



Business in the Community

Consumer Engagement Campaign: Energy

METHODOLOGY NOTE

ComRes interviewed 2,037 GB adults online between 3rd and 5th October 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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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Energy Poll

ONLINE Fieldwork: 3rd - 5th October 2014

Absolutes/col percents

Table 1

Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.

Summary Table

Base: All respondents

	Statements				
	Items left on standby account for around 16% of an average energy bill	Switching to LED light bulbs can save the average household up to £100 a year	The average household spends £200 a year heating water	Heating water costs more than the supply of the water itself	Turning down a room thermostat by just one degree can save the average household £25 a year
Unweighted base	2037	2037	2037	2037	2037
Weighted base	2037	2037	2037	2037	2037
True	1276 63%	1228 60%	1201 59%	1306 64%	1662 82%
False	320 16%	292 14%	257 13%	226 11%	110 5%
Don't know	441 22%	516 25%	579 28%	505 25%	266 13%

Energy Poll

ONLINE Fieldwork: 3rd - 5th October 2014

Absolutes/col percents

Table 2

**Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.
Items left on standby account for around 16% of an average energy bill**

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	2037	1044	993	263	295	334	374	317	454	580	601	358	498	259	804
Weighted base	2037	998	1039	242	343	343	363	302	443	545	565	444	484	275	866
True	1276 63%	554 56%	722 69%A	118 49%	194 56%	230 67%CD	245 68%CD	200 66%CD	288 65%CD	321 59%	345 61%	287 65%	323 67%lj	182 66%	520 60%
False	320 16%	238 24%B	82 8%	41 17%e	52 15%	39 11%	54 15%	53 18%e	80 18%E	113 21%KL	101 18%L	60 13%	46 10%	43 15%	141 16%
Don't know	441 22%	206 21%	235 23%	82 34%EFGH	97 28%FGH	74 22%	63 17%	49 16%	75 17%	111 20%	118 21%	97 22%	114 24%	51 19%	204 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: 3rd - 5th October 2014

Absolutes/col percents

Table 2

Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.

Items left on standby account for around 16% of an average energy bill

Base: All respondents

	Region												
	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)
Unweighted base	2037	174	105	1758	76	228	176	199	154	198	236	308	183
Weighted base	2037	183	102*	1752	81*	224	183	183	143	204	265	285	183
True	1276 63%	122 67%J	73 71%gJ	1081 62%	56 68%j	136 61%	122 67%J	105 58%	88 62%	131 64%j	142 54%	178 63%j	123 67%J
False	320 16%	25 14%	13 13%	282 16%	9 11%	45 20%K	30 16%	34 19%	31 22%djK	30 15%	37 14%	35 12%	32 17%
Don't know	441 22%	35 19%	16 16%	389 22%	17 21%	43 19%	32 17%	44 24%l	23 16%	43 21%	86 32%ABEFgHIL	72 25%fhL	29 16%

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

*** small base**

Energy Poll

ONLINE Fieldwork: 3rd - 5th October 2014

Absolutes/col percents

Table 3

Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.

Switching to LED light bulbs can save the average household up to £100 a 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)	Pri- vate (n)
Unweighted base	2037	1044	993	263	295	334	374	317	454	580	601	358	498	259	804
Weighted base	2037	998	1039	242	343	343	363	302	443	545	565	444	484	275	866
True	1228 60%	622 62%	607 58%	127 52%	196 57%	216 63% C	241 66% Cdh	189 62% C	260 59%	343 63%	345 61%	254 57%	286 59%	168 61%	531 61%
False	292 14%	157 16%	136 13%	27 11%	45 13%	41 12%	50 14%	51 17% c	78 18% CE	87 16%	72 13%	68 15%	66 14%	38 14%	118 14%
Don't know	516 25%	220 22%	296 29% A	88 36% EFGH	102 30% FG	86 25%	73 20%	62 21%	105 24%	115 21%	148 26% i	122 27% i	132 27% i	70 25%	217 25%

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: 3rd - 5th October 2014

Absolutes/col percents

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Switching to LED light bulbs can save the average household up to £100 a year

Base: All respondents

	Region												
	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)
Unweighted base	2037	174	105	1758	76	228	176	199	154	198	236	308	183
Weighted base	2037	183	102*	1752	81*	224	183	183	143	204	265	285	183
True	1228 60%	116 63%	55 54%	1057 60%	47 58%	143 64%j	114 62%	109 59%	101 71%BgiJKl	121 59%	145 55%	167 59%	111 61%
False	292 14%	19 10%	23 23%cAFHij	250 14%	14 17%	33 15%	21 11%	32 18%ah	14 10%	25 12%	36 13%	49 17%ah	27 15%
Don't know	516 25%	48 26%	24 24%	444 25%	21 26%	48 21%	49 27%	42 23%	28 19%	58 28%	85 32%EgHk	69 24%	45 25%

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

*** small base**

Energy Poll

ONLINE Fieldwork: 3rd - 5th October 2014

Absolutes/col percents

Table 4

Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.

The average household spends £200 a year heating water

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	2037	1044	993	263	295	334	374	317	454	580	601	358	498	259	804
Weighted base	2037	998	1039	242	343	343	363	302	443	545	565	444	484	275	866
True	1201 59%	607 61%	594 57%	106 44%	188 55% C	206 60% C	231 64% Cd	190 63% Cd	279 63% Cd	333 61%	329 58%	262 59%	277 57%	170 62%	491 57%
False	257 13%	144 14% B	112 11%	39 16% e	43 13%	36 11%	42 11%	39 13%	57 13%	63 12%	67 12%	59 13%	68 14%	37 13%	121 14%
Don't know	579 28%	247 25%	332 32% A	97 40% EFGH	112 33% fGH	101 29%	90 25%	73 24%	107 24%	148 27%	169 30%	123 28%	139 29%	68 25%	254 29%

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: 3rd - 5th October 2014

Absolutes/col percents

Table 4

Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.

The average household spends £200 a year heating water

Base: All respondents

	Region												
	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)
Unweighted base	2037	174	105	1758	76	228	176	199	154	198	236	308	183
Weighted base	2037	183	102*	1752	81*	224	183	183	143	204	265	285	183
True	1201 59%	107 58%	64 63%	1031 59%	47 57%	146 65%J	108 59%	104 57%	80 56%	120 59%	140 53%	172 60%	114 62%j
False	257 13%	21 12%	8 7%	228 13%	16 20%Befi	23 10%	18 10%	32 17%befi	23 16%b	21 10%	32 12%	37 13%	24 13%
Don't know	579 28%	55 30%	31 30%	494 28%	18 23%	55 25%	57 31%	47 26%	40 28%	62 31%	93 35%dEgkL	75 26%	45 24%

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

*** small base**

Energy Poll

ONLINE Fieldwork: 3rd - 5th October 2014

Absolutes/col percents

Table 5

Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.

Heating water costs more than the supply of the water itself

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	2037	1044	993	263	295	334	374	317	454	580	601	358	498	259	804
Weighted base	2037	998	1039	242	343	343	363	302	443	545	565	444	484	275	866
True	1306 64%	659 66%	647 62%	148 61%	205 60%	209 61%	243 67%	192 64%	309 70%	346 CDE 64%	358 63%	291 66%	310 64%	173 63%	563 65%
False	226 11%	133 13%B	93 9%	19 8%	39 11%	40 12%	37 10%	39 13% ^c	53 12%	68 12%	61 11%	39 9%	58 12%	39 14%	92 11%
Don't know	505 25%	206 21%	299 29%A	76 31% ^{fgH}	99 29% ^H	95 28% ^H	83 23%	71 23%	81 18%	131 24%	145 26%	114 26%	115 24%	63 23%	210 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: 3rd - 5th October 2014

Absolutes/col percents

Table 5

Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.

Heating water costs more than the supply of the water itself

Base: All respondents

	Region												
	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)
Unweighted base	2037	174	105	1758	76	228	176	199	154	198	236	308	183
Weighted base	2037	183	102*	1752	81*	224	183	183	143	204	265	285	183
True	1306 64%	119 65%J	63 62%	1124 64%	58 71%J	149 66%J	122 66%J	117 64%J	98 69%J	140 69%J	136 51%	185 65%J	119 65%J
False	226 11%	11 6%	13 13%	202 12%a	9 12%	23 10%	20 11%	29 16%AI	17 12%a	14 7%	28 11%	37 13%AI	25 14%AI
Don't know	505 25%	54 29%gh	26 25%	425 24%	14 18%	53 23%	42 23%	37 20%	27 19%	50 24%	101 38%bDEFGHIK	63 22%	39 21%

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

*** small base**

Energy Poll

ONLINE Fieldwork: 3rd - 5th October 2014

Absolutes/col percents

Table 6

Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.
Turning down a room thermostat by just one degree can save the average household £25 a 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)	Pri- vate (n)
Unweighted base	2037	1044	993	263	295	334	374	317	454	580	601	358	498	259	804
Weighted base	2037	998	1039	242	343	343	363	302	443	545	565	444	484	275	866
True	1662 82%	794 80%	867 84%a	141 58%	245 72%C	280 82%CD	322 89%CDE	267 88%CDE	406 92%CDE	435 80%	464 82%	365 82%	397 82%	221 81%	685 79%
False	110 5%	69 7%B	40 4%	25 10%FGH	25 7%fH	22 6%h	13 3%	12 4%	14 3%	38 7%K	28 5%	12 3%	31 6%K	15 5%	55 6%
Don't know	266 13%	135 13%	131 13%	77 32%DEFGH	73 21%EFGH	42 12%H	28 8%	24 8%	23 5%	71 13%	73 13%	66 15%	56 11%	39 14%	126 15%

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: 3rd - 5th October 2014

Absolutes/col percents

Table 6

Q.1 Please indicate whether you think each of the following statements about the energy used in a typical home is true or false.
Turning down a room thermostat by just one degree can save the average household £25 a year

Base: All respondents

	Region												
	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)
Unweighted base	2037	174	105	1758	76	228	176	199	154	198	236	308	183
Weighted base	2037	183	102*	1752	81*	224	183	183	143	204	265	285	183
True	1662 82%	159 87%J	84 83%J	1419 81%	68 83%J	196 88%gJK	153 83%J	147 80%J	120 84%J	166 81%J	183 69%	227 80%J	157 86%J
False	110 5%	7 4%	6 6%	97 6%	6 7%	9 4%	10 5%	9 5%	11 7%L	13 6%I	19 7%L	17 6%I	4 2%
Don't know	266 13%	18 10%	12 11%	236 13%	8 10%	18 8%	21 11%	27 15%e	12 8%	25 12%	62 24%ABDEFGHIKL4%e	41	23 12%

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

*** small base**

Energy Poll

ONLINE Fieldwork: 3rd - 5th October 2014

Absolutes/col percents

Table 7

Q.2 Which, if any, of the following things have you personally done in your home in the last week?

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	2037	1044	993	263	295	334	374	317	454	580	601	358	498	259	804
Weighted base	2037	998	1039	242	343	343	363	302	443	545	565	444	484	275	866
Left a TV on standby overnight	909 45%	463 46%	446 43%	101 42%	154 45%	153 45%	188 52%CH	135 45%	178 40%	228 42%	230 41%	222 50%IJ	230 47%j	134 49%	388 45%
Put the washing machine on above 30°C	881 43%	349 35%	532 51%A	70 29%	151 44%C	161 47%C	183 50%CH	130 43%C	187 42%C	226 41%	236 42%	217 49%ijl	202 42%	120 44%	357 41%
Left the lights on in a room which you were not in	743 36%	382 38%	361 35%	105 43%gH	127 37%	130 38%h	139 38%h	105 35%	137 31%	198 36%	213 38%	171 38%	161 33%	112 41%	338 39%
Filled a kettle when you were only making one cup of tea	562 28%	282 28%	280 27%	73 30%H	103 30%H	110 32%gH	107 30%H	73 24%	96 22%	134 25%	157 28%	125 28%	145 30%i	79 29%	263 30%
Used a tumble dryer instead of hanging washing to dry	493 24%	241 24%	252 24%	46 19%	72 21%	90 26%c	119 33%CDGH	63 21%	104 23%	119 22%	119 21%	126 28%iJ	129 27%j	56 20%	223 26%
Put the washing machine on with less than a full load	423 21%	205 21%	217 21%	37 15%	70 20%	84 24%C	80 22%c	57 19%	95 21%c	115 21%	110 19%	115 26%jL	83 17%	56 20%	203 23%
Turned the thermostat up when you are cold instead of putting on a jumper	242 12%	122 12%	120 12%	25 10%	38 11%	56 16%cFG	35 10%	20 7%	67 15%FG	69 13%	61 11%	59 13%	53 11%	33 12%	97 11%
Left an outside door or window open while the heating has been on	204 10%	122 12%B	83 8%	29 12%g	28 8%	40 12%g	45 12%G	21 7%	42 9%	46 8%	53 9%	56 13%i	50 10%	31 11%	92 11%
Put on the dishwasher with less than a full load	157 8%	97 10%B	60 6%	28 11%D	15 4%	27 8%	26 7%	23 7%	39 9%d	41 7%	50 9%	35 8%	32 7%	23 8%	83 10%
None of the above	321 16%	152 15%	168 16%	53 22%DFH	39 11%	60 18%d	52 14%	52 17%d	66 15%	90 17%	97 17%	59 13%	74 15%	36 13%	140 16%

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: 3rd - 5th October 2014

Absolutes/col percents

Table 7

Q.2 Which, if any, of the following things have you personally done in your home in the last week?

Base: All respondents

	Total	Region											
		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)
Unweighted base	2037	174	105	1758	76	228	176	199	154	198	236	308	183
Weighted base	2037	183	102*	1752	81*	224	183	183	143	204	265	285	183
Left a TV on standby overnight	909 45%	87 48%F	36 36%	786 45%	40 49%F	109 49%bF	60 33%	79 43%f	56 39%	89 44%f	118 45%F	153 54%BFgHij	83 45%F
Put the washing machine on above 30°C	881 43%	88 48%GJ	43 43%	750 43%	47 57%efGJ	95 43%	78 43%	65 35%	64 45%j	98 48%GJ	91 34%	129 45%gJ	83 45%gj
Left the lights on in a room which you were not in	743 36%	69 38%	28 28%	646 37%	31 38%	83 37%	62 34%	70 38%	54 38%	66 32%	99 37%	118 41%Bi	62 34%
Filled a kettle when you were only making one cup of tea	562 28%	45 24%	22 22%	495 28%	21 26%	71 32%J	47 26%	53 29%	40 28%	59 29%	57 22%	97 34%abJ	50 27%
Used a tumble dryer instead of hanging washing to dry	493 24%	44 24%	22 21%	427 24%	25 31%iJ	64 29%IJ	50 28%iJ	48 26%iJ	30 21%	36 18%	44 17%	77 27%IJ	52 28%IJ
Put the washing machine on with less than a full load	423 21%	31 17%	23 22%	369 21%	21 26%H	56 25%H	37 20%	32 17%	18 13%	40 20%	62 23%H	66 23%H	38 21%
Turned the thermostat up when you are cold instead of putting on a jumper	242 12%	28 15%Jkl	9 9%	205 12%	23 29%ABeFGHIJKL	39 7%GJKL	25 14%j	17 9%	19 13%j	25 12%	18 7%	26 9%	14 7%
Left an outside door or window open while the heating has been on	204 10%	29 16%CfGKL	13 13%k	162 9%	12 14%K	25 11%K	15 8%	13 7%	14 10%	19 9%	32 12%K	16 6%	14 8%
Put on the dishwasher with less than a full load	157 8%	13 7%	4 4%	141 8%	10 12%b	20 9%	13 7%	13 7%	7 5%	17 8%	24 9%	19 7%	17 9%
None of the above	321 16%	31 17%	24 23%ceK	265 15%	12 15%	31 14%	26 14%	28 15%	22 16%	29 14%	52 20%k	38 13%	27 15%

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

*** small base**

Prepared by ComRes

