

YouGov / NEA Survey Results

Sample Size: 2266 Adults in GB
Fieldwork: 15th - 16th January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2266	408	582	208	245	795	809	1097	1169	238	936	560	533	1292	974	1960	109	197	537	372	274	777	
Unweighted Sample	2266	369	677	226	290	935	879	1023	1243	126	909	585	646	1380	886	1941	120	205	557	368	219	797	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of these payment methods do you use to pay for the energy bill in your household? Please tick all that apply.

Direct debit	77	85	79	82	81	86	84	77	77	36	77	83	88	83	69	77	78	76	78	82	69	77
On receipt of bill	9	8	9	10	9	9	9	9	9	8	11	7	8	9	9	9	10	13	8	7	15	9
Prepayment meter (card, key or token)	6	3	8	3	6	5	7	6	6	3	7	9	4	3	11	7	5	6	10	5	7	5
Through my landlord/included in my rent	3	2	4	3	2	2	1	3	3	9	4	2	0	2	4	3	1	2	2	2	6	3
Don't know	6	4	2	5	5	2	1	6	7	36	4	1	1	4	9	6	4	4	5	5	8	8
N/A - My household doesn't have to pay energy bills	2	1	2	1	1	1	1	2	2	10	2	0	0	2	1	2	2	1	1	4	3	1

Thinking about the coming three months, how likely do you think it is, if at all, that you will do either of the following?

Ration your energy

Very likely	17	16	16	14	25	15	22	14	20	10	14	22	20	15	20	17	23	13	19	14	17	18
Fairly likely	32	31	32	33	31	33	33	29	34	26	34	29	33	31	33	32	24	32	31	33	33	32
TOTAL LIKELY	49	47	48	47	56	48	55	43	54	36	48	51	53	46	53	49	47	45	50	47	50	50
Not very likely	24	25	26	24	19	27	22	25	23	25	24	24	25	28	20	24	26	28	21	22	24	26
Not at all likely	20	24	19	24	21	20	20	25	15	19	20	22	19	22	17	20	25	21	20	24	18	19
TOTAL NOT LIKELY	44	49	45	48	40	47	42	50	38	44	44	46	44	50	37	44	51	49	41	46	42	45
Don't know	7	3	6	4	4	4	3	6	7	20	7	3	3	5	9	7	3	5	10	7	8	5

Go into debt to pay your energy bills

Very likely	3	2	2	1	7	2	4	4	3	4	3	5	2	2	5	4	1	1	4	3	3	4
Fairly likely	7	4	6	5	7	6	8	7	7	4	9	8	4	5	9	7	4	9	8	9	5	6
TOTAL LIKELY	10	6	8	6	14	8	12	11	10	8	12	13	6	7	14	11	5	10	12	12	8	10
Not very likely	32	31	32	33	31	36	33	29	35	27	36	30	32	34	31	32	34	36	30	31	40	31
Not at all likely	50	60	54	54	50	52	50	54	47	44	45	53	59	53	46	50	58	50	47	51	48	52
TOTAL NOT LIKELY	82	91	86	87	81	88	83	83	82	71	81	83	91	87	77	82	92	86	77	82	88	83
Don't know	7	2	5	7	5	4	4	5	8	20	7	5	4	5	9	7	4	5	11	6	4	7

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		Health conditions diagnosed											
Total		Arthritis (osteoarthritis, rheumatoid arthritis, gout, etc.)	Asthma	Cancer	Chronic Pain	Chronic obstructive pulmonary disease (COPD), or chronic bronchitis, or emphysema	Diabetes	Digestive condition (Irritable bowel syndrome (IBS), Gastroesophageal Reflux Disease (GERD/GORD), Crohn's disease, etc.)	Hearing impairment	Heart condition (coronary artery disease, angina, heart failure, etc.)	High Blood Pressure	High Cholesterol	Kidney disease
Weighted Sample	2266	334	238	80	138	44	177	189	147	104	347	257	34
Unweighted Sample	2266	393	257	90	157	53	185	197	161	120	394	292	37
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of these payment methods do you use to pay for the energy bill in your household? Please tick all that apply.

Direct debit	77	85	78	92	81	81	82	81	90	83	82	84	85
On receipt of bill	9	9	8	5	9	6	6	6	4	13	8	8	10
Prepayment meter (card, key or token)	6	6	8	6	11	13	9	7	7	9	9	8	6
Through my landlord/included in my rent	3	2	3	1	3	1	5	2	0	0	2	1	0
Don't know	6	1	5	0	3	0	2	6	0	2	0	0	3
N/A - My household doesn't have to pay energy bills	2	0	2	0	0	0	1	0	0	1	2	1	0

Thinking about the coming three months, how likely do you think it is, if at all, that you will do either of the following?

Ration your energy

Very likely	17	29	21	8	31	35	23	26	25	23	22	21	19
Fairly likely	32	33	37	39	32	33	32	30	41	34	34	34	51
TOTAL LIKELY	49	62	58	47	63	68	55	56	66	57	56	55	70
Not very likely	24	21	24	24	17	23	23	22	15	19	24	23	8
Not at all likely	20	14	13	21	17	7	18	17	19	17	17	19	21
TOTAL NOT LIKELY	44	35	37	45	34	30	41	39	34	36	41	42	29
Don't know	7	2	4	8	3	2	3	5	1	7	3	3	0
Go into debt to pay your energy bills													
Very likely	3	7	7	0	7	4	8	7	3	9	4	4	0
Fairly likely	7	6	7	6	10	12	8	8	10	7	8	5	5
TOTAL LIKELY	10	13	14	6	17	16	16	15	13	16	12	9	5
Not very likely	32	28	37	23	31	34	26	33	31	30	31	32	23
Not at all likely	50	53	47	63	44	45	54	46	52	49	53	53	61
TOTAL NOT LIKELY	82	81	84	86	75	79	80	79	83	79	84	85	84
Don't know	7	6	3	8	8	5	5	5	5	6	5	5	10

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Sample Size: 2266 Adults in GB
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	Health conditions diagnosed							Has one or more health condition	
	Mental Health condition (anxiety, depression, PTSD, bipolar disorder, eating disorder, etc.)	Migraines	Osteoporosis or osteopenia	Skin condition (acne, eczema, psoriasis, etc.)	Sleep disorder (insomnia, sleep apnea, etc.)	Visual impairment	None of these		
Weighted Sample	2266	322	124	59	188	120	89	902	1212
Unweighted Sample	2266	317	130	74	208	108	94	829	1299
	%	%	%	%	%	%	%	%	%

Which, if any, of these payment methods do you use to pay for the energy bill in your household? Please tick all that apply.

Direct debit	77	72	69	86	81	76	84	76	80
On receipt of bill	9	9	8	9	11	8	8	10	8
Prepayment meter (card, key or token)	6	10	8	3	5	11	12	5	7
Through my landlord/included in my rent	3	4	7	2	3	3	5	3	3
Don't know	6	8	13	5	5	6	2	7	4
N/A - My household doesn't have to pay energy bills	2	1	2	0	1	1	0	2	1

Thinking about the coming three months, how likely do you think it is, if at all, that you will do either of the following?

Ration your energy

Very likely	17	24	29	31	21	34	18	11	21
Fairly likely	32	34	35	29	41	23	39	30	34
TOTAL LIKELY	49	58	64	60	62	57	57	41	55
Not very likely	24	17	18	20	17	14	20	28	22
Not at all likely	20	14	8	20	13	22	19	24	18
TOTAL NOT LIKELY	44	31	26	40	30	36	39	52	40
Don't know	7	11	10	0	8	6	5	7	6

Go into debt to pay your energy bills

Very likely	3	6	8	4	3	11	8	2	4
Fairly likely	7	10	8	2	9	12	4	5	8
TOTAL LIKELY	10	16	16	6	12	23	12	7	12
Not very likely	32	34	38	31	36	31	31	32	32
Not at all likely	50	38	35	58	43	40	51	54	49
TOTAL NOT LIKELY	82	72	73	89	79	71	82	86	81
Don't know	7	12	12	5	9	6	6	6	6

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