Public First Poll for Centrica (Part 2)

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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(1.A) Do you know what flexibility trials for electricity demand are?

		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 never heard about this	51%	46%	47%	50%	52%	53%	56%	48%	51%	55%	51%	45%	47%	50%	49%	55%	49%	58%	65%
I have heard about this but am not sure what it is	21%	26%	24%	20%	20%	20%	18%	23%	22%	20%	23%	19%	26%	21%	20%	20%	22%	18%	10%
I have heard about this and know what it is	14%	12%	14%	13%	16%	15%	15%	16%	14%	15%	13%	23%	14%	13%	19%	11%	14%	9%	6%
Don't Know	14%	16%	14%	17%	12%	12%	11%	13%	13%	10%	13%	14%	13%	16%	12%	13%	15%	15%	19%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

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

(1.B) Do you know what flexibility trials for electricity demand are?

		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 never heard about this	51%	48%	54%	53%	48%	53%	51%	47%	48%	51%	55%	50%	49%	47%	56%	52%	48%	43%	42%
I have heard about this but am not sure what it is	21%	22%	20%	21%	23%	19%	21%	23%	25%	23%	16%	23%	22%	23%	17%	20%	25%	25%	20%
I have heard about this and know what it is	14%	17%	12%	14%	18%	10%	16%	16%	18%	12%	10%	17%	14%	19%	12%	13%	15%	20%	29%
Don't Know	14%	13%	14%	13%	11%	19%	12%	14%	8%	14%	19%	10%	15%	10%	15%	15%	12%	13%	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

(1.C) Do you know what flexibility trials for electricity demand are?

		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 never heard about this	51%	47%	52%	51%	52%	53%	50%	51%	49%	*	52%	50%	53%	55%	45%	47%	48%	58%	54%
I have heard about this but am not sure what it is	21%	23%	21%	20%	21%	20%	18%	21%	22%	*	20%	20%	23%	18%	23%	21%	21%	21%	20%
I have heard about this and know what it is	14%	15%	13%	15%	14%	13%	15%	17%	15%	*	11%	13%	10%	7%	17%	16%	15%	10%	15%
Don't Know	14%	14%	13%	13%	13%	14%	17%	11%	14%	*	16%	17%	14%	20%	16%	16%	16%	10%	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

(1.D) Do you know what flexibility trials for electricity demand are?

		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 never heard about this	51%	50%	54%	57%	52%	56%	48%	51%	46%	49%	52%	52%	48%	45%	59%	42%	48%	51%	45%
I have heard about this but am not sure what it is	21%	12%	16%	16%	21%	18%	23%	24%	23%	30%	20%	22%	25%	23%	14%	22%	23%	21%	27%
I have heard about this and know what it is	14%	12%	14%	12%	14%	10%	14%	13%	17%	14%	17%	12%	17%	16%	22%	25%	19%	14%	18%
Don't Know	14%	25%	17%	15%	13%	16%	15%	12%	14%	8%	11%	14%	10%	15%	5%	12%	10%	14%	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

(1.E) Do you know what flexibility trials for electricity demand are?

		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 never heard about this	51%	46%	53%	48%	57%	46%	49%	52%	57%	50%	50%	60%	50%	53%	53%
I have heard about this but am not sure what it is	21%	24%	21%	24%	16%	20%	23%	23%	17%	13%	22%	13%	22%	21%	21%
I have heard about this and know what it is	14%	18%	13%	13%	12%	24%	17%	11%	11%	18%	14%	14%	15%	11%	16%
Don't Know	14%	11%	13%	15%	15%	10%	12%	15%	15%	20%	13%	13%	13%	15%	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

(2.A) Did you know such trials have been run in the UK?

		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
Yes, I knew such trials have been run	38%	26%	32%	35%	43%	43%	47%	35%	38%	40%	42%	46%	38%	34%	38%	40%	38%	35%	23%
No, I did not know such trials have been run	55%	67%	60%	57%	52%	51%	48%	56%	54%	54%	53%	50%	56%	57%	55%	53%	57%	60%	72%
Don't Know	7%	7%	8%	8%	6%	6%	5%	9%	8%	6%	6%	5%	7%	9%	8%	6%	5%	6%	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

(2.B) Did you know such trials have been run in the UK?

		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
Yes, I knew such trials have been run	38%	38%	38%	40%	43%	28%	43%	39%	47%	41%	33%	43%	37%	47%	36%	35%	40%	42%	46%
No, I did not know such trials have been run	55%	55%	55%	54%	52%	61%	52%	54%	48%	49%	57%	52%	56%	49%	56%	59%	54%	49%	47%
Don't Know	7%	6%	7%	6%	5%	11%	6%	7%	5%	10%	11%	5%	7%	4%	7%	6%	6%	9%	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

(2.C) Did you know such trials have been run in the UK?

		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
Yes, I knew such trials have been run	38%	35%	39%	38%	38%	42%	37%	45%	40%	*	32%	32%	31%	24%	39%	37%	39%	40%	45%
No, I did not know such trials have been run	55%	56%	55%	56%	55%	53%	54%	49%	54%	*	60%	59%	62%	68%	53%	55%	52%	52%	49%
Don't Know	7%	9%	6%	5%	7%	5%	8%	5%	6%	*	9%	9%	8%	8%	8%	7%	9%	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

(2.D) Did you know such trials have been run in the UK?

		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
Yes, I knew such trials have been run	38%	17%	35%	34%	37%	36%	38%	36%	39%	41%	42%	37%	41%	47%	44%	55%	42%	38%	42%
No, I did not know such trials have been run	55%	64%	59%	57%	58%	57%	53%	58%	54%	52%	52%	56%	54%	47%	53%	40%	53%	55%	54%
Don't Know	7%	19%	5%	9%	6%	7%	8%	6%	7%	6%	6%	7%	5%	6%	3%	5%	4%	7%	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

(2.E) Did you know such trials have been run in the UK?

		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
Yes, I knew such trials have been run	38%	44%	37%	37%	34%	47%	43%	35%	32%	27%	39%	31%	41%	31%	40%
No, I did not know such trials have been run	55%	51%	56%	55%	59%	48%	51%	58%	60%	65%	55%	62%	54%	60%	54%
Don't Know	7%	5%	7%	8%	7%	5%	6%	7%	8%	9%	6%	7%	6%	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

(3.A) Has your household participated in any such trial with your energy supplier in the last year?

		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
No, not as far as I'm aware	83%	75%	78%	83%	87%	88%	86%	79%	84%	81%	85%	80%	83%	80%	84%	84%	87%	86%	90%
Yes	12%	16%	16%	12%	10%	10%	12%	14%	11%	14%	11%	16%	13%	14%	11%	12%	10%	13%	7%
Don't Know	5%	10%	5%	5%	4%	2%	2%	7%	6%	5%	3%	4%	3%	7%	5%	4%	3%	1%	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

(3.B) Has your household participated in any such trial with your energy supplier in the last year?

		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
No, not as far as I'm aware	83%	83%	83%	84%	83%	84%	84%	80%	82%	70%	87%	83%	82%	82%	86%	81%	84%	78%	71%
Yes	12%	13%	12%	13%	14%	9%	12%	16%	15%	20%	6%	14%	13%	14%	11%	13%	11%	17%	26%
Don't Know	5%	5%	4%	3%	3%	7%	4%	4%	3%	9%	7%	3%	5%	4%	4%	5%	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

(3.C) Has your household participated in any such trial with your energy supplier in the last year?

		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
No, not as far as I'm aware	83%	78%	84%	83%	85%	87%	83%	84%	81%	*	84%	83%	84%	87%	74%	87%	81%	85%	86%
Yes	12%	15%	12%	12%	11%	11%	11%	14%	15%	*	9%	11%	9%	8%	21%	8%	14%	13%	12%
Don't Know	5%	7%	4%	4%	4%	2%	6%	2%	4%	*	7%	6%	7%	5%	5%	4%	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

(3.D) Has your household participated in any such trial with your energy supplier in the last year?

		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
No, not as far as I'm aware	83%	72%	84%	83%	86%	85%	82%	85%	81%	83%	84%	82%	82%	85%	86%	73%	78%	83%	80%
Yes	12%	14%	10%	10%	11%	12%	15%	11%	14%	12%	11%	13%	15%	12%	11%	23%	16%	12%	16%
Don't Know	5%	15%	6%	6%	3%	2%	3%	4%	5%	5%	5%	6%	3%	3%	3%	3%	6%	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

(3.E) Has your household participated in any such trial with your energy supplier in the last year?

		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
No, not as far as I'm aware	83%	81%	83%	81%	87%	66%	82%	85%	88%	85%	83%	87%	83%	83%	84%
Yes	12%	15%	11%	14%	9%	29%	14%	10%	8%	10%	13%	9%	13%	12%	12%
Don't Know	5%	4%	5%	5%	4%	5%	5%	5%	3%	6%	4%	4%	4%	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

(4.A) And if you were offered the opportunity to take part in such a trial, would you be interested in taking part?

		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
Yes, I would definitely take part	34%	24%	31%	33%	36%	39%	38%	32%	33%	32%	35%	34%	36%	34%	35%	37%	37%	27%	24%
Yes, I would probably want to take part	40%	50%	42%	38%	38%	36%	39%	43%	41%	40%	39%	43%	38%	36%	43%	38%	38%	45%	49%
No, I would not be interested in taking part	15%	15%	16%	18%	15%	13%	13%	14%	14%	17%	14%	15%	17%	20%	15%	12%	15%	15%	20%
Don't Know	11%	11%	11%	11%	12%	11%	10%	11%	11%	11%	12%	8%	10%	10%	7%	14%	10%	14%	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

(4.B) And if you were offered the opportunity to take part in such a trial, would you be interested in taking part?

		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
Yes, I would definitely take part	34%	33%	34%	33%	37%	31%	36%	35%	35%	35%	26%	38%	35%	38%	33%	30%	33%	41%	43%
Yes, I would probably want to take part	40%	39%	41%	38%	41%	40%	38%	42%	43%	29%	41%	40%	42%	42%	38%	41%	44%	38%	40%
No, I would not be interested in taking part	15%	17%	13%	18%	12%	14%	18%	12%	10%	21%	17%	15%	12%	10%	16%	18%	13%	13%	9%
Don't Know	11%	10%	11%	10%	9%	15%	8%	11%	12%	15%	16%	7%	10%	10%	13%	11%	10%	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

(4.C) And if you were offered the opportunity to take part in such a trial, would you be interested in taking part?

		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
Yes, I would definitely take part	34%	32%	36%	31%	32%	34%	40%	37%	34%	*	32%	34%	32%	14%	36%	42%	37%	31%	40%
Yes, I would probably want to take part	40%	41%	38%	41%	42%	43%	35%	38%	43%	*	38%	39%	41%	43%	41%	35%	41%	46%	38%
No, I would not be interested in taking part	15%	16%	15%	16%	16%	14%	12%	16%	15%	*	17%	13%	14%	18%	14%	12%	14%	12%	13%
Don't Know	11%	10%	11%	12%	10%	9%	13%	9%	8%	*	13%	14%	13%	25%	10%	11%	8%	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

(4.D) And if you were offered the opportunity to take part in such a trial, would you be interested in taking part?

		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
Yes, I would definitely take part	34%	16%	26%	35%	37%	30%	35%	29%	32%	34%	33%	35%	37%	43%	47%	53%	35%	34%	31%
Yes, I would probably want to take part	40%	44%	38%	37%	40%	39%	40%	44%	41%	42%	45%	41%	46%	35%	39%	34%	39%	40%	44%
No, I would not be interested in taking part	15%	28%	21%	18%	13%	16%	15%	17%	17%	15%	12%	16%	11%	14%	7%	7%	12%	15%	16%
Don't Know	11%	12%	15%	10%	11%	14%	11%	11%	10%	9%	11%	8%	6%	8%	8%	6%	14%	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

(4.E) And if you were offered the opportunity to take part in such a trial, would you be interested in taking part?

		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
Yes, I would definitely take part	34%	38%	33%	34%	31%	44%	35%	31%	34%	32%	36%	15%	40%	18%	19%
Yes, I would probably want to take part	40%	42%	43%	38%	38%	37%	42%	41%	39%	35%	42%	28%	42%	40%	30%
No, I would not be interested in taking part	15%	13%	15%	16%	17%	13%	14%	16%	17%	20%	12%	46%	10%	24%	41%
Don't Know	11%	8%	10%	13%	14%	6%	10%	12%	11%	13%	10%	11%	8%	18%	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

(5.A) Do you or any other members of your household have routine access to a car or van?Please include company cars or vans if they are available for private use by your household.

		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
Yes	76%	70%	70%	77%	77%	78%	82%	64%	77%	84%	82%	81%	79%	76%	75%	73%	74%	74%	87%
No	24%	30%	30%	23%	23%	22%	18%	36%	23%	16%	18%	19%	21%	24%	25%	27%	26%	26%	13%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

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

(5.B) Do you or any other members of your household have routine access to a car or van?Please include company cars or vans if they are available for private use by your household.

		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
Yes	76%	75%	77%	80%	78%	64%	83%	72%	80%	83%	66%	82%	73%	79%	75%	74%	78%	76%	88%
No	24%	25%	23%	20%	22%	36%	17%	28%	20%	17%	34%	18%	27%	21%	25%	26%	22%	24%	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

(5.C) Do you or any other members of your household have routine access to a car or van?Please include company cars or vans if they are available for private use by your household.

		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
Yes	76%	60%	79%	74%	79%	90%	88%	84%	85%	*	62%	56%	64%	78%	81%	80%	82%	81%	83%
No	24%	40%	21%	26%	21%	10%	12%	16%	15%	*	38%	44%	36%	22%	19%	20%	18%	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

(5.D) Do you or any other members of your household have routine access to a car or van?Please include company cars or vans if they are available for private use by your household.

		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
Yes	76%	43%	49%	62%	69%	70%	76%	78%	82%	82%	77%	84%	83%	91%	89%	83%	86%	76%	72%
No	24%	57%	51%	38%	31%	30%	24%	22%	18%	18%	23%	16%	17%	9%	11%	17%	14%	24%	28%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

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

(5.E) Do you or any other members of your household have routine access to a car or van?Please include company cars or vans if they are available for private use by your household.

		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
Yes	76%	83%	74%	82%	66%	80%	82%	75%	67%	55%	76%	77%	76%	77%	77%
No	24%	17%	26%	18%	34%	20%	18%	25%	33%	45%	24%	23%	24%	23%	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

(6.A) Do you personally drive?

		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
Yes	69%	52%	66%	70%	72%	74%	75%	61%	74%	74%	75%	71%	68%	67%	63%	67%	66%	70%	81%
No	31%	48%	34%	30%	28%	26%	25%	39%	26%	26%	25%	29%	32%	33%	37%	33%	34%	30%	19%

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.B) Do you personally drive?

		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
Yes	69%	72%	66%	74%	73%	56%	78%	66%	75%	74%	57%	77%	66%	72%	64%	65%	72%	75%	78%
No	31%	28%	34%	26%	27%	44%	22%	34%	25%	26%	43%	23%	34%	28%	36%	35%	28%	25%	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

(6.C) Do you personally drive?

		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
Yes	69%	60%	68%	66%	71%	82%	83%	77%	79%	*	50%	50%	60%	58%	78%	78%	78%	77%	76%
No	31%	40%	32%	34%	29%	18%	17%	23%	21%	*	50%	50%	40%	42%	22%	22%	22%	23%	24%

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.D) Do you personally drive?

		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
Yes	69%	21%	48%	61%	61%	62%	66%	69%	73%	73%	79%	79%	79%	83%	87%	70%	76%	70%	68%
No	31%	79%	52%	39%	39%	38%	34%	31%	27%	27%	21%	21%	21%	17%	13%	30%	24%	30%	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

(6.E) Do you personally drive?

		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
Yes	69%	77%	67%	73%	58%	73%	75%	67%	59%	55%	69%	74%	69%	68%	76%
No	31%	23%	33%	27%	42%	27%	25%	33%	41%	45%	31%	26%	31%	32%	24%

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) What type of car does your household have access to?If you have access to more than one type of car, please select all of the below which you have access to as a household.

		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	3055	357	404	537	553	481	723	349	429	271	306	229	270	253	128	338	252	138	92
Weighted	3046	391	482	527	525	438	684	360	401	271	298	227	286	242	120	321	266	149	104
Hybrid Car	9%	10%	10%	9%	8%	7%	8%	15%	5%	6%	9%	10%	9%	6%	5%	10%	9%	5%	6%
Petrol Car	67%	63%	63%	64%	68%	69%	70%	72%	69%	68%	65%	71%	61%	70%	59%	64%	63%	73%	49%
Electric Car	5%	11%	9%	3%	2%	2%	2%	9%	4%	3%	4%	2%	7%	2%	7%	4%	5%	2%	3%
Diesel Car	31%	35%	32%	36%	31%	29%	26%	15%	30%	32%	32%	33%	35%	30%	39%	32%	33%	33%	51%
Don't Know	1%	3%	2%	1%	1%	0%	0%	2%	2%	1%	1%	0%	1%	1%	1%	1%	0%	1%	2%
Other (Please Specify)	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(7.B) What type of car does your household have access to?If you have access to more than one type of car, please select all of the below which you have access to as a household.

		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	3055	1447	1604	1210	1251	356	1193	787	231	45	363	716	1049	254	0	0	812	322	41
Weighted	3046	1491	1551	1167	1262	363	1159	802	227	44	365	698	1068	254	0	0	837	336	39
Hybrid Car	9%	10%	7%	7%	10%	8%	9%	9%	9%	9%	5%	10%	9%	10%	6%	8%	9%	15%	14%
Petrol Car	67%	66%	67%	67%	65%	68%	68%	63%	68%	62%	68%	67%	66%	68%	68%	66%	67%	63%	62%
Electric Car	5%	6%	4%	4%	5%	3%	3%	7%	5%	9%	3%	5%	5%	2%	2%	4%	5%	10%	15%
Diesel Car	31%	30%	32%	31%	31%	30%	30%	30%	32%	27%	34%	30%	31%	33%	30%	33%	32%	29%	11%
Don't Know	1%	1%	1%	0%	1%	2%	0%	1%	0%	2%	3%	0%	1%	0%	1%	1%	1%	2%	0%
Other (Please Specify)	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(7.C) What type of car does your household have access to?If you have access to more than one type of car, please select all of the below which you have access to as a household.

		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	3055	475	931	443	604	409	191	1231	846	0	175	187	487	92	293	170	216	113	921
Weighted	3046	502	924	445	589	397	187	1182	861	0	178	184	504	100	305	168	210	107	862
Hybrid Car	9%	13%	8%	6%	7%	8%	11%	11%	8%	*	3%	4%	7%	8%	12%	11%	9%	13%	6%
Petrol Car	67%	61%	69%	65%	69%	69%	57%	67%	65%	*	70%	68%	63%	78%	58%	65%	61%	72%	70%
Electric Car	5%	10%	4%	3%	3%	3%	5%	4%	6%	*	7%	4%	4%	2%	8%	5%	3%	4%	2%
Diesel Car	31%	26%	28%	35%	32%	33%	43%	28%	33%	*	29%	29%	35%	37%	37%	34%	39%	24%	31%
Don't Know	1%	2%	1%	2%	1%	0%	0%	0%	1%	*	1%	1%	3%	3%	1%	0%	0%	0%	0%
Other (Please Specify)	0%	0%	0%	1%	0%	0%	1%	1%	0%	*	1%	0%	0%	0%	0%	0%	1%	0%	1%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(7.D) What type of car does your household have access to?If you have access to more than one type of car, please select all of the below which you have access to as a household.

		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	3055	11	92	197	222	289	337	294	239	199	160	276	168	132	69	75	127	2688	283
Weighted	3046	11	87	185	213	285	336	296	242	205	165	285	173	134	67	79	121	2678	280
Hybrid Car	9%	11%	2%	4%	6%	4%	8%	5%	6%	15%	9%	10%	8%	13%	10%	18%	19%	9%	8%
Petrol Car	67%	61%	67%	66%	65%	70%	62%	69%	69%	66%	68%	68%	71%	67%	76%	57%	63%	67%	65%
Electric Car	5%	0%	3%	2%	5%	3%	4%	3%	3%	4%	5%	4%	6%	8%	8%	11%	11%	4%	7%
Diesel Car	31%	29%	31%	30%	28%	26%	30%	31%	33%	29%	31%	35%	32%	35%	27%	33%	36%	31%	32%
Don't Know	1%	19%	5%	2%	2%	1%	2%	1%	0%	1%	0%	0%	0%	2%	0%	0%	0%	1%	1%
Other (Please Specify)	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(7.E) What type of car does your household have access to?If you have access to more than one type of car, please select all of the below which you have access to as a household.

		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	3055	876	714	751	702	225	1184	1180	396	70	2751	275	2127	580	256
Weighted	3046	892	767	721	654	230	1183	1176	390	67	2752	267	2143	567	246
Hybrid Car	9%	13%	8%	7%	5%	17%	10%	7%	6%	1%	9%	8%	9%	8%	7%
Petrol Car	67%	68%	67%	62%	69%	57%	67%	69%	66%	61%	66%	66%	66%	66%	69%
Electric Car	5%	6%	4%	5%	3%	13%	5%	3%	3%	1%	5%	3%	5%	3%	3%
Diesel Car	31%	30%	30%	36%	29%	27%	30%	32%	32%	38%	31%	30%	31%	32%	31%
Don't Know	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%
Other (Please Specify)	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(8.A) Of those, which does your household use most often?

		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	3015	346	396	532	547	473	721	343	422	269	303	229	264	249	127	333	250	136	90
Weighted	3006	379	473	522	519	431	682	354	394	269	295	227	280	238	119	317	264	146	102
Don't Know	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%

Note:

BASE: Own a car

Fieldwork: 12th May - 18th May 2023

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

(8.B) Of those, which does your household use most often?

		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	3015	1428	1583	1205	1236	347	1191	772	230	44	352	713	1032	253	0	0	801	317	41
Weighted	3006	1471	1531	1162	1247	354	1157	787	226	43	354	696	1051	253	0	0	827	330	39
Don't Know	1%	0%	1%	0%	0%	1%	0%	0%	1%	5%	1%	0%	0%	2%	1%	0%	1%	1%	3%

Note:

BASE: Own a car

Fieldwork: 12th May - 18th May 2023

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

(8.C) Of those, which does your household use most often?

		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	3015	467	917	433	597	409	190	1223	840	0	172	185	473	89	291	170	215	113	917
Weighted	3006	494	910	435	582	397	186	1175	855	0	175	182	490	96	303	168	209	107	858
Don't Know	1%	1%	0%	1%	0%	0%	1%	0%	1%	*	0%	1%	1%	3%	1%	0%	0%	0%	0%

Note:

BASE: Own a car

Fieldwork: 12th May - 18th May 2023

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

(8.D) Of those, which does your household use most often?

		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	3015	9	88	192	218	285	330	289	238	198	159	276	167	130	69	75	126	2655	280
Weighted	3006	9	83	181	209	281	328	290	241	204	164	285	172	132	67	79	120	2645	277
Don't Know	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%

Note:

BASE: Own a car

Fieldwork: 12th May - 18th May 2023

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

(8.E) Of those, which does your household use most often?

		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	3015	870	701	741	691	224	1171	1163	389	68	2713	273	2098	574	253
Weighted	3006	886	753	712	643	229	1170	1159	383	65	2713	265	2114	561	243
Don't Know	1%	1%	0%	1%	0%	2%	0%	1%	0%	0%	0%	1%	0%	1%	1%

Note:

BASE: Own a car

Fieldwork: 12th May - 18th May 2023

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

(9.A) If you were to replace your household's primary car, 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	3054	357	403	537	553	481	723	349	429	271	305	229	270	253	128	338	252	138	92
Weighted	3045	391	481	527	525	438	684	360	401	271	297	227	286	242	120	321	266	149	104
Buying the cheapest car, regardless of any environmental impact	45%	46%	44%	47%	49%	42%	41%	36%	49%	42%	45%	50%	41%	48%	52%	44%	41%	50%	54%
Buying an electric vehicle or hybrid, regardless of the cost	33%	42%	39%	35%	28%	30%	26%	49%	29%	29%	29%	28%	35%	30%	26%	35%	35%	24%	30%
Don't Know	23%	12%	17%	18%	24%	28%	32%	15%	23%	30%	26%	22%	24%	23%	22%	21%	24%	26%	16%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(9.B) If you were to replace your household's primary car, 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 Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	3054	1447	1603	1210	1251	355	1193	787	231	45	362	716	1049	254	0	0	812	322	41
Weighted	3045	1491	1550	1167	1262	362	1159	802	227	44	364	698	1068	254	0	0	837	336	39
Buying the cheapest car, regardless of any environmental impact	45%	44%	45%	50%	38%	50%	47%	42%	37%	52%	50%	45%	43%	37%	49%	46%	43%	36%	36%
Buying an electric vehicle or hybrid, regardless of the cost	33%	36%	30%	26%	37%	32%	31%	37%	36%	24%	25%	35%	36%	41%	23%	30%	40%	46%	50%
Don't Know	23%	20%	25%	24%	24%	19%	22%	21%	27%	23%	24%	20%	20%	22%	28%	24%	17%	18%	13%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(9.C) If you were to replace your household's primary car, 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	3054	475	931	442	604	409	191	1231	846	0	175	187	486	92	293	170	216	113	921
Weighted	3045	502	924	444	589	397	187	1182	861	0	178	184	503	100	305	168	210	107	862
Buying the cheapest car, regardless of any environmental impact	45%	39%	43%	46%	49%	47%	46%	41%	43%	*	50%	55%	51%	49%	40%	45%	50%	40%	43%
Buying an electric vehicle or hybrid, regardless of the cost	33%	44%	32%	31%	29%	26%	33%	32%	37%	*	25%	25%	33%	28%	40%	35%	34%	35%	27%
Don't Know	23%	17%	25%	24%	22%	26%	20%	27%	20%	*	25%	20%	16%	23%	20%	20%	16%	24%	30%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(9.D) If you were to replace your household's primary car, 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	3054	11	92	197	222	288	337	294	239	199	160	276	168	132	69	75	127	2687	283
Weighted	3045	11	87	185	213	284	336	296	242	205	165	285	173	134	67	79	121	2677	280
Buying the cheapest car, regardless of any environmental impact	45%	35%	66%	54%	59%	48%	49%	46%	47%	38%	44%	40%	39%	40%	28%	33%	28%	45%	45%
Buying an electric vehicle or hybrid, regardless of the cost	33%	29%	10%	22%	20%	26%	28%	28%	31%	44%	31%	41%	42%	42%	46%	48%	58%	33%	35%
Don't Know	23%	36%	23%	24%	21%	26%	23%	26%	21%	18%	25%	19%	19%	18%	25%	18%	14%	23%	20%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(9.E) If you were to replace your household's primary car, 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	3054	876	713	751	702	225	1184	1179	396	70	2750	275	2127	579	256
Weighted	3045	892	766	721	654	230	1183	1175	390	67	2751	267	2143	566	246
Buying the cheapest car, regardless of any environmental impact	45%	36%	49%	45%	52%	35%	37%	48%	60%	63%	42%	76%	39%	54%	79%
Buying an electric vehicle or hybrid, regardless of the cost	33%	44%	31%	29%	22%	52%	38%	29%	20%	20%	35%	12%	39%	19%	9%
Don't Know	23%	19%	20%	26%	26%	14%	26%	23%	19%	18%	23%	12%	22%	27%	12%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(10.A) Would you consider buying an electric vehicle?

		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	3054	357	403	537	553	481	723	349	429	271	305	229	270	253	128	338	252	138	92
Weighted	3045	391	481	527	525	438	684	360	401	271	297	227	286	242	120	321	266	149	104
Yes	60%	77%	69%	68%	59%	51%	42%	73%	58%	64%	55%	55%	57%	59%	59%	58%	58%	57%	55%
No	38%	19%	27%	30%	40%	47%	56%	24%	41%	33%	43%	44%	39%	40%	38%	39%	40%	41%	45%
I already own an electric vehicle	2%	4%	4%	1%	1%	1%	2%	3%	2%	3%	2%	1%	4%	1%	2%	3%	2%	2%	0%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(10.B) Would you consider buying an electric vehicle?

		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	3054	1447	1603	1210	1251	355	1193	787	231	45	362	716	1049	254	0	0	812	322	41
Weighted	3045	1491	1550	1167	1262	362	1159	802	227	44	364	698	1068	254	0	0	837	336	39
Yes	60%	61%	58%	47%	67%	62%	51%	69%	66%	45%	55%	55%	69%	67%	51%	60%	66%	72%	68%
No	38%	36%	40%	50%	31%	38%	47%	27%	31%	55%	44%	43%	29%	32%	47%	38%	31%	26%	23%
I already own an electric vehicle	2%	3%	2%	3%	2%	0%	2%	3%	2%	0%	0%	2%	3%	1%	1%	2%	3%	2%	9%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(10.C) Would you consider buying an electric vehicle?

		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	3054	475	931	442	604	409	191	1231	846	0	175	187	486	92	293	170	216	113	921
Weighted	3045	502	924	444	589	397	187	1182	861	0	178	184	503	100	305	168	210	107	862
Yes	60%	67%	62%	63%	53%	54%	53%	50%	65%	*	59%	63%	67%	67%	70%	65%	67%	63%	46%
No	38%	30%	36%	36%	45%	44%	43%	47%	31%	*	40%	35%	31%	33%	26%	33%	31%	36%	53%
I already own an electric vehicle	2%	4%	2%	1%	2%	2%	4%	2%	4%	*	1%	2%	2%	0%	4%	2%	2%	2%	1%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(10.D) Would you consider buying an electric vehicle?

		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	3054	11	92	197	222	288	337	294	239	199	160	276	168	132	69	75	127	2687	283
Weighted	3045	11	87	185	213	284	336	296	242	205	165	285	173	134	67	79	121	2677	280
Yes	60%	74%	50%	54%	50%	56%	55%	59%	58%	61%	62%	68%	65%	70%	75%	71%	75%	60%	54%
No	38%	26%	49%	46%	48%	43%	43%	39%	40%	37%	35%	28%	31%	26%	22%	23%	24%	38%	44%
I already own an electric vehicle	2%	0%	1%	0%	2%	0%	3%	2%	2%	2%	2%	4%	4%	4%	3%	7%	2%	2%	2%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(10.E) Would you consider buying an electric vehicle?

		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	3054	876	713	751	702	225	1184	1179	396	70	2750	275	2127	579	256
Weighted	3045	892	766	721	654	230	1183	1175	390	67	2751	267	2143	566	246
Yes	60%	66%	64%	55%	52%	59%	62%	57%	62%	61%	63%	23%	70%	38%	25%
No	38%	31%	34%	44%	48%	34%	36%	41%	38%	38%	34%	74%	28%	60%	74%
I already own an electric vehicle	2%	3%	3%	2%	1%	7%	3%	2%	0%	1%	2%	3%	2%	2%	2%

Note:

BASE: Have access to a car or van

Fieldwork: 12th May - 18th May 2023

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

(11.A) You said you would not consider purchasing an electric vehicle. 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	1196	71	109	164	219	228	405	87	180	94	131	101	108	106	50	137	104	57	41
Weighted	1164	76	130	160	207	207	383	86	164	90	127	99	112	97	46	126	107	61	47
Electric vehicles are too expensive to ¡strong¿buy¡/strong¿	75%	56%	66%	74%	78%	79%	79%	64%	79%	78%	76%	80%	70%	82%	70%	73%	75%	74%	81%
I do not like the look of electric cars	7%	10%	8%	11%	7%	6%	6%	12%	6%	10%	7%	7%	4%	6%	13%	6%	3%	9%	11%
There is not enough charging infrastructure across the country	59%	43%	46%	50%	55%	64%	68%	68%	60%	61%	63%	58%	53%	60%	49%	51%	61%	56%	57%
There is not enough charging infrastructure in my local area	57%	37%	41%	52%	60%	59%	66%	49%	58%	59%	61%	58%	52%	56%	51%	58%	65%	62%	55%
The range of electric car batteries would limit my ability to drive longer distances	48%	33%	42%	48%	47%	50%	54%	48%	47%	55%	52%	46%	49%	55%	45%	43%	49%	43%	47%
Electric vehicles are too expensive to ¡strong¿run¡/strong¿	40%	34%	40%	41%	46%	43%	36%	40%	37%	43%	41%	42%	33%	42%	37%	36%	43%	47%	49%
I do not know enough about electric cars	17%	23%	13%	19%	18%	20%	14%	14%	14%	15%	17%	15%	16%	20%	24%	18%	17%	25%	25%
Don't know	1%	3%	3%	3%	1%	0%	0%	1%	2%	0%	1%	0%	3%	2%	0%	2%	0%	0%	0%
Other (Please specify)	12%	11%	8%	9%	12%	13%	13%	16%	16%	9%	15%	12%	15%	12%	8%	7%	12%	9%	0%

Note:

BASE: Would not consider buying an electric car

Fieldwork: 12th May - 18th May 2023

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

(11.B) You said you would not consider purchasing an electric vehicle. 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	1196	548	646	617	397	136	569	223	72	26	165	315	310	84	0	0	258	84	10
Weighted	1164	539	623	588	392	136	545	220	71	24	161	300	308	81	0	0	259	87	9
Electric vehicles are too expensive to ¡strong¿buy¡/strong¿	75%	77%	74%	79%	70%	78%	78%	69%	68%	80%	79%	77%	74%	73%	76%	76%	74%	74%	69%
I do not like the look of electric cars	7%	8%	7%	7%	6%	10%	7%	7%	7%	4%	10%	8%	6%	8%	6%	10%	5%	10%	0%
There is not enough charging infrastructure across the country	59%	62%	56%	62%	59%	46%	64%	56%	66%	50%	50%	60%	57%	74%	56%	61%	55%	62%	34%
There is not enough charging infrastructure in my local area	57%	59%	56%	58%	62%	47%	62%	54%	62%	46%	48%	62%	56%	72%	57%	52%	61%	60%	39%
The range of electric car batteries would limit my ability to drive longer distances	48%	55%	43%	52%	47%	43%	54%	42%	52%	36%	43%	51%	45%	56%	47%	45%	51%	51%	39%
Electric vehicles are too expensive to ¡strong¿run¡/strong¿	40%	37%	42%	42%	36%	50%	40%	36%	36%	42%	45%	40%	39%	32%	45%	36%	39%	40%	52%
I do not know enough about electric cars	17%	12%	22%	18%	15%	18%	16%	20%	18%	15%	21%	16%	18%	17%	21%	16%	13%	11%	11%
Don't know	1%	1%	1%	1%	1%	1%	1%	2%	2%	0%	1%	1%	2%	2%	1%	1%	2%	1%	0%
Other (Please specify)	12%	11%	13%	13%	11%	10%	12%	10%	13%	8%	9%	8%	8%	14%	11%	13%	10%	15%	9%

Note:

BASE: Would not consider buying an electric car

Fieldwork: 12th May - 18th May 2023

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

(11.C) You said you would not consider purchasing an electric vehicle. 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	1196	146	340	165	278	182	84	588	269	0	74	68	156	33	78	56	67	40	486
Weighted	1164	149	330	161	266	175	81	560	270	0	72	64	156	34	80	56	66	38	454
Electric vehicles are too expensive to ¡strong¿buy¡/strong¿	75%	64%	74%	72%	80%	81%	77%	79%	73%	*	73%	75%	71%	55%	61%	74%	75%	85%	80%
I do not like the look of electric cars	7%	10%	7%	7%	7%	5%	11%	5%	10%	*	15%	2%	10%	8%	4%	5%	13%	11%	6%
There is not enough charging infrastructure across the country	59%	55%	61%	53%	56%	66%	60%	67%	52%	*	46%	47%	55%	52%	50%	47%	55%	55%	65%
There is not enough charging infrastructure in my local area	57%	58%	59%	50%	56%	62%	59%	63%	56%	*	46%	51%	52%	35%	51%	50%	53%	51%	62%
The range of electric car batteries would limit my ability to drive longer distances	48%	45%	46%	42%	50%	56%	52%	53%	48%	*	39%	37%	49%	22%	43%	49%	45%	45%	49%
Electric vehicles are too expensive to ¡strong¿run¡/strong¿	40%	39%	40%	39%	41%	38%	45%	40%	38%	*	49%	43%	43%	23%	37%	61%	41%	30%	39%
I do not know enough about electric cars	17%	15%	20%	14%	16%	19%	19%	17%	15%	*	18%	22%	19%	27%	13%	21%	17%	22%	17%
Don't know	1%	2%	2%	1%	0%	1%	1%	0%	1%	*	3%	3%	1%	3%	5%	0%	1%	0%	0%
Other (Please specify)	12%	8%	14%	13%	10%	10%	17%	12%	11%	*	12%	13%	13%	15%	14%	2%	11%	10%	14%

Note:

BASE: Would not consider buying an electric car

Fieldwork: 12th May - 18th May 2023

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

(11.D) You said you would not consider purchasing an electric vehicle. 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	1196	3	45	93	110	130	146	120	98	73	58	81	54	34	16	17	30	1045	129
Weighted	1164	3	42	85	102	124	144	116	97	75	58	81	54	35	15	18	29	1019	123
Electric vehicles are too expensive to ¡strong¿buy¡/strong¿	75%	31%	68%	75%	77%	75%	76%	75%	78%	78%	75%	82%	72%	70%	72%	72%	63%	77%	66%
I do not like the look of electric cars	7%	31%	7%	12%	4%	4%	4%	8%	8%	6%	3%	14%	7%	7%	25%	6%	18%	8%	3%
There is not enough charging infrastructure across the country	59%	31%	43%	48%	61%	59%	62%	56%	58%	69%	56%	65%	66%	58%	87%	47%	66%	59%	61%
There is not enough charging infrastructure in my local area	57%	31%	41%	53%	65%	59%	57%	57%	51%	54%	60%	59%	71%	57%	80%	63%	55%	58%	60%
The range of electric car batteries would limit my ability to drive longer distances	48%	31%	49%	39%	47%	44%	46%	45%	47%	55%	62%	65%	54%	56%	62%	36%	40%	49%	51%
Electric vehicles are too expensive to ¡strong¿run¡/strong¿	40%	31%	55%	49%	44%	36%	33%	41%	35%	51%	49%	41%	36%	44%	31%	28%	13%	41%	30%
I do not know enough about electric cars	17%	31%	11%	17%	14%	24%	20%	14%	14%	11%	23%	16%	16%	17%	19%	4%	4%	18%	13%
Don't know	1%	0%	4%	3%	0%	3%	1%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	1%	2%
Other (Please specify)	12%	69%	15%	15%	12%	6%	12%	15%	19%	17%	2%	9%	11%	8%	0%	7%	15%	11%	14%

Note:

BASE: Would not consider buying an electric car

Fieldwork: 12th May - 18th May 2023

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

(11.E) You said you would not consider purchasing an electric vehicle. 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	1196	272	246	334	339	79	434	501	154	28	972	205	609	348	190
Weighted	1164	274	260	314	311	78	423	487	149	26	949	196	598	337	181
Electric vehicles are too expensive to ¡strong¿buy¡/strong¿	75%	71%	80%	75%	75%	59%	75%	76%	81%	79%	75%	78%	74%	75%	84%
I do not like the look of electric cars	7%	9%	7%	6%	7%	8%	6%	8%	9%	11%	6%	11%	5%	9%	8%
There is not enough charging infrastructure across the country	59%	64%	56%	61%	53%	54%	67%	53%	57%	51%	59%	57%	60%	56%	64%
There is not enough charging infrastructure in my local area	57%	63%	56%	55%	55%	55%	62%	54%	57%	56%	58%	57%	58%	54%	61%
The range of electric car batteries would limit my ability to drive longer distances	48%	54%	51%	46%	44%	45%	53%	46%	48%	42%	48%	55%	46%	48%	61%
Electric vehicles are too expensive to ¡strong¿run¡/strong¿	40%	31%	43%	44%	42%	35%	36%	41%	47%	60%	37%	52%	34%	45%	50%
I do not know enough about electric cars	17%	13%	16%	19%	20%	17%	15%	17%	25%	18%	18%	12%	16%	20%	10%
Don't know	1%	1%	1%	0%	2%	1%	1%	1%	2%	4%	1%	1%	1%	2%	1%
Other (Please specify)	12%	12%	12%	12%	11%	8%	11%	12%	15%	14%	12%	11%	12%	12%	12%

Note:

BASE: Would not consider buying an electric car

Fieldwork: 12th May - 18th May 2023

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

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

		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 willing	26%	28%	26%	29%	27%	26%	19%	31%	24%	25%	23%	19%	27%	25%	32%	25%	29%	23%	20%
Somewhat willing	58%	60%	61%	55%	58%	56%	60%	56%	59%	57%	62%	68%	56%	58%	52%	57%	58%	60%	57%
Not especially willing	11%	9%	9%	10%	10%	11%	15%	9%	12%	13%	11%	10%	10%	10%	8%	11%	9%	9%	18%
Not willing at all	4%	1%	3%	4%	4%	5%	4%	3%	3%	4%	2%	2%	4%	5%	6%	4%	3%	7%	2%
Don't know	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%	3%	1%	2%	2%	1%	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

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

		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 willing	26%	25%	27%	20%	30%	25%	20%	32%	22%	26%	20%	21%	31%	24%	23%	23%	28%	32%	35%
Somewhat willing	58%	56%	61%	57%	60%	59%	59%	58%	63%	47%	60%	60%	59%	64%	58%	60%	60%	56%	55%
Not especially willing	11%	13%	9%	14%	8%	10%	13%	7%	13%	13%	11%	13%	8%	10%	12%	12%	9%	8%	7%
Not willing at all	4%	5%	2%	6%	1%	5%	5%	1%	1%	12%	6%	4%	1%	1%	4%	4%	3%	2%	3%
Don't know	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	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

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

		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 willing	26%	31%	27%	20%	22%	21%	31%	22%	28%	*	29%	34%	26%	22%	34%	30%	29%	32%	22%
Somewhat willing	58%	53%	59%	62%	60%	61%	56%	59%	59%	*	53%	52%	59%	68%	58%	56%	59%	49%	60%
Not especially willing	11%	10%	9%	12%	13%	12%	10%	12%	9%	*	12%	8%	11%	5%	5%	11%	8%	13%	12%
Not willing at all	4%	4%	3%	4%	3%	5%	2%	4%	2%	*	3%	5%	4%	2%	2%	2%	2%	4%	4%
Don't know	2%	2%	2%	2%	2%	2%	1%	2%	2%	*	2%	1%	1%	4%	1%	1%	2%	1%	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

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

		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 willing	26%	39%	28%	26%	25%	21%	24%	24%	22%	26%	30%	26%	28%	34%	32%	37%	27%	26%	23%
Somewhat willing	58%	37%	48%	55%	54%	60%	61%	63%	62%	60%	53%	62%	60%	52%	58%	53%	60%	58%	58%
Not especially willing	11%	15%	15%	11%	14%	13%	11%	9%	9%	10%	12%	9%	7%	10%	8%	4%	10%	10%	13%
Not willing at all	4%	6%	6%	5%	4%	5%	4%	1%	5%	4%	2%	2%	4%	3%	2%	6%	1%	4%	4%
Don't know	2%	3%	3%	3%	3%	1%	1%	2%	2%	1%	2%	1%	1%	0%	0%	0%	2%	1%	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

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

		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 willing	26%	29%	23%	27%	24%	33%	24%	25%	27%	33%	28%	3%	32%	11%	5%
Somewhat willing	58%	60%	61%	56%	57%	51%	61%	59%	57%	44%	62%	24%	62%	58%	30%
Not especially willing	11%	8%	11%	10%	13%	9%	10%	11%	11%	11%	8%	38%	5%	24%	30%
Not willing at all	4%	2%	3%	4%	4%	5%	3%	4%	4%	9%	1%	32%	0%	4%	32%
Don't know	2%	1%	2%	2%	2%	2%	1%	2%	1%	3%	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

(13.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual electricity use

		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 - not at all important	4%	3%	4%	4%	4%	5%	4%	4%	4%	4%	4%	3%	5%	5%	5%	3%	4%	5%	6%
2	4%	7%	5%	4%	5%	3%	3%	4%	4%	3%	5%	4%	4%	5%	6%	5%	4%	4%	7%
3	17%	22%	20%	20%	14%	11%	15%	17%	14%	21%	17%	15%	18%	19%	18%	17%	15%	17%	16%
4	30%	36%	34%	33%	30%	25%	22%	31%	30%	25%	28%	32%	27%	28%	32%	31%	31%	27%	33%
5 - essential	22%	24%	26%	25%	24%	21%	15%	26%	21%	21%	21%	21%	23%	21%	23%	24%	20%	20%	22%
Not applicable - I have already done this	23%	9%	10%	13%	24%	35%	41%	17%	26%	26%	26%	24%	23%	22%	16%	21%	26%	27%	15%

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.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual electricity use

		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
1 - not at all important	4%	6%	2%	6%	2%	6%	6%	2%	2%	9%	6%	4%	2%	2%	4%	4%	4%	3%	3%
2	4%	5%	3%	5%	4%	3%	5%	4%	4%	5%	4%	4%	4%	1%	3%	6%	4%	5%	6%
3	17%	18%	16%	16%	15%	23%	16%	19%	12%	16%	20%	18%	18%	14%	17%	17%	17%	18%	8%
4	30%	31%	28%	26%	32%	27%	26%	32%	37%	19%	30%	28%	32%	34%	27%	30%	34%	29%	27%
5 - essential	22%	21%	23%	20%	24%	21%	22%	25%	19%	11%	19%	22%	25%	24%	22%	21%	22%	28%	35%
Not applicable - I have already done this	23%	18%	27%	27%	22%	20%	25%	19%	27%	40%	21%	22%	19%	26%	26%	22%	20%	16%	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

(13.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual electricity use

		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 - not at all important	4%	5%	3%	4%	4%	5%	2%	5%	2%	*	5%	6%	4%	7%	3%	2%	2%	3%	4%
2	4%	4%	4%	5%	4%	5%	3%	4%	6%	*	3%	4%	4%	4%	4%	3%	5%	5%	3%
3	17%	20%	16%	20%	15%	16%	12%	14%	19%	*	17%	14%	19%	20%	18%	21%	15%	17%	13%
4	30%	30%	32%	32%	27%	24%	29%	25%	34%	*	32%	25%	32%	30%	37%	32%	34%	26%	25%
5 - essential	22%	25%	22%	19%	21%	20%	30%	19%	24%	*	26%	26%	24%	22%	28%	30%	29%	26%	19%
Not applicable - I have already done this	23%	15%	23%	20%	28%	31%	24%	33%	14%	*	18%	25%	18%	17%	9%	12%	15%	23%	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

(13.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual electricity use

		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 - not at all important	4%	8%	4%	6%	5%	5%	4%	2%	5%	4%	3%	2%	5%	6%	1%	5%	3%	4%	6%
2	4%	0%	4%	3%	2%	3%	3%	5%	4%	7%	5%	7%	7%	6%	2%	3%	5%	4%	6%
3	17%	24%	16%	14%	16%	19%	15%	14%	21%	18%	11%	16%	21%	16%	18%	16%	23%	16%	20%
4	30%	20%	23%	23%	21%	29%	33%	32%	28%	31%	34%	36%	34%	29%	42%	26%	35%	30%	28%
5 - essential	22%	20%	18%	20%	22%	20%	22%	22%	22%	27%	23%	24%	19%	29%	22%	34%	21%	23%	20%
Not applicable - I have already done this	23%	28%	35%	33%	33%	23%	24%	25%	20%	12%	25%	15%	14%	15%	15%	16%	13%	23%	20%

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) 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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual electricity use

		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 - not at all important	4%	3%	4%	5%	5%	8%	4%	3%	4%	9%	2%	30%	1%	5%	28%
2	4%	5%	5%	4%	3%	6%	5%	4%	4%	2%	4%	11%	3%	7%	10%
3	17%	16%	17%	18%	17%	15%	17%	18%	15%	20%	16%	21%	15%	24%	17%
4	30%	32%	34%	28%	24%	27%	32%	29%	29%	21%	31%	14%	32%	26%	16%
5 - essential	22%	24%	20%	23%	22%	29%	21%	21%	24%	24%	24%	5%	26%	13%	7%
Not applicable - I have already done this	23%	20%	20%	23%	29%	14%	21%	25%	24%	25%	23%	19%	22%	25%	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

(14.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual water use

		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 - not at all important	5%	4%	5%	6%	5%	5%	5%	6%	4%	5%	4%	3%	4%	5%	6%	5%	6%	5%	5%
2	7%	11%	8%	7%	4%	5%	5%	6%	7%	8%	5%	6%	7%	5%	7%	7%	8%	6%	12%
3	21%	28%	26%	24%	20%	15%	17%	20%	20%	17%	21%	23%	21%	22%	21%	23%	25%	21%	26%
4	28%	30%	34%	31%	30%	24%	21%	32%	30%	26%	26%	30%	26%	27%	29%	25%	31%	30%	24%
5 - essential	18%	17%	19%	20%	19%	18%	13%	21%	16%	16%	17%	14%	21%	18%	19%	20%	12%	15%	23%
Not applicable - I have already done this	21%	10%	8%	12%	22%	32%	39%	16%	24%	27%	27%	23%	21%	22%	18%	19%	19%	23%	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

(14.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual water use

		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
1 - not at all important	5%	6%	4%	7%	2%	8%	7%	3%	3%	10%	7%	5%	3%	3%	5%	4%	5%	3%	5%
2	7%	9%	4%	6%	7%	7%	6%	7%	5%	10%	7%	6%	8%	5%	6%	8%	6%	7%	5%
3	21%	23%	20%	20%	21%	23%	21%	22%	19%	17%	24%	22%	21%	21%	22%	22%	22%	23%	10%
4	28%	29%	28%	25%	31%	26%	25%	31%	35%	25%	26%	27%	30%	33%	24%	29%	31%	32%	25%
5 - essential	18%	16%	19%	16%	19%	17%	16%	20%	14%	12%	16%	17%	20%	16%	18%	16%	17%	18%	39%
Not applicable - I have already done this	21%	17%	25%	25%	20%	20%	25%	17%	23%	26%	19%	23%	18%	23%	25%	20%	19%	16%	16%

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) 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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual water use

		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 - not at all important	5%	6%	4%	5%	6%	5%	5%	5%	3%	*	6%	5%	5%	8%	4%	3%	3%	6%	5%
2	7%	6%	7%	10%	6%	5%	7%	5%	8%	*	6%	7%	7%	11%	3%	4%	8%	5%	6%
3	21%	22%	20%	25%	22%	21%	19%	18%	24%	*	25%	18%	24%	24%	24%	27%	19%	22%	17%
4	28%	31%	30%	27%	26%	27%	23%	24%	31%	*	30%	29%	32%	30%	37%	31%	31%	23%	24%
5 - essential	18%	20%	18%	14%	17%	14%	22%	16%	19%	*	17%	19%	18%	16%	24%	26%	24%	20%	16%
Not applicable - I have already done this	21%	14%	21%	20%	25%	29%	23%	32%	14%	*	16%	21%	14%	12%	8%	10%	15%	24%	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

(14.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual water use

		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 - not at all important	5%	8%	5%	5%	5%	5%	5%	3%	6%	7%	4%	4%	7%	7%	2%	6%	3%	5%	6%
2	7%	9%	5%	6%	7%	7%	6%	6%	5%	8%	6%	8%	8%	8%	11%	8%	7%	7%	6%
3	21%	16%	23%	17%	23%	21%	19%	20%	24%	25%	19%	22%	27%	21%	17%	19%	27%	21%	22%
4	28%	21%	24%	23%	21%	27%	30%	31%	26%	32%	32%	35%	26%	29%	35%	30%	28%	29%	24%
5 - essential	18%	20%	11%	19%	16%	18%	20%	17%	21%	15%	14%	19%	16%	21%	21%	25%	23%	18%	20%
Not applicable - I have already done this	21%	26%	32%	30%	28%	22%	21%	23%	19%	14%	24%	13%	15%	14%	13%	12%	13%	21%	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

(14.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing my individual water use

		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 - not at all important	5%	4%	5%	5%	6%	7%	5%	4%	6%	8%	2%	32%	2%	5%	30%
2	7%	7%	7%	7%	6%	7%	8%	6%	5%	7%	6%	15%	5%	10%	13%
3	21%	20%	23%	22%	21%	20%	21%	21%	24%	22%	21%	21%	20%	29%	19%
4	28%	29%	33%	26%	24%	24%	29%	29%	27%	19%	30%	13%	31%	24%	15%
5 - essential	18%	20%	15%	18%	17%	25%	16%	17%	18%	20%	19%	5%	21%	10%	5%
Not applicable - I have already done this	21%	19%	17%	22%	26%	18%	21%	22%	19%	24%	22%	15%	21%	22%	18%

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) 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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing the amount of meat that I eat

		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 - not at all important	16%	12%	12%	14%	16%	20%	22%	13%	17%	19%	17%	17%	14%	18%	22%	15%	17%	13%	23%
2	13%	16%	14%	12%	11%	12%	16%	12%	13%	17%	13%	15%	13%	12%	15%	14%	15%	7%	16%
3	25%	27%	29%	26%	27%	21%	19%	24%	23%	23%	25%	27%	26%	22%	27%	26%	23%	29%	31%
4	18%	23%	20%	22%	19%	16%	11%	21%	19%	14%	20%	16%	18%	19%	19%	18%	14%	18%	16%
5 - essential	11%	13%	15%	14%	10%	7%	6%	15%	10%	9%	11%	8%	13%	11%	9%	10%	11%	11%	6%
Not applicable - I have already done this	17%	10%	10%	12%	17%	24%	26%	16%	18%	18%	15%	17%	16%	17%	9%	17%	19%	22%	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

(15.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing the amount of meat that I eat

		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
1 - not at all important	16%	21%	12%	23%	10%	17%	22%	8%	12%	31%	20%	21%	10%	11%	21%	16%	13%	12%	11%
2	13%	16%	11%	16%	11%	13%	15%	12%	11%	12%	14%	15%	12%	14%	15%	16%	11%	12%	8%
3	25%	25%	24%	22%	26%	27%	23%	27%	28%	16%	28%	25%	26%	24%	23%	25%	28%	23%	8%
4	18%	17%	19%	14%	21%	16%	15%	23%	21%	10%	16%	17%	22%	21%	15%	19%	20%	20%	22%
5 - essential	11%	11%	11%	9%	12%	12%	9%	14%	8%	9%	10%	9%	12%	11%	10%	9%	11%	15%	33%
Not applicable - I have already done this	17%	10%	23%	15%	19%	14%	15%	17%	20%	22%	13%	12%	17%	19%	16%	15%	16%	18%	18%

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.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing the amount of meat that I eat

		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 - not at all important	16%	12%	16%	18%	18%	19%	18%	20%	13%	*	15%	16%	15%	14%	12%	12%	12%	18%	20%
2	13%	12%	12%	14%	16%	15%	11%	13%	13%	*	13%	15%	14%	11%	11%	14%	10%	9%	15%
3	25%	25%	26%	26%	24%	20%	25%	22%	26%	*	31%	25%	25%	22%	26%	29%	32%	27%	22%
4	18%	22%	19%	17%	15%	15%	19%	14%	22%	*	17%	17%	21%	23%	22%	21%	25%	20%	14%
5 - essential	11%	15%	11%	9%	9%	8%	11%	8%	13%	*	10%	12%	12%	15%	21%	14%	12%	11%	6%
Not applicable - I have already done this	17%	14%	16%	15%	18%	23%	16%	23%	12%	*	14%	15%	14%	15%	8%	9%	9%	15%	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

(15.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing the amount of meat that I eat

		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 - not at all important	16%	21%	17%	21%	21%	21%	15%	15%	15%	15%	14%	18%	12%	14%	9%	14%	12%	16%	19%
2	13%	5%	13%	14%	11%	13%	15%	12%	13%	18%	14%	14%	13%	15%	15%	11%	15%	13%	13%
3	25%	17%	23%	20%	23%	25%	26%	24%	26%	26%	20%	26%	31%	21%	22%	30%	26%	25%	25%
4	18%	16%	15%	15%	17%	16%	20%	18%	19%	20%	21%	21%	18%	22%	27%	11%	24%	18%	19%
5 - essential	11%	13%	8%	11%	9%	10%	10%	10%	11%	12%	9%	11%	11%	15%	12%	26%	13%	11%	10%
Not applicable - I have already done this	17%	28%	25%	20%	19%	15%	15%	21%	16%	9%	21%	11%	16%	13%	14%	8%	11%	17%	15%

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.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Reducing the amount of meat that I eat

		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 - not at all important	16%	13%	16%	18%	19%	17%	16%	16%	14%	21%	12%	63%	9%	24%	58%
2	13%	13%	13%	13%	14%	14%	14%	13%	13%	10%	14%	11%	13%	16%	13%
3	25%	23%	26%	27%	24%	21%	25%	24%	27%	28%	26%	10%	25%	28%	12%
4	18%	20%	22%	16%	14%	18%	19%	17%	19%	13%	20%	4%	22%	12%	5%
5 - essential	11%	14%	8%	11%	11%	21%	10%	10%	10%	12%	12%	4%	13%	7%	3%
Not applicable - I have already done this	17%	17%	15%	15%	19%	9%	15%	19%	17%	15%	18%	8%	18%	14%	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

(16.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Changing my habits so I travel less regularly

		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 - not at all important	8%	8%	7%	8%	7%	9%	10%	10%	8%	9%	7%	6%	9%	10%	13%	8%	7%	7%	11%
2	9%	13%	10%	8%	9%	6%	9%	9%	9%	9%	8%	11%	8%	12%	9%	9%	10%	10%	14%
3	24%	22%	28%	26%	26%	25%	20%	27%	24%	26%	26%	23%	22%	21%	20%	26%	25%	23%	29%
4	24%	30%	26%	28%	25%	19%	18%	24%	23%	22%	22%	29%	21%	23%	27%	23%	28%	24%	24%
5 - essential	14%	16%	18%	17%	14%	13%	8%	18%	14%	11%	13%	11%	17%	13%	12%	15%	10%	15%	11%
Not applicable - I have already done this	20%	10%	11%	12%	19%	28%	35%	13%	21%	23%	24%	19%	24%	21%	19%	19%	21%	21%	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

(16.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Changing my habits so I travel less regularly

		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
1 - not at all important	8%	11%	6%	12%	5%	10%	11%	4%	5%	16%	12%	10%	5%	4%	8%	8%	8%	8%	9%
2	9%	10%	8%	10%	8%	9%	9%	8%	7%	17%	10%	10%	8%	8%	9%	10%	10%	8%	4%
3	24%	23%	26%	23%	25%	29%	24%	24%	30%	20%	26%	28%	25%	25%	24%	26%	27%	22%	13%
4	24%	25%	23%	20%	27%	23%	22%	28%	26%	11%	22%	22%	27%	29%	21%	23%	26%	29%	29%
5 - essential	14%	14%	14%	12%	16%	12%	12%	17%	12%	10%	11%	12%	16%	15%	12%	13%	13%	19%	28%
Not applicable - I have already done this	20%	16%	23%	23%	20%	17%	21%	19%	20%	26%	19%	18%	18%	19%	25%	20%	16%	15%	16%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

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

(16.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Changing my habits so I travel less regularly

		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 - not at all important	8%	8%	9%	8%	8%	10%	5%	10%	6%	*	6%	9%	9%	11%	4%	6%	6%	8%	9%
2	9%	9%	9%	11%	9%	8%	8%	8%	11%	*	7%	7%	10%	8%	9%	9%	6%	7%	9%
3	24%	25%	25%	24%	24%	24%	26%	24%	26%	*	23%	22%	25%	23%	24%	27%	26%	27%	22%
4	24%	27%	24%	26%	22%	21%	20%	19%	29%	*	25%	23%	27%	22%	32%	27%	33%	24%	20%
5 - essential	14%	17%	14%	12%	12%	10%	19%	11%	16%	*	17%	15%	15%	16%	21%	19%	17%	17%	11%
Not applicable - I have already done this	20%	13%	19%	19%	25%	26%	22%	28%	12%	*	21%	24%	14%	21%	10%	13%	13%	17%	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

(16.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Changing my habits so I travel less regularly

		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 - not at all important	8%	6%	11%	8%	9%	9%	9%	4%	10%	8%	7%	8%	9%	9%	6%	15%	5%	8%	11%
2	9%	12%	6%	7%	8%	10%	8%	9%	11%	10%	10%	12%	8%	12%	9%	9%	12%	9%	12%
3	24%	21%	19%	23%	21%	23%	29%	24%	28%	24%	23%	26%	34%	18%	15%	19%	27%	25%	18%
4	24%	19%	16%	18%	20%	23%	22%	28%	19%	29%	26%	29%	28%	32%	38%	27%	27%	24%	27%
5 - essential	14%	19%	11%	13%	14%	13%	13%	12%	16%	15%	15%	14%	13%	17%	16%	21%	18%	14%	13%
Not applicable - I have already done this	20%	24%	36%	31%	28%	21%	20%	23%	16%	14%	19%	11%	9%	12%	16%	9%	12%	20%	19%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

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

(16.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Changing my habits so I travel less regularly

		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 - not at all important	8%	7%	9%	8%	10%	10%	9%	7%	7%	14%	5%	45%	4%	11%	42%
2	9%	8%	11%	9%	9%	11%	11%	8%	6%	9%	9%	13%	8%	13%	12%
3	24%	23%	26%	27%	23%	21%	26%	24%	25%	18%	25%	16%	24%	32%	15%
4	24%	28%	26%	22%	20%	22%	24%	25%	23%	21%	25%	9%	28%	16%	11%
5 - essential	14%	16%	12%	14%	13%	23%	12%	14%	15%	14%	15%	4%	17%	8%	4%
Not applicable - I have already done this	20%	17%	17%	19%	26%	13%	17%	22%	24%	24%	21%	13%	20%	20%	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

(17.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Buying clothes less often and reusing them more

		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 - not at all important	6%	4%	5%	6%	6%	6%	6%	3%	6%	6%	5%	5%	7%	5%	8%	5%	6%	8%	8%
2	6%	9%	7%	7%	5%	3%	6%	7%	5%	7%	5%	6%	6%	7%	5%	8%	8%	3%	7%
3	18%	22%	22%	19%	19%	15%	14%	22%	18%	18%	22%	18%	17%	20%	16%	17%	13%	19%	17%
4	24%	31%	27%	29%	23%	18%	16%	25%	24%	22%	19%	23%	24%	21%	27%	23%	25%	26%	31%
5 - essential	19%	19%	24%	21%	21%	18%	12%	21%	19%	18%	19%	20%	20%	18%	20%	19%	19%	14%	20%
Not applicable - I have already done this	27%	14%	14%	18%	27%	38%	47%	21%	29%	30%	30%	28%	27%	29%	25%	28%	29%	30%	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

(17.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Buying clothes less often and reusing them more

		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
1 - not at all important	6%	8%	3%	8%	4%	6%	9%	3%	3%	12%	7%	7%	3%	3%	6%	6%	5%	4%	5%
2	6%	8%	4%	7%	5%	8%	7%	6%	5%	9%	6%	8%	6%	4%	5%	7%	7%	8%	4%
3	18%	21%	16%	18%	17%	24%	17%	19%	17%	19%	23%	19%	19%	14%	20%	19%	17%	18%	14%
4	24%	24%	24%	20%	25%	24%	22%	26%	23%	17%	23%	23%	27%	26%	22%	24%	27%	28%	15%
5 - essential	19%	17%	21%	17%	21%	17%	16%	22%	19%	14%	16%	17%	20%	21%	17%	17%	21%	22%	37%
Not applicable - I have already done this	27%	23%	32%	32%	28%	21%	29%	25%	34%	29%	26%	27%	25%	32%	30%	27%	25%	21%	24%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

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

(17.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Buying clothes less often and reusing them more

		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 - not at all important	6%	5%	5%	6%	6%	6%	3%	6%	5%	*	6%	6%	5%	5%	4%	5%	4%	8%	5%
2	6%	8%	5%	7%	5%	6%	4%	6%	7%	*	5%	5%	7%	6%	8%	5%	6%	5%	5%
3	18%	20%	17%	21%	19%	16%	14%	16%	20%	*	21%	17%	21%	16%	17%	22%	22%	18%	14%
4	24%	27%	26%	24%	20%	18%	23%	18%	27%	*	25%	24%	26%	30%	32%	27%	28%	24%	19%
5 - essential	19%	20%	19%	18%	18%	18%	24%	16%	23%	*	19%	21%	20%	15%	25%	27%	21%	23%	15%
Not applicable - I have already done this	27%	19%	27%	24%	32%	36%	33%	39%	18%	*	23%	26%	22%	28%	15%	13%	19%	23%	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

(17.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Buying clothes less often and reusing them more

		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 - not at all important	6%	3%	5%	6%	6%	6%	6%	2%	8%	5%	5%	5%	8%	5%	3%	10%	1%	5%	8%
2	6%	5%	5%	4%	5%	6%	7%	6%	5%	8%	8%	6%	7%	9%	7%	7%	9%	6%	8%
3	18%	21%	19%	19%	17%	17%	16%	19%	20%	19%	13%	21%	21%	16%	17%	15%	23%	18%	19%
4	24%	17%	16%	14%	21%	25%	26%	23%	24%	24%	31%	28%	24%	25%	31%	22%	29%	24%	22%
5 - essential	19%	12%	19%	19%	16%	17%	18%	17%	19%	24%	19%	21%	20%	27%	20%	29%	18%	19%	19%
Not applicable - I have already done this	27%	42%	37%	37%	36%	28%	28%	33%	25%	19%	25%	18%	20%	18%	22%	17%	20%	28%	24%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

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

(17.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 lifestyle?Please rank the following on a scale from 1 to 5, where 1 is 'not at all important', and 5 is 'essential'.: Buying clothes less often and reusing them more

		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 - not at all important	6%	5%	6%	6%	6%	7%	6%	5%	5%	10%	3%	34%	2%	7%	30%
2	6%	7%	6%	7%	5%	9%	7%	5%	5%	5%	6%	11%	5%	10%	9%
3	18%	17%	20%	19%	18%	16%	19%	18%	18%	14%	18%	19%	17%	23%	17%
4	24%	24%	28%	24%	19%	23%	24%	23%	24%	25%	25%	11%	26%	21%	13%
5 - essential	19%	23%	16%	19%	18%	26%	18%	19%	19%	16%	21%	4%	23%	13%	4%
Not applicable - I have already done this	27%	25%	24%	26%	34%	19%	26%	30%	29%	29%	28%	22%	27%	27%	27%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

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

(18.A) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual water use

		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 willing	34%	29%	29%	30%	37%	41%	36%	32%	33%	36%	35%	30%	33%	35%	34%	33%	36%	37%	34%
Somewhat willing	46%	44%	51%	48%	47%	40%	44%	48%	47%	42%	46%	49%	44%	43%	45%	47%	44%	45%	46%
Not especially willing	13%	17%	13%	14%	11%	10%	14%	13%	13%	15%	12%	12%	14%	15%	13%	12%	14%	11%	11%
Not willing at all	6%	7%	6%	7%	4%	7%	5%	6%	6%	5%	5%	7%	6%	5%	8%	6%	4%	7%	9%
Don't know	2%	3%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	3%	2%	0%	2%	2%	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

(18.B) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual water use

		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 willing	34%	30%	37%	33%	36%	31%	33%	35%	34%	27%	29%	31%	35%	36%	35%	32%	33%	34%	48%
Somewhat willing	46%	45%	47%	44%	47%	48%	44%	47%	51%	41%	48%	48%	46%	49%	46%	48%	46%	45%	34%
Not especially willing	13%	16%	10%	14%	13%	12%	14%	13%	11%	18%	13%	15%	13%	10%	12%	13%	13%	15%	14%
Not willing at all	6%	7%	4%	8%	3%	8%	7%	4%	2%	14%	8%	6%	4%	2%	6%	6%	6%	4%	3%
Don't know	2%	2%	2%	1%	1%	2%	1%	2%	1%	0%	3%	0%	2%	3%	1%	2%	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

(18.C) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual water use

		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 willing	34%	33%	36%	29%	34%	34%	37%	37%	33%	*	36%	35%	30%	19%	34%	33%	32%	38%	37%
Somewhat willing	46%	44%	46%	49%	45%	47%	43%	42%	49%	*	45%	43%	48%	58%	47%	51%	48%	47%	44%
Not especially willing	13%	14%	12%	15%	12%	14%	13%	13%	13%	*	10%	13%	14%	12%	12%	9%	14%	9%	12%
Not willing at all	6%	7%	4%	6%	7%	4%	4%	6%	4%	*	7%	6%	6%	7%	6%	5%	4%	4%	5%
Don't know	2%	2%	2%	1%	2%	1%	3%	2%	1%	*	2%	3%	1%	4%	1%	2%	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

(18.D) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual water use

		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 willing	34%	36%	41%	35%	34%	30%	34%	32%	34%	31%	43%	33%	30%	35%	31%	38%	30%	34%	30%
Somewhat willing	46%	16%	37%	42%	47%	49%	48%	51%	42%	45%	41%	46%	47%	51%	51%	43%	50%	46%	43%
Not especially willing	13%	25%	12%	13%	12%	11%	11%	14%	13%	17%	12%	16%	18%	9%	10%	10%	12%	12%	18%
Not willing at all	6%	12%	5%	8%	6%	8%	6%	2%	7%	6%	4%	5%	4%	6%	7%	7%	6%	6%	8%
Don't know	2%	11%	5%	2%	1%	2%	1%	1%	4%	2%	0%	1%	1%	0%	1%	1%	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

(18.E) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual water use

		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 willing	34%	36%	32%	34%	34%	36%	34%	33%	34%	38%	36%	11%	40%	19%	15%
Somewhat willing	46%	46%	48%	45%	45%	41%	46%	47%	47%	34%	48%	30%	46%	51%	30%
Not especially willing	13%	13%	13%	13%	13%	13%	14%	13%	11%	14%	12%	26%	10%	19%	23%
Not willing at all	6%	4%	6%	7%	6%	9%	5%	5%	6%	12%	3%	31%	3%	7%	30%
Don't know	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	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

(19.A) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual electricity use

		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 willing	37%	30%	34%	34%	41%	43%	39%	36%	37%	36%	36%	35%	38%	37%	36%	35%	42%	39%	37%
Somewhat willing	46%	46%	50%	48%	46%	42%	45%	48%	47%	45%	50%	48%	44%	41%	47%	50%	43%	43%	43%
Not especially willing	10%	15%	10%	11%	8%	8%	11%	10%	10%	13%	9%	11%	9%	15%	9%	9%	11%	10%	14%
Not willing at all	4%	5%	4%	5%	4%	5%	4%	4%	5%	4%	3%	4%	5%	5%	6%	4%	4%	6%	6%
Don't know	2%	4%	2%	2%	1%	2%	1%	2%	1%	2%	3%	1%	4%	2%	1%	2%	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

(19.B) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual electricity use

		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 willing	37%	33%	41%	36%	40%	34%	37%	37%	38%	26%	33%	35%	37%	42%	38%	33%	38%	37%	58%
Somewhat willing	46%	47%	46%	44%	47%	49%	44%	49%	49%	43%	48%	49%	48%	46%	45%	49%	45%	49%	28%
Not especially willing	10%	13%	8%	12%	9%	8%	12%	9%	11%	17%	9%	11%	9%	9%	10%	11%	11%	11%	5%
Not willing at all	4%	6%	3%	7%	2%	5%	6%	3%	1%	15%	7%	4%	3%	2%	5%	5%	4%	2%	7%
Don't know	2%	2%	2%	1%	1%	3%	1%	2%	2%	0%	3%	1%	2%	2%	2%	2%	2%	1%	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

(19.C) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual electricity use

		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 willing	37%	37%	39%	32%	36%	37%	47%	38%	36%	*	37%	41%	38%	21%	39%	38%	36%	44%	40%
Somewhat willing	46%	45%	46%	49%	45%	49%	42%	45%	48%	*	48%	42%	46%	57%	50%	47%	51%	44%	45%
Not especially willing	10%	10%	9%	13%	12%	9%	7%	11%	12%	*	8%	9%	10%	13%	7%	9%	8%	8%	10%
Not willing at all	4%	6%	4%	4%	5%	4%	3%	5%	3%	*	4%	5%	5%	4%	3%	4%	3%	3%	4%
Don't know	2%	2%	2%	1%	2%	1%	1%	1%	2%	*	3%	3%	1%	5%	2%	2%	1%	0%	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

(19.D) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual electricity use

		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 willing	37%	40%	42%	39%	40%	31%	38%	40%	32%	36%	47%	35%	35%	43%	40%	37%	33%	38%	31%
Somewhat willing	46%	23%	36%	42%	43%	49%	47%	47%	51%	42%	40%	51%	48%	48%	46%	52%	48%	46%	44%
Not especially willing	10%	14%	12%	10%	11%	11%	8%	9%	11%	16%	11%	9%	11%	7%	9%	6%	15%	10%	16%
Not willing at all	4%	8%	6%	7%	4%	8%	5%	2%	4%	5%	3%	4%	3%	3%	3%	4%	3%	4%	7%
Don't know	2%	16%	5%	3%	1%	2%	2%	1%	3%	1%	0%	1%	3%	0%	1%	1%	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

(19.E) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing my individual electricity use

		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 willing	37%	40%	33%	38%	37%	35%	36%	37%	38%	41%	40%	13%	43%	23%	18%
Somewhat willing	46%	45%	50%	44%	45%	44%	48%	46%	46%	38%	47%	36%	46%	52%	34%
Not especially willing	10%	10%	11%	10%	10%	11%	11%	11%	9%	6%	9%	23%	7%	18%	20%
Not willing at all	4%	3%	4%	6%	5%	7%	4%	4%	5%	12%	2%	27%	2%	4%	27%
Don't know	2%	1%	1%	2%	3%	3%	1%	2%	2%	3%	2%	2%	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

(20.A) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Buying clothes less often and reusing them more

		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 willing	41%	33%	35%	39%	42%	48%	46%	39%	43%	41%	40%	44%	42%	38%	39%	43%	44%	38%	33%
Somewhat willing	40%	42%	45%	40%	43%	36%	37%	40%	43%	38%	42%	39%	40%	39%	41%	39%	42%	40%	41%
Not especially willing	11%	15%	13%	13%	8%	8%	11%	12%	9%	13%	11%	9%	10%	16%	11%	13%	9%	13%	15%
Not willing at all	5%	6%	6%	6%	5%	6%	5%	7%	4%	5%	4%	6%	7%	5%	7%	4%	4%	8%	8%
Don't know	2%	3%	2%	2%	1%	2%	1%	2%	2%	2%	3%	2%	2%	2%	1%	2%	1%	1%	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

(20.B) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Buying clothes less often and reusing them more

		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 willing	41%	36%	46%	39%	46%	36%	39%	43%	46%	28%	36%	37%	42%	48%	41%	39%	40%	43%	61%
Somewhat willing	40%	41%	40%	39%	41%	40%	41%	42%	40%	35%	39%	44%	41%	38%	39%	42%	41%	40%	21%
Not especially willing	11%	14%	9%	12%	10%	14%	11%	11%	10%	22%	14%	13%	12%	8%	12%	11%	11%	12%	8%
Not willing at all	5%	7%	4%	8%	3%	7%	7%	3%	2%	11%	8%	6%	4%	4%	5%	7%	6%	4%	7%
Don't know	2%	2%	2%	2%	1%	3%	1%	1%	2%	4%	3%	1%	1%	3%	2%	2%	2%	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

(20.C) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Buying clothes less often and reusing them more

		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 willing	41%	37%	44%	38%	39%	43%	49%	44%	38%	*	42%	48%	37%	38%	41%	39%	37%	43%	46%
Somewhat willing	40%	41%	40%	43%	41%	38%	39%	39%	41%	*	41%	34%	43%	44%	44%	45%	46%	40%	38%
Not especially willing	11%	13%	10%	12%	13%	11%	7%	10%	14%	*	10%	9%	13%	10%	9%	10%	11%	8%	9%
Not willing at all	5%	7%	5%	5%	6%	6%	4%	6%	5%	*	4%	7%	6%	5%	3%	3%	4%	7%	5%
Don't know	2%	3%	2%	2%	2%	1%	1%	2%	2%	*	3%	3%	2%	4%	1%	2%	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

(20.D) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Buying clothes less often and reusing them more

		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 willing	41%	36%	49%	43%	44%	36%	43%	41%	36%	37%	44%	39%	38%	46%	42%	44%	42%	42%	35%
Somewhat willing	40%	26%	31%	39%	37%	44%	40%	43%	42%	37%	39%	45%	43%	40%	44%	40%	38%	41%	41%
Not especially willing	11%	24%	8%	10%	12%	12%	12%	10%	13%	17%	13%	10%	10%	7%	9%	7%	16%	11%	15%
Not willing at all	5%	7%	7%	6%	6%	7%	3%	5%	7%	8%	3%	4%	6%	7%	2%	8%	2%	5%	8%
Don't know	2%	8%	5%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	3%	1%	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

(20.E) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Buying clothes less often and reusing them more

		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 willing	41%	45%	36%	40%	43%	39%	40%	41%	43%	41%	43%	18%	47%	28%	18%
Somewhat willing	40%	38%	46%	39%	38%	33%	41%	42%	41%	30%	42%	29%	40%	45%	32%
Not especially willing	11%	11%	10%	13%	11%	17%	11%	10%	10%	14%	10%	23%	8%	19%	21%
Not willing at all	5%	4%	6%	6%	6%	8%	6%	5%	5%	10%	3%	28%	3%	6%	27%
Don't know	2%	2%	1%	2%	3%	2%	2%	2%	2%	5%	2%	2%	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

(21.A) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Changing my habits so I travel less regularly

		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 willing	26%	25%	22%	25%	26%	30%	28%	24%	24%	27%	26%	25%	29%	26%	25%	26%	29%	26%	19%
Somewhat willing	40%	39%	46%	42%	43%	37%	36%	42%	40%	37%	43%	42%	38%	36%	44%	41%	42%	39%	35%
Not especially willing	20%	22%	20%	19%	18%	18%	23%	20%	19%	22%	18%	20%	19%	21%	21%	19%	20%	22%	27%
Not willing at all	11%	11%	9%	11%	9%	12%	11%	12%	12%	11%	9%	9%	9%	12%	9%	11%	7%	11%	16%
Don't know	3%	4%	3%	4%	3%	4%	3%	3%	5%	3%	4%	4%	5%	4%	1%	4%	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

(21.B) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Changing my habits so I travel less regularly

		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 willing	26%	24%	28%	26%	28%	21%	25%	30%	27%	20%	18%	24%	28%	23%	28%	26%	23%	29%	41%
Somewhat willing	40%	40%	41%	37%	43%	44%	38%	43%	42%	32%	43%	40%	43%	45%	39%	39%	44%	39%	26%
Not especially willing	20%	20%	20%	20%	19%	21%	21%	18%	18%	22%	21%	23%	19%	17%	20%	21%	20%	21%	14%
Not willing at all	11%	13%	8%	14%	7%	11%	13%	6%	9%	22%	15%	12%	7%	9%	10%	11%	11%	8%	16%
Don't know	3%	3%	4%	3%	3%	4%	2%	3%	5%	3%	4%	2%	3%	5%	4%	3%	3%	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

(21.C) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Changing my habits so I travel less regularly

		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 willing	26%	26%	28%	23%	25%	25%	30%	27%	24%	*	31%	31%	23%	18%	29%	28%	27%	28%	28%
Somewhat willing	40%	40%	39%	43%	40%	40%	42%	37%	43%	*	41%	40%	41%	47%	46%	42%	46%	45%	37%
Not especially willing	20%	19%	20%	19%	23%	22%	14%	21%	20%	*	15%	13%	23%	19%	15%	15%	19%	11%	21%
Not willing at all	11%	12%	10%	11%	10%	10%	11%	11%	9%	*	9%	10%	12%	10%	7%	10%	5%	12%	11%
Don't know	3%	3%	4%	4%	3%	3%	3%	3%	3%	*	5%	5%	2%	6%	3%	4%	3%	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

(21.D) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Changing my habits so I travel less regularly

		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 willing	26%	32%	33%	32%	30%	26%	26%	23%	24%	22%	31%	23%	22%	30%	31%	24%	21%	26%	22%
Somewhat willing	40%	31%	34%	37%	34%	38%	41%	46%	38%	44%	38%	43%	42%	38%	41%	42%	42%	41%	39%
Not especially willing	20%	20%	16%	18%	21%	19%	21%	21%	22%	20%	19%	22%	21%	19%	13%	12%	22%	20%	22%
Not willing at all	11%	10%	11%	10%	10%	12%	9%	7%	14%	11%	10%	9%	12%	11%	10%	17%	13%	10%	13%
Don't know	3%	8%	7%	3%	5%	4%	3%	4%	3%	2%	3%	2%	2%	2%	5%	5%	2%	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

(21.E) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Changing my habits so I travel less regularly

		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 willing	26%	28%	22%	25%	28%	31%	23%	26%	28%	29%	28%	8%	30%	17%	10%
Somewhat willing	40%	41%	43%	39%	38%	35%	40%	41%	42%	34%	42%	21%	43%	38%	21%
Not especially willing	20%	19%	22%	21%	18%	19%	22%	20%	18%	17%	20%	22%	18%	26%	22%
Not willing at all	11%	10%	10%	11%	11%	11%	13%	8%	9%	15%	7%	44%	6%	13%	44%
Don't know	3%	3%	2%	4%	5%	4%	3%	4%	3%	5%	3%	5%	2%	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

(22.A) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing the amount of meat that I eat

		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 willing	25%	22%	24%	24%	26%	29%	25%	25%	26%	24%	25%	22%	25%	25%	23%	25%	28%	29%	17%
Somewhat willing	32%	32%	37%	36%	35%	26%	26%	36%	32%	27%	32%	34%	31%	33%	33%	31%	29%	33%	29%
Not especially willing	21%	24%	21%	18%	20%	20%	24%	21%	19%	24%	21%	20%	25%	17%	18%	23%	22%	23%	20%
Not willing at all	20%	18%	17%	19%	19%	24%	23%	16%	21%	22%	21%	22%	16%	24%	26%	19%	20%	14%	32%
Don't know	2%	3%	1%	3%	1%	2%	1%	2%	2%	2%	2%	3%	2%	2%	0%	2%	2%	1%	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) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing the amount of meat that I eat

		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 willing	25%	19%	31%	21%	30%	21%	21%	29%	27%	17%	20%	20%	28%	26%	23%	24%	26%	29%	50%
Somewhat willing	32%	30%	34%	28%	35%	34%	29%	37%	39%	27%	30%	31%	35%	36%	28%	31%	34%	37%	29%
Not especially willing	21%	23%	19%	22%	20%	22%	23%	19%	20%	17%	24%	24%	21%	21%	23%	21%	21%	20%	4%
Not willing at all	20%	27%	14%	28%	14%	20%	26%	13%	12%	36%	24%	24%	14%	15%	25%	21%	17%	12%	14%
Don't know	2%	2%	2%	1%	2%	2%	1%	2%	1%	4%	3%	1%	1%	2%	2%	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

(22.C) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing the amount of meat that I eat

		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 willing	25%	26%	27%	23%	23%	25%	27%	26%	24%	*	26%	24%	25%	21%	28%	20%	23%	24%	25%
Somewhat willing	32%	36%	32%	29%	30%	30%	32%	28%	38%	*	27%	29%	33%	34%	39%	40%	36%	34%	28%
Not especially willing	21%	20%	21%	23%	22%	24%	17%	22%	20%	*	24%	23%	21%	19%	17%	20%	22%	21%	23%
Not willing at all	20%	17%	19%	22%	23%	20%	23%	23%	17%	*	20%	21%	19%	23%	15%	17%	18%	21%	23%
Don't know	2%	2%	2%	2%	2%	1%	2%	1%	2%	*	3%	3%	2%	4%	2%	3%	1%	0%	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.D) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing the amount of meat that I eat

		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 willing	25%	31%	31%	24%	28%	23%	21%	28%	24%	19%	30%	21%	22%	32%	33%	29%	26%	26%	19%
Somewhat willing	32%	20%	26%	28%	22%	29%	37%	32%	33%	35%	32%	36%	42%	35%	27%	29%	32%	32%	33%
Not especially willing	21%	18%	20%	20%	23%	22%	23%	20%	22%	27%	21%	19%	16%	14%	25%	24%	20%	21%	24%
Not willing at all	20%	21%	19%	25%	26%	24%	17%	18%	19%	18%	17%	23%	18%	18%	14%	16%	20%	20%	24%
Don't know	2%	11%	3%	3%	1%	2%	2%	2%	1%	1%	0%	0%	2%	1%	1%	1%	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

(22.E) And how willing or unwilling are you to make any of the following changes to your own lifestyle in the next 2 years? : Reducing the amount of meat that I eat

		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 willing	25%	28%	24%	23%	24%	24%	24%	26%	27%	22%	27%	7%	30%	14%	9%
Somewhat willing	32%	35%	35%	31%	27%	32%	33%	31%	32%	30%	34%	12%	35%	29%	15%
Not especially willing	21%	19%	22%	22%	23%	18%	21%	22%	20%	20%	22%	15%	20%	28%	15%
Not willing at all	20%	17%	18%	22%	24%	24%	20%	19%	19%	25%	16%	65%	14%	27%	61%
Don't know	2%	1%	1%	2%	3%	1%	2%	2%	2%	3%	2%	1%	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

(23.A) How would you describe your dietary preferences?

		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
Meat-eater	82%	76%	81%	82%	83%	84%	84%	76%	82%	84%	85%	84%	79%	81%	85%	83%	81%	81%	92%
Vegetarian (does not eat meat or fish)	6%	11%	8%	8%	5%	5%	3%	10%	5%	7%	5%	5%	9%	4%	3%	6%	5%	6%	7%
Vegan (does not eat any animal products)	2%	6%	3%	2%	2%	2%	1%	4%	3%	2%	0%	2%	3%	3%	4%	1%	3%	3%	0%
Pescatarian (does not eat meat, but will eat fish)	5%	6%	5%	3%	5%	5%	5%	6%	5%	2%	4%	5%	6%	6%	5%	4%	5%	5%	1%
Other (Please specify)	5%	2%	4%	3%	6%	4%	7%	5%	5%	5%	5%	4%	3%	6%	3%	5%	6%	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

(23.B) How would you describe your dietary preferences?

		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
Meat-eater	82%	86%	78%	86%	80%	81%	87%	77%	79%	83%	85%	88%	79%	78%	88%	82%	80%	77%	62%
Vegetarian (does not eat meat or fish)	6%	4%	8%	4%	7%	7%	4%	9%	6%	4%	4%	3%	7%	6%	4%	7%	7%	9%	12%
Vegan (does not eat any animal products)	2%	3%	2%	2%	3%	3%	1%	4%	2%	6%	1%	1%	3%	4%	1%	2%	4%	3%	7%
Pescatarian (does not eat meat, but will eat fish)	5%	3%	6%	4%	5%	5%	4%	6%	6%	5%	4%	4%	6%	6%	3%	5%	5%	5%	10%
Other (Please specify)	5%	4%	5%	4%	5%	5%	4%	5%	7%	2%	5%	4%	5%	6%	3%	5%	4%	6%	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

(23.C) How would you describe your dietary preferences?

		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
Meat-eater	82%	77%	82%	84%	84%	84%	82%	82%	83%	*	84%	81%	80%	81%	82%	82%	83%	84%	85%
Vegetarian (does not eat meat or fish)	6%	10%	6%	6%	6%	4%	5%	5%	7%	*	7%	7%	7%	7%	8%	7%	7%	6%	3%
Vegan (does not eat any animal products)	2%	4%	2%	3%	2%	1%	2%	2%	3%	*	1%	2%	4%	2%	3%	3%	2%	0%	1%
Pescatarian (does not eat meat, but will eat fish)	5%	6%	6%	3%	4%	4%	4%	5%	4%	*	4%	7%	5%	4%	4%	4%	4%	6%	4%
Other (Please specify)	5%	4%	5%	4%	4%	6%	6%	6%	3%	*	5%	4%	4%	6%	3%	5%	3%	4%	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

(23.D) How would you describe your dietary preferences?

		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
Meat-eater	82%	57%	80%	81%	80%	85%	80%	82%	81%	82%	75%	88%	84%	81%	92%	79%	83%	82%	79%
Vegetarian (does not eat meat or fish)	6%	12%	7%	7%	8%	5%	7%	6%	6%	7%	8%	4%	7%	6%	1%	6%	9%	6%	5%
Vegan (does not eat any animal products)	2%	0%	4%	3%	2%	2%	2%	1%	2%	6%	5%	1%	2%	3%	1%	1%	4%	2%	4%
Pescatarian (does not eat meat, but will eat fish)	5%	20%	5%	2%	5%	5%	4%	6%	6%	4%	6%	4%	3%	6%	4%	6%	2%	4%	8%
Other (Please specify)	5%	11%	5%	7%	5%	4%	6%	4%	6%	1%	5%	3%	4%	5%	1%	8%	2%	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

(23.E) How would you describe your dietary preferences?

		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
Meat-eater	82%	79%	82%	83%	84%	79%	83%	82%	80%	80%	81%	88%	80%	86%	87%
Vegetarian (does not eat meat or fish)	6%	7%	6%	6%	5%	9%	6%	6%	7%	9%	7%	4%	7%	4%	4%
Vegan (does not eat any animal products)	2%	3%	2%	3%	2%	4%	2%	2%	2%	3%	3%	1%	3%	2%	2%
Pescatarian (does not eat meat, but will eat fish)	5%	6%	5%	4%	4%	6%	4%	5%	5%	5%	5%	4%	5%	3%	4%
Other (Please specify)	5%	5%	5%	4%	5%	2%	5%	5%	5%	2%	5%	2%	5%	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

(24.A) You said that you eat meat. Have you done any of the following in order to help you reduce your impact on the environment?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	3282	384	456	574	595	523	750	410	457	270	317	235	270	270	146	384	276	149	98
Weighted	3281	424	551	562	564	473	707	424	430	270	308	234	287	259	136	365	294	163	111
I only eat meat when I am not at home (such as in a restaurant or at a friend's house)	5%	7%	8%	5%	4%	3%	3%	7%	3%	7%	6%	6%	4%	2%	2%	3%	4%	7%	9%
I avoid eating meat more than a couple of times per week	30%	26%	26%	30%	30%	31%	34%	27%	29%	29%	31%	28%	27%	32%	31%	31%	32%	31%	31%
I avoid eating white meat (such as chicken or pork)	2%	3%	2%	2%	1%	1%	1%	1%	2%	3%	1%	3%	2%	2%	1%	1%	2%	2%	3%
I avoid eating red meat (such as beef or lamb)	12%	15%	12%	10%	12%	14%	11%	15%	14%	11%	9%	15%	11%	10%	14%	13%	9%	14%	7%
None of the above	58%	57%	58%	59%	59%	58%	56%	57%	58%	59%	57%	57%	62%	59%	59%	58%	57%	53%	58%

Note:

BASE: Eat meat

Fieldwork: 12th May - 18th May 2023

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

(24.B) You said that you eat meat. Have you done any of the following in order to help you reduce your impact on the environment?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	3282	1651	1627	1300	1273	449	1245	844	228	47	465	767	1136	253	0	0	823	326	30
Weighted	3281	1705	1572	1249	1289	461	1210	862	224	44	471	747	1163	253	0	0	857	341	28
I only eat meat when I am not at home (such as in a restaurant or at a friend's house)	5%	5%	5%	4%	6%	4%	5%	6%	4%	8%	3%	5%	6%	6%	5%	5%	5%	6%	12%
I avoid eating meat more than a couple of times per week	30%	25%	34%	27%	34%	28%	27%	34%	35%	21%	26%	26%	32%	37%	27%	28%	30%	38%	33%
I avoid eating white meat (such as chicken or pork)	2%	2%	2%	1%	1%	2%	1%	2%	2%	5%	1%	1%	2%	2%	1%	2%	2%	3%	13%
I avoid eating red meat (such as beef or lamb)	12%	10%	14%	10%	13%	13%	11%	13%	14%	13%	11%	11%	13%	15%	9%	14%	12%	16%	23%
None of the above	58%	63%	52%	63%	53%	58%	62%	52%	54%	65%	64%	62%	55%	50%	63%	59%	58%	45%	38%

Note:

BASE: Eat meat

Fieldwork: 12th May - 18th May 2023

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

(24.C) You said that you eat meat. Have you done any of the following in order to help you reduce your impact on the environment?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	3282	605	966	502	647	382	178	1210	824	0	236	271	610	97	301	175	220	118	947
Weighted	3281	642	958	504	628	371	176	1159	842	0	238	266	636	104	310	172	214	112	883
I only eat meat when I am not at home (such as in a restaurant or at a friend's house)	5%	8%	4%	7%	3%	3%	8%	4%	5%	*	8%	4%	5%	5%	6%	7%	4%	7%	3%
I avoid eating meat more than a couple of times per week	30%	32%	29%	29%	30%	29%	29%	31%	29%	*	28%	28%	31%	27%	31%	24%	34%	31%	33%
I avoid eating white meat (such as chicken or pork)	2%	3%	1%	2%	1%	1%	1%	1%	1%	*	2%	1%	3%	1%	2%	1%	2%	0%	1%
I avoid eating red meat (such as beef or lamb)	12%	15%	12%	11%	12%	11%	10%	12%	10%	*	9%	11%	16%	11%	12%	9%	9%	11%	12%
None of the above	58%	51%	60%	57%	60%	61%	58%	57%	59%	*	60%	62%	55%	61%	55%	62%	57%	56%	57%

Note:

BASE: Eat meat

Fieldwork: 12th May - 18th May 2023

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

(24.D) You said that you eat meat. Have you done any of the following in order to help you reduce your impact on the environment?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	3282	15	148	257	258	346	351	305	238	199	157	286	170	116	71	72	120	2892	304
Weighted	3281	15	140	240	247	343	353	311	240	206	161	299	174	119	70	76	117	2885	306
I only eat meat when I am not at home (such as in a restaurant or at a friend's house)	5%	14%	9%	4%	4%	7%	2%	3%	7%	4%	4%	3%	7%	5%	1%	10%	5%	5%	6%
I avoid eating meat more than a couple of times per week	30%	20%	29%	28%	33%	26%	31%	36%	27%	27%	35%	28%	31%	37%	34%	21%	26%	31%	22%
I avoid eating white meat (such as chicken or pork)	2%	0%	3%	1%	1%	2%	3%	2%	1%	1%	2%	1%	2%	1%	0%	3%	2%	2%	1%
I avoid eating red meat (such as beef or lamb)	12%	25%	12%	13%	13%	9%	13%	10%	12%	14%	11%	11%	10%	13%	8%	16%	16%	12%	12%
None of the above	58%	69%	52%	59%	56%	62%	57%	54%	60%	61%	55%	61%	58%	54%	58%	61%	61%	57%	64%

Note:

BASE: Eat meat

Fieldwork: 12th May - 18th May 2023

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

(24.E) You said that you eat meat. Have you done any of the following in order to help you reduce your impact on the environment?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	3282	831	792	751	895	220	1201	1283	477	101	2929	315	2236	649	287
Weighted	3281	850	856	726	836	228	1200	1284	471	97	2937	306	2260	634	278
I only eat meat when I am not at home (such as in a restaurant or at a friend's house)	5%	4%	5%	7%	4%	12%	4%	4%	4%	6%	5%	3%	5%	4%	2%
I avoid eating meat more than a couple of times per week	30%	34%	29%	27%	28%	26%	27%	33%	31%	26%	32%	10%	35%	19%	11%
I avoid eating white meat (such as chicken or pork)	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%	2%	0%	2%	1%	1%
I avoid eating red meat (such as beef or lamb)	12%	13%	12%	12%	12%	15%	12%	11%	14%	13%	13%	4%	14%	9%	5%
None of the above	58%	55%	59%	58%	60%	55%	61%	56%	58%	59%	55%	86%	51%	70%	84%

Note:

BASE: Eat meat

Fieldwork: 12th May - 18th May 2023

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

(25.A) You said you currently eat meat. What are the reasons you haven't switched to a meat-free diet? 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	3282	384	456	574	595	523	750	410	457	270	317	235	270	270	146	384	276	149	98
Weighted	3281	424	551	562	564	473	707	424	430	270	308	234	287	259	136	365	294	163	111
I already do enough to fight climate change	8%	7%	10%	8%	6%	6%	10%	11%	6%	8%	7%	6%	9%	6%	5%	6%	13%	8%	7%
Others are more responsible for fighting climate change (such as governments or big businesses)	8%	14%	10%	6%	7%	5%	8%	9%	9%	9%	5%	10%	5%	9%	8%	7%	8%	9%	13%
I enjoy eating meat, and do not want to give it up	71%	69%	68%	69%	71%	74%	73%	71%	70%	68%	69%	73%	73%	70%	78%	69%	68%	71%	75%
I tried to in the past but I didn't like it	7%	12%	7%	7%	6%	5%	6%	7%	9%	6%	6%	8%	8%	6%	3%	6%	9%	5%	7%
I do not know enough about vegetarian diets	6%	9%	7%	6%	6%	4%	5%	6%	8%	5%	5%	5%	7%	7%	2%	7%	6%	5%	10%
Don't know	4%	3%	4%	5%	4%	3%	4%	5%	4%	3%	5%	3%	3%	4%	3%	5%	3%	3%	1%
I do not think it would be healthy for me to have a meat-free diet	30%	35%	30%	30%	25%	28%	34%	30%	31%	29%	34%	27%	30%	28%	32%	30%	32%	30%	24%
I do not care about fighting climate change	3%	2%	4%	3%	3%	3%	2%	3%	2%	4%	2%	3%	5%	3%	2%	2%	3%	3%	5%
Reducing my meat consumption will not have a big enough impact on climate change	19%	20%	15%	17%	18%	19%	24%	23%	18%	24%	17%	17%	18%	20%	16%	18%	21%	12%	18%
I do not think eating meat has an impact on climate change	12%	10%	11%	10%	12%	13%	17%	11%	10%	16%	13%	13%	12%	14%	12%	11%	14%	10%	15%
Other (Please specify)	4%	4%	3%	3%	4%	5%	5%	5%	4%	5%	4%	4%	5%	4%	1%	3%	4%	2%	2%

Note:

BASE: Eat meat

Fieldwork: 12th May - 18th May 2023

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

(25.B) You said you currently eat meat. What are the reasons you haven't switched to a meat-free diet? 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	3282	1651	1627	1300	1273	449	1245	844	228	47	465	767	1136	253	0	0	823	326	30
Weighted	3281	1705	1572	1249	1289	461	1210	862	224	44	471	747	1163	253	0	0	857	341	28
I already do enough to fight climate change	8%	10%	6%	8%	8%	8%	10%	8%	9%	8%	4%	10%	8%	11%	7%	7%	7%	10%	13%
Others are more responsible for fighting climate change (such as governments or big businesses)	8%	9%	7%	7%	8%	9%	8%	7%	10%	2%	8%	7%	8%	9%	7%	8%	11%	7%	10%
I enjoy eating meat, and do not want to give it up	71%	75%	66%	74%	68%	71%	74%	66%	68%	69%	73%	75%	68%	68%	73%	68%	70%	70%	47%
I tried to in the past but I didn't like it	7%	6%	8%	7%	6%	6%	6%	7%	7%	7%	6%	6%	7%	11%	7%	7%	8%	6%	8%
I do not know enough about vegetarian diets	6%	6%	7%	5%	6%	6%	5%	7%	7%	4%	5%	6%	7%	10%	6%	7%	6%	7%	7%
Don't know	4%	3%	5%	3%	4%	4%	3%	5%	4%	6%	5%	3%	4%	3%	4%	4%	4%	4%	3%
I do not think it would be healthy for me to have a meat-free diet	30%	28%	33%	31%	28%	29%	33%	27%	29%	29%	28%	33%	27%	32%	27%	32%	31%	31%	29%
I do not care about fighting climate change	3%	4%	2%	4%	2%	3%	4%	1%	2%	7%	3%	5%	2%	2%	2%	4%	2%	3%	3%
Reducing my meat consumption will not have a big enough impact on climate change	19%	21%	17%	20%	18%	18%	21%	16%	23%	22%	18%	20%	16%	26%	18%	17%	20%	20%	24%
I do not think eating meat has an impact on climate change	12%	12%	12%	16%	9%	12%	16%	9%	8%	18%	11%	15%	9%	9%	15%	12%	10%	9%	6%
Other (Please specify)	4%	4%	4%	4%	4%	4%	4%	4%	4%	3%	3%	3%	4%	4%	3%	5%	4%	3%	19%

Note:

BASE: Eat meat

Fieldwork: 12th May - 18th May 2023

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

(25.C) You said you currently eat meat. What are the reasons you haven't switched to a meat-free diet? 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	3282	605	966	502	647	382	178	1210	824	0	236	271	610	97	301	175	220	118	947
Weighted	3281	642	958	504	628	371	176	1159	842	0	238	266	636	104	310	172	214	112	883
I already do enough to fight climate change	8%	11%	8%	9%	6%	6%	5%	9%	7%	*	11%	6%	8%	2%	9%	4%	10%	4%	8%
Others are more responsible for fighting climate change (such as governments or big businesses)	8%	8%	8%	9%	8%	9%	6%	7%	6%	*	11%	7%	10%	16%	8%	5%	4%	4%	7%
I enjoy eating meat, and do not want to give it up	71%	67%	70%	71%	72%	76%	71%	74%	70%	*	69%	67%	68%	70%	62%	71%	69%	65%	73%
I tried to in the past but I didn't like it	7%	7%	8%	6%	7%	6%	7%	6%	6%	*	9%	9%	7%	12%	8%	6%	5%	7%	6%
I do not know enough about vegetarian diets	6%	9%	5%	4%	7%	4%	5%	5%	6%	*	6%	7%	7%	5%	10%	4%	6%	6%	5%
Don't know	4%	4%	5%	4%	2%	3%	4%	3%	4%	*	5%	5%	3%	5%	6%	4%	4%	5%	2%
I do not think it would be healthy for me to have a meat-free diet	30%	28%	31%	29%	30%	30%	32%	32%	28%	*	25%	31%	31%	33%	27%	27%	26%	21%	31%
I do not care about fighting climate change	3%	3%	3%	4%	3%	2%	2%	3%	3%	*	2%	6%	2%	3%	3%	2%	2%	1%	2%
Reducing my meat consumption will not have a big enough impact on climate change	19%	18%	20%	18%	17%	21%	23%	22%	16%	*	13%	21%	19%	14%	17%	16%	16%	20%	20%
I do not think eating meat has an impact on climate change	12%	9%	13%	13%	12%	14%	15%	14%	10%	*	11%	18%	12%	7%	12%	9%	10%	10%	14%
Other (Please specify)	4%	3%	4%	4%	3%	4%	6%	4%	4%	*	4%	2%	4%	4%	3%	1%	3%	5%	5%

Note:

BASE: Eat meat

Fieldwork: 12th May - 18th May 2023

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

(25.D) You said you currently eat meat. What are the reasons you haven't switched to a meat-free diet? 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	3282	15	148	257	258	346	351	305	238	199	157	286	170	116	71	72	120	2892	304
Weighted	3281	15	140	240	247	343	353	311	240	206	161	299	174	119	70	76	117	2885	306
I already do enough to fight climate change	8%	5%	10%	8%	7%	9%	5%	10%	9%	8%	8%	5%	10%	9%	6%	12%	7%	7%	12%
Others are more responsible for fighting climate change (such as governments or big businesses)	8%	6%	12%	6%	5%	6%	7%	9%	8%	11%	9%	10%	8%	9%	5%	10%	7%	8%	9%
I enjoy eating meat, and do not want to give it up	71%	63%	60%	69%	67%	72%	70%	71%	66%	70%	66%	78%	79%	67%	82%	77%	70%	71%	66%
I tried to in the past but I didn't like it	7%	7%	9%	5%	8%	5%	6%	9%	11%	6%	6%	8%	6%	7%	4%	5%	5%	7%	7%
I do not know enough about vegetarian diets	6%	22%	5%	7%	8%	7%	4%	8%	6%	5%	5%	7%	7%	7%	4%	2%	4%	6%	8%
Don't know	4%	14%	7%	6%	4%	5%	3%	2%	3%	4%	2%	4%	2%	4%	0%	3%	7%	4%	4%
I do not think it would be healthy for me to have a meat-free diet	30%	20%	25%	30%	31%	27%	33%	28%	31%	30%	31%	31%	25%	32%	35%	33%	30%	30%	31%
I do not care about fighting climate change	3%	0%	5%	3%	5%	3%	3%	2%	2%	4%	3%	2%	3%	5%	1%	1%	3%	3%	3%
Reducing my meat consumption will not have a big enough impact on climate change	19%	7%	18%	23%	20%	20%	17%	17%	17%	24%	17%	20%	18%	17%	17%	24%	20%	19%	19%
I do not think eating meat has an impact on climate change	12%	0%	14%	17%	16%	15%	13%	12%	10%	13%	10%	13%	8%	11%	9%	6%	10%	12%	12%
Other (Please specify)	4%	5%	6%	3%	5%	3%	3%	4%	5%	6%	6%	3%	4%	6%	6%	3%	5%	4%	4%

Note:

BASE: Eat meat

Fieldwork: 12th May - 18th May 2023

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

(25.E) You said you currently eat meat. What are the reasons you haven't switched to a meat-free diet? 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	3282	831	792	751	895	220	1201	1283	477	101	2929	315	2236	649	287
Weighted	3281	850	856	726	836	228	1200	1284	471	97	2937	306	2260	634	278
I already do enough to fight climate change	8%	7%	7%	9%	8%	14%	7%	8%	6%	6%	8%	7%	8%	9%	9%
Others are more responsible for fighting climate change (such as governments or big businesses)	8%	8%	9%	8%	8%	9%	8%	8%	10%	6%	8%	10%	7%	11%	9%
I enjoy eating meat, and do not want to give it up	71%	70%	71%	70%	70%	71%	73%	69%	68%	72%	69%	85%	69%	74%	82%
I tried to in the past but I didn't like it	7%	8%	7%	7%	6%	5%	5%	8%	10%	10%	7%	4%	7%	5%	7%
I do not know enough about vegetarian diets	6%	6%	7%	5%	6%	5%	5%	7%	7%	9%	7%	2%	7%	5%	1%
Don't know	4%	4%	3%	4%	5%	3%	4%	4%	3%	3%	4%	1%	4%	3%	1%
I do not think it would be healthy for me to have a meat-free diet	30%	33%	31%	28%	28%	24%	31%	30%	31%	30%	30%	35%	30%	28%	39%
I do not care about fighting climate change	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	1%	20%	1%	5%	17%
Reducing my meat consumption will not have a big enough impact on climate change	19%	20%	18%	20%	18%	17%	21%	18%	18%	15%	18%	26%	17%	22%	30%
I do not think eating meat has an impact on climate change	12%	10%	13%	13%	14%	10%	11%	13%	14%	10%	10%	32%	9%	17%	33%
Other (Please specify)	4%	4%	4%	3%	4%	3%	4%	4%	5%	3%	4%	4%	4%	2%	4%

Note:

(26.A) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: British Gas

		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
Trust a great deal	9%	15%	14%	8%	8%	7%	6%	12%	7%	10%	11%	8%	10%	10%	12%	9%	7%	11%	5%
Trust a little	27%	34%	32%	28%	21%	22%	24%	28%	24%	30%	23%	26%	33%	23%	27%	27%	29%	24%	25%
Neither trust nor distrust	27%	23%	22%	26%	29%	30%	31%	23%	29%	27%	30%	27%	27%	27%	25%	29%	27%	24%	28%
Distrust a little	12%	13%	12%	12%	13%	13%	12%	14%	16%	8%	12%	12%	10%	15%	11%	10%	14%	15%	8%
Distrust a great deal	14%	7%	12%	17%	19%	18%	14%	14%	12%	13%	16%	17%	13%	14%	19%	16%	15%	15%	8%
Don't know	10%	9%	8%	9%	10%	10%	13%	9%	12%	12%	9%	11%	7%	10%	5%	9%	7%	10%	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.B) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: British Gas

		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
Trust a great deal	9%	10%	9%	8%	9%	12%	11%	9%	7%	10%	9%	16%	9%	10%	9%	8%	10%	15%	17%
Trust a little	27%	26%	27%	24%	28%	27%	28%	27%	27%	23%	26%	31%	29%	30%	25%	27%	27%	29%	30%
Neither trust nor distrust	27%	26%	28%	29%	26%	27%	29%	24%	26%	21%	29%	27%	23%	27%	29%	29%	26%	22%	15%
Distrust a little	12%	13%	12%	13%	14%	8%	12%	15%	12%	16%	8%	10%	14%	15%	12%	12%	14%	14%	15%
Distrust a great deal	14%	17%	12%	15%	15%	14%	12%	17%	16%	26%	14%	10%	16%	11%	13%	14%	16%	13%	16%
Don't know	10%	8%	12%	10%	9%	12%	8%	8%	11%	4%	14%	7%	9%	6%	12%	10%	8%	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

(26.C) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: British Gas

		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
Trust a great deal	9%	14%	9%	9%	8%	6%	7%	8%	10%	*	10%	10%	9%	12%	14%	10%	10%	7%	7%
Trust a little	27%	28%	28%	28%	26%	23%	26%	25%	29%	*	26%	26%	28%	25%	28%	25%	26%	24%	25%
Neither trust nor distrust	27%	22%	28%	28%	28%	28%	29%	29%	26%	*	27%	28%	26%	24%	25%	29%	20%	36%	33%
Distrust a little	12%	13%	12%	12%	11%	17%	11%	12%	13%	*	11%	12%	12%	16%	13%	13%	15%	11%	10%
Distrust a great deal	14%	16%	14%	13%	15%	14%	16%	15%	14%	*	14%	13%	15%	9%	9%	15%	17%	12%	13%
Don't know	10%	8%	10%	10%	11%	11%	11%	10%	7%	*	11%	11%	11%	14%	11%	8%	11%	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.D) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: British Gas

		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
Trust a great deal	9%	18%	8%	6%	13%	11%	9%	9%	11%	8%	9%	7%	11%	13%	9%	9%	14%	9%	11%
Trust a little	27%	16%	21%	28%	20%	28%	27%	26%	30%	33%	25%	28%	30%	26%	33%	32%	30%	26%	30%
Neither trust nor distrust	27%	21%	32%	30%	28%	30%	26%	26%	22%	23%	25%	28%	24%	28%	28%	25%	20%	27%	27%
Distrust a little	12%	21%	9%	12%	14%	8%	13%	14%	12%	12%	14%	14%	14%	11%	19%	15%	13%	13%	11%
Distrust a great deal	14%	14%	18%	14%	13%	13%	14%	15%	16%	18%	15%	16%	14%	15%	4%	12%	15%	15%	11%
Don't know	10%	11%	11%	10%	13%	11%	11%	9%	9%	7%	12%	6%	7%	6%	8%	7%	9%	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.E) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: British Gas

		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
Trust a great deal	9%	9%	9%	11%	9%	19%	10%	8%	7%	7%	10%	4%	11%	6%	4%
Trust a little	27%	30%	28%	26%	23%	31%	29%	26%	24%	18%	28%	16%	30%	21%	14%
Neither trust nor distrust	27%	24%	27%	28%	29%	21%	28%	28%	27%	16%	27%	31%	25%	35%	25%
Distrust a little	12%	15%	13%	11%	11%	12%	12%	13%	14%	12%	13%	11%	13%	12%	14%
Distrust a great deal	14%	14%	14%	14%	15%	10%	12%	15%	16%	35%	13%	25%	13%	13%	32%
Don't know	10%	8%	9%	9%	13%	7%	9%	11%	11%	13%	9%	13%	8%	12%	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

(27.A) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: E-On

		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
Trust a great deal	6%	7%	8%	6%	4%	6%	4%	7%	4%	6%	7%	6%	8%	5%	4%	7%	2%	6%	0%
Trust a little	24%	22%	31%	26%	23%	19%	22%	24%	20%	21%	24%	24%	29%	25%	26%	25%	23%	26%	19%
Neither trust nor distrust	33%	30%	27%	33%	34%	38%	37%	30%	39%	37%	36%	27%	30%	32%	37%	33%	33%	30%	34%
Distrust a little	11%	12%	12%	10%	12%	10%	9%	13%	11%	8%	8%	12%	8%	10%	11%	11%	15%	10%	6%
Distrust a great deal	10%	5%	8%	13%	14%	13%	9%	10%	10%	7%	11%	13%	10%	12%	12%	9%	12%	11%	6%
Don't know	16%	24%	14%	13%	14%	15%	20%	16%	17%	20%	15%	18%	13%	17%	10%	15%	15%	16%	34%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: E-On

		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
Trust a great deal	6%	6%	5%	5%	6%	7%	7%	5%	8%	8%	5%	8%	5%	8%	5%	5%	6%	10%	18%
Trust a little	24%	23%	24%	22%	27%	22%	26%	26%	26%	15%	22%	29%	26%	28%	23%	24%	23%	27%	19%
Neither trust nor distrust	33%	33%	33%	34%	34%	32%	35%	32%	32%	24%	33%	36%	31%	33%	35%	34%	34%	28%	21%
Distrust a little	11%	11%	10%	11%	11%	8%	11%	12%	10%	13%	7%	9%	12%	12%	10%	10%	12%	13%	7%
Distrust a great deal	10%	13%	7%	12%	10%	10%	8%	11%	11%	27%	11%	6%	11%	7%	10%	9%	12%	8%	14%
Don't know	16%	13%	20%	15%	13%	21%	13%	14%	13%	12%	22%	11%	15%	12%	17%	18%	14%	14%	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

(27.C) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: E-On

		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
Trust a great deal	6%	7%	6%	6%	5%	3%	5%	6%	6%	*	5%	4%	5%	4%	11%	6%	6%	2%	5%
Trust a little	24%	24%	26%	22%	24%	21%	22%	23%	26%	*	24%	24%	23%	24%	29%	25%	24%	27%	22%
Neither trust nor distrust	33%	29%	33%	36%	34%	36%	36%	35%	32%	*	33%	34%	33%	31%	26%	39%	33%	41%	39%
Distrust a little	11%	13%	11%	10%	8%	12%	10%	9%	13%	*	11%	9%	11%	9%	12%	9%	12%	8%	8%
Distrust a great deal	10%	11%	10%	9%	11%	12%	10%	11%	10%	*	10%	10%	11%	3%	7%	10%	10%	9%	9%
Don't know	16%	16%	15%	17%	18%	16%	18%	16%	13%	*	17%	18%	18%	29%	15%	11%	15%	13%	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

(27.D) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: E-On

		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
Trust a great deal	6%	17%	5%	6%	7%	5%	4%	4%	6%	5%	5%	6%	5%	8%	6%	13%	9%	6%	7%
Trust a little	24%	7%	22%	23%	20%	23%	23%	27%	26%	25%	22%	24%	26%	27%	29%	28%	29%	24%	26%
Neither trust nor distrust	33%	25%	33%	34%	33%	36%	36%	34%	33%	32%	32%	38%	30%	34%	34%	26%	24%	33%	33%
Distrust a little	11%	11%	7%	9%	9%	9%	11%	12%	9%	13%	12%	11%	15%	9%	14%	12%	13%	11%	12%
Distrust a great deal	10%	15%	15%	12%	10%	11%	8%	11%	11%	12%	11%	10%	10%	8%	5%	11%	9%	11%	7%
Don't know	16%	25%	18%	17%	22%	16%	18%	12%	14%	12%	18%	12%	13%	13%	12%	11%	16%	16%	16%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: E-On

		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
Trust a great deal	6%	7%	4%	6%	5%	15%	6%	5%	4%	3%	6%	1%	7%	3%	3%
Trust a little	24%	25%	26%	23%	21%	28%	28%	21%	22%	14%	25%	12%	28%	17%	12%
Neither trust nor distrust	33%	32%	32%	35%	34%	27%	34%	34%	34%	30%	33%	34%	32%	43%	29%
Distrust a little	11%	12%	11%	10%	9%	8%	11%	11%	11%	11%	11%	10%	11%	9%	12%
Distrust a great deal	10%	9%	10%	11%	11%	8%	8%	12%	12%	22%	9%	23%	9%	9%	29%
Don't know	16%	15%	15%	16%	20%	14%	14%	18%	17%	20%	15%	19%	14%	19%	15%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Scottish 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
Trust a great deal	6%	8%	10%	6%	3%	6%	3%	8%	3%	6%	5%	4%	6%	6%	4%	7%	7%	8%	1%
Trust a little	23%	25%	29%	24%	23%	19%	19%	22%	22%	21%	21%	23%	28%	21%	24%	24%	30%	18%	28%
Neither trust nor distrust	33%	30%	30%	33%	33%	34%	35%	30%	36%	37%	38%	31%	33%	32%	35%	32%	27%	34%	29%
Distrust a little	11%	11%	10%	11%	12%	11%	12%	13%	10%	7%	12%	16%	9%	11%	13%	9%	14%	10%	4%
Distrust a great deal	11%	5%	8%	13%	14%	15%	10%	9%	10%	9%	11%	10%	11%	13%	14%	11%	13%	15%	5%
Don't know	16%	20%	13%	13%	14%	15%	20%	18%	19%	19%	15%	17%	12%	16%	11%	16%	8%	15%	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.B) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Scottish 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 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
Trust a great deal	6%	7%	5%	5%	6%	8%	7%	6%	5%	9%	6%	8%	6%	7%	6%	4%	6%	12%	19%
Trust a little	23%	23%	24%	19%	27%	24%	24%	26%	25%	10%	21%	28%	26%	26%	20%	23%	25%	26%	19%
Neither trust nor distrust	33%	31%	35%	35%	32%	32%	35%	31%	32%	22%	35%	35%	30%	34%	36%	35%	32%	27%	16%
Distrust a little	11%	12%	10%	13%	11%	7%	12%	11%	13%	21%	6%	10%	12%	12%	11%	11%	11%	14%	11%
Distrust a great deal	11%	14%	8%	13%	10%	11%	10%	11%	11%	23%	11%	8%	11%	8%	11%	9%	12%	8%	14%
Don't know	16%	13%	19%	16%	14%	18%	13%	15%	15%	16%	21%	11%	16%	13%	17%	18%	13%	13%	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

(28.C) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Scottish 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
Trust a great deal	6%	8%	5%	7%	5%	4%	5%	5%	7%	*	6%	6%	5%	7%	10%	5%	7%	6%	4%
Trust a little	23%	26%	25%	21%	24%	18%	23%	21%	25%	*	25%	21%	27%	22%	27%	25%	21%	23%	22%
Neither trust nor distrust	33%	27%	33%	35%	35%	35%	34%	34%	34%	*	29%	35%	31%	29%	32%	36%	31%	42%	36%
Distrust a little	11%	12%	11%	10%	8%	14%	11%	12%	11%	*	14%	8%	10%	10%	11%	10%	15%	9%	10%
Distrust a great deal	11%	12%	10%	10%	12%	12%	10%	12%	11%	*	9%	12%	11%	5%	8%	10%	10%	7%	11%
Don't know	16%	15%	17%	17%	15%	16%	16%	16%	13%	*	17%	18%	16%	27%	13%	14%	16%	13%	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

(28.D) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Scottish 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
Trust a great deal	6%	9%	5%	4%	8%	6%	6%	4%	5%	5%	4%	6%	8%	8%	5%	15%	10%	6%	8%
Trust a little	23%	16%	20%	25%	21%	23%	21%	25%	26%	26%	23%	24%	26%	27%	25%	23%	25%	23%	25%
Neither trust nor distrust	33%	38%	33%	33%	34%	33%	36%	32%	30%	33%	35%	33%	31%	33%	34%	26%	27%	33%	30%
Distrust a little	11%	9%	13%	11%	6%	11%	10%	12%	12%	11%	12%	13%	15%	13%	14%	12%	13%	11%	12%
Distrust a great deal	11%	10%	13%	11%	10%	10%	11%	12%	13%	13%	10%	10%	10%	8%	6%	12%	10%	11%	10%
Don't know	16%	19%	16%	16%	20%	17%	17%	14%	15%	12%	16%	13%	11%	12%	15%	12%	15%	16%	16%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Scottish 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
Trust a great deal	6%	7%	5%	6%	6%	17%	6%	4%	4%	5%	6%	3%	7%	3%	2%
Trust a little	23%	24%	27%	25%	18%	27%	26%	22%	21%	13%	25%	12%	27%	15%	11%
Neither trust nor distrust	33%	31%	31%	35%	35%	27%	33%	34%	34%	28%	33%	34%	31%	44%	28%
Distrust a little	11%	13%	11%	9%	10%	8%	11%	11%	12%	12%	11%	10%	11%	11%	12%
Distrust a great deal	11%	10%	11%	11%	12%	8%	9%	11%	13%	27%	10%	24%	9%	9%	31%
Don't know	16%	15%	15%	14%	19%	13%	15%	17%	16%	15%	15%	18%	14%	19%	15%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Ovo

		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
Trust a great deal	5%	6%	7%	5%	4%	4%	3%	5%	4%	5%	6%	3%	7%	4%	2%	6%	5%	5%	0%
Trust a little	20%	21%	26%	22%	18%	18%	17%	23%	18%	21%	20%	23%	21%	17%	22%	19%	21%	22%	10%
Neither trust nor distrust	34%	30%	31%	32%	35%	35%	39%	30%	37%	35%	40%	31%	35%	33%	39%	36%	31%	30%	29%
Distrust a little	9%	8%	8%	10%	9%	9%	8%	10%	10%	7%	7%	11%	7%	8%	12%	7%	11%	10%	4%
Distrust a great deal	9%	7%	8%	10%	10%	10%	8%	8%	9%	7%	8%	8%	8%	12%	9%	8%	12%	11%	5%
Don't know	23%	27%	19%	21%	23%	24%	26%	23%	22%	25%	19%	23%	23%	25%	16%	23%	19%	22%	52%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Ovo

		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
Trust a great deal	5%	6%	4%	4%	6%	6%	6%	5%	5%	8%	5%	7%	4%	7%	4%	4%	5%	9%	15%
Trust a little	20%	21%	20%	20%	22%	19%	21%	22%	23%	15%	17%	24%	22%	21%	18%	19%	22%	26%	19%
Neither trust nor distrust	34%	33%	35%	34%	35%	35%	36%	32%	34%	28%	35%	38%	32%	32%	35%	36%	34%	31%	15%
Distrust a little	9%	10%	7%	9%	9%	6%	9%	10%	12%	15%	6%	7%	10%	11%	8%	9%	9%	12%	8%
Distrust a great deal	9%	12%	6%	11%	8%	10%	7%	11%	8%	19%	9%	5%	10%	7%	9%	8%	11%	5%	17%
Don't know	23%	19%	27%	23%	20%	24%	21%	21%	19%	16%	28%	19%	22%	20%	26%	25%	19%	17%	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

(29.C) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Ovo

		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
Trust a great deal	5%	7%	4%	4%	5%	3%	4%	5%	5%	*	5%	4%	4%	5%	8%	6%	5%	4%	3%
Trust a little	20%	21%	22%	19%	19%	19%	19%	19%	24%	*	18%	19%	20%	19%	23%	21%	22%	17%	19%
Neither trust nor distrust	34%	29%	36%	37%	34%	35%	35%	36%	32%	*	35%	35%	33%	29%	30%	36%	32%	43%	38%
Distrust a little	9%	10%	9%	8%	7%	10%	9%	9%	10%	*	7%	6%	10%	6%	11%	9%	7%	10%	7%
Distrust a great deal	9%	11%	8%	8%	10%	8%	7%	9%	8%	*	10%	9%	9%	5%	5%	7%	10%	7%	8%
Don't know	23%	22%	22%	24%	25%	24%	26%	22%	20%	*	26%	26%	23%	36%	23%	21%	24%	20%	24%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Ovo

		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
Trust a great deal	5%	9%	5%	4%	7%	6%	3%	3%	5%	4%	5%	4%	6%	7%	5%	10%	10%	5%	7%
Trust a little	20%	5%	19%	18%	14%	19%	20%	20%	19%	26%	23%	20%	24%	28%	26%	27%	25%	20%	24%
Neither trust nor distrust	34%	36%	35%	36%	35%	35%	36%	33%	34%	35%	32%	34%	35%	31%	33%	29%	26%	34%	32%
Distrust a little	9%	5%	6%	6%	7%	9%	8%	10%	10%	8%	8%	11%	12%	9%	11%	11%	11%	9%	9%
Distrust a great deal	9%	14%	12%	9%	10%	8%	7%	11%	11%	10%	8%	10%	9%	8%	3%	10%	7%	9%	5%
Don't know	23%	32%	24%	27%	26%	24%	25%	23%	21%	18%	24%	22%	13%	17%	21%	13%	21%	23%	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

(29.E) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Ovo

		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
Trust a great deal	5%	5%	4%	5%	5%	16%	5%	4%	3%	4%	5%	1%	6%	2%	2%
Trust a little	20%	23%	22%	19%	16%	27%	24%	17%	17%	9%	22%	8%	24%	14%	9%
Neither trust nor distrust	34%	33%	33%	36%	36%	25%	36%	35%	35%	27%	34%	34%	32%	43%	32%
Distrust a little	9%	11%	9%	7%	8%	9%	8%	9%	9%	10%	9%	11%	9%	7%	12%
Distrust a great deal	9%	8%	9%	10%	8%	9%	6%	10%	10%	20%	8%	22%	7%	9%	26%
Don't know	23%	20%	23%	23%	27%	15%	21%	25%	26%	31%	23%	24%	22%	26%	19%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: EDF Energy

		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
Trust a great deal	6%	9%	9%	4%	5%	6%	5%	8%	5%	7%	6%	6%	6%	6%	7%	7%	4%	5%	3%
Trust a little	24%	24%	28%	28%	22%	19%	21%	26%	21%	25%	25%	20%	25%	24%	26%	24%	26%	22%	22%
Neither trust nor distrust	34%	28%	32%	33%	35%	37%	36%	29%	37%	34%	38%	34%	37%	31%	34%	35%	35%	30%	29%
Distrust a little	10%	10%	10%	10%	12%	10%	9%	13%	12%	7%	8%	11%	9%	9%	11%	9%	11%	11%	5%
Distrust a great deal	11%	7%	9%	13%	13%	13%	10%	11%	11%	9%	10%	13%	11%	13%	13%	10%	11%	13%	6%
Don't know	15%	22%	12%	13%	13%	15%	19%	13%	14%	17%	13%	18%	13%	18%	9%	16%	14%	19%	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

(30.B) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: EDF Energy

		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
Trust a great deal	6%	7%	5%	5%	6%	7%	8%	5%	5%	9%	5%	9%	5%	9%	5%	5%	6%	11%	12%
Trust a little	24%	24%	24%	23%	26%	22%	26%	26%	21%	16%	21%	32%	26%	25%	21%	24%	26%	25%	25%
Neither trust nor distrust	34%	32%	35%	34%	35%	34%	35%	31%	35%	24%	36%	34%	30%	38%	36%	35%	33%	31%	21%
Distrust a little	10%	11%	9%	11%	10%	8%	10%	11%	12%	15%	6%	9%	12%	12%	10%	10%	10%	12%	8%
Distrust a great deal	11%	14%	8%	12%	10%	11%	9%	13%	12%	26%	12%	7%	13%	7%	10%	9%	14%	8%	19%
Don't know	15%	12%	18%	14%	13%	18%	12%	13%	14%	11%	21%	10%	15%	9%	17%	17%	11%	14%	15%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: EDF Energy

		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
Trust a great deal	6%	8%	5%	6%	6%	5%	4%	6%	6%	*	5%	5%	6%	8%	9%	4%	7%	4%	5%
Trust a little	24%	26%	25%	23%	22%	19%	24%	22%	27%	*	25%	23%	24%	22%	29%	30%	25%	22%	22%
Neither trust nor distrust	34%	30%	35%	34%	35%	36%	34%	35%	33%	*	35%	37%	33%	27%	31%	36%	28%	44%	38%
Distrust a little	10%	11%	10%	10%	8%	12%	8%	10%	11%	*	9%	7%	11%	14%	11%	9%	13%	10%	8%
Distrust a great deal	11%	12%	10%	10%	11%	13%	12%	12%	11%	*	9%	12%	11%	7%	7%	9%	12%	7%	10%
Don't know	15%	14%	14%	17%	17%	15%	17%	15%	13%	*	17%	16%	16%	22%	14%	11%	15%	13%	16%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: EDF Energy

		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
Trust a great deal	6%	9%	6%	6%	9%	6%	5%	4%	5%	6%	5%	7%	7%	7%	9%	10%	7%	6%	8%
Trust a little	24%	14%	21%	20%	19%	22%	23%	27%	25%	28%	22%	25%	28%	30%	28%	28%	31%	24%	26%
Neither trust nor distrust	34%	28%	33%	37%	33%	37%	36%	33%	35%	33%	32%	34%	29%	33%	32%	27%	28%	34%	32%
Distrust a little	10%	13%	10%	7%	8%	9%	10%	12%	10%	9%	13%	11%	12%	9%	14%	12%	12%	10%	9%
Distrust a great deal	11%	10%	15%	12%	11%	9%	9%	13%	13%	12%	12%	13%	13%	10%	6%	12%	10%	12%	9%
Don't know	15%	27%	15%	18%	19%	16%	17%	12%	13%	12%	17%	10%	11%	11%	11%	10%	12%	15%	15%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: EDF Energy

		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
Trust a great deal	6%	7%	5%	7%	6%	15%	7%	5%	3%	5%	6%	3%	7%	3%	4%
Trust a little	24%	26%	27%	23%	20%	27%	27%	22%	22%	11%	25%	13%	28%	16%	10%
Neither trust nor distrust	34%	33%	32%	35%	35%	30%	35%	33%	36%	25%	34%	32%	32%	44%	29%
Distrust a little	10%	12%	9%	10%	10%	9%	9%	10%	12%	15%	10%	10%	10%	10%	13%
Distrust a great deal	11%	10%	12%	11%	11%	8%	9%	12%	12%	25%	10%	24%	9%	9%	30%
Don't know	15%	13%	15%	14%	19%	12%	14%	18%	15%	19%	15%	18%	13%	18%	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

(31.A) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Octopus Energy

		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
Trust a great deal	10%	8%	14%	7%	9%	10%	11%	10%	10%	12%	12%	9%	11%	9%	10%	10%	8%	12%	2%
Trust a little	25%	24%	30%	28%	24%	19%	24%	28%	24%	24%	23%	22%	28%	25%	28%	27%	25%	19%	16%
Neither trust nor distrust	31%	27%	27%	31%	33%	36%	33%	26%	33%	33%	36%	33%	31%	27%	31%	32%	32%	31%	29%
Distrust a little	8%	12%	7%	9%	9%	8%	6%	10%	9%	5%	6%	9%	8%	9%	10%	7%	10%	12%	7%
Distrust a great deal	8%	6%	8%	10%	9%	9%	7%	8%	8%	7%	8%	9%	8%	8%	7%	8%	10%	9%	5%
Don't know	17%	24%	14%	15%	15%	18%	19%	18%	16%	18%	15%	18%	14%	21%	13%	16%	16%	17%	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

(31.B) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Octopus Energy

		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
Trust a great deal	10%	10%	10%	10%	11%	9%	13%	10%	10%	13%	6%	14%	10%	10%	9%	8%	10%	13%	26%
Trust a little	25%	24%	26%	24%	27%	26%	26%	27%	29%	18%	23%	29%	27%	31%	24%	23%	26%	32%	20%
Neither trust nor distrust	31%	31%	31%	32%	32%	31%	33%	29%	31%	26%	34%	32%	30%	31%	34%	32%	30%	27%	15%
Distrust a little	8%	9%	8%	9%	9%	6%	8%	9%	9%	12%	6%	7%	9%	9%	7%	10%	10%	9%	6%
Distrust a great deal	8%	10%	6%	9%	7%	8%	6%	9%	8%	22%	9%	5%	9%	6%	8%	8%	9%	4%	17%
Don't know	17%	15%	20%	16%	15%	21%	14%	15%	13%	9%	23%	13%	16%	13%	19%	19%	14%	15%	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

(31.C) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Octopus Energy

		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
Trust a great deal	10%	10%	10%	9%	11%	11%	9%	12%	12%	*	9%	5%	7%	8%	14%	10%	13%	9%	10%
Trust a little	25%	27%	27%	24%	23%	21%	23%	24%	28%	*	22%	21%	27%	19%	27%	29%	23%	24%	24%
Neither trust nor distrust	31%	28%	30%	33%	32%	33%	33%	32%	30%	*	29%	37%	30%	30%	29%	33%	30%	40%	35%
Distrust a little	8%	10%	8%	8%	8%	9%	9%	8%	9%	*	8%	6%	9%	10%	10%	8%	10%	6%	6%
Distrust a great deal	8%	9%	7%	8%	9%	8%	6%	8%	8%	*	9%	9%	8%	6%	4%	9%	8%	5%	7%
Don't know	17%	16%	18%	18%	17%	18%	20%	16%	13%	*	22%	22%	18%	27%	15%	11%	16%	15%	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

(31.D) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Octopus Energy

		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
Trust a great deal	10%	8%	6%	9%	9%	9%	8%	8%	13%	8%	12%	10%	12%	12%	16%	16%	13%	10%	13%
Trust a little	25%	8%	19%	23%	20%	23%	25%	28%	24%	31%	24%	27%	30%	29%	26%	33%	35%	25%	27%
Neither trust nor distrust	31%	33%	29%	35%	35%	37%	33%	31%	28%	29%	30%	31%	26%	29%	29%	24%	23%	32%	27%
Distrust a little	8%	10%	7%	7%	5%	7%	8%	8%	10%	8%	10%	10%	14%	9%	11%	8%	12%	8%	9%
Distrust a great deal	8%	10%	14%	7%	9%	6%	6%	10%	12%	9%	6%	7%	7%	8%	2%	9%	6%	8%	6%
Don't know	17%	32%	24%	20%	21%	18%	19%	15%	12%	14%	19%	15%	10%	14%	16%	10%	11%	17%	18%

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) To what extent do you trust or distrust each of the following companies in helping to deliver the government's target of 'Net Zero' carbon emissions by 2050?: Octopus Energy

		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
Trust a great deal	10%	13%	8%	9%	10%	18%	11%	9%	6%	6%	11%	2%	12%	3%	6%
Trust a little	25%	28%	28%	25%	19%	30%	28%	22%	24%	17%	26%	14%	29%	18%	15%
Neither trust nor distrust	31%	28%	28%	35%	34%	25%	31%	32%	32%	32%	31%	34%	29%	42%	28%
Distrust a little	8%	11%	9%	7%	6%	9%	8%	8%	10%	7%	8%	10%	8%	8%	12%
Distrust a great deal	8%	6%	9%	9%	9%	5%	6%	9%	9%	20%	7%	21%	6%	7%	26%
Don't know	17%	14%	18%	15%	22%	12%	15%	20%	18%	18%	17%	18%	15%	21%	15%

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) To what extent would you trust a British gas engineer to help you reduce emissions from your 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	2036	273	301	360	380	309	413	266	288	163	182	145	175	158	92	237	167	108	55
Weighted	2041	299	359	354	360	281	388	275	270	165	177	146	188	153	85	224	178	118	62
Trust a great deal	12%	11%	13%	8%	13%	16%	12%	12%	9%	11%	12%	12%	14%	12%	13%	11%	17%	14%	4%
Trust a little	38%	42%	44%	41%	34%	33%	34%	42%	39%	41%	37%	35%	41%	35%	41%	37%	33%	34%	42%
Neither trust nor distrust	26%	25%	24%	28%	28%	27%	27%	23%	25%	27%	26%	27%	27%	30%	26%	26%	23%	26%	39%
Distrust a little	9%	11%	10%	8%	9%	7%	8%	9%	12%	6%	7%	13%	6%	7%	8%	8%	13%	11%	2%
Distrust a great deal	7%	4%	5%	9%	6%	9%	9%	6%	5%	7%	12%	6%	6%	7%	5%	9%	11%	6%	0%
Don't know	8%	7%	6%	6%	11%	9%	10%	8%	10%	8%	7%	7%	7%	9%	6%	9%	4%	9%	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

(32.B) To what extent would you trust a British gas engineer to help you reduce emissions from your 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 Under-graduate Degree (BA/BSc)	University Postgrad-uate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2036	951	1080	731	841	285	696	592	135	25	287	448	762	161	0	0	517	202	14
Weighted	2041	994	1043	706	850	291	677	602	135	23	291	436	781	162	0	0	541	208	13
Trust a great deal	12%	13%	11%	12%	12%	12%	13%	12%	12%	12%	11%	18%	11%	12%	12%	12%	11%	13%	28%
Trust a little	38%	39%	37%	37%	39%	37%	39%	38%	41%	25%	37%	43%	40%	43%	34%	39%	38%	43%	32%
Neither trust nor distrust	26%	26%	26%	27%	26%	28%	25%	26%	24%	31%	29%	22%	27%	25%	30%	26%	26%	23%	8%
Distrust a little	9%	9%	9%	9%	9%	8%	8%	9%	10%	17%	8%	7%	9%	6%	7%	9%	11%	8%	18%
Distrust a great deal	7%	8%	6%	8%	7%	7%	7%	8%	6%	11%	6%	5%	7%	6%	7%	5%	7%	7%	14%
Don't know	8%	5%	11%	8%	7%	9%	8%	7%	6%	4%	9%	5%	6%	8%	10%	9%	6%	7%	0%

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

(32.C) To what extent would you trust a British gas engineer to help you reduce emissions from your 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 associa-tion	Privately rented	Rent free	5-8	9-11	12-15	16-18	Over 18
Unweighted	2036	401	603	295	393	232	110	735	527	0	129	175	389	65	192	110	148	79	526
Weighted	2041	422	602	296	386	224	109	706	542	0	129	174	404	70	200	107	143	75	491
Trust a great deal	12%	13%	12%	10%	11%	14%	14%	12%	12%	*	13%	9%	12%	13%	12%	10%	11%	18%	14%
Trust a little	38%	37%	40%	41%	38%	33%	33%	36%	41%	*	38%	31%	40%	35%	42%	39%	35%	37%	36%
Neither trust nor distrust	26%	24%	25%	27%	28%	28%	27%	25%	26%	*	28%	33%	25%	27%	25%	31%	29%	24%	28%
Distrust a little	9%	9%	9%	7%	7%	10%	10%	9%	9%	*	6%	8%	9%	11%	9%	8%	7%	6%	8%
Distrust a great deal	7%	9%	7%	6%	8%	5%	7%	8%	7%	*	7%	8%	6%	4%	5%	8%	9%	8%	6%
Don't know	8%	7%	8%	8%	8%	9%	10%	10%	6%	*	7%	11%	7%	11%	7%	5%	10%	7%	9%

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

(32.D) To what extent would you trust a British gas engineer to help you reduce emissions from your 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	2036	19	92	166	150	216	228	181	147	127	108	154	99	89	47	48	67	1781	190
Weighted	2041	19	88	157	144	214	231	184	149	132	112	160	105	92	46	49	63	1779	193
Trust a great deal	12%	17%	10%	15%	17%	10%	9%	8%	15%	16%	12%	14%	12%	14%	9%	8%	14%	12%	10%
Trust a little	38%	29%	32%	30%	34%	38%	40%	43%	38%	39%	38%	41%	41%	38%	43%	50%	39%	38%	43%
Neither trust nor distrust	26%	21%	30%	31%	24%	24%	28%	28%	22%	21%	27%	25%	20%	29%	34%	23%	27%	26%	22%
Distrust a little	9%	5%	7%	8%	11%	11%	8%	5%	13%	11%	6%	7%	14%	6%	9%	6%	11%	9%	8%
Distrust a great deal	7%	8%	15%	10%	8%	6%	6%	7%	7%	7%	6%	6%	7%	7%	4%	5%	2%	7%	6%
Don't know	8%	20%	6%	7%	7%	12%	9%	9%	5%	7%	11%	6%	6%	5%	2%	8%	8%	7%	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

(32.E) To what extent would you trust a British gas engineer to help you reduce emissions from your 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	2036	530	495	469	535	127	742	793	308	66	1836	174	1436	387	155
Weighted	2041	542	534	456	502	133	741	796	306	64	1846	170	1454	379	152
Trust a great deal	12%	11%	9%	15%	13%	14%	14%	11%	10%	11%	13%	3%	14%	6%	6%
Trust a little	38%	46%	38%	35%	32%	41%	42%	36%	35%	25%	39%	28%	43%	30%	22%
Neither trust nor distrust	26%	22%	27%	25%	30%	21%	22%	30%	28%	22%	26%	30%	22%	41%	25%
Distrust a little	9%	10%	10%	7%	9%	11%	7%	9%	10%	12%	8%	13%	9%	7%	14%
Distrust a great deal	7%	6%	6%	8%	8%	5%	6%	7%	8%	18%	6%	18%	5%	6%	24%
Don't know	8%	5%	9%	9%	9%	8%	8%	7%	9%	12%	8%	8%	7%	9%	9%

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

(33.A) To what extent would you trust British gas to help you reduce emissions from your 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	1989	239	278	338	344	311	479	278	268	162	191	139	166	175	81	228	173	75	53
Weighted	1985	262	332	329	326	281	454	290	252	162	186	137	174	167	76	218	183	82	60
Trust a great deal	9%	16%	13%	7%	8%	7%	5%	13%	6%	10%	9%	3%	10%	7%	5%	13%	8%	12%	2%
Trust a little	31%	37%	39%	31%	31%	23%	27%	32%	27%	33%	29%	34%	41%	30%	29%	31%	28%	24%	31%
Neither trust nor distrust	27%	22%	22%	25%	23%	32%	33%	21%	33%	22%	30%	26%	27%	28%	27%	25%	31%	25%	24%
Distrust a little	11%	9%	12%	14%	11%	9%	10%	11%	13%	12%	11%	10%	12%	11%	9%	10%	9%	12%	11%
Distrust a great deal	12%	5%	9%	13%	16%	16%	13%	13%	14%	11%	13%	16%	7%	14%	15%	12%	11%	11%	10%
Don't know	10%	11%	6%	9%	11%	13%	11%	9%	7%	13%	8%	12%	5%	9%	14%	9%	13%	15%	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

(33.B) To what extent would you trust British gas to help you reduce emissions from your 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	1989	958	1028	782	771	275	742	511	154	30	263	424	685	164	0	0	527	223	33
Weighted	1985	990	993	754	777	283	722	524	150	30	266	418	696	162	0	0	542	235	31
Trust a great deal	9%	10%	8%	7%	9%	15%	9%	10%	5%	17%	8%	12%	10%	12%	9%	6%	8%	15%	25%
Trust a little	31%	30%	33%	27%	34%	32%	31%	33%	35%	24%	30%	36%	32%	38%	30%	33%	32%	33%	28%
Neither trust nor distrust	27%	24%	29%	29%	26%	23%	29%	26%	25%	18%	27%	25%	25%	22%	25%	28%	26%	23%	12%
Distrust a little	11%	12%	10%	12%	11%	8%	11%	12%	11%	10%	7%	9%	11%	12%	11%	10%	13%	10%	12%
Distrust a great deal	12%	16%	9%	15%	12%	11%	12%	11%	13%	23%	13%	10%	12%	8%	13%	10%	13%	12%	14%
Don't know	10%	8%	12%	10%	8%	11%	7%	8%	11%	8%	14%	6%	9%	8%	12%	12%	7%	6%	9%

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

(33.C) To what extent would you trust British gas to help you reduce emissions from your 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	1989	391	582	304	380	223	109	738	472	0	155	161	380	55	174	103	118	62	588
Weighted	1985	415	576	304	366	218	106	709	480	0	157	158	395	59	181	104	115	59	549
Trust a great deal	9%	14%	7%	9%	7%	7%	14%	9%	9%	*	11%	8%	8%	15%	17%	7%	13%	3%	7%
Trust a little	31%	32%	36%	34%	26%	26%	17%	29%	34%	*	27%	38%	32%	27%	39%	27%	33%	33%	26%
Neither trust nor distrust	27%	22%	26%	24%	32%	30%	32%	29%	24%	*	28%	27%	27%	22%	19%	30%	21%	29%	34%
Distrust a little	11%	10%	11%	13%	10%	12%	10%	11%	13%	*	13%	7%	9%	17%	9%	15%	11%	18%	8%
Distrust a great deal	12%	13%	11%	11%	12%	15%	15%	15%	13%	*	7%	9%	11%	7%	9%	12%	12%	4%	12%
Don't know	10%	8%	10%	10%	12%	10%	13%	8%	8%	*	14%	11%	13%	12%	6%	8%	10%	13%	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

(33.D) To what extent would you trust British gas to help you reduce emissions from your 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	1989	7	93	150	172	193	212	194	146	115	101	173	103	59	30	44	80	1744	195
Weighted	1985	7	88	141	165	192	211	196	149	120	103	180	104	60	29	46	79	1739	196
Trust a great deal	9%	32%	8%	6%	9%	9%	10%	9%	8%	5%	14%	5%	11%	7%	6%	20%	20%	9%	10%
Trust a little	31%	13%	28%	28%	26%	34%	30%	28%	35%	41%	23%	31%	30%	34%	43%	30%	40%	31%	31%
Neither trust nor distrust	27%	27%	26%	31%	25%	26%	23%	33%	28%	20%	22%	32%	24%	30%	14%	22%	13%	26%	26%
Distrust a little	11%	0%	13%	5%	8%	10%	14%	8%	13%	12%	15%	13%	14%	14%	11%	13%	11%	11%	10%
Distrust a great deal	12%	0%	10%	14%	14%	10%	14%	15%	9%	14%	16%	11%	17%	11%	12%	8%	11%	12%	12%
Don't know	10%	27%	16%	15%	17%	11%	10%	7%	7%	8%	10%	7%	5%	3%	14%	7%	5%	10%	11%

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

(33.E) To what extent would you trust British gas to help you reduce emissions from your 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	1989	532	477	438	533	150	704	784	290	61	1789	181	1376	363	175
Weighted	1985	544	513	423	497	156	706	781	284	58	1790	176	1388	355	169
Trust a great deal	9%	10%	7%	9%	10%	23%	9%	7%	7%	7%	10%	4%	11%	5%	3%
Trust a little	31%	34%	33%	30%	26%	32%	34%	30%	30%	21%	32%	22%	35%	23%	17%
Neither trust nor distrust	27%	21%	27%	28%	31%	20%	26%	29%	28%	17%	27%	27%	24%	39%	25%
Distrust a little	11%	14%	9%	12%	9%	9%	12%	10%	11%	13%	11%	8%	12%	8%	9%
Distrust a great deal	12%	13%	13%	11%	11%	10%	12%	12%	12%	30%	11%	27%	9%	12%	38%
Don't know	10%	7%	10%	10%	14%	7%	8%	11%	13%	12%	9%	12%	8%	13%	9%

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

(34.A) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were buying an electric car. How much more would you be willing to pay for this, compared to an equivalent petrol or diesel car?

		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	2744	297	347	496	502	444	658	292	395	251	273	211	236	235	116	298	222	132	83
Weighted	2728	323	413	488	476	405	623	299	369	249	265	209	250	225	108	283	234	142	94
More than £5,000 more	8%	15%	13%	6%	6%	7%	5%	13%	7%	6%	4%	9%	9%	8%	9%	11%	7%	9%	1%
Between £2,500 and £4,999 more	17%	22%	22%	21%	14%	13%	12%	20%	15%	16%	17%	15%	16%	17%	19%	16%	16%	14%	24%
Between £1,000 and £2,500 more	17%	23%	18%	18%	17%	15%	14%	22%	15%	18%	17%	14%	20%	16%	16%	14%	19%	15%	11%
Between £1 and £999 more	8%	10%	8%	9%	9%	6%	6%	5%	9%	6%	8%	9%	6%	7%	8%	9%	10%	8%	8%
Would only buy if it was the same price	24%	17%	20%	17%	27%	27%	31%	18%	27%	25%	24%	27%	26%	26%	20%	25%	21%	20%	29%
Would only buy if it was cheaper	15%	6%	9%	17%	17%	21%	17%	14%	16%	12%	17%	13%	10%	14%	16%	13%	18%	24%	21%
Don't Know	12%	8%	10%	12%	10%	11%	16%	8%	12%	15%	13%	13%	13%	13%	12%	12%	9%	11%	7%

Note:

BASE: Own a petrol or diesel car

Fieldwork: 12th May - 18th May 2023

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

(34.B) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were buying an electric car. How much more would you be willing to pay for this, compared to an equivalent petrol or diesel car?

		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	2744	1284	1456	1116	1105	321	1089	683	208	39	333	643	926	236	0	0	725	271	31
Weighted	2728	1315	1409	1074	1110	328	1057	692	205	37	335	626	939	237	0	0	747	282	29
More than £5,000 more	8%	9%	7%	5%	9%	10%	6%	11%	9%	9%	9%	7%	11%	8%	6%	8%	9%	9%	12%
Between £2,500 and £4,999 more	17%	18%	15%	14%	20%	12%	14%	22%	18%	11%	12%	18%	20%	20%	12%	17%	20%	21%	23%
Between £1,000 and £2,500 more	17%	16%	17%	15%	19%	12%	17%	19%	20%	12%	12%	17%	19%	22%	13%	17%	19%	21%	26%
Between £1 and £999 more	8%	8%	8%	6%	8%	10%	7%	10%	8%	5%	7%	7%	9%	11%	6%	8%	10%	9%	5%
Would only buy if it was the same price	24%	24%	24%	28%	23%	21%	30%	18%	20%	24%	24%	28%	21%	18%	29%	25%	20%	21%	18%
Would only buy if it was cheaper	15%	15%	15%	21%	10%	19%	17%	11%	9%	27%	21%	13%	11%	8%	18%	14%	12%	12%	11%
Don't Know	12%	10%	14%	11%	11%	17%	11%	9%	15%	12%	15%	10%	8%	12%	14%	12%	10%	7%	4%

Note:

BASE: Own a petrol or diesel car

Fieldwork: 12th May - 18th May 2023

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

(34.C) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were buying an electric car. How much more would you be willing to pay for this, compared to an equivalent petrol or diesel car?

		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	2744	391	848	409	545	376	173	1093	755	0	165	173	441	86	256	154	198	98	862
Weighted	2728	409	840	410	532	365	170	1046	766	0	167	170	455	92	263	152	193	93	806
More than £5,000 more	8%	10%	9%	9%	5%	5%	12%	6%	8%	*	10%	12%	10%	5%	8%	6%	9%	6%	6%
Between £2,500 and £4,999 more	17%	20%	17%	19%	15%	14%	13%	13%	21%	*	17%	15%	17%	17%	23%	22%	22%	13%	13%
Between £1,000 and £2,500 more	17%	20%	17%	17%	18%	16%	10%	16%	19%	*	18%	11%	18%	19%	21%	18%	15%	17%	14%
Between £1 and £999 more	8%	10%	8%	6%	8%	6%	9%	8%	7%	*	3%	9%	9%	13%	9%	5%	11%	9%	7%
Would only buy if it was the same price	24%	18%	23%	23%	25%	34%	23%	27%	24%	*	20%	25%	19%	18%	16%	18%	22%	26%	28%
Would only buy if it was cheaper	15%	13%	13%	16%	17%	15%	19%	17%	12%	*	16%	19%	16%	9%	9%	22%	13%	20%	18%
Don't Know	12%	10%	13%	10%	13%	11%	13%	13%	9%	*	15%	10%	11%	18%	14%	7%	9%	9%	14%

Note:

BASE: Own a petrol or diesel car

Fieldwork: 12th May - 18th May 2023

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

(34.D) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were buying an electric car. How much more would you be willing to pay for this, compared to an equivalent petrol or diesel car?

		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	2744	8	85	182	200	268	298	271	222	175	146	247	153	114	61	60	109	2418	253
Weighted	2728	8	79	171	190	263	295	272	225	178	151	255	158	116	59	62	105	2401	250
More than £5,000 more	8%	25%	8%	4%	7%	8%	8%	6%	5%	10%	11%	8%	10%	14%	5%	11%	14%	7%	10%
Between £2,500 and £4,999 more	17%	12%	5%	10%	8%	15%	16%	17%	15%	22%	16%	26%	23%	23%	20%	20%	20%	17%	17%
Between £1,000 and £2,500 more	17%	52%	14%	12%	9%	17%	15%	21%	17%	21%	19%	17%	21%	24%	21%	11%	23%	17%	16%
Between £1 and £999 more	8%	0%	7%	10%	10%	5%	8%	9%	9%	7%	10%	7%	8%	7%	13%	7%	5%	8%	7%
Would only buy if it was the same price	24%	11%	26%	23%	28%	25%	29%	23%	28%	21%	22%	21%	25%	17%	18%	26%	24%	24%	25%
Would only buy if it was cheaper	15%	0%	27%	22%	26%	16%	17%	13%	16%	11%	10%	15%	7%	10%	13%	13%	6%	15%	15%
Don't Know	12%	0%	14%	19%	12%	14%	10%	11%	11%	8%	11%	5%	7%	5%	11%	12%	7%	12%	10%

Note:

BASE: Own a petrol or diesel car

Fieldwork: 12th May - 18th May 2023

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

(34.E) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were buying an electric car. How much more would you be willing to pay for this, compared to an equivalent petrol or diesel car?

		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	2744	767	643	674	650	174	1048	1088	368	66	2461	255	1891	531	240
Weighted	2728	779	688	645	605	176	1044	1084	361	63	2455	246	1900	517	230
More than £5,000 more	8%	10%	7%	9%	5%	17%	7%	8%	6%	7%	9%	3%	10%	5%	3%
Between £2,500 and £4,999 more	17%	21%	18%	14%	12%	19%	20%	14%	12%	19%	18%	4%	20%	10%	4%
Between £1,000 and £2,500 more	17%	19%	19%	15%	13%	17%	19%	16%	15%	9%	18%	5%	21%	11%	3%
Between £1 and £999 more	8%	8%	8%	7%	7%	8%	8%	8%	7%	3%	8%	3%	9%	7%	4%
Would only buy if it was the same price	24%	21%	24%	25%	26%	15%	24%	26%	25%	17%	23%	34%	22%	28%	34%
Would only buy if it was cheaper	15%	9%	14%	18%	21%	14%	10%	17%	22%	33%	12%	40%	9%	24%	39%
Don't Know	12%	10%	10%	13%	15%	10%	12%	11%	13%	13%	11%	11%	9%	15%	12%

Note:

BASE: Own a petrol or diesel car

Fieldwork: 12th May - 18th May 2023

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

(35.A) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were replacing your boiler with an eco-friendly alternative, such as a heat pump. How much more would you be willing to pay for this, compared to an equivalent gas or oil fuelled boiler?

		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
More than £5,000 more	4%	11%	9%	3%	3%	2%	2%	6%	2%	6%	2%	4%	4%	3%	3%	4%	3%	3%	4%
Between £2,500 and £4,999 more	9%	14%	11%	12%	9%	7%	8%	13%	7%	8%	9%	8%	9%	7%	12%	11%	11%	10%	6%
Between £1,000 and £2,500 more	18%	21%	21%	19%	20%	16%	16%	21%	17%	18%	22%	14%	23%	16%	16%	17%	16%	12%	18%
Between £1 and £999 more	16%	23%	16%	17%	16%	15%	14%	15%	18%	13%	12%	14%	20%	14%	18%	19%	17%	17%	12%
Would only buy if it was the same price	27%	14%	24%	22%	27%	32%	30%	20%	30%	31%	28%	26%	24%	30%	30%	26%	24%	26%	26%
Would only buy if it was cheaper	15%	8%	13%	17%	15%	18%	16%	14%	16%	14%	13%	22%	13%	18%	12%	9%	17%	25%	22%
Don't Know	11%	9%	7%	11%	10%	9%	15%	11%	10%	11%	12%	12%	9%	13%	7%	14%	12%	7%	13%

Note:

BASE: Heat their house using an oil or gas boiler

Fieldwork: 12th May - 18th May 2023

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

(35.B) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were replacing your boiler with an eco-friendly alternative, such as a heat pump. How much more would you be willing to pay for this, compared to an equivalent gas or oil fuelled boiler?

		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
More than £5,000 more	4%	5%	3%	2%	5%	5%	2%	6%	5%	8%	1%	2%	5%	6%	2%	4%	3%	6%	17%
Between £2,500 and £4,999 more	9%	11%	8%	8%	11%	5%	7%	11%	12%	9%	6%	8%	11%	13%	7%	11%	10%	12%	13%
Between £1,000 and £2,500 more	18%	19%	17%	15%	21%	13%	18%	21%	22%	3%	12%	20%	21%	21%	15%	16%	19%	24%	21%
Between £1 and £999 more	16%	15%	17%	14%	17%	17%	15%	18%	13%	26%	18%	16%	18%	16%	15%	17%	17%	17%	21%
Would only buy if it was the same price	27%	25%	29%	29%	25%	30%	30%	24%	28%	20%	24%	28%	25%	27%	31%	26%	25%	22%	20%
Would only buy if it was cheaper	15%	17%	14%	20%	10%	19%	17%	10%	8%	20%	26%	16%	12%	10%	18%	15%	13%	11%	9%
Don't Know	11%	9%	13%	11%	11%	11%	12%	9%	11%	14%	13%	11%	9%	9%	13%	11%	12%	7%	0%

Note:

BASE: Heat their house using an oil or gas boiler

Fieldwork: 12th May - 18th May 2023

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

(35.C) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were replacing your boiler with an eco-friendly alternative, such as a heat pump. How much more would you be willing to pay for this, compared to an equivalent gas or oil fuelled boiler?

		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
More than £5,000 more	4%	7%	4%	4%	3%	2%	2%	3%	5%	*	*	*	*	*	5%	2%	4%	5%	2%
Between £2,500 and £4,999 more	9%	11%	8%	12%	11%	8%	7%	8%	11%	*	*	*	*	*	15%	9%	9%	9%	7%
Between £1,000 and £2,500 more	18%	22%	18%	21%	15%	13%	22%	17%	19%	*	*	*	*	*	23%	23%	22%	11%	17%
Between £1 and £999 more	16%	13%	18%	14%	16%	16%	17%	16%	17%	*	*	*	*	*	16%	13%	22%	23%	16%
Would only buy if it was the same price	27%	21%	26%	24%	28%	35%	28%	28%	25%	*	*	*	*	*	20%	20%	24%	28%	30%
Would only buy if it was cheaper	15%	15%	15%	17%	17%	14%	12%	16%	14%	*	*	*	*	*	12%	18%	13%	15%	16%
Don't Know	11%	12%	11%	8%	10%	12%	13%	12%	9%	*	*	*	*	*	9%	13%	6%	9%	12%

Note:

BASE: Heat their house using an oil or gas boiler

Fieldwork: 12th May - 18th May 2023

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

(35.D) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were replacing your boiler with an eco-friendly alternative, such as a heat pump. How much more would you be willing to pay for this, compared to an equivalent gas or oil fuelled boiler?

		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
More than £5,000 more	4%	0%	3%	2%	4%	6%	5%	1%	4%	2%	4%	3%	3%	4%	2%	8%	6%	3%	5%
Between £2,500 and £4,999 more	9%	0%	6%	6%	4%	10%	10%	9%	6%	11%	11%	13%	10%	13%	11%	8%	18%	9%	8%
Between £1,000 and £2,500 more	18%	0%	10%	12%	12%	11%	14%	23%	18%	24%	17%	23%	24%	24%	26%	25%	19%	18%	17%
Between £1 and £999 more	16%	14%	17%	13%	15%	17%	13%	16%	19%	13%	21%	16%	15%	15%	19%	14%	19%	16%	18%
Would only buy if it was the same price	27%	14%	20%	27%	29%	31%	28%	28%	29%	27%	26%	25%	26%	22%	26%	25%	23%	27%	27%
Would only buy if it was cheaper	15%	25%	33%	24%	23%	15%	21%	13%	16%	13%	12%	12%	13%	14%	7%	9%	7%	16%	12%
Don't Know	11%	47%	11%	17%	12%	9%	10%	10%	7%	10%	9%	8%	9%	9%	8%	12%	8%	11%	13%

Note:

BASE: Heat their house using an oil or gas boiler

Fieldwork: 12th May - 18th May 2023

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

(35.E) Some products and services that are lower carbon might be more expensive up front than the less eco-friendly alternatives. Imagine you were replacing your boiler with an eco-friendly alternative, such as a heat pump. How much more would you be willing to pay for this, compared to an equivalent gas or oil fuelled boiler?

		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
More than £5,000 more	4%	4%	3%	4%	3%	13%	2%	3%	5%	5%	4%	1%	4%	2%	1%
Between £2,500 and £4,999 more	9%	11%	9%	9%	7%	12%	11%	7%	6%	7%	10%	3%	12%	4%	3%
Between £1,000 and £2,500 more	18%	24%	16%	13%	16%	19%	20%	17%	11%	4%	19%	6%	22%	11%	4%
Between £1 and £999 more	16%	16%	18%	15%	14%	12%	17%	16%	16%	8%	17%	4%	19%	9%	6%
Would only buy if it was the same price	27%	24%	26%	30%	29%	22%	27%	28%	26%	18%	26%	32%	24%	36%	33%
Would only buy if it was cheaper	15%	10%	17%	18%	20%	10%	12%	19%	21%	47%	12%	46%	9%	26%	43%
Don't Know	11%	11%	12%	10%	11%	11%	11%	10%	14%	11%	11%	9%	10%	12%	10%

Note:

BASE: Heat their house using an oil or gas boiler

Fieldwork: 12th May - 18th May 2023

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

(36.A) Have you previously had insulation measures fitted to your home and do you think you will need to fit more?

		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
Not had insulation fitted but I don't think I will need insulation	9%	7%	17%	10%	8%	7%	6%	11%	8%	5%	7%	8%	11%	7%	7%	10%	8%	8%	13%
Not had insulation fitted but I think I will need insulation	12%	29%	18%	17%	14%	9%	4%	20%	12%	14%	10%	9%	12%	9%	18%	11%	10%	12%	12%
Had insulation fitted and I don't think I will need more	49%	37%	32%	47%	48%	54%	59%	44%	48%	48%	54%	50%	44%	46%	56%	52%	57%	51%	47%
Had insulation fitted but I think I will need more	21%	16%	16%	16%	22%	25%	25%	19%	24%	22%	22%	25%	19%	26%	15%	19%	16%	24%	23%
Don't Know	8%	11%	16%	11%	8%	5%	5%	6%	8%	11%	7%	8%	13%	11%	5%	8%	9%	5%	5%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(36.B) Have you previously had insulation measures fitted to your home and do you think you will need to fit more?

		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
Not had insulation fitted but I don't think I will need insulation	9%	8%	9%	8%	9%	12%	8%	8%	9%	3%	11%	7%	8%	9%	8%	7%	8%	10%	20%
Not had insulation fitted but I think I will need insulation	12%	13%	12%	10%	13%	18%	8%	18%	13%	9%	13%	10%	17%	13%	10%	13%	15%	18%	6%
Had insulation fitted and I don't think I will need more	49%	49%	50%	56%	45%	43%	56%	43%	46%	60%	46%	56%	44%	52%	54%	52%	47%	40%	44%
Had insulation fitted but I think I will need more	21%	22%	20%	20%	23%	15%	21%	22%	25%	26%	16%	21%	22%	21%	21%	21%	21%	21%	18%
Don't Know	8%	8%	9%	5%	10%	13%	6%	9%	7%	3%	14%	6%	9%	5%	7%	8%	8%	11%	12%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(36.C) Have you previously had insulation measures fitted to your home and do you think you will need to fit more?

		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
Not had insulation fitted but I don't think I will need insulation	9%	10%	8%	9%	12%	5%	5%	7%	10%	*	*	*	*	*	9%	8%	5%	9%	6%
Not had insulation fitted but I think I will need insulation	12%	18%	13%	14%	11%	7%	10%	9%	18%	*	*	*	*	*	17%	11%	19%	7%	7%
Had insulation fitted and I don't think I will need more	49%	43%	49%	45%	50%	59%	54%	53%	44%	*	*	*	*	*	43%	51%	44%	52%	56%
Had insulation fitted but I think I will need more	21%	18%	21%	23%	21%	22%	22%	24%	17%	*	*	*	*	*	18%	21%	25%	26%	25%
Don't Know	8%	10%	9%	10%	7%	7%	9%	7%	10%	*	*	*	*	*	12%	9%	7%	6%	5%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(36.D) Have you previously had insulation measures fitted to your home and do you think you will need to fit more?

		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
Not had insulation fitted but I don't think I will need insulation	9%	0%	8%	12%	11%	8%	7%	9%	9%	7%	6%	7%	12%	10%	7%	7%	10%	8%	9%
Not had insulation fitted but I think I will need insulation	12%	11%	19%	9%	12%	13%	15%	13%	13%	12%	10%	11%	13%	15%	13%	15%	12%	12%	12%
Had insulation fitted and I don't think I will need more	49%	25%	34%	55%	51%	49%	52%	44%	56%	53%	52%	51%	49%	39%	51%	37%	46%	50%	47%
Had insulation fitted but I think I will need more	21%	24%	33%	19%	17%	22%	18%	28%	17%	19%	21%	19%	16%	27%	26%	33%	24%	21%	22%
Don't Know	8%	40%	7%	5%	8%	9%	7%	6%	5%	9%	10%	12%	10%	9%	3%	8%	8%	8%	10%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(36.E) Have you previously had insulation measures fitted to your home and do you think you will need to fit more?

		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
Not had insulation fitted but I don't think I will need insulation	9%	9%	9%	8%	9%	9%	8%	9%	10%	11%	8%	12%	9%	8%	7%
Not had insulation fitted but I think I will need insulation	12%	12%	14%	13%	11%	14%	11%	13%	17%	16%	13%	8%	13%	10%	9%
Had insulation fitted and I don't think I will need more	49%	51%	45%	51%	51%	49%	51%	48%	46%	37%	49%	58%	48%	55%	57%
Had insulation fitted but I think I will need more	21%	21%	21%	20%	23%	20%	20%	22%	21%	22%	22%	14%	23%	17%	20%
Don't Know	8%	8%	10%	8%	7%	7%	9%	8%	6%	15%	8%	8%	8%	10%	6%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(37.A) Improved insulation can reduce your energy bills for many years ahead. Which of the following might put you off installing improved insulation?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	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
It would change the way my house looks	5%	12%	14%	7%	4%	2%	2%	11%	4%	6%	3%	6%	5%	6%	1%	5%	5%	8%	3%
Up front cost of insulation	40%	41%	47%	48%	44%	37%	33%	40%	44%	42%	37%	43%	41%	44%	31%	39%	38%	41%	43%
I do not know if my house can have more insulation fitted	29%	27%	29%	27%	29%	27%	30%	31%	29%	27%	27%	26%	29%	24%	41%	26%	30%	24%	32%
Not applicable - I don't want more insulation	17%	6%	8%	16%	15%	21%	23%	11%	20%	17%	17%	17%	16%	19%	14%	15%	20%	21%	19%
Too much hassle (such as having to empty your loft)	16%	36%	19%	18%	14%	10%	13%	23%	16%	10%	16%	17%	16%	16%	17%	15%	17%	14%	16%
I do not know how to go about installing more installation	12%	28%	17%	16%	10%	9%	5%	18%	11%	9%	12%	9%	14%	10%	14%	12%	10%	8%	10%
I don't believe it would have that much of an impact	10%	13%	9%	11%	9%	11%	10%	14%	9%	11%	8%	8%	13%	8%	12%	9%	13%	6%	14%
None of the above	9%	5%	6%	7%	9%	11%	10%	8%	7%	12%	12%	9%	8%	8%	7%	11%	6%	12%	7%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(37.B) Improved insulation can reduce your energy bills for many years ahead. Which of the following might put you off installing improved insulation?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	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
It would change the way my house looks	5%	7%	3%	5%	5%	5%	4%	7%	7%	9%	3%	5%	6%	6%	3%	4%	7%	11%	10%
Up front cost of insulation	40%	39%	42%	38%	43%	37%	36%	46%	40%	31%	43%	37%	45%	36%	41%	38%	45%	39%	31%
I do not know if my house can have more insulation fitted	29%	27%	31%	27%	31%	25%	28%	29%	31%	19%	27%	28%	28%	34%	26%	26%	32%	32%	28%
Not applicable - I don't want more insulation	17%	16%	18%	20%	15%	16%	19%	12%	16%	19%	18%	19%	13%	15%	16%	21%	14%	12%	17%
Too much hassle (such as having to empty your loft)	16%	17%	16%	14%	16%	21%	14%	16%	20%	12%	18%	14%	17%	24%	14%	17%	17%	20%	17%
I do not know how to go about installing more installation	12%	12%	11%	9%	12%	16%	9%	14%	10%	8%	12%	9%	14%	14%	8%	14%	14%	15%	8%
I don't believe it would have that much of an impact	10%	13%	8%	12%	9%	10%	12%	8%	12%	11%	11%	11%	9%	14%	11%	9%	10%	11%	5%
None of the above	9%	9%	9%	8%	10%	9%	10%	8%	8%	13%	7%	10%	9%	4%	10%	7%	8%	8%	14%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(37.C) Improved insulation can reduce your energy bills for many years ahead. Which of the following might put you off installing improved insulation?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	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
It would change the way my house looks	5%	14%	3%	5%	4%	2%	6%	4%	8%	*	*	*	*	*	14%	7%	6%	4%	2%
Up front cost of insulation	40%	38%	41%	43%	38%	41%	43%	37%	45%	*	*	*	*	*	41%	44%	55%	36%	37%
I do not know if my house can have more insulation fitted	29%	27%	28%	30%	28%	28%	37%	28%	30%	*	*	*	*	*	29%	24%	21%	32%	26%
Not applicable - I don't want more insulation	17%	13%	18%	13%	18%	23%	17%	20%	13%	*	*	*	*	*	13%	15%	7%	20%	22%
Too much hassle (such as having to empty your loft)	16%	20%	16%	19%	15%	13%	11%	15%	17%	*	*	*	*	*	17%	11%	17%	12%	12%
I do not know how to go about installing more installation	12%	16%	13%	12%	10%	6%	10%	10%	14%	*	*	*	*	*	11%	14%	9%	3%	7%
I don't believe it would have that much of an impact	10%	11%	10%	10%	9%	12%	15%	11%	10%	*	*	*	*	*	9%	8%	12%	11%	10%
None of the above	9%	9%	10%	8%	11%	7%	4%	9%	8%	*	*	*	*	*	8%	12%	11%	11%	11%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(37.D) Improved insulation can reduce your energy bills for many years ahead. Which of the following might put you off installing improved insulation?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	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
It would change the way my house looks	5%	0%	6%	2%	4%	4%	6%	6%	6%	5%	5%	4%	7%	4%	5%	14%	10%	5%	7%
Up front cost of insulation	40%	12%	45%	38%	44%	43%	39%	46%	41%	34%	45%	43%	44%	41%	41%	32%	25%	41%	32%
I do not know if my house can have more insulation fitted	29%	50%	23%	27%	29%	27%	24%	33%	30%	27%	28%	32%	32%	31%	40%	39%	19%	28%	31%
Not applicable - I don't want more insulation	17%	27%	16%	16%	21%	18%	21%	11%	15%	18%	17%	12%	14%	21%	8%	14%	19%	17%	16%
Too much hassle (such as having to empty your loft)	16%	26%	17%	11%	17%	15%	17%	15%	14%	16%	16%	21%	17%	13%	18%	19%	17%	16%	14%
I do not know how to go about installing more installation	12%	14%	7%	10%	10%	15%	10%	12%	12%	14%	9%	10%	11%	10%	18%	14%	17%	11%	13%
I don't believe it would have that much of an impact	10%	0%	17%	14%	9%	9%	9%	14%	10%	14%	11%	12%	8%	9%	8%	7%	9%	11%	9%
None of the above	9%	11%	4%	12%	6%	9%	8%	7%	10%	9%	8%	6%	11%	7%	9%	9%	18%	9%	10%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(37.E) Improved insulation can reduce your energy bills for many years ahead. Which of the following might put you off installing improved insulation?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	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
It would change the way my house looks	5%	7%	5%	4%	5%	13%	4%	5%	5%	6%	6%	4%	6%	4%	3%
Up front cost of insulation	40%	38%	47%	38%	39%	25%	35%	47%	55%	57%	41%	39%	40%	38%	47%
I do not know if my house can have more insulation fitted	29%	31%	27%	26%	29%	26%	30%	29%	24%	29%	30%	18%	31%	22%	24%
Not applicable - I don't want more insulation	17%	16%	16%	20%	16%	17%	18%	16%	13%	10%	16%	23%	15%	20%	21%
Too much hassle (such as having to empty your loft)	16%	18%	18%	15%	12%	19%	15%	17%	14%	22%	16%	20%	16%	15%	21%
I do not know how to go about installing more installation	12%	13%	12%	10%	11%	16%	12%	10%	12%	3%	12%	5%	12%	12%	5%
I don't believe it would have that much of an impact	10%	10%	10%	12%	10%	12%	12%	9%	9%	16%	10%	20%	8%	15%	18%
None of the above	9%	9%	9%	9%	9%	11%	10%	8%	6%	7%	9%	7%	9%	9%	5%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(38.A) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £0 per year. How much would you be willing to pay to 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	874	59	86	143	162	168	256	98	149	74	76	58	63	73	40	95	72	50	26
Weighted	864	66	105	141	156	153	242	100	138	72	74	57	66	69	38	90	77	53	30
More than £5,000	3%	9%	3%	3%	3%	1%	2%	4%	2%	4%	2%	0%	2%	3%	8%	3%	4%	4%	0%
Between £2,500 and £4,999	7%	16%	15%	8%	7%	5%	3%	14%	5%	4%	8%	7%	9%	10%	3%	6%	6%	7%	7%
Between £1,000 and £2,500	14%	27%	21%	16%	10%	10%	10%	31%	12%	9%	15%	11%	14%	4%	13%	16%	6%	12%	11%
Between £1 and £999	23%	17%	15%	19%	33%	22%	23%	16%	21%	24%	28%	28%	14%	20%	22%	24%	36%	22%	15%
Would only install if it was free	54%	31%	46%	54%	47%	61%	63%	35%	61%	59%	48%	54%	61%	64%	54%	51%	48%	55%	67%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(38.B) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £0 per year. How much would you be willing to pay to 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	874	459	414	375	391	69	385	228	69	13	77	233	287	77	0	0	213	91	18
Weighted	864	462	400	362	389	71	371	231	68	12	76	226	290	79	0	0	218	93	16
More than £5,000	3%	2%	3%	2%	3%	6%	2%	5%	1%	0%	4%	3%	4%	4%	3%	1%	5%	3%	0%
Between £2,500 and £4,999	7%	9%	6%	8%	7%	7%	7%	11%	5%	18%	2%	8%	10%	7%	5%	8%	9%	7%	22%
Between £1,000 and £2,500	14%	14%	13%	11%	15%	11%	11%	18%	17%	22%	13%	11%	16%	21%	9%	12%	14%	24%	25%
Between £1 and £999	23%	23%	23%	21%	23%	31%	23%	20%	26%	30%	23%	24%	20%	23%	21%	28%	22%	23%	11%
Would only install if it was free	54%	52%	55%	58%	52%	46%	57%	47%	51%	30%	57%	55%	50%	46%	63%	50%	50%	42%	42%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(38.C) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £0 per year. How much would you be willing to pay to 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	874	130	275	121	175	125	48	521	353	0	0	0	0	0	88	45	63	35	293
Weighted	864	135	272	120	169	121	47	500	364	0	0	0	0	0	91	44	62	33	274
More than £5,000	3%	4%	3%	1%	3%	3%	4%	2%	3%	*	*	*	*	*	4%	0%	0%	3%	1%
Between £2,500 and £4,999	7%	14%	6%	10%	5%	4%	7%	6%	9%	*	*	*	*	*	13%	6%	15%	3%	3%
Between £1,000 and £2,500	14%	23%	10%	20%	8%	13%	10%	12%	15%	*	*	*	*	*	19%	19%	14%	12%	10%
Between £1 and £999	23%	20%	25%	22%	23%	21%	23%	21%	25%	*	*	*	*	*	22%	28%	17%	37%	25%
Would only install if it was free	54%	38%	57%	47%	62%	59%	55%	58%	48%	*	*	*	*	*	41%	46%	53%	45%	60%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(38.D) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £0 per year. How much would you be willing to pay to 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	874	2	26	58	57	81	87	83	70	54	51	82	54	43	27	21	41	772	90
Weighted	864	2	25	54	53	80	86	82	70	54	53	84	55	43	26	21	38	761	90
More than £5,000	3%	56%	4%	6%	0%	6%	2%	4%	3%	0%	0%	5%	0%	0%	4%	0%	2%	2%	6%
Between £2,500 and £4,999	7%	0%	12%	7%	4%	11%	8%	7%	6%	12%	13%	7%	9%	7%	0%	0%	8%	7%	13%
Between £1,000 and £2,500	14%	0%	8%	5%	11%	6%	13%	12%	13%	18%	13%	15%	18%	15%	19%	27%	28%	13%	18%
Between £1 and £999	23%	0%	19%	20%	22%	23%	16%	23%	19%	24%	18%	22%	20%	37%	28%	24%	34%	24%	15%
Would only install if it was free	54%	44%	57%	62%	63%	54%	61%	55%	59%	46%	56%	49%	53%	41%	49%	49%	29%	54%	48%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(38.E) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £0 per year. How much would you be willing to pay to 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	874	269	208	210	181	78	370	341	78	7	797	74	620	159	72
Weighted	864	273	218	201	166	80	367	333	77	6	789	71	619	153	69
More than £5,000	3%	5%	2%	1%	3%	7%	3%	1%	3%	0%	3%	0%	3%	2%	0%
Between £2,500 and £4,999	7%	6%	8%	9%	7%	19%	7%	6%	7%	0%	8%	3%	8%	6%	7%
Between £1,000 and £2,500	14%	18%	11%	16%	7%	22%	15%	10%	10%	14%	15%	3%	17%	4%	5%
Between £1 and £999	23%	26%	23%	21%	18%	13%	24%	25%	15%	13%	23%	14%	23%	25%	11%
Would only install if it was free	54%	45%	55%	54%	65%	39%	50%	58%	65%	73%	51%	79%	49%	63%	77%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(39.A) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £50 per year. How much would you be willing to pay to 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	856	62	100	118	171	154	251	106	106	76	86	66	71	74	39	104	60	38	30
Weighted	850	71	123	117	161	142	237	110	98	78	84	64	74	72	37	98	63	40	34
More than £5,000	2%	9%	2%	4%	1%	2%	1%	3%	2%	1%	2%	0%	6%	0%	3%	4%	2%	2%	0%
Between £2,500 and £4,999	6%	20%	7%	4%	6%	2%	5%	10%	4%	2%	6%	7%	4%	7%	10%	5%	8%	12%	0%
Between £1,000 and £2,500	15%	25%	19%	19%	10%	14%	13%	21%	16%	19%	14%	13%	15%	12%	15%	13%	15%	13%	13%
Between £1 and £999	35%	27%	30%	37%	36%	33%	38%	34%	26%	44%	35%	37%	38%	31%	34%	38%	31%	18%	49%
Would only install if it was free	41%	19%	41%	35%	46%	49%	43%	32%	52%	33%	42%	42%	37%	49%	38%	39%	44%	54%	39%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(39.B) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £50 per year. How much would you be willing to pay to 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	856	446	410	387	360	66	403	192	67	15	66	243	264	62	0	0	229	102	11
Weighted	850	454	397	375	362	66	392	195	65	15	65	235	270	62	0	0	234	107	10
More than £5,000	2%	3%	1%	2%	2%	0%	2%	4%	2%	6%	0%	1%	4%	3%	0%	2%	3%	5%	0%
Between £2,500 and £4,999	6%	8%	5%	5%	7%	6%	6%	10%	7%	8%	2%	8%	8%	6%	3%	5%	9%	7%	18%
Between £1,000 and £2,500	15%	17%	13%	12%	19%	15%	14%	15%	13%	17%	12%	19%	14%	15%	10%	18%	19%	20%	33%
Between £1 and £999	35%	36%	33%	34%	34%	38%	35%	34%	35%	31%	31%	31%	36%	34%	30%	36%	34%	38%	16%
Would only install if it was free	41%	36%	48%	46%	38%	42%	44%	37%	43%	38%	55%	41%	39%	43%	56%	40%	34%	30%	33%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(39.C) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £50 per year. How much would you be willing to pay to 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	856	117	268	128	175	122	46	514	342	0	0	0	0	0	80	36	50	38	286
Weighted	850	125	264	128	169	121	43	499	352	0	0	0	0	0	85	34	50	36	269
More than £5,000	2%	2%	3%	1%	3%	2%	5%	2%	3%	*	*	*	*	*	1%	3%	4%	2%	1%
Between £2,500 and £4,999	6%	11%	7%	7%	4%	4%	2%	5%	8%	*	*	*	*	*	7%	13%	4%	0%	4%
Between £1,000 and £2,500	15%	24%	17%	13%	10%	13%	15%	15%	16%	*	*	*	*	*	24%	16%	19%	13%	11%
Between £1 and £999	35%	26%	36%	27%	39%	39%	38%	35%	34%	*	*	*	*	*	28%	35%	25%	46%	36%
Would only install if it was free	41%	37%	37%	52%	44%	42%	40%	43%	39%	*	*	*	*	*	39%	34%	47%	39%	47%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(39.D) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £50 per year. How much would you be willing to pay to 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	856	1	23	46	57	75	78	71	61	54	58	76	54	45	22	30	46	772	73
Weighted	850	1	22	43	55	73	77	70	62	57	59	77	54	46	22	33	43	766	73
More than £5,000	2%	0%	0%	6%	0%	1%	1%	0%	0%	0%	1%	4%	4%	2%	0%	6%	8%	2%	3%
Between £2,500 and £4,999	6%	0%	0%	4%	11%	4%	8%	6%	10%	12%	3%	3%	6%	7%	3%	2%	13%	6%	10%
Between £1,000 and £2,500	15%	0%	8%	6%	14%	11%	9%	19%	13%	28%	15%	19%	16%	18%	18%	39%	17%	16%	16%
Between £1 and £999	35%	0%	21%	30%	23%	40%	34%	32%	34%	36%	37%	39%	39%	29%	50%	26%	39%	34%	48%
Would only install if it was free	41%	100%	71%	54%	52%	44%	47%	42%	43%	24%	43%	34%	34%	44%	28%	27%	23%	43%	23%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(39.E) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £50 per year. How much would you be willing to pay to 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	856	280	185	210	178	83	367	307	92	7	768	80	590	155	81
Weighted	850	287	197	198	165	85	365	302	93	7	765	78	590	152	78
More than £5,000	2%	3%	2%	1%	3%	7%	1%	2%	5%	0%	2%	1%	2%	2%	1%
Between £2,500 and £4,999	6%	8%	5%	7%	5%	20%	6%	4%	4%	0%	7%	1%	8%	4%	3%
Between £1,000 and £2,500	15%	21%	14%	13%	10%	23%	17%	15%	4%	0%	16%	7%	18%	11%	5%
Between £1 and £999	35%	38%	34%	33%	31%	22%	37%	35%	37%	29%	36%	24%	38%	28%	27%
Would only install if it was free	41%	31%	44%	45%	52%	28%	40%	44%	50%	71%	38%	67%	33%	55%	64%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(40.A) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £100 per year. How much would you be willing to pay to 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	809	62	81	129	149	159	229	105	113	56	84	51	68	68	39	90	70	39	26
Weighted	800	70	98	127	142	145	218	109	103	57	81	50	71	64	36	85	73	42	29
More than £5,000	2%	8%	4%	1%	1%	1%	1%	3%	1%	2%	1%	0%	6%	0%	3%	1%	0%	5%	4%
Between £2,500 and £4,999	10%	16%	17%	17%	8%	6%	5%	14%	5%	11%	12%	12%	10%	8%	8%	9%	7%	23%	4%
Between £1,000 and £2,500	18%	25%	24%	20%	17%	12%	15%	28%	13%	15%	16%	13%	23%	12%	13%	17%	16%	15%	25%
Between £1 and £999	38%	36%	38%	33%	40%	39%	41%	36%	48%	46%	34%	43%	33%	37%	34%	41%	45%	27%	18%
Would only install if it was free	32%	15%	17%	28%	34%	42%	39%	19%	33%	26%	37%	32%	28%	43%	43%	31%	33%	30%	49%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(40.B) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £100 per year. How much would you be willing to pay to 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	809	394	415	338	361	70	340	216	71	10	72	208	273	73	0	0	237	85	12
Weighted	800	398	402	330	357	70	332	217	69	9	71	204	273	71	0	0	243	85	11
More than £5,000	2%	2%	2%	1%	2%	3%	1%	3%	4%	0%	2%	0%	2%	2%	1%	4%	1%	4%	0%
Between £2,500 and £4,999	10%	13%	7%	10%	12%	2%	9%	14%	16%	11%	3%	9%	12%	17%	5%	9%	14%	15%	9%
Between £1,000 and £2,500	18%	20%	16%	13%	20%	19%	15%	21%	16%	9%	13%	17%	19%	12%	10%	16%	19%	25%	38%
Between £1 and £999	38%	38%	39%	35%	42%	36%	40%	35%	47%	40%	40%	38%	37%	48%	38%	39%	41%	41%	29%
Would only install if it was free	32%	27%	36%	41%	24%	40%	36%	29%	18%	40%	42%	36%	30%	20%	46%	32%	26%	16%	24%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(40.C) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £100 per year. How much would you be willing to pay to 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	809	119	262	108	163	112	45	474	335	0	0	0	0	0	67	38	62	29	271
Weighted	800	125	253	108	161	108	44	457	342	0	0	0	0	0	69	38	60	27	256
More than £5,000	2%	3%	1%	3%	3%	0%	3%	1%	3%	*	*	*	*	*	0%	3%	0%	0%	2%
Between £2,500 and £4,999	10%	19%	8%	13%	7%	7%	9%	8%	13%	*	*	*	*	*	16%	8%	15%	7%	5%
Between £1,000 and £2,500	18%	25%	17%	16%	16%	15%	13%	15%	21%	*	*	*	*	*	29%	28%	19%	10%	14%
Between £1 and £999	38%	30%	43%	40%	37%	38%	38%	39%	37%	*	*	*	*	*	31%	30%	36%	45%	43%
Would only install if it was free	32%	23%	30%	28%	37%	41%	36%	36%	27%	*	*	*	*	*	24%	31%	30%	38%	36%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(40.D) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £100 per year. How much would you be willing to pay to 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	809	2	20	49	45	81	86	59	68	50	46	77	51	38	16	36	43	702	92
Weighted	800	2	19	45	43	80	84	58	68	50	48	78	52	40	14	38	41	694	91
More than £5,000	2%	0%	5%	7%	5%	1%	1%	0%	2%	0%	3%	0%	3%	2%	0%	6%	0%	2%	1%
Between £2,500 and £4,999	10%	0%	0%	8%	6%	13%	5%	11%	9%	20%	7%	13%	16%	24%	0%	5%	10%	10%	15%
Between £1,000 and £2,500	18%	0%	9%	4%	13%	6%	17%	20%	18%	17%	18%	26%	23%	10%	22%	26%	38%	18%	16%
Between £1 and £999	38%	53%	37%	39%	36%	36%	36%	44%	37%	48%	36%	37%	37%	41%	43%	47%	41%	39%	34%
Would only install if it was free	32%	47%	49%	43%	41%	43%	41%	25%	34%	16%	36%	23%	20%	22%	35%	17%	10%	32%	34%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(40.E) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £100 per year. How much would you be willing to pay to 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	809	275	190	192	149	72	368	283	73	13	723	77	580	147	62
Weighted	800	277	200	184	136	72	365	280	71	12	717	74	576	145	60
More than £5,000	2%	2%	0%	2%	3%	8%	0%	3%	0%	10%	2%	0%	2%	4%	0%
Between £2,500 and £4,999	10%	13%	13%	6%	6%	19%	11%	8%	8%	0%	11%	3%	12%	8%	4%
Between £1,000 and £2,500	18%	22%	19%	18%	8%	26%	20%	14%	12%	7%	19%	9%	20%	13%	6%
Between £1 and £999	38%	42%	39%	36%	35%	27%	39%	41%	35%	38%	40%	23%	42%	31%	25%
Would only install if it was free	32%	21%	29%	38%	49%	19%	29%	35%	45%	44%	28%	66%	24%	44%	65%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(41.A) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £250 per year. How much would you be willing to pay to 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	823	48	82	126	167	138	262	85	120	81	90	60	82	54	36	83	71	33	28
Weighted	810	54	97	124	160	126	249	88	109	80	86	57	85	52	33	77	77	35	30
More than £5,000	3%	6%	7%	4%	2%	1%	2%	3%	2%	2%	2%	2%	2%	8%	3%	1%	1%	11%	3%
Between £2,500 and £4,999	10%	33%	11%	10%	8%	8%	6%	14%	5%	7%	14%	5%	11%	3%	8%	11%	15%	6%	11%
Between £1,000 and £2,500	24%	34%	24%	27%	20%	24%	23%	28%	25%	21%	29%	17%	21%	25%	24%	22%	20%	33%	26%
Between £1 and £999	32%	17%	34%	35%	36%	30%	33%	33%	39%	35%	27%	40%	30%	30%	31%	30%	33%	29%	29%
Would only install if it was free	31%	9%	24%	24%	34%	37%	37%	21%	29%	35%	29%	37%	36%	34%	34%	36%	31%	21%	32%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(41.B) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £250 per year. How much would you be willing to pay to 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	823	407	416	361	362	71	360	209	74	7	72	219	267	71	0	0	212	89	13
Weighted	810	408	402	348	361	71	347	212	69	7	73	209	271	69	0	0	215	91	13
More than £5,000	3%	2%	4%	2%	3%	2%	2%	4%	1%	19%	4%	3%	3%	3%	3%	2%	4%	4%	0%
Between £2,500 and £4,999	10%	13%	7%	8%	11%	5%	9%	13%	11%	0%	5%	10%	12%	11%	6%	11%	9%	15%	0%
Between £1,000 and £2,500	24%	26%	22%	19%	28%	24%	24%	28%	21%	33%	15%	25%	27%	36%	17%	23%	29%	30%	66%
Between £1 and £999	32%	31%	34%	29%	36%	37%	31%	29%	40%	24%	36%	29%	32%	24%	35%	33%	33%	36%	14%
Would only install if it was free	31%	28%	34%	41%	22%	32%	35%	25%	26%	24%	40%	34%	27%	27%	39%	31%	26%	14%	20%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(41.C) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £250 per year. How much would you be willing to pay to 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	823	108	266	110	179	110	50	495	328	0	0	0	0	0	85	31	67	35	294
Weighted	810	115	261	109	172	104	48	475	335	0	0	0	0	0	89	30	67	34	277
More than £5,000	3%	4%	3%	5%	2%	3%	0%	2%	4%	*	*	*	*	*	5%	3%	0%	3%	2%
Between £2,500 and £4,999	10%	16%	12%	6%	8%	8%	1%	9%	11%	*	*	*	*	*	16%	0%	13%	8%	6%
Between £1,000 and £2,500	24%	30%	22%	24%	25%	17%	28%	24%	24%	*	*	*	*	*	20%	30%	32%	27%	24%
Between £1 and £999	32%	23%	34%	31%	34%	37%	37%	31%	34%	*	*	*	*	*	35%	48%	21%	37%	32%
Would only install if it was free	31%	27%	29%	34%	31%	36%	34%	34%	28%	*	*	*	*	*	23%	20%	35%	26%	37%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(41.D) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £250 per year. How much would you be willing to pay to 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	823	5	27	59	43	65	85	98	46	57	45	79	49	37	22	20	39	728	84
Weighted	810	5	25	55	42	63	84	98	46	56	44	80	51	38	22	21	36	716	83
More than £5,000	3%	0%	4%	2%	0%	1%	5%	1%	4%	2%	0%	5%	2%	5%	5%	0%	5%	3%	2%
Between £2,500 and £4,999	10%	0%	4%	5%	3%	5%	8%	15%	20%	15%	14%	11%	14%	6%	8%	0%	9%	9%	14%
Between £1,000 and £2,500	24%	0%	18%	10%	21%	30%	18%	16%	27%	26%	31%	22%	29%	22%	29%	53%	54%	24%	24%
Between £1 and £999	32%	19%	33%	35%	29%	31%	32%	37%	25%	32%	29%	36%	32%	42%	31%	38%	22%	32%	34%
Would only install if it was free	31%	81%	40%	48%	47%	33%	38%	30%	24%	25%	26%	26%	23%	26%	27%	9%	10%	32%	26%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(41.E) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £250 per year. How much would you be willing to pay to 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	823	247	204	190	177	76	362	286	85	14	737	80	570	153	73
Weighted	810	247	214	180	164	75	356	281	85	13	727	77	565	149	69
More than £5,000	3%	4%	1%	5%	3%	5%	3%	2%	5%	0%	3%	2%	4%	2%	0%
Between £2,500 and £4,999	10%	10%	13%	7%	8%	19%	9%	9%	7%	0%	11%	0%	12%	6%	3%
Between £1,000 and £2,500	24%	36%	15%	20%	22%	36%	27%	22%	7%	8%	25%	13%	29%	15%	10%
Between £1 and £999	32%	32%	34%	32%	30%	15%	37%	32%	30%	33%	34%	24%	33%	37%	26%
Would only install if it was free	31%	19%	37%	36%	37%	24%	24%	35%	51%	59%	27%	61%	23%	39%	61%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(42.A) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £500 per year. How much would you be willing to pay to 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	801	55	82	122	149	156	237	96	101	81	81	50	64	66	37	108	63	31	23
Weighted	787	60	98	120	142	142	226	96	92	80	80	50	66	61	35	101	67	32	26
More than £5,000	3%	13%	4%	1%	1%	1%	3%	4%	2%	4%	2%	2%	4%	6%	3%	3%	2%	0%	0%
Between £2,500 and £4,999	10%	18%	19%	17%	4%	8%	7%	20%	4%	13%	10%	4%	6%	9%	18%	9%	13%	8%	11%
Between £1,000 and £2,500	25%	31%	25%	30%	26%	18%	23%	17%	32%	27%	22%	29%	24%	18%	15%	24%	34%	22%	28%
Between £1 and £999	33%	23%	31%	27%	39%	35%	34%	30%	38%	23%	39%	19%	29%	40%	34%	37%	33%	35%	36%
Would only install if it was free	29%	15%	21%	26%	30%	38%	33%	30%	24%	33%	27%	45%	37%	27%	31%	28%	18%	35%	25%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(42.B) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £500 per year. How much would you be willing to pay to 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	801	381	419	347	368	54	344	201	66	12	74	198	272	56	0	0	211	86	10
Weighted	787	382	404	333	365	54	333	202	62	11	74	193	272	53	0	0	213	89	9
More than £5,000	3%	3%	3%	2%	3%	3%	3%	4%	1%	9%	3%	2%	4%	1%	4%	4%	2%	3%	0%
Between £2,500 and £4,999	10%	13%	8%	8%	13%	4%	8%	13%	14%	16%	5%	12%	12%	13%	7%	11%	9%	20%	31%
Between £1,000 and £2,500	25%	27%	22%	19%	29%	23%	20%	29%	22%	18%	24%	23%	26%	29%	19%	25%	30%	25%	32%
Between £1 and £999	33%	29%	37%	33%	31%	45%	38%	28%	27%	24%	33%	38%	32%	34%	34%	38%	29%	32%	38%
Would only install if it was free	29%	29%	30%	38%	24%	26%	32%	26%	35%	32%	34%	26%	26%	24%	36%	22%	29%	20%	0%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(42.C) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £500 per year. How much would you be willing to pay to 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	801	120	251	98	162	118	52	469	332	0	0	0	0	0	63	33	71	29	295
Weighted	787	126	243	96	158	114	50	448	339	0	0	0	0	0	69	32	68	27	276
More than £5,000	3%	4%	2%	4%	3%	2%	0%	3%	2%	*	*	*	*	*	3%	0%	3%	3%	2%
Between £2,500 and £4,999	10%	23%	9%	12%	5%	7%	8%	7%	15%	*	*	*	*	*	17%	6%	13%	0%	8%
Between £1,000 and £2,500	25%	21%	24%	27%	24%	28%	26%	21%	29%	*	*	*	*	*	27%	33%	28%	30%	21%
Between £1 and £999	33%	29%	34%	25%	37%	34%	32%	34%	31%	*	*	*	*	*	34%	31%	34%	33%	37%
Would only install if it was free	29%	24%	30%	32%	30%	29%	35%	34%	23%	*	*	*	*	*	18%	30%	22%	33%	32%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(42.D) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £500 per year. How much would you be willing to pay to 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	801	2	25	47	55	62	77	72	66	60	59	72	52	38	25	20	31	714	70
Weighted	787	2	23	45	53	61	75	71	66	60	61	71	53	38	24	20	29	701	69
More than £5,000	3%	0%	0%	11%	6%	0%	4%	0%	3%	2%	2%	0%	6%	0%	0%	0%	7%	3%	3%
Between £2,500 and £4,999	10%	0%	4%	11%	8%	11%	6%	10%	6%	13%	15%	11%	9%	14%	21%	21%	17%	10%	15%
Between £1,000 and £2,500	25%	0%	19%	13%	16%	25%	16%	26%	25%	27%	24%	28%	29%	41%	35%	32%	34%	24%	30%
Between £1 and £999	33%	42%	29%	26%	28%	40%	34%	34%	34%	30%	37%	34%	41%	26%	35%	26%	35%	34%	27%
Would only install if it was free	29%	58%	48%	39%	42%	24%	40%	31%	32%	28%	23%	27%	15%	20%	9%	21%	7%	30%	25%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(42.E) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £500 per year. How much would you be willing to pay to 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	801	264	169	187	177	66	369	287	70	9	715	78	565	146	79
Weighted	787	263	179	178	163	66	363	281	69	8	703	77	559	141	77
More than £5,000	3%	1%	4%	5%	3%	9%	2%	3%	1%	0%	3%	0%	4%	1%	0%
Between £2,500 and £4,999	10%	12%	10%	9%	10%	16%	12%	8%	6%	0%	11%	2%	13%	3%	7%
Between £1,000 and £2,500	25%	33%	21%	23%	17%	29%	28%	22%	18%	10%	27%	8%	29%	18%	7%
Between £1 and £999	33%	32%	33%	34%	33%	25%	35%	34%	26%	22%	33%	32%	32%	31%	40%
Would only install if it was free	29%	23%	31%	30%	37%	21%	24%	33%	49%	68%	26%	59%	22%	47%	46%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(43.A) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £1,000 per year. How much would you be willing to pay to 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	793	64	69	112	170	141	237	102	89	68	95	55	70	79	37	90	54	35	19
Weighted	777	70	84	110	162	128	224	102	82	68	91	54	73	75	34	84	55	38	22
More than £5,000	5%	13%	5%	4%	3%	6%	5%	11%	6%	5%	3%	0%	5%	5%	11%	4%	4%	4%	0%
Between £2,500 and £4,999	17%	32%	32%	17%	11%	16%	10%	24%	17%	11%	15%	14%	20%	11%	19%	16%	15%	23%	12%
Between £1,000 and £2,500	23%	29%	17%	24%	25%	22%	21%	24%	19%	32%	25%	22%	22%	20%	8%	26%	30%	11%	26%
Between £1 and £999	31%	13%	27%	32%	36%	27%	34%	22%	29%	28%	36%	29%	29%	35%	37%	35%	24%	37%	30%
Would only install if it was free	25%	13%	20%	23%	25%	28%	29%	18%	29%	25%	20%	36%	24%	30%	26%	19%	27%	26%	32%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(43.B) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £1,000 per year. How much would you be willing to pay to 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	793	389	402	340	334	78	368	176	69	15	83	223	237	73	0	0	208	77	12
Weighted	777	386	389	326	327	79	358	175	67	14	83	218	232	72	0	0	210	78	10
More than £5,000	5%	6%	5%	4%	7%	3%	4%	7%	3%	8%	4%	4%	6%	4%	3%	7%	4%	7%	17%
Between £2,500 and £4,999	17%	20%	13%	14%	17%	18%	13%	23%	24%	0%	10%	16%	20%	24%	12%	18%	20%	18%	26%
Between £1,000 and £2,500	23%	24%	22%	21%	25%	16%	26%	23%	21%	0%	18%	27%	23%	23%	19%	22%	26%	30%	17%
Between £1 and £999	31%	25%	36%	32%	29%	37%	32%	23%	33%	59%	35%	33%	30%	21%	34%	30%	29%	27%	18%
Would only install if it was free	25%	25%	25%	29%	22%	26%	25%	23%	20%	33%	32%	20%	21%	28%	32%	23%	21%	18%	23%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(43.C) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £1,000 per year. How much would you be willing to pay to 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	793	130	228	111	168	109	47	481	312	0	0	0	0	0	59	35	43	30	275
Weighted	777	134	221	110	163	104	45	460	318	0	0	0	0	0	61	34	42	29	257
More than £5,000	5%	11%	6%	3%	3%	3%	5%	4%	7%	*	*	*	*	*	4%	2%	15%	0%	3%
Between £2,500 and £4,999	17%	16%	16%	22%	14%	17%	19%	16%	17%	*	*	*	*	*	22%	15%	12%	13%	11%
Between £1,000 and £2,500	23%	22%	20%	25%	26%	21%	26%	21%	25%	*	*	*	*	*	27%	26%	26%	20%	23%
Between £1 and £999	31%	26%	34%	28%	31%	30%	32%	31%	30%	*	*	*	*	*	33%	29%	19%	43%	35%
Would only install if it was free	25%	25%	24%	22%	27%	29%	18%	27%	21%	*	*	*	*	*	15%	29%	29%	24%	28%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(43.D) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £1,000 per year. How much would you be willing to pay to 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	793	4	15	45	73	64	81	75	67	53	43	64	50	31	16	21	38	678	95
Weighted	777	4	14	42	69	64	80	72	67	54	43	63	51	31	16	21	36	666	92
More than £5,000	5%	0%	6%	0%	7%	7%	1%	7%	3%	3%	9%	5%	3%	6%	0%	19%	10%	5%	10%
Between £2,500 and £4,999	17%	0%	28%	14%	13%	12%	14%	16%	14%	26%	7%	20%	14%	30%	18%	19%	28%	16%	21%
Between £1,000 and £2,500	23%	0%	6%	15%	15%	15%	19%	27%	25%	36%	22%	27%	27%	24%	20%	26%	36%	24%	22%
Between £1 and £999	31%	24%	26%	29%	31%	43%	45%	27%	29%	23%	40%	26%	43%	6%	46%	16%	8%	31%	28%
Would only install if it was free	25%	76%	34%	42%	34%	22%	21%	23%	28%	12%	21%	23%	14%	34%	17%	20%	18%	25%	19%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(43.E) Installing improved insulation in your house will generate upfront costs, but will also reduce your energy bills for many years ahead. Imagine that installing improved insulation would reduce your energy bills by £1,000 per year. How much would you be willing to pay to 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	793	237	196	183	174	69	362	272	80	10	720	67	553	144	73
Weighted	777	234	205	174	161	70	355	265	78	10	707	65	544	141	70
More than £5,000	5%	6%	6%	7%	2%	16%	5%	4%	2%	13%	6%	3%	7%	2%	3%
Between £2,500 and £4,999	17%	21%	19%	13%	13%	28%	16%	16%	11%	0%	17%	11%	20%	9%	11%
Between £1,000 and £2,500	23%	27%	19%	25%	20%	18%	27%	20%	18%	9%	24%	13%	25%	19%	15%
Between £1 and £999	31%	26%	32%	31%	33%	23%	31%	32%	29%	28%	31%	21%	31%	32%	28%
Would only install if it was free	25%	21%	24%	24%	32%	15%	21%	28%	39%	50%	22%	52%	17%	39%	44%

Note:

BASE: Homeowner

Fieldwork: 12th May - 18th May 2023

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

(44.A) How much per month do you currently spend on your household energy bills?This will include both your heating and electricity bills.

		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
Under £10 per month	1%	1%	2%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%
£10 to £19 per month	1%	4%	2%	1%	0%	0%	0%	2%	1%	2%	0%	1%	2%	1%	1%	0%	1%	1%	3%
£20 to £29 per month	3%	8%	4%	2%	1%	1%	1%	3%	2%	1%	3%	3%	2%	3%	5%	2%	1%	5%	4%
£30 to £39 per month	4%	7%	4%	4%	2%	3%	2%	4%	3%	2%	2%	4%	7%	3%	7%	3%	3%	3%	3%
£40 to £49 per month	5%	7%	5%	5%	4%	3%	3%	7%	4%	3%	3%	6%	4%	4%	6%	3%	5%	7%	9%
£50 to £99 per month	18%	14%	16%	16%	20%	21%	21%	18%	17%	19%	20%	17%	15%	24%	19%	14%	19%	17%	22%
£100 to £149 per month	22%	13%	24%	24%	23%	23%	24%	18%	19%	28%	24%	23%	18%	23%	23%	24%	23%	23%	23%
£150 to £199 per month	15%	8%	16%	15%	16%	18%	18%	11%	18%	17%	17%	16%	17%	14%	13%	18%	15%	15%	10%
£200 to £299 per month	14%	7%	13%	14%	18%	15%	16%	14%	16%	13%	14%	14%	14%	11%	15%	16%	15%	14%	8%
£300 to £399 per month	5%	5%	4%	5%	5%	4%	6%	5%	6%	5%	6%	3%	5%	3%	0%	6%	5%	4%	3%
£400 to £499 per month	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	2%	1%	1%	1%	1%	1%	0%
£500 or more per month	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	2%	1%	2%	1%	1%	2%	0%	1%
Don't know	10%	24%	8%	9%	8%	9%	7%	12%	12%	7%	9%	7%	11%	10%	8%	9%	11%	10%	15%

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) How much per month do you currently spend on your household energy bills?This will include both your heating and electricity bills.

		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
Under £10 per month	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	0%
£10 to £19 per month	1%	2%	1%	1%	1%	2%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%
£20 to £29 per month	3%	3%	2%	1%	3%	3%	2%	4%	2%	6%	3%	2%	3%	4%	2%	3%	3%	3%	4%
£30 to £39 per month	4%	4%	3%	4%	3%	5%	3%	5%	4%	0%	4%	3%	4%	4%	4%	4%	3%	3%	7%
£40 to £49 per month	5%	6%	4%	4%	5%	4%	4%	6%	5%	8%	4%	4%	5%	6%	5%	5%	5%	4%	7%
£50 to £99 per month	18%	17%	19%	18%	18%	19%	18%	18%	20%	16%	17%	18%	17%	19%	19%	18%	17%	20%	19%
£100 to £149 per month	22%	22%	22%	24%	23%	21%	23%	22%	22%	24%	23%	23%	23%	18%	22%	21%	22%	23%	20%
£150 to £199 per month	15%	15%	16%	19%	15%	12%	18%	15%	17%	13%	15%	18%	14%	17%	17%	13%	16%	15%	12%
£200 to £299 per month	14%	13%	15%	14%	16%	12%	17%	14%	13%	13%	13%	17%	15%	11%	14%	13%	14%	12%	17%
£300 to £399 per month	5%	5%	5%	5%	6%	3%	6%	4%	4%	7%	3%	6%	5%	5%	4%	5%	6%	5%	4%
£400 to £499 per month	2%	1%	2%	2%	2%	1%	2%	1%	2%	3%	1%	1%	2%	2%	1%	2%	1%	3%	3%
£500 or more per month	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	2%	1%	1%	1%	2%	0%
Don't know	10%	10%	10%	7%	7%	15%	6%	8%	7%	11%	16%	6%	9%	9%	10%	14%	10%	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

(44.C) How much per month do you currently spend on your household energy bills?This will include both your heating and electricity bills.

		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
Under £10 per month	1%	1%	0%	1%	0%	1%	0%	0%	1%	*	1%	1%	1%	1%	0%	0%	0%	1%	0%
£10 to £19 per month	1%	3%	1%	1%	1%	1%	0%	1%	1%	*	4%	1%	2%	1%	0%	1%	1%	0%	0%
£20 to £29 per month	3%	5%	2%	2%	2%	2%	2%	1%	2%	*	5%	5%	3%	4%	4%	1%	2%	0%	1%
£30 to £39 per month	4%	4%	3%	4%	4%	2%	3%	3%	4%	*	5%	5%	4%	4%	3%	2%	5%	2%	2%
£40 to £49 per month	5%	7%	3%	6%	3%	4%	6%	3%	5%	*	4%	8%	6%	3%	7%	4%	2%	1%	3%
£50 to £99 per month	18%	19%	18%	20%	19%	16%	13%	20%	13%	*	21%	21%	21%	6%	13%	14%	14%	16%	19%
£100 to £149 per month	22%	21%	20%	24%	24%	24%	23%	23%	23%	*	22%	22%	23%	11%	20%	29%	21%	19%	24%
£150 to £199 per month	15%	13%	18%	14%	15%	17%	16%	16%	17%	*	14%	13%	15%	11%	18%	13%	20%	19%	20%
£200 to £299 per month	14%	12%	15%	14%	16%	14%	13%	16%	17%	*	12%	10%	11%	8%	16%	19%	22%	23%	16%
£300 to £399 per month	5%	4%	6%	3%	5%	7%	7%	5%	7%	*	4%	2%	3%	7%	5%	8%	4%	8%	5%
£400 to £499 per month	2%	3%	2%	1%	1%	2%	2%	2%	2%	*	1%	2%	1%	2%	5%	2%	1%	3%	1%
£500 or more per month	1%	1%	1%	1%	1%	0%	1%	1%	1%	*	1%	1%	0%	1%	1%	2%	1%	0%	1%
Don't know	10%	9%	11%	10%	10%	10%	11%	9%	7%	*	7%	10%	10%	41%	7%	4%	5%	7%	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

(44.D) How much per month do you currently spend on your household energy bills?This will include both your heating and electricity bills.

		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
Under £10 per month	1%	18%	2%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	2%	0%	3%
£10 to £19 per month	1%	0%	5%	3%	3%	3%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	4%
£20 to £29 per month	3%	4%	5%	3%	4%	4%	2%	3%	2%	3%	1%	4%	1%	1%	1%	1%	1%	2%	7%
£30 to £39 per month	4%	4%	9%	6%	2%	4%	4%	4%	3%	5%	5%	3%	2%	2%	1%	1%	4%	3%	8%
£40 to £49 per month	5%	4%	5%	7%	5%	6%	6%	3%	7%	7%	4%	3%	0%	3%	3%	2%	5%	4%	7%
£50 to £99 per month	18%	0%	26%	26%	23%	22%	23%	19%	15%	13%	19%	13%	14%	15%	10%	6%	9%	18%	26%
£100 to £149 per month	22%	10%	18%	26%	26%	23%	23%	26%	20%	20%	24%	21%	27%	17%	22%	16%	18%	23%	21%
£150 to £199 per month	15%	7%	10%	11%	15%	13%	15%	14%	20%	23%	15%	20%	22%	21%	22%	15%	8%	17%	7%
£200 to £299 per month	14%	3%	7%	8%	9%	10%	13%	17%	19%	16%	19%	19%	13%	19%	20%	25%	18%	15%	5%
£300 to £399 per month	5%	0%	1%	1%	2%	6%	3%	5%	3%	5%	2%	7%	7%	9%	16%	5%	13%	5%	1%
£400 to £499 per month	2%	4%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	3%	8%	6%	2%	1%
£500 or more per month	1%	0%	2%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	7%	5%	1%	0%
Don't know	10%	46%	9%	8%	10%	8%	9%	6%	7%	6%	10%	7%	9%	11%	3%	13%	12%	9%	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

(44.E) How much per month do you currently spend on your household energy bills?This will include both your heating and electricity bills.

		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
Under £10 per month	1%	0%	1%	0%	1%	2%	1%	0%	1%	1%	1%	1%	1%	0%	0%
£10 to £19 per month	1%	1%	1%	2%	1%	3%	1%	1%	2%	0%	1%	0%	1%	2%	0%
£20 to £29 per month	3%	2%	4%	3%	3%	7%	3%	2%	1%	5%	3%	2%	3%	3%	2%
£30 to £39 per month	4%	3%	3%	5%	4%	4%	3%	4%	4%	6%	4%	3%	4%	4%	3%
£40 to £49 per month	5%	5%	4%	4%	6%	8%	4%	5%	5%	4%	5%	4%	5%	4%	3%
£50 to £99 per month	18%	15%	20%	16%	21%	15%	18%	17%	20%	19%	18%	18%	19%	15%	19%
£100 to £149 per month	22%	20%	23%	23%	22%	18%	22%	23%	21%	18%	22%	24%	22%	23%	21%
£150 to £199 per month	15%	17%	16%	14%	15%	13%	16%	16%	15%	11%	16%	15%	15%	17%	17%
£200 to £299 per month	14%	16%	13%	15%	12%	11%	15%	13%	15%	15%	14%	10%	15%	12%	14%
£300 to £399 per month	5%	7%	4%	5%	3%	6%	5%	4%	5%	6%	5%	8%	5%	5%	5%
£400 to £499 per month	2%	3%	1%	2%	1%	4%	1%	2%	2%	3%	2%	2%	2%	2%	3%
£500 or more per month	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Don't know	10%	10%	10%	10%	10%	8%	10%	12%	9%	12%	10%	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

(45.A) Have you personally experienced an increase in the cost of your energy bills in the past year?

		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
Yes	87%	77%	87%	90%	91%	89%	88%	88%	85%	86%	88%	88%	86%	86%	88%	88%	88%	88%	98%
No	10%	14%	9%	8%	7%	10%	10%	9%	12%	11%	9%	9%	12%	9%	8%	10%	9%	8%	1%
Don't know	3%	9%	3%	2%	1%	1%	2%	3%	3%	3%	3%	2%	2%	5%	4%	2%	3%	4%	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

(45.B) Have you personally experienced an increase in the cost of your energy bills in the past year?

		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
Yes	87%	86%	88%	88%	89%	87%	86%	89%	88%	89%	89%	85%	90%	85%	87%	86%	88%	87%	82%
No	10%	11%	9%	10%	9%	9%	12%	8%	9%	11%	7%	13%	8%	11%	11%	10%	9%	10%	16%
Don't know	3%	3%	3%	2%	2%	4%	1%	3%	3%	0%	4%	2%	2%	4%	2%	5%	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

(45.C) Have you personally experienced an increase in the cost of your energy bills in the past year?

		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
Yes	87%	85%	86%	90%	89%	88%	88%	88%	88%	*	91%	87%	87%	76%	90%	94%	90%	95%	88%
No	10%	12%	10%	7%	8%	10%	8%	11%	9%	*	7%	10%	9%	7%	7%	6%	9%	5%	10%
Don't know	3%	2%	4%	3%	3%	2%	4%	1%	2%	*	2%	3%	3%	17%	3%	0%	1%	0%	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

(45.D) Have you personally experienced an increase in the cost of your energy bills in the past year?

		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
Yes	87%	64%	84%	88%	85%	87%	88%	88%	88%	89%	90%	89%	87%	86%	87%	88%	83%	100%	0%
No	10%	15%	13%	8%	10%	11%	11%	10%	10%	9%	7%	9%	7%	12%	9%	12%	12%	0%	100%
Don't know	3%	21%	3%	3%	5%	2%	1%	2%	2%	2%	3%	2%	6%	2%	4%	1%	4%	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

(45.E) Have you personally experienced an increase in the cost of your energy bills in the past year?

		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
Yes	87%	86%	87%	88%	88%	81%	85%	89%	91%	92%	87%	89%	87%	87%	86%
No	10%	10%	10%	9%	9%	16%	12%	7%	7%	4%	10%	9%	10%	9%	11%
Don't know	3%	4%	3%	3%	3%	2%	3%	3%	2%	4%	3%	2%	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

(46.A) If you were to guess, how much more do your monthly energy bills cost each month than they did a year ago?

		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	3508	395	499	627	655	551	781	475	476	275	327	248	293	288	152	407	300	162	105
Weighted	3500	431	596	614	622	499	738	492	444	276	319	248	309	275	140	386	317	176	118
Under £10 more per month	2%	3%	2%	1%	1%	2%	2%	3%	2%	1%	1%	2%	2%	2%	1%	1%	1%	2%	7%
£10 to £19 more per month	8%	14%	8%	6%	6%	7%	8%	8%	7%	7%	7%	9%	9%	7%	12%	6%	6%	12%	11%
£20 to £29 more per month	11%	12%	14%	9%	11%	10%	9%	11%	10%	10%	11%	10%	10%	14%	14%	8%	11%	8%	14%
£30 to £39 more per month	9%	10%	11%	10%	8%	8%	8%	9%	9%	7%	11%	8%	9%	10%	6%	7%	10%	11%	18%
£40 to £49 more per month	12%	10%	12%	12%	12%	13%	14%	10%	14%	12%	11%	12%	11%	16%	17%	11%	10%	16%	13%
£50 to £99 more per month	26%	18%	25%	29%	26%	30%	27%	24%	25%	33%	22%	25%	24%	24%	24%	31%	33%	24%	13%
£100 to £149 more per month	14%	11%	14%	15%	15%	12%	16%	13%	15%	13%	15%	15%	17%	14%	16%	15%	13%	9%	2%
£150 to £199 more per month	6%	5%	4%	6%	7%	5%	5%	6%	4%	4%	8%	6%	7%	2%	3%	5%	7%	6%	4%
£200 to £299 more per month	3%	3%	3%	3%	3%	2%	3%	4%	5%	1%	3%	4%	2%	4%	0%	4%	1%	1%	2%
£300 to £399 more per month	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	2%	0%	0%	0%	1%	0%	0%	0%	0%
£400 to £499 more per month	1%	0%	2%	1%	0%	0%	1%	1%	0%	2%	0%	1%	1%	0%	0%	1%	1%	0%	0%
Increased by £500 or more per month	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%
Don't Know	9%	14%	5%	8%	10%	10%	7%	10%	10%	8%	9%	7%	8%	8%	7%	9%	7%	8%	15%

Note:

BASE: Experienced an increase in their energy bills in last year

Fieldwork: 12th May - 18th May 2023

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

(46.B) If you were to guess, how much more do your monthly energy bills cost each month than they did a year ago?

		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	3508	1649	1854	1327	1422	486	1236	983	254	49	484	743	1291	278	0	0	919	365	38
Weighted	3500	1705	1790	1278	1434	496	1200	1000	250	47	489	724	1316	275	0	0	949	383	37
Under £10 more per month	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	3%	1%	2%	3%	2%	2%	2%	1%	7%
£10 to £19 more per month	8%	8%	7%	7%	6%	10%	7%	8%	6%	11%	9%	7%	8%	9%	8%	9%	7%	8%	3%
£20 to £29 more per month	11%	11%	10%	9%	11%	13%	9%	13%	9%	6%	11%	11%	11%	10%	12%	11%	10%	13%	2%
£30 to £39 more per month	9%	9%	9%	9%	9%	9%	9%	9%	10%	6%	9%	10%	9%	9%	8%	10%	11%	10%	6%
£40 to £49 more per month	12%	13%	12%	13%	12%	11%	12%	13%	13%	9%	12%	13%	12%	12%	13%	12%	11%	11%	15%
£50 to £99 more per month	26%	26%	26%	28%	27%	24%	27%	26%	25%	38%	25%	27%	26%	26%	25%	23%	27%	27%	28%
£100 to £149 more per month	14%	13%	15%	14%	15%	12%	17%	14%	14%	6%	11%	17%	16%	12%	14%	13%	14%	12%	15%
£150 to £199 more per month	6%	5%	6%	6%	6%	4%	8%	4%	5%	4%	4%	6%	5%	6%	5%	6%	6%	5%	11%
£200 to £299 more per month	3%	2%	3%	3%	3%	2%	3%	3%	4%	4%	2%	3%	3%	4%	2%	3%	3%	4%	0%
£300 to £399 more per month	1%	1%	0%	0%	1%	1%	1%	0%	2%	4%	0%	0%	0%	1%	0%	1%	0%	2%	0%
£400 to £499 more per month	1%	1%	0%	0%	1%	0%	0%	1%	0%	3%	0%	0%	0%	1%	0%	0%	1%	2%	4%
Increased by £500 or more per month	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Don't Know	9%	9%	9%	7%	7%	11%	6%	8%	9%	8%	13%	5%	8%	7%	10%	9%	8%	6%	8%

Note:

BASE: Experienced an increase in their energy bills in last year

Fieldwork: 12th May - 18th May 2023

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

(46.C) If you were to guess, how much more do your monthly energy bills cost each month than they did a year ago?

		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	3508	676	1021	536	682	400	191	1290	877	0	258	295	669	91	326	201	239	133	980
Weighted	3500	713	1009	534	665	389	187	1239	896	0	259	287	693	98	338	198	232	126	914
Under £10 more per month	2%	2%	2%	1%	2%	2%	3%	1%	2%	*	4%	3%	2%	0%	1%	0%	0%	2%	2%
£10 to £19 more per month	8%	9%	8%	8%	6%	6%	10%	6%	6%	*	5%	13%	11%	11%	6%	4%	5%	8%	7%
£20 to £29 more per month	11%	13%	9%	11%	10%	10%	7%	9%	9%	*	15%	10%	14%	6%	10%	12%	10%	5%	9%
£30 to £39 more per month	9%	11%	8%	9%	10%	9%	9%	8%	7%	*	11%	13%	10%	11%	9%	11%	8%	4%	8%
£40 to £49 more per month	12%	12%	12%	13%	14%	10%	11%	13%	12%	*	13%	14%	12%	7%	11%	12%	12%	14%	13%
£50 to £99 more per month	26%	23%	27%	26%	27%	26%	27%	27%	28%	*	26%	23%	24%	17%	25%	24%	26%	32%	28%
£100 to £149 more per month	14%	11%	14%	15%	14%	17%	15%	15%	17%	*	10%	11%	12%	13%	18%	15%	18%	20%	17%
£150 to £199 more per month	6%	5%	6%	4%	6%	6%	6%	6%	8%	*	4%	3%	3%	3%	8%	9%	6%	7%	6%
£200 to £299 more per month	3%	3%	3%	3%	2%	4%	4%	3%	4%	*	3%	2%	2%	3%	3%	6%	5%	1%	3%
£300 to £399 more per month	1%	1%	0%	0%	0%	0%	1%	1%	1%	*	0%	0%	0%	1%	1%	1%	1%	1%	1%
£400 to £499 more per month	1%	1%	1%	0%	0%	0%	1%	1%	1%	*	1%	0%	0%	1%	3%	0%	0%	1%	1%
Increased by £500 or more per month	0%	1%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%	1%	0%	0%	0%	0%
Don't Know	9%	7%	10%	9%	8%	9%	8%	9%	6%	*	7%	8%	8%	27%	6%	5%	9%	6%	6%

Note:

BASE: Experienced an increase in their energy bills in last year

Fieldwork: 12th May - 18th May 2023

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

(46.D) If you were to guess, how much more do your monthly energy bills cost each month than they did a year ago?

		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	3508	18	157	280	276	358	384	330	258	214	187	289	174	125	67	79	123	3508	0
Weighted	3500	17	147	263	263	352	386	334	261	224	193	301	181	127	66	84	117	3500	0
Under £10 more per month	2%	0%	6%	2%	1%	4%	1%	1%	2%	2%	2%	1%	1%	5%	2%	0%	1%	2%	*
£10 to £19 more per month	8%	8%	16%	12%	9%	10%	9%	8%	4%	9%	6%	5%	5%	3%	7%	1%	5%	8%	*
£20 to £29 more per month	11%	6%	16%	12%	16%	11%	12%	12%	10%	13%	9%	7%	9%	7%	10%	1%	8%	11%	*
£30 to £39 more per month	9%	5%	5%	11%	12%	9%	9%	9%	9%	11%	12%	9%	6%	9%	5%	11%	7%	9%	*
£40 to £49 more per month	12%	0%	15%	18%	13%	14%	13%	14%	11%	9%	11%	12%	11%	10%	10%	10%	10%	12%	*
£50 to £99 more per month	26%	22%	19%	23%	21%	25%	25%	25%	28%	25%	31%	30%	41%	32%	27%	24%	23%	26%	*
£100 to £149 more per month	14%	21%	6%	9%	11%	12%	14%	17%	18%	15%	14%	19%	13%	14%	17%	15%	18%	14%	*
£150 to £199 more per month	6%	6%	2%	1%	3%	5%	5%	5%	8%	8%	7%	6%	5%	9%	6%	10%	10%	6%	*
£200 to £299 more per month	3%	0%	6%	1%	1%	2%	2%	3%	2%	2%	2%	4%	3%	3%	7%	0%	8%	3%	*
£300 to £399 more per month	1%	0%	0%	0%	0%	1%	0%	1%	2%	0%	0%	0%	1%	1%	0%	1%	3%	1%	*
£400 to £499 more per month	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	10%	1%	1%	*
Increased by £500 or more per month	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	*
Don't Know	9%	33%	8%	9%	12%	8%	9%	6%	5%	6%	6%	6%	5%	7%	6%	16%	6%	9%	*

Note:

BASE: Experienced an increase in their energy bills in last year

Fieldwork: 12th May - 18th May 2023

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

(46.E) If you were to guess, how much more do your monthly energy bills cost each month than they did a year ago?

		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	3508	905	843	801	945	227	1221	1399	545	116	3158	315	2454	651	285
Weighted	3500	926	905	773	881	236	1220	1398	535	111	3159	308	2470	638	276
Under £10 more per month	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%
£10 to £19 more per month	8%	7%	8%	8%	8%	9%	7%	8%	9%	5%	8%	6%	8%	8%	6%
£20 to £29 more per month	11%	9%	12%	11%	11%	12%	10%	10%	10%	12%	11%	10%	11%	11%	9%
£30 to £39 more per month	9%	8%	11%	8%	9%	6%	9%	10%	8%	7%	9%	10%	9%	11%	8%
£40 to £49 more per month	12%	11%	12%	12%	14%	12%	12%	12%	14%	9%	12%	12%	12%	12%	11%
£50 to £99 more per month	26%	29%	24%	26%	24%	21%	27%	26%	25%	29%	26%	26%	26%	26%	28%
£100 to £149 more per month	14%	15%	14%	15%	12%	16%	14%	14%	14%	12%	14%	13%	14%	13%	15%
£150 to £199 more per month	6%	7%	5%	5%	5%	6%	5%	5%	6%	5%	6%	5%	6%	5%	6%
£200 to £299 more per month	3%	4%	2%	4%	2%	3%	3%	3%	3%	4%	3%	3%	3%	3%	4%
£300 to £399 more per month	1%	1%	1%	0%	1%	1%	1%	0%	0%	3%	1%	1%	1%	0%	1%
£400 to £499 more per month	1%	1%	0%	0%	0%	4%	0%	1%	0%	0%	1%	0%	1%	0%	1%
Increased by £500 or more per month	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	9%	7%	10%	8%	10%	8%	9%	10%	7%	10%	8%	11%	8%	10%	10%

Note:

BASE: Experienced an increase in their energy bills in last year

Fieldwork: 12th May - 18th May 2023

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

(47.A) Do you expect the cost of your energy bills to increase in the next year?

		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
Yes	61%	72%	65%	63%	61%	55%	51%	61%	58%	57%	58%	63%	63%	60%	58%	63%	63%	59%	62%
No	20%	15%	20%	18%	19%	24%	25%	19%	24%	23%	22%	16%	22%	19%	22%	21%	17%	20%	11%
Don't Know	19%	13%	15%	19%	20%	21%	24%	20%	18%	20%	19%	21%	15%	20%	20%	16%	20%	21%	27%

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) Do you expect the cost of your energy bills to increase in the next year?

		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
Yes	61%	57%	64%	57%	61%	62%	55%	66%	56%	57%	62%	55%	65%	64%	58%	66%	60%	61%	75%
No	20%	24%	16%	23%	21%	15%	26%	18%	24%	27%	14%	28%	18%	21%	21%	16%	22%	22%	13%
Don't Know	19%	18%	20%	20%	18%	23%	19%	15%	20%	15%	24%	18%	17%	16%	21%	17%	18%	17%	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

(47.C) Do you expect the cost of your energy bills to increase in the next year?

		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
Yes	61%	66%	58%	63%	58%	60%	58%	55%	61%	*	63%	62%	67%	69%	60%	64%	64%	60%	54%
No	20%	16%	22%	18%	22%	20%	25%	24%	22%	*	16%	16%	16%	11%	21%	17%	18%	21%	23%
Don't Know	19%	17%	20%	18%	20%	20%	17%	20%	16%	*	21%	22%	18%	19%	19%	19%	18%	18%	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

(47.D) Do you expect the cost of your energy bills to increase in the next year?

		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
Yes	61%	82%	59%	60%	59%	60%	59%	60%	62%	58%	64%	58%	63%	63%	52%	59%	65%	61%	64%
No	20%	4%	20%	17%	19%	22%	20%	19%	19%	24%	18%	25%	24%	19%	29%	27%	21%	20%	27%
Don't Know	19%	14%	21%	23%	23%	17%	20%	21%	19%	18%	18%	16%	13%	18%	19%	15%	14%	20%	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

(47.E) Do you expect the cost of your energy bills to increase in the next year?

		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
Yes	61%	60%	62%	62%	59%	56%	55%	63%	68%	74%	61%	55%	61%	60%	57%
No	20%	22%	19%	20%	20%	28%	26%	17%	14%	5%	20%	23%	20%	19%	25%
Don't Know	19%	18%	19%	18%	22%	16%	19%	20%	18%	20%	19%	22%	18%	20%	18%

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) And by how much more do you expect to be paying on your monthly energy bills in a year?

		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	2411	370	378	438	435	339	451	327	320	181	215	174	213	201	100	293	212	109	66
Weighted	2428	405	447	428	415	308	426	342	304	183	211	176	226	194	92	280	229	118	74
Under £10 more per month	3%	5%	3%	3%	2%	2%	5%	4%	2%	4%	1%	5%	6%	4%	3%	2%	1%	4%	3%
£10 to £19 more per month	13%	11%	11%	11%	13%	16%	16%	12%	12%	12%	15%	14%	10%	15%	17%	12%	12%	13%	21%
£20 to £29 more per month	15%	14%	15%	15%	16%	14%	16%	11%	13%	18%	16%	12%	15%	16%	13%	12%	19%	22%	23%
£30 to £39 more per month	11%	12%	11%	14%	10%	9%	10%	10%	12%	11%	9%	11%	12%	10%	11%	12%	9%	12%	13%
£40 to £49 more per month	12%	9%	14%	13%	13%	10%	12%	11%	12%	9%	12%	13%	11%	10%	16%	14%	12%	10%	10%
£50 to £99 more per month	14%	14%	15%	14%	15%	13%	11%	15%	12%	10%	13%	16%	14%	11%	12%	17%	15%	15%	8%
£100 to £149 more per month	7%	7%	9%	8%	7%	6%	5%	9%	6%	7%	5%	8%	8%	6%	6%	7%	9%	4%	2%
£150 to £199 more per month	4%	4%	5%	3%	3%	4%	3%	5%	4%	5%	4%	2%	3%	3%	3%	5%	2%	2%	2%
£200 to £299 more per month	3%	4%	5%	3%	4%	2%	2%	3%	4%	4%	4%	3%	2%	4%	1%	4%	4%	2%	2%
£300 to £399 more per month	1%	2%	2%	2%	0%	1%	0%	2%	1%	2%	1%	2%	2%	1%	1%	1%	0%	1%	0%
£400 to £499 more per month	1%	0%	1%	1%	0%	1%	0%	0%	0%	3%	0%	0%	1%	1%	0%	1%	1%	0%	0%
Increase by £500 or more per month	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%
Don't Know	16%	17%	10%	13%	17%	23%	20%	16%	21%	14%	17%	12%	14%	19%	16%	13%	15%	16%	16%

Note:

BASE: Expect energy bills to increase in cost in next year

Fieldwork: 12th May - 18th May 2023

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

(48.B) And by how much more do you expect to be paying on your monthly energy bills in a year?

		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	2411	1065	1338	853	973	342	779	724	161	31	339	472	928	205	0	0	621	253	34
Weighted	2428	1129	1291	827	989	353	762	742	159	30	342	464	952	205	0	0	644	267	34
Under £10 more per month	3%	3%	3%	2%	3%	6%	4%	2%	2%	0%	5%	4%	3%	4%	4%	4%	2%	3%	11%
£10 to £19 more per month	13%	14%	12%	13%	13%	16%	13%	14%	14%	9%	13%	13%	12%	19%	16%	14%	11%	10%	12%
£20 to £29 more per month	15%	14%	15%	17%	15%	12%	15%	14%	11%	19%	15%	15%	15%	9%	14%	17%	14%	16%	3%
£30 to £39 more per month	11%	12%	10%	12%	9%	10%	11%	13%	10%	9%	8%	12%	12%	9%	10%	9%	14%	9%	13%
£40 to £49 more per month	12%	12%	12%	12%	12%	12%	13%	12%	11%	24%	12%	12%	12%	14%	11%	12%	12%	14%	7%
£50 to £99 more per month	14%	14%	14%	13%	14%	14%	13%	12%	15%	7%	18%	15%	14%	8%	13%	14%	14%	13%	11%
£100 to £149 more per month	7%	6%	8%	6%	8%	6%	7%	8%	7%	3%	7%	8%	8%	7%	5%	5%	8%	12%	7%
£150 to £199 more per month	4%	3%	4%	4%	4%	2%	4%	4%	3%	3%	2%	5%	4%	3%	3%	3%	4%	3%	8%
£200 to £299 more per month	3%	3%	4%	3%	3%	4%	4%	4%	2%	4%	3%	3%	4%	4%	3%	3%	5%	4%	0%
£300 to £399 more per month	1%	2%	1%	1%	2%	1%	1%	2%	4%	9%	1%	0%	2%	3%	1%	1%	1%	2%	11%
£400 to £499 more per month	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	2%	0%	0%	0%	3%	0%
Increase by £500 or more per month	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	3%
Don't Know	16%	16%	16%	16%	15%	17%	15%	14%	20%	15%	17%	12%	13%	18%	19%	16%	15%	11%	15%

Note:

BASE: Expect energy bills to increase in cost in next year

Fieldwork: 12th May - 18th May 2023

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

(48.C) And by how much more do you expect to be paying on your monthly energy bills in a year?

		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	2411	521	677	374	442	269	127	804	609	0	181	204	509	81	218	136	168	84	602
Weighted	2428	553	675	377	432	266	125	781	623	0	181	204	527	89	226	134	164	80	561
Under £10 more per month	3%	3%	3%	4%	2%	4%	4%	4%	2%	*	3%	4%	4%	4%	3%	2%	1%	1%	4%
£10 to £19 more per month	13%	13%	13%	11%	13%	14%	16%	12%	11%	*	16%	19%	14%	9%	10%	10%	12%	10%	15%
£20 to £29 more per month	15%	16%	13%	17%	13%	15%	18%	14%	15%	*	20%	16%	15%	11%	13%	15%	16%	19%	15%
£30 to £39 more per month	11%	12%	9%	11%	12%	10%	9%	10%	12%	*	12%	13%	11%	4%	8%	9%	13%	6%	11%
£40 to £49 more per month	12%	10%	13%	12%	14%	12%	6%	12%	12%	*	10%	10%	13%	12%	13%	16%	18%	19%	10%
£50 to £99 more per month	14%	14%	13%	13%	15%	13%	11%	13%	13%	*	12%	13%	14%	24%	16%	18%	15%	13%	12%
£100 to £149 more per month	7%	7%	7%	6%	7%	6%	7%	5%	11%	*	7%	5%	6%	8%	8%	10%	7%	8%	6%
£150 to £199 more per month	4%	4%	4%	3%	4%	3%	1%	5%	4%	*	2%	1%	3%	1%	4%	4%	4%	2%	3%
£200 to £299 more per month	3%	2%	4%	6%	1%	3%	8%	2%	5%	*	4%	1%	4%	0%	4%	4%	4%	6%	2%
£300 to £399 more per month	1%	3%	1%	1%	0%	1%	2%	1%	2%	*	3%	2%	1%	1%	4%	1%	2%	1%	1%
£400 to £499 more per month	1%	2%	0%	0%	1%	0%	1%	1%	2%	*	1%	0%	0%	0%	3%	0%	1%	1%	1%
Increase by £500 or more per month	1%	1%	0%	1%	0%	0%	2%	0%	0%	*	1%	1%	1%	1%	1%	1%	0%	0%	0%
Don't Know	16%	12%	19%	15%	16%	20%	17%	20%	13%	*	10%	15%	13%	25%	13%	12%	7%	12%	19%

Note:

BASE: Expect energy bills to increase in cost in next year

Fieldwork: 12th May - 18th May 2023

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

(48.D) And by how much more do you expect to be paying on your monthly energy bills in a year?

		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	2411	21	108	188	189	244	257	221	180	137	131	188	125	90	40	53	93	2108	246
Weighted	2428	22	103	178	181	244	260	227	184	144	136	197	130	93	40	56	91	2119	248
Under £10 more per month	3%	0%	8%	7%	3%	5%	3%	1%	4%	3%	4%	2%	1%	2%	4%	0%	2%	3%	5%
£10 to £19 more per month	13%	17%	21%	21%	15%	16%	13%	14%	8%	12%	14%	13%	13%	9%	10%	10%	6%	13%	11%
£20 to £29 more per month	15%	11%	19%	16%	20%	18%	21%	16%	17%	13%	8%	12%	13%	10%	15%	8%	11%	15%	12%
£30 to £39 more per month	11%	14%	12%	9%	12%	10%	11%	13%	11%	11%	9%	11%	15%	9%	8%	6%	14%	11%	11%
£40 to £49 more per month	12%	0%	8%	11%	11%	11%	12%	16%	17%	14%	11%	13%	13%	10%	8%	5%	9%	12%	10%
£50 to £99 more per month	14%	8%	8%	9%	12%	13%	14%	12%	12%	15%	22%	16%	17%	15%	17%	16%	19%	14%	16%
£100 to £149 more per month	7%	5%	1%	3%	4%	5%	7%	5%	8%	7%	10%	7%	11%	15%	14%	5%	13%	7%	7%
£150 to £199 more per month	4%	8%	3%	4%	4%	2%	2%	2%	6%	5%	5%	6%	2%	2%	5%	5%	4%	3%	5%
£200 to £299 more per month	3%	0%	3%	2%	1%	4%	5%	2%	4%	3%	4%	7%	5%	9%	0%	1%	2%	3%	3%
£300 to £399 more per month	1%	0%	1%	0%	2%	1%	1%	3%	3%	1%	1%	0%	1%	1%	3%	3%	3%	1%	0%
£400 to £499 more per month	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	11%	1%	1%	0%
Increase by £500 or more per month	1%	0%	0%	2%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	2%	1%	0%
Don't Know	16%	37%	18%	17%	15%	15%	12%	15%	9%	13%	11%	13%	8%	19%	17%	29%	12%	15%	18%

Note:

BASE: Expect energy bills to increase in cost in next year

Fieldwork: 12th May - 18th May 2023

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

(48.E) And by how much more do you expect to be paying on your monthly energy bills in a year?

		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	2411	629	596	555	622	150	786	979	402	94	2197	192	1703	449	186
Weighted	2428	649	644	541	585	161	797	982	397	90	2215	191	1731	443	183
Under £10 more per month	3%	3%	3%	3%	4%	3%	4%	3%	3%	4%	3%	4%	4%	2%	2%
£10 to £19 more per month	13%	10%	15%	12%	14%	8%	14%	13%	14%	10%	13%	15%	13%	14%	15%
£20 to £29 more per month	15%	15%	15%	13%	17%	13%	14%	17%	14%	13%	15%	14%	15%	16%	10%
£30 to £39 more per month	11%	9%	13%	10%	11%	13%	10%	10%	13%	9%	11%	8%	11%	14%	6%
£40 to £49 more per month	12%	12%	11%	13%	11%	11%	13%	11%	12%	15%	12%	13%	12%	10%	13%
£50 to £99 more per month	14%	15%	14%	15%	12%	16%	13%	14%	12%	19%	14%	11%	14%	13%	11%
£100 to £149 more per month	7%	9%	6%	7%	5%	11%	6%	7%	6%	5%	7%	5%	7%	7%	5%
£150 to £199 more per month	4%	4%	3%	5%	3%	6%	5%	2%	3%	5%	4%	4%	4%	2%	6%
£200 to £299 more per month	3%	4%	4%	3%	3%	3%	3%	3%	5%	1%	4%	1%	4%	3%	3%
£300 to £399 more per month	1%	2%	0%	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%
£400 to £499 more per month	1%	1%	0%	1%	1%	4%	0%	1%	0%	1%	1%	1%	1%	0%	2%
Increase by £500 or more per month	1%	1%	0%	1%	1%	0%	0%	0%	0%	2%	1%	1%	0%	1%	1%
Don't Know	16%	15%	16%	15%	18%	10%	16%	17%	16%	15%	15%	23%	14%	17%	24%

Note:

BASE: Expect energy bills to increase in cost in next year

Fieldwork: 12th May - 18th May 2023

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

(49.A) Energy prices have risen over the last year. Did you seek out energy efficiency products in the last 12 months as a result of this?

		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	2014	261	280	328	369	319	457	291	273	146	186	146	185	167	84	224	169	97	46
Weighted	2017	287	338	321	352	290	431	301	256	146	181	146	197	161	79	212	181	105	53
Yes, and I ended up installing some products	18%	20%	16%	20%	17%	17%	21%	21%	18%	14%	21%	21%	17%	16%	29%	17%	20%	10%	19%
Yes, I sought products but did not install any	16%	32%	29%	18%	12%	7%	6%	21%	15%	14%	9%	18%	23%	14%	9%	15%	15%	20%	18%
No, I did not seek new products as a result of the increased energy prices	60%	41%	50%	54%	67%	72%	71%	53%	60%	69%	64%	59%	54%	64%	58%	60%	63%	62%	57%
Don't know	5%	7%	5%	8%	5%	5%	3%	6%	6%	3%	6%	3%	6%	6%	5%	8%	2%	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

(49.B) Energy prices have risen over the last year. Did you seek out energy efficiency products in the last 12 months as a result of this?

		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	2014	946	1063	752	822	267	734	550	146	34	260	444	736	155	0	0	521	205	24
Weighted	2017	985	1028	730	828	274	714	561	145	33	264	434	750	155	0	0	540	216	24
Yes, and I ended up installing some products	18%	20%	17%	16%	21%	14%	18%	21%	25%	11%	14%	19%	20%	27%	15%	18%	18%	28%	8%
Yes, I sought products but did not install any	16%	18%	14%	15%	15%	19%	12%	23%	10%	23%	15%	14%	21%	13%	10%	18%	21%	16%	22%
No, I did not seek new products as a result of the increased energy prices	60%	58%	62%	65%	59%	59%	65%	51%	65%	66%	63%	64%	54%	58%	69%	57%	57%	52%	71%
Don't know	5%	4%	7%	4%	5%	8%	5%	6%	1%	0%	8%	4%	6%	1%	6%	6%	5%	4%	0%

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

(49.C) Energy prices have risen over the last year. Did you seek out energy efficiency products in the last 12 months as a result of this?

		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	2014	408	583	313	374	228	107	742	489	0	136	167	405	56	179	103	122	65	573
Weighted	2017	432	578	313	368	220	104	710	498	0	140	165	426	60	185	104	121	61	536
Yes, and I ended up installing some products	18%	19%	21%	18%	17%	17%	12%	19%	20%	*	15%	20%	15%	23%	20%	29%	22%	14%	22%
Yes, I sought products but did not install any	16%	22%	14%	16%	14%	14%	18%	10%	19%	*	19%	14%	24%	16%	26%	18%	18%	8%	7%
No, I did not seek new products as a result of the increased energy prices	60%	52%	59%	61%	65%	66%	63%	67%	55%	*	56%	61%	56%	48%	48%	44%	56%	77%	68%
Don't know	5%	6%	6%	5%	4%	4%	8%	4%	5%	*	10%	5%	5%	13%	6%	9%	5%	2%	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

(49.D) Energy prices have risen over the last year. Did you seek out energy efficiency products in the last 12 months as a result of this?

		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	2014	13	98	168	153	217	217	186	137	137	102	143	104	70	40	48	83	1758	211
Weighted	2017	13	94	158	147	218	215	191	139	144	103	148	106	73	40	51	79	1754	216
Yes, and I ended up installing some products	18%	7%	14%	17%	19%	15%	16%	14%	17%	26%	21%	21%	16%	24%	32%	23%	29%	19%	14%
Yes, I sought products but did not install any	16%	7%	18%	14%	13%	14%	17%	19%	18%	19%	20%	14%	23%	18%	11%	23%	15%	16%	22%
No, I did not seek new products as a result of the increased energy prices	60%	72%	61%	65%	62%	61%	63%	60%	62%	53%	57%	57%	56%	53%	54%	52%	54%	60%	60%
Don't know	5%	14%	7%	4%	6%	10%	3%	7%	3%	3%	2%	7%	5%	5%	2%	2%	2%	5%	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

(49.E) Energy prices have risen over the last year. Did you seek out energy efficiency products in the last 12 months as a result of this?

		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	2014	541	485	433	546	135	737	763	319	60	1813	179	1403	383	158
Weighted	2017	554	524	420	510	140	739	769	313	57	1819	177	1414	380	155
Yes, and I ended up installing some products	18%	23%	18%	17%	15%	22%	19%	18%	18%	14%	19%	11%	21%	13%	12%
Yes, I sought products but did not install any	16%	19%	15%	18%	13%	27%	14%	17%	18%	11%	18%	6%	18%	15%	10%
No, I did not seek new products as a result of the increased energy prices	60%	54%	61%	60%	65%	49%	63%	60%	58%	64%	58%	79%	57%	66%	73%
Don't know	5%	4%	6%	5%	7%	2%	5%	6%	6%	11%	5%	4%	5%	6%	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

(50.A) Energy prices have risen over the last year. Did you install improved insulation in the last 12 months as a result of this?

		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	2002	250	296	369	352	301	434	250	282	176	186	138	155	166	89	241	171	86	62
Weighted	1999	274	350	361	332	272	410	261	265	177	181	137	164	159	82	229	180	95	68
Yes, and I ended up installing some products	8%	11%	12%	9%	6%	7%	6%	10%	6%	9%	8%	11%	7%	9%	10%	7%	7%	11%	7%
Yes, I sought products but did not install any	9%	16%	16%	10%	6%	3%	2%	13%	7%	6%	4%	9%	11%	9%	12%	8%	8%	10%	6%
No, I did not seek new products as a result of the increased energy prices	78%	62%	66%	77%	84%	84%	91%	71%	83%	80%	84%	76%	73%	75%	75%	79%	82%	71%	83%
Don't know	5%	12%	7%	5%	3%	5%	2%	6%	5%	4%	4%	4%	9%	7%	3%	6%	3%	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

(50.B) Energy prices have risen over the last year. Did you install improved insulation in the last 12 months as a result of this?

		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	2002	959	1040	760	787	289	700	551	143	21	287	426	707	170	0	0	519	219	23
Weighted	1999	994	1003	730	795	296	681	563	140	19	289	417	722	169	0	0	539	226	20
Yes, and I ended up installing some products	8%	9%	7%	9%	9%	5%	9%	10%	7%	15%	4%	10%	10%	9%	7%	9%	7%	14%	24%
Yes, I sought products but did not install any	9%	10%	7%	6%	9%	12%	7%	12%	10%	9%	8%	9%	10%	11%	6%	9%	12%	7%	16%
No, I did not seek new products as a result of the increased energy prices	78%	76%	80%	82%	78%	76%	81%	72%	80%	71%	81%	77%	74%	75%	83%	76%	76%	74%	55%
Don't know	5%	5%	6%	3%	4%	6%	3%	6%	4%	5%	7%	4%	6%	6%	4%	6%	5%	5%	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

(50.C) Energy prices have risen over the last year. Did you install improved insulation in the last 12 months as a result of this?

		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	2002	381	601	284	398	226	111	730	505	0	148	168	362	64	184	111	143	76	541
Weighted	1999	402	598	285	383	221	110	705	518	0	146	165	370	68	192	107	137	72	504
Yes, and I ended up installing some products	8%	11%	7%	6%	10%	7%	7%	10%	8%	*	8%	9%	6%	5%	14%	11%	9%	4%	7%
Yes, I sought products but did not install any	9%	11%	8%	9%	7%	5%	10%	5%	12%	*	10%	7%	10%	8%	14%	10%	10%	10%	3%
No, I did not seek new products as a result of the increased energy prices	78%	70%	80%	78%	78%	85%	80%	83%	74%	*	79%	78%	76%	75%	65%	75%	78%	85%	87%
Don't know	5%	8%	4%	6%	5%	3%	3%	3%	5%	*	3%	6%	7%	12%	6%	4%	3%	1%	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

(50.D) Energy prices have risen over the last year. Did you install improved insulation in the last 12 months as a result of this?

		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	2002	13	86	149	169	192	220	188	156	104	106	183	98	78	37	44	63	1759	173
Weighted	1999	13	81	141	162	188	224	188	158	108	111	191	103	78	36	45	61	1755	171
Yes, and I ended up installing some products	8%	0%	7%	9%	6%	6%	8%	9%	9%	6%	13%	9%	9%	5%	3%	19%	12%	9%	4%
Yes, I sought products but did not install any	9%	10%	8%	4%	3%	11%	8%	9%	9%	17%	10%	10%	9%	11%	5%	7%	8%	9%	9%
No, I did not seek new products as a result of the increased energy prices	78%	72%	76%	76%	88%	81%	79%	76%	75%	73%	74%	77%	75%	81%	89%	70%	76%	78%	81%
Don't know	5%	18%	9%	11%	3%	2%	5%	6%	6%	3%	4%	4%	7%	3%	3%	3%	4%	4%	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

(50.E) Energy prices have risen over the last year. Did you install improved insulation in the last 12 months as a result of this?

		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	2002	519	482	473	521	142	706	810	278	66	1804	175	1401	367	171
Weighted	1999	529	517	458	488	149	705	804	276	65	1809	168	1419	354	165
Yes, and I ended up installing some products	8%	10%	6%	9%	8%	18%	8%	7%	7%	1%	9%	5%	10%	4%	6%
Yes, I sought products but did not install any	9%	10%	9%	10%	7%	19%	7%	8%	8%	8%	9%	5%	10%	6%	3%
No, I did not seek new products as a result of the increased energy prices	78%	76%	79%	76%	80%	58%	81%	79%	78%	82%	77%	87%	76%	82%	90%
Don't know	5%	4%	6%	6%	5%	5%	4%	6%	6%	8%	5%	3%	4%	8%	1%

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

(51.A) And how much or more less likely are you to seek out energy efficiency products in the next 12 months as a result of the rise of energy over the last year?

		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	2003	260	281	329	369	309	455	288	271	146	183	147	187	166	84	224	166	95	46
Weighted	2007	285	339	322	351	281	429	298	255	146	178	146	199	160	79	213	178	103	53
Much more likely	15%	22%	14%	16%	16%	11%	10%	17%	12%	12%	13%	13%	16%	13%	18%	17%	12%	12%	22%
Somewhat more likely	33%	44%	42%	35%	31%	27%	24%	35%	34%	28%	32%	39%	41%	34%	28%	26%	39%	26%	26%
Neither more nor less likely	39%	22%	32%	36%	40%	45%	52%	35%	39%	47%	41%	34%	32%	41%	45%	41%	35%	50%	41%
Somewhat less likely	3%	4%	4%	4%	2%	4%	1%	3%	4%	4%	3%	2%	3%	5%	4%	2%	4%	1%	7%
Much less likely	2%	2%	2%	2%	2%	4%	2%	3%	3%	1%	1%	1%	2%	3%	1%	3%	3%	2%	0%
Don't Know	8%	5%	6%	7%	9%	8%	10%	8%	9%	7%	10%	10%	6%	5%	4%	11%	8%	8%	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

(51.B) And how much or more less likely are you to seek out energy efficiency products in the next 12 months as a result of the rise of energy over the last year?

		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	2003	944	1054	748	816	265	732	550	140	34	261	444	735	148	0	0	515	207	24
Weighted	2007	983	1019	726	823	272	712	561	139	33	265	435	750	148	0	0	534	219	24
Much more likely	15%	15%	14%	10%	17%	12%	11%	18%	17%	7%	11%	14%	17%	20%	13%	14%	16%	18%	30%
Somewhat more likely	33%	33%	34%	27%	36%	32%	30%	38%	30%	17%	33%	29%	38%	37%	27%	35%	35%	42%	26%
Neither more nor less likely	39%	41%	37%	48%	36%	38%	45%	34%	40%	56%	41%	46%	32%	31%	44%	39%	38%	28%	33%
Somewhat less likely	3%	4%	3%	4%	2%	4%	3%	3%	3%	5%	2%	4%	3%	3%	3%	3%	3%	3%	0%
Much less likely	2%	3%	2%	3%	1%	4%	2%	2%	1%	7%	2%	1%	2%	1%	3%	1%	2%	2%	0%
Don't Know	8%	5%	11%	8%	7%	11%	8%	6%	9%	8%	11%	7%	7%	9%	10%	7%	6%	6%	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

(51.C) And how much or more less likely are you to seek out energy efficiency products in the next 12 months as a result of the rise of energy over the last year?

		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	2003	409	576	309	376	228	104	732	486	0	136	168	406	56	180	101	122	65	569
Weighted	2007	433	572	309	370	220	101	700	496	0	140	166	427	60	187	102	120	62	532
Much more likely	15%	19%	17%	11%	11%	13%	10%	11%	18%	*	13%	19%	16%	18%	18%	22%	19%	9%	11%
Somewhat more likely	33%	36%	36%	33%	32%	27%	28%	28%	37%	*	36%	33%	35%	39%	44%	30%	36%	31%	28%
Neither more nor less likely	39%	33%	35%	39%	43%	50%	50%	47%	35%	*	36%	36%	35%	22%	26%	37%	38%	44%	47%
Somewhat less likely	3%	3%	3%	5%	2%	2%	4%	2%	4%	*	6%	4%	3%	0%	5%	4%	2%	0%	2%
Much less likely	2%	3%	2%	2%	2%	2%	3%	1%	2%	*	3%	2%	3%	6%	1%	2%	2%	5%	2%
Don't Know	8%	6%	8%	9%	10%	6%	6%	10%	5%	*	5%	6%	8%	15%	7%	6%	3%	11%	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

(51.D) And how much or more less likely are you to seek out energy efficiency products in the next 12 months as a result of the rise of energy over the last year?

		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	2003	13	98	168	153	218	218	185	139	135	102	141	105	66	40	46	81	1752	206
Weighted	2007	13	94	157	147	219	216	191	141	142	104	146	107	69	39	49	78	1749	212
Much more likely	15%	20%	14%	14%	14%	15%	14%	11%	7%	18%	17%	20%	20%	13%	19%	19%	14%	15%	12%
Somewhat more likely	33%	18%	30%	28%	31%	32%	29%	38%	35%	35%	32%	31%	28%	38%	45%	41%	53%	33%	39%
Neither more nor less likely	39%	35%	42%	43%	43%	39%	44%	38%	43%	37%	39%	39%	44%	35%	25%	26%	21%	39%	39%
Somewhat less likely	3%	0%	4%	3%	1%	2%	3%	2%	6%	3%	3%	2%	0%	9%	5%	2%	6%	3%	2%
Much less likely	2%	13%	4%	1%	1%	5%	1%	0%	4%	1%	1%	0%	3%	3%	0%	5%	3%	3%	0%
Don't Know	8%	14%	6%	11%	9%	7%	9%	11%	5%	5%	8%	7%	5%	3%	5%	7%	5%	8%	7%

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

(51.E) And how much or more less likely are you to seek out energy efficiency products in the next 12 months as a result of the rise of energy over the last year?

		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	2003	537	483	430	544	131	732	761	317	62	1802	179	1391	383	157
Weighted	2007	551	522	417	508	136	734	768	311	58	1809	177	1403	380	154
Much more likely	15%	18%	13%	12%	14%	23%	12%	13%	18%	20%	16%	2%	18%	6%	3%
Somewhat more likely	33%	39%	33%	33%	29%	31%	33%	34%	34%	27%	35%	16%	38%	25%	19%
Neither more nor less likely	39%	34%	39%	39%	44%	30%	44%	38%	36%	26%	37%	61%	34%	48%	64%
Somewhat less likely	3%	3%	3%	3%	3%	4%	4%	3%	3%	3%	3%	6%	3%	6%	3%
Much less likely	2%	2%	2%	3%	2%	4%	1%	3%	2%	7%	2%	6%	2%	3%	5%
Don't Know	8%	4%	11%	9%	8%	8%	6%	9%	8%	17%	7%	9%	6%	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

(52.A) And how much or more less likely are you to install improved insulation in the next 12 months as a result of the rise of energy over the last year?

		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	2013	251	295	368	352	311	436	253	284	176	189	137	153	167	89	241	174	88	62
Weighted	2010	275	348	360	332	281	412	264	266	177	184	136	162	160	82	229	183	97	68
Much more likely	5%	10%	10%	6%	3%	2%	3%	7%	5%	8%	4%	2%	5%	8%	9%	5%	4%	2%	2%
Somewhat more likely	19%	31%	27%	21%	15%	17%	9%	24%	16%	12%	14%	17%	22%	17%	19%	26%	20%	24%	19%
Neither more nor less likely	47%	30%	37%	47%	55%	58%	56%	44%	52%	52%	50%	55%	45%	42%	40%	43%	50%	43%	56%
Somewhat less likely	5%	5%	7%	6%	3%	3%	5%	7%	5%	5%	6%	5%	5%	4%	4%	5%	5%	4%	2%
Much less likely	7%	6%	6%	5%	8%	9%	10%	6%	6%	11%	9%	11%	7%	6%	6%	8%	5%	9%	11%
Don't Know	15%	18%	13%	16%	16%	11%	17%	13%	16%	12%	17%	10%	16%	23%	22%	12%	17%	18%	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

(52.B) And how much or more less likely are you to install improved insulation in the next 12 months as a result of the rise of energy over the last year?

		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	2013	961	1049	764	793	291	702	551	149	21	286	426	708	177	0	0	525	217	23
Weighted	2010	995	1011	734	800	298	683	562	145	19	288	417	723	176	0	0	545	224	20
Much more likely	5%	5%	6%	4%	7%	5%	5%	6%	2%	5%	3%	8%	6%	4%	5%	4%	5%	9%	24%
Somewhat more likely	19%	20%	19%	16%	21%	20%	17%	25%	23%	21%	14%	19%	23%	25%	15%	21%	24%	26%	13%
Neither more nor less likely	47%	51%	44%	51%	49%	45%	52%	41%	58%	51%	48%	51%	44%	46%	48%	46%	50%	44%	43%
Somewhat less likely	5%	5%	5%	4%	5%	7%	6%	5%	3%	5%	6%	4%	5%	6%	6%	5%	4%	5%	5%
Much less likely	7%	7%	8%	10%	6%	5%	9%	7%	2%	9%	7%	8%	7%	4%	10%	7%	4%	5%	12%
Don't Know	15%	12%	18%	14%	13%	19%	12%	16%	12%	10%	22%	10%	14%	15%	17%	18%	12%	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

(52.C) And how much or more less likely are you to install improved insulation in the next 12 months as a result of the rise of energy over the last year?

		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	2013	380	608	288	396	226	114	740	508	0	148	167	361	64	183	113	143	76	545
Weighted	2010	401	604	289	381	221	114	714	521	0	146	164	369	68	190	109	137	72	508
Much more likely	5%	8%	4%	4%	5%	5%	9%	4%	4%	*	9%	6%	8%	2%	8%	6%	6%	3%	2%
Somewhat more likely	19%	25%	20%	18%	14%	18%	24%	17%	23%	*	20%	15%	21%	21%	27%	21%	23%	23%	10%
Neither more nor less likely	47%	42%	47%	49%	55%	48%	42%	55%	47%	*	37%	43%	43%	38%	42%	42%	46%	48%	56%
Somewhat less likely	5%	6%	4%	6%	6%	4%	3%	5%	7%	*	3%	5%	5%	4%	9%	5%	4%	5%	5%
Much less likely	7%	7%	8%	6%	8%	8%	8%	8%	6%	*	7%	12%	7%	7%	4%	4%	6%	9%	10%
Don't Know	15%	13%	17%	17%	12%	17%	14%	12%	13%	*	24%	20%	17%	28%	11%	22%	15%	12%	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

(52.D) And how much or more less likely are you to install improved insulation in the next 12 months as a result of the rise of energy over the last year?

		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	2013	13	86	149	169	191	219	189	154	106	106	185	97	82	37	46	65	1765	178
Weighted	2010	13	81	141	162	187	223	188	156	109	111	192	102	82	36	47	63	1761	176
Much more likely	5%	10%	2%	8%	4%	5%	5%	2%	5%	6%	6%	6%	7%	8%	7%	15%	7%	6%	4%
Somewhat more likely	19%	9%	16%	11%	15%	16%	16%	21%	25%	17%	23%	27%	23%	26%	6%	24%	27%	19%	19%
Neither more nor less likely	47%	41%	45%	48%	47%	53%	47%	50%	43%	52%	49%	47%	52%	44%	63%	44%	47%	47%	52%
Somewhat less likely	5%	0%	3%	5%	5%	6%	6%	4%	4%	13%	2%	2%	5%	6%	0%	8%	2%	5%	6%
Much less likely	7%	0%	12%	12%	11%	6%	10%	10%	7%	2%	7%	7%	3%	6%	3%	2%	1%	8%	6%
Don't Know	15%	40%	22%	16%	17%	15%	17%	12%	15%	10%	13%	11%	10%	10%	22%	6%	16%	15%	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

(52.E) And how much or more less likely are you to install improved insulation in the next 12 months as a result of the rise of energy over the last year?

		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	2013	523	484	476	523	146	711	812	280	64	1815	175	1413	367	172
Weighted	2010	533	519	461	490	153	710	806	278	63	1819	168	1430	354	166
Much more likely	5%	6%	4%	6%	4%	17%	6%	4%	3%	3%	6%	2%	7%	2%	1%
Somewhat more likely	19%	24%	21%	19%	12%	24%	21%	19%	16%	13%	20%	8%	23%	10%	9%
Neither more nor less likely	47%	46%	47%	47%	50%	38%	52%	47%	42%	41%	46%	62%	45%	55%	57%
Somewhat less likely	5%	5%	4%	6%	5%	4%	4%	6%	6%	4%	5%	3%	5%	6%	5%
Much less likely	7%	6%	8%	7%	9%	9%	6%	7%	9%	24%	7%	15%	6%	9%	17%
Don't Know	15%	13%	15%	15%	19%	8%	12%	17%	23%	15%	15%	9%	14%	17%	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

(53.A) Energy prices have risen over the last year. Do you think the UK Government is responsible for this?

		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 entirely responsible for this	24%	34%	37%	29%	23%	16%	11%	26%	20%	24%	18%	24%	23%	26%	24%	28%	32%	28%	18%
The UK Government is partially responsible for this	57%	57%	52%	59%	59%	56%	56%	58%	59%	54%	60%	54%	59%	54%	55%	54%	51%	58%	64%
The UK Government is not responsible for this	14%	5%	6%	7%	13%	22%	30%	12%	16%	18%	16%	17%	12%	17%	16%	14%	14%	8%	12%
Don't know	5%	4%	5%	5%	4%	6%	4%	3%	5%	4%	6%	5%	6%	3%	5%	4%	3%	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

(53.B) Energy prices have risen over the last year. Do you think the UK Government is responsible for this?

		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 entirely responsible for this	24%	24%	25%	20%	25%	29%	16%	32%	13%	23%	27%	13%	32%	19%	22%	26%	26%	27%	34%
The UK Government is partially responsible for this	57%	56%	57%	53%	59%	55%	53%	58%	70%	64%	59%	49%	58%	66%	54%	57%	57%	61%	58%
The UK Government is not responsible for this	14%	16%	13%	22%	12%	8%	27%	6%	13%	10%	7%	34%	6%	12%	17%	13%	13%	9%	6%
Don't know	5%	4%	5%	5%	3%	7%	4%	4%	4%	3%	8%	4%	3%	3%	7%	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

(53.C) Energy prices have risen over the last year. Do you think the UK Government is responsible for this?

		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
The UK Government is entirely responsible for this	24%	31%	23%	26%	20%	20%	23%	16%	27%	*	31%	30%	31%	27%	35%	30%	32%	32%	14%
The UK Government is partially responsible for this	57%	56%	56%	58%	57%	57%	56%	56%	58%	*	54%	58%	56%	60%	54%	54%	56%	44%	56%
The UK Government is not responsible for this	14%	9%	16%	12%	18%	18%	15%	24%	11%	*	8%	8%	9%	6%	6%	9%	9%	17%	26%
Don't know	5%	4%	5%	4%	4%	5%	5%	4%	4%	*	7%	4%	5%	7%	6%	6%	2%	7%	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

(53.D) Energy prices have risen over the last year. Do you think the UK Government is responsible for this?

		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 entirely responsible for this	24%	38%	30%	23%	23%	27%	27%	23%	26%	24%	20%	27%	21%	27%	20%	23%	20%	25%	22%
The UK Government is partially responsible for this	57%	55%	52%	55%	55%	57%	51%	61%	58%	54%	60%	57%	59%	57%	55%	55%	62%	57%	54%
The UK Government is not responsible for this	14%	0%	8%	14%	18%	13%	17%	12%	12%	17%	18%	11%	18%	14%	22%	19%	15%	14%	18%
Don't know	5%	8%	10%	7%	4%	4%	4%	3%	3%	5%	3%	5%	2%	3%	3%	4%	3%	4%	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

(53.E) Energy prices have risen over the last year. Do you think the UK Government is responsible for this?

		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 entirely responsible for this	24%	24%	23%	27%	25%	26%	17%	26%	32%	46%	24%	31%	24%	23%	32%
The UK Government is partially responsible for this	57%	58%	58%	55%	54%	52%	59%	57%	56%	39%	58%	44%	59%	56%	43%
The UK Government is not responsible for this	14%	15%	14%	14%	14%	17%	20%	12%	7%	6%	14%	18%	14%	14%	21%
Don't know	5%	3%	5%	4%	7%	5%	4%	5%	4%	8%	4%	6%	3%	7%	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

(54.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 prioritise keeping the cost of heating homes low, even if it means contributing more to climate change	52%	54%	53%	53%	52%	51%	48%	50%	50%	54%	48%	54%	49%	54%	59%	53%	51%	52%	61%
We should prioritise reducing our contribution to climate change, even if it means the cost of heating homes increases	30%	32%	32%	29%	30%	29%	27%	36%	31%	28%	30%	24%	32%	28%	23%	28%	33%	24%	25%
Don't Know	19%	15%	15%	18%	18%	20%	24%	14%	19%	18%	22%	22%	19%	18%	19%	19%	16%	24%	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

(54.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 prioritise keeping the cost of heating homes low, even if it means contributing more to climate change	52%	53%	51%	59%	45%	53%	57%	48%	41%	64%	55%	57%	50%	46%	58%	51%	47%	53%	36%
We should prioritise reducing our contribution to climate change, even if it means the cost of heating homes increases	30%	32%	27%	23%	37%	24%	26%	33%	39%	24%	21%	28%	32%	38%	23%	27%	37%	33%	49%
Don't Know	19%	15%	22%	17%	18%	23%	17%	19%	20%	12%	24%	15%	18%	17%	18%	22%	16%	14%	15%

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.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 prioritise keeping the cost of heating homes low, even if it means contributing more to climate change	52%	52%	49%	57%	55%	47%	48%	51%	50%	*	63%	54%	52%	54%	56%	56%	54%	46%	49%
We should prioritise reducing our contribution to climate change, even if it means the cost of heating homes increases	30%	34%	30%	25%	27%	31%	33%	29%	35%	*	21%	25%	29%	29%	27%	27%	32%	32%	27%
Don't Know	19%	14%	21%	18%	18%	22%	19%	20%	16%	*	16%	21%	19%	18%	17%	16%	14%	21%	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

(54.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 prioritise keeping the cost of heating homes low, even if it means contributing more to climate change	52%	35%	58%	52%	56%	53%	52%	54%	55%	47%	48%	49%	52%	48%	54%	51%	52%	53%	50%
We should prioritise reducing our contribution to climate change, even if it means the cost of heating homes increases	30%	29%	22%	24%	26%	27%	30%	24%	28%	36%	32%	34%	37%	37%	38%	38%	36%	29%	35%
Don't Know	19%	36%	20%	24%	18%	20%	19%	22%	16%	17%	19%	17%	11%	15%	8%	11%	12%	18%	15%

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.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 prioritise keeping the cost of heating homes low, even if it means contributing more to climate change	52%	46%	55%	54%	54%	51%	49%	52%	55%	63%	49%	80%	45%	66%	81%
We should prioritise reducing our contribution to climate change, even if it means the cost of heating homes increases	30%	38%	28%	27%	24%	39%	33%	28%	22%	16%	32%	9%	36%	15%	12%
Don't Know	19%	16%	17%	19%	23%	10%	17%	20%	22%	21%	19%	11%	19%	19%	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

(55.A) Last winter, the Government announced the Energy Price Guarantee (EPG). Have you heard this term before taking this survey?

		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	4006	510	572	697	718	620	889	540	555	320	371	282	340	333	172	463	340	183	107
Weighted	4006	559	683	682	681	562	839	561	521	321	361	280	361	320	160	440	361	200	120
Yes, I had heard of it and know what it is	52%	24%	38%	51%	60%	64%	69%	46%	56%	50%	57%	57%	48%	53%	54%	53%	56%	42%	53%
Yes, I had heard of it but do not know what it is	31%	40%	37%	31%	28%	26%	25%	36%	28%	34%	28%	27%	33%	29%	25%	31%	28%	40%	26%
No, I had not heard of it	17%	36%	25%	18%	12%	10%	6%	18%	16%	16%	15%	16%	18%	18%	21%	16%	17%	18%	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

(55.B) Last winter, the Government announced the Energy Price Guarantee (EPG). Have you heard this term before taking this survey?

		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	4006	1902	2096	1506	1606	555	1430	1098	289	55	545	869	1438	324	0	0	1039	422	47
Weighted	4006	1975	2023	1453	1620	569	1391	1120	284	52	551	850	1468	323	0	0	1078	440	45
Yes, I had heard of it and know what it is	52%	56%	49%	58%	57%	43%	62%	48%	58%	57%	45%	60%	50%	54%	54%	47%	54%	52%	57%
Yes, I had heard of it but do not know what it is	31%	28%	33%	29%	29%	33%	26%	34%	28%	37%	30%	28%	32%	32%	28%	34%	29%	30%	28%
No, I had not heard of it	17%	16%	18%	13%	14%	23%	12%	18%	14%	6%	24%	12%	18%	14%	18%	19%	17%	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

(55.C) Last winter, the Government announced the Energy Price Guarantee (EPG). Have you heard this term before taking this survey?

		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	4006	789	1180	596	768	454	217	1468	993	0	283	335	763	120	363	213	265	140	1110
Weighted	4006	834	1172	597	747	441	213	1410	1016	0	285	330	792	128	377	211	257	133	1036
Yes, I had heard of it and know what it is	52%	44%	54%	50%	55%	62%	54%	65%	52%	*	43%	45%	43%	19%	46%	47%	51%	60%	66%
Yes, I had heard of it but do not know what it is	31%	35%	31%	30%	31%	25%	29%	26%	30%	*	31%	33%	36%	42%	35%	33%	34%	28%	26%
No, I had not heard of it	17%	21%	16%	21%	14%	13%	17%	9%	18%	*	25%	22%	21%	39%	19%	20%	15%	12%	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

(55.D) Last winter, the Government announced the Energy Price Guarantee (EPG). Have you heard this term before taking this survey?

		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	4006	26	184	316	322	408	437	374	292	240	207	325	201	145	77	92	146	3507	384
Weighted	4006	27	175	298	309	405	439	379	296	251	213	338	208	148	76	96	141	3499	387
Yes, I had heard of it and know what it is	52%	30%	41%	47%	50%	52%	53%	56%	52%	57%	52%	50%	57%	62%	69%	61%	59%	54%	49%
Yes, I had heard of it but do not know what it is	31%	44%	38%	39%	37%	29%	29%	27%	29%	28%	30%	30%	30%	23%	22%	25%	28%	30%	32%
No, I had not heard of it	17%	26%	21%	14%	12%	19%	18%	17%	19%	15%	18%	20%	13%	16%	9%	14%	13%	16%	19%

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

(55.E) Last winter, the Government announced the Energy Price Guarantee (EPG). Have you heard this term before taking this survey?

		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	4006	1055	964	906	1065	277	1441	1567	595	126	3608	353	2796	748	329
Weighted	4006	1078	1038	878	996	289	1442	1567	587	121	3618	344	2824	732	320
Yes, I had heard of it and know what it is	52%	57%	52%	50%	49%	50%	57%	51%	48%	34%	52%	57%	53%	47%	62%
Yes, I had heard of it but do not know what it is	31%	27%	30%	33%	34%	35%	28%	31%	35%	35%	31%	24%	31%	33%	24%
No, I had not heard of it	17%	16%	18%	17%	17%	15%	15%	18%	17%	31%	17%	18%	16%	20%	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

(56.A) Having now read this explanation of what the Energy Price Guarantee (EPG) was, did you know about it?

		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
Yes, I knew about the EPG but did not understand at all how it worked	17%	19%	20%	18%	17%	15%	13%	15%	15%	19%	18%	17%	16%	18%	18%	18%	16%	15%	23%
Yes, I knew about the EPG but did not fully understand how it worked	36%	39%	36%	39%	34%	34%	34%	40%	34%	38%	36%	32%	36%	35%	27%	35%	35%	40%	41%
Yes, I knew about the EPG and fully understood how it worked	36%	16%	28%	30%	41%	46%	49%	32%	39%	33%	38%	42%	34%	36%	40%	35%	40%	34%	26%
No, I did not know about the EPG	11%	25%	16%	13%	7%	5%	4%	13%	12%	10%	8%	9%	14%	11%	15%	12%	10%	12%	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

(56.B) Having now read this explanation of what the Energy Price Guarantee (EPG) was, did you know about it?

		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
Yes, I knew about the EPG but did not understand at all how it worked	17%	16%	18%	17%	16%	21%	16%	18%	12%	10%	19%	16%	18%	18%	19%	17%	14%	17%	24%
Yes, I knew about the EPG but did not fully understand how it worked	36%	34%	37%	35%	37%	35%	33%	39%	32%	31%	36%	34%	38%	33%	34%	39%	37%	35%	23%
Yes, I knew about the EPG and fully understood how it worked	36%	39%	34%	42%	38%	28%	45%	31%	46%	52%	28%	42%	33%	41%	36%	31%	37%	37%	43%
No, I did not know about the EPG	11%	11%	12%	7%	9%	16%	7%	11%	10%	7%	17%	8%	12%	8%	12%	13%	12%	11%	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

(56.C) Having now read this explanation of what the Energy Price Guarantee (EPG) was, did you know about it?

		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
Yes, I knew about the EPG but did not understand at all how it worked	17%	18%	15%	18%	16%	16%	18%	15%	17%	*	19%	20%	18%	15%	18%	18%	22%	13%	14%
Yes, I knew about the EPG but did not fully understand how it worked	36%	38%	38%	36%	33%	34%	35%	34%	36%	*	38%	36%	38%	34%	40%	38%	37%	39%	34%
Yes, I knew about the EPG and fully understood how it worked	36%	30%	37%	33%	41%	42%	35%	45%	36%	*	24%	29%	31%	16%	30%	33%	31%	39%	48%
No, I did not know about the EPG	11%	14%	10%	13%	11%	8%	12%	6%	11%	*	18%	15%	13%	34%	12%	11%	9%	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

(56.D) Having now read this explanation of what the Energy Price Guarantee (EPG) was, did you know about it?

		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
Yes, I knew about the EPG but did not understand at all how it worked	17%	14%	22%	17%	19%	19%	18%	13%	16%	15%	21%	16%	17%	17%	16%	15%	18%	17%	14%
Yes, I knew about the EPG but did not fully understand how it worked	36%	42%	38%	42%	36%	37%	36%	39%	34%	35%	32%	37%	28%	35%	31%	29%	27%	35%	39%
Yes, I knew about the EPG and fully understood how it worked	36%	11%	25%	29%	34%	34%	35%	38%	36%	41%	37%	36%	46%	41%	47%	50%	45%	37%	34%
No, I did not know about the EPG	11%	34%	15%	12%	11%	11%	11%	10%	14%	9%	10%	11%	9%	8%	6%	6%	10%	10%	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

(56.E) Having now read this explanation of what the Energy Price Guarantee (EPG) was, did you know about it?

		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
Yes, I knew about the EPG but did not understand at all how it worked	17%	14%	16%	17%	20%	25%	15%	16%	18%	23%	17%	16%	18%	14%	15%
Yes, I knew about the EPG but did not fully understand how it worked	36%	35%	36%	37%	37%	30%	35%	37%	40%	35%	37%	26%	37%	36%	26%
Yes, I knew about the EPG and fully understood how it worked	36%	41%	36%	35%	31%	34%	41%	35%	29%	19%	35%	44%	36%	35%	49%
No, I did not know about the EPG	11%	10%	12%	11%	12%	11%	9%	12%	13%	23%	11%	14%	10%	14%	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

(57.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
News headlines tend to exaggerate the urgency of climate change	27%	19%	24%	26%	24%	34%	33%	26%	26%	26%	29%	28%	28%	30%	29%	28%	23%	26%	24%
News headlines generally give an accurate picture of the urgency of climate change	38%	34%	33%	39%	40%	39%	42%	38%	37%	37%	38%	36%	35%	38%	43%	36%	39%	44%	45%
News headlines tend to play down the urgency of climate change	22%	35%	31%	22%	20%	14%	15%	26%	23%	21%	19%	24%	24%	19%	19%	21%	27%	19%	18%
Don't Know	13%	11%	12%	14%	15%	13%	11%	10%	14%	16%	14%	12%	12%	13%	9%	15%	11%	12%	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

(57.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
News headlines tend to exaggerate the urgency of climate change	27%	31%	23%	36%	20%	27%	38%	18%	16%	49%	29%	35%	20%	20%	31%	27%	24%	22%	17%
News headlines generally give an accurate picture of the urgency of climate change	38%	37%	39%	37%	41%	35%	38%	41%	47%	33%	32%	43%	41%	46%	39%	39%	38%	37%	47%
News headlines tend to play down the urgency of climate change	22%	21%	24%	13%	28%	23%	13%	30%	22%	13%	20%	12%	29%	25%	16%	22%	27%	31%	25%
Don't Know	13%	11%	14%	13%	11%	15%	11%	11%	14%	5%	19%	9%	10%	9%	15%	13%	10%	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

(57.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 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
News headlines tend to exaggerate the urgency of climate change	27%	23%	26%	28%	32%	28%	27%	31%	23%	*	30%	27%	25%	21%	24%	25%	26%	22%	32%
News headlines generally give an accurate picture of the urgency of climate change	38%	40%	37%	38%	38%	38%	38%	40%	41%	*	37%	34%	35%	23%	37%	36%	46%	42%	43%
News headlines tend to play down the urgency of climate change	22%	27%	23%	22%	18%	20%	20%	17%	24%	*	23%	25%	27%	37%	24%	23%	18%	17%	14%
Don't Know	13%	10%	14%	13%	12%	13%	15%	12%	12%	*	10%	14%	13%	20%	15%	17%	10%	18%	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

(57.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
News headlines tend to exaggerate the urgency of climate change	27%	20%	24%	29%	33%	30%	25%	27%	29%	26%	22%	25%	26%	25%	21%	24%	26%	27%	27%
News headlines generally give an accurate picture of the urgency of climate change	38%	28%	38%	35%	36%	38%	42%	38%	42%	38%	42%	40%	36%	43%	39%	26%	40%	38%	37%
News headlines tend to play down the urgency of climate change	22%	28%	25%	21%	18%	17%	19%	23%	21%	25%	25%	23%	29%	23%	31%	35%	27%	22%	21%
Don't Know	13%	24%	13%	14%	13%	14%	14%	13%	8%	11%	11%	12%	9%	9%	10%	15%	7%	12%	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

(57.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
News headlines tend to exaggerate the urgency of climate change	27%	24%	24%	31%	30%	29%	27%	27%	25%	31%	22%	81%	18%	39%	77%
News headlines generally give an accurate picture of the urgency of climate change	38%	39%	40%	38%	36%	40%	40%	37%	35%	25%	41%	8%	44%	29%	11%
News headlines tend to play down the urgency of climate change	22%	28%	23%	18%	19%	20%	21%	22%	26%	25%	24%	3%	27%	13%	5%
Don't Know	13%	9%	14%	13%	15%	10%	12%	13%	13%	19%	12%	8%	10%	18%	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

(58.A) Which of the following emotions would you say you generally feel when reading about climate change in the news, if any?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
I do not feel any of the above	9%	5%	6%	6%	9%	12%	12%	6%	9%	10%	9%	10%	9%	11%	11%	10%	6%	3%	9%
Optimistic	8%	9%	7%	9%	7%	8%	6%	9%	8%	10%	8%	9%	9%	6%	7%	7%	7%	5%	3%
Motivated	8%	12%	11%	9%	8%	5%	7%	12%	7%	8%	9%	4%	12%	10%	5%	8%	9%	6%	6%
Worried	45%	47%	44%	47%	47%	43%	43%	44%	46%	42%	45%	43%	43%	44%	45%	43%	52%	45%	51%
Frustrated	33%	36%	32%	31%	37%	33%	29%	32%	34%	30%	34%	32%	32%	30%	30%	33%	35%	37%	32%
Helpless	26%	36%	26%	27%	26%	21%	21%	25%	30%	26%	21%	27%	28%	25%	24%	22%	30%	30%	22%
Overwhelmed	20%	29%	21%	23%	20%	16%	15%	23%	22%	19%	18%	19%	17%	18%	20%	20%	21%	22%	20%
Don't Know	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	3%	2%	2%	1%
Sceptical	19%	17%	17%	18%	20%	22%	22%	17%	20%	23%	18%	24%	17%	16%	18%	20%	20%	25%	22%
Guilty	14%	21%	19%	14%	15%	9%	8%	16%	14%	12%	11%	12%	15%	14%	18%	12%	16%	16%	13%
Curious	13%	17%	18%	12%	11%	10%	9%	16%	10%	14%	12%	9%	16%	12%	10%	13%	13%	15%	8%
Hopeful	12%	14%	12%	9%	10%	13%	12%	15%	10%	12%	13%	8%	9%	14%	15%	10%	13%	10%	14%
Indifferent	11%	12%	12%	12%	10%	10%	11%	11%	9%	10%	14%	10%	10%	13%	15%	11%	12%	12%	16%

Note:

BASE: All Respondents

Fieldwork: 12th May - 18th May 2023

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

(58.B) Which of the following emotions would you say you generally feel when reading about climate change in the news, if any?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	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 do not feel any of the above	9%	9%	8%	12%	6%	9%	11%	5%	7%	8%	12%	12%	6%	5%	12%	8%	5%	6%	7%
Optimistic	8%	9%	6%	9%	8%	6%	9%	8%	6%	6%	7%	12%	7%	8%	8%	8%	7%	7%	8%
Motivated	8%	9%	9%	8%	9%	9%	8%	10%	7%	12%	6%	11%	9%	8%	7%	7%	9%	14%	16%
Worried	45%	40%	50%	37%	51%	46%	37%	51%	50%	32%	44%	35%	51%	50%	41%	44%	50%	47%	50%
Frustrated	33%	32%	33%	28%	37%	26%	28%	37%	35%	20%	25%	25%	37%	37%	28%	33%	37%	36%	34%
Helpless	26%	24%	28%	20%	29%	24%	19%	31%	30%	17%	22%	18%	31%	29%	22%	31%	29%	25%	31%
Overwhelmed	20%	16%	24%	15%	23%	20%	15%	26%	18%	11%	16%	14%	24%	20%	16%	22%	22%	24%	27%
Don't Know	2%	2%	2%	2%	1%	3%	1%	2%	1%	2%	3%	1%	2%	2%	3%	2%	1%	2%	0%
Sceptical	19%	23%	16%	26%	15%	17%	25%	16%	11%	25%	18%	21%	16%	17%	22%	22%	18%	16%	10%
Guilty	14%	12%	16%	10%	16%	13%	9%	18%	15%	4%	12%	8%	18%	14%	11%	15%	15%	18%	14%
Curious	13%	15%	10%	12%	12%	14%	13%	14%	9%	4%	13%	15%	14%	12%	11%	13%	13%	16%	9%
Hopeful	12%	13%	10%	11%	12%	12%	13%	11%	11%	6%	11%	17%	11%	14%	12%	11%	13%	11%	8%
Indifferent	11%	15%	8%	14%	9%	11%	13%	9%	9%	25%	13%	14%	9%	8%	13%	12%	11%	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

(58.C) Which of the following emotions would you say you generally feel when reading about climate change in the news, if any?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
I do not feel any of the above	9%	6%	8%	9%	11%	10%	6%	10%	7%	*	9%	11%	7%	4%	4%	9%	6%	7%	13%
Optimistic	8%	10%	8%	8%	8%	5%	6%	8%	7%	*	10%	6%	8%	8%	9%	9%	12%	6%	8%
Motivated	8%	12%	9%	7%	6%	8%	7%	8%	9%	*	9%	9%	9%	7%	16%	9%	8%	5%	7%
Worried	45%	43%	47%	43%	46%	43%	49%	41%	47%	*	45%	47%	48%	48%	46%	45%	45%	46%	44%
Frustrated	33%	32%	33%	32%	31%	34%	38%	31%	33%	*	28%	31%	36%	43%	26%	29%	36%	40%	29%
Helpless	26%	26%	28%	25%	24%	24%	27%	23%	27%	*	25%	22%	29%	43%	26%	24%	27%	24%	21%
Overwhelmed	20%	22%	20%	19%	18%	18%	24%	16%	22%	*	19%	19%	26%	21%	25%	19%	20%	13%	15%
Don't Know	2%	3%	3%	2%	2%	2%	2%	2%	2%	*	4%	2%	1%	6%	3%	4%	2%	1%	2%
Sceptical	19%	18%	19%	17%	23%	21%	21%	21%	19%	*	19%	17%	19%	18%	19%	16%	19%	15%	22%
Guilty	14%	14%	14%	15%	13%	14%	15%	8%	17%	*	19%	13%	18%	16%	16%	14%	18%	11%	9%
Curious	13%	14%	12%	14%	12%	11%	14%	10%	14%	*	15%	13%	15%	12%	14%	13%	17%	12%	9%
Hopeful	12%	15%	12%	11%	11%	11%	10%	13%	11%	*	15%	12%	11%	8%	15%	8%	11%	11%	13%
Indifferent	11%	12%	10%	13%	11%	10%	10%	12%	10%	*	13%	11%	11%	7%	11%	10%	11%	14%	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

(58.D) Which of the following emotions would you say you generally feel when reading about climate change in the news, if any?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
I do not feel any of the above	9%	3%	9%	12%	9%	10%	9%	10%	10%	8%	9%	5%	9%	4%	3%	6%	5%	9%	9%
Optimistic	8%	0%	7%	6%	9%	8%	9%	9%	8%	10%	9%	5%	6%	7%	3%	10%	9%	8%	9%
Motivated	8%	4%	8%	5%	8%	7%	7%	9%	11%	7%	11%	8%	9%	14%	8%	15%	10%	8%	9%
Worried	45%	50%	46%	41%	47%	41%	48%	43%	42%	42%	47%	47%	49%	46%	60%	42%	44%	46%	37%
Frustrated	33%	23%	36%	27%	34%	27%	31%	30%	31%	34%	35%	37%	32%	41%	44%	31%	39%	33%	34%
Helpless	26%	39%	27%	24%	25%	26%	23%	23%	24%	28%	26%	31%	27%	22%	31%	32%	27%	27%	21%
Overwhelmed	20%	15%	23%	19%	20%	14%	19%	23%	25%	24%	20%	21%	22%	23%	19%	19%	22%	21%	18%
Don't Know	2%	8%	3%	5%	2%	2%	2%	1%	2%	2%	0%	1%	1%	0%	1%	4%	3%	2%	2%
Sceptical	19%	15%	20%	21%	22%	19%	18%	17%	21%	26%	22%	19%	16%	21%	16%	15%	20%	20%	20%
Guilty	14%	10%	13%	11%	12%	13%	14%	14%	14%	11%	15%	16%	13%	20%	17%	16%	19%	14%	13%
Curious	13%	20%	8%	14%	10%	13%	13%	15%	12%	13%	13%	15%	16%	12%	13%	13%	8%	12%	14%
Hopeful	12%	20%	10%	10%	11%	10%	12%	12%	11%	15%	16%	12%	12%	13%	6%	10%	10%	12%	14%
Indifferent	11%	22%	12%	14%	9%	14%	12%	12%	10%	10%	10%	11%	12%	14%	7%	9%	8%	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

(58.E) Which of the following emotions would you say you generally feel when reading about climate change in the news, if any?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
I do not feel any of the above	9%	5%	8%	10%	12%	8%	9%	8%	8%	10%	7%	24%	5%	17%	19%
Optimistic	8%	7%	7%	10%	7%	12%	8%	7%	7%	5%	8%	2%	9%	6%	1%
Motivated	8%	10%	8%	9%	7%	15%	10%	7%	7%	5%	9%	2%	10%	4%	3%
Worried	45%	49%	46%	43%	42%	32%	45%	45%	52%	43%	49%	4%	55%	25%	9%
Frustrated	33%	37%	32%	31%	31%	24%	33%	33%	37%	26%	35%	13%	37%	24%	22%
Helpless	26%	29%	27%	23%	23%	21%	25%	25%	31%	33%	28%	5%	31%	17%	8%
Overwhelmed	20%	23%	21%	18%	19%	15%	19%	21%	23%	25%	22%	4%	23%	14%	8%
Don't Know	2%	2%	1%	2%	3%	2%	2%	3%	2%	3%	2%	1%	1%	4%	2%
Sceptical	19%	17%	19%	21%	20%	20%	19%	19%	21%	21%	17%	44%	15%	26%	47%
Guilty	14%	17%	13%	12%	13%	18%	12%	14%	15%	17%	15%	2%	18%	5%	2%
Curious	13%	13%	13%	13%	12%	15%	13%	13%	12%	16%	14%	4%	14%	11%	7%
Hopeful	12%	11%	12%	13%	11%	18%	14%	11%	7%	6%	13%	2%	14%	8%	2%
Indifferent	11%	9%	11%	12%	13%	18%	11%	11%	10%	13%	9%	38%	7%	20%	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

(59.A) And which of the following would you say best describes your news consumption when it comes 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 avoid reading articles about climate change	16%	16%	17%	18%	15%	15%	15%	14%	16%	16%	14%	16%	16%	20%	16%	17%	13%	19%	18%
I do not actively seek to read news about climate change, but wouldn't mind reading about it if I came across it	63%	61%	59%	62%	66%	66%	64%	63%	64%	62%	63%	67%	61%	61%	65%	61%	67%	60%	61%
I actively seek to read news about climate change	17%	17%	19%	16%	15%	14%	18%	20%	15%	18%	17%	11%	17%	14%	15%	16%	17%	19%	16%
Don't Know	4%	6%	5%	5%	4%	4%	3%	3%	4%	5%	5%	6%	6%	5%	3%	5%	3%	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

(59.B) And which of the following would you say best describes your news consumption when it comes 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 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
I avoid reading articles about climate change	16%	16%	16%	22%	10%	16%	19%	12%	9%	26%	20%	18%	12%	10%	19%	17%	13%	15%	10%
I do not actively seek to read news about climate change, but wouldn't mind reading about it if I came across it	63%	61%	65%	60%	66%	63%	63%	64%	66%	51%	65%	62%	66%	66%	62%	67%	64%	56%	47%
I actively seek to read news about climate change	17%	19%	14%	14%	20%	14%	14%	20%	22%	18%	8%	18%	18%	21%	14%	12%	19%	25%	38%
Don't Know	4%	4%	5%	4%	4%	6%	3%	4%	3%	6%	7%	3%	4%	3%	6%	5%	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

(59.C) And which of the following would you say best describes your news consumption when it comes 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 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
I avoid reading articles about climate change	16%	15%	16%	16%	18%	15%	15%	15%	14%	*	15%	20%	18%	16%	15%	18%	18%	18%	15%
I do not actively seek to read news about climate change, but wouldn't mind reading about it if I came across it	63%	59%	64%	64%	64%	66%	63%	62%	64%	*	64%	57%	63%	73%	56%	60%	63%	59%	66%
I actively seek to read news about climate change	17%	22%	15%	15%	14%	15%	17%	19%	16%	*	17%	17%	15%	6%	23%	15%	15%	18%	15%
Don't Know	4%	4%	5%	5%	4%	3%	5%	4%	5%	*	4%	6%	4%	4%	6%	7%	4%	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

(59.D) And which of the following would you say best describes your news consumption when it comes 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 avoid reading articles about climate change	16%	8%	21%	20%	20%	18%	15%	15%	19%	17%	15%	14%	12%	11%	12%	9%	9%	16%	16%
I do not actively seek to read news about climate change, but wouldn't mind reading about it if I came across it	63%	67%	59%	58%	60%	61%	65%	64%	62%	67%	64%	65%	67%	65%	64%	57%	64%	63%	62%
I actively seek to read news about climate change	17%	8%	14%	16%	17%	16%	15%	17%	16%	11%	19%	18%	18%	18%	22%	27%	24%	17%	18%
Don't Know	4%	17%	7%	6%	3%	5%	4%	4%	3%	5%	2%	3%	3%	6%	1%	7%	4%	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

(59.E) And which of the following would you say best describes your news consumption when it comes 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 avoid reading articles about climate change	16%	12%	16%	18%	19%	19%	13%	16%	18%	25%	12%	58%	10%	24%	49%
I do not actively seek to read news about climate change, but wouldn't mind reading about it if I came across it	63%	63%	65%	62%	62%	49%	65%	65%	63%	49%	66%	35%	66%	63%	42%
I actively seek to read news about climate change	17%	22%	15%	16%	13%	27%	18%	14%	14%	18%	18%	3%	21%	7%	4%
Don't Know	4%	3%	5%	4%	6%	5%	4%	4%	4%	8%	4%	4%	3%	7%	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

(60.A) Imagine you saw the following headline in a national newspaper: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report" How likely are you to read the news story of such a headline?

		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	2040	231	282	353	392	321	461	280	286	153	206	155	164	160	87	226	170	92	61
Weighted	2030	250	339	343	373	291	434	290	268	151	200	155	174	150	79	216	178	100	68
Very likely	24%	27%	22%	24%	23%	21%	28%	33%	25%	21%	24%	17%	23%	24%	18%	24%	22%	26%	25%
Quite likely	41%	44%	46%	35%	44%	41%	40%	41%	38%	43%	42%	46%	43%	35%	52%	40%	44%	38%	42%
Quite unlikely	17%	17%	17%	21%	14%	18%	13%	14%	19%	16%	16%	17%	17%	20%	9%	16%	17%	18%	17%
Very unlikely	14%	6%	12%	16%	15%	17%	14%	10%	13%	15%	11%	16%	12%	17%	20%	15%	13%	16%	13%
Don't Know	4%	5%	3%	4%	4%	3%	5%	2%	5%	5%	7%	5%	6%	4%	1%	5%	4%	1%	3%
Total Likely:	66%	71%	68%	59%	66%	62%	68%	74%	63%	64%	66%	63%	65%	58%	70%	64%	66%	65%	68%
Total Unlikely:	30%	24%	29%	37%	29%	35%	27%	24%	32%	31%	27%	33%	29%	37%	29%	31%	31%	34%	29%
Net:	35%	47%	39%	22%	37%	27%	41%	50%	30%	33%	39%	30%	36%	21%	40%	33%	35%	31%	39%

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

(60.B) Imagine you saw the following headline in a national newspaper: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report" How likely are you to read the news story of such a headline?

		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	2040	962	1074	822	773	280	776	534	135	21	266	438	739	154	0	0	539	211	25
Weighted	2030	992	1034	795	776	283	754	540	131	21	266	427	747	155	0	0	558	217	23
Very likely	24%	24%	24%	20%	30%	21%	22%	30%	27%	19%	16%	22%	30%	27%	22%	24%	25%	29%	37%
Quite likely	41%	41%	41%	39%	44%	40%	39%	44%	41%	37%	40%	42%	43%	45%	41%	41%	46%	38%	28%
Quite unlikely	17%	16%	18%	17%	15%	18%	17%	16%	19%	13%	18%	17%	16%	14%	18%	16%	15%	19%	11%
Very unlikely	14%	15%	12%	20%	8%	15%	19%	7%	7%	23%	18%	17%	8%	9%	14%	15%	12%	11%	17%
Don't Know	4%	4%	5%	3%	3%	6%	3%	3%	5%	8%	8%	2%	3%	4%	6%	4%	3%	3%	7%
Total Likely:	66%	66%	65%	59%	74%	61%	61%	74%	68%	56%	56%	64%	72%	72%	63%	65%	71%	67%	65%
Total Unlikely:	30%	31%	30%	37%	23%	33%	36%	23%	27%	36%	36%	34%	24%	24%	32%	31%	27%	30%	28%
Net:	35%	35%	36%	22%	51%	28%	25%	51%	41%	20%	20%	30%	48%	48%	31%	34%	44%	37%	37%

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

(60.C) Imagine you saw the following headline in a national newspaper: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report" How likely are you to read the news story of such a headline?

		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	2040	382	593	288	415	239	122	756	516	0	148	171	375	56	184	112	140	72	592
Weighted	2030	404	587	287	402	229	120	726	526	0	147	168	386	59	191	109	136	68	553
Very likely	24%	28%	24%	23%	24%	21%	23%	22%	24%	*	31%	27%	26%	14%	29%	27%	23%	34%	26%
Quite likely	41%	42%	43%	44%	37%	44%	36%	44%	43%	*	38%	36%	38%	53%	41%	32%	43%	37%	40%
Quite unlikely	17%	14%	16%	17%	18%	17%	20%	16%	16%	*	15%	16%	19%	13%	16%	26%	19%	10%	16%
Very unlikely	14%	12%	13%	13%	16%	13%	16%	14%	13%	*	10%	16%	14%	12%	10%	13%	12%	14%	14%
Don't Know	4%	3%	5%	3%	5%	4%	5%	4%	3%	*	6%	5%	4%	8%	4%	3%	3%	6%	4%
Total Likely:	66%	70%	67%	67%	61%	65%	59%	66%	67%	*	69%	62%	63%	66%	71%	59%	66%	70%	66%
Total Unlikely:	30%	26%	28%	30%	35%	31%	36%	30%	30%	*	25%	33%	33%	25%	25%	39%	31%	24%	30%
Net:	35%	44%	38%	38%	26%	34%	23%	36%	37%	*	43%	30%	30%	41%	45%	20%	36%	46%	36%

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

(60.D) Imagine you saw the following headline in a national newspaper: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report" How likely are you to read the news story of such a headline?

		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	2040	12	100	164	153	210	221	181	157	119	108	145	118	78	36	39	81	1792	197
Weighted	2030	12	96	154	146	208	222	185	160	123	110	147	122	79	36	41	77	1778	199
Very likely	24%	27%	30%	23%	18%	23%	22%	23%	21%	28%	28%	26%	25%	26%	32%	25%	33%	25%	19%
Quite likely	41%	16%	34%	37%	45%	45%	45%	41%	36%	40%	40%	46%	42%	44%	33%	40%	40%	41%	41%
Quite unlikely	17%	39%	12%	15%	15%	11%	17%	22%	21%	16%	15%	17%	18%	12%	27%	22%	12%	16%	19%
Very unlikely	14%	0%	15%	17%	18%	18%	11%	10%	16%	14%	11%	8%	13%	18%	8%	9%	12%	13%	18%
Don't Know	4%	17%	8%	8%	4%	3%	5%	4%	6%	2%	5%	3%	2%	1%	0%	4%	4%	4%	3%
Total Likely:	66%	44%	64%	60%	63%	69%	67%	64%	57%	68%	68%	71%	66%	69%	65%	66%	73%	67%	60%
Total Unlikely:	30%	39%	27%	32%	33%	29%	28%	32%	38%	29%	26%	25%	31%	29%	35%	31%	23%	30%	37%
Net:	35%	5%	37%	27%	30%	40%	39%	32%	19%	39%	42%	46%	35%	40%	29%	35%	49%	37%	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

(60.E) Imagine you saw the following headline in a national newspaper: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report" How likely are you to read the news story of such a headline?

		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	2040	538	474	463	556	129	726	814	308	63	1816	200	1407	386	174
Weighted	2030	548	510	446	517	132	723	809	306	59	1813	194	1418	375	166
Very likely	24%	28%	21%	25%	23%	32%	23%	26%	22%	20%	27%	0%	31%	10%	2%
Quite likely	41%	43%	43%	39%	41%	34%	46%	38%	42%	41%	44%	17%	46%	33%	20%
Quite unlikely	17%	15%	20%	16%	16%	17%	16%	17%	16%	16%	16%	21%	14%	28%	17%
Very unlikely	14%	11%	12%	16%	15%	14%	11%	16%	15%	12%	9%	59%	6%	21%	59%
Don't Know	4%	3%	4%	5%	5%	3%	4%	4%	5%	12%	4%	2%	3%	9%	2%
Total Likely:	66%	71%	64%	63%	64%	66%	69%	63%	64%	60%	71%	18%	78%	43%	22%
Total Unlikely:	30%	27%	31%	32%	31%	31%	27%	33%	31%	28%	25%	80%	20%	48%	76%
Net:	35%	44%	33%	31%	33%	34%	42%	31%	33%	33%	47%	-62%	58%	-6%	-55%

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

(61.A) Imagine you saw the following headline in a national newspaper: "A livable future for all is possible if we take urgent climate action, according to new UN report" How likely are you to read the news story of such a headline?

		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	1989	284	294	350	331	300	430	265	274	169	167	128	178	174	86	239	170	91	48
Weighted	2000	314	350	344	313	272	407	277	257	172	163	127	189	170	82	226	183	100	54
Very likely	21%	19%	19%	18%	21%	22%	26%	24%	19%	23%	18%	16%	17%	24%	25%	22%	23%	21%	24%
Quite likely	46%	51%	42%	47%	49%	45%	44%	50%	44%	46%	50%	53%	46%	45%	47%	40%	49%	45%	39%
Quite unlikely	15%	16%	19%	16%	12%	13%	15%	11%	18%	14%	17%	16%	17%	18%	18%	17%	13%	11%	16%
Very unlikely	11%	9%	12%	13%	12%	13%	9%	11%	12%	10%	11%	12%	13%	9%	10%	12%	8%	13%	15%
Don't Know	6%	5%	8%	6%	6%	7%	5%	4%	8%	7%	4%	3%	6%	4%	0%	9%	6%	10%	6%
Total Likely:	68%	71%	61%	66%	70%	68%	70%	74%	62%	69%	67%	68%	63%	69%	72%	62%	72%	66%	63%
Total Unlikely:	27%	25%	31%	29%	24%	25%	25%	22%	29%	24%	29%	28%	31%	27%	28%	29%	22%	24%	31%
Net:	41%	46%	30%	37%	46%	42%	45%	52%	33%	46%	39%	40%	33%	42%	44%	33%	51%	42%	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

(61.B) Imagine you saw the following headline in a national newspaper: "A livable future for all is possible if we take urgent climate action, according to new UN report" How likely are you to read the news story of such a headline?

		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	1989	949	1036	693	838	280	663	568	155	34	284	436	708	173	0	0	507	215	22
Weighted	2000	993	1003	667	848	292	647	584	154	32	290	428	729	171	0	0	526	227	21
Very likely	21%	23%	20%	18%	26%	17%	20%	26%	27%	20%	10%	21%	25%	25%	18%	19%	22%	27%	51%
Quite likely	46%	43%	49%	44%	47%	44%	46%	46%	49%	28%	44%	48%	47%	48%	42%	49%	48%	50%	34%
Quite unlikely	15%	15%	15%	16%	14%	20%	15%	16%	12%	19%	22%	15%	15%	16%	18%	16%	17%	10%	11%
Very unlikely	11%	13%	10%	16%	7%	14%	13%	8%	5%	27%	16%	12%	8%	5%	14%	11%	9%	9%	4%
Don't Know	6%	5%	6%	7%	5%	5%	5%	5%	6%	6%	8%	4%	5%	6%	8%	5%	4%	5%	0%
Total Likely:	68%	66%	69%	62%	74%	61%	67%	72%	77%	47%	54%	69%	71%	73%	60%	68%	70%	76%	85%
Total Unlikely:	27%	28%	25%	32%	21%	34%	29%	23%	17%	47%	38%	27%	24%	21%	31%	27%	26%	19%	15%
Net:	41%	38%	44%	30%	53%	27%	38%	48%	60%	1%	16%	42%	47%	52%	29%	42%	43%	57%	70%

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

(61.C) Imagine you saw the following headline in a national newspaper: "A livable future for all is possible if we take urgent climate action, according to new UN report" How likely are you to read the news story of such a headline?

		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	1989	410	596	311	360	215	96	721	482	0	136	164	395	65	183	102	127	69	522
Weighted	2000	433	594	313	352	212	95	694	494	0	139	162	413	70	190	102	123	66	487
Very likely	21%	25%	20%	18%	21%	23%	21%	24%	21%	*	22%	22%	19%	8%	22%	20%	17%	23%	26%
Quite likely	46%	48%	46%	45%	45%	47%	43%	44%	48%	*	49%	41%	48%	54%	53%	45%	47%	45%	46%
Quite unlikely	15%	13%	16%	18%	16%	14%	15%	14%	17%	*	13%	15%	16%	21%	15%	13%	19%	9%	13%
Very unlikely	11%	9%	11%	12%	14%	11%	13%	12%	9%	*	9%	15%	12%	4%	6%	12%	10%	18%	10%
Don't Know	6%	5%	7%	7%	4%	5%	7%	6%	6%	*	7%	7%	5%	13%	4%	10%	6%	5%	5%
Total Likely:	68%	74%	66%	63%	66%	70%	64%	68%	69%	*	71%	63%	67%	62%	75%	66%	64%	68%	72%
Total Unlikely:	27%	21%	27%	30%	30%	25%	29%	26%	26%	*	22%	30%	28%	25%	21%	25%	29%	27%	23%
Net:	41%	53%	39%	34%	36%	45%	36%	42%	43%	*	49%	33%	39%	37%	53%	41%	35%	41%	49%

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

(61.D) Imagine you saw the following headline in a national newspaper: "A livable future for all is possible if we take urgent climate action, according to new UN report" How likely are you to read the news story of such a headline?

		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	1989	14	84	152	170	202	218	194	137	122	100	184	84	68	42	54	68	1737	187
Weighted	2000	15	79	144	164	201	220	195	139	129	104	194	87	70	41	56	66	1744	188
Very likely	21%	6%	16%	20%	24%	21%	19%	19%	21%	19%	22%	27%	17%	31%	18%	37%	28%	22%	19%
Quite likely	46%	55%	50%	43%	40%	47%	48%	45%	47%	51%	42%	43%	58%	50%	51%	35%	50%	45%	53%
Quite unlikely	15%	6%	11%	18%	13%	17%	16%	16%	17%	16%	20%	14%	15%	11%	10%	18%	11%	15%	18%
Very unlikely	11%	33%	13%	14%	17%	10%	11%	14%	9%	11%	11%	10%	6%	4%	16%	2%	6%	12%	7%
Don't Know	6%	0%	10%	6%	6%	5%	6%	6%	6%	2%	5%	6%	4%	4%	5%	8%	5%	6%	4%
Total Likely:	68%	61%	66%	62%	64%	68%	67%	64%	68%	70%	64%	70%	75%	81%	69%	72%	78%	67%	71%
Total Unlikely:	27%	39%	24%	32%	30%	27%	27%	30%	26%	27%	31%	24%	21%	15%	26%	20%	17%	27%	25%
Net:	41%	22%	42%	31%	34%	41%	40%	34%	43%	43%	33%	46%	54%	65%	43%	53%	61%	40%	46%

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

(61.E) Imagine you saw the following headline in a national newspaper: "A livable future for all is possible if we take urgent climate action, according to new UN report" How likely are you to read the news story of such a headline?

		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	1989	529	497	444	512	149	724	761	292	63	1813	155	1407	365	156
Weighted	2000	543	535	433	482	158	729	765	286	62	1827	152	1426	359	154
Very likely	21%	26%	18%	22%	19%	32%	25%	17%	15%	24%	23%	3%	27%	7%	6%
Quite likely	46%	47%	49%	42%	46%	40%	44%	48%	53%	33%	49%	10%	52%	41%	16%
Quite unlikely	15%	18%	14%	15%	14%	14%	15%	16%	14%	13%	15%	20%	12%	26%	23%
Very unlikely	11%	5%	13%	14%	14%	9%	10%	11%	12%	24%	7%	61%	5%	17%	51%
Don't Know	6%	4%	6%	7%	8%	5%	5%	7%	5%	6%	6%	6%	4%	9%	4%
Total Likely:	68%	73%	68%	64%	64%	72%	69%	65%	68%	57%	72%	13%	79%	48%	22%
Total Unlikely:	27%	23%	27%	29%	28%	23%	26%	27%	26%	37%	22%	81%	17%	43%	75%
Net:	41%	50%	41%	35%	36%	50%	44%	38%	42%	20%	50%	-68%	62%	5%	-53%

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

(62.A) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report"

		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	2040	231	282	353	392	321	461	280	286	153	206	155	164	160	87	226	170	92	61
Weighted	2030	250	339	343	373	291	434	290	268	151	200	155	174	150	79	216	178	100	68
Fully trust	10%	12%	12%	7%	9%	9%	9%	15%	12%	9%	9%	6%	6%	8%	3%	8%	11%	9%	11%
Mostly trust	42%	49%	47%	39%	42%	38%	41%	42%	40%	44%	40%	44%	47%	39%	41%	44%	42%	44%	45%
Do not really trust	27%	25%	26%	33%	25%	24%	28%	30%	26%	26%	24%	27%	30%	23%	33%	29%	24%	27%	23%
Do not trust at all	11%	7%	8%	11%	13%	17%	12%	8%	12%	12%	11%	10%	8%	17%	21%	10%	14%	8%	16%
Don't Know	10%	8%	7%	11%	11%	12%	11%	6%	11%	9%	16%	13%	9%	13%	2%	8%	9%	12%	6%

Note:

BASE: Shown 'World is running out of time' headline

Fieldwork: 12th May - 18th May 2023

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

(62.B) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report"

		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	2040	962	1074	822	773	280	776	534	135	21	266	438	739	154	0	0	539	211	25
Weighted	2030	992	1034	795	776	283	754	540	131	21	266	427	747	155	0	0	558	217	23
Fully trust	10%	10%	9%	6%	14%	7%	7%	15%	8%	19%	6%	6%	13%	11%	8%	10%	11%	12%	14%
Mostly trust	42%	43%	42%	37%	47%	41%	39%	47%	51%	28%	35%	44%	48%	52%	39%	39%	47%	44%	54%
Do not really trust	27%	26%	28%	30%	23%	32%	29%	23%	22%	17%	34%	27%	24%	23%	29%	31%	24%	25%	14%
Do not trust at all	11%	14%	9%	18%	6%	10%	17%	6%	5%	32%	13%	15%	6%	5%	11%	12%	9%	10%	10%
Don't Know	10%	8%	12%	9%	10%	10%	8%	10%	14%	4%	12%	9%	9%	10%	13%	9%	9%	8%	9%

Note:

BASE: Shown 'World is running out of time' headline

Fieldwork: 12th May - 18th May 2023

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

(62.C) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report"

		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	2040	382	593	288	415	239	122	756	516	0	148	171	375	56	184	112	140	72	592
Weighted	2030	404	587	287	402	229	120	726	526	0	147	168	386	59	191	109	136	68	553
Fully trust	10%	14%	9%	9%	9%	5%	11%	9%	9%	*	12%	6%	13%	12%	13%	8%	5%	14%	8%
Mostly trust	42%	43%	42%	47%	39%	42%	44%	41%	49%	*	37%	42%	38%	39%	39%	38%	43%	46%	42%
Do not really trust	27%	26%	27%	22%	29%	31%	26%	28%	23%	*	29%	33%	27%	26%	31%	32%	35%	22%	26%
Do not trust at all	11%	10%	10%	15%	14%	10%	6%	12%	12%	*	11%	10%	10%	7%	8%	10%	10%	13%	13%
Don't Know	10%	7%	12%	8%	9%	11%	12%	10%	7%	*	10%	9%	11%	15%	9%	11%	6%	6%	11%

Note:

BASE: Shown 'World is running out of time' headline

Fieldwork: 12th May - 18th May 2023

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

(62.D) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report"

		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	2040	12	100	164	153	210	221	181	157	119	108	145	118	78	36	39	81	1792	197
Weighted	2030	12	96	154	146	208	222	185	160	123	110	147	122	79	36	41	77	1778	199
Fully trust	10%	9%	11%	12%	10%	6%	9%	6%	6%	13%	13%	7%	13%	12%	7%	25%	15%	10%	10%
Mostly trust	42%	49%	44%	35%	33%	42%	40%	43%	41%	43%	48%	49%	49%	47%	50%	37%	46%	43%	41%
Do not really trust	27%	7%	19%	27%	32%	28%	31%	33%	31%	19%	25%	27%	23%	21%	25%	27%	18%	27%	27%
Do not trust at all	11%	7%	11%	11%	14%	14%	12%	7%	12%	18%	6%	9%	9%	14%	5%	7%	12%	11%	15%
Don't Know	10%	28%	14%	16%	10%	10%	9%	11%	9%	7%	8%	8%	6%	5%	13%	4%	9%	10%	7%

Note:

BASE: Shown 'World is running out of time' headline

Fieldwork: 12th May - 18th May 2023

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

(62.E) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "The climate time-bomb is ticking': The world is running out of time to avoid catastrophe, according to new UN report"

		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	2040	538	474	463	556	129	726	814	308	63	1816	200	1407	386	174
Weighted	2030	548	510	446	517	132	723	809	306	59	1813	194	1418	375	166
Fully trust	10%	11%	10%	10%	9%	16%	10%	9%	8%	9%	11%	0%	13%	2%	1%
Mostly trust	42%	48%	44%	37%	40%	42%	46%	41%	39%	34%	46%	11%	52%	24%	9%
Do not really trust	27%	25%	27%	29%	26%	24%	24%	28%	30%	32%	27%	26%	23%	43%	25%
Do not trust at all	11%	9%	10%	14%	13%	12%	10%	13%	11%	7%	6%	60%	4%	17%	61%
Don't Know	10%	8%	9%	10%	12%	7%	10%	9%	11%	17%	10%	3%	8%	13%	4%

Note:

BASE: Shown 'World is running out of time' headline

Fieldwork: 12th May - 18th May 2023

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

(63.A) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "A liveable future for all is possible if we take urgent climate action, according to new UN report"

		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	1989	284	294	350	331	300	430	265	274	169	167	128	178	174	86	239	170	91	48
Weighted	2000	314	350	344	313	272	407	277	257	172	163	127	189	170	82	226	183	100	54
Fully trust	9%	10%	11%	11%	9%	7%	6%	10%	7%	10%	7%	9%	11%	8%	7%	7%	13%	6%	16%
Mostly trust	46%	45%	42%	46%	44%	47%	49%	50%	43%	47%	45%	39%	41%	48%	46%	47%	49%	43%	46%
Do not really trust	25%	29%	28%	22%	25%	23%	25%	23%	27%	23%	29%	27%	28%	25%	31%	23%	21%	28%	25%
Do not trust at all	9%	7%	8%	11%	7%	9%	11%	8%	9%	7%	11%	11%	7%	10%	11%	10%	7%	11%	8%
Don't Know	11%	8%	11%	10%	15%	14%	9%	9%	13%	13%	9%	14%	13%	10%	6%	13%	10%	12%	6%

Note:

BASE: Shown 'A liveable future for all is possible' headline

Fieldwork: 12th May - 18th May 2023

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

(63.B) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "A liveable future for all is possible if we take urgent climate action, according to new UN report"

		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	1989	949	1036	693	838	280	663	568	155	34	284	436	708	173	0	0	507	215	22
Weighted	2000	993	1003	667	848	292	647	584	154	32	290	428	729	171	0	0	526	227	21
Fully trust	9%	10%	8%	6%	11%	9%	8%	10%	10%	5%	5%	8%	9%	12%	8%	7%	9%	15%	25%
Mostly trust	46%	46%	45%	41%	51%	39%	44%	51%	58%	20%	34%	49%	52%	53%	40%	43%	50%	53%	60%
Do not really trust	25%	23%	27%	27%	22%	30%	27%	23%	16%	33%	32%	27%	24%	23%	26%	29%	25%	22%	9%
Do not trust at all	9%	11%	7%	14%	5%	10%	11%	5%	5%	39%	13%	9%	5%	5%	11%	10%	7%	4%	6%
Don't Know	11%	9%	13%	12%	10%	13%	10%	10%	11%	3%	16%	7%	10%	8%	14%	12%	9%	6%	0%

Note:

BASE: Shown 'A liveable future for all is possible' headline

Fieldwork: 12th May - 18th May 2023

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

(63.C) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "A liveable future for all is possible if we take urgent climate action, according to new UN report"

		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	1989	410	596	311	360	215	96	721	482	0	136	164	395	65	183	102	127	69	522
Weighted	2000	433	594	313	352	212	95	694	494	0	139	162	413	70	190	102	123	66	487
Fully trust	9%	11%	9%	8%	8%	7%	6%	8%	11%	*	10%	13%	8%	6%	13%	9%	8%	9%	8%
Mostly trust	46%	48%	47%	41%	48%	44%	41%	48%	46%	*	46%	39%	47%	33%	47%	44%	41%	48%	50%
Do not really trust	25%	22%	24%	30%	24%	32%	27%	25%	25%	*	30%	24%	26%	28%	23%	24%	28%	23%	25%
Do not trust at all	9%	9%	9%	9%	10%	8%	9%	11%	6%	*	4%	11%	10%	9%	7%	7%	8%	10%	8%
Don't Know	11%	10%	11%	13%	10%	8%	18%	9%	11%	*	10%	13%	10%	24%	9%	16%	15%	10%	10%

Note:

BASE: Shown 'A liveable future for all is possible' headline

Fieldwork: 12th May - 18th May 2023

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(63.D) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "A liveable future for all is possible if we take urgent climate action, according to new UN report"

		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	1989	14	84	152	170	202	218	194	137	122	100	184	84	68	42	54	68	1737	187
Weighted	2000	15	79	144	164	201	220	195	139	129	104	194	87	70	41	56	66	1744	188
Fully trust	9%	0%	12%	8%	9%	9%	7%	4%	7%	10%	12%	11%	11%	9%	12%	25%	14%	9%	7%
Mostly trust	46%	61%	35%	37%	43%	44%	45%	45%	50%	50%	38%	51%	54%	63%	52%	43%	48%	45%	51%
Do not really trust	25%	20%	32%	30%	23%	25%	27%	27%	23%	26%	34%	25%	21%	17%	19%	14%	26%	26%	22%
Do not trust at all	9%	12%	10%	13%	15%	8%	11%	10%	11%	6%	8%	7%	8%	3%	7%	6%	2%	9%	9%
Don't Know	11%	8%	11%	13%	10%	14%	10%	14%	9%	7%	7%	7%	7%	8%	9%	12%	10%	10%	12%

Note:

BASE: Shown 'A liveable future for all is possible' headline

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(63.E) To what extent would you say you trust that the story being reported with this headline is true, if at all? Here is the same headline again: "A liveable future for all is possible if we take urgent climate action, according to new UN report"

		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	1989	529	497	444	512	149	724	761	292	63	1813	155	1407	365	156
Weighted	2000	543	535	433	482	158	729	765	286	62	1827	152	1426	359	154
Fully trust	9%	11%	9%	8%	8%	22%	10%	7%	6%	8%	10%	0%	12%	2%	2%
Mostly trust	46%	51%	49%	42%	40%	40%	50%	44%	44%	31%	49%	7%	56%	25%	14%
Do not really trust	25%	24%	23%	29%	27%	23%	22%	27%	29%	34%	25%	28%	21%	42%	33%
Do not trust at all	9%	5%	9%	12%	11%	7%	8%	9%	10%	21%	5%	58%	3%	14%	48%
Don't Know	11%	9%	10%	10%	15%	9%	10%	13%	10%	7%	11%	8%	9%	17%	3%

Note:

BASE: Shown 'A liveable future for all is possible' headline

Fieldwork: 12th May - 18th May 2023

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