6%	5%	7%	4%	7%	5%
2	9%	0%	11%	9%	9%	11%	6%	7%	11%	11%	7%	9%	9%	10%	9%	9%	12%	9%	11%
3	31%	37%	31%	32%	29%	35%	29%	30%	33%	36%	28%	27%	32%	29%	24%	43%	22%	31%	33%
4	33%	25%	24%	25%	32%	28%	40%	38%	33%	28%	30%	40%	32%	35%	46%	28%	35%	32%	30%
5 - extremely effective	21%	38%	26%	25%	24%	18%	20%	19%	15%	21%	28%	20%	19%	21%	17%	13%	27%	21%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(84.E) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	1997	501	513	451	524	133	726	792	287	59	1791	188	1387	381	173
Weighted	1999	514	549	439	489	140	728	792	284	56	1797	184	1400	375	169
1 - completely ineffective	6%	5%	7%	6%	7%	8%	5%	6%	8%	17%	4%	29%	2%	10%	31%
2	9%	9%	10%	8%	8%	12%	9%	8%	8%	10%	8%	13%	7%	12%	15%
3	31%	29%	31%	29%	35%	31%	29%	33%	33%	16%	31%	35%	28%	41%	39%
4	33%	36%	32%	34%	29%	27%	33%	32%	32%	42%	35%	14%	37%	25%	11%
5 - extremely effective	21%	21%	19%	22%	22%	22%	23%	20%	20%	14%	22%	9%	25%	13%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(85.A) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1997	245	269	350	379	300	454	249	276	165	193	145	173	165	74	226	184	86	61
Weighted	1999	268	323	343	362	275	428	256	259	166	188	144	185	159	68	215	195	95	70
1 - completely ineffective	7%	3%	9%	5%	6%	9%	9%	4%	5%	12%	10%	8%	5%	12%	9%	5%	5%	8%	7%
2	9%	8%	8%	6%	8%	9%	11%	8%	7%	12%	9%	11%	9%	7%	7%	9%	9%	7%	8%
3	34%	36%	28%	35%	37%	36%	34%	35%	39%	28%	35%	39%	30%	33%	33%	30%	39%	34%	32%
4	32%	33%	39%	34%	30%	31%	27%	35%	32%	31%	30%	30%	35%	26%	30%	35%	32%	34%	31%
5 - extremely effective	18%	20%	16%	20%	18%	14%	19%	18%	17%	17%	17%	12%	20%	22%	21%	22%	16%	17%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(85.B) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1997	953	1039	760	790	287	720	538	137	27	285	438	693	166	0	0	520	208	22
Weighted	1999	991	1003	737	798	296	703	546	135	26	292	428	704	167	0	0	540	215	23
1 - completely ineffective	7%	9%	5%	11%	4%	8%	10%	4%	2%	9%	10%	7%	5%	7%	9%	5%	7%	4%	13%
2	9%	9%	8%	10%	8%	5%	10%	7%	11%	12%	7%	8%	8%	10%	8%	10%	8%	9%	10%
3	34%	33%	35%	36%	34%	34%	36%	33%	42%	33%	33%	36%	32%	32%	34%	36%	34%	33%	28%
4	32%	33%	31%	28%	36%	34%	29%	36%	32%	21%	31%	33%	36%	32%	31%	32%	32%	36%	34%
5 - extremely effective	18%	16%	20%	16%	18%	19%	16%	20%	12%	25%	19%	17%	20%	20%	18%	17%	19%	19%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(85.C) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	1997	394	580	306	380	222	115	745	481	0	127	183	391	46	173	116	136	71	542
Weighted	1999	416	574	308	370	217	114	718	493	0	129	179	406	49	180	116	134	67	508
1 - completely ineffective	7%	6%	6%	6%	11%	6%	6%	9%	7%	*	7%	4%	5%	7%	8%	6%	8%	7%	8%
2	9%	7%	9%	9%	9%	9%	10%	11%	7%	*	9%	6%	7%	9%	6%	9%	6%	10%	10%
3	34%	35%	31%	37%	32%	41%	32%	33%	35%	*	34%	33%	37%	29%	33%	31%	33%	42%	37%
4	32%	37%	34%	31%	29%	28%	29%	30%	32%	*	27%	36%	35%	41%	29%	38%	34%	27%	29%
5 - extremely effective	18%	15%	20%	17%	19%	17%	23%	17%	20%	*	23%	22%	16%	14%	23%	16%	19%	14%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(85.D) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Income															Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	1997	17	96	162	159	203	210	194	150	120	105	150	97	79	36	44	66	1756	182
Weighted	1999	18	91	154	154	199	213	196	154	126	109	155	100	80	35	47	63	1755	184
1 - completely ineffective	7%	0%	6%	13%	8%	7%	6%	6%	7%	4%	10%	5%	8%	8%	5%	7%	5%	7%	5%
2	9%	0%	13%	5%	9%	10%	8%	7%	16%	8%	5%	9%	5%	6%	6%	12%	8%	8%	12%
3	34%	43%	25%	35%	30%	37%	35%	37%	38%	32%	27%	30%	35%	42%	24%	41%	34%	34%	37%
4	32%	37%	38%	27%	36%	27%	30%	31%	28%	38%	33%	41%	32%	29%	39%	32%	31%	32%	29%
5 - extremely effective	18%	20%	17%	19%	18%	19%	21%	18%	12%	18%	25%	14%	20%	15%	25%	7%	22%	18%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.E) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	1997	501	513	451	524	133	726	792	287	59	1791	188	1387	381	173
Weighted	1999	514	549	439	489	140	728	792	284	56	1797	184	1400	375	169
1 - completely ineffective	7%	5%	8%	7%	8%	9%	6%	6%	7%	19%	5%	31%	3%	11%	30%
2	9%	9%	9%	8%	9%	9%	9%	9%	7%	5%	8%	11%	7%	12%	17%
3	34%	32%	36%	33%	35%	26%	32%	37%	38%	36%	34%	34%	31%	47%	31%
4	32%	35%	31%	33%	30%	38%	34%	30%	31%	31%	34%	15%	37%	21%	16%
5 - extremely effective	18%	19%	17%	18%	18%	18%	19%	18%	17%	8%	19%	9%	22%	8%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(86.A) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1997	245	269	350	379	300	454	249	276	165	193	145	173	165	74	226	184	86	61
Weighted	1999	268	323	343	362	275	428	256	259	166	188	144	185	159	68	215	195	95	70
1 - completely ineffective	19%	14%	16%	18%	17%	22%	23%	12%	17%	26%	19%	21%	19%	22%	22%	18%	20%	20%	16%
2	19%	25%	23%	18%	16%	17%	17%	16%	20%	21%	16%	18%	22%	15%	18%	19%	18%	27%	25%
3	35%	36%	38%	35%	33%	35%	35%	38%	37%	30%	30%	39%	37%	40%	32%	35%	36%	30%	35%
4	16%	16%	16%	17%	19%	14%	13%	20%	14%	16%	22%	18%	13%	10%	12%	16%	15%	13%	17%
5 - extremely effective	11%	9%	7%	11%	14%	11%	12%	14%	11%	7%	12%	5%	9%	13%	15%	12%	12%	10%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.B) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1997	953	1039	760	790	287	720	538	137	27	285	438	693	166	0	0	520	208	22
Weighted	1999	991	1003	737	798	296	703	546	135	26	292	428	704	167	0	0	540	215	23
1 - completely ineffective	19%	19%	19%	26%	14%	14%	24%	14%	13%	32%	17%	19%	15%	18%	20%	21%	14%	13%	28%
2	19%	18%	20%	17%	17%	26%	20%	18%	11%	24%	22%	20%	19%	16%	16%	19%	23%	20%	19%
3	35%	33%	38%	34%	36%	38%	31%	34%	47%	22%	43%	31%	35%	38%	37%	38%	35%	31%	15%
4	16%	18%	14%	14%	20%	14%	16%	19%	15%	12%	10%	18%	18%	18%	15%	13%	18%	22%	17%
5 - extremely effective	11%	12%	10%	10%	13%	8%	10%	14%	13%	10%	8%	12%	12%	9%	11%	9%	11%	14%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(86.C) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	1997	394	580	306	380	222	115	745	481	0	127	183	391	46	173	116	136	71	542
Weighted	1999	416	574	308	370	217	114	718	493	0	129	179	406	49	180	116	134	67	508
1 - completely ineffective	19%	14%	20%	19%	22%	19%	21%	22%	17%	*	18%	19%	16%	18%	15%	20%	20%	25%	21%
2	19%	22%	18%	20%	17%	18%	21%	17%	19%	*	17%	19%	24%	18%	16%	19%	17%	23%	18%
3	35%	34%	34%	38%	38%	33%	31%	31%	33%	*	39%	43%	40%	42%	37%	34%	30%	28%	35%
4	16%	21%	15%	14%	11%	17%	18%	16%	19%	*	18%	10%	13%	17%	24%	14%	20%	13%	13%
5 - extremely effective	11%	9%	13%	8%	11%	13%	9%	14%	11%	*	8%	9%	7%	5%	8%	13%	12%	11%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.D) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	1997	17	96	162	159	203	210	194	150	120	105	150	97	79	36	44	66	1756	182
Weighted	1999	18	91	154	154	199	213	196	154	126	109	155	100	80	35	47	63	1755	184
1 - completely ineffective	19%	11%	22%	20%	21%	21%	20%	15%	17%	14%	17%	21%	21%	19%	19%	10%	6%	19%	16%
2	19%	36%	18%	17%	18%	21%	18%	19%	19%	19%	12%	21%	24%	20%	17%	21%	16%	19%	19%
3	35%	39%	40%	38%	34%	35%	38%	42%	39%	36%	37%	29%	27%	30%	17%	38%	31%	35%	38%
4	16%	5%	8%	17%	16%	12%	13%	16%	16%	16%	25%	14%	16%	20%	27%	18%	30%	16%	15%
5 - extremely effective	11%	9%	12%	9%	11%	11%	11%	8%	9%	15%	10%	15%	12%	11%	19%	13%	18%	11%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.E) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government banned people from buying new boilers to fit in their homes

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	1997	501	513	451	524	133	726	792	287	59	1791	188	1387	381	173
Weighted	1999	514	549	439	489	140	728	792	284	56	1797	184	1400	375	169
1 - completely ineffective	19%	14%	19%	23%	19%	16%	17%	19%	24%	26%	16%	50%	13%	24%	55%
2	19%	18%	22%	17%	19%	12%	19%	21%	18%	21%	19%	17%	19%	20%	18%
3	35%	30%	34%	38%	40%	31%	34%	35%	40%	43%	36%	23%	36%	39%	18%
4	16%	22%	15%	13%	14%	31%	18%	14%	11%	2%	17%	7%	19%	10%	7%
5 - extremely effective	11%	16%	9%	10%	9%	10%	13%	11%	7%	8%	12%	3%	13%	7%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(87.A) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have improved insulation installed

		Age						Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1997	245	269	350	379	300	454	249	276	165	193	145	173	165	74	226	184	86	61
Weighted	1999	268	323	343	362	275	428	256	259	166	188	144	185	159	68	215	195	95	70
1 - completely ineffective	3%	4%	2%	4%	2%	4%	3%	1%	3%	6%	4%	5%	3%	5%	1%	3%	1%	3%	1%
2	4%	8%	6%	4%	3%	4%	2%	4%	4%	5%	4%	5%	3%	2%	1%	6%	5%	4%	8%
3	20%	26%	31%	24%	16%	16%	11%	24%	18%	16%	20%	18%	26%	19%	19%	15%	20%	24%	22%
4	29%	35%	33%	31%	32%	23%	21%	32%	25%	30%	27%	35%	26%	22%	40%	28%	29%	29%	31%
5 - extremely effective	44%	28%	28%	37%	47%	54%	63%	39%	49%	43%	45%	38%	42%	52%	38%	48%	45%	40%	38%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Centrica (Part 1)

(87.B) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have improved insulation installed

		Gender		EU 2016 Vote			2019					Voting Intention			Education				
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1997	953	1039	760	790	287	720	538	137	27	285	438	693	166	0	0	520	208	22
Weighted	1999	991	1003	737	798	296	703	546	135	26	292	428	704	167	0	0	540	215	23
1 - completely ineffective	3%	3%	3%	5%	1%	3%	4%	1%	2%	3%	4%	3%	2%	2%	3%	3%	3%	2%	3%
2	4%	4%	4%	4%	3%	9%	4%	4%	1%	10%	5%	4%	5%	2%	4%	4%	4%	3%	7%
3	20%	20%	20%	19%	19%	26%	19%	19%	17%	23%	24%	17%	18%	19%	20%	22%	21%	19%	11%
4	29%	29%	28%	26%	31%	27%	28%	32%	29%	29%	28%	29%	31%	33%	25%	29%	32%	34%	23%
5 - extremely effective	44%	44%	44%	47%	46%	35%	45%	43%	50%	35%	38%	47%	45%	44%	48%	42%	40%	42%	56%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.C) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have improved insulation installed

		Area						Tenure							Child age				
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	1997	394	580	306	380	222	115	745	481	0	127	183	391	46	173	116	136	71	542
Weighted	1999	416	574	308	370	217	114	718	493	0	129	179	406	49	180	116	134	67	508
1 - completely ineffective	3%	3%	2%	4%	5%	3%	1%	4%	3%	*	2%	3%	4%	0%	3%	3%	4%	1%	3%
2	4%	5%	3%	5%	3%	5%	8%	4%	5%	*	3%	6%	4%	6%	3%	2%	4%	5%	3%
3	20%	26%	16%	25%	19%	16%	16%	14%	21%	*	21%	25%	25%	29%	25%	30%	17%	14%	13%
4	29%	33%	31%	28%	24%	26%	25%	25%	30%	*	30%	24%	33%	37%	31%	24%	30%	27%	22%
5 - extremely effective	44%	34%	48%	39%	49%	49%	51%	53%	42%	*	44%	42%	34%	28%	37%	41%	45%	53%	60%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.D) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have improved insulation installed

		Income																Energy Bills	
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more	Increased in last year	Not increased in last year
Unweighted	1997	17	96	162	159	203	210	194	150	120	105	150	97	79	36	44	66	1756	182
Weighted	1999	18	91	154	154	199	213	196	154	126	109	155	100	80	35	47	63	1755	184
1 - completely ineffective	3%	0%	4%	6%	3%	2%	3%	2%	3%	2%	2%	4%	3%	4%	0%	2%	2%	3%	2%
2	4%	0%	8%	3%	4%	4%	2%	3%	6%	3%	5%	3%	2%	8%	3%	13%	3%	4%	5%
3	20%	13%	24%	24%	19%	25%	17%	25%	19%	27%	17%	13%	16%	16%	14%	16%	13%	19%	24%
4	29%	38%	33%	21%	29%	28%	30%	27%	30%	23%	26%	32%	37%	29%	27%	34%	33%	29%	25%
5 - extremely effective	44%	48%	31%	46%	45%	41%	47%	42%	41%	44%	51%	47%	42%	44%	56%	35%	48%	44%	44%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.E) There are a number of ways in which the Government could look to encourage people to install better insulation Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government forced all new build houses to have improved insulation installed

		Social Grade				Perceived Financial Comfort					Climate Change Concern		2050 Net Zero Target		
	Total	AB	C1	C2	DE	Very comfortable	Relatively comfortable	No money for luxuries, can cover essentials	Struggle to make ends meet	Cannot afford costs	Concerned about Climate Change	Not concerned about Climate Change	Supportive	Indifferent	Oppose
Unweighted	1997	501	513	451	524	133	726	792	287	59	1791	188	1387	381	173
Weighted	1999	514	549	439	489	140	728	792	284	56	1797	184	1400	375	169
1 - completely ineffective	3%	1%	4%	4%	4%	4%	2%	3%	5%	10%	2%	12%	2%	4%	13%
2	4%	4%	5%	5%	4%	7%	4%	4%	5%	6%	4%	11%	3%	5%	10%
3	20%	15%	24%	20%	21%	18%	18%	19%	25%	26%	19%	23%	17%	28%	23%
4	29%	31%	29%	29%	25%	29%	27%	30%	29%	26%	29%	27%	28%	32%	22%
5 - extremely effective	44%	50%	38%	42%	47%	42%	48%	44%	36%	32%	46%	28%	50%	31%	32%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 12th May - 18th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions