

# YouGov Survey Results

Sample Size: 2407  
Fieldwork: 27th - 29th May 2008

Ernst and Young

All GB Adults  
Unweighted Sample

Total	Gender		Age					Social Grade		Region				
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2407	1150	1257	262	447	475	363	860	1301	1106	302	774	519	596	215
2407	1156	1251	110	446	501	402	948	1331	1076	193	820	476	681	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 5 where 1 is 'strongly agree' and 5 is 'strongly disagree', to what extent do you agree or disagree with the following statement?

'My home energy bill needs to rise to help combat climate change'

1-Strongly agree	1	2	1	2	2	1	1	1	2	1	3	1	1	1	0
2	3	4	2	1	5	5	3	2	4	2	5	3	2	3	3
3	12	12	12	23	12	11	8	10	13	11	19	11	12	11	10
4	16	15	17	11	22	20	15	14	19	14	16	17	14	15	20
5-Strongly disagree	60	62	59	40	49	58	70	69	59	62	44	61	66	64	58
Don't know	7	5	9	23	9	4	3	4	4	11	12	7	5	6	8

And, thinking about the idea of paying extra on your home energy bill in order to help combat climate change...

How much extra, if anything would you be prepared to pay over the next 12 months?

Less than £50	18	15	20	24	22	18	13	16	19	16	24	17	17	18	16
£50 to £100	7	7	6	9	10	8	6	4	8	5	11	7	5	5	7
£101 to £150	2	2	1	6	1	2	0	1	2	1	6	1	1	1	1
£151 to £200	1	1	0	4	0	0	0	0	1	1	0	1	1	0	2
£201 to £250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More than £250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None/ nothing/ I would not be prepared to pay anything extra	67	68	65	39	59	67	76	75	66	67	47	67	71	71	70
Don't know	6	5	7	19	7	5	5	3	4	8	12	6	5	5	4

And, which ONE, if any, of the following do you think should be MOST responsible for reducing the amount of energy used in your home?

The Government	11	12	10	16	14	12	8	9	9	13	7	10	15	10	12
Gas and electricity suppliers	14	14	15	17	16	16	13	13	14	15	18	13	14	14	14
Myself/ my household	66	65	68	54	61	63	72	72	70	62	68	67	63	67	66
None of these	4	5	2	1	4	5	4	3	3	4	3	4	3	4	4
Don't know	5	4	5	12	5	4	3	3	3	7	4	5	4	5	4

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 1 to 5 where 1 is 'strongly agree' and 5 is 'strongly disagree', to what extent do you agree or disagree with the following statement?

'If my/ our home energy bill was to increase by £200 or more over a year I/ we would reduce my/ our energy consumption.'

1-Strongly agree	<b>32</b>	28	36	27	31	31	33	35	31	34	34	31	31	33	35
2	<b>18</b>	19	16	17	18	18	17	18	19	16	19	16	17	19	19
3	<b>19</b>	20	17	17	18	17	21	19	20	17	22	18	18	18	18
4	<b>9</b>	10	8	13	9	9	8	9	10	8	11	10	9	7	9
5-Strongly disagree	<b>12</b>	14	11	10	13	16	12	11	13	12	7	14	13	13	12
Don't know	<b>10</b>	8	11	17	11	8	9	8	7	13	7	11	11	10	8