

YouGov Survey Results

Sample Size: 1683 adults in GB
Fieldwork: 13th - 14th January 2022

July 2022

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1683	571	417	151	624	666	818	865	183	702	406	392	959	724	202	565	365	406	145
Unweighted Sample	1683	590	421	154	680	680	722	961	143	681	416	443	1004	679	168	588	369	408	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Assuming you were already warmly dressed (including wearing e.g. a jumper), but you still felt cold in your home, which of the following would you normally do to try and get warm BEFORE putting the heating on/turning the heating up?

Tick all that apply.

Put another layer of warm clothes on (e.g. an extra jumper)	49	52	51	60	56	50	43	55	40	45	54	57	52	46	47	52	46	48	55
Get in bed	17	14	20	16	17	15	13	21	28	19	15	11	19	15	22	18	13	15	22
Get a hot water bottle	22	22	24	22	25	21	12	32	20	22	23	22	22	22	21	25	20	20	21
Move around to try and warm up	22	25	21	28	24	24	19	26	15	19	25	28	25	19	22	26	20	21	22
Get a blanket	54	50	59	64	58	51	39	67	56	59	52	44	56	50	52	58	54	52	44
Use a portable heater	8	7	8	11	8	7	7	9	11	6	9	10	8	8	13	8	7	7	9
Have a hot drink	46	45	50	52	48	48	37	54	32	45	51	48	48	43	41	48	46	43	47
Light a fire	10	12	6	12	10	9	11	8	8	8	12	10	10	9	7	12	11	8	7
Something else	3	3	4	2	3	3	3	2	3	3	3	1	3	2	5	3	2	2	3
Don't know	3	2	3	0	1	1	4	2	12	2	1	0	2	4	2	2	4	2	5
N/A - putting the heating on/up would be the first thing I would do in this situation	16	17	14	12	14	17	22	11	17	16	15	19	15	18	18	14	19	16	17

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	Household income						
Total	under £5,000 to £14,999 per year	£15,000 to £34,999 per year	£35,000 to £49,999 per year	£50,000 to £150,000 and over per year	Don't know	Prefer not to answer	All
Weighted Sample 1683	242	439	224	305	124	297	1631
Unweighted Sample 1683	221	457	234	315	116	293	1636
	%	%	%	%	%	%	%

Assuming you were already warmly dressed (including wearing e.g. a jumper), but you still felt cold in your home, which of the following would you normally do to try and get warm BEFORE putting the heating on/turning the heating up?

Tick all that apply.

Put another layer of warm clothes on (e.g. an extra jumper)	49	48	51	51	50	45	47	49
Get in bed	17	21	17	14	16	25	13	17
Get a hot water bottle	22	19	23	23	20	27	23	22
Move around to try and warm up	22	24	20	20	26	19	24	22
Get a blanket	54	49	53	56	58	59	48	53
Use a portable heater	8	8	8	10	6	7	10	8
Have a hot drink	46	43	47	48	46	43	46	46
Light a fire	10	10	7	6	14	5	12	9
Something else	3	3	1	5	2	4	4	3
Don't know	3	3	1	2	0	14	4	3
N/A - putting the heating on/up would be the first thing I would do in this situation	16	16	18	15	18	14	16	17

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	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 1683	571	417	151	624	666	818	865	183	702	406	392	959	724	202	565	365	406	145
Unweighted Sample 1683	590	421	154	680	680	722	961	143	681	416	443	1004	679	168	588	369	408	150
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the previous question you said there were some things you would do before turning the heating on/up.

What is the main reason for this?

[Asked to those who said there were some things they would do before turning the heating on/up; n=1385]

I can't afford to heat my home as much as I would like to	25	25	29	13	20	31	22	28	15	26	23	30	17	36	15	23	26	30	32
My heating is broken	2	1	2	1	1	1	2	1	6	2	1	1	1	2	6	0	2	2	1
I can afford to heat my home, but I prefer to save the money	51	53	50	56	55	51	53	49	40	51	55	50	55	44	48	51	51	54	44
I do not have heating in my home	1	1	0	0	0	1	2	1	4	1	0	1	2	1	0	1	1	2	4
I am not able to control the heating in my home	3	2	3	2	2	1	2	3	6	4	1	1	3	2	5	3	2	2	0
Some other reason not mentioned here [See Tab 1]	11	11	10	17	14	8	12	11	16	10	13	11	13	9	16	13	12	6	12
Don't know	7	8	6	10	7	7	7	7	13	7	7	7	9	5	11	8	7	5	8

When it is very cold outside, to what level of warmth are you generally able to afford to heat your home?

To a level where I am comfortably warm	57	61	53	74	64	56	59	56	47	56	62	60	63	50	58	61	56	54	53
To a level where I am warm but not as much as I'd like	28	29	31	21	26	32	26	29	17	27	28	34	26	30	24	26	26	31	31
To a level where I am still cold but not as cold as before	7	7	7	3	5	7	6	8	6	9	5	5	5	9	4	8	7	5	7
I cannot afford to heat my home at all	2	1	3	2	2	1	2	2	6	3	1	0	1	4	4	1	2	3	1
Don't know	6	3	7	1	4	3	8	5	24	6	4	1	5	8	9	3	9	6	8

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Weighted Sample	1683	242	439	224	305	124	297
Unweighted Sample	1683	221	457	234	315	116	293
	%	%	%	%	%	%	%

In the previous question you said there were some things you would do before turning the heating on/up.

What is the main reason for this?

[Asked to those who said there were some things they would do before turning the heating on/up; n=1385]

I can't afford to heat my home as much as I would like to	25	44	32	19	10	21	22	25
My heating is broken	2	5	1	2	0	0	1	2
I can afford to heat my home, but I prefer to save the money	51	28	51	60	65	40	51	51
I do not have heating in my home	1	0	2	0	0	0	1	1
I am not able to control the heating in my home	3	3	2	3	2	7	2	3
Some other reason not mentioned here [See Tab 1]	11	12	6	8	16	22	12	11
Don't know	7	7	5	7	6	9	11	7

When it is very cold outside, to what level of warmth are you generally able to afford to heat your home?

To a level where I am comfortably warm	57	38	55	66	73	51	57	57
To a level where I am warm but not as much as I'd like	28	32	32	28	21	19	29	28
To a level where I am still cold but not as cold as before	7	11	8	5	4	8	3	6
I cannot afford to heat my home at all	2	6	3	0	1	0	3	2
Don't know	6	13	2	1	2	22	8	6