



# National Energy Foundation – Energy poll

## **METHODOLOGY NOTE**

ComRes interviewed 2,058 GB adults online between 5<sup>th</sup> and 7<sup>th</sup> September 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 1

**Q.1 In general, how informed or otherwise do you feel about energy issues?****Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Well informed	1200 58%	656 65%B	544 52%	89 36%	189 54%C	191 55%C	211 57%C	205 67%CDEF	317 71%CDEF	372 68%JKL	315 55%	249 56%	264 54%	173 60%	489 56%
Very well informed	(4) 118 6%	74 7%B	44 4%	11 4%	30 9%eH	17 5%	25 7%H	21 7%H	15 3%	37 7%	27 5%	19 4%	35 7%	17 6%	62 7%
Fairly well informed	(3) 1082 53%	582 58%B	500 48%	78 32%	159 46%C	174 50%C	186 51%C	184 60%CDEF	302 67%CDEFg	335 61%JKL	288 50%	230 51%	229 47%	156 54%	427 49%
Not very well informed	(2) 658 32%	273 27%	385 37%A	113 46%DEFGH	103 30%	121 35%gH	124 34%H	85 28%	113 25%	145 26%	197 35%l	151 34%l	165 34%l	82 29%	290 33%
Not at all well informed	(1) 118 6%	44 4%	74 7%A	23 9%GH	31 9%GH	20 6%H	20 5%h	12 4%	12 3%	19 3%	32 6%	33 7%l	34 7%l	17 6%	54 6%
NET: Not well informed	776 38%	317 31%	459 44%A	135 55%DEFGH	133 38%H	141 41%GH	144 39%gH	97 32%	125 28%	164 30%	229 40%l	185 41%l	199 41%l	99 34%	344 40%
Don't know	82 4%	35 4%	46 4%	20 8%eFGH	25 7%fGH	15 4%gH	12 3%h	4 1%	6 1%	15 3%	27 5%i	14 3%	26 5%l	15 5%	33 4%
Mean	2.61	2.70B	2.51	2.34	2.58C	2.56C	2.61C	2.71CdEf	2.72CDEF	2.73JKL	2.57	2.54	2.57	2.64	2.60
Standard deviation	0.69	0.67	0.70	0.72	0.79	0.68	0.70	0.65	0.57	0.64	0.68	0.70	0.74	0.70	0.72
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 1

**Q.1 In general, how informed or otherwise do you feel about energy issues?**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Well informed	1200 58%	117 63%DJ	59 57%	1024 58%	38 46%	136 60%DJ	113 61%DJ	108 58%dj	79 55%	129 63%DJ	130 49%	178 62%DJ	112 60%DJ	1200 100%N	-
Very well informed (4)	118 6%	12 7%	3 3%	103 6%	4 5%	8 3%	6 3%	15 8%ef	5 4%	12 6%	29 11%BEFHkl	15 5%	10 5%	118 10%N	-
Fairly well informed (3)	1082 53%	104 56%DJ	56 55%J	922 52%	34 41%	128 57%DJ	107 58%DJ	93 50%J	74 51%J	118 57%DJ	102 38%	163 56%DJ	103 55%dJ	1082 90%N	-
Not very well informed (2)	658 32%	49 26%	30 29%	580 33%	37 44%ABFIKL	76 33%	56 30%	63 34%	52 36%ak	60 29%	105 39%AfiKl	76 26%	56 30%	-	658 85%M
Not at all well informed (1)	118 6%	20 11%CEGhlj	9 9%gl	89 5%	4 5%	11 5%	10 6%	5 3%	7 5%	6 3%	14 5%	22 8%gi	11 6%	-	118 15%M
NET: Not well informed	776 38%	68 37%	39 38%	669 38%	41 49%afgIKl	86 38%	66 36%	68 37%	59 41%	65 32%	119 44%IK	98 34%	67 36%	-	776 100%M
Don't know	82 4%	-	5 5%A	77 4%A	4 5%A	4 2%	6 3%A	9 5%Ae	6 4%A	11 5%Ae	18 7%AE	12 4%A	7 4%A	-	-
Mean	2.61	2.59	2.54	2.61	2.48	2.60	2.60	2.67d	2.56	2.70bD	2.58	2.62	2.62	3.10N	1.85
Standard deviation	0.69	0.77	0.71	0.68	0.67	0.64	0.65	0.67	0.65	0.63	0.76	0.71	0.68	0.30	0.36
Standard error	0.02	0.05	0.07	0.02	0.07	0.04	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.01	0.01

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 2

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**Summary****Base: All respondents**

	Statements					
	I know how much energy my home uses	I know how many miles per gallon my car does	I know how much energy my workplace uses	I would like to reduce my energy consumption in order to lower the cost of the energy used	I would like to reduce my energy consumption in order to reduce the environmental impact of the energy used	I would not be confident in knowing what improvements I can make to my home to reduce its energy consumption
Unweighted base	2058	2058	2058	2058	2058	2058
Weighted base	2058	2058	2058	2058	2058	2058
NET: Agree	1190 58%	1081 53%	226 11%	1669 81%	1432 70%	660 32%
Strongly agree (4)	337 16%	455 22%	54 3%	711 35%	435 21%	130 6%
Tend to agree (3)	853 41%	626 30%	172 8%	958 47%	998 48%	531 26%
Tend to disagree (2)	444 22%	258 13%	250 12%	166 8%	282 14%	708 34%
Strongly disagree (1)	207 10%	141 7%	502 24%	47 2%	107 5%	438 21%
NET: Disagree	651 32%	399 19%	752 37%	213 10%	389 19%	1147 56%
Not applicable	31 2%	420 20%	805 39%	48 2%	50 2%	53 3%
Don't know	186 9%	159 8%	275 13%	128 6%	187 9%	198 10%
Mean	2.72	2.94	1.77	3.24	2.97	2.19
Standard deviation	0.89	0.93	0.93	0.71	0.79	0.89
Standard error	0.02	0.02	0.03	0.02	0.02	0.02

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 3

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I know how much energy my home uses**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1190 58%	639 63%B	551 52%	61 25%	160 46%C	178 51%C	233 64%CDE	217 71%CDEF	341 76%CDEF	368 67%JKL	316 55%	233 52%	273 56%	158 55%	492 57%
Strongly agree (4)	337 16%	206 20%B	131 13%	11 4%	40 11%C	47 14%C	50 14%C	71 23%CDEF	118 26%CDEF	123 22%JKL	76 13%	57 13%	81 17%	34 12%	132 15%
Tend to agree (3)	853 41%	434 43%	420 40%	51 21%	120 35%C	131 38%C	183 50%CDE	146 48%CDE	223 50%CDE	245 44%	241 42%	176 39%	191 39%	124 43%	359 42%
Tend to disagree (2)	444 22%	194 19%	250 24%A	83 34%DFGH	78 22%H	91 26%FGH	68 19%	59 19%	66 15%	100 18%	112 20%	127 28%IJI	105 22%	66 23%	189 22%
Strongly disagree (1)	207 10%	78 8%	129 12%A	40 17%FGH	59 17%FGH	45 13%GH	33 9%GH	12 4%	17 4%	45 8%	66 12%i	47 10%	49 10%	36 12%	92 11%
NET: Disagree	651 32%	272 27%	379 36%A	123 50%DEFGH	136 39%FGH	136 39%FGH	101 27%H	71 23%	83 19%	146 26%	178 31%	173 39%IJI	154 32%i	101 35%	282 33%
Not applicable	31 2%	15 1%	16 2%	15 6%EFGH	9 3%FGH	3 1%	1 *	-	3 1%	5 1%	8 1%	13 3%I	6 1%	1 *	11 1%
Don't know	186 9%	83 8%	103 10%	45 18%dEFGH	41 12%GH	29 8%H	33 9%H	17 6%	20 5%	32 6%	69 12%IK	28 6%	56 12%IK	26 9%	81 9%
Mean	2.72	2.84B	2.60	2.17	2.48C	2.57C	2.75CDE	2.96CDEF	3.04CDEF	2.87JKL	2.66	2.60	2.71	2.60	2.69
Standard deviation	0.89	0.87	0.90	0.84	0.96	0.91	0.83	0.79	0.77	0.88	0.89	0.87	0.90	0.88	0.89
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.06	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 3

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I know how much energy my home uses**

**Base: All respondents**

	Total	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?	
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1190 58%	114 61%D	69 67%cDeg	1007 57%	36 44%	127 56%d	112 61%D	100 54%	83 58%d	124 60%D	151 56%d	164 57%d	109 59%D	890 74%N	287 37%
Strongly agree (4)	337 16%	41 22%cfk	15 14%	281 16%	12 15%	34 15%	26 14%	29 16%	28 19%	34 16%	44 17%	43 15%	32 17%	289 24%N	48 6%
Tend to agree (3)	853 41%	73 39%	54 53%CaDeGh	726 41%	24 30%	94 41%d	86 46%D	71 38%	55 38%	90 44%D	106 40%	121 42%d	77 42%d	601 50%N	239 31%
Tend to disagree (2)	444 22%	34 19%	15 14%	395 22%	23 28%Bi	63 28%aBlj	39 21%	40 22%	36 25%b	36 18%	52 19%	70 24%b	37 20%	195 16%	226 29%M
Strongly disagree (1)	207 10%	16 8%	14 13%E	177 10%	9 11%	13 6%	14 7%	17 9%	13 9%	27 13%E	33 12%E	29 10%	22 12%e	55 5%	147 19%M
NET: Disagree	651 32%	50 27%	29 28%	572 32%	32 39%a	76 34%	52 28%	58 31%	49 34%	63 31%	85 32%	98 34%	59 32%	250 21%	374 48%M
Not applicable	31 2%	* *	1 1%	30 2%	1 1%	2 1%	3 2%	4 2%ahi	- -	- -	6 2%i	9 3%Ahl	5 2%ahi	10 1%	17 2%M
Don't know	186 9%	21 12%bK	4 4%	160 9%	13 16%BehKL	21 9%	18 10%	23 12%BK	12 8%	19 9%	26 10%	16 6%	13 7%	50 4%	99 13%M
Mean	2.72	2.85cdk	2.72	2.70	2.58	2.72	2.76	2.71	2.74	2.70	2.69	2.68	2.71	2.99N	2.28
Standard deviation	0.89	0.91	0.89	0.89	0.93	0.81	0.82	0.89	0.90	0.93	0.94	0.88	0.92	0.79	0.89
Standard error	0.02	0.07	0.09	0.02	0.11	0.05	0.07	0.07	0.08	0.07	0.07	0.05	0.07	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 4

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I know how many miles per gallon my car does**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1081 53%	622 62%B	459 44%	69 28%	140 40%C	163 47%C	193 53%CD	194 64%CDEF	321 72%CDEFG	355 65%JKL	274 48%	240 54%L	211 43%	136 47%	464 54%
Strongly agree (4)	455 22%	327 32%B	128 12%	26 11%	52 15%	64 19%C	60 16%c	96 31%CDEF	157 35%CDEF	185 34%JKL	107 19%	83 19%	79 16%	61 21%	179 21%
Tend to agree (3)	626 30%	295 29%	330 31%	44 18%	88 25%c	99 29%C	132 36%CD	98 32%C	164 37%CDE	170 31%	167 29%	157 35%L	132 27%	74 26%	286 33% <sup>m</sup>
Tend to disagree (2)	258 13%	109 11%	149 14%A	38 16%GH	64 18%fGH	62 18%fGH	45 12%GH	19 6%	30 7%	73 13%L	74 13%l	67 15%L	44 9%	52 18%	134 16%
Strongly disagree (1)	141 7%	58 6%	83 8%	31 13%FGH	31 9%H	31 9%gH	25 7%H	16 5%H	7 2%	36 7%	38 7%	39 9%	27 6%	30 11%	77 9%
NET: Disagree	399 19%	167 17%	231 22%A	69 28%FGH	95 27%FGH	93 27%FGH	70 19%GH	35 12%	37 8%	110 20%L	112 20%L	106 24%L	71 15%	83 29%	212 24%
Not applicable	420 20%	155 15%	264 25%A	64 26%eH	77 22%h	64 18%	83 23%H	60 20%	72 16%	56 10%	133 23%IK	72 16%l	159 33%IJK	43 15%	129 15%
Don't know	159 8%	64 6%	95 9%A	42 17%dEFGH	35 10%fGH	27 8%H	22 6%	16 5%	18 4%	30 5%	51 9%l	30 7%	47 10%l	25 9%	61 7%
Mean	2.94	3.13B	2.73	2.46	2.69	2.77C	2.87Cd	3.20CDEF	3.31CDEF	3.09JKL	2.89	2.82	2.93	2.76	2.84
Standard deviation	0.93	0.91	0.90	1.04	0.96	0.96	0.88	0.86	0.71	0.93	0.92	0.93	0.91	1.01	0.95
Standard error	0.02	0.03	0.04	0.10	0.07	0.06	0.05	0.05	0.04	0.04	0.05	0.06	0.05	0.07	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 4

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I know how many miles per gallon my car does**

**Base: All respondents**

	Total	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?	
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1081 53%	115 62% <sup>CDEGJ</sup>	67 65% <sup>CDEfGJ</sup>	900 51%	38 47%	107 47% <sup>j</sup>	98 53% <sup>J</sup>	88 48% <sup>j</sup>	83 57% <sup>J</sup>	119 58% <sup>egJ</sup>	101 38%	160 55% <sup>J</sup>	104 56% <sup>J</sup>	793 66% <sup>N</sup>	274 35%
Strongly agree	(4) 455 22%	46 25% <sup>eJ</sup>	31 30% <sup>cEgJ</sup>	379 21%	15 18%	37 17%	38 20%	34 18%	41 28% <sup>EgJ</sup>	57 28% <sup>EgJ</sup>	39 14%	65 22% <sup>J</sup>	54 29% <sup>dEfGJ</sup>	365 30% <sup>N</sup>	87 11%
Tend to agree	(3) 626 30%	69 37% <sup>cJl</sup>	36 35% <sup>j</sup>	521 29%	23 28%	70 31%	61 33% <sup>j</sup>	54 29%	42 29%	62 30%	63 23%	95 33% <sup>J</sup>	51 27%	427 36% <sup>N</sup>	187 24%
Tend to disagree	(2) 258 13%	10 5%	6 6%	242 14% <sup>Ab</sup>	11 13% <sup>A</sup>	42 18% <sup>ABfHK</sup>	21 11% <sup>a</sup>	34 18% <sup>ABfHK</sup>	12 8%	27 13% <sup>A</sup>	39 15% <sup>Ab</sup>	32 11% <sup>a</sup>	24 13% <sup>A</sup>	117 10%	131 17% <sup>M</sup>
Strongly disagree	(1) 141 7%	10 5%	9 9% <sup>e</sup>	122 7%	4 5%	7 3%	14 8% <sup>e</sup>	11 6%	9 7%	12 6%	25 9% <sup>E</sup>	26 9% <sup>E</sup>	14 7% <sup>e</sup>	37 3%	99 13% <sup>M</sup>
NET: Disagree	399 19%	20 11%	15 15%	364 21% <sup>A</sup>	15 18%	49 22% <sup>A</sup>	35 19% <sup>A</sup>	45 24% <sup>AbH</sup>	21 15%	39 19% <sup>a</sup>	64 24% <sup>Ah</sup>	57 20% <sup>A</sup>	38 21% <sup>A</sup>	154 13%	230 30% <sup>M</sup>
Not applicable	420 20%	43 23% <sup>l</sup>	18 18%	358 20%	21 25% <sup>l</sup>	49 22%	35 19%	33 18%	32 22%	35 17%	72 27% <sup>gIkL</sup>	55 19%	27 15%	200 17%	198 26% <sup>M</sup>
Don't know	159 8%	8 4%	3 3%	148 8% <sup>ab</sup>	8 9% <sup>b</sup>	21 9% <sup>ab</sup>	17 9% <sup>ab</sup>	19 10% <sup>AB</sup>	9 6%	12 6%	31 11% <sup>ABiK</sup>	16 6%	15 8%	53 4%	73 9% <sup>M</sup>
Mean	2.94	3.12 <sup>CefGjk</sup>	3.07 <sup>J</sup>	2.92	2.92	2.88	2.91	2.83	3.10 <sup>eGJ</sup>	3.04 <sup>gJ</sup>	2.70	2.91 <sup>j</sup>	3.01 <sup>J</sup>	3.18 <sup>N</sup>	2.52
Standard deviation	0.93	0.83	0.95	0.93	0.89	0.83	0.93	0.91	0.93	0.91	0.99	0.96	0.97	0.80	0.99
Standard error	0.02	0.07	0.11	0.03	0.12	0.07	0.08	0.08	0.09	0.08	0.09	0.06	0.08	0.03	0.05

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 5

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I know how much energy my workplace uses**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	226 11%	125 12% <sup>b</sup>	101 10%	41 17% <sup>f</sup> GH	68 20% <sup>e</sup> EFGH	44 13% <sup>e</sup> GH	40 11% <sup>e</sup> H	22 7% <sup>e</sup> H	11 2%	80 15% <sup>k</sup> L	66 11% <sup>l</sup>	44 10%	37 8%	43 15%	145 17%
Strongly agree	(4) 54 3%	28 3%	26 2%	11 5% <sup>H</sup>	13 4% <sup>H</sup>	12 3% <sup>H</sup>	8 2% <sup>h</sup>	7 2% <sup>h</sup>	3 1%	13 2%	19 3% <sup>L</sup>	18 4% <sup>L</sup>	5 1%	13 5%	28 3%
Tend to agree	(3) 172 8%	97 10% <sup>b</sup>	75 7%	30 12% <sup>GH</sup>	55 16% <sup>EFGH</sup>	33 9% <sup>GH</sup>	32 9% <sup>g</sup> H	15 5% <sup>H</sup>	8 2%	67 12% <sup>JKL</sup>	47 8%	26 6%	32 7%	30 10%	116 13%
Tend to disagree	(2) 250 12%	146 15% <sup>B</sup>	103 10%	40 16% <sup>GH</sup>	61 18% <sup>GH</sup>	58 17% <sup>GH</sup>	47 13% <sup>H</sup>	27 9% <sup>H</sup>	15 3%	83 15% <sup>j</sup> L	64 11%	53 12%	50 10%	47 16%	169 19%
Strongly disagree	(1) 502 24%	258 26%	243 23%	61 25% <sup>H</sup>	123 36% <sup>Ci</sup> GH	131 38% <sup>CF</sup> GH	104 28% <sup>H</sup>	73 24% <sup>H</sup>	9 2%	142 26% <sup>L</sup>	164 29% <sup>L</sup>	117 26% <sup>L</sup>	79 16%	133 46% <sup>N</sup>	319 37%
NET: Disagree	752 37%	405 40% <sup>B</sup>	347 33%	101 41% <sup>g</sup> H	184 53% <sup>CF</sup> GH	189 55% <sup>CF</sup> GH	151 41% <sup>GH</sup>	100 33% <sup>H</sup>	25 6%	224 41% <sup>L</sup>	229 40% <sup>L</sup>	170 38% <sup>L</sup>	129 26%	180 63%	488 56%
Not applicable	805 39%	344 34%	461 44% <sup>A</sup>	52 21% <sup>D</sup>	42 12%	55 16%	112 31% <sup>CDE</sup>	147 48% <sup>CDEF</sup>	396 88% <sup>CDEFG</sup>	192 35%	171 30%	177 40% <sup>J</sup>	264 54% <sup>IJK</sup>	10 4%	62 7% <sup>m</sup>
Don't know	275 13%	135 13%	141 13%	50 20% <sup>GH</sup>	52 15% <sup>H</sup>	58 17% <sup>H</sup>	63 17% <sup>g</sup> H	37 12% <sup>H</sup>	16 4%	54 10%	105 18% <sup>kl</sup> L	58 13%	59 12%	53 19%	171 20%
Mean	1.77	1.80	1.74	1.94 <sup>Efg</sup>	1.83	1.68	1.71	1.64	2.12 <sup>EFG</sup>	1.84	1.73	1.74	1.78	1.66	1.77
Standard deviation	0.93	0.92	0.94	0.98	0.94	0.90	0.90	0.91	0.89	0.91	0.95	0.97	0.86	0.93	0.90
Standard error	0.03	0.04	0.05	0.09	0.07	0.06	0.06	0.08	0.14	0.05	0.06	0.08	0.07	0.07	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 5

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I know how much energy my workplace uses**

**Base: All respondents**

	Total	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?	
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	226 11%	17 9%	14 13%	196 11%	5 6%	24 11%	17 9%	23 13%	10 7%	18 9%	52 19%	31 11%	17 9%	176 15%	49 6%
Strongly agree	(4) 54 3%	5 3% <sup>i</sup>	6 6% <sup>cel</sup>	42 2%	1 1%	4 2%	3 2%	5 3% <sup>i</sup>	5 3% <sup>l</sup>	* *	11 4% <sup>l</sup>	9 3% <sup>i</sup>	3 2%	39 3%	15 2%
Tend to agree	(3) 172 8%	12 6%	8 7%	153 9%	4 5%	20 9% <sup>h</sup>	13 7%	18 10% <sup>H</sup>	5 4%	17 8%	41 15% <sup>AbDeFHikL</sup>	22 8%	13 7%	137 11% <sup>N</sup>	34 4%
Tend to disagree	(2) 250 12%	21 11%	11 11%	218 12%	8 10%	27 12%	17 9%	24 13%	19 13%	30 15%	37 14%	35 12%	21 11%	138 11%	101 13%
Strongly disagree	(1) 502 24%	57 31% <sup>CGL</sup>	29 28% <sup>g</sup>	416 24%	20 24%	55 24%	52 28% <sup>GI</sup>	32 18%	33 23%	52 25%	66 25%	70 24%	36 19%	247 21%	243 31% <sup>M</sup>
NET: Disagree	752 37%	78 42% <sup>GL</sup>	40 39%	633 36%	28 34%	82 36%	69 37%	56 30%	51 36%	82 40% <sup>g</sup>	103 39%	105 36%	57 31%	385 32%	345 44% <sup>M</sup>
Not applicable	805 39%	64 35%	39 38%	702 40%	39 47% <sup>afJ</sup>	91 40% <sup>J</sup>	65 35%	84 46% <sup>afJ</sup>	68 47% <sup>AfJ</sup>	81 40% <sup>J</sup>	76 28%	118 41% <sup>J</sup>	79 43% <sup>J</sup>	505 42% <sup>N</sup>	280 36%
Don't know	275 13%	26 14%	10 10%	239 14%	11 13%	29 13%	35 19% <sup>bghk</sup>	21 12%	15 11%	25 12%	37 14%	35 12%	32 17%	134 11%	102 13%
Mean	1.77	1.64	1.83	1.79	1.56	1.74	1.63	1.95 <sup>afi</sup>	1.70	1.66	1.98 <sup>AFI</sup>	1.78	1.78	1.94 <sup>N</sup>	1.54
Standard deviation	0.93	0.91	1.06	0.92	0.82	0.90	0.89	0.96	0.92	0.78	0.99	0.95	0.90	0.98	0.81
Standard error	0.03	0.10	0.16	0.03	0.14	0.09	0.10	0.11	0.12	0.08	0.09	0.08	0.11	0.04	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 6

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I would like to reduce my energy consumption in order to lower the cost of the energy used**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1669 81%	816 81%	853 81%	141 58%	270 78% <sup>C</sup>	281 81% <sup>C</sup>	311 85% <sup>Cd</sup>	268 88% <sup>CDE</sup>	397 89% <sup>CDE</sup>	467 85% <sup>JL</sup>	454 80%	366 82%	383 78%	247 86% <sup>N</sup>	683 79%
Strongly agree (4)	711 35%	352 35%	359 34%	48 20%	110 32% <sup>C</sup>	126 36% <sup>C</sup>	136 37% <sup>C</sup>	118 39% <sup>C</sup>	173 39% <sup>Cd</sup>	217 39% <sup>JkL</sup>	185 32%	148 33%	162 33%	116 41% <sup>N</sup>	280 32%
Tend to agree (3)	958 47%	464 46%	494 47%	93 38%	160 46%	156 45%	175 48% <sup>C</sup>	150 49% <sup>C</sup>	224 50% <sup>C</sup>	250 45%	269 47%	218 49%	222 45%	131 46%	403 46%
Tend to disagree (2)	166 8%	84 8%	82 8%	35 14% <sup>DeFGH</sup>	25 7%	30 9%	29 8%	16 5%	31 7%	43 8%	40 7%	34 8%	49 10%	10 3%	83 10% <sup>M</sup>
Strongly disagree (1)	47 2%	33 3% <sup>B</sup>	14 1%	9 4% <sup>h</sup>	15 4% <sup>eH</sup>	5 1%	7 2%	6 2%	5 1%	8 2%	16 3%	9 2%	14 3%	5 2%	24 3%
NET: Disagree	213 10%	117 12%	96 9%	43 18% <sup>dEFGH</sup>	40 12%	35 10%	36 10%	22 7%	37 8%	51 9%	56 10%	43 10%	63 13% <sup>i</sup>	15 5%	107 12% <sup>M</sup>
Not applicable	48 2%	18 2%	30 3%	19 8% <sup>DEFGH</sup>	7 2%	4 1%	4 1%	6 2%	8 2%	9 2%	13 2%	16 4%	10 2%	3 1%	13 2%
Don't know	128 6%	58 6%	70 7%	41 17% <sup>DEFGH</sup>	29 8% <sup>fGH</sup>	27 8% <sup>GH</sup>	16 4% <sup>H</sup>	9 3%	6 1%	23 4%	48 8% <sup>l</sup>	23 5%	33 7%	22 8%	62 7%
Mean	3.24	3.22	3.26	2.98	3.18 <sup>C</sup>	3.27 <sup>C</sup>	3.27 <sup>C</sup>	3.31 <sup>Cd</sup>	3.30 <sup>CD</sup>	3.30 <sup>jL</sup>	3.22	3.23	3.19	3.37 <sup>N</sup>	3.19
Standard deviation	0.71	0.75	0.68	0.80	0.78	0.69	0.70	0.67	0.65	0.69	0.72	0.69	0.75	0.65	0.74
Standard error	0.02	0.02	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 6

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I would like to reduce my energy consumption in order to lower the cost of the energy used**

**Base: All respondents**

	Total	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?	
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1669 81%	159 86%DJ	88 85%dJ	1423 80%	60 72%	183 81%j	150 81%j	151 82%j	132 91%DEFGIJKL	166 81%	194 73%	233 81%j	154 83%dJ	1023 85%N	605 78%
Strongly agree (4)	711 35%	72 39%FI	42 41%FI	597 34%	25 31%	84 37%F	47 25%	72 39%FI	61 42%FJKL	78 38%F	85 32%	90 31%	55 30%	439 37%	258 33%
Tend to agree (3)	958 47%	87 47%	46 44%	826 47%	34 41%	100 44%	103 56%DEGIJ	79 43%	71 49%	88 43%	109 41%	143 50%j	100 54%degiJ	584 49%	348 45%
Tend to disagree (2)	166 8%	7 4%	7 7%	151 9%a	11 13%AfHK	19 8%h	12 6%	15 8%h	4 3%	21 10%AH	39 15%AbeFgHKL	18 6%	13 7%	91 8%	70 9%
Strongly disagree (1)	47 2%	8 4%EI	2 2%i	37 2%	4 4%EI	1 *	5 3%el	6 3%el	4 3%el	- -	7 3%i	8 3%el	3 2%	28 2%	17 2%
NET: Disagree	213 10%	15 8%	9 9%	188 11%	15 18%AEfHKI	20 9%	17 9%	20 11%	8 5%	21 10%	46 17%AEFHiKL	25 9%	17 9%	119 10%	87 11%
Not applicable	48 2%	- -	1 1%	47 3%A	* *	5 2%a	3 2%	5 2%a	1 1%	8 4%Ah	6 2%a	11 4%Ah	7 4%Ah	23 2%	20 3%
Don't know	128 6%	11 6%	4 4%	112 6%	8 9%HI	18 8%h	16 8%H	9 5%	4 3%	10 5%	22 8%h	18 6%	7 4%	35 3%	63 8%M
Mean	3.24	3.28	3.31	3.23	3.10	3.31DFJ	3.15	3.27	3.35DFJl	3.30dfj	3.14	3.22	3.20	3.26	3.22
Standard deviation	0.71	0.75	0.72	0.71	0.83	0.65	0.67	0.75	0.68	0.66	0.78	0.70	0.66	0.70	0.72
Standard error	0.02	0.05	0.07	0.02	0.09	0.04	0.05	0.06	0.06	0.05	0.06	0.04	0.05	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 7

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I would like to reduce my energy consumption in order to reduce the environmental impact of the energy used**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1432 70%	670 66%	763 73%A	127 52%	253 73%C	243 70%C	265 72%C	222 73%C	323 72%C	411 75%JkL	386 68%	307 69%	328 67%	222 77%N	588 68%
Strongly agree (4)	435 21%	213 21%	221 21%	47 19%	83 24%	76 22%	78 21%	67 22%	83 19%	125 23%	113 20%	84 19%	113 23%	68 24%	174 20%
Tend to agree (3)	998 48%	456 45%	541 52%A	79 32%	170 49%C	167 48%C	187 51%C	154 51%C	240 54%C	286 52%L	274 48%	223 50%	215 44%	153 54%	414 48%
Tend to disagree (2)	282 14%	162 16%B	120 11%	50 20%DFG	35 10%	50 14%	43 12%	35 12%	69 15%d	83 15%	75 13%	58 13%	66 13%	30 11%	126 15%
Strongly disagree (1)	107 5%	73 7%B	34 3%	8 3%	21 6%	22 6%	17 5%	18 6%	21 5%	20 4%	32 6%	34 8%I	20 4%	10 3%	58 7%m
NET: Disagree	389 19%	235 23%B	154 15%	57 23%df	56 16%	72 21%	61 17%	54 18%	89 20%	103 19%	107 19%	93 21%	85 17%	40 14%	185 21%M
Not applicable	50 2%	24 2%	26 2%	18 7%DEFGH	7 2%	4 1%	5 1%	5 2%	10 2%	9 2%	12 2%	18 4%i	11 2%	3 1%	15 2%
Don't know	187 9%	80 8%	107 10%	42 17%DEFGH	30 9%	28 8%	36 10%H	26 8%	25 5%	27 5%	65 11%IK	31 7%	64 13%IK	22 8%	78 9%
Mean	2.97	2.90	3.04A	2.90	3.02	2.94	3.00	2.98	2.94	3.00k	2.95	2.89	3.02k	3.07N	2.91
Standard deviation	0.79	0.85	0.72	0.83	0.81	0.82	0.77	0.80	0.75	0.75	0.80	0.83	0.79	0.72	0.83
Standard error	0.02	0.03	0.02	0.07	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.05	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 7

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I would like to reduce my energy consumption in order to reduce the environmental impact of the energy used**

**Base: All respondents**

	Total	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?	
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1432 70%	137 74%D	75 72%D	1221 69%	46 56%	165 73%D	127 69%d	126 68%d	110 76%Dj	142 69%d	177 66%	205 71%D	124 67%	890 74%N	511 66%
Strongly agree (4)	435 21%	41 22%	26 26%f	368 21%	17 20%	41 18%	28 15%	47 25%Fh	24 17%	54 26%eFhk	62 23%f	54 19%	41 22%	283 24%N	147 19%
Tend to agree (3)	998 48%	96 52%D	48 47%	854 48%	29 36%	124 55%DGIJ	99 54%Dgij	79 43%	86 60%bDGIJL	88 43%	115 43%	150 52%Dgij	84 45%	607 51%	364 47%
Tend to disagree (2)	282 14%	24 13%	10 10%	247 14%	17 21%befHK	26 11%	22 12%	26 14%	11 8%	35 17%H	47 18%Hk	33 11%	31 17%H	163 14%	113 15%
Strongly disagree (1)	107 5%	11 6%e	10 10%CEiL	85 5%	5 7%e	5 2%	14 7%El	10 5%	8 5%	8 4%	17 6%e	14 5%	5 3%	62 5%	45 6%
NET: Disagree	389 19%	35 19%	20 20%	333 19%	23 28%EHK	31 14%	35 19%	36 19%	19 13%	43 21%e	64 24%EHK	47 16%	36 19%	225 19%	158 20%
Not applicable	50 2%	1 1%	1 1%	48 3%	2 2%	7 3%	5 3%	3 1%	1 1%	2 1%	7 3%	13 5%Ahi	8 4%Ahi	27 2%	18 2%
Don't know	187 9%	12 7%	7 7%	168 9%	11 14%a	24 11%	18 10%	21 11%	14 10%	18 9%	20 7%	24 8%	17 9%	59 5%	90 12%M
Mean	2.97	2.97	2.95	2.97	2.84	3.03df	2.87	3.01	2.98	3.02	2.92	2.97	3.00	3.00n	2.92
Standard deviation	0.79	0.80	0.91	0.78	0.89	0.66	0.79	0.84	0.72	0.81	0.86	0.76	0.76	0.79	0.81
Standard error	0.02	0.06	0.09	0.02	0.11	0.05	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 8

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I would not be confident in knowing what improvements I can make to my home to reduce its energy consumption**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	660 32%	300 30%	361 34%A	89 36%H	118 34%H	132 38%GH	130 35%gH	87 29%	105 23%	150 27%	181 32%	161 36%l	168 34%l	99 35%	302 35%
Strongly agree (4)	130 6%	58 6%	71 7%	17 7%	30 9%h	21 6%	22 6%	18 6%	22 5%	26 5%	39 7%	27 6%	37 8%i	17 6%	53 6%
Tend to agree (3)	531 26%	241 24%	289 28%	72 29%H	88 25%h	111 32%GH	108 29%gH	69 23%	84 19%	124 23%	142 25%	134 30%l	131 27%	83 29%	249 29%
Tend to disagree (2)	708 34%	345 34%	363 35%	70 29%	105 30%	113 32%	127 34%	107 35%	187 42%CDEfg	216 39%JK	182 32%	142 32%	168 34%	91 32%	282 33%
Strongly disagree (1)	438 21%	250 25%B	189 18%	24 10%	63 18%C	64 18%C	72 20%C	87 29%CDEF	129 29%CDEF	137 25%L	124 22%l	93 21%	84 17%	62 22%	170 20%
NET: Disagree	1147 56%	595 59%B	552 53%	95 39%	168 48%c	176 51%C	198 54%C	194 63%CDEF	316 71%CDEFg	352 64%JKL	307 54%	235 52%	253 52%	154 54%	452 52%
Not applicable	53 3%	25 3%	28 3%	16 7%EFGH	14 4%gh	6 2%	8 2%	3 1%	6 1%	8 1%	19 3%i	13 3%	13 3%	4 1%	21 2%
Don't know	198 10%	89 9%	109 10%	45 19%EFGH	47 14%fGH	33 9%H	32 9%H	21 7%	20 4%	40 7%	64 11%l	39 9%	56 11%l	29 10%	91 11%
Mean	2.19	2.12	2.27A	2.44FGH	2.30GH	2.29GH	2.25GH	2.06	1.99	2.08	2.20i	2.24l	2.29l	2.21	2.25
Standard deviation	0.89	0.89	0.88	0.83	0.93	0.87	0.87	0.90	0.84	0.85	0.91	0.89	0.89	0.89	0.88
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 8

**Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)?**

**I would not be confident in knowing what improvements I can make to my home to reduce its energy consumption**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	660 32%	61 33%	28 28%	571 32%	20 24%	78 34%	49 26%	63 34%	58 40%bDFIL	60 29%	103 38%DFIL	92 32%	49 27%	351 29%	300 39%M
Strongly agree (4)	130 6%	15 8%F	8 8%f	107 6%	5 6%	8 4%	5 3%	13 7%f	13 9%eF	13 7%	19 7%f	20 7%f	11 6%	78 6%	51 7%
Tend to agree (3)	531 26%	46 25%	21 20%	464 26%	15 18%	69 31%bDI	44 24%	50 27%	45 31%bdI	47 23%	84 31%bDiL	72 25%	39 21%	273 23%	249 32%M
Tend to disagree (2)	708 34%	73 39%J	31 30%	605 34%	38 46%begHJK	75 33%	68 36%	61 33%	44 31%	78 38%j	76 29%	101 35%	64 35%	437 36%	253 33%
Strongly disagree (1)	438 21%	31 16%	35 34%CADEfGHI:1%JK	372 1%	14 16%	48 21%	43 23%	31 17%	30 21%	44 21%	52 19%	60 21%	51 27%AdG	331 28%N	97 13%
NET: Disagree	1147 56%	103 56%	66 65%GhJ	977 55%	51 62%gJ	123 54%	111 60%gJ	93 50%	74 52%	122 59%j	128 48%	160 56%	115 62%GJ	769 64%N	351 45%
Not applicable	53 3%	4 2%	1 1%	48 3%	1 1%	6 3%	3 2%	6 3%	3 2%	5 2%	6 2%	11 4%	7 4%	17 1%	31 4%M
Don't know	198 10%	17 9%	7 7%	174 10%	11 13%	20 9%	22 12%	23 13%h	9 6%	19 9%	31 12%	24 8%	14 8%	64 5%	95 12%M
Mean	2.19	2.27BFL	2.01	2.20b	2.16	2.19	2.06	2.29BFL	2.31BFL	2.16	2.30BFL	2.21	2.06	2.09	2.39M
Standard deviation	0.89	0.87	0.96	0.88	0.81	0.85	0.82	0.88	0.93	0.88	0.91	0.90	0.90	0.90	0.83
Standard error	0.02	0.06	0.10	0.02	0.09	0.06	0.07	0.07	0.08	0.07	0.07	0.05	0.07	0.03	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 9

**Q.3 Thinking about the electricity supply in the UK, which of the following do you think is used to generate the most electricity each year?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Fossil-fuelled stations (coal, gas and oil)	841 41%	509 50%B	332 32%	88 36%	137 39%	122 35%	161 44%E	119 39%	215 48%CDEG	288 52%JKL	239 42%KI	135 30%	178 36%	120 42%	333 38%
Nuclear power stations	458 22%	240 24%	218 21%	36 15%	75 22%c	82 24%C	83 23%c	76 25%C	105 23%C	112 20%	107 19%	127 28%IJ	112 23%	60 21%	208 24%
Imported through undersea cables from Belgium and France	257 12%	100 10%	157 15%A	19 8%	35 10%	48 14%c	40 11%	52 17%CDF	62 14%C	45 8%	73 13%I	83 18%IJL	56 12%i	47 17%N	95 11%
Renewable energy sources (such as wind, hydro or solar power)	116 6%	60 6%	57 5%	27 11%fGH	25 7%gH	23 7%H	22 6%H	11 3%	9 2%	32 6%	27 5%	34 8%	23 5%	14 5%	67 8%
Don't know	386 19%	101 10%	286 27%A	74 30%dEFGH	74 21%gH	72 21%H	62 17%	47 15%	57 13%	73 13%	125 22%IK	69 15%	119 24%IK	45 16%	164 19%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 9

**Q.3 Thinking about the electricity supply in the UK, which of the following do you think is used to generate the most electricity each year?**

**Base: All respondents**

	Region													Q.1 In general, how informed or otherwise do you feel about energy issues?	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Fossil-fuelled stations (coal, gas and oil)	841 41%	91 49%CEgJ	42 41%	708 40%	34 41%	83 37%	82 44%j	73 40%	66 46%J	74 36%	90 34%	122 42%j	83 45%J	556 46%N	267 34%
Nuclear power stations	458 22%	40 22%	26 26%	391 22%	19 24%	53 24%	37 20%	34 18%	29 20%	56 27%gj	51 19%	65 23%	47 25%	275 23%	178 23%
Imported through undersea cables from Belgium and France	257 12%	11 6%	10 10%	235 13%A	8 10%	37 16%Afl	18 10%	19 10%	20 14%A	33 16%A	44 16%Afl	41 14%A	17 9%	163 14%	90 12%
Renewable energy sources (such as wind, hydro or solar power)	116 6%	8 4%	6 6%	102 6%	2 3%	18 8%	8 4%	13 7%	6 4%	10 5%	24 9%	14 5%	8 4%	75 6%	37 5%
Don't know	386 19%	35 19%	18 17%	333 19%	19 23%	35 16%	40 21%	47 25%EhiKl	23 16%	33 16%	59 22%	46 16%	30 16%	131 11%	204 26%M

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 10

**Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar.**

**Summary****Base: All respondents**

		Type of Light Bulb			
		LED	Low voltage halogen	Tungsten filament	Compact fluorescent
Unweighted base		2058	2058	2058	2058
Weighted base		2058	2058	2058	2058
Uses the most energy	(1)	261 13%	156 8%	1079 52%	563 27%
Uses the second most energy	(2)	310 15%	397 19%	525 26%	825 40%
Uses the third most energy	(3)	462 22%	783 38%	299 15%	514 25%
Uses the least energy	(4)	1025 50%	722 35%	155 8%	156 8%
Mean		3.09	3.01	1.77	2.13
Standard deviation		1.07	0.92	0.96	0.90
Standard error		0.02	0.02	0.02	0.02

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 11

**Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar.**

**LED**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Uses the most energy (1)	261 13%	110 11%	151 14%A	53 22% <sup>EF</sup> GH	58 17% <sup>FG</sup> H	47 14% <sup>f</sup> H	31 8%	32 10%	39 9%	59 11%	85 15% <sup>i</sup>	54 12%	63 13%	35 12%	114 13%
Uses the second most energy (2)	310 15%	141 14%	169 16%	52 21% <sup>f</sup> GH	71 21% <sup>f</sup> GH	54 16% <sup>H</sup>	51 14% <sup>h</sup>	39 13%	43 10%	67 12%	98 17% <sup>l</sup>	62 14%	84 17% <sup>l</sup>	48 17%	151 17%
Uses the third most energy (3)	462 22%	168 17%	294 28%A	43 18%	66 19%	81 23%	78 21%	87 28% <sup>CD</sup> f	108 24%	118 21%	115 20%	105 24%	124 25% <sup>j</sup>	78 27% <sup>N</sup>	161 19%
Uses the least energy (4)	1025 50%	589 58%B	435 41%	97 40%	151 43%	165 48%	207 56% <sup>CDE</sup> g	148 48% <sup>c</sup>	258 58% <sup>CDE</sup> G	307 56% <sup>JL</sup>	273 48%	227 51%	218 45%	126 44%	440 51%
Mean	3.09	3.23 <sup>B</sup>	2.97	2.75	2.89	3.05 <sup>C</sup>	3.25 <sup>CDE</sup>	3.15 <sup>CD</sup>	3.31 <sup>CDEG</sup>	3.22 <sup>JL</sup>	3.01	3.13	3.02	3.03	3.07
Standard deviation	1.07	1.05	1.07	1.19	1.14	1.08	0.99	1.01	0.96	1.03	1.12	1.05	1.06	1.04	1.10
Standard error	0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.04	0.04	0.05	0.06	0.05	0.07	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 11

**Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar.**

**LED**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Uses the most energy	(1) 261 13%	19 10%B	2 2%	240 14%B	10 12%B	27 12%B	21 11%B	35 19%ABefhk	16 11%B	26 12%B	37 14%B	36 12%B	32 18%aB	143 12%	105 14%
Uses the second most energy	(2) 310 15%	32 17%f	15 15%	263 15%	12 15%	25 11%	18 10%	25 14%	21 15%	35 17%f	54 20%EF	43 15%	29 15%	159 13%	134 17%M
Uses the third most energy	(3) 462 22%	40 22%	31 30%chIK	390 22%	27 33%afHjJK	55 24%ik	40 21%	59 32%AFHIJK	28 19%	32 15%	57 21%	47 16%	46 25%lk	258 22%	183 24%
Uses the least energy	(4) 1025 50%	94 51%G	55 53%G	876 50%	33 40%	119 53%dGI	106 57%DGJL	66 35%	79 55%dGjL	114 55%DGjL	119 45%g	162 56%DGJL	78 42%	640 53%N	354 46%
Mean	3.09	3.13GI	3.35CDGJL	3.08	3.00	3.18GjL	3.25dGJL	2.84	3.18GI	3.14G	2.96	3.16GjL	2.92	3.16N	3.01
Standard deviation	1.07	1.04	0.80	1.09	1.03	1.04	1.03	1.11	1.05	1.10	1.10	1.09	1.13	1.06	1.08
Standard error	0.02	0.07	0.08	0.03	0.11	0.07	0.08	0.08	0.08	0.08	0.07	0.06	0.08	0.03	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 12

**Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar.**

**Low voltage halogen**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Uses the most energy	(1) 156 8%	76 8%	79 8%	21 9% <sup>H</sup>	40 12% <sup>GH</sup>	32 9% <sup>H</sup>	33 9% <sup>H</sup>	17 6% <sup>h</sup>	13 3%	41 7%	41 7%	31 7%	42 9%	28 10%	78 9%
Uses the second most energy	(2) 397 19%	245 24% <sup>B</sup>	153 15%	34 14%	69 20%	64 18%	72 20%	58 19%	101 23% <sup>C</sup>	108 20%	108 19%	93 21%	89 18%	43 15%	179 21% <sup>m</sup>
Uses the third most energy	(3) 783 38%	424 42% <sup>B</sup>	358 34%	92 37%	115 33%	130 38%	144 39%	108 35%	194 43% <sup>DG</sup>	240 44% <sup>JL</sup>	209 37%	176 39% <sup>l</sup>	158 32%	101 35%	329 38%
Uses the least energy	(4) 722 35%	263 26%	459 44% <sup>A</sup>	98 40% <sup>h</sup>	122 35%	121 35%	118 32%	123 40% <sup>fH</sup>	140 31%	161 29%	213 37% <sup>l</sup>	148 33%	200 41% <sup>lK</sup>	115 40% <sup>n</sup>	280 32%
Mean	3.01	2.87	3.14 <sup>A</sup>	3.09	2.92	2.98	2.95	3.10 <sup>DF</sup>	3.03	2.95	3.04	2.98	3.06 <sup>i</sup>	3.06	2.94
Standard deviation	0.92	0.89	0.93	0.94	1.00	0.95	0.94	0.90	0.81	0.89	0.92	0.91	0.97	0.97	0.94
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 12

**Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar.**

**Low voltage halogen**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Uses the most energy	(1) 156 8%	8 4%	13 13% <sup>cAEiK</sup>	134 8%	5 6%	9 4%	16 9% <sup>e</sup>	13 7%	15 10% <sup>aE</sup>	12 6%	31 12% <sup>AEiK</sup>	17 6%	17 9% <sup>ae</sup>	88 7%	60 8%
Uses the second most energy	(2) 397 19%	37 20% <sup>d</sup>	24 24% <sup>D</sup>	336 19%	8 10%	42 19% <sup>d</sup>	41 22% <sup>D</sup>	32 17%	22 16%	46 22% <sup>D</sup>	47 18%	58 20% <sup>D</sup>	39 21% <sup>D</sup>	274 23% <sup>N</sup>	116 15%
Uses the third most energy	(3) 783 38%	73 39% <sup>g</sup>	30 29%	680 38%	30 36%	96 42% <sup>BGL</sup>	72 39% <sup>g</sup>	53 29%	60 41% <sup>bGI</sup>	84 41% <sup>bGI</sup>	108 40% <sup>bGI</sup>	121 42% <sup>BGL</sup>	56 30%	462 39%	293 38%
Uses the least energy	(4) 722 35%	67 36%	35 34%	620 35%	40 49% <sup>abEFHIJK</sup>	79 35%	55 30%	87 47% <sup>abEFHIJK</sup>	47 33%	64 31%	82 31%	93 32%	72 39%	376 31%	307 40% <sup>M</sup>
Mean	3.01	3.07 <sup>bj</sup>	2.85	3.01	3.28 <sup>aBeFHIJ</sup> 3.09 <sup>bfj</sup> KL		2.90	3.16 <sup>BFiJ</sup>	2.97	2.98	2.90	3.01	2.99	2.94	3.09 <sup>M</sup>
Standard deviation	0.92	0.86	1.04	0.92	0.86	0.83	0.93	0.95	0.95	0.87	0.97	0.87	0.99	0.91	0.92
Standard error	0.02	0.06	0.10	0.02	0.09	0.05	0.07	0.07	0.08	0.06	0.07	0.05	0.07	0.03	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 13

**Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar.**

**Tungsten filament**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Uses the most energy	(1) 1079 52%	604 60%B	475 45%	112 46%	158 46%	173 50%	180 49%	179 58%CD eF	276 62%CDEF	334 61%JKL	299 52%	213 48%	232 47%	151 53%	430 50%
Uses the second most energy	(2) 525 26%	195 19%	330 31%A	63 26%	80 23%	95 27%	110 30%dh	73 24%	105 23%	115 21%	134 24%	134 30%lj	142 29%lj	68 24%	218 25%
Uses the third most energy	(3) 299 15%	126 13%	172 16%A	46 19%gH	69 20%EGH	45 13%	55 15%h	37 12%	46 10%	63 11%	95 17%l	59 13%	81 17%l	46 16%	145 17%
Uses the least energy	(4) 155 8%	83 8%	72 7%	24 10%H	40 11%FGH	33 9%gH	22 6%	17 5%	20 4%	38 7%	42 7%	41 9%	34 7%	22 8%	73 8%
Mean	1.77	1.69	1.85A	1.93GH	1.97eFGH	1.82GH	1.78gH	1.65	1.58	1.65	1.79l	1.84l	1.83l	1.78	1.84
Standard deviation	0.96	0.98	0.93	1.02	1.06	0.99	0.91	0.90	0.85	0.94	0.97	0.98	0.94	0.97	0.99
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 13

**Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar.**

**Tungsten filament**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Uses the most energy	(1) 1079 52%	111 60% <small>CgjkL</small>	59 57%	908 51%	44 53%	119 53%	104 56%	92 50%	78 54%	109 53%	132 49%	141 49%	90 48%	660 55% <small>N</small>	381 49%
Uses the second most energy	(2) 525 26%	36 20%	25 24%	464 26% <small>a</small>	19 23%	70 31% <small>AJ</small>	50 27%	54 29% <small>a</small>	35 24%	49 24%	57 21%	83 29% <small>Aj</small>	47 25%	286 24%	217 28% <small>m</small>
Uses the third most energy	(3) 299 15%	22 12%	12 12%	264 15%	16 19% <small>e</small>	24 11%	23 12%	21 12%	23 16%	32 16%	47 17% <small>e</small>	46 16%	33 18% <small>e</small>	167 14%	115 15%
Uses the least energy	(4) 155 8%	15 8%	7 7%	133 8%	4 5%	13 6%	8 4%	18 10% <small>f</small>	9 6%	15 7%	32 12% <small>EFK</small>	18 6%	16 9%	87 7%	63 8%
Mean	1.77	1.68	1.68	1.79	1.77	1.69	1.65	1.81	1.74	1.77	1.92 <small>AbEF</small>	1.79	1.87 <small>f</small>	1.73	1.82 <small>m</small>
Standard deviation	0.96	0.98	0.93	0.96	0.95	0.88	0.86	0.98	0.94	0.97	1.07	0.92	1.00	0.95	0.97
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.06	0.07	0.08	0.07	0.07	0.05	0.07	0.03	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 14

**Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar.**

**Compact fluorescent**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Uses the most energy	(1) 563 27%	218 22%	345 33%A	59 24%	90 26%	94 27%	122 33%CdGh	78 26%	120 27%	116 21%	145 25%	150 33%IJ	152 31%lj	73 25%	244 28%
Uses the second most energy	(2) 825 40%	427 42%b	398 38%	96 39%	126 36%	134 39%	134 36%	136 45%df	199 44%dF	261 47%JKL	230 40%	159 35%	175 36%	128 45%n	318 37%
Uses the third most energy	(3) 514 25%	290 29%B	224 21%	64 26%	96 28%	90 26%	91 25%	74 24%	99 22%	130 24%	152 27%	108 24%	125 26%	62 22%	230 27%
Uses the least energy	(4) 156 8%	73 7%	83 8%	26 11%fg	34 10%f	28 8%	20 5%	18 6%	30 7%	44 8%	43 8%	32 7%	37 8%	24 8%	74 9%
Mean	2.13	2.22B	2.04	2.23Fh	2.22Fh	2.15f	2.02	2.10	2.09	2.18K	2.16	2.05	2.10	2.13	2.15
Standard deviation	0.90	0.87	0.93	0.94	0.94	0.91	0.89	0.85	0.87	0.86	0.89	0.93	0.93	0.89	0.93
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 14

**Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar.**

**Compact fluorescent**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Uses the most energy	(1) 563 27%	47 25%	29 28%	487 28%	24 29%	71 31%	45 24%	45 24%	35 25%	59 29%	68 25%	95 33%fgl	46 25%	309 26%	231 30%m
Uses the second most energy	(2) 825 40%	79 43%	39 37%	707 40%	43 53%befgkl	89 39%	75 41%	74 40%	66 46%k	76 37%	109 41%	103 36%	71 38%	482 40%	309 40%
Uses the third most energy	(3) 514 25%	50 27%D	30 29%D	435 25%	10 12%	51 23%d	50 27%D	51 28%D	34 23%d	58 28%D	57 21%	74 26%D	50 27%D	313 26%	185 24%
Uses the least energy	(4) 156 8%	9 5%	6 6%	141 8%	5 6%	15 7%	16 8%	15 8%	9 6%	13 6%	34 13%AbehiK	16 5%	19 10%k	97 8%	52 7%
Mean	2.13	2.11	2.12	2.13	1.95	2.04	2.20Dk	2.19Dk	2.11	2.11	2.22Dek	2.04	2.23Dek	2.16n	2.08
Standard deviation	0.90	0.84	0.89	0.91	0.81	0.90	0.90	0.90	0.85	0.90	0.97	0.90	0.94	0.90	0.89
Standard error	0.02	0.06	0.09	0.02	0.09	0.06	0.07	0.06	0.07	0.07	0.07	0.05	0.07	0.03	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 15

**Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking?**

**Summary****Base: All respondents**

	Location	
	School or office	Home
Unweighted base	2058	2058
Weighted base	2058	2058
Space and water heating	792 38%	863 42%
Lighting	626 30%	153 7%
Power for electrical equipment and appliances, excluding ovens, microwaves and hobs	549 27%	552 27%
Cooking (i.e. ovens, microwaves and hobs)	91 4%	490 24%

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 16

**Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking?**

**School or office**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Space and water heating	792 38%	427 42%B	365 35%	57 23%	115 33%C	126 36%C	131 36%C	132 43%CD	231 52%CEFG	262 48%JKL	216 38%	149 33%	165 34%	110 38%	326 38%
Lighting	626 30%	283 28%	343 33%a	105 43%DEFGH	109 31%H	103 30%h	120 33%H	86 28%	104 23%	144 26%	164 29%	153 34%l	166 34%lj	89 31%	255 29%
Power for electrical equipment and appliances, excluding ovens, microwaves and hobs	549 27%	249 25%	300 29%a	69 28%h	101 29%H	103 30%H	102 28%h	77 25%	96 22%	130 24%	167 29%i	125 28%	127 26%	79 28%	238 27%
Cooking (i.e. ovens, microwaves and hobs)	91 4%	50 5%	41 4%	13 5%	22 6%	16 4%	15 4%	10 3%	16 4%	13 2%	24 4%	22 5%i	31 6%l	8 3%	47 5%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 16

**Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking?**

**School or office**

**Base: All respondents**

	Total	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?	
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Space and water heating	792 38%	82 44%J	43 42%	667 38%	28 34%	87 39%	70 38%	66 35%	55 38%	86 42%	89 33%	109 38%	76 41%	516 43%N	251 32%
Lighting	626 30%	54 29%	38 37%E	534 30%	22 27%	52 23%	56 30%	60 32%e	46 32%e	55 27%	98 37%Ei	88 31%e	57 31%	323 27%	274 35%M
Power for electrical equipment and appliances, excluding ovens, microwaves and hobs	549 27%	43 23%	19 18%	487 28%b	26 31%b	75 33%aBJ	57 31%Bj	52 28%	38 26%	56 27%	60 22%	76 26%	46 25%	313 26%	215 28%
Cooking (i.e. ovens, microwaves and hobs)	91 4%	6 3%	3 3%	82 5%	7 8%F	12 5%F	1 1%	8 4%f	6 4%f	8 4%f	20 8%aFl	15 5%F	6 3%	48 4%	36 5%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 17

**Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking?**

**Home**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Space and water heating	863 42%	438 43%	425 41%	60 24%	119 34%C	134 39%C	155 42%Cd	157 51%CDEF	238 53%CDEF	277 50%JKL	229 40%	183 41%	174 36%	135 47%n	338 39%
Power for electrical equipment and appliances, excluding ovens, microwaves and hobs	552 27%	247 24%	305 29%A	82 34%GH	97 28%Gh	115 33%fGH	98 27%g	61 20%	99 22%	129 24%	166 29%l	120 27%	137 28%	62 22%	262 30%M
Cooking (i.e. ovens, microwaves and hobs)	490 24%	255 25%	235 22%	63 26%	85 25%	73 21%	87 24%	78 26%	104 23%	116 21%	127 22%	106 24%	141 29%lJ	64 22%	199 23%
Lighting	153 7%	69 7%	83 8%	40 16%EFGH	45 13%EFGH	25 7%GH	27 7%GH	9 3%	7 1%	28 5%	48 8%l	40 9%i	37 8%	25 9%	67 8%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 17

**Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking?**

**Home**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Space and water heating	863 42%	108 58% CBDEFGHIJKL	44 28% a	711 40%	22 27%	82 36%	73 40% d	77 42% D	64 45% D	89 43% D	102 38% d	123 43% D	78 42% D	554 46% N	281 36%
Power for electrical equipment and appliances, excluding ovens, microwaves and hobs	552 27%	31 17%	29 28% a	492 28% A	34 41% AbeghJKL	64 28% A	67 36% AIJK	52 28% A	40 28% A	49 24%	67 25% a	65 23%	55 30% A	265 22%	253 33% M
Cooking (i.e. ovens, microwaves and hobs)	490 24%	33 18%	22 21%	435 25% a	23 28% af	71 31% AFGhk	32 17%	39 21%	31 21%	58 28% AF	70 26% af	68 24%	43 23%	299 25%	178 23%
Lighting	153 7%	13 7%	8 8%	132 7%	3 4%	9 4%	13 7%	17 9% e	9 6%	10 5%	29 11% dEil	32 11% dEIl	9 5%	82 7%	64 8%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 18

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**Summary****Base: All respondents**

	<u>Appliances</u>				
	<u>Tumble drier used for 1 hour</u>	<u>11W light bulb used for 9 hours</u>	<u>Electrical convector heater used for 2 hours</u>	<u>Kettle (1 litre) used for 5 minutes</u>	<u>Power shower used for 10 minutes</u>
Unweighted base	2058	2058	2058	2058	2058
Weighted base	2058	2058	2058	2058	2058
6.0 kWh	802 39%	106 5%	867 42%	140 7%	141 7%
2.5 kWh	787 38%	118 6%	665 32%	197 10%	293 14%
1.7 kWh	242 12%	212 10%	274 13%	417 20%	914 44%
0.1 kWh	76 4%	1257 61%	95 5%	444 22%	185 9%
0.25 kWh	151 7%	365 18%	158 8%	860 42%	525 26%

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 19

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**Tumble drier used for 1 hour**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
6.0 kWh	802 39%	341 34%	461 44%A	87 36%	125 36%	134 39%	161 44%cdG	107 35%	188 42%g	227 41%L	228 40%	178 40%	169 35%	112 39%	325 38%
2.5 kWh	787 38%	411 41%B	376 36%	76 31%	103 30%	132 38%d	146 40%cD	152 50%CDEFH	178 40%cD	215 39%	207 36%	172 38%	192 39%	111 39%	321 37%
1.7 kWh	242 12%	119 12%	123 12%	32 13%g	68 19%eFGH	46 13%fGh	30 8%	24 8%	41 9%	53 10%	68 12%	56 12%	65 13%i	30 11%	118 14%
0.1 kWh	76 4%	37 4%	40 4%	12 5%F	25 7%EFgH	10 3%	4 1%	11 4%F	14 3%f	13 2%	28 5%lk	9 2%	26 5%IK	16 5%	30 4%
0.25 kWh	151 7%	101 10%B	50 5%	38 15%DEFGH	26 8%g	24 7%g	25 7%	11 4%	26 6%	42 8%	39 7%	34 8%	36 7%	17 6%	72 8%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 19

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**Tumble drier used for 1 hour**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
6.0 kWh	802 39%	75 41% <sup>d</sup>	41 40%	686 39%	23 28%	89 39%	68 37%	76 41% <sup>d</sup>	59 41% <sup>d</sup>	77 37%	101 38%	114 40% <sup>d</sup>	79 42% <sup>D</sup>	468 39%	311 40%
2.5 kWh	787 38%	79 43% <sup>J</sup>	48 46% <sup>J</sup>	660 37%	45 54% <sup>EGHIJKL</sup>	86 38%	79 43% <sup>J</sup>	68 37%	57 40%	73 36%	82 31%	104 36%	65 35%	469 39%	290 37%
1.7 kWh	242 12%	18 10%	9 9%	215 12%	7 8%	29 13%	22 12%	19 10%	21 14%	26 13%	31 12%	39 14%	21 11%	137 11%	85 11%
0.1 kWh	76 4%	8 4% <sup>k</sup>	2 2%	66 4%	2 2%	9 4% <sup>k</sup>	6 3%	6 3%	2 2%	10 5% <sup>K</sup>	19 7% <sup>HK</sup>	3 1%	9 5% <sup>K</sup>	40 3%	32 4%
0.25 kWh	151 7%	5 2%	3 3%	143 8% <sup>A</sup>	6 7% <sup>a</sup>	13 6%	10 5%	16 9% <sup>A</sup>	6 4%	20 10% <sup>Abh</sup>	34 13% <sup>ABEFHL</sup>	28 10% <sup>Abh</sup>	11 6%	87 7%	58 8%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 20

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**11W light bulb used for 9 hours**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
6.0 kWh	106 5%	53 5%	54 5%	26 11% <sup>d</sup> EFGH	20 6%	16 5%	14 4%	13 4%	17 4%	24 4%	33 6%	20 5%	28 6%	12 4%	52 6%
2.5 kWh	118 6%	53 5%	65 6%	28 11% <sup>e</sup> FGH	34 10% <sup>e</sup> FGH	20 6% <sup>h</sup>	14 4%	10 3%	13 3%	26 5%	32 6%	25 6%	34 7%	18 6%	57 7%
1.7 kWh	212 10%	87 9%	124 12% <sup>A</sup>	40 16% <sup>F</sup> GH	53 15% <sup>F</sup> GH	41 12% <sup>H</sup>	29 8%	24 8%	24 5%	47 9%	65 11%	46 10%	54 11%	38 13%	84 10%
0.1 kWh	1257 61%	669 66% <sup>B</sup>	588 56%	101 41%	161 46%	187 54% <sup>Cd</sup>	246 67% <sup>CDE</sup>	214 70% <sup>CDE</sup>	347 78% <sup>CDEFG</sup>	367 67% <sup>JL</sup>	337 59%	282 63% <sup>l</sup>	271 55%	168 59%	513 59%
0.25 kWh	365 18%	147 15%	217 21% <sup>A</sup>	49 20% <sup>H</sup>	79 23% <sup>GH</sup>	82 24% <sup>f</sup> GH	64 17% <sup>H</sup>	45 15%	46 10%	85 15%	103 18%	74 17%	102 21% <sup>l</sup>	51 18%	160 18%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 20

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**11W light bulb used for 9 hours**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
6.0 kWh	106 5%	10 6%	3 3%	93 5%	3 4%	14 6%	11 6%	6 3%	10 7%	10 5%	20 8%gk	10 3%	10 5%	67 6%	33 4%
2.5 kWh	118 6%	3 2%	5 5%	110 6%A	6 8%A	16 7%A	11 6%a	12 6%A	5 4%	19 9%AHL	17 6%a	16 6%a	6 3%	63 5%	44 6%
1.7 kWh	212 10%	16 9%	11 11%	184 10%	10 13%h	15 6%	20 11%	26 14%EHL	8 6%	20 10%	36 13%EHL	38 13%EHL	11 6%	110 9%	86 11%
0.1 kWh	1257 61%	129 70%CDDeGJ	67 65%DJ	1061 60%	40 49%	135 60%J	118 64%DJ	106 57%	99 69%DgJ	129 63%dJ	130 49%	181 63%DJ	123 66%DJ	787 66%N	444 57%
0.25 kWh	365 18%	26 14%	16 15%	323 18%	23 27%AbFHIK	46 20%	26 14%	35 19%	22 15%	28 14%	64 24%AFhIK	44 15%	35 19%	174 14%	169 22%M

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 21

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**Electrical convector heater used for 2 hours**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
6.0 kWh	867 42%	463 46%B	404 38%	92 37%	137 40%	140 40%	159 43%	146 48% <i>Cde</i>	193 43%	229 42%	223 39%	185 41%	230 47% <i>J</i>	130 45%	357 41%
2.5 kWh	665 32%	300 30%	365 35%A	62 25%	98 28%	109 32%	136 37% <i>CD</i>	93 31%	166 37% <i>CDg</i>	182 33%	186 33%	147 33%	150 31%	77 27%	282 33%
1.7 kWh	274 13%	124 12%	150 14%	39 16% <i>f</i>	50 14%	57 16% <i>Fh</i>	37 10%	40 13%	51 11%	78 14%	85 15%	52 12%	58 12%	36 13%	115 13%
0.1 kWh	95 5%	42 4%	53 5%	29 12% <i>EFGH</i>	25 7% <i>fGH</i>	17 5% <i>gH</i>	13 4% <i>H</i>	6 2%	5 1%	24 4%	37 7% <i>kL</i>	16 4%	17 4%	19 7%	48 6%
0.25 kWh	158 8%	80 8%	79 7%	23 10%	36 11% <i>f</i>	23 7%	22 6%	21 7%	32 7%	36 7%	40 7%	48 11% <i>il</i>	34 7%	25 9%	64 7%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 21

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**Electrical convector heater used for 2 hours**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
6.0 kWh	867 42%	77 41%	51 49% <sup>j</sup>	740 42%	46 56% <sup>AEFGJKL</sup>	92 41%	80 43%	70 38%	64 44%	91 44%	100 37%	125 43%	71 39%	508 42%	326 42%
2.5 kWh	665 32%	61 33% <sup>d</sup>	34 33%	570 32%	17 21%	69 31%	55 30%	71 39% <sup>Dij</sup>	51 35% <sup>D</sup>	58 28%	79 30%	95 33% <sup>d</sup>	73 39% <sup>Dfij</sup>	382 32%	261 34%
1.7 kWh	274 13%	27 14%	10 9%	237 13%	11 13%	37 16%	22 12%	20 11%	21 15%	23 11%	49 18% <sup>bgjL</sup>	36 12%	19 10%	158 13%	100 13%
0.1 kWh	95 5%	6 3%	3 3%	86 5%	2 3%	10 5%	9 5%	10 5% <sup>h</sup>	2 1%	10 5%	25 9% <sup>AbdeHkL</sup>	14 5%	3 2%	54 4%	38 5%
0.25 kWh	158 8%	15 8%	7 6%	137 8%	5 7%	18 8%	19 10% <sup>hj</sup>	14 8%	7 5%	22 11% <sup>hj</sup>	14 5%	18 6%	19 10% <sup>hj</sup>	98 8%	52 7%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 22

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**Kettle (1 litre) used for 5 minutes**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
6.0 kWh	140 7%	77 8%	63 6%	30 12%eFGH	35 10%FgH	24 7%f	14 4%	16 5%	20 5%	36 7%	42 7%	30 7%	32 7%	17 6%	66 8%
2.5 kWh	197 10%	99 10%	98 9%	27 11%	47 14%EfGh	28 8%	31 9%	24 8%	39 9%	41 7%	77 14%IKL	34 8%	44 9%	32 11%	82 9%
1.7 kWh	417 20%	231 23%B	186 18%	35 14%	56 16%	67 19%	81 22%Cd	72 23%CD	107 24%CD	106 19%	103 18%	98 22%	109 22%	54 19%	184 21%
0.1 kWh	444 22%	172 17%	272 26%A	75 31%FGH	91 26%fgH	93 27%FGH	72 20%H	58 19%h	54 12%	107 20%	114 20%	99 22%	124 25%lj	60 21%	193 22%
0.25 kWh	860 42%	430 43%	430 41%	77 31%	117 34%	134 39%	169 46%CDe	136 44%CD	228 51%CDE	260 47%JL	234 41%	187 42%	179 37%	125 44%	342 39%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 22

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**Kettle (1 litre) used for 5 minutes**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
6.0 kWh	140 7%	8 4%	4 4%	128 7%	5 6%	17 8%h	11 6%	22 12%ABfH	3 2%	15 7%h	20 8%h	21 7%h	12 7%	80 7%	52 7%
2.5 kWh	197 10%	18 10%	6 6%	173 10%	3 4%	24 11%dg	17 9%	10 6%	13 9%	15 7%	46 17%aBDefGhIK8%	22 8%	22 12%dg	122 10%	60 8%
1.7 kWh	417 20%	25 13%	25 24%A	367 21%A	17 21%	46 20%	51 27%AiJk	41 22%A	36 25%A	37 18%	47 18%	54 19%	37 20%	249 21%	157 20%
0.1 kWh	444 22%	39 21%	19 19%	386 22%	26 32%abFHL	51 22%f	26 14%	44 24%F	26 18%	49 24%F	58 22%f	72 25%F	35 19%	225 19%	191 25%M
0.25 kWh	860 42%	95 52%CDEGJk	49 47%j	716 40%	31 37%	88 39%	79 43%	68 37%	66 46%j	90 44%	97 36%	119 41%	78 42%	524 44%	315 41%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 23

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**Power shower used for 10 minutes**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
6.0 kWh	141 7%	75 7%	66 6%	10 4%	30 9% <sup>c</sup>	32 9% <sup>Cf</sup>	18 5%	23 8%	28 6%	33 6%	44 8%	36 8%	29 6%	16 5%	66 8%
2.5 kWh	293 14%	147 15%	146 14%	51 21% <sup>FGH</sup>	65 19% <sup>FGH</sup>	58 17% <sup>FGh</sup>	40 11%	27 9%	51 11%	87 16%	69 12%	69 15%	68 14%	49 17%	125 14%
1.7 kWh	914 44%	448 44%	466 44%	98 40%	120 34%	135 39%	190 52% <sup>CDE</sup>	146 48% <sup>DE</sup>	225 50% <sup>CDE</sup>	265 48% <sup>L</sup>	250 44%	196 44%	202 41%	129 45%	364 42%
0.1 kWh	185 9%	88 9%	97 9%	28 11% <sup>Gh</sup>	44 13% <sup>GH</sup>	39 11% <sup>GH</sup>	31 9%	16 5%	28 6%	39 7%	53 9%	42 9%	51 10% <sup>i</sup>	24 8%	82 9%
0.25 kWh	525 26%	251 25%	274 26%	58 24%	88 25%	83 24%	87 24%	94 31% <sup>ef</sup>	116 26%	127 23%	155 27%	105 23%	139 28% <sup>i</sup>	69 24%	229 26%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 23

**Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use.**

**Power shower used for 10 minutes**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
6.0 kWh	141 7%	15 8%	4 4%	122 7%	5 6%	14 6%	15 8%	11 6%	9 6%	12 6%	26 10%	17 6%	13 7%	77 6%	54 7%
2.5 kWh	293 14%	23 12%	11 11%	259 15%	11 13%	30 13%	22 12%	24 13%	18 12%	40 20%abfL	43 16%	52 18%L	18 10%	164 14%	120 16%
1.7 kWh	914 44%	100 54%CeFgHJK47%	48 11%	766 43%	37 45%	100 44%	70 38%	79 42%	59 41%	99 48%f	104 39%	122 42%	97 52%FghJk	546 45%	348 45%
0.1 kWh	185 9%	3 2%	11 11%AI	171 10%A	12 15%AIK	21 9%AI	26 14%AIK	20 11%AI	15 10%AI	8 4%	35 13%AIK	18 6%A	15 8%A	95 8%	71 9%
0.25 kWh	525 26%	45 24%	28 28%	452 26%	18 22%	60 27%	52 28%	52 28%	44 30%	47 23%	59 22%	79 28%	42 23%	318 26%	183 24%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 24

**Q.7 Thinking about a typical semi-detached home built in the 1930s, which of the following improvements or actions do you think would save the most energy?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Installing 150mm (6 inches) of loft insulation	739 36%	377 37%	363 35%	49 20%	99 29% <sup>c</sup>	112 32% <sup>C</sup>	145 40% <sup>CDe</sup>	116 38% <sup>CD</sup>	218 49% <sup>CDEFG</sup>	221 40% <sup>L</sup>	208 36% <sup>I</sup>	160 36%	151 31%	123 43% <sup>N</sup>	269 31%
Filling cavity walls with insulation	632 31%	304 30%	328 31%	97 40% <sup>FGH</sup>	124 36% <sup>fGH</sup>	116 33% <sup>H</sup>	106 29%	83 27%	107 24%	164 30%	187 33%	125 28%	155 32%	79 27%	293 34%
Replacing the windows with low-emissivity double glazing	506 25%	240 24%	266 25%	48 20%	79 23%	89 26%	90 24%	92 30% <sup>Cd</sup>	109 24%	131 24%	118 21%	124 28% <sup>J</sup>	134 27% <sup>J</sup>	60 21%	214 25%
Switching off phone chargers at the plug at night	91 4%	43 4%	48 5%	27 11% <sup>EFGH</sup>	25 7% <sup>FGH</sup>	18 5% <sup>GH</sup>	10 3%	6 2%	5 1%	18 3%	26 5%	23 5%	24 5%	13 5%	47 5%
Blocking draughts from the chimneys with a chimney balloon	89 4%	44 4%	45 4%	24 10% <sup>EFGH</sup>	20 6% <sup>H</sup>	11 3%	16 4% <sup>h</sup>	9 3%	9 2%	17 3%	32 6% <sup>I</sup>	16 4%	25 5%	12 4%	43 5%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 24

**Q.7 Thinking about a typical semi-detached home built in the 1930s, which of the following improvements or actions do you think would save the most energy?**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Installing 150mm (6 inches) of loft insulation	739 36%	73 39% <sup>j</sup>	40 39%	626 35%	24 30%	77 34%	61 33%	64 34%	49 34%	80 39% <sup>j</sup>	78 29%	111 39% <sup>J</sup>	82 44% <sup>DeFghJ</sup>	472 39% <sup>N</sup>	246 32%
Filling cavity walls with insulation	632 31%	61 33%	32 31%	539 30%	21 26%	79 35% <sup>il</sup>	64 34% <sup>il</sup>	64 35% <sup>il</sup>	42 29%	52 25%	84 31%	87 30%	46 25%	353 29%	251 32%
Replacing the windows with low-emissivity double glazing	506 25%	42 22%	18 17%	447 25%	32 39% <sup>ABeFGHJL</sup>	61 7% <sup>b</sup>	40 21%	41 22%	39 27%	53 26%	70 26%	63 22%	48 26%	284 24%	211 27%
Switching off phone chargers at the plug at night	91 4%	1 *	6 6% <sup>AE</sup>	84 5% <sup>A</sup>	2 3%	3 1%	13 7% <sup>AEL</sup>	9 5% <sup>Ae</sup>	6 4% <sup>A</sup>	12 6% <sup>AE</sup>	22 8% <sup>AEL</sup>	12 4% <sup>Ae</sup>	4 2%	41 3%	34 4%
Blocking draughts from the chimneys with a chimney balloon	89 4%	9 5%	6 6%	73 4%	2 2%	6 3%	8 4%	7 4%	8 5%	9 4%	14 5%	15 5%	5 3%	50 4%	34 4%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 25

**Q.8 The list below contains six possible actions that will help secure the future of Britain's energy supply in the face of dwindling North Sea gas reserves. Which of the following do you think scientists say is the fastest and most effective way to address our energy needs?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Generate more energy from low carbon sources such as wind turbines, wave power and solar	607 29%	257 26%	349 33%A	83 34%H	121 35%gH	98 28%H	131 36%eGH	83 27%h	91 20%	143 26%	180 31%i	133 30%	151 31%	102 36%	271 31%
Use less energy, for example, by switching off lights and appliances and improving energy efficiency	474 23%	198 20%	276 26%A	54 22%	103 30%cFH	86 25%F	60 16%	77 25%F	94 21%	117 21%	133 23%	100 22%	125 25%	64 22%	214 25%
Build more nuclear power stations	473 23%	283 28%B	190 18%	46 19%d	43 13%	69 20%D	95 26%De	66 22%D	153 34%CDEFG	153 28%jL	130 23%l	104 23%l	86 18%	60 21%	186 21%
Develop local gas supplies by "fracking"	371 18%	190 19%	181 17%	27 11%	41 12%	68 20%CD	70 19%CD	70 23%CD	96 21%CD	99 18%	99 17%	76 17%	98 20%	37 13%	147 17%
Import more energy to meet our needs	90 4%	51 5%	40 4%	22 9%eFGH	29 8%eFGH	15 4%F	5 1%	8 3%	10 2%	27 5%	19 3%	24 5%	20 4%	19 7%n	29 3%
Raise the price of energy to encourage consumers to use less	43 2%	30 3%B	13 1%	13 5%FGH	9 3%Gh	10 3%GH	6 2%	1 *	4 1%	12 2%	11 2%	11 2%	9 2%	6 2%	19 2%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 25

**Q.8 The list below contains six possible actions that will help secure the future of Britain's energy supply in the face of dwindling North Sea gas reserves. Which of the following do you think scientists say is the fastest and most effective way to address our energy needs?**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Generate more energy from low carbon sources such as wind turbines, wave power and solar	607 29%	63 34%hk	35 34%h	508 29%	28 34%	67 30%	59 32%	55 30%	33 23%	63 31%	78 29%	74 26%	51 28%	307 26%	279 36%M
Use less energy, for example, by switching off lights and appliances and improving energy efficiency	474 23%	50 27%	31 30%fg	393 22%	17 21%	48 21%	35 19%	37 20%	33 23%	42 20%	63 24%	75 26%	43 23%	271 23%	174 22%
Build more nuclear power stations	473 23%	40 22%	13 13%	419 24%B	17 20%	36 16%	43 23%b	46 25%BE	41 28%BE	54 26%BE	57 21%	75 26%BE	52 28%BE	312 26%N	145 19%
Develop local gas supplies by "fracking"	371 18%	24 13%	16 16%	331 19%a	14 17%	60 27%AbdfgJKL18%	34 18%	33 18%	30 21%a	39 19%	37 14%	53 18%	31 17%	242 20%N	120 15%
Import more energy to meet our needs	90 4%	6 3%	7 7%gik	77 4%	6 7%glkl	12 5%	12 6%ik	4 2%	7 5%	4 2%	20 7%gikl	7 2%	5 3%	45 4%	42 5%
Raise the price of energy to encourage consumers to use less	43 2%	2 1%	-	42 2%	1 1%	3 1%	4 2%	10 6%ABdEfHIK	-	3 1%	12 5%abeHk	5 2%	4 2%	22 2%	16 2%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 26

**Q.9 Which, if any, of the following sources do you regularly use to inform yourself about energy issues?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Any	1510 73%	799 79%B	710 68%	153 62%	250 72% <sub>c</sub>	257 74% <sub>C</sub>	255 69%	240 79% <sub>CdF</sub>	356 79% <sub>CDF</sub>	450 82% <sub>JKL</sub>	390 68%	336 75% <sub>jl</sub>	333 68%	227 79%	635 73%
News or documentary programmes on TV or radio	868 42%	454 45%B	413 39%	62 25%	113 33%	137 39% <sub>C</sub>	148 40% <sub>Cd</sub>	160 52% <sub>CDEF</sub>	247 55% <sub>CDEF</sub>	263 48% <sub>JL</sub>	224 39%	200 45% <sub>l</sub>	181 37%	128 45% <sub>n</sub>	324 37%
Searching on the internet	661 32%	384 38%B	276 26%	78 32% <sub>h</sub>	119 34% <sub>H</sub>	126 36% <sub>H</sub>	124 34% <sub>H</sub>	104 34% <sub>H</sub>	109 24%	211 38% <sub>JKL</sub>	179 31%	137 31%	133 27%	105 37%	303 35%
Energy companies	444 22%	211 21%	233 22%	41 17%	70 20%	78 23%	81 22%	61 20%	113 25% <sub>C</sub>	126 23%	113 20%	100 22%	105 22%	63 22%	186 21%
Broadsheet newspapers	337 16%	194 19%B	142 14%	28 12%	46 13%	53 15%	59 16%	47 15%	104 23% <sub>CDEFG</sub>	143 26% <sub>JKL</sub>	105 18% <sub>KL</sub>	40 9%	49 10%	63 22% <sub>N</sub>	127 15%
Tabloid newspapers	334 16%	187 19%B	147 14%	26 10%	48 14%	60 17% <sub>c</sub>	59 16%	56 18% <sub>C</sub>	86 19% <sub>Cd</sub>	78 14%	96 17%	87 19% <sub>i</sub>	74 15%	50 17%	144 17%
Information from national Government or my local council	297 14%	160 16%	137 13%	22 9%	40 12%	39 11%	54 15% <sub>c</sub>	45 15%	97 22% <sub>CDEFG</sub>	84 15%	82 14%	64 14%	68 14%	41 14%	107 12%
Charities and NGOs	87 4%	47 5%	40 4%	17 7% <sub>FH</sub>	25 7% <sub>FH</sub>	14 4%	10 3%	11 4%	11 3%	27 5% <sub>k</sub>	27 5% <sub>k</sub>	10 2%	24 5% <sub>k</sub>	18 6%	40 5%
I never look for information about energy issues	451 22%	183 18%	268 25% <sub>A</sub>	65 26% <sub>H</sub>	74 21%	69 20%	101 27% <sub>EGH</sub>	61 20%	82 18%	84 15%	144 25% <sub>l</sub>	99 22% <sub>l</sub>	124 25% <sub>l</sub>	47 16%	189 22%
Don't know	98 5%	26 3%	72 7% <sub>A</sub>	27 11% <sub>eFGH</sub>	23 7% <sub>fGH</sub>	21 6% <sub>GH</sub>	12 3%	4 1%	10 2%	15 3%	37 6% <sub>lk</sub>	14 3%	32 7% <sub>lK</sub>	13 4%	42 5%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 26

**Q.9 Which, if any, of the following sources do you regularly use to inform yourself about energy issues?**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Any	1510 73%	136 73%D	77 75%D	1297 73%	47 58%	168 74%D	146 79%Dik	137 74%D	107 74%D	145 70%d	195 73%D	205 71%D	146 79%Dk	1023 85%N	459 59%
News or documentary programmes on TV or radio	868 42%	84 45%DJ	50 49%DJk	734 41%	23 28%	108 48%DJK	86 47%DJk	80 43%Dj	68 47%DJk	85 42%d	90 34%	108 37%	86 46%DJk	626 52%N	230 30%
Searching on the internet	661 32%	66 36%hK	37 36%k	557 31%	23 27%	79 35%k	57 31%	59 32%	37 26%	72 35%k	88 33%	75 26%	68 37%hK	469 39%N	183 24%
Energy companies	444 22%	32 17%	22 21%	391 22%	9 11%	47 21%d	46 25%D	50 27%AD	36 25%D	44 21%d	59 22%D	63 22%D	36 19%	330 27%N	110 14%
Broadsheet newspapers	337 16%	29 15%	18 17%	290 16%	8 10%	35 15%	33 18%	28 15%	17 12%	33 16%	50 19%d	46 16%	40 21%Dh	264 22%N	70 9%
Tabloid newspapers	334 16%	31 17%	18 18%	285 16%	11 14%	44 20%	33 18%	29 16%	21 15%	31 15%	41 15%	49 17%	25 14%	231 19%N	101 13%
Information from national Government or my local council	297 14%	34 18%diK	14 14%	249 14%	8 10%	42 19%diK	25 13%	29 16%	18 13%	21 10%	46 17%iK	30 10%	29 16%	219 18%N	72 9%
Charities and NGOs	87 4%	8 4%	6 6%h	74 4%	1 1%	9 4%	6 3%	13 7%dHKl	1 1%	7 4%	24 9%aDeFHiKL2%	7 2%	5 3%	67 6%N	18 2%
I never look for information about energy issues	451 22%	43 23%	21 20%	388 22%	28 34%aBEFghJL1%	46 1%	31 17%	42 23%	32 22%	51 25%f	50 19%	72 25%f	35 19%	154 13%	265 34%M
Don't know	98 5%	7 4%	5 5%	86 5%	7 8%L	12 5%	8 4%	6 3%	5 4%	10 5%	23 9%aGhKL	11 4%	5 2%	23 2%	52 7%M

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**  
 \* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 27

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**Summary****Base: All respondents**

	Statements					
	The Government needs to place greater emphasis on educating the public to help solve energy problems	The Government needs to place greater emphasis on energy education in schools	Private companies should train their employees to help them to use energy better at work	Technology will find a way of solving energy problems	Energy problems are exaggerated by energy suppliers to justify charging high prices	Tackling climate change should be the priority when it comes to looking for solutions to energy problems
Unweighted base	2058	2058	2058	2058	2058	2058
Weighted base	2058	2058	2058	2058	2058	2058
NET: Agree	1574 76%	1498 73%	1630 79%	1179 57%	1095 53%	1242 60%
Strongly agree (4)	551 27%	481 23%	584 28%	263 13%	386 19%	456 22%
Tend to agree (3)	1022 50%	1017 49%	1047 51%	916 45%	709 34%	786 38%
Tend to disagree (2)	195 9%	224 11%	159 8%	412 20%	454 22%	382 19%
Strongly disagree (1)	49 2%	56 3%	46 2%	105 5%	197 10%	151 7%
NET: Disagree	244 12%	279 14%	205 10%	517 25%	651 32%	533 26%
Don't know	240 12%	281 14%	223 11%	362 18%	312 15%	283 14%
Mean	3.14	3.08	3.18	2.79	2.74	2.87
Standard deviation	0.71	0.72	0.69	0.78	0.93	0.89
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 28

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**The Government needs to place greater emphasis on educating the public to help solve energy problems**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1574 76%	757 75%	817 78%	140 57%	244 70% <sup>C</sup>	270 78% <sup>Cd</sup>	283 77% <sup>Cd</sup>	243 80% <sup>CD</sup>	394 88% <sup>CDEFG</sup>	440 80% <sup>ijk</sup>	430 75%	332 74%	371 76%	219 77%	650 75%
Strongly agree	(4) 551 27%	243 24%	308 29% <sup>A</sup>	53 22%	84 24%	90 26%	91 25%	98 32% <sup>Cdf</sup>	135 30% <sup>c</sup>	152 28%	145 25%	106 24%	149 30% <sup>k</sup>	78 27%	229 26%
Tend to agree	(3) 1022 50%	514 51%	509 48%	86 35%	160 46% <sup>C</sup>	180 52% <sup>C</sup>	192 52% <sup>C</sup>	145 48% <sup>C</sup>	258 58% <sup>CDG</sup>	288 52% <sup>L</sup>	285 50%	226 51%	223 46%	141 49%	421 49%
Tend to disagree	(2) 195 9%	118 12% <sup>B</sup>	77 7%	38 15% <sup>DEgH</sup>	30 9%	25 7%	40 11%	28 9%	34 8%	56 10%	55 10%	46 10%	38 8%	33 11%	85 10%
Strongly disagree	(1) 49 2%	32 3% <sup>B</sup>	17 2%	9 4% <sup>eH</sup>	20 6% <sup>EFgH</sup>	3 1%	8 2%	7 2% <sup>h</sup>	3 1%	11 2%	14 2%	14 3%	11 2%	7 2%	23 3%
NET: Disagree	244 12%	150 15% <sup>B</sup>	94 9%	46 19% <sup>EGH</sup>	50 14% <sup>EH</sup>	28 8%	48 13% <sup>eh</sup>	35 12%	37 8%	67 12%	69 12%	60 13%	49 10%	39 14%	108 12%
Don't know	240 12%	101 10%	139 13% <sup>a</sup>	59 24% <sup>DEFGH</sup>	53 15% <sup>fGH</sup>	49 14% <sup>gH</sup>	36 10% <sup>H</sup>	27 9% <sup>H</sup>	17 4%	43 8%	72 13% <sup>l</sup>	57 13% <sup>l</sup>	69 14% <sup>l</sup>	28 10%	108 13%
Mean	3.14	3.07	3.22 <sup>A</sup>	2.99	3.05	3.20 <sup>CD</sup>	3.11	3.20 <sup>CD</sup>	3.22 <sup>CDF</sup>	3.15	3.13	3.08	3.21 <sup>JK</sup>	3.12	3.13
Standard deviation	0.71	0.73	0.67	0.82	0.81	0.62	0.69	0.72	0.61	0.69	0.71	0.72	0.71	0.72	0.72
Standard error	0.02	0.02	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 28

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**The Government needs to place greater emphasis on educating the public to help solve energy problems**

**Base: All respondents**

	Total	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?	
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1574 76%	143 77%D	89 87%CaDFGhJK6% I	1341 64%	53 64%	185 82%DFgj	132 71%	137 74%	112 77%D	167 81%Df	196 73%	220 77%D	140 76%d	986 82%N	555 72%
Strongly agree	(4) 551 27%	45 24%	26 26%	480 27%	18 21%	54 24%	55 30%	50 27%	50 35%aDEkl	58 28%	76 28%	73 25%	46 25%	355 30%N	189 24%
Tend to agree	(3) 1022 50%	98 53%fh	63 61%CDFGHJ	861 49%	35 43%	131 58%DFGHJ	77 42%	87 47%	61 42%	109 53%fh	120 45%	147 51%f	94 51%	632 53%N	366 47%
Tend to disagree	(2) 195 9%	18 10%	6 6%	171 10%	15 18%aBEGIJKI	16 7%	25 13%be	15 8%	19 13%e	17 8%	21 8%	25 9%	19 10%	115 10%	78 10%
Strongly disagree	(1) 49 2%	7 4%	2 2%	41 2%	2 2%	3 1%	3 2%	8 5%ei	2 1%	2 1%	7 3%	8 3%	5 3%	28 2%	18 2%
NET: Disagree	244 12%	25 13%	8 8%	212 12%	17 21%BEIJK	18 8%	28 15%e	24 13%	21 14%e	19 9%	28 11%	33 12%	24 13%	143 12%	96 12%
Don't know	240 12%	18 10%	5 5%	217 12%b	13 16%B	23 10%	25 14%b	25 13%b	12 8%	20 10%	44 16%aBh	34 12%	21 11%	71 6%	125 16%M
Mean	3.14	3.08	3.17	3.15	2.98	3.16d	3.15	3.11	3.21d	3.20D	3.18d	3.12	3.10	3.16	3.11
Standard deviation	0.71	0.73	0.63	0.71	0.76	0.61	0.74	0.78	0.74	0.64	0.73	0.71	0.72	0.70	0.71
Standard error	0.02	0.05	0.07	0.02	0.09	0.04	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 29

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**The Government needs to place greater emphasis on energy education in schools**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1498 73%	744 74%	753 72%	124 51%	236 68%C	249 72%C	275 75%Cd	237 78%CD	377 84%CDEFG	426 77%JKL	408 71%	313 70%	351 72%	208 73%	612 71%
Strongly agree	(4) 481 23%	223 22%	258 25%	35 14%	83 24%C	81 23%C	79 21% <i>c</i>	89 29% <i>CF</i>	115 26% <i>C</i>	127 23%	132 23%	100 22%	122 25%	68 24%	204 24%
Tend to agree	(3) 1017 49%	522 52% <i>b</i>	495 47%	89 36%	153 44%	169 49% <i>C</i>	196 53% <i>CD</i>	148 48% <i>C</i>	262 59% <i>CDEG</i>	299 54% <i>ijkl</i>	276 48%	213 48%	229 47%	140 49%	408 47%
Tend to disagree	(2) 224 11%	119 12%	105 10%	45 18% <i>DEFGH</i>	38 11%	39 11% <i>h</i>	39 11%	29 10%	33 7%	60 11%	55 10%	57 13%	52 11%	37 13%	98 11%
Strongly disagree	(1) 56 3%	36 4% <i>B</i>	20 2%	10 4% <i>H</i>	17 5% <i>EfH</i>	6 2%	7 2%	12 4% <i>H</i>	4 1%	13 2%	15 3%	16 4%	11 2%	4 2%	32 4%
NET: Disagree	279 14%	155 15% <i>b</i>	125 12%	56 23% <i>EFGH</i>	55 16% <i>H</i>	44 13% <i>h</i>	46 13% <i>h</i>	41 13% <i>H</i>	37 8%	73 13%	70 12%	73 16%	63 13%	42 15%	131 15%
Don't know	281 14%	110 11%	171 16% <i>A</i>	65 27% <i>DEFGH</i>	55 16% <i>GH</i>	53 15% <i>GH</i>	46 12% <i>H</i>	27 9%	34 8%	51 9%	93 16% <i>l</i>	62 14% <i>i</i>	75 15% <i>l</i>	37 13%	124 14%
Mean	3.08	3.04	3.13 <i>A</i>	2.83	3.04 <i>C</i>	3.10 <i>C</i>	3.08 <i>C</i>	3.13 <i>C</i>	3.18 <i>CDf</i>	3.08	3.10	3.03	3.12	3.09	3.06
Standard deviation	0.72	0.73	0.70	0.81	0.81	0.69	0.67	0.76	0.60	0.69	0.71	0.76	0.72	0.70	0.76
Standard error	0.02	0.02	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.03	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 29

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**The Government needs to place greater emphasis on energy education in schools**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1498 73%	130 70%d	79 77%D	1288 73%	48 58%	171 76%D	132 71%d	134 72%D	110 77%D	156 76%D	196 73%D	209 73%D	131 71%d	953 79%N	521 67%
Strongly agree (4)	481 23%	35 19%	30 29%g	416 23%	16 20%	55 24%	40 21%	34 18%	35 24%	60 29%aG	64 24%	62 21%	50 27%g	310 26%n	166 21%
Tend to agree (3)	1017 49%	95 51%d	49 48%	873 49%	32 38%	116 51%d	92 50%	100 54%DI	75 52%d	97 47%	132 49%	147 51%d	81 44%	642 54%N	355 46%
Tend to disagree (2)	224 11%	21 11%	10 9%	193 11%	16 20%abEGLJK	22 10%	26 14%ij	17 9%	25 18%eGIJK	16 8%	21 8%	26 9%	23 12%	124 10%	94 12%
Strongly disagree (1)	56 3%	7 4%h	3 3%h	45 3%	2 2%	5 2%	4 2%	6 3%h	* *	6 3%	5 2%	12 4%h	4 2%	34 3%	18 2%
NET: Disagree	279 14%	28 15%	13 13%	238 13%	18 22%EgJk	27 12%	30 16%j	23 13%	26 18%J	22 11%	26 10%	38 13%	27 15%	158 13%	112 14%
Don't know	281 14%	26 14%H	11 10%	244 14%	16 20%H	28 13%h	24 13%h	28 15%H	8 6%	27 13%H	45 17%H	41 14%H	27 14%H	90 7%	144 18%M
Mean	3.08	3.00	3.14	3.09	2.94	3.12	3.03	3.03	3.06	3.17ad	3.15ad	3.05	3.12	3.11	3.06
Standard deviation	0.72	0.74	0.75	0.71	0.78	0.69	0.72	0.69	0.68	0.74	0.68	0.74	0.75	0.71	0.72
Standard error	0.02	0.05	0.08	0.02	0.09	0.05	0.06	0.05	0.06	0.06	0.05	0.04	0.06	0.02	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 30

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**Private companies should train their employees to help them to use energy better at work**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1630 79%	781 77%	850 81%a	150 61%	236 68%	265 76%CD	296 81%CD	267 87%CDEF	417 93%CDEFG	461 84%JL	447 78%	356 79%	366 75%	221 77%	658 76%
Strongly agree	(4) 584 28%	263 26%	320 31%a	43 18%	90 26%c	93 27%C	112 30%C	93 31%C	152 34%CD	150 27%	154 27%	142 32%	137 28%	84 29%	234 27%
Tend to agree	(3) 1047 51%	517 51%	529 50%	106 44%	146 42%	172 50%d	184 50%d	174 57%CD	265 59%CDEF	311 57%KL	293 51%	214 48%	229 47%	137 48%	424 49%
Tend to disagree	(2) 159 8%	102 10%B	57 5%	31 13%fGH	39 11%GH	28 8%H	27 7%H	16 5%	17 4%	38 7%	39 7%	45 10%	36 7%	28 10%	79 9%
Strongly disagree	(1) 46 2%	26 3%	19 2%	8 3%H	18 5%EGH	5 1%H	9 2%H	6 2%H	- -	10 2%	11 2%	11 2%	14 3%	8 3%	26 3%
NET: Disagree	205 10%	128 13%B	76 7%	39 16%efGH	57 16%FGH	33 10%H	36 10%H	22 7%h	17 4%	48 9%	50 9%	56 12%	50 10%	36 13%	105 12%
Don't know	223 11%	99 10%	124 12%	56 23%dEFGH	54 15%FGH	48 14%fGH	35 9%gH	17 5%	14 3%	41 7%	73 13%lk	37 8%	72 15%IK	30 10%	103 12%
Mean	3.18	3.12	3.24A	2.98	3.05	3.18Cd	3.20CD	3.23CD	3.31CDEFG	3.18	3.19	3.18	3.18	3.16	3.13
Standard deviation	0.69	0.71	0.66	0.75	0.83	0.67	0.70	0.64	0.54	0.65	0.67	0.72	0.72	0.73	0.73
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 30

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**Private companies should train their employees to help them to use energy better at work**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1630 79%	140 75%	86 84%	1404 79%	62 76%	190 84%aGJl	151 82%	138 75%	125 87%ADGJL	166 81%	200 75%	230 80%	141 76%	1028 86%N	570 73%
Strongly agree	(4) 584 28%	48 26%	28 27%	508 29%	19 24%	63 28%	54 29%	50 27%	56 39%AbDEfGJKl2%	67 2%	72 27%	81 28%	46 25%	384 32%N	191 25%
Tend to agree	(3) 1047 51%	92 50%	59 57%	896 51%	43 52%	127 56%	97 52%	89 48%	69 48%	100 49%	127 48%	149 52%	95 51%	644 54%n	379 49%
Tend to disagree	(2) 159 8%	15 8%	7 7%	137 8%	6 7%	9 4%	11 6%	13 7%	11 8%	13 6%	25 9%e	29 10%E	20 11%E	89 7%	68 9%
Strongly disagree	(1) 46 2%	10 5%CBefhIK	- -	36 2%	3 3%b	3 1%	3 2%	10 5%BEfhIK	1 1%	2 1%	6 2%	3 1%	5 3%	24 2%	22 3%
NET: Disagree	205 10%	25 13%Efi	7 7%	173 10%	9 11%	12 5%	14 7%	23 12%E	13 9%	15 7%	31 11%e	32 11%e	25 13%Ef	113 9%	90 12%
Don't know	223 11%	21 11%H	9 9%	193 11%	11 14%H	24 11%h	21 11%H	24 13%H	6 4%	24 12%H	37 14%H	26 9%	19 10%h	59 5%	116 15%M
Mean	3.18	3.08	3.22	3.19a	3.11	3.23al	3.23a	3.10	3.30AdGjL	3.27AgL	3.16	3.18	3.10	3.22N	3.12
Standard deviation	0.69	0.78	0.57	0.68	0.72	0.61	0.64	0.79	0.67	0.64	0.71	0.66	0.71	0.67	0.71
Standard error	0.02	0.06	0.06	0.02	0.08	0.04	0.05	0.06	0.05	0.05	0.05	0.04	0.06	0.02	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 31

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**Technology will find a way of solving energy problems**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1179 57%	651 65%B	528 50%	112 46%	206 59%C	202 58%C	215 59%C	182 60%C	263 59%C	336 61%jL	313 55%	271 60%l	259 53%	155 54%	526 61%
Strongly agree	(4) 263 13%	158 16%B	105 10%	33 13%	53 15%h	55 16%gH	42 11%	33 11%	46 10%	73 13%	71 12%	56 13%	63 13%	43 15%	124 14%
Tend to agree	(3) 916 45%	493 49%B	423 40%	79 32%	152 44%C	146 42%C	173 47%C	149 49%C	216 48%C	263 48%jL	242 42%	215 48%L	196 40%	112 39%	401 46% <sup>m</sup>
Tend to disagree	(2) 412 20%	167 17%	245 23%A	54 22%	63 18%	58 17%	80 22%	58 19%	99 22% <sup>e</sup>	109 20%	114 20%	94 21%	94 19%	60 21%	172 20%
Strongly disagree	(1) 105 5%	52 5%	54 5%	13 5%	23 7%	16 5%	19 5%	16 5%	19 4%	21 4%	31 5%	21 5%	32 7% <sup>i</sup>	21 7% <sup>n</sup>	34 4%
NET: Disagree	517 25%	218 22%	299 28%A	67 27%	86 25%	74 21%	99 27%	74 24%	118 26%	130 24%	145 25%	115 26%	127 26%	81 28%	206 24%
Don't know	362 18%	139 14%	223 21%A	65 27% <sup>DFGH</sup>	55 16%	71 21% <sup>fh</sup>	53 15%	50 16%	67 15%	84 15%	113 20% <sup>ik</sup>	62 14%	103 21% <sup>lK</sup>	50 18%	134 15%
Mean	2.79	2.87 <sup>B</sup>	2.70	2.74	2.81	2.88 <sup>h</sup>	2.76	2.78	2.76	2.83	2.77	2.79	2.75	2.75	2.84
Standard deviation	0.78	0.77	0.77	0.84	0.82	0.79	0.76	0.75	0.72	0.74	0.79	0.75	0.83	0.85	0.75
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.06	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 31

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**Technology will find a way of solving energy problems**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1179 57%	104 56%	63 61%	1012 57%	47 57%	136 60%	98 53%	111 60%	78 54%	116 56%	152 57%	177 61% <sup>f</sup>	98 53%	797 66% <sup>N</sup>	363 47%
Strongly agree	(4) 263 13%	18 10%	8 7%	237 13%	9 11%	22 10%	16 9%	24 13%	24 17% <sup>bef</sup>	30 15%	43 16% <sup>bef</sup>	42 15%	27 14%	185 15% <sup>N</sup>	76 10%
Tend to agree	(3) 916 45%	86 46%	55 53% <sup>HjL</sup>	775 44%	38 46%	114 50% <sup>HjL</sup>	81 44%	87 47%	54 37%	86 42%	109 41%	135 47%	71 38%	612 51% <sup>N</sup>	287 37%
Tend to disagree	(2) 412 20%	39 21%	15 14%	358 20%	13 16%	39 17%	43 23%	31 17%	34 24%	47 23%	57 21%	53 19%	39 21%	222 19%	177 23% <sup>M</sup>
Strongly disagree	(1) 105 5%	15 8% <sup>cEJkl</sup>	5 5%	85 5%	6 7%	6 3%	12 6%	11 6%	12 8% <sup>EJkl</sup>	13 6%	8 3%	11 4%	6 3%	58 5%	45 6%
NET: Disagree	517 25%	54 29% <sup>be</sup>	19 19%	443 25%	19 23%	45 20%	55 29% <sup>be</sup>	42 23%	47 32% <sup>BEgK</sup>	60 29% <sup>be</sup>	65 24%	64 22%	45 24%	281 23%	223 29% <sup>M</sup>
Don't know	362 18%	27 15%	21 20%	314 18%	16 20%	45 20%	33 18%	32 17%	20 14%	29 14%	50 19%	47 16%	42 23% <sup>ahi</sup>	122 10%	191 25% <sup>M</sup>
Mean	2.79	2.68	2.80	2.80 <sup>a</sup>	2.75	2.84 <sup>af</sup>	2.67	2.80	2.72	2.76	2.86 <sup>af</sup>	2.86 <sup>AF</sup>	2.83	2.86 <sup>N</sup>	2.67
Standard deviation	0.78	0.80	0.69	0.78	0.80	0.67	0.77	0.79	0.89	0.82	0.77	0.75	0.78	0.76	0.80
Standard error	0.02	0.06	0.08	0.02	0.10	0.05	0.06	0.06	0.08	0.07	0.06	0.05	0.07	0.02	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 32

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**Energy problems are exaggerated by energy suppliers to justify charging high prices**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1095 53%	576 57%B	519 49%	105 43%	179 52% <i>c</i>	169 49%	196 53% <i>C</i>	181 59% <i>CdE</i>	265 59% <i>CdE</i>	289 53%	293 51%	255 57%	258 53%	143 50%	456 53%
Strongly agree	(4) 386 19%	192 19%	195 19%	23 10%	51 15%	58 17% <i>C</i>	79 22% <i>CD</i>	69 23% <i>CDe</i>	105 23% <i>CDE</i>	100 18% <i>j</i>	77 14%	103 23% <i>J</i>	107 22% <i>J</i>	47 16%	148 17%
Tend to agree	(3) 709 34%	384 38% <i>B</i>	325 31%	81 33%	128 37%	110 32%	117 32%	112 37%	161 36%	190 34%	216 38% <i>L</i>	152 34%	151 31%	97 34%	308 36%
Tend to disagree	(2) 454 22%	205 20%	249 24%	55 23%	66 19%	81 23%	94 26% <i>dG</i>	55 18%	103 23%	128 23%	136 24% <i>l</i>	97 22%	92 19%	64 22%	198 23%
Strongly disagree	(1) 197 10%	97 10%	101 10%	18 7%	37 11%	34 10%	41 11%	32 10%	36 8%	65 12% <i>J</i>	44 8%	37 8%	52 11%	38 13%	81 9%
NET: Disagree	651 32%	302 30%	349 33%	74 30%	103 30%	114 33%	135 37% <i>dG</i>	86 28%	138 31%	193 35% <i>l</i>	180 32%	134 30%	144 29%	103 36%	278 32%
Don't know	312 15%	131 13%	181 17% <i>A</i>	66 27% <i>dEFGH</i>	65 19% <i>FgH</i>	64 18% <i>FgH</i>	35 10%	38 12%	44 10%	68 12%	97 17% <i>l</i>	60 13%	87 18% <i>l</i>	40 14%	132 15%
Mean	2.74	2.76	2.71	2.62	2.68	2.68	2.71	2.82 <i>c</i>	2.83 <i>Cde</i>	2.67	2.69	2.83 <i>ij</i>	2.78	2.62	2.71
Standard deviation	0.93	0.92	0.94	0.84	0.92	0.93	0.97	0.95	0.92	0.95	0.85	0.93	0.98	0.97	0.91
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.07	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 32

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**Energy problems are exaggerated by energy suppliers to justify charging high prices**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1095 53%	93 50%	59 57%	943 53%	51 62%al	122 54%	94 51%	99 53%	88 61%aL	111 54%	136 51%	152 53%	90 48%	685 57%N	386 50%
Strongly agree (4)	386 19%	39 21%	20 19%	328 19%	22 27%Efkg	34 15%	33 18%	32 17%	30 21%	41 20%	49 18%	52 18%	34 18%	255 21%N	128 16%
Tend to agree (3)	709 34%	54 29%	39 38%	616 35%	29 35%	88 39%a	61 33%	67 36%	58 40%al	71 34%	87 33%	100 35%	56 30%	431 36%	258 33%
Tend to disagree (2)	454 22%	36 19%	18 17%	400 23%	13 15%	46 20%	50 27%d	43 23%	34 24%	42 20%	56 21%	68 24%	49 26%d	284 24%	164 21%
Strongly disagree (1)	197 10%	26 14%cDf	9 9%	163 9%	4 5%	23 10%	14 8%	17 9%	12 8%	24 12%	22 8%	27 9%	21 11%	142 12%N	55 7%
NET: Disagree	651 32%	61 33%d	27 26%	563 32%	17 20%	68 30%	63 34%D	61 33%d	46 32%d	65 32%d	78 29%	95 33%D	70 38%bD	425 35%N	219 28%
Don't know	312 15%	31 17%H	17 17%H	264 15%	14 17%H	36 16%H	28 15%h	26 14%h	10 7%	29 14%h	53 20%H	41 14%h	26 14%h	89 7%	171 22%M
Mean	2.74	2.69	2.81	2.74	3.02AEFGljk L		2.71	2.71	2.79	2.73	2.76	2.72	2.65	2.72	2.76
Standard deviation	0.93	1.03	0.91	0.92	0.88	0.90	0.89	0.91	0.89	0.97	0.92	0.92	0.96	0.96	0.89
Standard error	0.02	0.08	0.10	0.02	0.10	0.06	0.07	0.07	0.07	0.08	0.07	0.06	0.08	0.03	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 33

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**Tackling climate change should be the priority when it comes to looking for solutions to energy problems**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Agree	1242 60%	560 56%	681 65%A	117 48%	218 63%Ch	219 63%Ch	247 67%CH	190 62%C	250 56%	339 62%	343 60%	260 58%	300 61%	184 64%	547 63%
Strongly agree	(4) 456 22%	189 19%	267 25%A	44 18%	77 22%	86 25%h	86 23%	76 25%h	87 19%	132 24%	126 22%	86 19%	112 23%	79 28%	195 22%
Tend to agree	(3) 786 38%	371 37%	415 40%	73 30%	142 41%C	133 38%c	161 44%Ch	114 37%	164 37%	207 38%	217 38%	174 39%	187 38%	104 36%	353 41%
Tend to disagree	(2) 382 19%	233 23%B	149 14%	61 25%DEFG	58 17%	49 14%	54 15%	53 18%	106 24%DEFG	110 20%	102 18%	90 20%	80 16%	58 20%	151 17%
Strongly disagree	(1) 151 7%	101 10%B	50 5%	4 2%	18 5%c	21 6%C	28 8%C	27 9%C	53 12%CDEF	43 8%	40 7%	34 8%	34 7%	11 4%	53 6%
NET: Disagree	533 26%	334 33%B	199 19%	66 27%	76 22%	70 20%	82 22%	80 26%e	159 36%cDEFG	153 28%	141 25%	124 28%	114 23%	69 24%	204 24%
Don't know	283 14%	114 11%	169 16%A	62 25%DEFGH	53 15%fH	58 17%FgH	38 10%	35 12%	38 9%	58 11%	86 17%l	64 14%	75 15%l	34 12%	115 13%
Mean	2.87	2.73	3.02A	2.86h	2.94H	2.98H	2.93H	2.88H	2.69	2.87	2.89	2.81	2.91	2.99	2.92
Standard deviation	0.89	0.92	0.84	0.81	0.84	0.87	0.87	0.93	0.95	0.91	0.89	0.88	0.89	0.85	0.86
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.06	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 33

**Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)?**

**Tackling climate change should be the priority when it comes to looking for solutions to energy problems**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Agree	1242 60%	111 60%	66 64%	1065 60%	46 56%	137 61%	109 59%	104 56%	97 67%gl	112 54%	170 64%i	177 62%	113 61%	791 66%N	424 55%
Strongly agree (4)	456 22%	43 23%	19 19%	394 22%	16 19%	52 23%	40 22%	36 19%	35 24%	47 23%	60 22%	59 20%	50 27%	297 25%N	154 20%
Tend to agree (3)	786 38%	67 36%	47 45%ll	671 38%	30 37%	85 37%	68 37%	69 37%	62 43%i	65 32%	111 41%i	119 41%i	63 34%	493 41%N	271 35%
Tend to disagree (2)	382 19%	31 17%	20 19%	331 19%	14 17%	45 20%	40 21%	38 21%	22 15%	51 25%ahjK	44 17%	45 16%	32 17%	226 19%	148 19%
Strongly disagree (1)	151 7%	17 9%	8 8%	126 7%	6 8%	11 5%	9 5%	17 9%	11 8%	15 7%	13 5%	29 10%efj	15 8%	108 9%N	40 5%
NET: Disagree	533 26%	48 26%	28 27%	457 26%	20 25%	56 25%	48 26%	56 30%j	33 23%	66 32%J	57 21%	74 26%	47 26%	334 28%	189 24%
Don't know	283 14%	26 14%	9 9%	247 14%	16 19%bh	34 15%	28 15%	25 14%	15 10%	28 14%	40 15%	37 13%	25 13%	75 6%	164 21%M
Mean	2.87	2.86	2.82	2.88	2.83	2.93	2.89	2.77	2.93	2.80	2.95g	2.82	2.92	2.87	2.88
Standard deviation	0.89	0.94	0.85	0.89	0.90	0.85	0.85	0.92	0.88	0.93	0.83	0.92	0.94	0.91	0.86
Standard error	0.02	0.07	0.09	0.02	0.11	0.06	0.07	0.07	0.07	0.07	0.06	0.06	0.08	0.03	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 34  
Gender  
Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Male	1009 49%	1009 100%B	-	100 41%	174 50% <sup>c</sup>	182 53% <sup>Cg</sup>	187 51% <sup>C</sup>	138 45%	227 51% <sup>C</sup>	311 57% <sup>JKL</sup>	268 47%	210 47%	220 45%	128 45%	501 58% <sup>M</sup>
Female	1049 51%	-	1049 100%A	145 59% <sup>dEFH</sup>	173 50%	164 47%	180 49%	168 55% <sup>e</sup>	221 49%	239 43%	303 53% <sup>l</sup>	239 53% <sup>l</sup>	269 55% <sup>l</sup>	158 55% <sup>N</sup>	365 42%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 34  
Gender  
Base: All respondents

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Male	1009 49%	94 51%	56 54%	859 49%	40 49%	101 45%	90 49%	88 47%	62 43%	106 51%	129 48%	153 53%eh	90 48%	656 55%N	317 41%
Female	1049 51%	91 49%	47 46%	911 51%	42 51%	125 55%k	95 51%	98 53%	82 57%k	100 49%	138 52%	135 47%	96 52%	544 45%	459 59%M

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 35  
Age  
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
18-24	245 12%	100 10%	145 14%A	245 100%DEFGH	-	-	-	-	-	56 10%	94 17%IKL	43 10%	51 10%	20 7%	100 12%m
25-34	347 17%	174 17%	173 16%	-	347 100%CEFGH	-	-	-	-	95 17%	98 17%	82 18%	72 15%	70 24%	204 24%
35-44	347 17%	182 18%	164 16%	-	-	347 100%CDFGH	-	-	-	103 19%L	103 18%I	73 16%	68 14%	61 21%	225 26%
45-54	367 18%	187 19%	180 17%	-	-	-	367 100%CDEGH	-	-	72 13%	104 18%I	89 20%I	102 21%I	75 26%	191 22%
55-64	306 15%	138 14%	168 16%	-	-	-	-	306 100%CDEFH	-	67 12%	67 12%	84 19%IJ	88 18%IJ	48 17%	118 14%
65+	448 22%	227 23%	221 21%	-	-	-	-	-	448 100%CDEFG	157 29%JKL	105 18%	77 17%	108 22%	12 4%	28 3%
Average age	47.31	47.80	46.84	21.59	30.47C	39.82CD	49.74CDE	59.17CDEF	70.11CDEFG	48.82J	44.83	47.01j	48.79J	43.24n	41.24

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 35  
Age  
Base: All respondents

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
18-24	245 12%	16 8%	7 7%	221 13%	12 15%h	19 8%	27 14%eh	26 14%eh	11 7%	22 11%	47 17%ABEHil	38 13%	20 11%	89 7%	135 17%M
25-34	347 17%	36 19%f	18 17%	293 17%	10 12%	39 17%	22 12%	35 19%f	19 13%	33 16%	63 23%DFHKL	47 16%	25 14%	189 16%	133 17%
35-44	347 17%	34 18%	19 18%	294 17%	17 20%	44 20%g	33 18%	22 12%	19 13%	31 15%	53 20%g	42 15%	34 18%	191 16%	141 18%
45-54	367 18%	33 18%	15 15%	318 18%	14 18%	45 20%j	29 16%	29 15%	37 25%bfGJl	47 23%j	35 13%	52 18%	31 17%	211 18%	144 19%
55-64	306 15%	27 14%	23 22%cgij	256 14%	16 20%j	33 14%	39 21%GiJ	23 12%	22 15%	26 13%	28 11%	42 15%	27 15%	205 17%N	97 12%
65+	448 22%	40 22%	21 20%	386 22%	13 15%	47 21%	36 19%	51 28%DfJ	37 26%dJ	47 23%j	41 15%	67 23%j	47 26%dJ	317 26%N	125 16%
Average age	47.31	47.55J	49.10J	47.18	46.01	47.95J	47.23J	47.65J	50.30dJ	48.25J	42.54	47.53J	48.82J	50.03N	44.18

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 36  
**Social Grade**  
**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
AB	550 27%	311 31%B	239 23%	56 23%	95 27%F	103 30%FG	72 19%	67 22%	157 35%CdFG	550 100%JKL	-	-	-	89 31%	242 28%
C1	571 28%	268 27%	303 29%	94 39%DeFGH	98 28%	103 30%Gh	104 28%	67 22%	105 23%	-	571 100%IKL	-	-	111 39%N	262 30%
C2	448 22%	210 21%	239 23%	43 18%	82 24%h	73 21%	89 24%H	84 27%CeH	77 17%	-	-	448 100%JL	-	54 19%	211 24%
DE	489 24%	220 22%	269 26%a	51 21%	72 21%	68 20%	102 28%dE	88 29%cDE	108 24%	-	-	-	489 100%LJK	32 11%	151 17%m

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 36  
Social Grade  
Base: All respondents

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
AB	550 27%	61 33%cbdHL	23 22%	466 26%	18 21%	59 26%	47 25%	51 27%	28 19%	59 29%h	91 34%bdfHkL	72 25%	42 22%	372 31%N	164 21%
C1	571 28%	53 29%	29 29%	488 28%	28 34%Gh	60 26%	52 28%	39 21%	32 22%	52 25%	83 31%G	86 30%g	57 31%g	315 26%	229 29%
C2	448 22%	37 20%	24 23%	387 22%	17 21%	48 21%	46 25%	35 19%	37 26%	46 23%	51 19%	67 23%	40 22%	249 21%	185 24%
DE	489 24%	34 18%	27 26%j	428 24%	20 24%	60 26%aJ	41 22%	61 33%AFiJK	48 33%AFiJK	48 23%	43 16%	62 22%	47 25%J	264 22%	199 26%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 37  
GO Region  
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Scotland	185 9%	94 9%	91 9%	16 6%	36 10%	34 10%	33 9%	27 9%	40 9%	61 11%L	53 9%	37 8%	34 7%	40 14%N	71 8%
North East	82 4%	40 4%	42 4%	12 5%	10 3%	17 5%	14 4%	16 5%	13 3%	18 3%	28 5%	17 4%	20 4%	11 4%	30 4%
North West	226 11%	101 10%	125 12%	19 8%	39 11%	44 13%	45 12%	33 11%	47 10%	59 11%	60 10%	48 11%	60 12%	35 12%	93 11%
Yorkshire & Humberside	185 9%	90 9%	95 9%	27 11%	22 6%	33 9%	29 8%	39 13%Dfh	36 8%	47 8%	52 9%	46 10%	41 8%	26 9%	82 9%
West Midlands	185 9%	88 9%	98 9%	26 11%	35 10%	22 6%	29 8%	23 7%	51 11%E	51 9%	39 7%	35 8%	61 12%Jk	19 7%	63 7%
East Midlands	144 7%	62 6%	82 8%	11 4%	19 6%	19 5%	37 10%CdE	22 7%	37 8%	28 5%	32 6%	37 8%i	48 10%Jl	17 6%	51 6%
Wales	103 5%	56 6%	47 4%	7 3%	18 5%	19 5%	15 4%	23 7%c	21 5%	23 4%	29 5%	24 5%	27 5%	18 6%	46 5%
Eastern	206 10%	106 10%	100 10%	22 9%	33 10%	31 9%	47 13%	26 9%	47 11%	59 11%	52 9%	46 10%	48 10%	32 11%	87 10%
London	268 13%	129 13%	138 13%	47 19%FGH	63 18%FGH	53 15%FGH	35 10%	28 9%	41 9%	91 17%kL	83 14%L	51 11%	43 9%	43 15%	126 15%
South East	288 14%	153 15%	135 13%	38 16%	47 14%	42 12%	52 14%	42 14%	67 15%	72 13%	86 15%	67 15%	62 13%	22 8%	138 16%M
South West	185 9%	90 9%	96 9%	20 8%	25 7%	34 10%	31 8%	27 9%	47 11%	42 8%	57 10%	40 9%	47 10%	23 8%	79 9%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 37  
GO Region  
Base: All respondents

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Scotland	185 9%	185 100%CBDEFGHIJ KL	-	-	-	-	-	-	-	-	-	-	-	117 10%	68 9%
North East	82 4%	-	-	82 5%Ab	82 100%ABEFGHIJK L	-	-	-	-	-	-	-	-	38 3%	41 5%M
North West	226 11%	-	-	226 13%AB	-	226 100%ABDFGHIJK L	-	-	-	-	-	-	-	136 11%	86 11%
Yorkshire & Humberside	185 9%	-	-	185 10%AB	-	-	185 100%ABDEGHIJK L	-	-	-	-	-	-	113 9%	66 9%
West Midlands	185 9%	-	-	185 10%AB	-	-	-	185 100%ABDEFHIJK L	-	-	-	-	-	108 9%	68 9%
East Midlands	144 7%	-	-	144 8%AB	-	-	-	-	144 100%ABDEFGHIJK L	-	-	-	-	79 7%	59 8%
Wales	103 5%	-	103 100%CADEFGHIJ KL	-	-	-	-	-	-	-	-	-	-	59 5%	39 5%
Eastern	206 10%	-	-	206 12%AB	-	-	-	-	-	206 100%ABDEFGHIJK L	-	-	-	129 11%	65 8%
London	268 13%	-	-	268 15%AB	-	-	-	-	-	-	268 100%ABDEFGHIK L	-	-	130 11%	119 15%M
South East	288 14%	-	-	288 16%AB	-	-	-	-	-	-	-	288 100%ABDEFGHIJ L	-	178 15%	98 13%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n  
\* small base

Prepared by ComRes



## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Averages/col percents

Table 37  
GO Region  
Base: All respondents

	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?		
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
South West	185 9%	-	-	185 10%AB	-	-	-	-	-	-	-	-	185 100%ABDEFGHIJK	112 100%ABDEFGHIJK	67 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n  
\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 38  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Yes	1255 61%	643 64%B	613 58%	158 64%Fg	234 68%FG	211 61%F	185 50%	169 55%	298 67%FG	409 74%JKL	349 61%L	282 63%L	215 44%	192 67%	558 64%
No	803 39%	366 36%	437 42%A	87 36%	112 32%	135 39%	182 50%CDEH	137 45%cDH	149 33%	141 26%	221 39%I	167 37%I	274 56%JK	95 33%	308 36%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 38  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Region													Q.1 In general, how informed or otherwise do you feel about energy issues?	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Yes	1255 61%	113 61%	52 50%	1091 62%B	55 67%B	134 59%	103 55%	108 58%	85 59%	130 63%b	193 72% L	169 ABEFGHiK9%	113 61%	759 63%n	452 58%
No	803 39%	72 39%J	51 50%CDiJ	679 38%	28 33%	92 41%J	83 45%J	77 42%J	59 41%J	76 37%j	74 28%	119 41%J	72 39%J	441 37%	324 42%m

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 39  
Tenure  
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Homeowners	1338 65%	665 66%	673 64%	117 48%	179 52%	235 68% <sup>c</sup> CDF	211 58% <sup>c</sup>	220 72% <sup>c</sup> CDF	376 84% <sup>c</sup> CDEFG	464 84% <sup>c</sup> JKL	349 61% <sup>c</sup> L	310 69% <sup>c</sup> JL	214 44%	217 76% <sup>c</sup> N	544 63%
Owned outright - without mortgage	679 33%	331 33%	348 33%	56 23% <sup>d</sup> E	54 16%	42 12%	65 18% <sup>e</sup>	131 43% <sup>c</sup> CDEF	331 74% <sup>c</sup> CDEFG	238 43% <sup>c</sup> JkL	171 30% <sup>c</sup> L	160 36% <sup>c</sup> L	110 22%	66 23%	176 20%
Owned with a mortgage or loan	659 32%	334 33%	325 31%	61 25% <sup>H</sup>	125 36% <sup>CH</sup>	192 56% <sup>c</sup> CDFGH	146 40% <sup>c</sup> CGH	90 29% <sup>H</sup>	44 10%	226 41% <sup>c</sup> JKL	178 31% <sup>c</sup> L	150 34% <sup>c</sup> L	104 21%	151 53% <sup>c</sup> N	368 42%
NET: Renters	689 33%	329 33%	360 34%	111 45% <sup>EGH</sup>	163 47% <sup>EGH</sup>	106 31% <sup>H</sup>	154 42% <sup>EGH</sup>	85 28% <sup>H</sup>	71 16%	79 14%	212 37% <sup>c</sup> IK	130 29% <sup>c</sup> I	268 55% <sup>c</sup> LJK	69 24%	310 36% <sup>c</sup> M
Rented from the council	288 14%	127 13%	161 15%	44 18% <sup>H</sup>	46 13% <sup>H</sup>	44 13% <sup>H</sup>	79 21% <sup>c</sup> DEgH	46 15% <sup>H</sup>	30 7%	25 5%	79 14% <sup>c</sup> I	51 11% <sup>c</sup> I	133 27% <sup>c</sup> LJK	32 11%	115 13%
Rented from a housing association	127 6%	61 6%	66 6%	22 9% <sup>H</sup>	21 6%	18 5%	31 8% <sup>H</sup>	19 6%	17 4%	9 2%	42 7% <sup>c</sup> I	21 5% <sup>c</sup> I	55 11% <sup>c</sup> ljk	9 3%	43 5%
Rented from someone else	274 13%	141 14%	133 13%	46 19% <sup>c</sup> fGH	95 27% <sup>c</sup> cEFGH	44 13% <sup>c</sup> GH	44 12% <sup>c</sup> GH	20 7%	24 5%	45 8%	90 16% <sup>c</sup> I	58 13% <sup>c</sup> i	80 16% <sup>c</sup> I	28 10%	152 18% <sup>c</sup> M
Rent free	31 2%	14 1%	17 2%	16 7% <sup>c</sup> DEFGH	5 2% <sup>h</sup>	6 2% <sup>c</sup> gH	2 1%	1 *	1 *	7 1%	9 2%	8 2%	7 1%	*	12 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 39  
Tenure  
Base: All respondents

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Homeowners	1338	125	66	1147	48	162	127	123	99	150	140	171	128	851	452
	65%	67%J	65%j	65%	58%	71%DJK	69%Jk	66%J	68%J	73%DJK	53%	59%	69%Jk	71%N	58%
Owned outright - without mortgage	679	60	36	583	23	80	69	74	48	65	68	91	65	457	207
	33%	33%	35%	33%	28%	35%J	37%J	40%dJ	33%	32%	26%	32%	35%j	38%N	27%
Owned with a mortgage or loan	659	64	31	564	24	82	58	49	51	85	72	79	63	394	245
	32%	35%	30%	32%	29%	36%gjk	31%	26%	35%	41%dfGJK	27%	28%	34%	33%	32%
NET: Renters	689	60	36	593	32	63	55	60	42	51	123	109	57	339	305
	33%	32%	35%	33%	39%el	28%	30%	33%	29%	25%	46%AEFGHIL38%EI	38%EI	31%	28%	39%M
Rented from the council	288	33	20	235	11	23	19	35	19	16	51	40	20	145	122
	14%	18%Efl	19%Efl	13%	14%	10%	10%	19%EFII	13%	8%	19%EFII	14%i	11%	12%	16%M
Rented from a housing association	127	13	4	111	8	19	11	7	8	11	17	20	9	65	56
	6%	7%	4%	6%	10%g	9%g	6%	4%	5%	5%	6%	7%	5%	5%	7%
Rented from someone else	274	14	13	247	13	21	25	18	15	24	55	49	27	129	126
	13%	8%	13%	14%A	16%a	9%	13%	10%	11%	12%	20%AEGHI	17%AEG	14%a	11%	16%M
Rent free	31	1	-	30	2	1	3	2	3	4	4	8	1	10	19
	2%	*	-	2%	3%a	1%	2%	1%	2%	2%	2%	3%ae	1%	1%	2%M

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n  
\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 40  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
No formal education	15 1%	6 1%	10 1%	5 2%df	1 *	1 *	1 *	4 1%	2 1%	* *	2 *	3 1%	9 2%IJ	-	4 1%
Primary	9 *	7 1%	2 *	1 *	2 1%	1 *	-	3 1%f	2 *	3 1%	2 *	2 *	2 *	-	4 *
Secondary school, high school, NVQ levels 1 to 3, etc.	991 48%	449 44%	542 52%A	72 29%	131 38%	164 47%CD	213 58%CDE	178 58%CDE	232 52%CD	138 25%	258 45%I	262 58%J	333 68%JK	103 36%	418 48%M
University degree or equivalent professional qualification, NVQ level 4, etc.	720 35%	386 38%B	334 32%	68 28%	128 37%c	135 39%Cd	120 33%	96 31%	172 38%Cd	268 49%JKL	225 39%KL	138 31%L	89 18%	118 41%	325 38%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	217 11%	110 11%	108 10%	19 8%	71 21%CEFGH	39 11%h	31 9%	24 8%	33 7%	122 22%JKL	39 7%	26 6%	30 6%	62 22%N	98 11%
Still in full time education	75 4%	35 3%	40 4%	68 28%DEFGH	4 1%fh	2 1%	-	-	-	15 3%	37 6%IKL	9 2%	14 3%	*	8 1%
Don't know	8 *	6 1%	2 *	3 1%f	2 1%	2 1%	-	-	1 *	1 *	-	-	8 2%IJK	-	1 *
Prefer not to answer	23 1%	11 1%	12 1%	8 3%EFGh	7 2%fg	2 1%	1 *	1 *	5 1%	3 1%	8 1%	8 2%	4 1%	4 1%	7 1%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 40

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
No formal education	15 1%	-	-	15 1%	-	2 1%	3 1%	1 *	1 1%	1 1%	3 1%	3 1%	1 1%	7 1%	6 1%
Primary	9 *	-	-	9 *	1 2%e	-	4 2%aegijl	-	-	-	2 1%	2 1%	-	7 1%n	-
Secondary school, high school, NVQ levels 1 to 3, etc.	991 48%	71 39%	51 49%j	869 49%A	51 62%AeFgiJ	113 50%AJ	87 47%	90 49%aj	77 54%AJ	103 50%aj	102 38%	148 51%AJ	99 53%AJ	541 45%	412 53%M
University degree or equivalent professional qualification, NVQ level 4, etc.	720 35%	82 44%CBdgHijk28%	29 18%CdEFGKI10%	609 34%	19 24%	90 40%bD	66 35%d	63 34%	45 31%	68 33%	91 34%	101 35%d	65 35%d	472 39%N	228 29%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	217 11%	24 13%EgK	19 18%CdEFGKI10%	175 10%	7 9%	14 6%	17 9%	13 7%	17 12%e	21 10%	49 18%dEFGiKL	19 7%	17 9%	138 12%	74 9%
Still in full time education	75 4%	3 2%	2 2%	69 4%	3 3%	5 2%	9 5%	13 7%AEhKL	3 2%	9 4%	18 7%AEhKL	8 3%	3 1%	27 2%	41 5%M
Don't know	8 *	1 1%	-	7 *	-	-	-	3 2%e	1 1%	-	1 *	3 1%	-	1 *	4 *
Prefer not to answer	23 1%	4 2%l	2 2%	17 1%	1 1%	2 1%	1 1%	2 1%	-	3 1%	3 1%	5 2%	-	5 *	12 2%M

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 41

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Yes - responsible for half or more of the items bought	1840 89%	857 85%	983 94%A	169 69%	315 91%C	313 90%C	354 96%CDEH	292 96%CDEH	397 89%C	489 89%	502 88%	403 90%	446 91%	271 95%n	784 91%
No - not responsible for most of the items bought	218 11%	151 15%B	66 6%	76 31%DEFGH	31 9%FG	33 10%FG	13 4%	13 4%	51 11%FG	61 11%	68 12%	45 10%	43 9%	15 5%	82 9%m

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 41

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?		
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Yes - responsible for half or more of the items bought	1840 89%	159 86%	93 91%	1588 90%	76 92%	206 91%	164 89%	169 91%	135 94%AKI	184 90%	246 92%ak	247 86%	161 87%	1085 90%	686 88%
No - not responsible for most of the items bought	218 11%	27 14%Hj	10 9%	181 10%	6 8%	21 9%	21 11%	16 9%	9 6%	21 10%	21 8%	41 14%Hj	25 13%h	115 10%	90 12%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 42  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
No cars in the household	432 21%	191 19%	241 23%a	71 29%GH	88 25%gH	75 22%H	83 22%H	55 18%	61 14%	62 11%	140 24%IK	64 14%	167 34%LJK	52 18%	166 19%
NET: Any	1626 79%	818 81%b	808 77%	174 71%	259 75%	271 78%	284 78%	250 82%Cd	387 86%CDEF	488 89%JL	431 76%L	385 86%JL	322 66%	235 82%	700 81%
1	864 42%	430 43%	434 41%	56 23%	134 39%C	140 40%C	163 44%C	127 42%C	245 55%CDEFG	217 39%	249 44%	178 40%	221 45%i	113 39%	348 40%
2	576 28%	290 29%	286 27%	76 31%f	93 27%	112 32%F	82 22%	85 28%	128 29%f	218 40%JKL	140 25%L	136 30%L	82 17%	88 31%	257 30%
3+	185 9%	97 10%	88 8%	42 17%DEfH	32 9%H	19 6%	39 11%EH	39 13%EH	15 3%	53 10%L	42 7%L	71 16%JL	20 4%	34 12%	95 11%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 42  
**How many cars are there in your household?**  
**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
No cars in the household	432 21%	41 22%L	23 22%l	369 21%	19 24%iL	49 22%L	44 24%L	36 19%	26 18%	30 15%	87 32%AEGHIKL19%	54 19%	23 12%	207 17%	196 25%M
NET: Any	1626 79%	145 78%J	80 78%	1401 79%	63 76%	177 78%J	141 76%	150 81%J	118 82%J	176 85%dFJ	181 68%	234 81%J	162 88%AbDEFJ	993 83%N	580 75%
1	864 42%	67 36%	42 40%	756 43%	42 51%Ak	94 42%	84 46%a	73 39%	64 44%	85 41%	119 45%	110 38%	86 46%a	532 44%n	305 39%
2	576 28%	59 32%J	34 33%J	483 27%	20 24%	61 27%j	47 25%	62 33%J	42 29%J	65 32%J	49 18%	87 30%J	51 28%j	352 29%	206 27%
3+	185 9%	19 10%DJ	4 4%	162 9%	1 1%	22 10%Dj	10 5%	15 8%d	13 9%D	26 12%bDFJ	12 5%	38 13%BDFJ	25 14%BDFJ	110 9%	69 9%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**  
 \* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 43  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
White	1866 91%	915 91%	950 91%	188 77%	281 81%	309 89%CD	345 94%CDE	300 98%CDEF	443 99%CDEF	494 90%	507 89%	411 92%	454 93%iJ	259 90%	772 89%
NET: Non-white	171 8%	81 8%	89 9%	51 21%EFGH	58 17%EFGH	35 10%FGH	20 5%GH	3 1%	3 1%	51 9%I	55 10%I	34 8%	30 6%	26 9%	81 9%
Mixed	30 1%	17 2%	13 1%	8 3%GH	6 2%gH	9 3%GH	6 2%gH	1 *	- -	10 2%	8 1%	6 1%	7 1%	3 1%	18 2%
Asian	88 4%	48 5%	40 4%	22 9%FGH	37 11%EFGH	19 6%FGH	6 2%	2 1%	2 *	27 5%L	24 4%I	26 6%L	10 2%	12 4%	44 5%
Black	36 2%	14 1%	22 2%	16 7%DEFGH	8 2%gH	4 1%H	7 2%gH	1 *	- -	11 2%k	17 3%KI	2 1%	6 1%	8 3%	15 2%
Chinese	6 *	3 *	4 *	3 1%h	2 *	2 1%	- -	- -	- -	2 *	3 1%	- -	1 *	2 1%n	- -
Other ethnic group	11 1%	- -	11 1%A	3 1%g	6 2%egh	1 *	1 *	- -	1 *	1 *	3 1%	- -	7 1%IK	1 *	4 *
Prefer not to answer	22 1%	12 1%	10 1%	5 2%h	7 2%h	3 1%	2 1%	3 1%	2 *	5 1%	8 1%	4 1%	5 1%	1 *	13 2%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 43  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
White	1866 91%	176 95%CGJ	101 98%CGJK	1588 90%	81 98%GJk	217 96%GJk	174 94%GJ	159 86%J	136 94%GJ	195 95%GJ	183 68%	264 92%gJ	180 97%GJK	1102 92%	699 90%
NET: Non-white	171 8%	7 4%	2 2%	162 9%AB	2 2%	9 4%	8 4%	25 14%ABDEFHIKL	7 2%	8 4%	81 30%ABDEFGHIK L	18 2%	4 2%	87 7%	71 9%
Mixed	30 1%	5 2%Ef	-	25 1%	-	-	-	2 1%	2 2%	3 1%	10 4%bEFl	7 2%Ef	1 1%	17 1%	13 2%
Asian	88 4%	3 1%	1 1%	84 5%a	2 2%	5 2%	7 4%	15 8%ABdEHIKL	3 2%	3 1%	41 15%ABDEFGHIK L	6 2%	3 2%	48 4%	34 4%
Black	36 2%	-	-	36 2%a	-	1 *	-	4 2%afI	2 1%	3 1%	22 8%ABDEFGHIK L	4 %	-	12 1%	19 2%M
Chinese	6 *	-	1 1%	6 *	-	1 *	1 *	* *	-	-	4 1%	-	-	2 *	4 *
Other ethnic group	11 1%	-	-	11 1%	-	2 1%	-	3 2%afIl	1 *	-	4 2%	1 *	-	8 1%	1 *
Prefer not to answer	22 1%	2 1%	-	19 1%	-	1 *	3 2%	1 1%	1 *	3 1%	4 1%	6 2%e	1 *	11 1%	6 1%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**  
**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 44  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Christian	1119 54%	548 54%	571 54%	77 32%	137 40%	194 56%CD	201 55%CD	193 63%CDf	317 71%CDEFG	315 57%J	283 50%	256 57%j	264 54%	160 56%	433 50%
NET: Other	139 7%	74 7%	65 6%	24 10%GH	44 13%EFGH	21 6%h	21 6%	13 4%	14 3%	36 7%	38 7%	38 9%	26 5%	21 7%	62 7%
Muslim	52 3%	27 3%	25 2%	18 7%EFGH	24 7%EFGH	5 1%H	2 1%	3 1%h	-	10 2%	18 3%	13 3%	11 2%	10 3%	20 2%
Hindu	27 1%	17 2%	10 1%	2 1%	13 4%FGH	8 2%GH	2 1%	-	1 *	10 2%jl	4 1%	10 2%jl	3 1%	2 1%	15 2%
Jewish	11 1%	3 *	8 1%	-	-	1 *	3 1%	3 1%	4 1%	2 *	4 1%	-	4 1%	1 *	3 *
Sikh	4 *	2 *	2 *	-	2 *	3 1%	-	-	-	1 *	2 *	2 *	-	1 *	2 *
Buddhist	13 1%	10 1%	3 *	1 *	* *	* *	6 2%de	4 1%	2 *	1 *	4 1%	5 1%	3 1%	2 1%	6 1%
Other	32 2%	16 2%	15 1%	3 1%	6 2%	4 1%	8 2%	4 1%	7 2%	11 2%	7 1%	9 2%	5 1%	6 2%	15 2%
None	758 37%	363 36%	395 38%	127 52%EFGH	154 44%eGH	128 37%H	142 39%gH	96 31%h	111 25%	187 34%	233 41%lK	147 33%	191 39%	102 36%	347 40%
Prefer not to say	42 2%	24 2%	18 2%	16 6%EFGH	11 3%efh	3 1%	3 1%	4 1%	5 1%	12 2%	16 3%	6 1%	8 2%	3 1%	24 3%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 44

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Total	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?	
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Christian	1119 54%	98 53%	66 64% <small>cJKL</small>	955 54%	49 60% <small>kl</small>	142 63% <small>aJKL</small>	101 54% <small>k</small>	105 57% <small>K</small>	83 58% <small>kl</small>	124 60% <small>ejKL</small>	131 49%	131 45%	88 47%	690 58% <small>N</small>	391 50%
NET: Other	139 7%	3 1%	4 4%	133 7% <small>A</small>	2 2%	9 4%	10 6% <small>a</small>	21 12% <small>ABDEFIL</small>	9 6% <small>A</small>	8 4%	46 17% <small>ABDEFHIKL</small>	20 7% <small>A</small>	6 3%	75 6%	58 7%
Muslim	52 3%	2 1%	- -	50 3%	2 2% <small>l</small>	5 2% <small>l</small>	4 2% <small>l</small>	13 7% <small>ABEFHIKL</small>	2 1%	3 1%	20 7% <small>ABEFHIKL</small>	2 1%	- -	19 2%	28 4% <small>M</small>
Hindu	27 1%	- -	1 1%	26 1%	- -	- -	1 1%	1 *	1 1%	1 1%	18 7% <small>ABDEFGHIKL</small>	3 1%	1 *	18 1%	9 1%
Jewish	11 1%	- -	- -	11 1%	- -	2 1%	- -	1 1%	1 1%	1 1%	4 1%	1 *	2 1%	6 1%	5 1%
Sikh	4 *	- -	- -	4 *	- -	- -	3 1% <small>k</small>	1 *	- -	1 *	- -	- -	- -	4 *	- -
Buddhist	13 1%	- -	1 1%	12 1%	- -	* *	1 *	1 1%	4 3% <small>aej</small>	1 *	1 *	3 1%	1 1%	7 1%	6 1%
Other	32 2%	1 1%	2 2%	29 2%	- -	2 1%	2 1%	5 3%	1 1%	1 1%	3 1%	12 4% <small>AdEhij</small>	3 1%	21 2%	10 1%
None	758 37%	82 44% <small>cBEGiJ</small>	31 30%	645 36%	31 38%	71 31%	71 38% <small>j</small>	58 32%	50 35%	71 35%	75 28%	128 45% <small>BEGhiJ</small>	89 48% <small>BEFGHIJ</small>	412 34%	310 40% <small>M</small>
Prefer not to say	42 2%	2 1%	2 2%	37 2%	- -	4 2%	3 2%	1 *	2 1%	3 1%	14 5% <small>adeGhiL</small>	9 3% <small>g</small>	2 1%	22 2%	17 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 45  
Which of the following best describes where you live?  
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Urban	1647 80%	828 82%B	819 78%	203 83%GH	306 88%eFGH	288 83%GH	296 81%Gh	221 72%	332 74%	429 78%	475 83%I	354 79%	390 80%	231 81%	712 82%
Urban - Population over 10,000	905 44%	504 50%B	402 38%	125 51%fGH	198 57%EFGH	156 45%gH	152 41%	114 37%	161 36%	247 45%	272 48%L	190 42%	195 40%	152 53%	405 47%
Town and Fringe	742 36%	325 32%	417 40%A	79 32%	108 31%	132 38%	144 39%d	107 35%	172 38%d	182 33%	203 35%	163 36%	194 40%I	80 28%	306 35%m
NET: Rural	411 20%	180 18%	231 22%A	41 17%	40 12%	59 17%d	71 19%D	85 28%CDEF	115 26%CDEF	121 22%J	96 17%	95 21%	99 20%	55 19%	154 18%
Village	367 18%	163 16%	204 19%a	40 16%	39 11%	51 15%	66 18%D	69 23%DE	102 23%cDE	103 19%	84 15%	87 19%	93 19%j	48 17%	136 16%
Hamlet & Isolated Dwelling	44 2%	18 2%	27 3%	1 1%	1 *	8 2%D	5 1%	16 5%CD eF	14 3%cD	18 3%L	12 2%	8 2%	6 1%	7 3%	18 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 45  
Which of the following best describes where you live?  
Base: All respondents

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Urban	1647 80%	143 77%BI	66 64%	1438 81%B	66 80%Bhl	203 90%ABDFHIKL1%BHI	150 100%ABdFHlKLl9%i	166 89%ABdFHlKLl9%i	99 35%i	119 58%	267 100%ABDEFGHl6%BI KL	219 16%BI	148 80%BHI	943 79%	632 81%
Urban - Population over 10,000	905 44%	94 51%BDEfHIKL36%i	37 36%i	774 44%	29 35%i	82 36%l	74 40%l	84 46%ehll	50 35%i	50 24%	227 85%ABDEFGHl9%l KL	113 9%l	65 35%i	507 42%	361 47%
Town and Fringe	742 36%	49 27%J	29 28%J	664 38%Ab	37 45%ABJ	122 54%ABFgHIJKl2%ABJ	77 12%ABJ	81 44%ABlJ	49 34%J	69 33%J	40 15%	106 37%AJ	83 45%ABhJ	436 36%	271 35%
NET: Rural	411 20%	42 23%EGJ	37 36%CADEFGJKl% L	332 36%CADEFGJKl% L	16 20%EGJ	23 10%J	35 19%EGJ	19 11%J	45 31%dEFGJL	87 42%ADEFGhJKL *	1 KL	69 24%EGJ	37 20%EGJ	257 21%	144 19%
Village	367 18%	29 16%GJ	33 33%CADEFGJKl7% L	304 33%CADEFGJKl7% L	16 20%EGJ	22 10%J	34 19%EGJ	15 8%J	41 29%AEfGJL	80 39%ADEFGhJKL *	1 KL	64 22%EGJ	29 16%gJ	221 18%	136 18%
Hamlet & Isolated Dwelling	44 2%	13 7%CDEFGhJK3%efJ	3 3%efJ	28 2%	-	1 *	* *	4 2%eJ	4 3%efJ	7 3%EfJ	-	4 2%j	8 4%dEFJ	36 3%N	8 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 46  
Which of the following best describes your current working status?  
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Working	1152 56%	629 62%B	523 50%	121 49%H	274 79%CFGH	286 83%CFGH	267 73%CGH	165 54%H	40 9%	331 60%L	373 65%L	266 59%L	183 38%	286 100%	866 100%
Working full time - working 30 hours per week or more	906 44%	562 56%B	343 33%	91 37%H	240 69%CFGH	237 68%CFGH	217 59%CGH	112 37%H	9 2%	269 49%L	298 52%L	210 47%L	128 26%	226 79%	679 78%
Working part time - working between 8 and 29 hours per week	247 12%	67 7%	180 17%A	30 12%H	34 10%	49 14%H	50 14%H	54 18%DH	30 7%	61 11%	74 13%	55 12%	56 11%	60 21%	187 22%
NET: Not working	906 44%	379 38%	526 50%A	124 51%DEF	73 21%	60 17%	100 27%dE	140 46%DEF	408 91%CDEFG	219 40%	198 35%	183 41%	305 62%IJK	-	-
Not working but seeking work or temporarily unemployed or sick	106 5%	55 5%	51 5%	22 9%GH	29 8%GH	19 5%H	24 7%H	11 4%H	1 *	7 1%	13 2%	23 5%lj	63 13%IJK	-	-
Not working and not seeking work	139 7%	62 6%	77 7%	88 36%DEFGH	10 3%H	10 3%H	16 4%H	15 5%H	-	25 4%	56 10%IK	12 3%	46 9%IK	-	-
Retired on a state pension only	134 7%	34 3%	100 9%A	-	-	-	2 *	15 5%CDEF	117 26%CDEFG	8 1%	9 2%	23 5%J	95 19%IJK	-	-
Retired with a private pension	357 17%	210 21%B	147 14%	-	-	-	5 1%de	66 22%CDEF	286 64%CDEFG	159 29%JKL	102 18%L	69 15%L	27 6%	-	-
House person, housewife, househusband, etc.	169 8%	18 2%	151 14%A	14 6%H	33 10%H	31 9%H	54 15%CdEH	32 11%H	4 1%	20 4%	19 3%	56 12%IJ	74 15%IJ	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 46

Which of the following best describes your current working status?

Base: All respondents

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Working	1152 56%	112 60%GH	64 62%GH	977 55%	42 51%	128 57%G	107 58%Gh	82 44%	67 47%	119 58%Gh	168 63%dGH	161 56%G	102 55%g	662 55%	442 57%
Working full time - working 30 hours per week or more	906 44%	92 49%GH	51 50%Gh	763 43%	34 41%	102 45%G	76 41%	61 33%	52 36%	94 46%G	138 52%fGH	127 44%G	79 43%g	531 44%	337 43%
Working part time - working between 8 and 29 hours per week	247 12%	20 11%	13 13%	214 12%	8 10%	27 12%	31 17%	21 11%	15 10%	25 12%	30 11%	34 12%	23 12%	131 11%	106 14%
NET: Not working	906 44%	74 40%	39 38%	793 45%	41 49%j	98 43%	78 42%	104 56%ABEFJKI53%ABfIJ	77 53%ABfIJ	87 42%	99 37%	127 44%	83 45%	538 45%	334 43%
Not working but seeking work or temporarily unemployed or sick	106 5%	8 4%	6 6%	92 5%	7 8%	11 5%	7 4%	7 4%	9 6%	7 3%	12 5%	25 9%fgll	6 4%	48 4%	50 6%M
Not working and not seeking work	139 7%	10 5%	8 7%	121 7%	5 6%	13 6%	16 9%hk	18 9%HKl	4 3%	16 8%	29 11%aeHKL	12 4%	8 4%	58 5%	70 9%M
Retired on a state pension only	134 7%	6 3%	5 5%	123 7%a	2 2%	12 5%	9 5%	23 12%AbDEFJK 9%adJ	13 9%adJ	21 10%AdfJ	8 3%	18 6%	18 9%AdJ	74 6%	56 7%
Retired with a private pension	357 17%	36 19%	16 16%	305 17%	16 19%	43 19%	29 16%	39 21%j	28 19%	30 15%	35 13%	51 18%	35 19%	271 23%N	85 11%
House person, housewife, househusband, etc.	169 8%	13 7%	4 3%	152 9%	11 14%BiJk	19 8%	17 9%	17 9%	23 16%ABeIJK	13 6%	14 5%	21 7%	17 9%	87 7%	73 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 47

Do you work in any of the following occupations?

Base: All respondents who work

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1037	569	468	79	216	268	270	163	41	340	345	175	177	252	785
Weighted base	1152	629	523	121*	274	286	267	165	40*	331	373	266	183	286	866
NET: Public Sector	286 25%	128 20%	158 30%A	20 17%	70 26%	61 21%	75 28% <i>c</i>	48 29% <i>c</i>	12 30%	89 27% <i>L</i>	111 30% <i>kL</i>	54 20%	32 18%	286 100% <i>N</i>	-
Central government including all administrative departments and central government agencies such as the Bank of England	21 2%	9 1%	12 2%	-	8 3%	10 3% <i>f</i>	2 1%	1 1%	-	9 3% <i>l</i>	5 1%	6 2%	-	21 7% <i>N</i>	-
HM Forces	10 1%	2 *	8 2% <i>a</i>	1 1%	7 3% <i>Fg</i>	2 1%	-	-	-	2 1%	2 *	6 2%	-	10 3% <i>N</i>	-
National Health Service	58 5%	20 3%	38 7% <i>A</i>	5 4%	13 5%	14 5%	15 6%	6 3%	4 11% <i>g</i>	21 6%	18 5%	8 3%	11 6%	58 20% <i>N</i>	-
Universities and Academies funded by government	21 2%	9 2%	11 2%	1 1%	5 2%	7 2%	3 1%	3 2%	2 5%	11 3% <i>l</i>	8 2%	2 1%	1 *	21 7% <i>N</i>	-
Courts service	8 1%	5 1%	3 1%	-	2 1%	3 1%	3 1%	-	-	-	3 1%	5 2% <i>i</i>	1 *	8 3% <i>N</i>	-
Local government administration	45 4%	24 4%	21 4%	-	10 4%	8 3%	12 5% <i>c</i>	15 9% <i>CdEh</i>	-	5 2%	33 9% <i>IKL</i>	7 3%	1 *	45 16% <i>N</i>	-
Police service	8 1%	5 1%	4 1%	-	6 2% <i>E</i>	-	1 *	1 1%	-	-	6 2% <i>l</i>	1 *	1 1%	8 3% <i>N</i>	-
Public sector housing	3 *	2 *	1 *	1 1%	2 1%	-	-	-	-	2 1%	-	-	1 *	3 1% <i>N</i>	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	40 4%	17 3%	23 4%	6 5%	4 2%	8 3%	10 4%	10 6% <i>d</i>	2 5%	22 7% <i>jkL</i>	12 3% <i>l</i>	6 2%	1 *	40 14% <i>N</i>	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 47  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Weighted base	1152	629	523	121*	274	286	267	165	40*	331	373	266	183	286	866
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13 1%	12 2%B	1 *	- -	1 *	3 1%	7 3%d	3 2%	- -	1 *	2 1%	4 1%	7 4%IJ	13 5%N	- -
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	60 5%	25 4%	35 7%a	7 5%	11 4%	8 3%	21 8%E	9 6%	3 9%e	16 5%	23 6%	10 4%	10 6%	60 21%N	- -
None of the above (Private Sector)	866 75%	501 80%B	365 70%	100 83%fg	204 74%	225 79%	191 72%	118 71%	28 70%	242 73%	262 70%	211 80%j	151 82%IJ	- -	866 100%M

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 47

Do you work in any of the following occupations?

Base: All respondents who work

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	1037	101	55	881	43	118	90	81	65	102	126	161	95	600	395
Weighted base	1152	112*	64*	977	42*	128*	107*	82*	67*	119*	168*	161	102*	662	442
NET: Public Sector	286	40	18	228	11	35	26	19	17	32	43	22	23	173	99
	25%	36%CKI	28%K	23%	27%k	27%K	24%k	23%	25%	27%K	25%K	14%	23%	26%	22%
Central government including all administrative departments and central government agencies such as the Bank of England	21	1	9	11	1	1	1	2	-	1	1	2	2	12	8
	2%	1%	14%CAEFGHIJKL	1%	3%	*	1%	2%	-	1%	1%	1%	2%	2%	2%
HM Forces	10	-	-	10	1	6	-	1	2	-	-	-	-	8	2
	1%	-	-	1%	2%	4%afJKI	-	2%	3%	-	-	-	-	1%	*
National Health Service	58	8	3	47	2	8	4	6	6	4	7	7	3	32	23
	5%	7%	5%	5%	5%	6%	3%	7%	9%	4%	4%	4%	3%	5%	5%
Universities and Academies funded by government	21	3	1	16	1	2	1	3	1	1	6	*	1	14	7
	2%	3%	2%	2%	2%	1%	1%	3%k	1%	1%	4%k	*	1%	2%	2%
Courts service	8	-	-	8	-	-	3	-	-	-	4	*	-	6	2
	1%	-	-	1%	-	-	3%	-	-	-	2%	*	-	1%	*
Local government administration	45	4	3	39	2	3	5	2	2	4	12	1	7	19	20
	4%	3%	5%k	4%	5%k	2%	5%k	3%	3%	3%	7%K	1%	7%K	3%	5%
Police service	8	1	-	7	-	3	-	1	-	1	-	2	1	7	1
	1%	1%	-	1%	-	2%	-	1%	-	1%	-	1%	1%	1%	*
Public sector housing	3	-	-	3	-	-	-	-	1	1	1	-	-	2	-
	*	-	-	*	-	-	-	-	1%	*	1%	-	-	*	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	40	1	-	40	1	8	2	-	2	10	5	6	6	21	15
	4%	1%	-	4%	2%	7%ag	2%	-	2%	8%AbfG	3%	4%	6%ag	3%	3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 47

Do you work in any of the following occupations?

Base: All respondents who work

	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?		
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Weighted base	1152	112*	64*	977	42*	128*	107*	82*	67*	119*	168*	161	102*	662	442
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13 1%	5 4%CK	-	9 1%	-	1 1%	2 2%	1 1%	-	1 1%	3 2%	-	1 1%	10 1%	4 1%
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	60 5%	19 17%CBefGhJKL?%	1	40 4%	3 8%jk	4 3%	8 7%jk	3 4%	4 5%	10 8%JK	3 2%	3 2%	3 3%	42 6%	17 4%
None of the above (Private Sector)	866 75%	71 64%	46 72%	749 77%A	30 73%	93 73%	82 76%	63 77%	51 75%	87 73%	126 75%	138 86%ABdEfIJ	79 77%a	489 74%	344 78%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 48  
Do you have any children aged 18 or under? If so, how old are they?  
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
No children aged 18 or under	1472 72%	727 72%	745 71%	198 81%DEF	202 58%E	137 40%	223 61%E	271 89%CDEF	441 99%CDEFG	392 71%	415 73%	305 68%	360 74%	183 64%	530 61%
NET: Yes	577 28%	275 27%	302 29%	42 17%H	143 41%CGH	208 60%CDFGH	143 39%CGH	35 11%H	6 1%	156 28%	151 27%	143 32%I	126 26%	101 35%	334 39%
Yes - children aged under 5 years old	186 9%	75 7%	111 11%A	28 11%FGH	92 27%CEFGH	59 17%FGH	7 2%GH	-	-	49 9%	57 10%	35 8%	44 9%	30 11%	102 12%
Yes - children aged 5 to 10 years old	246 12%	115 11%	131 12%	15 6%GH	74 21%CFGH	116 34%CDFGH	35 10%GH	4 1%	1 *	75 14%k	79 14%k	39 9%	52 11%	41 14%	143 16%
Yes - children aged 11 to 15 years old	235 11%	120 12%	115 11%	11 4%H	41 12%CGH	92 27%CDFGH	70 19%CDGH	19 6%H	2 *	57 10%	51 9%	81 18%IJL	47 10%	42 15%	138 16%
Yes - children aged 16 to 18 years old	158 8%	81 8%	77 7%	3 1%	4 1%	51 15%CDGH	78 21%CDEGH	19 6%CDH	4 1%	39 7%	38 7%	47 11%jl	33 7%	28 10%	92 11%
Refused	9 *	6 1%	3 *	5 2%efGH	2 *	1 *	1 *	-	1 *	2 *	5 1%	-	3 1%	2 1%	2 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 48

**Do you have any children aged 18 or under? If so, how old are they?**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
No children aged 18 or under	1472 72%	135 73%	76 74%	1261 71%	58 70%	151 67%	127 68%	144 78%EfHJ	96 67%	148 72%	177 66%	219 76%EhJ	142 77%EhJ	867 72%	559 72%
NET: Yes	577 28%	49 27%	27 26%	501 28%	24 29%	74 33%GKI	57 31%	41 22%	48 33%Gkl	58 28%	89 33%GKI	67 23%	43 23%	330 28%	214 28%
Yes - children aged under 5 years old	186 9%	16 8%	10 10%	161 9%	11 14%l	26 11%l	14 7%	14 8%	10 7%	10 5%	40 15%aFGhIKL	24 8%	13 7%	102 8%	68 9%
Yes - children aged 5 to 10 years old	246 12%	21 11%	15 14%	210 12%	8 10%	30 13%	29 16%HK	21 11%	11 7%	24 12%	40 15%hK	24 8%	23 13%	145 12%	84 11%
Yes - children aged 11 to 15 years old	235 11%	18 10%	8 8%	209 12%	11 13%	26 12%	25 14%k	18 10%	18 12%	31 15%K	37 14%K	21 7%	21 11%	144 12%	83 11%
Yes - children aged 16 to 18 years old	158 8%	11 6%	8 8%	139 8%	7 9%	22 10%	12 6%	10 6%	23 16%AFGJKL	20 10%	18 7%	16 5%	11 6%	93 8%	61 8%
Refused	9 *	1 1%	-	8 *	1 1%	1 *	2 1%	1 *	* *	- -	2 1%	1 *	-	3 *	4 *

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 49  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Anglia	209 10%	106 11%	102 10%	23 10%	39 11%	36 10%	44 12%	24 8%	43 10%	53 10%	54 10%	54 12%	48 10%	31 11%	92 11%
Border	21 1%	8 1%	13 1%	1 1%	5 1% <sup>f</sup>	7 2% <sup>Fg</sup>	* *	1 *	6 1% <sup>f</sup>	7 1% <sup>l</sup>	7 1%	6 1%	1 *	2 1%	7 1%
Central	284 14%	132 13%	152 15%	28 11%	48 14%	41 12%	50 14%	36 12%	82 18% <sup>cEfG</sup>	71 13%	65 11%	59 13%	89 18% <sup>lJK</sup>	34 12%	89 10%
Granada	221 11%	98 10%	123 12%	20 8%	37 11%	42 12%	47 13%	32 10%	44 10%	57 10%	56 10%	47 10%	61 13%	34 12%	92 11%
London	382 19%	182 18%	200 19%	64 26% <sup>FGH</sup>	76 22% <sup>GH</sup>	71 20% <sup>gh</sup>	64 17%	42 14%	65 15%	128 23% <sup>KL</sup>	111 19% <sup>L</sup>	76 17%	67 14%	54 19%	179 21%
Meridian	209 10%	115 11%	94 9%	27 11%	38 11% <sup>e</sup>	23 7%	33 9%	32 11%	56 12% <sup>E</sup>	51 9%	60 11%	47 10%	51 10%	16 6%	97 11% <sup>M</sup>
STV	170 8%	88 9%	82 8%	15 6%	31 9%	27 8%	33 9%	27 9%	37 8%	57 10% <sup>L</sup>	49 9%	31 7%	32 7%	36 12% <sup>n</sup>	67 8%
Tyne Tees	80 4%	40 4%	40 4%	12 5%	10 3%	15 4%	13 4%	18 6% <sup>h</sup>	13 3%	15 3%	29 5% <sup>i</sup>	17 4%	19 4%	11 4%	28 3%
Wales	102 5%	55 5%	48 5%	7 3%	18 5%	18 5%	15 4%	23 7% <sup>cf</sup>	21 5%	23 4%	29 5%	24 5%	27 5%	18 6%	45 5%
West	67 3%	37 4%	30 3%	5 2%	9 3%	11 3%	11 3%	9 3%	21 5%	19 3%	25 4% <sup>k</sup>	8 2%	15 3%	9 3%	26 3%
Westcountry	98 5%	44 4%	54 5%	14 6%	11 3%	23 7% <sup>dh</sup>	17 5%	15 5%	17 4%	19 3%	27 5%	25 6%	27 5%	13 4%	48 6%
Yorkshire	216 10%	104 10%	111 11%	28 12%	23 7%	33 9%	40 11% <sup>d</sup>	48 16% <sup>DEfH</sup>	44 10%	50 9%	58 10%	55 12%	52 11%	29 10%	95 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 49

Which of the following ITV regions do you live in?

Base: All respondents

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Anglia	209 10%	-	-	209 12%AB	-	-	-	-	17 12%ABDEFGJK L	176 85%ABDEFGHJK L	-	16 5%ABDEFGJL	-	123 10%	74 10%
Border	21 1%	11 6%CBDFGHIJK L	-	10 1%	-	10 4%bdFGHIJKL	-	-	-	-	-	-	-	10 1%	10 1%
Central	284 14%	4 2%efJ	-	280 16%AB	-	* *	-	174 94%ABDEFHIJ KL	96 66%ABDEFIJKL	1 1%	-	7 2%efJ	2 1%	165 14%	106 14%
Granada	221 11%	-	1 1%	220 12%AB	3 3%AFIJKL	213 94%ABDFGHIJK L	-	1 1%	3 2%afiJKI	-	-	-	-	135 11%	83 11%
London	382 19%	-	-	382 22%AB	-	-	-	4 2%aEf	3 2%aEf	21 10%ABDEFGH L	268 100%ABDEFGHI KL	85 30%ABDEFGHIL	1 4%ABDEFGHI	206 17%	155 20%
Meridian	209 10%	-	-	209 12%AB	-	-	-	2 1%	-	2 1%	-	180 63%ABDEFGHI JL	25 4%ABDEFGHI	126 1%	72 9%
STV	170 8%	170 92%CBDEFGHIJ KL	-	-	-	-	-	-	-	-	-	-	-	106 9%	64 8%
Tyne Tees	80 4%	-	-	80 5%Ab	79 96%ABEFGHIJK L	1 *	1 *	-	-	-	-	-	-	38 3%	39 5%am
Wales	102 5%	-	102 99%CADEFGHIJ KL	1	-	-	-	-	-	-	-	1 *	-	58 5%	40 5%
West	67 3%	-	-	67 4%Ab	-	2 1%	-	3 2%jK	-	-	-	-	62 34%ABDEFGHIJ K	42 %	24 3%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

Prepared by ComRes

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 49  
Which of the following ITV regions do you live in?  
Base: All respondents

	Region													Q.1 In general, how informed or otherwise do you feel about energy issues?	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Westcountry	98 5%	-	1 1%	97 5%Ab	-	1 *	-	*	-	-	-	-	95 52%ABDEFGHIJ% K	58	35 5%
Yorkshire	216 10%	-	-	216 12%AB	1 1%	-	184 100%ABDEGHIJK- L	-	25 17%ABDEGIJKL3%aEgJKI	5	-	-	-	136 11%	74 10%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 50  
**Marital Status**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Single	575 28%	311 31%B	264 25%	193 79%DEFGH	144 41%EFGH	87 25%GH	83 23%GH	43 14%H	25 6%	132 24%	200 35%IK	94 21%	148 30%IK	89 31%	263 30%
NET: Married/ Civil partnership/ co habiting	1225 60%	599 59%	625 60%	47 19%	195 56%C	249 72%CDfH	226 62%C	212 69%CDf	294 66%CD	370 67%JL	285 50%	320 71%JL	250 51%	167 58%	536 62%
Married	941 46%	476 47%	465 44%	16 7%	118 34%C	183 53%CD	180 49%CD	173 56%CDf	272 61%CDEF	297 54%JL	208 36%	260 58%JL	177 36%	122 42%	382 44%
Civil Partnership	21 1%	12 1%	9 1%	4 2%h	3 1%	5 1%h	6 2%h	2 1%	1 *	5 1%	5 1%	5 1%	6 1%	4 1%	13 2%
Co Habiting	262 13%	111 11%	151 14%A	27 11%H	75 22%CFGH	61 18%cFgH	41 11%H	38 12%H	21 5%	68 12%	72 13%	55 12%	67 14%	42 15%	141 16%
NET: Widowed/ separated/ divorced	249 12%	92 9%	157 15%A	- -	4 1%	10 3%C	57 16%CDE	51 17%CDE	127 28%CDEFG	48 9%	80 14%IK	34 8%	87 18%IK	29 10%	65 7%
Widowed	67 3%	21 2%	46 4%A	- -	- -	1 *	5 1%d	9 3%CDE	53 12%CDEFG	15 3%	21 4%k	6 1%	25 5%iK	2 1%	11 1%
Separated	31 2%	17 2%	14 1%	- -	1 *	3 1%	9 2%CD	4 1%	14 3%CD	8 2%	9 1%	5 1%	9 2%	2 1%	13 1%
Divorced	152 7%	54 5%	97 9%A	- -	3 1%	6 2%c	44 12%CDE	38 12%CDE	60 13%CDE	25 4%	51 9%lk	22 5%	53 11%IK	24 8%n	41 5%
Prefer not to answer	9 *	6 1%	2 *	4 1%eg	3 1%	- -	1 *	- -	2 *	1 *	5 1%i	- -	3 1%	2 1%	2 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 50  
**Marital Status**  
**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Single	575 28%	51 28%H	27 27%	496 28%	24 29%H	59 26%h	51 28%H	49 27%h	25 17%	51 25%	99 37%aE	91 F31%G	48 H26%h	282 24%	258 33%M
NET: Married/ Civil partnership/ co habiting	1225 60%	114 62%j	64 62%j	1047 59%	45 55%	138 61%j	112 60%j	115 62%J	101 70%DJKI	132 64%Jk	135 51%	159 55%	109 59%	760 63%N	426 55%
Married	941 46%	87 47%	49 48%	805 45%	31 37%	100 44%	90 48%	88 48%	74 51%dj	105 51%dJ	106 39%	125 43%	88 47%	602 50%N	313 40%
Civil Partnership	21 1%	1 1%	2 2%	18 1%	2 2%j	1 *	1 1%	3 2%	3 2%	5 2%j	1 *	2 1%	1 *	15 1%	5 1%
Co Habiting	262 13%	26 14%	13 12%	224 13%	12 15%	37 16%	21 11%	25 13%	25 17%	22 11%	29 11%	32 11%	21 11%	142 12%	108 14%
NET: Widowed/ separated/ divorced	249 12%	19 10%	11 11%	219 12%	12 15%	30 13%	20 11%	20 11%	18 12%	23 11%	32 12%	38 13%	27 15%	154 13%	91 12%
Widowed	67 3%	6 3%	3 3%	57 3%	3 4%	9 4%	5 3%	6 3%	5 4%	4 2%	7 3%	13 4%	5 3%	41 3%	25 3%
Separated	31 2%	2 1%	3 3%e	26 1%	2 2%	1 *	3 2%	2 1%	1 1%	3 1%	7 3%e	4 1%	4 2%	14 1%	17 2%
Divorced	152 7%	11 6%	5 5%	135 8%	7 9%	21 9%	12 6%	11 6%	12 8%	16 8%	17 6%	21 7%	19 10%	99 8%	49 6%
Prefer not to answer	9 *	1 *	1 1%	8 *	1 1%	- -	2 1%	1 1%	1 1%	- -	2 1%	1 *	- -	4 *	1 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 51  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Glasgow	73 4%	41 4%	32 3%	4 2%	15 4%	14 4%	14 4%	10 3%	17 4%	25 4%	22 4%	14 3%	12 2%	15 5%	28 3%
Edinburgh	76 4%	37 4%	39 4%	7 3%	17 5%	16 5%	11 3%	7 2%	18 4%	31 6% <sub>JL</sub>	17 3%	14 3%	14 3%	19 7% <sub>n</sub>	29 3%
Newcastle	80 4%	39 4%	41 4%	11 5%	10 3%	14 4%	13 4%	18 6% <sub>h</sub>	13 3%	16 3%	28 5%	17 4%	18 4%	10 4%	28 3%
Leeds	99 5%	45 4%	53 5%	15 6%	11 3%	17 5%	16 4%	22 7% <sub>dh</sub>	17 4%	25 5%	29 5%	22 5%	22 4%	16 6%	42 5%
Hull	46 2%	25 2%	21 2%	6 3% <sub>e</sub>	6 2%	2 1%	10 3% <sub>E</sub>	9 3% <sub>E</sub>	13 3% <sub>E</sub>	12 2%	13 2%	10 2%	11 2%	5 2%	18 2%
Sheffield	43 2%	20 2%	23 2%	5 2%	2 1%	12 4% <sub>D</sub>	8 2%	6 2%	9 2%	8 1%	10 2%	14 3%	11 2%	4 1%	21 2%
Manchester	157 8%	72 7%	86 8%	9 4%	32 9% <sub>C</sub>	31 9% <sub>C</sub>	30 8% <sub>c</sub>	21 7%	33 7%	45 8%	39 7%	35 8%	39 8%	26 9%	72 8%
Liverpool	71 3%	35 3%	37 3%	9 4%	9 3%	10 3%	16 4%	14 4%	14 3%	15 3%	22 4%	16 4%	18 4%	13 5%	27 3%
Nottingham	92 4%	39 4%	53 5%	10 4%	14 4%	8 2%	20 5% <sub>e</sub>	16 5% <sub>e</sub>	25 6% <sub>E</sub>	13 2%	21 4%	26 6% <sub>l</sub>	33 7% <sub>LJ</sub>	11 4%	24 3%
Birmingham	171 8%	85 8%	86 8%	23 10%	30 9%	22 6%	27 7%	22 7%	46 10% <sub>e</sub>	46 8%	41 7%	30 7%	54 11% <sub>JK</sub>	20 7%	61 7%
Norwich	98 5%	54 5%	44 4%	13 5%	17 5%	20 6%	16 4%	14 5%	17 4%	17 3%	30 5% <sub>i</sub>	30 7% <sub>l</sub>	22 4%	13 5%	44 5%
Milton Keynes	55 3%	28 3%	26 3%	4 2%	12 3%	7 2%	12 3%	9 3%	10 2%	22 4% <sub>jl</sub>	12 2%	11 2%	10 2%	7 3%	29 3%
Brighton	58 3%	35 3%	23 2%	6 2%	14 4% <sub>e</sub>	5 1%	11 3%	9 3%	13 3%	9 2%	18 3%	15 3%	16 3%	4 1%	33 4%
Oxford	28 1%	15 1%	13 1%	5 2% <sub>F</sub>	3 1%	6 2% <sub>F</sub>	* *	2 1%	11 2% <sub>F</sub>	9 2%	6 1%	6 1%	7 1%	1 *	14 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Prepared by ComRes



## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 51  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
London	435 21%	208 21%	227 22%	72 29%FGH	87 25%GH	77 22%g	73 20%	47 15%	79 18%	147 27%KL	129 23%L	83 18%	76 16%	61 21%	203 23%
Southampton	78 4%	37 4%	42 4%	4 2%	14 4%	8 2%	10 3%	13 4%	29 7%CEF	21 4%	22 4%	18 4%	17 3%	7 3%	25 3%
Bristol	86 4%	48 5%	38 4%	8 3%	14 4%	24 7%cfgh	12 3%	11 4%	17 4%	16 3%	36 6%lk	14 3%	19 4%	12 4%	41 5%
Plymouth	55 3%	22 2%	33 3%	8 3%	5 1%	6 2%	13 4%	10 3%	13 3%	14 3%	10 2%	15 3%	16 3%	9 3%	21 2%
Cardiff	78 4%	44 4%	34 3%	7 3%	18 5%	16 5%	10 3%	13 4%	15 3%	19 3%	21 4%	18 4%	21 4%	14 5%	35 4%
None of these	178 9%	79 8%	99 9%	19 8%	16 5%	33 9%D	43 12%D	32 10%D	37 8%d	41 7%	44 8%	41 9%	53 11%i	19 7%	70 8%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 51  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Glasgow	73 4%	72 39% CBDEFGHIJ - KL	-	1 *	-	*	-	-	-	-	1 *	-	-	47 4%	26 3%
Edinburgh	76 4%	76 41% CBDEFGHIJ - KL	-	-	-	-	-	-	-	-	-	-	-	52 4%	24 3%
Newcastle	80 4%	-	-	80 5% Ab	77 93% ABEFGHIJK L	2 1%	1 *	-	-	-	-	-	-	37 3%	39 5% m
Leeds	99 5%	-	-	99 6% AB	-	-	99 53% ABDEGHIJK L	-	-	-	-	-	-	58 5%	40 5%
Hull	46 2%	-	-	46 3% A	-	-	41 22% ABDEGHIJK L	-	5 4% AbEGIJKL	-	-	-	-	28 2%	14 2%
Sheffield	43 2%	-	-	43 2% a	-	-	35 19% ABDEGHIJK L	-	8 6% ABDEGIJKL	-	-	-	-	25 2%	17 2%
Manchester	157 8%	-	2 2% aiJKI	155 9% AB	2 2% aIJKI	146 64% ABDFGHIJK L	*	6 3% AFIJKL	1 1%	-	-	-	-	104 9%	52 7%
Liverpool	71 3%	-	12 11% CADFGHIJK L	60 % A	1 1%	56 25% ABDFGHIJK L	-	1 1%	-	-	1 1%	-	-	36 3%	30 4%
Nottingham	92 4%	-	-	92 5% AB	-	-	1 *	2 1%	87 60% ABDEFGHIJK L	3 %	-	-	-	54 5%	34 4%
Birmingham	171 8%	-	2 2% ejK	170 10% AB	-	-	-	161 87% ABDFGHIJK L	9 6% ADEFIJKL	-	-	-	-	103 9%	59 8%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n

\* small base

Prepared by ComRes



## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 51  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Norwich	98 5%	-	-	98 6%AB	-	-	-	-	3 2%aefgJL	94 45%ABDEFGHJK-	-	2 1%	-	59 5%	36 5%
Milton Keynes	55 3%	-	-	55 3%A	-	-	-	-	17 12%ABDEFGJKL	30 14%ABDEFGJKL-	-	8 3%AEFGJL	-	29 2%	22 3%
Brighton	58 3%	-	-	58 3%A	-	-	-	-	-	-	-	58 20%ABDEFGHIJL	-	33 3%	23 3%
Oxford	28 1%	-	-	28 2%	-	-	-	1 1%	-	-	-	21 7%ABDEFGHIJIL	5 3%AEFHJ	12 1%	15 2%
London	435 21%	-	-	435 25%AB	-	1 *	-	-	-	47 23%ABDEFGHL	266 9%ABDEFGHI42%ABDEFGHIL*KL	121 42%ABDEFGHIL	1	230 19%	175 23%
Southampton	78 4%	-	-	78 4%Ab	1 1%	-	-	-	-	-	-	51 18%ABDEFGHIJ	26 14%ABDEFGHIJ%N	57 9%	18 2%
Bristol	86 4%	-	-	86 5%AB	-	-	-	-	-	-	-	1 *	85 46%ABDEFGHIJ%K	60 7%	25 3%
Plymouth	55 3%	-	-	55 3%A	-	-	-	-	-	-	-	-	55 30%ABDEFGHIJ%K	30 5%	22 3%
Cardiff	78 4%	-	78 76%CADEFGHIJKL	-	-	-	-	-	-	-	-	-	-	46 4%	29 4%
None of these	178 9%	37 20%CBDEFGHJKJL	9 9%	132 7%	2 3%J	21 9%dJ	9 5%J	15 8%J	14 10%dJ	32 16%DeFGJKL	-	26 9%dJ	13 7%J	99 8%	76 10%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 52  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Up to £7,000	(3.5) 106 5%	43 4%	63 6%	30 12% DEFGH	15 4%	13 4%	18 5%	14 5%	16 4%	2 *	32 6% IK	5 1%	67 14% JKK	5 2%	17 2%
£7,001 to £14,000	(10.5) 288 14%	113 11%	175 17% A	35 14%	35 10%	31 9%	49 13%	51 17% DE	86 19% DEF	23 4%	73 13% l	43 10% l	150 31% JKK	17 6%	75 9%
£14,001 to £21,000	(17.5) 333 16%	159 16%	174 17%	22 9%	47 13%	41 12%	65 18% CE	53 17% Ce	107 24% CDEfg	44 8%	101 18% l	87 19% l	102 21% l	42 15%	119 14%
£21,001 to £28,000	(24.5) 322 16%	156 15%	166 16%	29 12%	44 13%	43 12%	55 15%	63 21% CDEf	88 20% CDE	69 12%	105 18% l	84 19% ll	64 13%	43 15%	136 16%
£28,001 to £34,000	(31) 249 12%	127 13%	122 12%	18 7%	33 9%	46 13% c	62 17% CDH	42 14% C	48 11%	63 11%	64 11%	75 17% iJL	47 10%	49 17%	125 14%
£34,001 to £41,000	(37.5) 179 9%	98 10%	81 8%	17 7%	36 10%	30 9%	31 9%	26 8%	39 9%	77 14% JKL	54 9% L	37 8% L	12 2%	29 10%	79 9%
£41,001 to £48,000	(44.5) 107 5%	59 6%	48 5%	17 7% GH	20 6% GH	30 9% GH	25 7% GH	6 2%	8 2%	40 7% L	31 5% L	30 7% L	6 1%	14 5%	68 8%
£48,001 to £55,000	(51.5) 107 5%	59 6%	48 5%	11 4% h	38 11% CEfGH	17 5% H	22 6% H	11 4%	7 2%	55 10% JL	20 4% L	30 7% JL	2 *	26 9%	59 7%
£55,001 to £62,000	(58.5) 60 3%	41 4% B	20 2%	1 1%	14 4% CgH	28 8% CdFGH	7 2%	4 1%	6 1%	34 6% JKL	14 3% L	10 2% L	1 *	15 5%	37 4%
£62,001 to £69,000	(65.5) 42 2%	26 3%	16 2%	7 3% h	11 3% H	9 2% h	6 2%	6 2%	3 1%	25 5% jKL	14 2% kL	3 1%	- -	8 3%	26 3%
£69,001 to £76,000	(72.5) 34 2%	22 2%	13 1%	9 4% FGH	13 4% FGH	6 2%	3 1%	1 *	2 *	26 5% JKL	6 1% k	- -	2 *	5 2%	23 3%
£76,001 to £83,000	(79.5) 19 1%	13 1%	6 1%	2 1%	3 1%	9 3% FH	1 *	2 1%	1 *	10 2% KL	8 1% KL	- -	- -	3 1%	14 2%
£83,001 or more	(86) 59 3%	44 4% B	14 1%	17 7% FGH	17 5% FGH	20 6% FGH	3 1%	1 *	1 *	40 7% JKL	8 1% l	10 2% L	1 *	5 2%	45 5% m
Prefer not to answer	154 7%	50 5%	104 10% A	29 12% DeF	21 6%	24 7%	19 5%	26 8%	36 8%	43 8%	40 7%	35 8%	35 7%	26 9% N	44 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 52

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
Average income (£000's)	29.96	33.03B	26.86	32.21fGH	35.98FGH	37.02cFGH	28.11gH	25.44H	23.15	43.13JKL	28.68L	29.71L	17.00	34.45	36.07

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 52

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Region												Q.1 In general, how informed or otherwise do you feel about energy issues?	
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Up to £7,000	(3.5) 106 5%	7 4%	2 2%	96 5%	6 7%	9 4%	7 4%	10 5%	5 3%	7 3%	28 10%ABEFHIL	21 7%l	5 2%	47 4%	52 7%M
£7,001 to £14,000	(10.5) 288 14%	22 12%	20 20%Jk	246 14%	15 19%jk	35 15%	22 12%	33 18%Jk	29 20%afJK	30 15%	27 10%	32 11%	23 13%	147 12%	133 17%M
£14,001 to £21,000	(17.5) 333 16%	19 10%	18 18%	296 17%A	16 19%a	38 17%a	40 21%Aj	33 18%a	22 16%	30 15%	38 14%	50 17%a	30 16%	200 17%	124 16%
£21,001 to £28,000	(24.5) 322 16%	21 11%	27 26%CAGIJKL	274 15%	15 18%	40 18%	40 21%AGiJ	21 11%	27 19%agj	27 13%	31 12%	48 17%	26 14%	214 18%N	98 13%
£28,001 to £34,000	(31) 249 12%	28 15%B	5 5%	216 12%b	11 13%	31 14%b	20 11%	26 14%B	16 11%	25 12%	25 10%	33 11%	30 16%Bj	162 13%N	78 10%
£34,001 to £41,000	(37.5) 179 9%	16 9%	5 5%	158 9%	8 9%	19 8%	16 9%	13 7%	7 5%	25 12%h	28 10%	22 8%	21 11%h	100 8%	76 10%
£41,001 to £48,000	(44.5) 107 5%	11 6%	2 2%	94 5%	4 5%	12 5%	6 3%	9 5%	13 9%bfJ	15 7%	9 3%	16 5%	11 6%	62 5%	39 5%
£48,001 to £55,000	(51.5) 107 5%	8 4%	10 10%cel	89 5%	4 5%	10 4%	12 7%	10 6%	7 5%	6 3%	12 5%	18 6%	10 5%	60 5%	43 6%
£55,001 to £62,000	(58.5) 60 3%	12 6%CDegl	3 3%	45 3%	- -	5 2%	5 3%	4 2%	4 3%	7 3%	8 3%	9 3%	4 2%	36 3%	20 3%
£62,001 to £69,000	(65.5) 42 2%	8 5%CbFhi	- -	34 2%	1 1%	8 4%bFh	- -	3 2%f	1 1%	3 1%	8 3%F	5 2%	4 2%f	25 2%	15 2%
£69,001 to £76,000	(72.5) 34 2%	8 4%CdEjK	1 1%	26 1%	- -	1 *	3 1%	5 3%e	3 2%	4 2%	3 1%	2 1%	5 2%e	19 2%	15 2%
£76,001 to £83,000	(79.5) 19 1%	2 1%	1 1%	15 1%	- -	- -	1 1%	1 *	- -	4 2%e	6 2%e	1 *	2 1%	11 1%	7 1%
£83,001 or more	(86) 59 3%	5 2%h	3 3%h	51 3%	- -	3 1%	3 1%	1 1%	- -	7 4%h	19 7%aDEFGHL	15 5%dEfGHI	3 1%	44 4%N	11 1%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

Prepared by ComRes



## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 52

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Region													Q.1 In general, how informed or otherwise do you feel about energy issues?	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
Prefer not to answer	154 7%	19 10% <sup>b</sup>	3 3%	131 7%	4 5%	17 7%	11 6%	15 8%	11 8%	17 8%	27 10% <sup>b</sup>	17 6%	12 6%	73 6%	65 8% <sup>m</sup>
Average income (£000's)	29.96	35.03 <sup>C</sup> HK	28.53 <sup>d</sup>	29.54	23.84	27.96 <sup>d</sup>	27.75 <sup>d</sup>	27.69	26.61	31.76 <sup>DefgH</sup>	32.95 <sup>DEFGH</sup>	30.62 <sup>Dh</sup>	31.05 <sup>DH</sup>	30.95 <sup>N</sup>	28.25

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

\* small base

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 53

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2058	1045	1013	199	303	350	395	350	461	634	570	319	535	252	785
Weighted base	2058	1009	1049	245	347	347	367	306	448	550	571	448	489	286	866
NET: Yes	392 19%	199 20%	193 18%	24 10%	39 11%	46 13%	91 25%CDE	76 25%CDE	115 26%CDE	78 14%	84 15%	74 17%	156 32%JK	46 16%N	84 10%
Yes - physical condition	249 12%	119 12%	130 12%	4 2%	14 4%	26 8%C	57 16%CDE	59 19%CDE	89 20%CDE	57 10%	48 8%	46 10%	98 20%JK	29 10%n	51 6%
Yes - disability	142 7%	81 8%b	60 6%	7 3%	11 3%	17 5%	34 9%CD	35 11%CDE	38 8%CD	24 4%	25 4%	28 6%	65 13%JK	13 5%n	20 2%
Yes - mental condition	95 5%	44 4%	51 5%	17 7%gH	20 6%H	15 4%H	33 9%EGH	9 3%H	2 *	11 2%	24 4%i	12 3%	47 10%JK	12 4%	25 3%
Yes - other	24 1%	11 1%	13 1%	1 *	4 1%	2 1%	7 2%	2 1%	8 2%	2 *	6 1%	8 2%i	7 2%i	1 *	6 1%
No	1625 79%	793 79%	832 79%	212 87%FGH	301 87%FGH	296 85%FGH	271 74%	222 73%	323 72%	463 84%L	472 83%L	368 82%L	322 66%	232 81%	770 89%M
Prefer not to say	41 2%	17 2%	25 2%	8 3%	6 2%	4 1%	6 2%	7 2%	10 2%	10 2%	14 2%	6 1%	11 2%	8 3%	12 1%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n**

## Energy Poll

### ONLINE Fieldwork: 5th-7th September 2014

Absolutes/col percents

Table 53

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Total	Region											Q.1 In general, how informed or otherwise do you feel about energy issues?		
		Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Well informed (m)	Not well informed (n)
Unweighted base	2058	200	102	1756	85	244	177	194	155	187	217	312	185	1211	770
Weighted base	2058	185	103*	1770	82*	226	185	185	144	206	268	288	185	1200	776
NET: Yes	392 19%	34 18%	22 21%	336 19%	19 23%	45 20%	32 17%	38 21%	30 21%	39 19%	42 16%	55 19%	35 19%	228 19%	150 19%
Yes - physical condition	249 12%	17 9%	15 15%	217 12%	12 15%	32 14%j	23 13%	23 13%	18 13%	27 13%	23 8%	34 12%	24 13%	152 13%	90 12%
Yes - disability	142 7%	15 8%	8 8%	119 7%	4 5%	18 8%	14 8%	11 6%	12 8%	16 8%	12 5%	18 6%	13 7%	94 8%	43 6%
Yes - mental condition	95 5%	5 3%	8 8%aF	82 5%	4 5%	10 4%	3 2%	12 6%f	8 5%	12 6%f	15 5%	12 4%	7 4%	49 4%	43 6%
Yes - other	24 1%	4 2%	-	20 1%	* 1%	1 *	1 *	1 1%	3 2%	2 1%	5 2%	5 2%	2 1%	9 1%	14 2% <sup>m</sup>
No	1625 79%	147 79%	79 77%	1399 79%	59 72%	177 78%	149 80%	143 77%	113 78%	166 80%	221 82% <sup>d</sup>	227 79%	145 79%	954 79%	606 78%
Prefer not to say	41 2%	5 2%	2 2%	35 2%	4 5% <sup>hl</sup>	5 2%	5 3%	4 2%	1 1%	1 1%	4 2%	6 2%	5 3%	18 1%	20 3%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n**

**\* small base**

	Page	Table	Title	Base Description	Base
●	1	1	Q.1 In general, how informed or otherwise do you feel about energy issues?	Base: All respondents	2058
●	2	1	Q.1 In general, how informed or otherwise do you feel about energy issues?	Base: All respondents	2058
	3	2	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? Summary	Base: All respondents	2058
●	4	3	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I know how much energy my home uses	Base: All respondents	2058
●	5	3	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I know how much energy my home uses	Base: All respondents	2058
●	6	4	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I know how many miles per gallon my car does	Base: All respondents	2058
●	7	4	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I know how many miles per gallon my car does	Base: All respondents	2058
●	8	5	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I know how much energy my workplace uses	Base: All respondents	2058
●	9	5	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I know how much energy my workplace uses	Base: All respondents	2058
●	10	6	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I would like to reduce my energy consumption in order to lower the cost of the energy used	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
●	11	6	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I would like to reduce my energy consumption in order to lower the cost of the energy used	Base: All respondents	2058
●	12	7	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I would like to reduce my energy consumption in order to reduce the environmental impact of the energy used	Base: All respondents	2058
●	13	7	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I would like to reduce my energy consumption in order to reduce the environmental impact of the energy used	Base: All respondents	2058
●	14	8	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I would not be confident in knowing what improvements I can make to my home to reduce its energy consumption	Base: All respondents	2058
●	15	8	Q.2 To what extent, if at all, do you agree or disagree with each of the following statements about the energy you use in buildings (e.g. gas and electricity supplies to the home, workplace or other buildings you visit)? I would not be confident in knowing what improvements I can make to my home to reduce its energy consumption	Base: All respondents	2058
●	16	9	Q.3 Thinking about the electricity supply in the UK, which of the following do you think is used to generate the most electricity each year?	Base: All respondents	2058
●	17	9	Q.3 Thinking about the electricity supply in the UK, which of the following do you think is used to generate the most electricity each year?	Base: All respondents	2058
	18	10	Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar. Summary	Base: All respondents	2058
●	19	11	Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar. LED	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
●	20	11	Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar. LED	Base: All respondents	2058
●	21	12	Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar. Low voltage halogen	Base: All respondents	2058
●	22	12	Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar. Low voltage halogen	Base: All respondents	2058
●	23	13	Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar. Tungsten filament	Base: All respondents	2058
●	24	13	Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar. Tungsten filament	Base: All respondents	2058
●	25	14	Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar. Compact fluorescent	Base: All respondents	2058
●	26	14	Q.4 Please place the following different kinds of light bulbs in order, according to the amount of energy each uses. When answering, please assume the light given out by the bulbs is similar. Compact fluorescent	Base: All respondents	2058
	27	15	Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking? Summary	Base: All respondents	2058
●	28	16	Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking? School or office	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
●	29	16	Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking? School or office	Base: All respondents	2058
●	30	17	Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking? Home	Base: All respondents	2058
●	31	17	Q.5 In each of the following locations, which uses the most energy; heating the space and water, lighting, power for electrical items excluding those used for cooking or power used for cooking? Home	Base: All respondents	2058
	32	18	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. Summary	Base: All respondents	2058
●	33	19	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. Tumble drier used for 1 hour	Base: All respondents	2058
●	34	19	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. Tumble drier used for 1 hour	Base: All respondents	2058
●	35	20	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. 11W light bulb used for 9 hours	Base: All respondents	2058
●	36	20	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. 11W light bulb used for 9 hours	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
●	37	21	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. Electrical convector heater used for 2 hours	Base: All respondents	2058
●	38	21	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. Electrical convector heater used for 2 hours	Base: All respondents	2058
●	39	22	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. Kettle (1 litre) used for 5 minutes	Base: All respondents	2058
●	40	22	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. Kettle (1 litre) used for 5 minutes	Base: All respondents	2058
●	41	23	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. Power shower used for 10 minutes	Base: All respondents	2058
●	42	23	Q.6 A kilowatt-hour (kWh) is the unit that energy companies use to measure and charge for energy. The table below shows the typical number of kWh used for a range of household appliances. Please match the appliance to the amount of electricity it would use. Power shower used for 10 minutes	Base: All respondents	2058
●	43	24	Q.7 Thinking about a typical semi-detached home built in the 1930s, which of the following improvements or actions do you think would save the most energy?	Base: All respondents	2058
●	44	24	Q.7 Thinking about a typical semi-detached home built in the 1930s, which of the following improvements or actions do you think would save the most energy?	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
●	45	25	Q.8 The list below contains six possible actions that will help secure the future of Britain's energy supply in the face of dwindling North Sea gas reserves. Which of the following do you think scientists say is the fastest and most effective way to address our energy needs?	Base: All respondents	2058
●	46	25	Q.8 The list below contains six possible actions that will help secure the future of Britain's energy supply in the face of dwindling North Sea gas reserves. Which of the following do you think scientists say is the fastest and most effective way to address our energy needs?	Base: All respondents	2058
●	47	26	Q.9 Which, if any, of the following sources do you regularly use to inform yourself about energy issues?	Base: All respondents	2058
●	48	26	Q.9 Which, if any, of the following sources do you regularly use to inform yourself about energy issues?	Base: All respondents	2058
	49	27	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? Summary	Base: All respondents	2058
●	50	28	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? The Government needs to place greater emphasis on educating the public to help solve energy problems	Base: All respondents	2058
●	51	28	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? The Government needs to place greater emphasis on educating the public to help solve energy problems	Base: All respondents	2058
●	52	29	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? The Government needs to place greater emphasis on energy education in schools	Base: All respondents	2058
●	53	29	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? The Government needs to place greater emphasis on energy education in schools	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
●	54	30	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? Private companies should train their employees to help them to use energy better at work	Base: All respondents	2058
●	55	30	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? Private companies should train their employees to help them to use energy better at work	Base: All respondents	2058
●	56	31	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? Technology will find a way of solving energy problems	Base: All respondents	2058
●	57	31	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? Technology will find a way of solving energy problems	Base: All respondents	2058
●	58	32	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? Energy problems are exaggerated by energy suppliers to justify charging high prices	Base: All respondents	2058
●	59	32	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? Energy problems are exaggerated by energy suppliers to justify charging high prices	Base: All respondents	2058
●	60	33	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? Tackling climate change should be the priority when it comes to looking for solutions to energy problems	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
●	61	33	Q.10 To what extent, if at all, do you agree or disagree with each of the following statements about solving energy problems in future (such as, for example, combatting climate change and ensuring the UK has a secure supply of energy for the future)? Tackling climate change should be the priority when it comes to looking for solutions to energy problems	Base: All respondents	2058
●	62	34	Gender	Base: All respondents	2058
●	63	34	Gender	Base: All respondents	2058
●	64	35	Age	Base: All respondents	2058
●	65	35	Age	Base: All respondents	2058
●	66	36	Social Grade	Base: All respondents	2058
●	67	36	Social Grade	Base: All respondents	2058
●	68	37	GO Region	Base: All respondents	2058
●	69	37	GO Region	Base: All respondents	2058
●	70	37	GO Region	Base: All respondents	2058
●	71	38	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2058
●	72	38	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2058
●	73	39	Tenure	Base: All respondents	2058
●	74	39	Tenure	Base: All respondents	2058
●	75	40	What is the highest educational level that you have achieved to date?	Base: All respondents	2058
●	76	40	What is the highest educational level that you have achieved to date?	Base: All respondents	2058
●	77	41	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2058
●	78	41	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2058
●	79	42	How many cars are there in your household?	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
●	80	42	How many cars are there in your household?	Base: All respondents	2058
●	81	43	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2058
●	82	43	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2058
●	83	44	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2058
●	84	44	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2058
●	85	45	Which of the following best describes where you live?	Base: All respondents	2058
●	86	45	Which of the following best describes where you live?	Base: All respondents	2058
●	87	46	Which of the following best describes your current working status?	Base: All respondents	2058
●	88	46	Which of the following best describes your current working status?	Base: All respondents	2058
●	89	47	Do you work in any of the following occupations?	Base: All respondents who work	1037
●	90	47	Do you work in any of the following occupations?	Base: All respondents who work	1152
●	91	47	Do you work in any of the following occupations?	Base: All respondents who work	1037
●	92	47	Do you work in any of the following occupations?	Base: All respondents who work	1152
●	93	48	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2058
●	94	48	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2058
●	95	49	Which of the following ITV regions do you live in?	Base: All respondents	2058
●	96	49	Which of the following ITV regions do you live in?	Base: All respondents	2058
●	97	49	Which of the following ITV regions do you live in?	Base: All respondents	2058
●	98	50	Marital Status	Base: All respondents	2058
●	99	50	Marital Status	Base: All respondents	2058
●	100	51	Which of the following cities do you live in, or nearest to?	Base: All respondents	2058
●	101	51	Which of the following cities do you live in, or nearest to?	Base: All respondents	2058
●	102	51	Which of the following cities do you live in, or nearest to?	Base: All respondents	2058

	Page	Table	Title	Base Description	Base
●	103	51	Which of the following cities do you live in, or nearest to?	Base: All respondents	2058
●	104	52	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2058
●	105	52	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2058
●	106	52	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2058
●	107	52	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2058
●	108	53	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2058
●	109	53	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2058