YouGov / Fair by Design Results

Sample Size: 2111 GB Adults
Fieldwork: 6th - 7th January 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2111	380	543	194	228	129	741	754	1022	1089	222	872	521	496	1200	896	1826	101	184	500	346	255	724
Unweighted Sample	2111	372	574	210	246	131	810	777	923	1188	163	836	539	573	1265	837	1831	120	160	483	347	191	810
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Would you support or oppose government action to ensure that low-income households don't pay more than higher-income households for the same level of service on products like energy, car insurance and interest on credit?																							
Strongly support	33	18	42	35	27	54	35	29	33	33	40	33	31	34	31	35	33	38	35	32	31	38	32
Tend to support	36	39	36	38	31	30	38	34	36	37	32	36	37	37	37	35	37	30	37	38	33	36	38
TOTAL SUPPORT	**69**	**57**	**78**	**73**	**58**	**84**	**73**	**63**	**69**	**70**	**72**	**69**	**68**	**71**	**68**	**70**	**70**	**68**	**72**	**70**	**64**	**74**	**70**
Tend to oppose	9	14	7	8	14	8	10	11	10	9	7	9	12	8	10	8	9	8	11	8	13	8	8
Strongly oppose	6	14	4	3	11	2	5	9	8	5	3	7	7	6	7	5	6	6	6	7	6	7	6
TOTAL OPPOSE	**15**	**28**	**11**	**11**	**25**	**10**	**15**	**20**	**18**	**14**	**10**	**16**	**19**	**14**	**17**	**13**	**15**	**14**	**17**	**15**	**19**	**15**	**14**
Don't know	15	16	11	15	16	7	12	17	13	17	17	16	13	15	14	17	15	19	11	14	17	10	17
Would you support or oppose the following policies / changes? Government-funded discounts on energy bills for low-income households (sometimes referred to as a "social tariff")																							
Strongly support	24	10	32	21	18	41	23	19	23	26	38	26	20	20	20	29	24	25	32	25	20	28	23
Tend to support	38	35	41	46	24	44	43	33	37	39	41	39	34	38	41	34	38	30	39	37	37	41	39
TOTAL SUPPORT	**62**	**45**	**73**	**67**	**42**	**85**	**66**	**52**	**60**	**65**	**79**	**65**	**54**	**58**	**61**	**63**	**62**	**55**	**71**	**62**	**57**	**69**	**62**
Tend to oppose	15	26	11	15	22	5	14	19	17	13	8	14	19	17	17	13	15	23	12	12	16	12	17
Strongly oppose	10	20	5	7	22	1	8	17	12	9	3	10	14	10	11	9	11	7	8	12	14	8	10
TOTAL OPPOSE	**25**	**46**	**16**	**22**	**44**	**6**	**22**	**36**	**29**	**22**	**11**	**24**	**33**	**27**	**28**	**22**	**26**	**30**	**20**	**24**	**30**	**20**	**27**
Don't know	12	10	10	11	15	9	11	12	11	14	10	12	13	14	11	15	12	15	10	15	12	11	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Changing energy bill pricing rules so that companies are unable to charge billpayers more to pay by a different method other than automatic direct debit																							
Strongly support	**49**	35	56	47	51	66	52	49	47	51	44	53	51	42	47	50	48	47	60	49	47	47	48
Tend to support	**31**	39	28	34	25	26	32	31	32	30	35	29	29	36	33	29	32	37	22	30	34	32	32
TOTAL SUPPORT	**80**	**74**	**84**	**81**	**76**	**92**	**84**	**80**	**79**	**81**	**79**	**82**	**80**	**78**	**80**	**79**	**80**	**84**	**82**	**79**	**81**	**79**	**80**
Tend to oppose	**6**	10	6	3	9	4	6	6	7	5	4	5	7	8	7	5	6	6	5	5	6	9	6
Strongly oppose	**3**	5	2	2	4	0	3	3	3	3	1	2	3	5	3	3	3	1	2	3	3	4	2
TOTAL OPPOSE	**9**	**15**	**8**	**5**	**13**	**4**	**9**	**9**	**10**	**8**	**5**	**7**	**10**	**13**	**10**	**8**	**9**	**7**	**7**	**8**	**9**	**13**	**8**
Don't know	**11**	10	8	13	11	4	7	11	11	12	17	11	9	10	10	12	11	9	12	13	10	8	11
Banks and credit unions offering loans, with no interest, to low-income households specifically for paying for items like washing machines and school uniforms																							
Strongly support	**28**	14	35	27	20	43	29	24	26	29	33	30	28	21	26	30	27	30	36	28	26	29	26
Tend to support	**40**	42	42	47	38	41	45	39	39	42	36	39	42	44	43	37	40	44	39	41	36	39	42
TOTAL SUPPORT	**68**	**56**	**77**	**74**	**58**	**84**	**74**	**63**	**65**	**71**	**69**	**69**	**70**	**65**	**69**	**67**	**67**	**74**	**75**	**69**	**62**	**68**	**68**
Tend to oppose	**13**	23	9	10	15	9	12	14	14	12	12	11	13	16	14	11	13	8	11	13	15	17	12
Strongly oppose	**7**	11	4	4	14	1	5	10	8	5	3	7	7	7	6	7	7	7	5	6	9	5	7
TOTAL OPPOSE	**20**	**34**	**13**	**14**	**29**	**10**	**17**	**24**	**22**	**17**	**15**	**18**	**20**	**23**	**20**	**18**	**20**	**15**	**16**	**19**	**24**	**22**	**19**
Don't know	**12**	11	10	12	13	6	9	13	12	13	16	13	10	12	11	14	13	10	9	13	14	10	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Changing car insurance pricing rules so that insurers are unable to charge people more for their insurance if they pay monthly rather than annually																							
Strongly support	**47**	41	54	45	46	61	48	50	44	51	39	51	50	43	46	50	47	56	49	48	46	41	49
Tend to support	**31**	36	28	30	30	26	32	29	31	31	36	29	31	33	33	29	31	28	35	30	29	35	30
TOTAL SUPPORT	**78**	**77**	**82**	**75**	**76**	**87**	**80**	**79**	**75**	**82**	**75**	**80**	**81**	**76**	**79**	**79**	**78**	**84**	**84**	**78**	**75**	**76**	**79**
Tend to oppose	**7**	10	6	8	9	7	8	8	9	6	5	7	7	10	8	6	8	8	5	7	10	7	7
Strongly oppose	**3**	6	3	3	5	1	3	5	5	2	2	2	5	5	3	3	3	1	4	4	3	4	3
TOTAL OPPOSE	**10**	**16**	**9**	**11**	**14**	**8**	**11**	**13**	**14**	**8**	**7**	**9**	**12**	**15**	**11**	**9**	**11**	**9**	**9**	**11**	**13**	**11**	**10**
Don't know	**11**	7	9	14	10	5	9	8	11	11	18	12	8	9	10	12	11	8	7	11	12	13	11
Government-funded discounts on car insurance for low-income households																							
Strongly support	**15**	5	18	14	11	25	12	11	14	16	26	16	11	11	12	19	15	13	15	15	14	15	16
Tend to support	**27**	18	31	32	20	36	29	19	27	26	42	27	25	20	26	26	26	26	29	26	21	34	26
TOTAL SUPPORT	**42**	**23**	**49**	**46**	**31**	**61**	**41**	**30**	**41**	**42**	**68**	**43**	**36**	**31**	**38**	**45**	**41**	**39**	**44**	**41**	**35**	**49**	**42**
Tend to oppose	**25**	34	23	29	25	18	29	29	25	25	9	24	27	32	28	21	25	28	27	25	25	22	26
Strongly oppose	**18**	30	12	10	32	8	15	26	21	15	7	16	23	19	19	15	18	19	16	18	23	13	16
TOTAL OPPOSE	**43**	**64**	**35**	**39**	**57**	**26**	**44**	**55**	**46**	**40**	**16**	**40**	**50**	**51**	**47**	**36**	**43**	**47**	**43**	**43**	**48**	**35**	**42**
Don't know	**16**	12	17	15	12	13	15	15	13	18	17	16	14	18	14	18	16	13	13	17	18	17	15

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*