

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Of the following areas, which are of most concern to you? *Please pick up to three*

	Unweighted base	18-24	25-34	35-44	45-54	55+
Base	2400	288	375	407	475	855
Crime	12%	13%	10%	13%	12%	12%
The economy	34%	26%	30%	37%	43%	31%
The cost of living	40%	38%	47%	48%	46%	31%
Creating jobs	11%	23%	11%	7%	11%	8%
Immigration	41%	21%	24%	34%	47%	54%
The cost of housing	14%	25%	20%	15%	11%	8%
Healthcare/the NHS	43%	34%	37%	37%	37%	56%
Defence	6%	8%	6%	3%	5%	9%
Terrorism	30%	18%	21%	26%	32%	39%
Education	18%	24%	23%	24%	15%	12%
Energy	8%	4%	5%	7%	9%	10%
Transport	4%	6%	5%	4%	2%	4%
The environment	12%	16%	12%	15%	10%	11%
Banking	4%	5%	5%	4%	2%	3%
None of these	1%	2%	5%	1%	1%	0%
I don't know	1%	5%	1%	1%	0%	0%

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Thinking now about your own household expenditure, which of the following household costs are you most concerned about? *Please choose up to three items*

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Food and drink	35%	31%	31%	34%	40%	36%	
Transport, (e.g. petrol, bus/rail fares, other commuting costs)	30%	32%	25%	32%	35%	27%	LO
Communications, (e.g. mobile/fixed line telephone, internet, TV)	10%	7%	10%	6%	8%	13%	KMN
Energy (gas and electricity)	68%	42%	55%	67%	76%	77%	K KLM KLM
Insurance (e.g. contents insurance, car insurance)	10%	9%	8%	9%	9%	12%	
Tax (income tax, council tax etc.)	33%	23%	32%	38%	31%	36%	K K
Water	9%	8%	7%	8%	7%	12%	LN
Housing (rent or mortgage payments)	34%	46%	50%	47%	35%	16%	NO NO NO O
The cost of none of these concerns me	6%	4%	3%	5%	5%	9%	LN
I don't know	4%	15%	5%	4%	2%	1%	LMNO O O

To what extent do you agree or disagree with each of the following statements about the way we use energy (electricity and gas)? - My lifestyle today is highly dependent on being able to use energy

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Strongly agree	26%	29%	34%	26%	28%	21%	O O
Agree	52%	47%	48%	60%	53%	52%	KLO
Neither Agree nor Disagree	16%	14%	13%	10%	16%	22%	M KLMN
Disagree	3%	3%	3%	3%	3%	3%	
Strongly Disagree	1%	-	-	0%	1%	1%	
I don't know	2%	7%	2%	2%	0%	1%	LMNO

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

To what extent do you agree or disagree with each of the following statements about the way we use energy (electricity and gas)? - In the future, energy is going to become even more important to the way we live

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Strongly agree		32%	29%	35%	31%	34%	31%
Agree		53%	51%	43%	52%	53%	57%
Neither Agree nor Disagree		11%	9%	17%	13%	9%	10%
Disagree		1%	2%	1%	1%	1%	1%
Strongly Disagree		0%	-	-	0%	-	0%
I don't know		3%	9%	4%	3%	2%	1%
			MNO	O	O	O	

To what extent do you agree or disagree with each of the following statements about the way we use energy (electricity and gas)? - The current generation is much more dependent on energy than previous ones

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Strongly agree		38%	34%	41%	33%	41%	38%
Agree		46%	43%	41%	52%	44%	49%
Neither Agree nor Disagree		11%	13%	14%	10%	10%	11%
Disagree		2%	1%	1%	2%	1%	2%
Strongly Disagree		1%	2%	1%	-	1%	-
I don't know		3%	8%	3%	3%	3%	1%
			LNO	O	O	O	

To what extent do you agree or disagree with each of the following statements about the way we use energy (electricity and gas)? - I expect my own energy costs to increase significantly in future

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Strongly agree		21%	18%	24%	19%	23%	22%
Agree		47%	39%	42%	51%	46%	50%
Neither Agree nor Disagree		20%	24%	24%	17%	17%	20%
Disagree		7%	5%	7%	7%	9%	6%
Strongly Disagree		1%	2%	-	0%	1%	1%
I don't know		4%	13%	3%	5%	4%	1%
			LMNO	O	O	O	

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Which of the following comes closest to your own view?

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Having more energy powered appliances and gadgets has improved peoples' quality of life	71%	66%	72%	73%	74%	70%	
Having more energy powered appliances and gadgets has made peoples' lives more difficult and complicated	18%	12%	15%	16%	19%	21%	
I don't know	11%	22%	13%	12%	7%	8%	KL
		LMNO	NO				

If you were to reduce your energy consumption, do you think (Please select one)

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
...you would save money, but have a reduced quality of life	27%	38%	29%	20%	28%	25%	
...you would save money, with a small impact or none at all on your quality of life	47%	45%	46%	54%	48%	45%	
...you would save hardly any money, or none at all	18%	5%	15%	17%	17%	24%	
I don't know	8%	13%	10%	8%	7%	5%	
		O	O				

Think back over the last few years, have you taken any measures to reduce the amount of energy you consume?

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Yes, many	21%	10%	21%	17%	22%	27%	
Yes, a few	65%	59%	58%	68%	72%	66%	
No, none at all	14%	31%	21%	15%	7%	7%	
		LMNO	NO	NO			

To what extent do you agree or disagree with each of the following? (Base: all who haven't taken any measures to reduce consumption) - There is no point me reducing my own energy consumption as it would make little difference to the environment

	Unweighted base	272	60	59	51	29	73
	Base	325	89	80	60	32	64
Strongly agree	9%	3%	10%	3%	33%	10%	
Agree	23%	18%	24%	18%	18%	36%	
Neither Agree nor Disagree	31%	25%	32%	40%	26%	31%	
Disagree	21%	23%	24%	21%	9%	19%	
Strongly Disagree	3%	2%	4%	4%	-	3%	
I don't know	14%	30%	5%	14%	14%	1%	
Net: T2B	32%	20%	34%	21%	51%	46%	
Net: B2B	24%	25%	29%	25%	9%	22%	

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

To what extent do you agree or disagree with each of the following? (Base: all who haven't taken any measures to reduce consumption) - I would like to reduce my energy consumption, but don't know how to do it

Unweighted base	272	60	59	51	29	73
Base	325	89	80	60	32	64
Strongly agree	4%	5% *	2% *	12% O*	3% **	- *
Agree	20%	22% *	12% *	22% *	37% **	16% *
Neither Agree nor Disagree	28%	24% *	30% *	25% *	30% **	35% *
Disagree	30%	17% *	45% K*	29% *	14% **	39% K*
Strongly Disagree	3%	1% *	2% *	1% *	4% **	8% *
I don't know	14%	30% LO*	9% *	12% *	12% **	2% *
Net: T2B	24%	27% *	14% *	34% L*	40% **	16% *
Net: B2B	33%	18% *	47% K*	29% *	18% **	47% K*

To what extent do you agree or disagree with each of the following? (Base: all who haven't taken any measures to reduce consumption) - I would like to make energy-saving improvements to my home, but the cost is too high

Unweighted base	272	60	59	51	29	73
Base	325	89	80	60	32	64
Strongly agree	11%	4% *	9% *	15% *	23% **	13% *
Agree	31%	30% *	39% *	27% *	28% **	30% *
Neither Agree nor Disagree	29%	27% *	28% *	35% *	26% **	29% *
Disagree	12%	6% *	16% *	8% *	7% **	22% K*
Strongly Disagree	1%	- *	1% *	1% *	1% **	4% *
I don't know	16%	33% LO*	8% *	14% *	14% **	3% *
Net: T2B	42%	34% *	48% *	42% *	51% **	43% *
Net: B2B	13%	6% *	16% *	9% *	9% **	26% K*

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

To what extent do you agree or disagree with each of the following? (Base: all who haven't taken any measures to reduce consumption) - I would like to make energy-saving improvements to my home, but I am concerned about the impact on the appearance and/or value of my property

Unweighted base	272	60	59	51	29	73
Base	325	89	80	60	32	64
Strongly agree	3%	7% *	5% *	1% *	- **	- *
Agree	13%	9% *	16% *	10% *	9% **	22% *
Neither Agree nor Disagree	35%	30% *	41% *	29% *	47% **	31% *
Disagree	28%	18% *	28% *	33% *	21% **	39% K*
Strongly Disagree	5%	1% *	2% *	14% K*	8% **	5% *
I don't know	16%	35% LO*	8% *	14% *	15% **	2% *
Net: T2B	17%	15% *	21% *	10% *	9% **	22% *
Net: B2B	33%	19% *	30% *	47% K*	29% **	44% K*

To what extent do you agree or disagree with each of the following? (Base: all who haven't taken any measures to reduce consumption) - I would like to make energy-saving improvements to my home, but think the hassle of doing so would outweigh the benefits

Unweighted base	272	60	59	51	29	73
Base	325	89	80	60	32	64
Strongly agree	8%	5% *	7% *	11% *	18% **	6% *
Agree	32%	28% *	29% *	40% *	41% **	32% *
Neither Agree nor Disagree	30%	22% *	40% *	27% *	26% **	33% *
Disagree	13%	11% *	15% *	7% *	9% **	22% *
Strongly Disagree	1%	- *	1% *	- *	3% **	2% *
I don't know	16%	35% LO*	9% *	16% *	3% **	5% *
Net: T2B	40%	33% *	35% *	50% *	60% **	38% *
Net: B2B	14%	11% *	15% *	7% *	11% **	24% M*

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Which ONE of the following do you think represents the best reason to reduce your own energy consumption? (Base: all who have taken any measures to reduce consumption)

	Unweighted base	2128	169	269	320	405	965
	Base	2075	198	296	348	443	791
To save money		66%	62%	65%	71%	68%	65%
To protect the environment		19%	24%	24%	20%	16%	19%
To try to save resources for future generations		13%	13%	10%	9%	13%	15%
Other reason		1%	0%	1%	0%	1%	1%
There are no good reasons to try and reduce energy consumption		0%	-	-	0%	1%	0%
I don't know		1%	1%	0%	0%	1%	0%

Which, if any, of the following actions have you taken to reduce your energy consumption? (Base: all who have taken any measures to reduce consumption)
tick all that apply:

	Unweighted base	2128	169	269	320	405	965
	Base	2075	198	296	348	443	791
Paid for home improvements to improve energy efficiency, such as insulation, draft exclusion, double-glazing, boiler replacement (without any government assistance)		34%	11%	21%	28%	32%	47%
				K	K	KL	KLMN
Had home improvements to improve energy efficiency, such as insulation, draft exclusion, double glazing, boiler replacement (with government assistance)		32%	13%	22%	29%	35%	40%
				K	KL	KLM	
Purchased more energy-efficient appliances		44%	25%	37%	46%	51%	47%
				K	KL	KL	
Had a 'smart meter' installed (A device that provides you with real-time information about the energy your household uses)		9%	14%	8%	7%	10%	10%
Switched devices off at the wall, rather than leaving them on standby		63%	68%	60%	67%	70%	58%
				O	LO		
Switched lights off when rooms are not being used		86%	85%	81%	85%	89%	87%
				L	L	L	
Timed heating to come on only when required		64%	53%	53%	64%	67%	69%
				L	KL	KL	
Used less hot water (e.g. running the washing machine at a lower temperature, taking more showers and fewer baths)		63%	50%	51%	61%	65%	70%
				L	KL	KLM	
Installed energy efficient light-bulbs		80%	63%	63%	83%	84%	86%
				KL	KL	KL	
None of these		1%	3%	1%	-	0%	0%
			MNO				

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Here are list of household improvements. Each has a cost to install, but would save money on energy bills. Regardless of whether you have them in your own home, which do you think offers the greatest savings, taking into account the cost of installation? *Please select one*

	Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855	
Having a brand new boiler compared to an older one	21%	8%	17%	20%	27%	24%	
			K	K	KL	KL	
Loft insulation	24%	20%	17%	25%	26%	26%	
					L	L	
Wall insulation (solid or cavity)	12%	17%	13%	12%	9%	10%	
			NO				
Draught exclusion	5%	5%	7%	4%	2%	5%	
			N				
Double glazed windows and doors instead of single-glazed	27%	23%	28%	26%	26%	30%	
I don't know	12%	27%	17%	14%	9%	6%	
		LMNO	NO	O			

Which THREE of the following appliances do you think take the most energy to run over the course of a typical year? *Please select the boxes by selecting three of the items below.*

	Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855	
Oven (without hob)	41%	21%	31%	40%	44%	52%	
			K	K	KL	KLMN	
Laptop computer	6%	15%	9%	6%	5%	2%	
		MNO	O	O	O		
Hi-Fi	1%	1%	1%	-	1%	1%	
LCD flat-screen Television	20%	30%	22%	24%	17%	15%	
		NO	O	O			
Washing -dryer	70%	50%	59%	71%	77%	78%	
				KL	KL	KLM	
Electric Kettle	42%	19%	35%	37%	52%	50%	
			K	K	KLM	KLM	
Fridge-freezer	42%	58%	53%	46%	38%	34%	
		MNO	NO	O			
Internet router	5%	14%	9%	6%	2%	2%	
		MNO	NO	NO			
PlayStation 3	3%	3%	3%	4%	3%	4%	
Microwave	11%	16%	12%	14%	9%	9%	
		NO		O			
Toaster	6%	4%	6%	5%	7%	7%	
Set-top box for TV	3%	5%	5%	3%	2%	2%	
		O	O				
I don't know	7%	11%	9%	6%	6%	6%	
		O					

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

And which of the following electrical devices (if you have them) do you think your family would find it most difficult to live without? *Please choose up to three*

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Oven (without hob)	37%	37%	41%	36%	34%	37%	
Laptop computer	18%	33%	16%	16%	14%	16%	
Hi-Fi	1%	0%	1%	0%	1%	2%	
LCD flat-screen Television	26%	19%	22%	33%	32%	24%	
Washing -dryer	41%	26%	46%	43%	42%	41%	
Electric Kettle	25%	15%	15%	22%	25%	34%	
Fridge-freezer	62%	50%	63%	68%	58%	66%	
Internet router	29%	39%	31%	29%	31%	24%	
PlayStation 3	1%	1%	2%	2%	1%	1%	
Microwave	10%	7%	8%	8%	8%	13%	
Toaster	2%	2%	1%	1%	2%	2%	
Set-top box for TV	5%	8%	6%	5%	6%	4%	
None of these	1%	-	2%	0%	1%	2%	
I don't know	4%	10%	4%	2%	4%	2%	

Rank the following in order of concern to you personally, 1 (most concern) to 3 (least concern). -
The cost of energy (i.e. being able to afford it)

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
1	64%	61%	63%	69%	67%	61%	
2	24%	20%	24%	24%	22%	26%	
3	12%	19%	13%	7%	11%	13%	

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Rank the following in order of concern to you personally, 1 (most concern) to 3 (least concern). -
The reliability of energy (i.e. having a reliable, uninterrupted supply of energy available whenever you need it)

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
1		22%	22%	22%	15%	20%	27% MN
2		46%	42%	42%	49%	47%	47%
3		32%	36%	36%	36%	33%	26%
			O	O	O	O	

Rank the following in order of concern to you personally, 1 (most concern) to 3 (least concern). -
The sustainability of energy (i.e. generating energy from cleaner, low-carbon sources)

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
1		14%	17%	15%	16%	13%	12%
2		30%	38% MO	33%	27%	31%	27%
3		56%	45%	51%	57% K	56% K	60% KL

Which one of the following two statements do you think is true?

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
The UK is not legally required to reduce its carbon dioxide emissions		12%	10%	15%	11%	11%	13%
The UK is legally required to reduce its carbon dioxide emissions		71%	67%	60%	71% L	76% KL	74% L
I don't know		17%	23% NO	25% NO	18%	13%	13%

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

What % reduction do you think the target is set at?

Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855
1-10%	9%	10%	8%	11%	8%	7%
11-20%	17%	17%	16%	19%	18%	15%
21-30%	13%	12%	15%	14%	15%	11%
31-40%	4%	4%	3%	2%	4%	4%
41-50%	8%	11%	10%	8%	8%	8%
51-60%	2%	1%	2%	3%	1%	1%
61-70%	1%	0%	2%	2%	0%	0%
71-80%	3%	5%	3%	3%	3%	3%
81-90%	1%	2%	-	1%	0%	0%
91-100%	0%	-	1%	-	0%	1%
Don't know	43%	38%	40%	38%	42%	49%
Mean	31.3	33.2	31.6	30.7	29.4	31.9

The target the UK has set is to reduce carbon dioxide emissions by 80% compared to 1990 levels. To what extent do you support or oppose this target to reduce the UK's carbon dioxide emissions by 2050?

Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855
Strongly support	29%	32%	31%	34%	26%	27%
Moderately support	35%	35%	38%	33%	39%	32%
Neither support nor oppose	17%	10%	16%	20%	17%	20%
Moderately oppose	7%	5%	4%	6%	8%	9%
Strongly oppose	6%	2%	2%	5%	6%	8%
I don't know	6%	16%	9%	4%	4%	4%
Net: T2B	64%	68%	69%	66%	65%	60%
Net: B2B	12%	7%	6%	10%	14%	17%

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Thinking about the UK's target to reduce carbon dioxide emissions by 2050, to what extent do you agree or disagree with each of the following? - If I knew other people were doing the same, I would be prepared to use less energy in order to help reach the 2050 target

	Total	18-24	25-34	35-44	45-54	55+
Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855
Strongly agree	13%	17%	10%	15%	14%	11%
Agree	39%	41%	43%	36%	39%	39%
Neither Agree nor Disagree	30%	24%	30%	33%	30%	32%
Disagree	9%	4%	8%	9%	9%	10%
Strongly Disagree	4%	3%	3%	5%	6%	4%
I don't know	5%	12%	6%	3%	3%	3%

Thinking about the UK's target to reduce carbon dioxide emissions by 2050, to what extent do you agree or disagree with each of the following? - Regardless of what other people are doing, I would be prepared to use less energy in order to help reach the 2050 target

	Total	18-24	25-34	35-44	45-54	55+
Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855
Strongly agree	11%	14%	13%	14%	10%	10%
Agree	40%	41%	45%	36%	39%	39%
Neither Agree nor Disagree	29%	23%	28%	33%	31%	28%
Disagree	10%	6%	7%	8%	10%	14%
Strongly Disagree	6%	4%	2%	6%	7%	7%
I don't know	5%	12%	5%	3%	4%	3%

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Thinking about the UK's target to reduce carbon dioxide emissions by 2050, to what extent do you agree or disagree with each of the following? - I would be prepared to pay more for my energy, if I knew it was funding carbon-saving measures to help reach the 2050 target (e.g. home improvements, investments into energy infrastructure and technology, installation of smart meters, etc.)

	Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855	
Strongly agree	5%	5%	7%	7%	4%	4%	
			O	O			
Agree	17%	25%	22%	15%	10%	16%	
		MNO	N		N		
Neither Agree nor Disagree	24%	20%	24%	26%	26%	24%	
Disagree	26%	26%	23%	22%	31%	28%	
					M		
Strongly Disagree	23%	12%	18%	26%	27%	26%	
				KL	KL	KL	
I don't know	4%	12%	6%	3%	3%	2%	
		MNO	MNO				

Which of the following do you think make up the biggest proportion of a typical bill, and which the smallest? *Use your mouse to drag the items into the boxes below- rank in order of biggest (1) to smallest (6) contribution:* - VAT

	Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855	
1 [1]	8%	11%	12%	7%	6%	6%	
			NO				
2 [2]	14%	12%	17%	15%	17%	12%	
					O		
3 [3]	17%	18%	16%	23%	14%	15%	
				NO			
4 [4]	16%	16%	15%	21%	15%	15%	
				O			
5 [5]	18%	11%	15%	15%	22%	22%	
					KLM	KLM	
6 [6]	19%	11%	16%	13%	19%	25%	
					KM	KLM	
Don't know	8%	22%	8%	6%	6%	5%	
		LMNO	O				
Mean	3.85	3.45	3.56	3.64	3.93	4.15	
		*			KLM	KLM	

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Which of the following do you think make up the biggest proportion of a typical bill, and which the smallest? *Use your mouse to drag the items into the boxes below- rank in order of biggest (1) to smallest (6) contribution:* - Government policy costs (contributions suppliers have to make towards environmental and social programmes)

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
1 [1]		5%	5%	9%	5%	4%	4%
				NO			
2 [2]		14%	12%	13%	14%	10%	16%
						N	
3 [3]		15%	14%	12%	13%	16%	17%
4 [4]		16%	13%	14%	16%	18%	17%
5 [5]		18%	15%	18%	16%	21%	19%
6 [6]		24%	18%	26%	31%	26%	22%
Don't know		8%	22%	8%	6%	6%	5%
			LMNO	O			
Mean		4.11	3.96	4.08	4.24	4.28	4.00
			*			O	

Which of the following do you think make up the biggest proportion of a typical bill, and which the smallest? *Use your mouse to drag the items into the boxes below- rank in order of biggest (1) to smallest (6) contribution:* - Energy supplier profits

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
1 [1]		30%	22%	30%	29%	34%	31%
						K	K
2 [2]		15%	14%	19%	14%	12%	16%
				N			
3 [3]		13%	13%	10%	16%	12%	14%
4 [4]		13%	13%	14%	10%	13%	13%
5 [5]		10%	6%	8%	12%	11%	10%
					K		
6 [6]		12%	11%	11%	13%	11%	12%
Don't know		8%	22%	8%	6%	6%	5%
			LMNO	O			
Mean		2.91	3.00	2.82	3.02	2.87	2.89
			*				

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Which of the following do you think make up the biggest proportion of a typical bill, and which the smallest? *Use your mouse to drag the items into the boxes below- rank in order of biggest (1) to smallest (6) contribution:* - Wholesale energy costs (the costs of buying gas or electricity to supply to consumers)

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
1 [1]		36%	24%	24%	37%	38%	42%
					KL	KL	KL
2 [2]		16%	12%	18%	16%	17%	17%
3 [3]		12%	10%	14%	12%	15%	11%
4 [4]		12%	13%	12%	12%	9%	12%
5 [5]		8%	7%	11%	7%	9%	7%
6 [6]		9%	11%	13%	10%	7%	7%
Don't know		8%	22%	8%	6%	6%	5%
			LMNO	O			
Mean		2.63	2.99	3.06	2.65	2.52	2.40
			NO*	MNO			

Which of the following do you think make up the biggest proportion of a typical bill, and which the smallest? *Use your mouse to drag the items into the boxes below- rank in order of biggest (1) to smallest (6) contribution:* - Energy supplier running costs (customer service, billing, sales, etc.)

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
1 [1]		6%	6%	9%	8%	5%	5%
2 [2]		15%	14%	7%	16%	19%	15%
			L		L	L	L
3 [3]		20%	12%	26%	16%	23%	21%
				KM		K	K
4 [4]		20%	10%	21%	20%	20%	23%
				K	K	K	K
5 [5]		18%	21%	19%	21%	15%	18%
6 [6]		12%	15%	10%	13%	12%	13%
Don't know		8%	22%	8%	6%	6%	5%
			LMNO	O			
Mean		3.72	3.91	3.69	3.72	3.61	3.75
			*				

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

Which of the following do you think make up the biggest proportion of a typical bill, and which the smallest? *Use your mouse to drag the items into the boxes below- rank in order of biggest (1) to smallest (6) contribution:* - The cost of delivering energy to people's homes

Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855
1 [1]	7%	10%	8%	8%	7%	6%
		O				
2 [2]	18%	13%	18%	19%	19%	19%
3 [3]	15%	10%	14%	15%	15%	17%
					K	
4 [4]	16%	13%	16%	15%	18%	16%
5 [5]	19%	19%	21%	24%	16%	19%
				N		
6 [6]	16%	12%	16%	13%	19%	18%
Don't know	8%	22%	8%	6%	6%	5%
		LMNO	O			
Mean	3.77	3.68	3.79	3.72	3.78	3.81
		*				

And what proportion of a typical bill do you think is accounted for by energy supplier profits? *Please enter a percentage between 0% and 100% in the box*

Unweighted base	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855
1-10%	24%	17%	21%	26%	28%	25%
				K	K	K
11-20%	15%	13%	14%	20%	13%	14%
				NO		
21-30%	11%	11%	11%	11%	11%	10%
31-40%	7%	8%	6%	7%	5%	7%
41-50%	4%	3%	4%	6%	5%	4%
51-60%	3%	2%	2%	2%	4%	3%
61-70%	2%	2%	3%	2%	2%	3%
71-80%	2%	3%	3%	2%	2%	2%
81-90%	1%	-	2%	1%	1%	0%
			O			
91-100%	0%	0%	1%	0%	0%	0%
Don't know	31%	41%	34%	24%	30%	31%
		MNO	M			M
Mean	25.6	27.6	29.3	23.5	24.5	25.1
		*	MO			

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

To what extent do you agree or disagree with each of the following statements? - It is fair that people pay a different price for energy, if the cost of delivering them that energy is higher or lower than elsewhere

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Strongly agree	6%	9%	O	9%	O	6%	5%
Agree	26%	37%	MNO	33%	NO	26%	21%
Neither Agree nor Disagree	24%	18%	18%	23%	28%	27%	22%
Disagree	27%	19%	19%	24%	24%	28%	32%
Strongly Disagree	12%	3%	3%	5%	10%	15%	16%
I don't know	6%	14%	MNO	O	7%	6%	3%

To what extent do you agree or disagree with each of the following statements? - It is unfair that some people pay a higher or lower price for energy, just because of where they live

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Strongly agree	24%	17%	17%	20%	21%	31%	26%
Agree	34%	27%	27%	33%	32%	32%	39%
Neither Agree nor Disagree	19%	19%	19%	18%	22%	18%	17%
Disagree	16%	22%	O	22%	17%	15%	14%
Strongly Disagree	3%	2%	2%	4%	4%	2%	2%
I don't know	5%	13%	LMNO	O	7%	5%	3%

To what extent do you agree or disagree with each of the following statements? - It would be best if everyone paid the same price for energy, regardless of where they live

	Unweighted base	2400	229	328	371	434	1038
	Base	2400	288	375	407	475	855
Strongly agree	23%	12%	12%	18%	19%	30%	27%
Agree	38%	35%	35%	39%	34%	35%	41%
Neither Agree nor Disagree	19%	22%	22%	20%	22%	20%	16%
Disagree	13%	18%	NO	14%	16%	10%	11%
Strongly Disagree	2%	0%	0%	3%	3%	2%	2%
I don't know	5%	13%	MNO	NO	7%	6%	3%

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

To what extent do you agree or disagree with each of the following statements? - I currently receive information about my energy usage in a way that is easy to understand and use

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
Strongly agree	5%	5%	5%	6%	5%	6%	3%
Agree	29%	21%	23%	29%	29%	29%	34%
Neither Agree nor Disagree	27%	26%	27%	27%	27%	27%	26%
Disagree	24%	17%	25%	25%	26%	25%	25%
Strongly Disagree	9%	7%	8%	7%	8%	10%	10%
I don't know	7%	25%	9%	6%	4%	2%	2%
		LMNO	NO	O			

To what extent do you agree or disagree with each of the following statements? - If I had better, more understandable, information about the energy I use it would help me to use less

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
Strongly agree	10%	13%	14%	6%	9%	9%	9%
Agree	37%	41%	40%	36%	38%	35%	35%
Neither Agree nor Disagree	30%	16%	26%	33%	33%	34%	34%
Disagree	14%	7%	10%	17%	13%	16%	16%
Strongly Disagree	3%	2%	2%	2%	3%	4%	4%
I don't know	7%	22%	9%	5%	4%	2%	2%
		LMNO	NO	O			

To what extent do you agree or disagree with each of the following statements? - I understand my energy bills

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
Strongly agree	6%	3%	6%	5%	7%	6%	6%
Agree	35%	30%	28%	37%	32%	40%	40%
Neither Agree nor Disagree	24%	25%	23%	28%	25%	22%	22%
Disagree	22%	14%	26%	19%	24%	22%	22%
Strongly Disagree	8%	5%	9%	7%	8%	9%	9%
I don't know	6%	22%	9%	4%	3%	1%	1%
		LMNO	MNO	O	O		

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

To what extent do you agree or disagree with each of the following statements? - I understand the information on my bill enough to know whether the amount I am paying is fair

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
Strongly agree		4%	3%	5%	3%	5%	4%
Agree		27%	22%	22%	30%	24%	32%
Neither Agree nor Disagree		29%	27%	27%	34%	29%	29%
Disagree		23%	19%	25%	19%	26%	24%
Strongly Disagree		9%	4%	9%	10%	11%	9%
I don't know		7%	25%	11%	5%	4%	2%
			LMNO	MNO	K	K	K

Thinking about your energy bill, which of the following changes would help you to most understand your energy use and bill better? *Choose one option only*

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
Less information		2%	2%	6%	2%	1%	2%
More information		19%	30%	28%	22%	16%	12%
Simpler information		67%	41%	51%	61%	75%	80%
I don't know		12%	28%	15%	15%	7%	6%
			LMNO	NO	NO	KLM	KLM

Before taking this survey, had you ever heard of a 'smart meter'?

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
Yes		86%	66%	83%	88%	89%	92%
No		14%	34%	17%	12%	11%	8%
			LMNO	O	K	K	KL

Would you be interested in having a smart meter in your own home?

	Unweighted base	2400	229	328	371	434	1038
Base		2400	288	375	407	475	855
Yes		50%	54%	62%	56%	48%	42%
No		24%	20%	19%	23%	23%	30%
Unsure		26%	27%	19%	21%	29%	28%
						LM	LM

Total	Age				
	18-24	25-34	35-44	45-54	55+
	K	L	M	N	O

If you had a smart meter, how would you prefer to get information from it about your energy use. *Choose one:* (Base all who would be interested or are unsure about having a smart meter in their home)

	Unweighted base	18-24	25-34	35-44	45-54	55+
	1810	195	268	299	328	720
Base	1815	231	305	313	364	602
Through a display in your home	52%	41%	44%	49%	53%	63%
					K	KLMN
Through the internet	18%	19%	18%	19%	18%	18%
Through an app for your smart phone or tablet	18%	21%	30%	22%	18%	8%
		O	NO	O	O	
It makes no difference; I wouldn't plan to use the information	1%	1%	0%	2%	1%	1%
I don't know	11%	19%	8%	8%	10%	10%
		LMNO				

To what extent do you agree or disagree with each of the following statements? - It is good to have a smart meter in every home, as this will help reduce our use of energy in the long run

	Unweighted base	18-24	25-34	35-44	45-54	55+
	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855
Strongly agree	13%	13%	20%	14%	12%	10%
			NO			
Agree	38%	51%	42%	37%	34%	33%
		MNO	O			
Neither Agree nor Disagree	25%	14%	20%	26%	29%	27%
				K	KL	KL
Disagree	13%	5%	8%	13%	13%	17%
				K	K	KL
Strongly Disagree	6%	2%	2%	5%	8%	9%
					KL	KL
I don't know	6%	15%	8%	4%	4%	3%
		LMNO	O			

To what extent do you agree or disagree with each of the following statements? - Installing a smart meter in every home is spending extra money that could be better used elsewhere

	Unweighted base	18-24	25-34	35-44	45-54	55+
	2400	229	328	371	434	1038
Base	2400	288	375	407	475	855
Strongly agree	18%	9%	17%	14%	21%	21%
			K		K	KM
Agree	28%	27%	27%	31%	27%	29%
Neither Agree nor Disagree	27%	24%	28%	28%	25%	27%
Disagree	19%	23%	19%	19%	21%	17%
Strongly Disagree	3%	3%	3%	3%	3%	3%
I don't know	5%	14%	7%	5%	3%	3%
		LMNO	O			

Cell Contents (Column Percentage, Statistical Test)