

YouGov / Octopus Energy Survey Results

Sample Size: 1038 adults in Scotland
Fieldwork: 29th August - 3rd September 2024

	Vote in 2024 GE					EU Ref 2016		2014 Indy Ref		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	1038	96	267	74	227	540	265	374	463	497	541	104	415	269	250	540	498
Unweighted Sample	1038	92	276	87	266	523	252	334	409	461	577	155	357	250	276	625	413
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, would you support or oppose a wind farm being built in your local area?

Strongly support	28	22	28	20	40	32	21	35	22	30	27	32	32	30	20	31	26
Somewhat support	32	20	35	28	36	32	30	36	29	30	35	28	35	30	31	33	31
TOTAL SUPPORT	60	42	63	48	76	64	51	71	51	60	62	60	67	60	51	64	57
Neither support nor oppose	21	27	23	29	16	19	23	17	26	21	21	23	16	21	29	19	24
Somewhat oppose	6	8	5	5	2	6	9	5	8	7	6	5	5	7	7	7	5
Strongly oppose	7	22	5	8	2	4	15	3	10	9	5	1	5	8	11	7	7
TOTAL OPPOSE	13	30	10	13	4	10	24	8	18	16	11	6	10	15	18	14	12
Don't know	5	1	5	11	3	6	2	4	5	4	7	11	7	4	1	4	6

Generally speaking, if there was a deal that gave local residents a significant discount on their energy bills if they had a wind farm in their local area, would you support or oppose a wind farm being built in your local area?

Strongly support	45	32	44	28	60	48	34	55	34	47	42	46	52	42	34	48	41
Somewhat support	33	28	38	46	28	35	33	28	40	29	37	32	29	37	37	31	35
TOTAL SUPPORT	78	60	82	74	88	83	67	83	74	76	79	78	81	79	71	79	76
Neither support nor oppose	11	16	10	10	8	8	14	8	13	10	11	11	7	11	16	11	11
Somewhat oppose	4	9	3	4	1	3	6	5	4	4	4	4	4	3	5	4	4
Strongly oppose	4	12	2	4	1	2	9	1	6	6	2	1	3	4	6	4	4
TOTAL OPPOSE	8	21	5	8	2	5	15	6	10	10	6	5	7	7	11	8	8
Don't know	4	2	3	8	3	3	3	3	3	3	4	7	5	3	2	3	4

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	Scottish Region								
	Total	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow
Weighted Sample	1038	177	101	143	108	132	127	138	113
Unweighted Sample	1038	165	108	139	107	117	123	156	123
	%	%	%	%	%	%	%	%	%

How much, if at all, would you support or oppose a wind farm being built in your local area?

Strongly support	28	25	25	25	33	26	24	37	34
Somewhat support	32	27	26	38	29	38	32	30	37
TOTAL SUPPORT	60	52	51	63	62	64	56	67	71
Neither support nor oppose	21	25	28	21	18	25	23	16	14
Somewhat oppose	6	6	6	8	8	8	7	3	3
Strongly oppose	7	11	10	6	6	2	7	5	6
TOTAL OPPOSE	13	17	16	14	14	10	14	8	9
Don't know	5	5	5	3	7	2	7	9	6

Generally speaking, if there was a deal that gave local residents a significant discount on their energy bills if they had a wind farm in their local area, would you support or oppose a wind farm being built in your local area?

Strongly support	45	35	43	42	51	49	43	47	51
Somewhat support	33	34	32	32	28	30	43	34	31
TOTAL SUPPORT	78	69	75	74	79	79	86	81	82
Neither support nor oppose	11	14	11	13	9	13	5	7	11
Somewhat oppose	4	7	3	4	3	5	2	5	1
Strongly oppose	4	6	4	5	6	1	5	2	3
TOTAL OPPOSE	8	13	7	9	9	6	7	7	4
Don't know	4	4	6	5	3	2	2	5	3

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	Energy Supplier										
	British Gas / Scottish Gas	Co-operative Energy	Ecotricity	EDF Energy	E.ON Next	Octopus Energy	Ovo Energy	Scottish Power	Utility Warehouse	Good Energy	
Weighted Sample	1038	179	0	0	60	68	257	162	134	22	2
Unweighted Sample	1038	152	0	1	58	70	274	141	136	25	3
	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, would you support or oppose a wind farm being built in your local area?

Strongly support	28	22	0	0	16	38	32	26	39	17	100
Somewhat support	32	33	0	100	40	28	34	36	25	36	0
TOTAL SUPPORT	60	55	0	100	56	66	66	62	64	53	100
Neither support nor oppose	21	26	0	0	22	21	18	17	22	29	0
Somewhat oppose	6	7	0	0	9	2	6	8	7	9	0
Strongly oppose	7	7	0	0	7	11	4	10	5	9	0
TOTAL OPPOSE	13	14	0	0	16	13	10	18	12	18	0
Don't know	5	6	0	0	6	0	5	2	2	0	0

Generally speaking, if there was a deal that gave local residents a significant discount on their energy bills if they had a wind farm in their local area, would you support or oppose a wind farm being built in your local area?

Strongly support	45	42	0	100	33	49	48	43	56	31	100
Somewhat support	33	33	0	0	45	30	36	37	19	39	0
TOTAL SUPPORT	78	75	0	100	78	79	84	80	75	70	100
Neither support nor oppose	11	11	0	0	15	9	8	7	15	13	0
Somewhat oppose	4	8	0	0	1	6	2	5	3	5	0
Strongly oppose	4	4	0	0	6	4	2	6	3	5	0
TOTAL OPPOSE	8	12	0	0	7	10	4	11	6	10	0
Don't know	4	2	0	0	0	1	4	2	4	6	0

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	Deal giving local residents a significant discount on their energy bills if they have a wind farm in their local area			Regional pricing system into the energy market in the UK		
Total	TOTAL support	Neither support nor oppose	TOTAL oppose	TOTAL support	Neither support nor oppose	TOTAL oppose
Weighted Sample 1038	808	109	82	681	131	125
Unweighted Sample 1038	820	105	76	674	134	139
	%	%	%	%	%	%

How much, if at all, would you support or oppose a wind farm being built in your local area?

Strongly support	28	36	0	4	33	15	26
Somewhat support	32	40	10	0	36	25	29
TOTAL SUPPORT	60	76	10	4	69	40	55
Neither support nor oppose	21	16	71	10	19	40	18
Somewhat oppose	6	4	8	23	6	5	8
Strongly oppose	7	1	10	62	3	9	19
TOTAL OPPOSE	13	5	18	85	9	14	27
Don't know	5	3	2	1	3	5	1

Generally speaking, if there was a deal that gave local residents a significant discount on their energy bills if they had a wind farm in their local area, would you support or oppose a wind farm being built in your local area?

Strongly support	45	57	0	0	53	26	37
Somewhat support	33	43	0	0	35	35	28
TOTAL SUPPORT	78	100	0	0	88	61	65
Neither support nor oppose	11	0	100	0	7	27	15
Somewhat oppose	4	0	0	49	3	5	4
Strongly oppose	4	0	0	51	1	4	15
TOTAL OPPOSE	8	0	0	100	4	9	19
Don't know	4	0	0	0	1	3	1

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	Vote in 2024 GE				EU Ref 2016		2014 Indy Ref		Gender		Age				Social Grade		
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Weighted Sample	1038	96	267	74	227	540	265	374	463	497	541	104	415	269	250	540	498
Unweighted Sample	1038	92	276	87	266	523	252	334	409	461	577	155	357	250	276	625	413
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

One option for changing the pricing system for energy in the UK would be to allow for a regional or location-based system – where different parts of the country pay based on how much energy is produced in their part of the UK. Places like Scotland and the North of England would likely get lower bills than areas such as London and the South East of England under such a system as they produce more wind power.

How much, if at all, would you support or oppose the introduction of a regional pricing system into the energy market in the UK?

Strongly support	35	30	31	18	51	40	31	46	28	42	29	23	39	38	31	38	32
Somewhat support	30	29	30	35	31	29	31	30	32	26	34	34	29	26	36	27	34
TOTAL SUPPORT	65	59	61	53	82	69	62	76	60	68	63	57	68	64	67	65	66
Neither support nor oppose	13	16	15	22	7	12	14	7	16	11	14	12	11	15	13	12	13
Somewhat oppose	7	6	11	5	4	7	7	6	8	6	7	5	5	8	9	8	5
Strongly oppose	5	10	3	7	3	4	9	4	7	7	4	2	6	6	6	6	5
TOTAL OPPOSE	12	16	14	12	7	11	16	10	15	13	11	7	11	14	15	14	10
Don't know	10	9	10	12	3	7	8	6	9	7	12	24	10	7	6	8	11

Before doing this survey, had you previously heard people proposing the idea of a regional pricing system for the energy market?

Yes, I had	12	17	12	14	14	13	12	12	12	15	9	12	11	12	14	14	9
No, I had not	84	79	84	84	82	84	84	85	84	81	87	80	87	84	82	84	85
Not sure	4	3	3	3	4	3	4	4	4	4	3	8	2	5	4	2	6

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Weighted Sample	1038	177	101	143	108	132	127	138	113
Unweighted Sample	1038	165	108	139	107	117	123	156	123
	%	%	%	%	%	%	%	%	%

One option for changing the pricing system for energy in the UK would be to allow for a regional or location-based system – where different parts of the country pay based on how much energy is produced in their part of the UK.

Places like Scotland and the North of England would likely get lower bills than areas such as London and the South East of England under such a system as they produce more wind power.

How much, if at all, would you support or oppose the introduction of a regional pricing system into the energy market in the UK?

Strongly support	35	30	38	31	29	46	31	36	42
Somewhat support	30	33	23	36	32	23	36	32	26
TOTAL SUPPORT	65	63	61	67	61	69	67	68	68
Neither support nor oppose	13	15	14	13	14	11	13	10	11
Somewhat oppose	7	3	10	7	5	4	8	11	7
Strongly oppose	5	6	4	5	10	6	6	3	3
TOTAL OPPOSE	12	9	14	12	15	10	14	14	10
Don't know	10	13	11	7	11	10	6	7	11

Before doing this survey, had you previously heard people proposing the idea of a regional pricing system for the energy market?

Yes, I had	12	10	18	11	16	9	14	13	7
No, I had not	84	86	73	89	82	87	82	83	87
Not sure	4	3	10	1	2	4	3	4	6

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How much, if at all, would you support or oppose the introduction of a regional pricing system into the energy market in the UK?

Strongly support	35	42	0	0	38	44	35	28	43	37	100
Somewhat support	30	22	0	0	26	19	32	38	32	42	0
TOTAL SUPPORT	65	64	0	0	64	63	67	66	75	79	100
Neither support nor oppose	13	15	0	0	15	9	12	11	12	8	0
Somewhat oppose	7	3	0	100	5	20	9	5	5	2	0
Strongly oppose	5	5	0	0	12	5	4	7	5	5	0
TOTAL OPPOSE	12	8	0	100	17	25	13	12	10	7	0
Don't know	10	12	0	0	4	4	8	10	4	6	0

Before doing this survey, had you previously heard people proposing the idea of a regional pricing system for the energy market?

Yes, I had	12	7	0	0	16	11	14	14	9	28	25
No, I had not	84	87	0	100	82	85	84	83	86	72	75
Not sure	4	6	0	0	2	5	1	3	5	0	0

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Places like Scotland and the North of England would likely get lower bills than areas such as London and the South East of England under such a system as they produce more wind power.

How much, if at all, would you support or oppose the introduction of a regional pricing system into the energy market in the UK?

Strongly support	35	43	11	10	54	0	0
Somewhat support	30	31	35	23	46	0	0
TOTAL SUPPORT	65	74	46	33	100	0	0
Neither support nor oppose	13	10	33	15	0	100	0
Somewhat oppose	7	6	8	9	0	0	55
Strongly oppose	5	4	9	20	0	0	45
TOTAL OPPOSE	12	10	17	29	0	0	100
Don't know	10	7	4	23	0	0	0

Before doing this survey, had you previously heard people proposing the idea of a regional pricing system for the energy market?

Yes, I had	12	12	11	19	12	13	19
No, I had not	84	85	84	80	85	84	81
Not sure	4	3	5	1	3	3	0

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