

YouGov Survey Results

Sample Size: 2065
Fieldwork: 27th - 29th September 2011

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

When do you think your household will first turn on the heating this winter?

	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Unweighted Base	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Base: All UK Adults	2065	993	1072	248	360	357	364	735	1136	929	494	330	192	256	458	101	176	58
It's already on/ been on	31%	30%	32%	24%	32%	31%	28%	34%	34%	28%	41%	25%	14%	18%	19%	45%	69%	48%
In the next week	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	-	1%	0%	2%	2%	3%
In the first half of October	14%	15%	13%	7%	17%	12%	17%	14%	16%	12%	11%	16%	14%	18%	15%	16%	6%	18%
In the second half of October	22%	21%	23%	16%	19%	28%	24%	22%	23%	21%	22%	24%	31%	22%	24%	12%	10%	18%
In the first half of November	12%	11%	13%	21%	8%	12%	12%	11%	10%	15%	9%	11%	18%	15%	17%	9%	5%	3%
In the second half of November	6%	6%	6%	9%	9%	4%	5%	4%	5%	6%	4%	6%	7%	8%	9%	1%	2%	2%
In the first half of December	2%	2%	2%	5%	3%	2%	2%	1%	2%	3%	2%	3%	4%	2%	2%	-	1%	5%
In the second half of December	1%	1%	1%	0%	0%	1%	2%	1%	1%	0%	1%	0%	1%	1%	1%	3%	1%	-
In January	0%	0%	0%	-	1%	-	-	-	0%	-	-	0%	-	-	1%	-	-	-
Later than January	0%	0%	0%	-	-	-	0%	0%	0%	-	0%	-	-	0%	-	-	-	-
Not applicable – I/ we won't turn it on at all this winter	2%	2%	1%	2%	2%	2%	2%	1%	1%	3%	1%	3%	2%	1%	2%	3%	1%	3%
Not applicable - I/ we don't have any heating in our household	1%	1%	0%	3%	1%	1%	-	1%	1%	1%	1%	2%	1%	-	1%	-	-	-
Don't know	9%	10%	8%	10%	7%	7%	8%	11%	7%	11%	7%	9%	8%	14%	10%	10%	4%	1%

How likely, if at all, is it that your household will be turning the heating on at a later date this year compared to last year, in order to save money?

	2026	956	1070	231	295	311	347	842	1178	848	455	249	184	250	458	98	281	51
Unweighted Base	2026	956	1070	231	295	311	347	842	1178	848	455	249	184	250	458	98	281	51
Base: All UK Adults turning their heating on this winter	2016	965	1051	237	350	349	359	722	1122	894	486	314	187	254	447	99	174	56
Very likely	21%	18%	23%	16%	15%	23%	27%	21%	20%	22%	18%	23%	22%	17%	25%	24%	15%	11%
Fairly likely	26%	24%	28%	27%	29%	25%	25%	26%	26%	26%	26%	29%	27%	27%	27%	25%	14%	31%
Not very likely	27%	27%	28%	20%	30%	26%	24%	30%	29%	25%	29%	22%	27%	25%	27%	25%	36%	31%
Not at all likely	15%	19%	12%	17%	13%	15%	17%	15%	17%	14%	14%	14%	13%	17%	12%	16%	26%	19%
Don't know	11%	12%	10%	19%	12%	11%	7%	9%	8%	14%	13%	11%	11%	13%	9%	10%	9%	7%

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You mentioned that your household was very/ fairly likely to be turning the heating on at a later date this year compared to last year in order to save money... Which, if any, of the following will you do to keep warm in the meantime? (Please tick all that apply)

	Unweighted Base	919	396	523	107	126	142	177	367	520	399	207	125	91	112	231	46	86	21
Base: All UK Adults turning their heating on this winter who are likely to turn heating on later this year in order to save money		940	411	529	103	155	167	186	329	515	425	216	165	92	113	232	48	50	24
Wear an extra jumper/ warmer clothing	89%	87%	91%	91%	86%	84%	90%	92%	89%	89%	89%	95%	90%	89%	89%	80%	89%	73%	
Use a/ more blankets	57%	48%	64%	76%	72%	58%	52%	47%	59%	55%	59%	49%	59%	61%	59%	56%	56%	62%	
Use a hot water bottle	35%	22%	45%	39%	36%	37%	32%	33%	39%	29%	37%	41%	30%	31%	34%	27%	38%	18%	
Cuddle up with a loved one	24%	25%	23%	41%	37%	28%	19%	14%	25%	23%	26%	21%	29%	21%	25%	24%	23%	13%	
Have a hot drink	41%	32%	48%	45%	44%	43%	41%	39%	42%	40%	49%	42%	38%	33%	42%	36%	44%	26%	
Light a coal/ wood fire	9%	8%	10%	5%	6%	11%	13%	10%	11%	8%	8%	7%	15%	5%	12%	2%	11%	27%	
Other	3%	5%	2%	2%	2%	3%	6%	3%	3%	3%	4%	2%	1%	2%	3%	6%	4%	7%	
Not applicable - I won't do anything	2%	4%	1%	2%	2%	2%	2%	2%	2%	2%	1%	-	1%	4%	2%	2%	4%	12%	

And how likely, if at all, is it that your household will be turning the heating on at a later date this year compared to last year, due to rising energy costs?

	Unweighted Base	2026	956	1070	231	295	311	347	842	1178	848	455	249	184	250	458	98	281	51
Base: All UK Adults turning their heating on this winter		2016	965	1051	237	350	349	359	722	1122	894	486	314	187	254	447	99	174	56
Very likely	28%	25%	31%	21%	25%	29%	33%	28%	27%	30%	25%	34%	29%	26%	32%	30%	18%	22%	
Fairly likely	23%	22%	23%	23%	27%	22%	21%	23%	22%	24%	21%	22%	24%	23%	22%	15%	31%		
Not very likely	24%	24%	24%	21%	24%	23%	20%	28%	26%	22%	23%	21%	25%	22%	25%	23%	34%	26%	
Not at all likely	16%	20%	13%	19%	13%	15%	18%	16%	18%	14%	16%	14%	13%	17%	14%	20%	24%	13%	
Don't know	9%	9%	9%	16%	11%	11%	6%	7%	6%	13%	11%	10%	11%	10%	6%	5%	9%	8%	

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Aside from the cost of installation, please rate each of the following in terms of how good or bad you think they are at saving households money on their energy bills (Please tick one option on each row)

Energy efficient windows and doors :

	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Unweighted Base	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Base: All UK Adults	2065	993	1072	248	360	357	364	735	1136	929	494	330	192	256	458	101	176	58
Very good	42%	41%	43%	30%	36%	43%	43%	49%	44%	40%	45%	41%	39%	44%	41%	40%	41%	32%
Fairly good	44%	44%	44%	37%	45%	47%	47%	42%	45%	43%	40%	45%	51%	42%	44%	47%	42%	48%
Neither good nor bad	9%	10%	8%	19%	9%	6%	9%	6%	8%	10%	9%	6%	6%	9%	10%	10%	15%	
Fairly bad	1%	1%	1%	2%	2%	1%	1%	1%	0%	2%	1%	3%	0%	1%	1%	-	-	
Very bad	1%	0%	1%	1%	3%	0%	-	1%	1%	1%	1%	1%	-	1%	1%	-	1%	
Don't know	4%	4%	4%	12%	6%	3%	1%	2%	3%	5%	4%	4%	3%	3%	3%	3%	6%	4%

Modern loft/ wall installation :

	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Unweighted Base	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Base: All UK Adults	2065	993	1072	248	360	357	364	735	1136	929	494	330	192	256	458	101	176	58
Very good	46%	46%	45%	33%	38%	47%	46%	53%	48%	42%	47%	44%	50%	44%	49%	37%	41%	37%
Fairly good	40%	41%	40%	39%	40%	43%	44%	38%	40%	41%	39%	45%	41%	37%	37%	55%	42%	42%
Neither good nor bad	8%	8%	7%	14%	10%	6%	6%	6%	6%	10%	8%	7%	5%	9%	8%	4%	10%	13%
Fairly bad	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	-	4%
Very bad	1%	1%	0%	-	2%	1%	0%	0%	1%	0%	1%	-	-	1%	0%	-	1%	
Don't know	5%	4%	6%	13%	9%	3%	3%	2%	5%	5%	5%	4%	3%	7%	5%	4%	6%	4%

Insulation jacket on hot-water tank :

	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Unweighted Base	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Base: All UK Adults	2065	993	1072	248	360	357	364	735	1136	929	494	330	192	256	458	101	176	58
Very good	32%	31%	32%	15%	18%	28%	36%	43%	33%	30%	31%	29%	28%	33%	36%	28%	33%	22%
Fairly good	44%	45%	43%	41%	41%	48%	48%	42%	45%	43%	41%	49%	50%	39%	43%	45%	40%	50%
Neither good nor bad	13%	13%	12%	19%	17%	15%	10%	8%	13%	13%	13%	11%	10%	12%	13%	14%	13%	18%
Fairly bad	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	2%	1%	-	2%	0%	1%	1%	
Very bad	1%	0%	1%	1%	2%	0%	0%	0%	1%	0%	1%	1%	-	1%	-	-	1%	
Don't know	11%	10%	11%	23%	20%	8%	5%	6%	8%	14%	12%	9%	12%	13%	7%	13%	12%	11%

Energy saving lightbulbs :

	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Unweighted Base	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Base: All UK Adults	2065	993	1072	248	360	357	364	735	1136	929	494	330	192	256	458	101	176	58
Very good	23%	23%	23%	16%	20%	25%	27%	24%	22%	24%	25%	26%	22%	25%	21%	19%	19%	19%
Fairly good	44%	44%	44%	43%	51%	46%	44%	41%	46%	42%	46%	42%	47%	42%	47%	41%	44%	39%
Neither good nor bad	20%	19%	20%	20%	17%	19%	22%	20%	20%	19%	16%	19%	19%	18%	21%	29%	20%	30%
Fairly bad	6%	7%	6%	7%	4%	6%	4%	9%	7%	6%	6%	7%	4%	9%	5%	5%	9%	6%
Very bad	3%	3%	3%	2%	2%	2%	2%	4%	3%	3%	2%	2%	3%	4%	3%	3%	3%	1%
Don't know	4%	4%	4%	12%	6%	2%	1%	2%	3%	5%	5%	3%	4%	2%	3%	3%	5%	5%

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Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Are you doing more, less or about the same to save energy around the home as you did this time last year?

Unweighted Base	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Base: All UK Adults	2065	993	1072	248	360	357	364	735	1136	929	494	330	192	256	458	101	176	58
More	33%	29%	36%	30%	29%	32%	33%	35%	33%	32%	34%	31%	33%	28%	32%	45%	36%	23%
About the same	63%	67%	60%	61%	65%	65%	65%	63%	64%	63%	63%	65%	63%	68%	64%	54%	57%	70%
Less	1%	2%	1%	-	2%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%	3%
Don't know	2%	2%	3%	9%	5%	1%	1%	1%	1%	4%	2%	2%	1%	4%	3%	1%	4%	4%

You said that you were doing more to save energy around the home than you did this time last year... Which ONE of the following is the MAIN reason for this?

Unweighted Base	699	292	407	74	92	106	118	309	405	294	159	83	65	76	151	44	104	17
Base: All UK Adults who are doing more to save energy around the home than they did last year	674	291	383	75	103	116	121	260	375	299	167	103	64	71	148	45	64	13
I'm more concerned about the rising energy costs/ rising standard of living	89%	91%	87%	79%	87%	89%	95%	90%	89%	90%	90%	94%	87%	84%	86%	91%	90%	93%
I'm more concerned about the environment	10%	8%	12%	20%	13%	11%	4%	8%	10%	10%	9%	5%	13%	13%	5%	9%	7%	7%
Other	1%	1%	1%	1%	-	-	1%	2%	2%	1%	1%	1%	-	3%	1%	3%	0%	-

Which, if any, of the following, do you have or do you ever do in your home to save energy? (Please tick all that apply)

Unweighted Base	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
Base: All UK Adults	2065	993	1072	248	360	357	364	735	1136	929	494	330	192	256	458	101	176	58
Energy efficient windows or doors	42%	42%	43%	20%	27%	41%	45%	57%	45%	39%	44%	48%	41%	30%	42%	45%	46%	43%
Modern loft/ wall insulation	50%	52%	48%	25%	30%	53%	53%	65%	51%	49%	54%	57%	56%	30%	46%	65%	50%	51%
Insulation jacket on the hot-water tank	35%	36%	34%	16%	15%	28%	39%	53%	40%	29%	28%	36%	43%	31%	42%	23%	36%	55%
Turn my heating's thermostat down by 1 degree	45%	43%	47%	24%	39%	46%	51%	53%	47%	43%	51%	45%	41%	38%	45%	51%	43%	44%
Ensure that we do not over-fill the kettle when boiling water	60%	54%	66%	43%	55%	58%	62%	69%	62%	58%	56%	66%	64%	56%	58%	73%	59%	64%
Keep my television switched fully off, rather than on standby overnight	55%	51%	58%	49%	54%	48%	61%	57%	54%	55%	52%	56%	60%	51%	57%	61%	56%	35%
Solar-induction panels on the roof	2%	3%	2%	1%	1%	2%	3%	3%	3%	2%	2%	2%	2%	0%	4%	3%	2%	3%
A "smart meter" style device to monitor exact energy usage	12%	15%	9%	8%	11%	13%	13%	13%	12%	11%	10%	11%	14%	9%	14%	16%	12%	11%
An "A" rated energy efficient fridge or freezer	40%	38%	41%	16%	32%	44%	45%	47%	43%	36%	37%	43%	41%	34%	43%	41%	40%	36%
Take fewer baths than I otherwise would (i.e. have showers instead to save money)	42%	39%	44%	40%	38%	41%	44%	44%	40%	44%	43%	43%	40%	34%	47%	41%	39%	35%
Energy saving lightbulbs	79%	78%	80%	62%	77%	82%	85%	81%	82%	75%	80%	81%	81%	76%	78%	87%	77%	75%
An energy efficient boiler	36%	36%	35%	18%	27%	39%	40%	42%	38%	33%	39%	41%	36%	29%	32%	39%	38%	25%
Draft excluders where necessary	31%	29%	34%	12%	25%	31%	32%	41%	34%	29%	34%	33%	31%	26%	28%	34%	36%	43%
Wear extra clothes/ use a rug on your legs to keep warm instead of turning the heating up/ on	63%	51%	74%	62%	63%	61%	64%	64%	63%	64%	62%	63%	69%	62%	66%	67%	54%	63%
Use a hot water bottle/ add extra bedding to keep warm instead of turning the heating up/ on	41%	28%	52%	46%	41%	39%	39%	40%	41%	40%	40%	41%	46%	38%	40%	40%	41%	42%
Other	3%	3%	3%	4%	3%	4%	3%	2%	2%	4%	4%	1%	2%	3%	4%	6%	3%	-
Not applicable - I/ we don't have or do anything in our home to save energy	4%	5%	2%	13%	6%	1%	2%	1%	2%	5%	4%	3%	5%	4%	4%	2%	4%	7%

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Assuming that the temperature this winter will be the same as last winter...
Which, if any, of the following are reasons why you think you might use more energy this winter than you did last year? (Please tick all that apply. If you do not think that you will use more energy this winter please tick "Not applicable")

	Unweighted Base	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
	Base: All UK Adults	2065	993	1072	248	360	357	364	735	1136	929	494	330	192	256	458	101	176	58
New additions to the household (e.g. new baby/ older members of the family moving in)		6%	6%	6%	3%	14%	8%	4%	2%	6%	6%	5%	6%	10%	5%	7%	3%	4%	3%
My older children (18+) have returned to live at home		4%	4%	3%	2%	1%	1%	5%	5%	3%	4%	4%	3%	5%	2%	4%	3%	3%	8%
New appliances installed (e.g. tumble dryer, swimming pool, air conditioning)		3%	4%	3%	3%	7%	3%	5%	1%	3%	4%	4%	5%	3%	2%	3%	2%	3%	5%
Moved to a new house which has increased energy usage		4%	4%	4%	9%	7%	5%	1%	1%	3%	5%	3%	3%	6%	3%	4%	4%	2%	7%
Other		4%	4%	4%	3%	4%	2%	5%	5%	4%	4%	6%	4%	2%	4%	3%	5%	5%	5%
Don't know		12%	12%	12%	11%	15%	13%	13%	10%	11%	14%	15%	13%	5%	10%	9%	14%	15%	26%
Not applicable – I don't think that I will use more energy this winter		69%	69%	70%	71%	56%	68%	70%	76%	71%	67%	66%	69%	71%	75%	72%	69%	69%	50%

Which, if any, of the following do you ever do?
(Please tick all that apply)

	Unweighted Base	2065	977	1088	238	303	318	352	854	1188	877	463	258	189	251	467	100	284	53
	Base: All UK Adults	2065	993	1072	248	360	357	364	735	1136	929	494	330	192	256	458	101	176	58
Leave the heating on all day		8%	8%	8%	2%	5%	8%	8%	11%	10%	5%	8%	7%	5%	8%	9%	9%	10%	8%
Leave windows or doors open when the central heating is on		11%	12%	10%	10%	8%	11%	13%	12%	12%	10%	12%	8%	11%	14%	10%	10%	14%	9%
Leave lights on when not in the room		36%	37%	35%	46%	34%	36%	40%	31%	39%	32%	35%	29%	44%	40%	36%	37%	39%	25%
Leave the TV on standby overnight		37%	39%	35%	36%	36%	41%	35%	37%	39%	34%	38%	33%	32%	44%	35%	36%	38%	48%
Leave the tap running unnecessarily (e.g. whilst cleaning teeth, washing up)		27%	26%	28%	33%	32%	27%	27%	22%	27%	26%	27%	29%	29%	27%	24%	26%	33%	19%
Over-fill the kettle when boiling water (i.e. boiling more than is needed)		29%	30%	28%	34%	30%	27%	29%	27%	30%	27%	30%	25%	28%	31%	29%	26%	34%	21%
None of these		29%	29%	28%	20%	33%	27%	28%	30%	25%	33%	28%	32%	25%	24%	31%	34%	23%	28%