

YouGov / National Energy Action Survey Results

Sample Size: 2301 GB Adults
Fieldwork: 11th - 12th September 2024

	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	2301	414	591	212	248	811	857	1114	1187	242	950	568	541	1312	989	1990	110	200	545	377	278	789
Unweighted Sample	2301	379	692	278	282	983	911	1019	1282	121	877	616	687	1356	945	1987	117	197	540	392	215	840
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	78	85	83	83	79	86	83	78	79	33	80	83	90	83	72	79	75	76	80	76	77	79
On receipt of bill	8	8	4	10	8	7	8	9	7	5	8	8	7	7	8	7	7	9	5	7	11	8
Prepayment meter (card, key or token)	7	2	6	3	6	5	8	6	7	1	9	9	3	3	12	6	13	12	7	5	6	5
Don't know	6	2	4	4	6	2	2	7	5	35	4	2	1	5	6	6	3	5	8	7	7	4
Through my landlord/included in my rent	3	3	3	2	2	2	1	3	2	11	2	1	1	3	2	3	5	0	1	5	3	3
N/A - My household doesn't have to pay energy bills	2	2	2	1	1	1	0	2	2	15	2	0	0	1	3	2	0	2	2	2	2	2

In the last 12 months, how often, if at all, have you found yourself without credit on your prepayment meter and unable to access any heating or power when you needed it?

[Asked only to those who use a prepayment meter to pay for their energy bill; n=140]

Daily	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Weekly	6	12	5	0	0	7	3	9	4	0	8	4	0	6	6	5	0	16	5	7	7	3
Monthly	9	0	7	0	8	0	10	6	11	0	9	13	0	3	11	9	14	4	5	26	16	3
Less often than monthly	22	22	13	0	27	39	20	21	23	63	25	14	24	31	20	24	24	12	19	32	26	25
Never	57	66	61	100	58	54	56	56	57	37	51	61	76	61	56	53	63	68	53	36	51	63
Don't know	6	0	13	0	7	0	12	8	5	0	7	8	0	0	8	8	0	0	19	0	0	6

Overall, would you say your household has found it easy or difficult to afford paying your energy bills over the last 12 months?

Very easy	11	14	11	14	6	11	10	14	8	12	10	11	12	13	8	10	15	15	9	11	8	11
Fairly easy	20	22	22	26	12	26	16	20	19	18	22	17	20	22	16	20	19	19	18	19	22	21
TOTAL EASY	31	36	33	40	18	37	26	34	27	30	32	28	32	35	24	30	34	34	27	30	30	32
Neither easy nor difficult	38	40	42	33	39	38	42	36	39	22	35	41	45	37	39	38	36	34	38	36	39	39
Fairly difficult	19	17	16	24	26	17	21	17	21	16	20	21	16	17	21	19	18	17	22	20	17	18
Very difficult	8	4	7	2	11	6	8	8	8	5	10	9	6	6	10	7	11	11	5	10	8	7
TOTAL DIFFICULT	27	21	23	26	37	23	29	25	29	21	30	30	22	23	31	26	29	28	27	30	25	25
Don't know	4	1	2	1	6	2	1	5	3	22	3	1	0	3	5	4	0	3	5	4	6	3
Not Applicable – my household does not pay energy bills	1	1	0	0	1	0	0	1	1	5	0	0	0	1	1	1	0	0	1	0	1	1

YouGov / National Energy Action Survey

Sample Size: 2301 GB Adults

Fieldwork: 11th - 12th September 2024

		Income - gross household						
Total	Under £14,999 per year	£15,000 - £29,999 per year	£30,000 - £39,999 per year	£40,000 - £49,999 per year	£50,000 - £69,999 per year	£70,000 - £99,999 per year	£100,000+ per year	
Weighted Sample 2301	229	423	227	200	265	227	128	
Unweighted Sample 2301	228	440	241	195	267	233	132	
	%	%	%	%	%	%	%	

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	78	66	74	90	83	89	90	90
On receipt of bill	8	11	7	6	7	6	8	8
Prepayment meter (card, key or token)	7	18	12	4	5	2	3	1
Don't know	6	5	2	2	4	2	3	1
Through my landlord/included in my rent	3	3	5	0	3	1	1	0
N/A - My household doesn't have to pay energy bills	2	3	2	1	1	2	1	1

In the last 12 months, how often, if at all, have you found yourself without credit on your prepayment meter and unable to access any heating or power when you needed it?

[Asked only to those who use a prepayment meter to pay for their energy bill; n=140]

Daily	0	0	0	0	0	0	0	0
Weekly	6	8	7	0	0	0	20	0
Monthly	9	10	8	0	23	33	0	0
Less often than monthly	22	23	17	42	27	0	20	100
Never	57	51	68	58	40	67	60	0
Don't know	6	8	0	0	9	0	0	0

Overall, would you say your household has found it easy or difficult to afford paying your energy bills over the last 12 months?

Very easy	11	6	8	14	16	12	16	19
Fairly easy	20	11	18	20	22	23	27	36
TOTAL EASY	31	17	26	34	38	35	43	55
Neither easy nor difficult	38	34	37	31	37	42	42	33
Fairly difficult	19	27	20	27	16	15	11	11
Very difficult	8	18	13	8	8	5	4	0
TOTAL DIFFICULT	27	45	33	35	24	20	15	11
Don't know	4	4	2	1	2	2	1	1
Not Applicable – my household does not pay energy bills	1	0	2	0	0	0	0	0

Sample Size: 2301 GB Adults
Fieldwork: 11th - 12th September 2024

	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	2301	414	591	212	248	811	857	1114	1187	242	950	568	541	1312	989	1990	110	200	545	377	278	789	
Unweighted Sample	2301	379	692	278	282	983	911	1019	1282	121	877	616	687	1356	945	1987	117	197	540	392	215	840	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about your household's energy usage, how often, if at all, have you done the following actions to reduce your household's energy bill over the last three months?

Not used a fan or cooling appliance when really I needed to

Every day	4	3	3	3	6	3	5	4	4	0	4	4	5	3	5	3	7	7	5	3	3	2
Most days	6	4	6	7	8	5	8	7	6	3	7	8	6	5	8	7	5	4	6	6	8	7
Around once a week	5	3	5	3	3	4	5	4	5	8	5	4	4	4	5	5	2	3	4	4	8	5
Once or twice a month	5	5	4	5	7	4	5	4	5	4	6	4	3	5	4	5	4	2	4	7	5	4
Less often than once a month	5	4	5	5	6	4	6	5	5	8	6	4	4	5	5	5	4	3	5	7	5	5
HAVE DONE THIS AT LEAST ONCE	25	19	23	23	30	20	29	24	25	23	28	24	22	22	27	25	22	19	24	27	29	23
I have not done yet, but am planning on doing so	2	3	1	3	3	1	3	2	2	1	2	2	3	2	2	2	1	2	2	3	3	2
I have not done this	52	52	56	58	43	58	48	55	48	44	55	52	48	56	46	52	55	48	53	48	52	53
Not applicable	19	25	17	14	23	19	20	17	22	26	14	21	25	18	22	18	20	29	19	20	16	18
Don't know	2	1	2	1	1	2	1	3	1	7	2	2	1	2	2	2	1	2	3	2	1	2

Turned off more lights than I wanted to

Every day	17	18	14	14	24	13	21	15	18	9	15	18	22	14	20	16	18	21	16	20	20	13
Most days	19	19	15	16	23	17	21	16	21	21	17	18	21	18	20	19	18	12	15	19	18	23
Around once a week	5	3	6	5	6	6	5	4	6	4	6	6	3	5	5	5	3	7	5	5	7	4
Once or twice a month	3	2	4	2	2	3	3	3	2	3	4	2	2	3	2	3	2	4	4	2	2	3
Less often than once a month	4	3	5	5	2	4	3	4	3	5	4	2	3	4	3	4	3	1	3	3	6	4
HAVE DONE THIS AT LEAST ONCE	48	45	44	42	57	43	53	42	50	42	46	46	51	44	50	47	44	45	43	49	53	47
I have not done yet, but am planning on doing so	3	4	3	4	3	3	3	2	4	3	2	4	4	3	3	3	3	1	3	4	3	3
I have not done this	45	45	50	51	34	50	39	51	39	41	49	44	41	48	41	45	45	48	48	42	39	45
Not applicable	4	6	2	2	3	3	4	3	4	8	2	4	4	3	4	3	7	3	4	4	4	3
Don't know	2	0	2	1	2	1	1	2	1	5	2	1	1	1	2	2	1	2	1	2	1	2

Used candles for lighting

Every day	1	1	1	0	2	1	1	1	1	0	1	1	1	1	1	1	1	2	1	1	1	0
Most days	2	0	2	3	4	1	2	1	3	2	2	2	1	2	2	2	2	3	2	2	2	2
Around once a week	2	2	3	2	4	2	3	2	3	1	3	3	1	2	2	2	2	2	2	4	3	2
Once or twice a month	2	0	1	2	4	1	2	1	3	3	2	3	1	2	2	2	0	1	3	1	1	3
Less often than once a month	3	1	3	3	3	3	2	3	3	6	3	2	1	3	3	3	3	4	2	4	4	2
HAVE DONE THIS AT LEAST ONCE	10	4	10	10	17	8	10	8	13	12	11	11	5	10	10	10	8	12	10	12	11	9
I have not done yet, but am planning on doing so	3	2	3	4	4	3	4	2	4	3	4	2	3	3	3	3	0	3	3	3	4	4
I have not done this	78	80	81	78	72	83	76	82	74	71	79	77	81	80	76	78	82	80	79	74	79	78
Not applicable	7	12	5	7	7	6	9	7	8	9	4	8	10	6	9	8	8	3	6	9	6	8
Don't know	1	1	0	1	1	1	1	2	1	4	1	1	1	1	2	1	1	2	1	1	1	1

Sample Size: 2301 GB Adults
Fieldwork: 11th - 12th September 2024

		Income - gross household						
Total	Under £14,999 per year	£15,000 - £29,999 per year	£30,000 - £39,999 per year	£40,000 - £49,999 per year	£50,000 - £69,999 per year	£70,000 - £99,999 per year	£100,000+ per year	
Weighted Sample	2301	229	423	227	200	265	227	128
Unweighted Sample	2301	228	440	241	195	267	233	132
	%	%	%	%	%	%	%	%

Now thinking about your household's energy usage, how often, if at all, have you done the following actions to reduce your household's energy bill over the last three months?

Not used a fan or cooling appliance when really I needed to

Every day	4	6	6	3	4	2	2	0
Most days	6	8	10	8	10	4	4	0
Around once a week	5	6	5	5	3	3	3	1
Once or twice a month	5	5	4	5	5	5	4	2
Less often than once a month	5	8	5	4	3	7	3	3
HAVE DONE THIS AT LEAST ONCE	25	33	30	25	25	21	16	6
I have not done yet, but am planning on doing so	2	6	2	1	2	2	2	4
I have not done this	52	32	44	56	53	59	69	73
Not applicable	19	26	22	17	18	15	12	13
Don't know	2	2	2	0	1	1	0	2

Turned off more lights than I wanted to

Every day	17	27	19	20	10	17	11	6
Most days	19	21	26	19	17	13	15	11
Around once a week	5	4	4	2	10	6	6	8
Once or twice a month	3	2	3	2	5	4	2	1
Less often than once a month	4	2	3	4	1	6	5	3
HAVE DONE THIS AT LEAST ONCE	48	56	55	47	43	46	39	29
I have not done yet, but am planning on doing so	3	2	3	3	4	2	4	1
I have not done this	45	38	37	45	51	50	55	64
Not applicable	4	3	5	3	1	1	2	4
Don't know	2	1	1	0	1	0	1	1

Used candles for lighting

Every day	1	2	1	4	0	1	0	0
Most days	2	1	3	3	0	4	1	3
Around once a week	2	3	2	2	3	3	2	3
Once or twice a month	2	2	5	3	1	2	1	0
Less often than once a month	3	3	2	4	2	4	1	4
HAVE DONE THIS AT LEAST ONCE	10	11	13	16	6	14	5	10
I have not done yet, but am planning on doing so	3	4	4	3	2	5	1	1
I have not done this	78	74	74	77	84	79	89	85
Not applicable	7	11	8	4	8	3	5	3
Don't know	1	0	1	0	0	1	0	0

Sample Size: 2301 GB Adults
Fieldwork: 11th - 12th September 2024

	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	2301	414	591	212	248	811	857	1114	1187	242	950	568	541	1312	989	1990	110	200	545	377	278	789	
Unweighted Sample	2301	379	692	278	282	983	911	1019	1282	121	877	616	687	1356	945	1987	117	197	540	392	215	840	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Chosen to eat cold meals to avoid using the oven or other cooking appliances

Every day	1	1	1	1	3	1	1	2	1	1	2	1	2	1	3	2	0	1	1	1	1	2
Most days	5	3	4	4	9	3	7	5	5	3	4	6	6	4	6	5	10	7	6	5	3	4
Around once a week	7	7	8	9	9	8	10	7	8	4	6	9	10	7	8	8	7	7	7	8	5	9
Once or twice a month	6	5	5	8	8	7	6	6	6	3	7	6	7	6	7	6	3	7	5	6	11	6
Less often than once a month	4	5	4	5	4	4	4	4	5	3	5	6	4	4	5	4	6	4	4	4	5	4
HAVE DONE THIS AT LEAST ONCE	23	21	22	27	33	23	28	24	25	14	24	28	29	22	29	25	26	26	23	24	25	25
I have not done yet, but am planning on doing so	3	3	3	3	6	3	3	4	3	6	3	3	3	3	3	3	3	4	4	4	5	2
I have not done this	66	67	71	66	57	70	62	69	64	70	69	64	63	70	62	66	67	66	69	65	66	66
Not applicable	4	9	3	2	4	4	5	3	6	6	3	4	5	4	5	5	3	2	3	5	4	5
Don't know	1	1	1	1	1	1	1	2	1	5	1	1	0	1	2	1	1	2	1	2	2	1

Switched off the fridge/freezer for all or part of the day

Every day	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Most days	1	0	1	0	2	1	1	1	0	2	1	1	0	1	1	1	2	0	1	1	2	0
Around once a week	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0
Once or twice a month	0	0	0	1	1	0	1	1	0	1	1	0	0	1	0	0	0	1	0	0	1	0
Less often than once a month	1	0	1	2	0	0	1	1	1	2	1	1	1	1	1	1	1	0	1	1	1	1
HAVE DONE THIS AT LEAST ONCE	2	0	2	3	4	2	3	3	1	5	3	2	1	3	2	2	3	2	2	3	5	1
I have not done yet, but am planning on doing so	1	1	1	0	3	1	1	0	1	0	1	1	1	1	1	1	0	0	1	1	0	1
I have not done this	90	92	92	91	85	92	89	90	89	82	91	89	91	92	87	89	89	93	90	88	86	90
Not applicable	6	7	4	4	7	5	6	5	7	10	4	6	6	5	7	6	7	3	5	7	8	5
Don't know	1	1	0	1	1	1	1	2	1	4	1	1	1	1	2	1	1	2	1	2	1	2

Reduced use of electrical medical equipment (e.g., oxygen machine, hoists, hearing aids)

Every day	1	1	1	0	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	3	0
Most days	1	0	1	1	2	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1	2	1
Around once a week	1	0	1	0	1	0	1	1	0	1	1	1	0	1	1	1	0	0	0	0	2	1
Once or twice a month	1	0	1	1	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	0	2	0
Less often than once a month	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
HAVE DONE THIS AT LEAST ONCE	4	1	4	3	5	3	4	4	3	4	4	3	2	4	4	4	2	3	3	2	9	2
I have not done yet, but am planning on doing so	1	1	1	0	0	1	1	1	1	3	0	1	1	1	1	1	1	0	1	1	1	1
I have not done this	30	29	34	30	24	32	27	34	27	33	32	28	29	32	28	31	32	24	31	30	28	32
Not applicable	64	68	61	67	69	64	68	59	69	56	63	67	67	62	66	63	62	72	63	64	63	63
Don't know	1	1	1	0	2	1	1	2	1	4	1	1	1	1	2	1	3	2	1	2	1	1

Sample Size: 2301 GB Adults
Fieldwork: 11th - 12th September 2024

		Income - gross household						
Total	Under £14,999 per year	£15,000 - £29,999 per year	£30,000 - £39,999 per year	£40,000 - £49,999 per year	£50,000 - £69,999 per year	£70,000 - £99,999 per year	£100,000+ per year	
Weighted Sample	2301	229	423	227	200	265	227	128
Unweighted Sample	2301	228	440	241	195	267	233	132
	%	%	%	%	%	%	%	%

Chosen to eat cold meals to avoid using the oven or other cooking appliances

Every day	1	4	3	0	1	1	1	0
Most days	5	13	7	4	6	3	1	1
Around once a week	7	11	10	6	6	6	5	4
Once or twice a month	6	9	9	6	9	4	2	4
Less often than once a month	4	6	6	4	2	5	5	4
HAVE DONE THIS AT LEAST ONCE	23	43	35	20	24	19	14	13
I have not done yet, but am planning on doing so	3	6	3	1	2	3	3	1
I have not done this	66	48	57	74	69	75	80	84
Not applicable	4	3	3	6	3	3	3	2
Don't know	1	0	1	0	1	0	0	0

Switched off the fridge/freezer for all or part of the day

Every day	0	0	0	0	0	0	0	0
Most days	1	1	1	1	1	0	0	0
Around once a week	0	0	0	0	1	1	1	0
Once or twice a month	0	1	1	0	0	1	1	0
Less often than once a month	1	1	1	1	1	1	0	0
HAVE DONE THIS AT LEAST ONCE	2	3	3	2	2	2	2	0
I have not done yet, but am planning on doing so	1	2	1	0	0	0	0	1
I have not done this	90	86	91	95	89	94	95	96
Not applicable	6	9	4	3	6	3	4	3
Don't know	1	0	1	0	1	1	0	0

Reduced use of electrical medical equipment (e.g., oxygen machine, hoists, hearing aids)

Every day	1	2	1	1	0	1	1	0
Most days	1	0	2	0	0	1	1	0
Around once a week	1	0	0	0	0	1	1	0
Once or twice a month	1	2	1	0	1	0	1	1
Less often than once a month	0	1	0	0	0	0	0	1
HAVE DONE THIS AT LEAST ONCE	4	5	4	1	1	3	4	2
I have not done yet, but am planning on doing so	1	0	1	1	1	0	0	0
I have not done this	30	25	26	34	33	29	38	44
Not applicable	64	69	70	63	62	67	59	53
Don't know	1	1	1	0	1	1	0	0

Sample Size: 2301 GB Adults
Fieldwork: 11th - 12th September 2024

	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	2301	414	591	212	248	811	857	1114	1187	242	950	568	541	1312	989	1990	110	200	545	377	278	789	
Unweighted Sample	2301	379	692	278	282	983	911	1019	1282	121	877	616	687	1356	945	1987	117	197	540	392	215	840	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Reduced use of hot water for showers or baths at home

Every day	8	7	6	8	12	6	9	8	8	0	8	8	11	6	9	7	9	11	8	7	7	7
Most days	15	15	16	13	16	14	18	15	15	11	12	19	18	14	17	15	18	17	13	16	15	15
Around once a week	9	12	9	8	7	10	10	7	11	7	9	10	11	9	10	9	9	7	9	10	9	9
Once or twice a month	4	3	4	5	7	5	5	3	5	4	5	5	3	4	4	5	5	3	4	6	4	5
Less often than once a month	4	4	4	4	2	4	3	4	4	5	4	3	4	4	4	4	5	6	3	2	7	4
HAVE DONE THIS AT LEAST ONCE	40	41	39	38	44	39	45	37	43	27	38	45	47	37	44	40	46	44	37	41	42	40
I have not done yet, but am planning on doing so	4	4	3	4	7	3	5	3	5	6	4	3	4	4	4	4	3	4	6	3	2	5
I have not done this	51	51	54	55	46	54	48	54	48	52	55	49	46	54	48	51	47	50	52	51	49	52
Not applicable	3	4	3	2	3	3	2	3	3	8	2	3	2	3	3	3	1	0	4	3	6	2
Don't know	2	0	1	0	1	2	1	2	1	5	2	1	1	1	2	1	3	2	1	2	2	1

Not ran the washing machine at all when I needed to

Every day	2	3	2	1	2	2	2	3	2	2	2	2	2	2	3	3	2	0	2	2	6	2
Most days	4	3	4	4	6	4	6	5	3	0	4	6	3	3	5	3	8	10	4	5	3	2
Around once a week	8	8	7	8	8	6	10	7	9	4	6	9	11	7	9	8	12	7	7	6	5	9
Once or twice a month	7	8	7	6	10	6	9	5	8	4	7	8	6	7	7	7	3	3	6	8	8	7
Less often than once a month	4	3	5	5	4	4	3	4	5	6	5	3	3	4	5	4	2	5	4	5	6	4
HAVE DONE THIS AT LEAST ONCE	25	25	25	24	30	22	30	24	27	16	24	28	25	23	29	25	27	25	23	26	28	24
I have not done yet, but am planning on doing so	3	3	3	2	5	3	4	2	4	1	3	3	3	3	3	3	5	2	3	3	3	3
I have not done this	65	66	68	71	58	70	60	68	62	65	66	62	65	69	60	65	64	66	66	63	61	65
Not applicable	5	7	4	3	6	4	5	5	5	11	4	5	5	4	6	5	2	4	5	5	6	6
Don't know	2	1	1	0	1	1	1	2	1	6	2	1	1	2	2	2	2	2	2	1	1	2

Which of the following, if any, have you done due to the cost of energy over the last 12 months? Tick all that apply.

Cut back on other essential items or services (e.g. food, childcare, hygiene products, etc.)	18	11	18	15	24	16	19	15	20	15	21	18	13	17	19	18	15	21	18	17	18	18
Worked more hours at current job	9	4	9	8	12	8	8	8	10	12	11	11	2	9	10	9	11	9	9	11	5	9
Tried to raise money by unconventional means (e.g. gambling, selling personal belongings)	9	6	12	9	11	9	9	8	11	5	14	9	4	8	10	9	12	10	9	10	9	9
Borrowed money from family and friends	8	2	8	5	9	7	8	7	9	7	12	8	2	7	9	8	12	9	8	6	7	8
Missed payment on other household bills (e.g. rent/mortgage, council tax, water, internet)	4	0	4	2	4	3	3	3	4	4	5	3	1	2	5	3	5	7	3	4	5	2
Taken an additional job	3	1	3	4	2	4	2	2	4	2	3	4	1	3	2	3	2	3	3	2	4	2
Taken vehicle(s) off the road to avoid paying vehicle costs e.g. petrol, tax, MOT or insurance renewals	3	3	2	4	3	2	4	3	3	2	2	4	3	3	3	3	3	1	3	2	4	3
Changed your job	2	1	3	3	1	3	2	2	3	3	3	1	0	3	1	2	2	2	2	1	3	2
Taken out a loan	2	1	2	1	1	3	2	2	3	1	4	3	0	2	3	2	2	4	2	3	2	2
Visited a food bank	2	0	2	2	4	2	3	2	2	0	2	3	2	1	4	2	3	2	3	2	1	2
Moved to cheaper housing	1	0	1	0	1	1	0	0	1	0	1	1	0	1	1	1	0	1	1	1	2	1
Moved in with relatives	1	0	2	0	0	1	0	1	1	3	2	0	0	1	1	1	0	0	1	1	3	1
Taken in a lodger/tenant	0	0	0	1	1	0	1	0	1	0	1	0	0	0	0	0	0	1	0	1	0	0
Other [See Tab 1]	2	4	2	3	3	2	3	2	3	2	2	1	3	2	2	2	3	0	2	2	4	2
None of these	62	76	62	68	56	66	62	67	58	58	54	63	77	65	58	62	65	59	63	60	59	64
Don't know	2	1	2	0	1	1	1	1	2	6	1	1	0	2	2	2	2	2	1	3	2	1

Sample Size: 2301 GB Adults
Fieldwork: 11th - 12th September 2024

	Income - gross household						
Total	Under £14,999 per year	£15,000 - £29,999 per year	£30,000 - £39,999 per year	£40,000 - £49,999 per year	£50,000 - £69,999 per year	£70,000 - £99,999 per year	£100,000+ per year
Weighted Sample 2301	229	423	227	200	265	227	128
Unweighted Sample 2301	228	440	241	195	267	233	132
	%	%	%	%	%	%	%

Reduced use of hot water for showers or baths at home

Every day	8	11	12	9	9	7	3	2
Most days	15	25	21	13	15	11	10	6
Around once a week	9	12	11	13	12	7	6	8
Once or twice a month	4	5	4	4	5	7	4	2
Less often than once a month	4	4	4	2	3	4	4	3
HAVE DONE THIS AT LEAST ONCE	40	57	52	41	44	36	27	21
I have not done yet, but am planning on doing so	4	5	2	4	6	5	3	4
I have not done this	51	34	42	53	49	57	69	71
Not applicable	3	2	3	2	1	2	2	3
Don't know	2	2	1	0	1	0	0	1

Not ran the washing machine at all when I needed to

Every day	2	7	2	2	1	1	1	1
Most days	4	7	7	3	4	3	2	1
Around once a week	8	10	11	8	8	5	5	2
Once or twice a month	7	12	6	6	8	6	3	3
Less often than once a month	4	9	6	2	4	5	4	2
HAVE DONE THIS AT LEAST ONCE	25	45	32	21	25	20	15	9
I have not done yet, but am planning on doing so	3	4	3	3	2	4	3	3
I have not done this	65	43	60	71	69	76	79	85
Not applicable	5	7	3	5	3	2	4	2
Don't know	2	2	2	0	2	0	0	2

Which of the following, if any, have you done due to the cost of energy over the last 12 months? Tick all that apply.

Cut back on other essential items or services (e.g. food, childcare, hygiene products, etc.)	18	28	23	22	16	16	10	12
Worked more hours at current job	9	6	9	14	13	11	8	4
Tried to raise money by unconventional means (e.g. gambling, selling personal belongings)	9	12	13	10	12	11	5	9
Borrowed money from family and friends	8	14	11	9	6	9	6	2
Missed payment on other household bills (e.g. rent/mortgage, council tax, water, internet)	4	5	7	2	3	3	1	0
Taken an additional job	3	2	2	4	5	4	1	5
Taken vehicle(s) off the road to avoid paying vehicle costs e.g. petrol, tax, MOT or insurance renewals	3	2	2	4	4	2	1	4
Changed your job	2	1	2	3	1	3	2	2
Taken out a loan	2	2	3	2	1	5	1	5
Visited a food bank	2	7	4	3	0	1	0	0
Moved to cheaper housing	1	1	1	0	0	1	1	0
Moved in with relatives	1	1	1	0	2	1	2	1
Taken in a lodger/tenant	0	0	1	1	1	0	1	0
Other [See Tab 1]	2	3	3	1	3	1	2	1
None of these	62	51	54	60	58	68	72	70
Don't know	2	1	1	0	1	1	1	0

Sample Size: 2301 GB Adults
Fieldwork: 11th - 12th September 2024

	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	2301	414	591	212	248	811	857	1114	1187	242	950	568	541	1312	989	1990	110	200	545	377	278	789	
Unweighted Sample	2301	379	692	278	282	983	911	1019	1282	121	877	616	687	1356	945	1987	117	197	540	392	215	840	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Ration your energy (not using the energy that really you should be using for maintaining comfort and wellbeing)

Very likely	17	16	15	16	23	13	22	13	20	7	14	18	23	14	21	16	18	18	18	18	15	15
Fairly likely	29	26	30	32	32	32	29	26	33	23	31	30	28	29	29	29	30	34	28	28	29	30
TOTAL LIKELY	46	42	45	48	55	45	51	39	53	30	45	48	51	43	50	45	48	52	46	46	44	45
Not very likely	24	24	25	25	21	27	22	25	24	27	25	23	22	25	23	25	21	20	25	24	25	25
Not at all likely	24	30	25	26	19	24	23	31	18	28	23	25	24	28	19	24	25	22	23	24	25	25
TOTAL NOT LIKELY	48	54	50	51	40	51	45	56	42	55	48	48	46	53	42	49	46	42	48	48	50	50
Don't know	6	4	5	1	5	4	4	6	6	15	6	5	4	4	9	6	6	7	6	7	7	5
Go into debt to pay your energy bills																						
Very likely	3	1	2	3	6	2	4	3	4	1	5	3	2	2	5	3	5	4	3	5	2	2
Fairly likely	7	5	7	8	10	8	8	6	8	1	11	7	4	7	8	7	8	8	7	6	8	8
TOTAL LIKELY	10	6	9	11	16	10	12	9	12	2	16	10	6	9	13	10	13	12	10	11	10	10
Not very likely	32	33	31	34	33	32	35	30	32	23	31	32	35	30	33	32	22	34	32	32	31	32
Not at all likely	49	55	53	50	39	52	46	53	46	58	45	49	53	54	43	49	55	46	49	47	49	51
TOTAL NOT LIKELY	81	88	84	84	72	84	81	83	78	81	76	81	88	84	76	81	77	80	81	79	80	83
Don't know	9	6	7	5	12	6	6	8	9	18	8	8	5	6	11	9	10	8	9	10	10	7

*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.

Sample Size: 2301 GB Adults
Fieldwork: 11th - 12th September 2024

		Income - gross household						
Total	Under £14,999 per year	£15,000 - £29,999 per year	£30,000 - £39,999 per year	£40,000 - £49,999 per year	£50,000 - £69,999 per year	£70,000 - £99,999 per year	£100,000+ per year	
Weighted Sample	2301	229	423	227	200	265	227	128
Unweighted Sample	2301	228	440	241	195	267	233	132
	%	%	%	%	%	%	%	%

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

Ration your energy (not using the energy that really you should be using for maintaining comfort and wellbeing)

Very likely	17	29	22	22	14	12	7	6
Fairly likely	29	36	31	30	34	30	24	12
TOTAL LIKELY	46	65	53	52	48	42	31	18
Not very likely	24	17	22	19	23	31	30	35
Not at all likely	24	9	18	27	25	26	37	45
TOTAL NOT LIKELY	48	26	40	46	48	57	67	80
Don't know	6	9	7	1	5	1	2	2
Go into debt to pay your energy bills								
Very likely	3	6	5	4	3	2	2	1
Fairly likely	7	11	9	8	9	5	5	4
TOTAL LIKELY	10	17	14	12	12	7	7	5
Not very likely	32	36	32	33	32	34	28	23
Not at all likely	49	33	43	52	52	55	60	69
TOTAL NOT LIKELY	81	69	75	85	84	89	88	92
Don't know	9	14	10	3	5	4	4	2

*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.