

# YouGov / Energy and Utilities Alliance Survey Results

Sample Size: 2035 adults in UK  
Fieldwork: 22nd - 24th April 2024

	Vote in 2019			2016 EU Ref		Gender		Age				Social Grade		Country				England Regions					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South	
<b>Weighted Sample</b>	<b>2035</b>	649	476	171	714	755	987	1048	214	840	505	476	1160	875	1709	100	173	53	478	328	240	663	
<b>Unweighted Sample</b>	<b>2035</b>	626	482	182	816	746	962	1073	186	869	523	457	1218	817	1702	110	173	50	497	327	199	679	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country ahead of the next general election? Please tick up to three.

Cost of living	<b>54</b>	42	65	52	57	46	49	60	66	64	51	35	56	53	53	62	64	49	55	49	62	51
Health	<b>40</b>	36	49	55	53	37	35	45	30	39	44	42	43	37	39	43	40	70	36	41	36	42
The economy	<b>35</b>	36	34	40	38	30	40	31	42	34	35	35	38	33	34	44	45	32	37	37	30	32
Immigration and asylum	<b>32</b>	56	13	16	15	55	33	30	13	21	39	52	26	39	34	23	16	29	39	36	22	33
Climate change	<b>21</b>	12	29	32	32	14	19	23	25	21	20	20	24	17	21	26	23	16	17	19	24	23
Housing	<b>15</b>	11	21	10	15	13	15	16	20	19	13	10	17	13	15	16	20	14	12	12	25	15
Defence and security	<b>15</b>	28	9	12	11	24	19	12	4	9	18	29	16	15	15	23	11	11	14	17	11	17
Crime	<b>14</b>	20	9	9	9	18	15	12	10	11	17	17	13	14	15	7	8	5	14	15	20	13
Tax	<b>10</b>	8	10	8	6	9	12	8	16	11	6	7	10	10	10	10	12	2	10	10	8	9
Britain leaving the EU	<b>10</b>	4	12	24	17	3	11	8	9	8	14	9	11	7	9	8	14	14	8	7	15	9
Education	<b>9</b>	5	13	15	11	7	8	11	15	11	7	6	9	9	9	9	9	15	7	11	8	10
Welfare benefits	<b>8</b>	8	7	6	8	8	7	8	3	8	10	7	5	11	8	8	4	5	9	7	5	9
Pensions	<b>6</b>	8	3	7	5	8	7	6	1	3	7	14	4	8	6	3	7	1	11	4	2	6
Family life and childcare	<b>5</b>	5	6	4	5	4	4	6	4	9	2	3	5	5	5	3	5	3	4	6	4	5
Transport	<b>3</b>	2	3	2	2	3	3	2	5	3	2	1	3	2	3	4	1	2	4	2	3	2
None of these	<b>1</b>	1	0	0	0	1	1	0	1	1	0	0	0	1	1	0	0	4	1	1	1	1
Don't know	<b>3</b>	3	3	2	2	2	3	3	5	4	2	1	3	3	3	0	4	2	3	3	4	3

How important, if at all, is it for the UK to achieve net zero emissions by 2050?

Very important	<b>37</b>	23	53	53	54	24	35	40	49	39	34	34	42	31	38	33	40	29	33	33	46	40
Fairly important	<b>32</b>	32	33	29	30	32	29	34	29	33	31	31	32	32	31	41	30	26	30	37	29	31
<b>TOTAL IMPORTANT</b>	<b>69</b>	<b>55</b>	<b>86</b>	<b>82</b>	<b>84</b>	<b>56</b>	<b>64</b>	<b>74</b>	<b>78</b>	<b>72</b>	<b>65</b>	<b>65</b>	<b>74</b>	<b>63</b>	<b>69</b>	<b>74</b>	<b>70</b>	<b>55</b>	<b>63</b>	<b>70</b>	<b>75</b>	<b>71</b>
Not very important	<b>12</b>	20	6	7	6	20	15	10	7	8	15	18	12	12	12	9	9	17	16	10	12	11
Not important at all	<b>9</b>	16	2	2	4	16	13	5	1	8	12	11	8	11	9	10	10	17	10	9	4	9
<b>TOTAL NOT IMPORTANT</b>	<b>21</b>	<b>36</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>36</b>	<b>28</b>	<b>15</b>	<b>8</b>	<b>16</b>	<b>27</b>	<b>29</b>	<b>20</b>	<b>23</b>	<b>21</b>	<b>19</b>	<b>19</b>	<b>34</b>	<b>26</b>	<b>19</b>	<b>16</b>	<b>20</b>
Don't know	<b>10</b>	8	6	8	7	7	8	12	14	12	8	6	6	15	10	7	12	11	10	10	9	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, would you be willing to personally pay to have low carbon heating systems installed in your home?

Nothing	<b>38</b>	47	30	24	28	51	40	37	24	36	42	45	32	46	38	42	41	38	42	39	24	39
Up to £500	<b>12</b>	9	14	10	11	10	11	13	19	14	11	7	13	10	12	13	12	9	10	12	17	12
Up to £1,000	<b>14</b>	15	18	20	19	13	14	15	13	15	12	16	17	11	15	13	9	17	15	14	16	16
Up to £5,000	<b>10</b>	8	13	22	16	7	11	9	7	8	12	13	13	6	10	10	12	11	9	10	8	11
Up to £10,000	<b>2</b>	2	3	3	4	1	3	2	2	2	3	3	3	1	2	1	3	0	2	2	4	3
Up to £15,000	<b>1</b>	0	1	1	1	0	1	1	0	1	1	0	1	0	1	1	0	1	1	1	1	0
Up to £20,000	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
More than £20,000	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	<b>22</b>	18	22	20	21	18	20	24	34	25	18	16	20	25	22	20	23	23	22	23	30	19

Thinking about how you heat your home, which of the following best reflects your position?

I have switched to an electric heat pump already	<b>2</b>	2	2	3	2	1	2	2	3	2	2	1	2	1	2	2	3	2	2	2	2	2
I am planning on switching to an electric heat pump	<b>1</b>	0	2	2	2	0	2	1	3	2	1	0	1	2	1	2	3	5	1	1	3	1
I am considering switching to an electric heat pump	<b>7</b>	4	11	6	10	4	8	5	8	8	6	4	7	5	7	6	4	4	7	8	9	5
I have considered switching to an electric heat pump, but decided not to	<b>10</b>	12	8	21	13	10	12	8	5	8	11	14	13	6	10	15	10	6	9	7	10	11
I have not considered switching to an electric heat pump	<b>45</b>	54	40	46	46	55	42	47	13	39	53	61	47	42	44	47	50	57	48	44	30	46
Not applicable - I do not own my home and/or do not make these decisions	<b>27</b>	20	29	16	20	24	26	28	53	30	21	15	22	34	28	21	25	14	24	29	36	26
Don't know	<b>8</b>	7	9	7	8	6	8	9	15	11	6	4	7	10	9	6	6	13	9	9	8	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You have said that you have considered switching to an electric heat pump but decided against it, or have not considered switching. Which of the following best reflects why that is? Please tick all that apply.

[Shown to all respondents who have considered switching and decided against it, or not considered switching; n=1141]

It is too expensive to switch to an electric heat pump	54	60	48	56	51	63	58	51	31	49	57	60	54	55	53	52	62	58	52	50	47	58
It would require too many changes to my house to switch to an electric heat pump	36	37	34	42	39	37	37	36	24	31	43	38	35	38	36	26	41	45	35	31	44	38
I don't believe that heat pumps work very well	35	48	17	38	27	47	43	28	6	24	38	48	35	36	34	32	41	45	38	35	22	35
I have a relatively new boiler	34	36	32	31	37	34	33	34	27	34	33	35	34	33	33	28	44	29	35	35	26	33
Electricity prices are too high for it to be worth switching	28	31	19	28	25	31	31	25	18	27	28	30	27	30	28	30	23	46	32	25	16	29
The process of switching is too complicated	17	15	15	21	17	16	14	19	16	16	17	17	17	15	17	12	19	15	15	16	25	16
Other	8	7	10	10	11	6	7	10	0	13	9	4	9	7	9	5	7	16	8	8	13	8
Don't know	4	3	7	1	3	2	3	5	13	6	3	2	4	4	4	11	2	0	2	9	5	2

The Government is planning to reduce carbon emissions in homes by blending natural gas with a low carbon gas such as hydrogen. In principle do you support or oppose this policy?

Strongly support	13	13	14	16	17	10	18	9	13	14	13	12	15	10	13	12	14	11	14	14	13	12
Tend to support	38	37	40	40	42	36	43	34	45	39	36	38	40	36	38	42	44	39	36	32	43	40
<b>TOTAL SUPPORT</b>	<b>51</b>	<b>50</b>	<b>54</b>	<b>56</b>	<b>59</b>	<b>46</b>	<b>61</b>	<b>43</b>	<b>58</b>	<b>53</b>	<b>49</b>	<b>50</b>	<b>55</b>	<b>46</b>	<b>51</b>	<b>54</b>	<b>58</b>	<b>50</b>	<b>50</b>	<b>46</b>	<b>56</b>	<b>52</b>
Tend to oppose	7	8	6	8	5	9	8	6	6	5	8	8	7	7	7	10	5	4	7	9	4	6
Strongly oppose	4	6	3	1	2	5	5	3	2	4	4	5	3	5	4	5	2	3	6	5	3	2
<b>TOTAL OPPOSE</b>	<b>11</b>	<b>14</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>14</b>	<b>13</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>13</b>	<b>10</b>	<b>12</b>	<b>11</b>	<b>15</b>	<b>7</b>	<b>7</b>	<b>13</b>	<b>14</b>	<b>7</b>	<b>8</b>
Don't know	38	37	37	34	34	39	27	48	34	39	39	37	34	43	38	31	36	43	37	39	36	40

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From 2030, the Government wants all gas boilers sold in the UK to be capable of future conversion to a zero carbon gas. Do you support or oppose a policy that ensures this?

Strongly support	22	18	28	26	29	16	25	18	25	23	21	19	26	16	22	19	23	13	18	22	28	22
Tend to support	44	43	47	50	47	43	46	43	45	43	45	46	45	44	44	50	45	45	43	42	42	47
<b>TOTAL SUPPORT</b>	<b>66</b>	<b>61</b>	<b>75</b>	<b>76</b>	<b>76</b>	<b>59</b>	<b>71</b>	<b>61</b>	<b>70</b>	<b>66</b>	<b>66</b>	<b>65</b>	<b>71</b>	<b>60</b>	<b>66</b>	<b>69</b>	<b>68</b>	<b>58</b>	<b>61</b>	<b>64</b>	<b>70</b>	<b>69</b>
Tend to oppose	6	9	4	3	4	9	6	5	5	4	6	8	6	6	6	9	6	0	6	8	7	5
Strongly oppose	4	7	2	1	2	7	5	4	1	4	6	6	4	5	4	7	1	9	5	5	2	4
<b>TOTAL OPPOSE</b>	<b>10</b>	<b>16</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>16</b>	<b>11</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>12</b>	<b>14</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>16</b>	<b>7</b>	<b>9</b>	<b>11</b>	<b>13</b>	<b>9</b>	<b>9</b>
Don't know	24	23	19	20	19	24	17	30	25	26	22	22	20	30	24	16	25	33	27	23	22	22

Thinking about the balance between competing demands for security of energy supply, the cost of energy bills and carbon emissions from energy use, which of the three is more important to you personally?

Security of energy supply	21	31	14	22	21	26	25	17	13	16	23	31	25	16	20	19	23	26	16	21	20	23
Cost of energy bills	55	54	57	44	49	59	52	58	55	57	56	52	52	59	55	59	54	64	60	56	52	51
Carbon emissions from energy use	12	6	16	24	20	5	12	12	15	12	13	10	14	9	12	14	11	4	11	11	13	13
Don't know	12	9	12	10	9	9	12	13	17	16	9	7	9	16	13	8	11	6	12	13	15	12