

ECIU Energy Efficiency Survey

METHODOLOGY NOTE

ComRes interviewed 2,003 British adults online between 6th–8th February 2015. 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 commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Household Energy Survey

ONLINE Fieldwork: 6th-8th February 2015

Absolutes/col percents

Table 1

Q.1 To what extent do you support or oppose regulations that make household appliances, such as ovens and fridges, more energy efficient (i.e. use less electricity or gas)?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	955	1048	211	273	315	350	344	510	582	595	315	511	217	611
Weighted base	2003	982	1021	238	337	337	357	297	436	535	555	436	476	313	809
NET: Support	1733 87%	856 87%	877 86%	188 79%	271 80%	285 85%	317 89%	273 92%	400 92%	474 89%	481 87%	358 82%	420 88%	279 89%	670 83%
Strongly support	(4) 900 45%	453 46%	448 44%	95 40%	140 41%	158 47%	146 41%	142 48%	220 50%	229 43%	249 45%	183 42%	240 50%	129 41%	349 43%
Tend to support	(3) 832 42%	403 41%	429 42%	93 39%	131 39%	127 38%	171 48%	130 44%	180 41%	245 46%	232 42%	175 40%	180 38%	150 48%	322 40%
Tend to oppose	(2) 89 4%	48 5%	41 4%	2 1%	18 5%	15 4%	22 6%	17 6%	15 3%	26 5%	19 3%	24 5%	20 4%	14 4%	37 5%
Strongly oppose	(2) 29 1%	21 2%	8 1%	1 *	7 2%	3 1%	3 1%	7 2%	9 2%	8 1%	6 1%	10 2%	5 1%	1 *	13 2%
NET: Oppose	118 6%	69 7%	49 5%	3 1%	25 7%	18 5%	25 7%	24 8%	24 5%	33 6%	25 4%	34 8%	26 5%	14 5%	50 6%
Don't know	152 8%	57 6%	95 9%	47 20%	41 12%	34 10%	16 4%	1 *	13 3%	28 5%	50 9%	44 10%	30 6%	20 6%	89 11%
Mean	3.41	3.39	3.42	3.47	3.36	3.45	3.35	3.38	3.44	3.37	3.43	3.35	3.47	3.39	3.40
Standard deviation	0.66	0.69	0.62	0.55	0.70	0.64	0.64	0.70	0.66	0.65	0.62	0.71	0.64	0.59	0.67
Standard error	0.02	0.02	0.02	0.04	0.05	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03

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Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	170	104	1729	82	226	172	198	133	179	233	307	199
Weighted base	2003	180	100	1723	80	220	180	180	140	200	260	280	180
NET: Support	1733 87%	162 90%	85 85%	1486 86%	69 86%	191 87%	158 88%	157 87%	125 89%	180 90%	212 81%	240 86%	155 86%
Strongly support	(4) 900 45%	87 48%	46 46%	767 45%	38 47%	101 46%	95 53%	71 39%	63 45%	88 44%	100 38%	123 44%	90 50%
Tend to support	(3) 832 42%	75 41%	39 39%	719 42%	31 39%	90 41%	63 35%	86 48%	62 44%	92 46%	113 43%	118 42%	66 36%
Tend to oppose	(2) 89 4%	5 3%	8 8%	76 4%	7 8%	8 4%	6 3%	10 5%	10 7%	6 3%	13 5%	9 3%	9 5%
Strongly oppose	(2) 29 1%	3 1%	- -	27 2%	2 3%	2 1%	4 2%	- -	* *	5 2%	2 1%	5 2%	6 3%
NET: Oppose	118 6%	8 4%	8 8%	103 6%	9 11%	11 5%	10 5%	10 5%	10 7%	10 5%	15 6%	14 5%	15 8%
Don't know	152 8%	11 6%	8 8%	134 8%	3 3%	18 8%	13 7%	14 8%	5 4%	10 5%	33 13%	26 9%	10 6%
Mean	3.41	3.45	3.42	3.40	3.34	3.44	3.49	3.37	3.39	3.38	3.36	3.41	3.41
Standard deviation	0.66	0.64	0.64	0.66	0.76	0.63	0.68	0.59	0.64	0.67	0.64	0.65	0.74
Standard error	0.02	0.05	0.07	0.02	0.09	0.04	0.05	0.04	0.06	0.05	0.04	0.04	0.05

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Table 2
Q.2 Do you agree or disagree with the following statements?
Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	955	1048	211	273	315	350	344	510	582	595	315	511	217	611
Weighted base	2003	982	1021	238	337	337	357	297	436	535	555	436	476	313	809
<u>My household appliances use too much energy (gas/electricity)</u>															
Agree	775 39%	400 41%	376 37%	102 43%	144 43%	150 44%	133 37%	117 39%	130 30%	197 37%	214 38%	181 41%	184 39%	133 43%	333 41%
Disagree	611 30%	310 32%	301 29%	38 16%	106 31%	84 25%	120 33%	107 36%	156 36%	183 34%	162 29%	127 29%	139 29%	93 30%	234 29%
Don't know	617 31%	272 28%	345 34%	98 41%	88 26%	104 31%	104 29%	73 25%	150 34%	156 29%	180 32%	129 30%	152 32%	87 28%	242 30%
<u>I have no idea how much energy my household appliances use</u>															
Agree	1015 51%	463 47%	552 54%	136 57%	173 51%	172 51%	197 55%	130 44%	206 47%	262 49%	294 53%	210 48%	249 52%	178 57%	384 47%
Disagree	757 38%	411 42%	346 34%	60 25%	112 33%	122 36%	123 34%	151 51%	190 44%	223 42%	198 36%	159 36%	177 37%	87 28%	321 40%
Don't know	231 12%	108 11%	123 12%	42 18%	52 15%	44 13%	37 10%	16 5%	40 9%	50 9%	63 11%	68 16%	50 10%	48 15%	104 13%
<u>Regulations to improve the energy efficiency of household appliances will bring down my energy bills</u>															
Agree	1271 63%	606 62%	665 65%	145 61%	202 60%	225 67%	236 66%	173 58%	290 66%	343 64%	360 65%	269 62%	299 63%	209 67%	497 61%
Disagree	324 16%	204 21%	120 12%	27 12%	63 19%	41 12%	65 18%	60 20%	67 15%	85 16%	83 15%	86 20%	70 15%	43 14%	149 18%
Don't know	408 20%	171 17%	237 23%	65 27%	72 21%	71 21%	56 16%	65 22%	79 18%	108 20%	112 20%	81 19%	107 22%	60 19%	164 20%

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Weighted base	2003	982	1021	238	337	337	357	297	436	535	555	436	476	313	809
<u>Too much electricity and gas is wasted on household appliances</u>															
Agree	1279	640	638	158	202	233	246	180	260	347	366	263	303	202	533
	64%	65%	62%	66%	60%	69%	69%	60%	60%	65%	66%	60%	64%	65%	66%
Disagree	304	150	154	18	53	35	42	63	93	94	85	69	57	45	109
	15%	15%	15%	7%	16%	10%	12%	21%	21%	17%	15%	16%	12%	14%	14%
Don't know	421	191	229	63	82	69	68	55	83	95	105	105	116	66	167
	21%	19%	22%	26%	24%	21%	19%	19%	19%	18%	19%	24%	24%	21%	21%
<u>There should not be any regulations on the energy efficiency of household appliances</u>															
Agree	392	195	197	53	85	68	62	58	66	104	85	113	89	69	189
	20%	20%	19%	22%	25%	20%	17%	19%	15%	20%	15%	26%	19%	22%	23%
Disagree	1272	643	629	117	186	206	235	205	323	366	384	238	284	191	469
	63%	66%	62%	49%	55%	61%	66%	69%	74%	68%	69%	54%	60%	61%	58%
Don't know	339	143	196	68	66	63	60	34	48	65	86	86	102	53	151
	17%	15%	19%	29%	19%	19%	17%	12%	11%	12%	15%	20%	21%	17%	19%
<u>I'd be happy to pay a bit more for an energy efficient appliance</u>															
Agree	1185	583	602	139	203	204	185	179	275	362	338	224	261	184	474
	59%	59%	59%	58%	60%	61%	52%	60%	63%	68%	61%	51%	55%	59%	59%
Disagree	539	266	273	44	85	81	118	92	120	110	133	145	152	83	214
	27%	27%	27%	18%	25%	24%	33%	31%	28%	21%	24%	33%	32%	27%	26%
Don't know	278	132	146	56	49	52	54	26	41	63	84	68	63	45	121
	14%	13%	14%	23%	15%	15%	15%	9%	9%	12%	15%	16%	13%	14%	15%

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Weighted base	2003	982	1021	238	337	337	357	297	436	535	555	436	476	313	809
<u>I'd be happy to pay a bit more for an energy efficient lightbulb</u>															
Agree	1203 60%	595 61%	608 59%	143 60%	211 62%	202 60%	203 57%	182 61%	261 60%	351 65%	332 60%	253 58%	267 56%	203 65%	480 59%
Disagree	577 29%	286 29%	292 29%	44 19%	77 23%	83 25%	120 34%	103 35%	149 34%	150 28%	162 29%	118 27%	147 31%	72 23%	212 26%
Don't know	223 11%	101 10%	122 12%	50 21%	49 15%	52 15%	34 9%	12 4%	26 6%	35 7%	61 11%	65 15%	63 13%	37 12%	117 14%

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Agree	775 39%	69 38%	48 48%	658 38%	38 47%	83 38%	72 40%	71 39%	54 38%	73 37%	105 40%	92 33%	70 39%
Disagree	611 30%	51 29%	23 23%	537 31%	20 24%	57 26%	64 35%	60 33%	47 34%	67 33%	76 29%	91 32%	55 31%
Don't know	617 31%	60 33%	30 30%	528 31%	23 29%	80 36%	44 25%	50 28%	39 28%	60 30%	79 30%	98 35%	55 31%
<u>I have no idea how much energy my household appliances use</u>													
Agree	1015 51%	90 50%	61 60%	864 50%	44 55%	104 47%	82 46%	98 54%	72 51%	106 53%	122 47%	145 52%	90 50%
Disagree	757 38%	66 37%	30 30%	661 38%	28 35%	90 41%	84 47%	60 33%	55 39%	77 39%	100 38%	92 33%	75 41%
Don't know	231 12%	24 13%	9 9%	198 11%	8 10%	26 12%	14 8%	23 13%	13 10%	17 8%	39 15%	43 15%	15 9%
<u>Regulations to improve the energy efficiency of household appliances will bring down my energy bills</u>													
Agree	1271 63%	117 65%	68 68%	1086 63%	57 71%	147 67%	122 68%	112 62%	71 51%	132 66%	160 62%	164 59%	121 67%
Disagree	324 16%	22 12%	17 17%	285 17%	9 12%	25 12%	23 13%	42 23%	29 20%	35 18%	44 17%	47 17%	31 17%
Don't know	408 20%	41 23%	16 16%	351 20%	14 18%	48 22%	35 19%	27 15%	40 29%	33 16%	57 22%	69 25%	29 16%

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<u>Too much electricity and gas is wasted on household appliances</u>													
Agree	1279 64%	121 67%	69 69%	1088 63%	53 66%	146 66%	135 75%	108 60%	88 63%	119 59%	154 59%	179 64%	107 59%
Disagree	304 15%	20 11%	9 9%	274 16%	14 17%	23 10%	20 11%	36 20%	27 19%	27 14%	54 21%	38 13%	37 21%
Don't know	421 21%	39 21%	21 21%	360 21%	14 17%	51 23%	26 14%	37 20%	25 18%	54 27%	52 20%	64 23%	36 20%
<u>There should not be any regulations on the energy efficiency of household appliances</u>													
Agree	392 20%	28 15%	22 22%	343 20%	23 28%	36 16%	28 16%	50 28%	26 18%	32 16%	61 23%	53 19%	34 19%
Disagree	1272 63%	114 63%	58 58%	1100 64%	48 59%	135 61%	126 70%	101 56%	96 69%	131 65%	155 59%	181 64%	127 71%
Don't know	339 17%	39 22%	20 20%	280 16%	10 12%	49 22%	26 14%	29 16%	18 13%	38 19%	45 17%	47 17%	19 11%
<u>I'd be happy to pay a bit more for an energy efficient appliance</u>													
Agree	1185 59%	94 52%	62 62%	1029 60%	51 63%	142 65%	100 56%	111 62%	89 63%	125 62%	144 55%	155 55%	112 62%
Disagree	539 27%	65 36%	30 30%	445 26%	20 25%	51 23%	54 30%	53 30%	29 21%	45 23%	69 26%	76 27%	46 26%
Don't know	278 14%	21 12%	9 9%	248 14%	10 12%	27 12%	26 14%	15 9%	22 16%	30 15%	47 18%	49 17%	22 12%

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<u>I'd be happy to pay a bit more for an energy efficient lightbulb</u>													
Agree	1203 60%	98 54%	75 75%	1029 60%	49 61%	143 65%	106 59%	106 59%	87 62%	114 57%	154 59%	156 55%	116 64%
Disagree	577 29%	65 36%	17 17%	495 29%	25 31%	53 24%	54 30%	62 35%	43 31%	59 29%	63 24%	85 30%	50 28%
Don't know	223 11%	17 9%	8 8%	199 12%	6 8%	24 11%	21 12%	12 7%	10 7%	27 14%	44 17%	39 14%	14 8%