

**YouGov / Survey Results**

Sample Size (Survey 1) - 2079 UK Adults, 18-27 February 2014

Sample Size (Survey 2) - 2113 UK Adults, 18-27 February 2014

Sample Size (MP Survey) - 100 MPs representative of the House of Commons, 12 February-6 March 2014

Sample Size (Opinion Formers) - 787 Opinion Formers, January 2014

Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013

Total

**QTrustActors. 1. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - The regulator, Ofgem, to protect the interests of consumers, e.g. effectively regulate and supervise the energy market (Ofgem is an independent regulatory authority and non-ministerial government department whose principal duty is to protect consumer interests)**

Unweighted base	2079
Base	2079
Don't trust at all	20%
Trust only a little	37%
Trust a fair amount	28%
Trust completely	5%
Don't know	11%
Trust	33%
Distrust	57%
Net Trust Score	-24%

**QTrustActors. 2. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Journalists to properly report on the energy market**

Unweighted base	2079
Base	2079
Don't trust at all	22%
Trust only a little	36%
Trust a fair amount	28%
Trust completely	4%
Don't know	10%
Trust	32%
Distrust	58%
Net Trust Score	-26%

**QTrustActors. 3. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Politicians to bring in effective policies**

Unweighted base	2079
Base	2079
Don't trust at all	46%
Trust only a little	32%
Trust a fair amount	11%
Trust completely	1%
Don't know	10%
Trust	12%
Distrust	78%
Net Trust Score	-66%

**QTrustActors. 4. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Energy suppliers to provide households with a reliable and fairly priced energy supply**

Unweighted base	2079
Base	2079
Don't trust at all	44%
Trust only a little	33%
Trust a fair amount	12%
Trust completely	2%
Don't know	9%
Trust	14%
Distrust	77%
Net Trust Score	-63%

**QTrustActors. 5. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Consumer interest groups (excluding the regulator Ofgem) to properly represent the views of the public**

Unweighted base	2079
Base	2079
Don't trust at all	11%
Trust only a little	34%
Trust a fair amount	39%
Trust completely	6%
Don't know	11%
Trust	45%
Distrust	45%
Net Trust Score	0%

**QTrustActors. 1. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - The regulator, Ofgem, to protect the interests of consumers, e.g. effectively regulate and supervise the energy market**

Unweighted base	100
Base	100
Trust completely	2%
Trust a fair amount	31%
Trust only a little	48%
Don't trust at all	18%
Don't know	1%

**QTrustActors. 2. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Journalists to properly report on the energy market**

Unweighted base	100
Base	100
Trust completely	-
Trust a fair amount	25%
Trust only a little	41%
Don't trust at all	34%
Don't know	-

**QTrustActors. 3. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Politicians to bring in effective policies**

Unweighted base	100
Base	100
Trust completely	7%
Trust a fair amount	44%
Trust only a little	40%
Don't trust at all	7%
Don't know	2%

**QTrustActors. 4. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Energy suppliers to provide households with a reliable and fairly priced energy supply**

Unweighted base	100
Base	100
Trust completely	-
Trust a fair amount	19%
Trust only a little	40%
Don't trust at all	42%
Don't know	-

**QTrustActors. 5. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Consumer interest groups (excluding the regulator Ofgem) to properly represent the views of the public**

Unweighted base	100
Base	100
Trust completely	9%
Trust a fair amount	48%
Trust only a little	36%
Don't trust at all	6%
Don't know	2%

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**QCosteffects.** Have you or your household done any of the following over the last year, in order to be able to pay gas or electricity bills?

Please select any that apply.

Unweighted base	2079
Base	2079
Spent less money on food	16%
Turned the heating down or off, when you might normally have had it on	51%
Borrowed money from a short-term lender, specifically to pay energy bill	3%
None of the above	43%

**QCosteffects.** Have you or your household done any of the following over the last year, in order to be able to pay gas or electricity bills?

Please select any that apply

Unweighted base	2112
Base	2112
Spent less money on food	19%
Turned the heating down or off, when you might normally have had it on	54%
Borrowed money from a short-term lender, specifically to pay energy bill	3%
None of the above	40%

**QEnergy\_Business.1.** To what extent do you agree or disagree that - Energy costs are holding back the UK's economic recovery

Unweighted base	2079
Base	2079
Strongly disagree	3%
Disagree	12%
Neither agree nor disagree	24%
Agree	37%
Strongly agree	13%
Don't know	12%
Agree	50%
Disagree	14%
Net Agree Score	35%

**Q\_DELIB\_PROJ\_m.** Here are several reasons why some people support government action to force energy suppliers to cut the price they charge customers. Please tick each argument that you have heard before, regardless of whether you believe it to be true or not.

Unweighted base	2079
Base	2079
Energy supply companies make too much profit from high prices ( and even if the profit they announce seems low, they probably make their money somewhere else - for instance in their wholesale business)	56%
Energy companies are working together to keep prices higher than they need to be and stop new companies coming in with lower prices	50%
It is too hard for people to switch suppliers, so they become stuck on expensive tariffs and therefore need direct help to cut their bills	32%
Energy tariffs are deliberately confusing which makes comparing them too hard and therefore switching less likely	62%
Energy companies prey on people's lack of time or willingness to regularly check they are on the cheapest tariff	55%
The poorest and most vulnerable in society, such as the elderly, find it hardest to check their tariffs and switch supplier - so they need to be protected from energy suppliers	62%
The proportion of household income now being spent on electricity and gas is unsustainable and is driving too many people into so-called 'fuel poverty'	60%
Even if the costs of supplying energy are really rising, it is fairer that some of these costs should be covered by the government through higher general taxation (such as higher income tax or VAT) and not directly from household energy bills	21%
None of these	12%

**QBILLSFUTURE1a.** When it comes to your future household energy bills, and considering the various arguments around these costs, such as the need to reduce carbon emissions and secure future energy supplies, do you consider "bill increases above inflation" to be acceptable or not?

Unweighted base	2079
Base	2079
Yes, acceptable	15%
No, not acceptable	85%

**QBILLSFUTURE1b.** And do you consider "bill increases in line with inflation" to be acceptable or not?

Unweighted base	1763
Base	1760
Yes, acceptable	58%
No, not acceptable	42%

**QBILLSFUTURE1c.** Would you then consider "bill increases below inflation" to be acceptable or not?

Unweighted base	686
Base	732
Yes, acceptable	61%
No, not acceptable	39%

**QBILLSFUTURE1d.** And do you consider "bills staying the same as they are now" to be acceptable or not?

Unweighted base	238
Base	266
Yes, acceptable	29%
No, not acceptable	71%

**QBILLSFUTURE1e.** Lastly, then, do you consider "bills decreasing" to be acceptable or not?

Unweighted base	173
Base	203
Yes, acceptable	93%
No, not acceptable. What I would find acceptable is...	7%

**QBILLSFUTURE1\_Rc.** QBILLSFUTURE1\_combined

Unweighted base	2079
Base	2079
All that said yes	99%
All that said no	85%

**QTRILEMMAS.** And which scenario do you expect, on average, over coming years? Please select one option only.

Unweighted base	2079
Base	2079
Bill increases above inflation	70%
Bill increases in line with inflation	12%
Bill increases below inflation	4%
Bills staying the same as they are now	4%
Bills decreasing	3%
Don't know	8%

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**Q\_POLICIES\_1.** Please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Cut 'green levies' from energy bills either by moving them to general taxation or getting rid of them completely

		Total			
		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	4%	2%	5%	10%	4%
1	1%	1%	1%	5%	1%
2	2%	2%	2%	4%	3%
3	4%	2%	5%	4%	4%
4	4%	3%	7%	7%	2%
5	15%	15%	16%	16%	14%
6	8%	8%	9%	12%	8%
7	11%	13%	11%	14%	7%
8	9%	11%	8%	6%	9%
9	7%	7%	7%	6%	7%
10 - Very favourable	19%	24%	15%	7%	26%
Don't know	16%	12%	13%	9%	14%

**Q\_POLICIES\_2.** Please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Freeze household energy bills for 20 months from May 2015

		Total			
		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	7%	12%	1%	15%	10%
1	1%	3%	0%	2%	2%
2	3%	5%	1%	5%	2%
3	4%	4%	2%	8%	4%
4	4%	5%	3%	12%	5%
5	13%	19%	11%	15%	13%
6	7%	6%	8%	10%	7%
7	11%	10%	14%	5%	8%
8	12%	8%	15%	8%	10%
9	7%	6%	9%	5%	8%
10 - Very favourable	22%	13%	31%	12%	20%
Don't know	10%	8%	6%	8%	10%

**Q\_POLICIES\_3.** Please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Use one-off windfall taxes on the profits of large energy suppliers to help cut household bills, or to support infrastructure needs

		Total			
		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	3%	5%	1%	5%	6%
1	1%	2%	0%	-	1%
2	2%	4%	0%	5%	2%
3	3%	4%	2%	7%	3%
4	3%	3%	3%	5%	4%
5	11%	13%	10%	12%	11%
6	12%	13%	13%	12%	8%
7	13%	13%	12%	15%	14%
8	12%	11%	14%	11%	11%
9	8%	6%	11%	6%	7%
10 - Very favourable	19%	14%	25%	13%	20%
Don't know	13%	12%	9%	8%	13%

**Q\_POLICIES\_4.** Please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Force household energy suppliers to reduce the number of different tariffs they offer and simplify bills

		Total			
		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	2%	2%	1%	5%	3%
1	0%	0%	0%	-	0%
2	1%	1%	1%	-	1%
3	2%	1%	1%	4%	2%
4	2%	1%	2%	5%	2%
5	10%	12%	8%	9%	12%
6	7%	6%	7%	14%	5%
7	13%	13%	14%	13%	11%
8	14%	16%	16%	11%	13%
9	10%	10%	11%	7%	10%
10 - Very favourable	32%	32%	34%	25%	35%
Don't know	8%	6%	5%	7%	6%

**Q\_POLICIES\_5.** Please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Increase the proportion of UK energy supplied by renewable sources, even if the unit cost of energy will go up

		Total			
		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	9%	12%	6%	6%	14%
1	2%	3%	1%	1%	4%
2	4%	6%	2%	1%	5%
3	8%	7%	8%	8%	10%
4	8%	11%	8%	2%	8%
5	18%	18%	18%	15%	19%
6	12%	12%	14%	15%	8%
7	10%	9%	12%	14%	9%
8	6%	4%	8%	6%	5%
9	3%	2%	5%	6%	3%
10 - Very favourable	6%	4%	7%	15%	7%
Don't know	13%	12%	10%	7%	11%

**Q\_POLICIES\_A\_6.** And please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Take the UK out of EU-wide agreements on growing renewable energy and cutting carbon emissions

		Total			
		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	9%	5%	12%	20%	9%
1	2%	1%	3%	3%	1%
2	4%	2%	6%	8%	3%
3	6%	4%	7%	7%	5%
4	5%	3%	6%	11%	5%
5	14%	17%	15%	18%	10%
6	7%	9%	7%	7%	6%
7	8%	10%	8%	4%	7%
8	8%	12%	9%	4%	7%
9	5%	6%	5%	3%	6%
10 - Very favourable	16%	21%	10%	6%	26%
Don't know	16%	11%	14%	9%	13%

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**Q. POLICIES\_A.7.** And please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Provide maximum government support for shale gas extraction (fracking)

		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	13%	5%	16%	12%	19%
1	3%	2%	5%	3%	3%
2	3%	2%	4%	6%	2%
3	5%	3%	6%	4%	5%
4	5%	2%	6%	5%	5%
5	15%	14%	18%	18%	13%
6	7%	7%	7%	12%	6%
7	8%	12%	7%	10%	7%
8	6%	9%	6%	4%	5%
9	5%	7%	4%	7%	6%
10 - Very favourable	10%	19%	6%	5%	11%
Don't know	20%	17%	15%	14%	19%

**Q. POLICIES\_A.8.** And please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Re-nationalise the energy supply industry

		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	8%	18%	2%	15%	8%
1	3%	5%	1%	7%	2%
2	3%	9%	1%	4%	2%
3	4%	6%	2%	3%	3%
4	4%	4%	3%	9%	4%
5	13%	12%	11%	13%	15%
6	7%	7%	9%	10%	6%
7	9%	6%	11%	9%	10%
8	7%	5%	8%	6%	7%
9	6%	4%	10%	6%	5%
10 - Very favourable	21%	10%	32%	7%	25%
Don't know	15%	14%	10%	10%	14%

**Q. POLICIES\_A.9.** And please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Force energy suppliers to be broken up from energy producers, so no individual company can produce energy and also supply it

		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	3%	6%	1%	6%	5%
1	1%	2%	0%	1%	1%
2	2%	3%	1%	5%	2%
3	3%	4%	3%	6%	3%
4	5%	4%	5%	7%	5%
5	17%	17%	17%	19%	15%
6	8%	10%	8%	5%	7%
7	10%	12%	9%	14%	11%
8	10%	9%	13%	7%	10%
9	5%	4%	6%	4%	5%
10 - Very favourable	17%	13%	21%	14%	20%
Don't know	20%	18%	16%	13%	17%

**Q. POLICIES\_A.10.** And please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Introduce greater regulation in order to force greater competition

		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	3%	4%	1%	4%	3%
1	1%	3%	0%	-	1%
2	1%	3%	1%	2%	1%
3	2%	3%	2%	1%	3%
4	4%	5%	4%	4%	3%
5	16%	18%	14%	20%	18%
6	13%	11%	14%	16%	12%
7	12%	13%	11%	17%	12%
8	12%	12%	15%	9%	11%
9	6%	5%	9%	4%	6%
10 - Very favourable	16%	12%	19%	13%	18%
Don't know	14%	11%	10%	11%	12%

**Q. POLICIES\_A.11.** And please rate each of the following UK energy policies or possible policy changes in terms of how favourable you feel towards each, from very unfavourable to very favourable. - Liberalise the market by removing as much regulation as possible

		Conservative	Labour	Lib-Dem	Other
Unweighted base	2079	435	650	144	544
Base	2079	447	716	135	505
0 - Very unfavourable	12%	8%	15%	11%	14%
1	4%	2%	6%	4%	4%
2	6%	4%	6%	3%	7%
3	7%	4%	8%	11%	6%
4	7%	7%	6%	13%	7%
5	17%	21%	16%	15%	15%
6	8%	10%	9%	13%	6%
7	8%	12%	7%	7%	6%
8	5%	7%	4%	1%	5%
9	4%	6%	3%	6%	4%
10 - Very favourable	6%	6%	6%	4%	8%
Don't know	18%	15%	14%	11%	17%

**Q. PRICECUTS.** Some people believe that the Government should attempt to reduce costs for households. Would you like to see the Government attempt to reduce costs in any of the following areas? If so please select up to TWO areas from the list below.

Unweighted base	2113
Base	2113
Electricity and gas bills	74%
Food prices	30%
Transport costs (e.g. train and bus fares, but not petrol prices)	23%
Petrol prices	44%
Clothing prices	1%
Alcohol prices	2%
I don't believe the Government should attempt to reduce costs for households	3%
The Government should attempt to reduce costs for households, but not in any of these areas	2%
I'm not sure what my opinion is	4%

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**QFUEL\_POVERTY.** What proportion of your household's income (by which we mean, the money earned by everyone in your household) would you estimate is spent on electricity and gas?

Unweighted base	2112
Base	2112
Less than 5%	17%
5% to 9%	24%
10% - 14%	17%
15% or above	11%
Don't know	31%

**QPRICE\_COMP\_ATTITUDES\_A.12.** And to what extent do you agree or disagree with each of the following statements? - I accept that cutting how much energy my household uses is the only way our bills are likely to come down in the future

Unweighted base	2079
Base	2079
Strongly disagree	4%
Disagree	11%
Neither agree nor disagree	19%
Agree	44%
Strongly agree	16%
Don't know	6%
Agree	60%
Disagree	15%
Net Agree Score	45%

**QPRICE\_COMP\_ATTITUDES.11.** To what extent do you agree or disagree with each of the following statements? - I cannot accept that cutting how much energy is used by households is the only way bills are likely to come down in the future

Unweighted base	787
Base	787
Strongly disagree	2%
Disagree	16%
Neither agree nor disagree	9%
Agree	46%
Strongly agree	25%
Don't know	2%
Net: Disagree	16%
Net: Agree	71%

**qSwitched.** Thinking back over the last year, which ONE of the following statements on your gas and electricity suppliers best applies to you?

Unweighted base	1812
Base	1758
I have switched either my gas or electricity supplier, or both	25%
I have compared prices between gas or electricity suppliers, without switching them	26%
I have thought about switching gas or electricity suppliers, but not investigated this further	19%
I haven't thought about switching gas or electricity supplier	30%

**qSwitchSupplierEase1.** How easy or difficult do you think it would be to move from your current electricity or gas supplier(s) to another? (Here we would just like your very general sense of how easy switching might be, regardless of whether we are talking about switching gas, electricity or both – and regardless of whether you have one supplier for gas and electricity, or different companies for each)

Unweighted base	1385
Base	1377
0 - Very difficult [0]	6%
1 [1]	2%
2 [2]	3%
3 [3]	6%
4 [4]	7%
5 [5]	14%
6 [6]	10%
7 [7]	13%
8 [8]	11%
9 [9]	6%
10 - Very easy [10]	13%
Don't know	9%
Net: Easy	44%
Net: Difficult	17%
Mean	6.05

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qSwitchSupplierEase1. How easy or difficult do you think it would be to move from your current electricity or gas supplier(s) to another? (Here we would just like your very general sense of how easy switching might be, regardless of whether we are talking about switching gas, electricity or both – and regardless of whether you have one supplier for gas and electricity, or different companies for each)

Unweighted base	1351
Base	1314
0 - Very difficult [0]	3%
1 [1]	3%
2 [2]	5%
3 [3]	6%
4 [4]	6%
5 [5]	12%
6 [6]	11%
7 [7]	15%
8 [8]	12%
9 [9]	7%
10 - Very easy [10]	13%
Don't know	7%
Net: Easy	46%
Net: Difficult	17%
Mean	6.19

qSwitchSupplierEase2. Thinking about your experience switching suppliers - how easy or difficult was it to move from your previous electricity or gas supplier to another? If you have had more than one switch over the past year (for example, if you have switched both gas and electricity, but to different suppliers), please consider your general experience of switching here.

Unweighted base	461
Base	444
0 - Very difficult [0]	3%
1 [1]	1%
2 [2]	3%
3 [3]	3%
4 [4]	4%
5 [5]	9%
6 [6]	7%
7 [7]	9%
8 [8]	16%
9 [9]	11%
10 - Very easy [10]	32%
Don't know / Can't remember	3%
Net: Easy	68%
Net: Difficult	10%
Mean	7.45

qSwitchSupplierEase3. Thinking about your experience switching suppliers - how easy or difficult was it to move from your previous electricity or gas supplier to another? If you have had more than one switch over the past year (for example, if you have switched both gas and electricity, but to different suppliers), please consider your general experience of switching here.

Unweighted base	432
Base	392
0 - Very difficult [0]	4%
1 [1]	1%
2 [2]	2%
3 [3]	5%
4 [4]	3%
5 [5]	10%
6 [6]	7%
7 [7]	8%
8 [8]	17%
9 [9]	11%
10 - Very easy [10]	30%
Don't know / Can't remember	2%
Net: Easy	66%
Net: Difficult	11%
Mean	7.32

qSwitchSupplierSaving. (abemissing)

Unweighted base	627
Base	616
<=£50	22%
£1-100	35%
101-200	27%
>£200	17%
Mean	156.65

**YouGov / Survey Results**

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Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013

Total

**QPRICE\_COMP\_ATTITUDES\_A\_10.** And to what extent do you agree or disagree with each of the following statements? - The price households pay for each unit of energy in the UK is amongst the lowest in Europe

Unweighted base	2079
Base	2079
Strongly disagree	16%
Disagree	26%
Neither agree nor disagree	17%
Agree	6%
Strongly agree	2%
Don't know	33%
Agree	8%
Disagree	42%
Net Agree Score	-34%

**QPRICE\_COMP\_ATTITUDES\_A\_11.** And to what extent do you agree or disagree with each of the following statements? - UK household energy bills are some of the highest in Europe

Unweighted base	2079
Base	2079
Strongly disagree	1%
Disagree	5%
Neither agree nor disagree	15%
Agree	30%
Strongly agree	21%
Don't know	29%
Agree	50%
Disagree	6%
Net Agree Score	44%

**QPRICE\_COMP\_ATTITUDES\_9.** To what extent do you agree or disagree with each of the following statements? - The price households pay for each unit of energy in the UK is amongst the lowest in Europe

Unweighted base	787
Base	787
Strongly disagree	13%
Disagree	31%
Neither agree nor disagree	16%
Agree	12%
Strongly agree	2%
Don't know	26%
Net: Disagree	44%
Net: Agree	14%

**QPRICE\_COMP\_ATTITUDES\_10.** To what extent do you agree or disagree with each of the following statements? - UK household energy bills are some of the highest in Europe

Unweighted base	787
Base	787
Strongly disagree	3%
Disagree	14%
Neither agree nor disagree	15%
Agree	29%
Strongly agree	15%
Don't know	23%
Net: Disagree	18%
Net: Agree	45%

**QTrustActors\_1.** Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - The regulator, Ofgem, to effectively regulate and investigate the energy suppliers

Unweighted base	787
Base	787
Trust completely	1%
Trust a fair amount	25%
Trust only a little	48%
Don't trust at all	26%
Don't know	1%

**QTrustActors\_2.** Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Journalists to properly report the facts

Unweighted base	787
Base	787
Trust completely	2%
Trust a fair amount	33%
Trust only a little	40%
Don't trust at all	23%
Don't know	1%

**QTrustActors\_3.** Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Politicians to bring in effective policies

Unweighted base	787
Base	787
Trust completely	0%
Trust a fair amount	8%
Trust only a little	43%
Don't trust at all	48%
Don't know	1%

**YouGov / Survey Results**

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**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

**Total**

**QTrustActors. 4. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Energy suppliers to provide households with a reliable and fairly priced energy supply**

Unweighted base	787
Base	787
Trust completely	1%
Trust a fair amount	12%
Trust only a little	36%
Don't trust at all	50%
Don't know	1%

**QTrustActors. 5. Please say to what extent, if any, you trust each of the following to effectively play their part in the UK's energy market. - Consumer interest groups to properly represent the views of the public**

Unweighted base	787
Base	787
Trust completely	6%
Trust a fair amount	52%
Trust only a little	29%
Don't trust at all	10%
Don't know	2%

**QPriceReason. Please select any of the following that you believe have been the main reasons household energy bills have on average been rising above inflation in recent years.**

Unweighted base	2079
Base	2079
Energy suppliers wanting to make more profit	76%
Higher costs of oil, coal and natural gas on the global market	46%
More UK energy has come from renewable or lower carbon sources which are more expensive than "traditional" fossil fuels such as coal and convention gas	21%
Government taxes including environmental taxes known as 'green levies'	47%
More money has been spent on investing in the UK's energy infrastructure - for example building new power plants, maintaining transmission networks	12%
Other	3%
I don't know	8%

**QPriceReason2\_rc. And which ONE of the reasons you selected do you believe has most caused prices to rise in recent years?**

Unweighted base	2079
Base	2079
Energy suppliers wanting to make more profit	57%
Higher costs of oil, coal and natural gas on the global market	15%
More UK energy has come from renewable or lower carbon sources which are more expensive than "traditional" fossil fuels such as coal and convention gas	4%
Government taxes including environmental taxes known as 'green levies'	8%
More money has been spent on investing in the UK's energy infrastructure - for example building new power plants, maintaining transmission networks	1%
So/Together	1%
No single reason has contributed the most	5%
I don't know	9%

**QPriceReason. Which ONE of the following do you believe has been the main reason household energy bills have been rising above inflation in recent years?**

Unweighted base	787
Base	787
Energy suppliers wanting to make more profit	38%
Higher costs of oil, coal and natural gas on the global market	23%
More UK energy has come from renewable or lower carbon sources which are more expensive than "traditional" fossil fuels such as coal and convention gas	3%
Government taxes including environmental taxes known as 'green levies'	10%
More money has been spent on investing in the UK's energy infrastructure - for example building new power plants, maintaining transmission networks	2%
All have contributed equally	21%
Other	2%

**QPriceReason2. Which of the other reasons listed do you also believe have caused prices to rise?**

Unweighted base	620
Base	620
Energy suppliers wanting to make more profit	23%
Higher costs of oil, coal and natural gas on the global market	37%
More UK energy has come from renewable or lower carbon sources which are more expensive than "traditional" fossil fuels such as coal and convention gas	24%
Government taxes including environmental taxes known as 'green levies'	32%
More money has been spent on investing in the UK's energy infrastructure - for example building new power plants, maintaining transmission networks	22%
None of the above	6%

**qprice\_rc. QPriceReason Merged with QPriceReason2**

Unweighted base	787
Base	787
Energy suppliers wanting to make more profit	56%
Higher costs of oil, coal and natural gas on the global market	52%
More UK energy has come from renewable or lower carbon sources which are more expensive than "traditional" fossil fuels such as coal and convention gas	22%
Government taxes including environmental taxes known as 'green levies'	35%
More money has been spent on investing in the UK's energy infrastructure - for example building new power plants, maintaining transmission networks	20%
All contributed equally	21%
Other	2%

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Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013

Total

qindustry2\_1. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Banking

Unweighted base	2079
<b>Base</b>	2079
0 - Extremely unfavourable [0]	13%
1 [1]	7%
2 [2]	9%
3 [3]	11%
4 [4]	11%
5 [5]	20%
6 [6]	9%
7 [7]	8%
8 [8]	5%
9 [9]	2%
10 - Extremely favourable [10]	1%
Don't know	4%
Favourable	16%
UnFavourable	40%
Net Favourable Score	-25%
Mean	3.94

qindustry2\_2. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Utilities

Unweighted base	2079
<b>Base</b>	2079
0 - Extremely unfavourable [0]	11%
1 [1]	7%
2 [2]	10%
3 [3]	14%
4 [4]	14%
5 [5]	20%
6 [6]	9%
7 [7]	6%
8 [8]	4%
9 [9]	1%
10 - Extremely favourable [10]	1%
Don't know	4%
Favourable	11%
UnFavourable	42%
Net Favourable Score	-31%
Mean	3.80

qindustry2\_3. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Insurance

Unweighted base	2079
<b>Base</b>	2079
0 - Extremely unfavourable [0]	8%
1 [1]	5%
2 [2]	8%
3 [3]	13%
4 [4]	13%
5 [5]	25%
6 [6]	11%
7 [7]	6%
8 [8]	3%
9 [9]	2%
10 - Extremely favourable [10]	1%
Don't know	4%
Favourable	12%
UnFavourable	34%
Net Favourable Score	-22%
Mean	4.18

qindustry2\_4. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Charities

Unweighted base	2079
<b>Base</b>	2079
0 - Extremely unfavourable [0]	3%
1 [1]	2%
2 [2]	3%
3 [3]	5%
4 [4]	7%
5 [5]	19%
6 [6]	12%
7 [7]	17%
8 [8]	15%
9 [9]	6%
10 - Extremely favourable [10]	6%
Don't know	4%
Favourable	44%
UnFavourable	13%
Net Favourable Score	31%
Mean	5.98

**YouGov / Survey Results**

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Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013

qindustry2\_5. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Local councils

	<b>Total</b>
	2079
	2079
0 - Extremely unfavourable [0]	6%
1 [1]	4%
2 [2]	7%
3 [3]	9%
4 [4]	14%
5 [5]	24%
6 [6]	15%
7 [7]	10%
8 [8]	6%
9 [9]	2%
10 - Extremely favourable [10]	1%
Don't know	4%
Favourable	19%
Unfavourable	25%
Net Favourable Score	-6%
Mean	4.69

qindustry2\_1. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Banking

	2113
	2113
0 - Extremely unfavourable [0]	16%
1 [1]	8%
2 [2]	9%
3 [3]	12%
4 [4]	11%
5 [5]	17%
6 [6]	10%
7 [7]	6%
8 [8]	3%
9 [9]	1%
10 - Extremely favourable [10]	1%
Don't Know	5%
Favourable	12%
Unfavourable	45%
Net Favourable Score	-33%
Mean	3.64

qindustry2\_2. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Retail

	2113
	2113
0 - Extremely unfavourable [0]	3%
1 [1]	1%
2 [2]	2%
3 [3]	5%
4 [4]	8%
5 [5]	24%
6 [6]	18%
7 [7]	17%
8 [8]	11%
9 [9]	4%
10 - Extremely favourable [10]	2%
Don't Know	5%
Favourable	34%
Unfavourable	12%
Net Favourable Score	22%
Mean	5.69

qindustry2\_3. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Pharmaceutical

	2113
	2113
0 - Extremely unfavourable [0]	5%
1 [1]	4%
2 [2]	5%
3 [3]	7%
4 [4]	10%
5 [5]	23%
6 [6]	14%
7 [7]	11%
8 [8]	8%
9 [9]	3%
10 - Extremely favourable [10]	2%
Don't Know	8%
Favourable	24%
Unfavourable	21%
Net Favourable Score	3%
Mean	5.00

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**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

**Total**

qIndustry2\_4. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable' - Utilities

Unweighted base	2113
Base	2113
0 - Extremely unfavourable [0]	15%
1 [1]	9%
2 [2]	9%
3 [3]	12%
4 [4]	11%
5 [5]	20%
6 [6]	8%
7 [7]	5%
8 [8]	3%
9 [9]	1%
10 - Extremely favourable [10]	1%
Don't Know	6%
Favourable	10%
UnFavourable	45%
Net Favourable Score	-35%
Mean	3.55

qIndustry2\_5. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable' - Insurance

Unweighted base	2113
Base	2113
0 - Extremely unfavourable [0]	10%
1 [1]	7%
2 [2]	8%
3 [3]	12%
4 [4]	13%
5 [5]	22%
6 [6]	11%
7 [7]	6%
8 [8]	3%
9 [9]	0%
10 - Extremely favourable [10]	1%
Don't Know	6%
Favourable	11%
UnFavourable	36%
Net Favourable Score	-26%
Mean	3.85

qIndustry2\_6. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable' - Oil & gas extraction

Unweighted base	2113
Base	2113
0 - Extremely unfavourable [0]	10%
1 [1]	6%
2 [2]	9%
3 [3]	9%
4 [4]	11%
5 [5]	21%
6 [6]	9%
7 [7]	8%
8 [8]	4%
9 [9]	1%
10 - Extremely favourable [10]	2%
Don't Know	9%
Favourable	15%
UnFavourable	35%
Net Favourable Score	-20%
Mean	4.11

qIndustry2\_7. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable' - Technology manufacturing

Unweighted base	2113
Base	2113
0 - Extremely unfavourable [0]	5%
1 [1]	2%
2 [2]	4%
3 [3]	6%
4 [4]	9%
5 [5]	21%
6 [6]	13%
7 [7]	14%
8 [8]	10%
9 [9]	5%
10 - Extremely favourable [10]	3%
Don't Know	9%
Favourable	31%
UnFavourable	17%
Net Favourable Score	15%
Mean	5.44

**YouGov / Survey Results**

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**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

<b>Total</b>
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qIndustry2\_8. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - High tech (i.e. companies that create software, search engines and social media sites)

Unweighted base	2113
Base	2113
0 - Extremely unfavourable [0]	5%
1 [1]	3%
2 [2]	4%
3 [3]	6%
4 [4]	9%
5 [5]	21%
6 [6]	15%
7 [7]	13%
8 [8]	9%
9 [9]	4%
10 - Extremely favourable [10]	3%
Don't Know	8%
Favourable	29%
UnFavourable	18%
Net Favourable Score	11%
Mean	5.32

qIndustry2\_9. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Media

Unweighted base	2113
Base	2113
0 - Extremely unfavourable [0]	7%
1 [1]	5%
2 [2]	6%
3 [3]	11%
4 [4]	12%
5 [5]	22%
6 [6]	12%
7 [7]	11%
8 [8]	5%
9 [9]	1%
10 - Extremely favourable [10]	2%
Don't Know	6%
Favourable	19%
UnFavourable	29%
Net Favourable Score	-9%
Mean	4.56

qIndustry2\_10. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Military equipment

Unweighted base	2113
Base	2113
0 - Extremely unfavourable [0]	11%
1 [1]	7%
2 [2]	7%
3 [3]	8%
4 [4]	9%
5 [5]	20%
6 [6]	8%
7 [7]	7%
8 [8]	5%
9 [9]	2%
10 - Extremely favourable [10]	2%
Don't Know	14%
Favourable	16%
UnFavourable	32%
Net Favourable Score	-16%
Mean	4.16

qIndustry2\_11. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Building societies

Unweighted base	2113
Base	2113
0 - Extremely unfavourable [0]	6%
1 [1]	3%
2 [2]	5%
3 [3]	8%
4 [4]	9%
5 [5]	21%
6 [6]	15%
7 [7]	13%
8 [8]	8%
9 [9]	3%
10 - Extremely favourable [10]	3%
Don't Know	7%
Favourable	26%
UnFavourable	22%
Net Favourable Score	4%
Mean	5.07

qIndustry2\_12. How favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Car manufacturers

Unweighted base	2113
Base	2113
0 - Extremely unfavourable [0]	4%
1 [1]	4%
2 [2]	4%
3 [3]	6%
4 [4]	10%
5 [5]	25%
6 [6]	15%
7 [7]	13%
8 [8]	7%
9 [9]	2%
10 - Extremely favourable [10]	2%
Don't Know	8%
Favourable	24%
UnFavourable	18%
Net Favourable Score	6%
Mean	5.12

**YouGov / Survey Results**

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**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

**Total**

qindustrya2\_13. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Professional services (i.e. big law firms, accountancies, management consultancies)

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	8%
1 [1]	6%
2 [2]	8%
3 [3]	10%
4 [4]	13%
5 [5]	22%
6 [6]	11%
7 [7]	7%
8 [8]	3%
9 [9]	2%
10 - Extremely favourable [10]	1%
Don't Know	8%
Favourable	13%
Unfavourable	23%
Net Favourable Score	-20%
Mean	4.17

qindustrya2\_14. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Leisure companies (i.e. hotels, cinemas, restaurants)

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	4%
1 [1]	2%
2 [2]	3%
3 [3]	6%
4 [4]	8%
5 [5]	22%
6 [6]	15%
7 [7]	17%
8 [8]	9%
9 [9]	3%
10 - Extremely favourable [10]	3%
Don't Know	7%
Favourable	32%
Unfavourable	16%
Net Favourable Score	17%
Mean	5.47

qindustrya2\_15. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Fast food

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	10%
1 [1]	6%
2 [2]	8%
3 [3]	11%
4 [4]	10%
5 [5]	20%
6 [6]	12%
7 [7]	9%
8 [8]	4%
9 [9]	2%
10 - Extremely favourable [10]	2%
Don't Know	5%
Favourable	17%
Unfavourable	35%
Net Favourable Score	-19%
Mean	4.25

**YouGov / Survey Results**

**Sample Size (Survey 1) - 2079 UK Adults, 18-27 February 2014**

**Sample Size (Survey 2) - 2113 UK Adults, 18-27 February 2014**

**Sample Size (MP Survey) - 100 MPs representative of the House of Commons, 12 February-6 March 2014**

**Sample Size (Opinion Formers) - 787 Opinion Formers, January 2014**

**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

**Total**

qindustry2\_16. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Gambling

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	31%
1 [1]	10%
2 [2]	9%
3 [3]	9%
4 [4]	8%
5 [5]	13%
6 [6]	7%
7 [7]	4%
8 [8]	2%
9 [9]	1%
10 - Extremely favourable [10]	2%
Don't Know	6%
Favourable	9%
UnFavourable	59%
Net Favourable Score	-50%
Mean	2.72

qindustry2\_17. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Travel

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	4%
1 [1]	2%
2 [2]	4%
3 [3]	6%
4 [4]	8%
5 [5]	21%
6 [6]	15%
7 [7]	15%
8 [8]	10%
9 [9]	4%
10 - Extremely favourable [10]	4%
Don't Know	7%
Favourable	33%
UnFavourable	16%
Net Favourable Score	18%
Mean	5.56

qindustry2\_18. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Construction

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	5%
1 [1]	3%
2 [2]	5%
3 [3]	8%
4 [4]	12%
5 [5]	22%
6 [6]	14%
7 [7]	12%
8 [8]	6%
9 [9]	2%
10 - Extremely favourable [10]	2%
Don't Know	9%
Favourable	22%
UnFavourable	22%
Net Favourable Score	1%
Mean	4.91

qindustry2\_19. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Airline

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	5%
1 [1]	3%
2 [2]	4%
3 [3]	7%
4 [4]	12%
5 [5]	21%
6 [6]	14%
7 [7]	13%
8 [8]	7%
9 [9]	3%
10 - Extremely favourable [10]	2%
Don't Know	8%
Favourable	25%
UnFavourable	20%
Net Favourable Score	6%
Mean	5.07

**YouGov / Survey Results**

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**Sample Size (MP Survey) - 100 MPs representative of the House of Commons, 12 February-6 March 2014**

**Sample Size (Opinion Formers) - 787 Opinion Formers, January 2014**

**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

**Total**

qindustry2\_20. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Luxury fashion

	Unweighted base	2112
	<b>Base</b>	2111
0 - Extremely unfavourable [0]		14%
1 [1]		9%
2 [2]		9%
3 [3]		11%
4 [4]		11%
5 [5]		18%
6 [6]		10%
7 [7]		5%
8 [8]		3%
9 [9]		2%
10 - Extremely favourable [10]		1%
	Don't Know	8%
	Favourable	11%
	UnFavourable	42%
	<b>Net Favourable Score</b>	-31%
	<b>Mean</b>	3.69

qindustry2\_21. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Alcoholic drinks

	Unweighted base	2112
	<b>Base</b>	2111
0 - Extremely unfavourable [0]		8%
1 [1]		4%
2 [2]		5%
3 [3]		7%
4 [4]		10%
5 [5]		19%
6 [6]		15%
7 [7]		13%
8 [8]		7%
9 [9]		3%
10 - Extremely favourable [10]		3%
	Don't Know	6%
	Favourable	26%
	UnFavourable	24%
	<b>Net Favourable Score</b>	2%
	<b>Mean</b>	4.93

qindustry2\_22. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Groceries (i.e. food, cleaning products etc.)

	Unweighted base	2112
	<b>Base</b>	2111
0 - Extremely unfavourable [0]		3%
1 [1]		1%
2 [2]		2%
3 [3]		4%
4 [4]		6%
5 [5]		19%
6 [6]		15%
7 [7]		21%
8 [8]		13%
9 [9]		7%
10 - Extremely favourable [10]		5%
	Don't Know	5%
	Favourable	46%
	UnFavourable	10%
	<b>Net Favourable Score</b>	36%
	<b>Mean</b>	6.17

qindustry2\_23. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Soft drinks

	Unweighted base	2112
	<b>Base</b>	2111
0 - Extremely unfavourable [0]		6%
1 [1]		4%
2 [2]		6%
3 [3]		8%
4 [4]		10%
5 [5]		21%
6 [6]		14%
7 [7]		13%
8 [8]		7%
9 [9]		3%
10 - Extremely favourable [10]		3%
	Don't Know	6%
	Favourable	25%
	UnFavourable	24%
	<b>Net Favourable Score</b>	2%
	<b>Mean</b>	4.97

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**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

**Total**

qindustrya2\_24. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Government departments

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	12%
1 [1]	7%
2 [2]	7%
3 [3]	11%
4 [4]	13%
5 [5]	20%
6 [6]	11%
7 [7]	6%
8 [8]	3%
9 [9]	2%
10 - Extremely favourable [10]	1%
Don't Know	6%
Favourable	11%
UnFavourable	38%
Net Favourable Score	-27%
Mean	3.87

qindustrya2\_25. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Charities

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	4%
1 [1]	3%
2 [2]	4%
3 [3]	6%
4 [4]	7%
5 [5]	17%
6 [6]	14%
7 [7]	14%
8 [8]	10%
9 [9]	8%
10 - Extremely favourable [10]	6%
Don't Know	6%
Favourable	39%
UnFavourable	17%
Net Favourable Score	22%
Mean	5.78

qindustrya2\_26. And how favourable are you towards each of the following UK industries and organisations? Please answer on the scale below, where 0 is 'extremely unfavourable' and 10 is 'extremely favourable'. - Local councils

Unweighted base	2112
Base	2111
0 - Extremely unfavourable [0]	8%
1 [1]	5%
2 [2]	7%
3 [3]	10%
4 [4]	11%
5 [5]	22%
6 [6]	14%
7 [7]	9%
8 [8]	5%
9 [9]	1%
10 - Extremely favourable [10]	1%
Don't Know	7%
Favourable	16%
UnFavourable	30%
Net Favourable Score	-14%
Mean	4.42

qUtilities1\_3. And how far would you agree or disagree that each of the following describes the UK utilities industry? - Is financially sound (and not in need of support from government or private investors)

Unweighted base	2112
Base	2111
Strongly disagree	6%
Disagree	10%
Neither agree nor disagree	23%
Agree	28%
Strongly agree	18%
Don't know	15%
Net: Agree	46%
Net: Disagree	16%

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**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

**Total**

qUtilities1\_8. And how far would you agree or disagree that each of the following describes the UK utilities industry? - Has high ethical and moral standards

Unweighted base	2112
Base	2111
Strongly disagree	25%
Disagree	31%
Neither agree nor disagree	24%
Agree	7%
Strongly agree	1%
Don't know	12%
Net: Agree	8%
Net: Disagree	56%

qUtilities1\_11. And how far would you agree or disagree that each of the following describes the UK utilities industry? - Is trustworthy

Unweighted base	2112
Base	2111
Strongly disagree	27%
Disagree	33%
Neither agree nor disagree	24%
Agree	7%
Strongly agree	2%
Don't know	8%
Net: Agree	9%
Net: Disagree	59%

qUtilities1\_6. And how far would you agree or disagree that each of the following describes the UK utilities industry? - Is environmentally responsible

Unweighted base	2112
Base	2111
Strongly disagree	14%
Disagree	25%
Neither agree nor disagree	34%
Agree	13%
Strongly agree	3%
Don't know	12%
Net: Agree	16%
Net: Disagree	39%

qUtilities2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK utilities industry to focus on the best interests of its customers and wider society'

Unweighted base	2113
Base	2113
0 - Strongly disagree [0]	27%
1 [1]	10%
2 [2]	13%
3 [3]	12%
4 [4]	8%
5 [5]	12%
6 [6]	5%
7 [7]	3%
8 [8]	2%
9 [9]	1%
10 - Strongly agree [10]	0%
Don't know	7%
Agree	7%
Disagree	61%
Net Agree Score	-54%
Mean	2.66

qBanking2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK banking industry to focus on the best interests of its customers and wider society'

Unweighted base	163
Base	164
0 - Strongly disagree [0]	24%
1 [1]	9%
2 [2]	12%
3 [3]	15%
4 [4]	10%
5 [5]	12%
6 [6]	4%
7 [7]	3%
8 [8]	7%
9 [9]	-
10 - Strongly agree [10]	0%
Don't Know	4%
Agree	10%
Disagree	60%
Net Agree Score	-49%
Mean	2.94

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**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

**Total**

qRetail2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK retail industry to focus on the best interests of its customers and wider society'

Unweighted base	184
Base	197
0 - Strongly disagree [0]	11%
1 [1]	6%
2 [2]	7%
3 [3]	8%
4 [4]	5%
5 [5]	31%
6 [6]	9%
7 [7]	11%
8 [8]	4%
9 [9]	2%
10 - Strongly agree [10]	-
Don't Know	5%
Agree	17%
Disagree	32%
Net Agree Score	-16%
Mean	4.24

qPharmaceutical2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK pharmaceuticals industry to focus on the best interests of its customers and wider society'

Unweighted base	174
Base	176
0 - Strongly disagree [0]	6%
1 [1]	5%
2 [2]	10%
3 [3]	7%
4 [4]	4%
5 [5]	20%
6 [6]	10%
7 [7]	9%
8 [8]	14%
9 [9]	4%
10 - Strongly agree [10]	2%
Don't Know	9%
Agree	30%
Disagree	28%
Net Agree Score	2%
Mean	5.01

qInsurance2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK insurance industry to focus on the best interests of its customers and wider society'

Unweighted base	171
Base	173
0 - Strongly disagree [0]	17%
1 [1]	5%
2 [2]	8%
3 [3]	10%
4 [4]	13%
5 [5]	20%
6 [6]	4%
7 [7]	8%
8 [8]	5%
9 [9]	1%
10 - Strongly agree [10]	-
Don't Know	8%
Agree	14%
Disagree	40%
Net Agree Score	-27%
Mean	3.64

qOil2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK oil and gas extraction industry to focus on the best interests of its customers and wider society'

Unweighted base	168
Base	157
0 - Strongly disagree [0]	17%
1 [1]	8%
2 [2]	13%
3 [3]	15%
4 [4]	11%
5 [5]	15%
6 [6]	3%
7 [7]	5%
8 [8]	1%
9 [9]	2%
10 - Strongly agree [10]	0%
Don't Know	10%
Agree	9%
Disagree	53%
Net Agree Score	-45%
Mean	3.09

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**Total**

qTechnology2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK technology manufacturing industry to focus on the best interests of its customers and wider society'

Unweighted base	166
Base	162
0 - Strongly disagree [0]	3%
1 [1]	2%
2 [2]	3%
3 [3]	7%
4 [4]	10%
5 [5]	19%
6 [6]	16%
7 [7]	17%
8 [8]	4%
9 [9]	-
10 - Strongly agree [10]	3%
Don't Know	16%
Agree	24%
Disagree	16%
Net Agree Score	8%
Mean	5.20

qHigh2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK high tech industry to focus on the best interests of its customers and wider society'

Unweighted base	178
Base	176
0 - Strongly disagree [0]	6%
1 [1]	3%
2 [2]	7%
3 [3]	9%
4 [4]	13%
5 [5]	19%
6 [6]	6%
7 [7]	13%
8 [8]	8%
9 [9]	2%
10 - Strongly agree [10]	1%
Don't Know	13%
Agree	23%
Disagree	25%
Net Agree Score	-2%
Mean	4.70

qMedia2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK media industry to focus on the best interests of its customers and wider society'

Unweighted base	174
Base	161
0 - Strongly disagree [0]	11%
1 [1]	4%
2 [2]	10%
3 [3]	11%
4 [4]	16%
5 [5]	25%
6 [6]	9%
7 [7]	4%
8 [8]	3%
9 [9]	0%
10 - Strongly agree [10]	-
Don't Know	6%
Agree	8%
Disagree	37%
Net Agree Score	-29%
Mean	3.79

qMilitary2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK military equipment industry to focus on the best interests of its customers and wider society'

Unweighted base	158
Base	155
0 - Strongly disagree [0]	6%
1 [1]	3%
2 [2]	10%
3 [3]	8%
4 [4]	6%
5 [5]	16%
6 [6]	12%
7 [7]	5%
8 [8]	5%
9 [9]	1%
10 - Strongly agree [10]	4%
Don't Know	23%
Agree	15%
Disagree	28%
Net Agree Score	-13%
Mean	4.51

qCar2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK car manufacturing industry to focus on the best interests of its customers and wider society'

Unweighted base	160
Base	163
0 - Strongly disagree [0]	6%
1 [1]	0%
2 [2]	6%
3 [3]	10%
4 [4]	14%
5 [5]	21%
6 [6]	12%
7 [7]	15%
8 [8]	4%
9 [9]	1%
10 - Strongly agree [10]	0%
Don't Know	12%
Agree	21%
Disagree	21%
Net Agree Score	-1%
Mean	4.78

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**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

**Total**

qProf12. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK professional services industry to focus on the best interests of its customers and wider society'

Unweighted base	174
Base	166
0 - Strongly disagree [0]	9%
1 [1]	2%
2 [2]	8%
3 [3]	13%
4 [4]	15%
5 [5]	20%
6 [6]	7%
7 [7]	6%
8 [8]	4%
9 [9]	2%
10 - Strongly agree [10]	0%
Don't Know	13%
Agree	12%
Disagree	32%
Net Agree Score	-20%
Mean	4.09

qLeisure2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK leisure industry to focus on the best interests of its customers and wider society'

Unweighted base	172
Base	186
0 - Strongly disagree [0]	3%
1 [1]	2%
2 [2]	3%
3 [3]	3%
4 [4]	11%
5 [5]	23%
6 [6]	25%
7 [7]	12%
8 [8]	8%
9 [9]	2%
10 - Strongly agree [10]	-
Don't Know	7%
Agree	22%
Disagree	11%
Net Agree Score	10%
Mean	5.33

qFast2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK fast food industry to focus on the best interests of its customers and wider society'

Unweighted base	150
Base	151
0 - Strongly disagree [0]	13%
1 [1]	5%
2 [2]	13%
3 [3]	12%
4 [4]	12%
5 [5]	14%
6 [6]	9%
7 [7]	4%
8 [8]	6%
9 [9]	-
10 - Strongly agree [10]	-
Don't Know	10%
Agree	12%
Disagree	43%
Net Agree Score	-31%
Mean	3.66

qGamb2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK gambling industry to focus on the best interests of its customers and wider society'

Unweighted base	188
Base	162
0 - Strongly disagree [0]	36%
1 [1]	7%
2 [2]	12%
3 [3]	13%
4 [4]	6%
5 [5]	11%
6 [6]	-
7 [7]	1%
8 [8]	2%
9 [9]	-
10 - Strongly agree [10]	2%
Don't Know	10%
Agree	5%
Disagree	69%
Net Agree Score	-63%
Mean	2.12

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<b>Total</b>
-

qTravel2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK travel industry to focus on the best interests of its customers and wider society'

<b>Unweighted base</b>	157
<b>Base</b>	161
0 - Strongly disagree [0]	4%
1 [1]	3%
2 [2]	8%
3 [3]	7%
4 [4]	10%
5 [5]	25%
6 [6]	15%
7 [7]	8%
8 [8]	12%
9 [9]	2%
10 - Strongly agree [10]	0%
Don't Know	7%
Agree	23%
Disagree	21%
<b>Net Agree Score</b>	2%
<b>Mean</b>	5.02

qConstruction2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK construction industry to focus on the best interests of its customers and wider society'

<b>Unweighted base</b>	170
<b>Base</b>	174
0 - Strongly disagree [0]	8%
1 [1]	2%
2 [2]	6%
3 [3]	13%
4 [4]	9%
5 [5]	19%
6 [6]	12%
7 [7]	11%
8 [8]	3%
9 [9]	2%
10 - Strongly agree [10]	0%
Don't Know	14%
Agree	17%
Disagree	29%
<b>Net Agree Score</b>	-12%
<b>Mean</b>	4.48

qAirline2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK airline industry to focus on the best interests of its customers and wider society'

<b>Unweighted base</b>	167
<b>Base</b>	162
0 - Strongly disagree [0]	6%
1 [1]	5%
2 [2]	7%
3 [3]	9%
4 [4]	10%
5 [5]	18%
6 [6]	16%
7 [7]	12%
8 [8]	7%
9 [9]	1%
10 - Strongly agree [10]	-
Don't Know	10%
Agree	20%
Disagree	26%
<b>Net Agree Score</b>	-6%
<b>Mean</b>	4.68

qLux2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK luxury clothing industry to focus on the best interests of its customers and wider society'

<b>Unweighted base</b>	167
<b>Base</b>	164
0 - Strongly disagree [0]	11%
1 [1]	4%
2 [2]	7%
3 [3]	10%
4 [4]	8%
5 [5]	20%
6 [6]	14%
7 [7]	5%
8 [8]	4%
9 [9]	1%
10 - Strongly agree [10]	2%
Don't Know	13%
Agree	13%
Disagree	31%
<b>Net Agree Score</b>	-16%
<b>Mean</b>	4.29

qAlcohol2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK alcoholic drinks industry to focus on the best interests of its customers and wider society'

<b>Unweighted base</b>	170
<b>Base</b>	173
0 - Strongly disagree [0]	6%
1 [1]	8%
2 [2]	12%
3 [3]	11%
4 [4]	11%
5 [5]	21%
6 [6]	7%
7 [7]	8%
8 [8]	1%
9 [9]	-
10 - Strongly agree [10]	2%
Don't Know	10%
Agree	11%
Disagree	39%
<b>Net Agree Score</b>	-26%
<b>Mean</b>	3.83

qGroceries2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK groceries industry to focus on the best interests of its customers and wider society'

<b>Unweighted base</b>	164
<b>Base</b>	156
0 - Strongly disagree [0]	6%
1 [1]	3%
2 [2]	4%
3 [3]	8%
4 [4]	15%
5 [5]	15%
6 [6]	16%
7 [7]	14%
8 [8]	7%
9 [9]	0%
10 - Strongly agree [10]	4%
Don't Know	9%
Agree	25%

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	<b>Total</b>
Disagree	20%
Net Agree Score	5%
Mean	5.04

qSoft2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust the UK soft drinks industry to focus on the best interests of its customers and wider society'

<b>Unweighted base</b>	175
<b>Base</b>	190
0 - Strongly disagree [0]	5%
1 [1]	4%
2 [2]	8%
3 [3]	16%
4 [4]	13%
5 [5]	22%
6 [6]	10%
7 [7]	12%
8 [8]	1%
9 [9]	1%
10 - Strongly agree [10]	0%
Don't Know	8%
Agree	14%
Disagree	33%
Net Agree Score	-19%
Mean	4.25

qCharly2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust UK charities to focus on the best interests of wider society'

<b>Unweighted base</b>	146
<b>Base</b>	149
0 - Strongly disagree [0]	2%
1 [1]	1%
2 [2]	6%
3 [3]	2%
4 [4]	5%
5 [5]	18%
6 [6]	7%
7 [7]	19%
8 [8]	19%
9 [9]	6%
10 - Strongly agree [10]	5%
Don't Know	10%
Agree	49%
Disagree	11%
Net Agree Score	38%
Mean	6.22

qLocal2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust UK local councils to focus on the best interests of wider society'

<b>Unweighted base</b>	203
<b>Base</b>	202
0 - Strongly disagree [0]	11%
1 [1]	5%
2 [2]	10%
3 [3]	9%
4 [4]	10%
5 [5]	16%
6 [6]	16%
7 [7]	11%
8 [8]	5%
9 [9]	-
10 - Strongly agree [10]	1%
Don't Know	6%
Agree	17%
Disagree	36%
Net Agree Score	-19%
Mean	4.18

qGovernment2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust UK government departments to focus on the best interests of wider society'

<b>Unweighted base</b>	143
<b>Base</b>	136
0 - Strongly disagree [0]	27%
1 [1]	6%
2 [2]	8%
3 [3]	8%
4 [4]	8%
5 [5]	20%
6 [6]	7%
7 [7]	3%
8 [8]	3%
9 [9]	0%
10 - Strongly agree [10]	1%
Don't Know	10%
Agree	6%
Disagree	49%
Net Agree Score	-42%
Mean	2.98

qBuilding2. Using the scale below, please indicate the extent to which you agree or disagree with the following statement: 'I trust UK building societies to focus on the best interests of its customers and wider society'

<b>Unweighted base</b>	205
<b>Base</b>	211
0 - Strongly disagree [0]	2%
1 [1]	4%
2 [2]	6%
3 [3]	9%
4 [4]	9%
5 [5]	12%
6 [6]	17%
7 [7]	13%
8 [8]	11%
9 [9]	2%
10 - Strongly agree [10]	1%
Don't Know	13%
Agree	26%
Disagree	23%
Net Agree Score	4%
Mean	5.11

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Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013

Total

**OPRICE\_COMP\_ATTITUDES\_A.9. And to what extent do you agree or disagree with each of the following statements? - Energy supply companies have worse ethics than other big businesses in other sectors**

Unweighted base	2079
Base	2079
Strongly disagree	2%
Disagree	11%
Neither agree nor disagree	33%
Agree	28%
Strongly agree	14%
Don't know	12%
Agree	42%
Disagree	13%
Net Agree Score	29%

**OPRICE\_COMP\_ATTITUDES\_8. To what extent do you agree or disagree with each of the following statements? - Energy supply companies have worse ethics than other big businesses in other sectors**

Unweighted base	787
Base	787
Strongly disagree	4%
Disagree	24%
Neither agree nor disagree	35%
Agree	22%
Strongly agree	12%
Don't know	4%
Net: Disagree	27%
Net: Agree	34%

**OPRICE\_COMP\_ATTITUDES\_2. To what extent do you agree or disagree with each of the following statements? - Energy suppliers make a fair level of profit**

Unweighted base	2079
Base	2079
Strongly disagree	21%
Disagree	31%
Neither agree nor disagree	16%
Agree	14%
Strongly agree	12%
Don't know	6%
Agree	26%
Disagree	52%
Net Agree Score	-26%

**OPRICE\_COMP\_ATTITUDES\_6. To what extent do you agree or disagree with each of the following statements? - Companies are quick to raise prices when their costs go up but they seem much slower in offering discounts when their costs fall**

Unweighted base	2079
Base	2079
Strongly disagree	2%
Disagree	2%
Neither agree nor disagree	8%
Agree	22%
Strongly agree	62%
Don't know	4%
Agree	84%
Disagree	4%
Net Agree Score	81%

**OPRICE\_COMP\_ATTITUDES\_4. To what extent do you agree or disagree with each of the following statements? - The big energy suppliers act as a cartel (a cartel is where companies work together to fix prices and prevent new companies coming into the market)**

Unweighted base	2079
Base	2079
Strongly disagree	2%
Disagree	5%
Neither agree nor disagree	17%
Agree	35%
Strongly agree	32%
Don't know	9%
Agree	67%
Disagree	7%
Net Agree Score	61%

**OPRICE\_COMP\_ATTITUDES\_2. To what extent do you agree or disagree with each of the following statements? - Energy suppliers make a fair level of profit**

Unweighted base	787
Base	787
Strongly disagree	20%
Disagree	36%
Neither agree nor disagree	14%
Agree	21%
Strongly agree	6%
Don't know	3%
Net: Disagree	56%
Net: Agree	27%

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Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013

Total

OPRICE\_COMP\_ATTITUDES\_12. To what extent do you agree or disagree with each of the following statements? - The big energy suppliers act as a cartel

Unweighted base	787
Base	787
Strongly disagree	3%
Disagree	8%
Neither agree nor disagree	10%
Agree	42%
Strongly agree	32%
Don't know	5%
Net: Disagree	11%
Net: Agree	74%

OPRICE\_COMP\_ATTITUDES\_5. To what extent do you agree or disagree with each of the following statements? - Companies are quick to raise prices when their costs go up but they seem much slower in offering discounts when their costs fall

Unweighted base	787
Base	787
Strongly disagree	3%
Disagree	2%
Neither agree nor disagree	5%
Agree	40%
Strongly agree	48%
Don't know	1%
Net: Disagree	5%
Net: Agree	88%

qMARKETvalues\_3. How far do you agree or disagree with each of the following? - Most big companies can be left alone by government as they generally provide a fair deal for their customers

Unweighted base	2079
Base	2079
Strongly disagree	17%
Disagree	33%
Neither agree nor disagree	27%
Agree	18%
Strongly agree	2%
Don't know	5%
Agree	19%
Disagree	49%
Net Agree Score	-31%

qMARKETvalues\_4. How far do you agree or disagree with each of the following? - Nationalised industries, where everything is owned and run by the state, can often be better for the UK than when they are run by commercial businesses

Unweighted base	2079
Base	2079
Strongly disagree	6%
Disagree	14%
Neither agree nor disagree	27%
Agree	28%
Strongly agree	19%
Don't know	6%
Agree	47%
Disagree	19%
Net Agree Score	28%

e1\_1. How much competition do you believe exists between commercial companies in each of the following markets? - Household energy (gas and electricity)

Base	600
0 - No competition at all	9%
1	12%
2	17%
3	17%
4	10%
5	11%
6	8%
7	6%
8	4%
9	1%
10 - A lot of competition	4%
Don't know	-
Don't know	1%
Net: Uncompetitive	55%
Net: Competitive	15%

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<b>Total</b>
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e1\_2. How much competition do you believe exists between commercial companies in each of the following markets? - Household water supply

<b>Base</b>	600
0 - No competition at all	42%
1	15%
2	14%
3	10%
4	5%
5	5%
6	4%
7	1%
8	1%
9	0%
10 - A lot of competition	1%
Don't know	-
Don't know	3%
<b>Net: Uncompetitive</b>	80%
<b>Net: Competitive</b>	4%

e1\_3. How much competition do you believe exists between commercial companies in each of the following markets? - Personal banking

<b>Base</b>	600
0 - No competition at all	4%
1	6%
2	7%
3	11%
4	9%
5	14%
6	11%
7	14%
8	8%
9	5%
10 - A lot of competition	9%
Don't know	-
Don't know	2%
<b>Net: Uncompetitive</b>	28%
<b>Net: Competitive</b>	36%

e1\_5. How much competition do you believe exists between commercial companies in each of the following markets? - Supermarkets

<b>Base</b>	600
0 - No competition at all	1%
1	1%
2	3%
3	4%
4	4%
5	8%
6	8%
7	18%
8	21%
9	12%
10 - A lot of competition	22%
Don't know	-
Don't know	1%
<b>Net: Uncompetitive</b>	9%
<b>Net: Competitive</b>	73%

QPRICE\_COMP\_ATTITUDES\_3. To what extent do you agree or disagree with each of the following statements? - Having private energy suppliers is far more efficient than a single, nationalised industry would be (a nationalised energy industry is one where the government/state is the only supplier)

	Conservative	Lib-Dem	
<b>Unweighted base</b>	2079	435	144
<b>Base</b>	2079	447	135
Strongly disagree	15%	6%	6%
Disagree	22%	14%	25%
Neither agree nor disagree	28%	27%	28%
Agree	17%	29%	29%
Strongly agree	6%	11%	3%
Don't know	13%	13%	8%
Agree	23%	40%	33%
Disagree	37%	20%	31%
<b>Net Agree Score</b>	-14%	20%	1%

QPRICE\_COMP\_ATTITUDES\_A.7. And to what extent do you agree or disagree with each of the following statements? - I am confident the big energy suppliers comply with Government regulations

<b>Unweighted base</b>	2079
<b>Base</b>	2079
Strongly disagree	11%
Disagree	27%
Neither agree nor disagree	33%
Agree	15%
Strongly agree	2%
Don't know	12%
Agree	17%
Disagree	38%
<b>Net Agree Score</b>	-21%

qENSECvalues\_2. Thinking now specifically about the energy sector in the UK, how far do you agree or disagree with these two statements? - It is important that the UK supply as much of its own energy needs as possible, without having to buy energy from elsewhere

<b>Unweighted base</b>	2079
<b>Base</b>	2079
Strongly disagree	0%
Disagree	3%
Neither agree nor disagree	14%
Agree	43%
Strongly agree	36%
Don't know	4%
Agree	78%
Disagree	4%
<b>Net Agree Score</b>	75%

qENSECvalues\_1. Thinking now specifically about the energy sector in the UK, how far do you agree or disagree with these two statements? - We should welcome foreign investment in our energy sector if it means energy supply is more secure and we meet our carbon reduction targets

<b>Unweighted base</b>	2079
<b>Base</b>	2079
Strongly disagree	7%
Disagree	19%
Neither agree nor disagree	31%
Agree	30%
Strongly agree	6%
Don't know	6%
Agree	36%
Disagree	27%
<b>Net Agree Score</b>	9%

QTRILEMMA3. Do you agree or disagree that the only real way to secure the UK's future energy supplies and necessary infrastructure is to raise costs for households?

<b>Unweighted base</b>	2079
<b>Base</b>	2079
Agree	12%
Disagree	64%
Don't know	24%

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Total

qEnergy\_Business\_3. To what extent do you agree or disagree that: - If UK energy costs have to rise then business bills should rise faster than household bills, even if it means business have to freeze wages or lay some people off to pay for extra costs

Unweighted base	2079
Base	2079
Strongly disagree	9%
Disagree	35%
Neither agree nor disagree	29%
Agree	10%
Strongly agree	4%
Don't know	13%
Agree	14%
Disagree	44%
Net Agree Score	-31%

qEnergy\_Business\_1. Finally for this section on energy, to what extent do you agree or disagree that: - Energy costs are holding back the UK's economic recovery

Unweighted base	787
Base	787
Strongly disagree	2%
Disagree	23%
Neither agree nor disagree	26%
Agree	33%
Strongly agree	9%
Don't know	7%
Net: Disagree	25%
Net: Agree	42%

qENVvalues\_1. How far do you agree or disagree with each of the following? - Climate change is one of the biggest challenges facing the world today

Unweighted base	2079
Base	2079
Strongly disagree	7%
Disagree	14%
Neither agree nor disagree	23%
Agree	32%
Strongly agree	20%
Don't know	4%
Agree	52%
Disagree	21%
Net Agree Score	30%

QTRILEMMA2. Do you agree or disagree that the UK should stick to its commitments on reducing carbon emissions even if it means higher costs for households?

Unweighted base	2079
Base	2079
Agree	30%
Disagree	43%
Don't know	27%

QTRILEMMA1\_3. Some people say that UK household energy supply faces three key issues: the rising cost of household energy bills, the UK's commitment to reducing carbon emissions (ie environmental considerations), and the need to ensure household energy supplies remain stable and secure so they don't get cut off due to a lack of investment in energy infrastructure (eg not having enough power plants).Regardless of whether you believe each of the following actually affect one another, please rank them in order of importance to you, where 1 is the most important and 3 the least. - Sticking to the UK's commitment on reducing carbon emissions

Unweighted base	2079
Base	2079
Ranked first	8%
Ranked second	24%
Ranked third	67%

qENVvalues\_2. How far do you agree or disagree with each of the following? - The UK should not take more action on climate change than other countries, because it will simply handicap us rather than set an example others will then follow

Unweighted base	2079
Base	2079
Strongly disagree	9%
Disagree	22%
Neither agree nor disagree	27%
Agree	23%
Strongly agree	13%
Don't know	5%
Agree	36%
Disagree	31%
Net Agree Score	5%

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Total
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qENValues\_3. How far do you agree or disagree with each of the following? - We in the UK should be prepared to make sacrifices now by using less energy, or paying more for it, in order to protect the environment for future generations

Unweighted base	2079
Base	2079
Strongly disagree	11%
Disagree	21%
Neither agree nor disagree	28%
Agree	26%
Strongly agree	10%
Don't know	4%
Agree	36%
Disagree	32%
Net Agree Score	4%

Q\_DELIB\_CON2\_a\_8. And for each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not... Artificially low energy costs will prevent people taking much needed steps in reducing their energy use over the longer term, such as insulating their homes, which fights climate change and helps UK energy security

		Strong Pro-Market	Strong Interventionist
Unweighted base	2078	25	383
Base	2078	22	369
True	89%	62%	35%
False	36%	27%	52%
Don't know	26%	11%	13%

QTRILEMMA1\_1. Some people say that UK household energy supply faces three key issues: the rising cost of household energy bills, the UK's commitment to reducing carbon emissions (ie environmental considerations), and the need to ensure household energy supplies remain stable and secure so they don't get cut off due to a lack of investment in energy infrastructure (eg not having enough power plants). Regardless of whether you believe each of the following actually affect one another, please rank them in order of importance to you, where 1 is the most important and 3 the least. - Stopping above-inflation rises in my household energy bills

Unweighted base	2079
Base	2079
Ranked first	65%
Ranked second	25%
Ranked third	10%

QTRILEMMA1\_2. Some people say that UK household energy supply faces three key issues: the rising cost of household energy bills, the UK's commitment to reducing carbon emissions (ie environmental considerations), and the need to ensure household energy supplies remain stable and secure so they don't get cut off due to a lack of investment in energy infrastructure (eg not having enough power plants). Regardless of whether you believe each of the following actually affect one another, please rank them in order of importance to you, where 1 is the most important and 3 the least. - Making sure energy supplies are stable and I don't suffer occasional blackouts

Unweighted base	2079
Base	2079
Ranked first	27%
Ranked second	51%
Ranked third	23%

QTRILEMMA1\_1. Some people say that UK household energy supply faces three key issues: the rising cost of household energy bills, the UK's commitment to reducing carbon emissions, and the need to ensure household energy supplies don't get cut off due to a lack of investment in energy infrastructure (for example, not having enough power plants). Regardless of whether you believe each of the following actually affect one another, please rank them in order of importance to you, where 1 is the most important and 3 the least. - Stopping above-inflation rises in household energy bills

Unweighted base	767
Base	767
Most important [1]	20%
2nd most important [2]	50%
3rd most important [3]	30%
Mean	2.10

QTRILEMMA1\_2. Some people say that UK household energy supply faces three key issues: the rising cost of household energy bills, the UK's commitment to reducing carbon emissions, and the need to ensure household energy supplies don't get cut off due to a lack of investment in energy infrastructure (for example, not having enough power plants). Regardless of whether you believe each of the following actually affect one another, please rank them in order of importance to you, where 1 is the most important and 3 the least. - Making sure energy supplies are stable and we don't suffer occasional blackouts

Unweighted base	767
Base	767
Most important [1]	56%
2nd most important [2]	25%
3rd most important [3]	11%
Mean	1.48

QTRILEMMA1\_3. Some people say that UK household energy supply faces three key issues: the rising cost of household energy bills, the UK's commitment to reducing carbon emissions, and the need to ensure household energy supplies don't get cut off due to a lack of investment in energy infrastructure (for example, not having enough power plants). Regardless of whether you believe each of the following actually affect one another, please rank them in order of importance to you, where 1 is the most important and 3 the least. - Sticking to the UK's commitment on reducing carbon emissions

Unweighted base	767
Base	767
Most important [1]	17%
2nd most important [2]	25%
3rd most important [3]	59%
Mean	2.42

qtrilemma1a1. Most important : Some people say that UK household energy supply faces three key issues: the rising cost of household energy bills, the UK's commitment to reducing carbon emissions, and the need to ensure household energy supplies don't get cut off due to a lack of investment in energy infrastructure (for example, not having enough power plants). Regardless of whether you believe each of the following actually affect one another, please rank them in order of importance to you, where 1 is the most important and 3 the least.

Unweighted base	767
Base	767
Stopping above-inflation rises in household energy bills	20%
Making sure energy supplies are stable and we don't suffer occasional blackouts	64%
Sticking to the UK's commitment on reducing carbon emissions	17%

QBILLSFUTURE1a. When it comes to peoples' future household energy bills, and considering the various arguments around these costs, do you consider "bill increases above inflation" to be acceptable or not?

Unweighted base	767
Base	767
Yes, acceptable	32%
No, not acceptable	68%

QBILLSFUTURE1b. And do you consider "bill increases in line with inflation" to be acceptable or not?

Unweighted base	532
Base	532
Yes, acceptable	77%
No, not acceptable	23%

QBILLSFUTURE1c. Would you then consider "bill increases below inflation" to be acceptable or not?

Unweighted base	121
Base	121
Yes, acceptable	76%
No, not acceptable	24%

QBILLSFUTURE1d. And do you consider "bills staying the same as they are now" to be acceptable or not?

Unweighted base	29
Base	29
Yes, acceptable	21%
No, not acceptable	79%

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**Total**

QBILLSFUTURE1e. Lastly, then, do you consider 'bills decreasing' to be acceptable or not?

Unweighted base	23
Base	23
Yes, acceptable	78%
No, not acceptable. What I would find acceptable is...	22%

QBILLSFUTURE\_composite. QBILLSFUTURE\_composite

Unweighted base	787
Base	787
Bill increases above inflation	32%
Bill increases in line with inflation	52%
Bill increases below inflation	12%
Bills staying the same as now	1%
Bills decreasing	2%
Nothing is acceptable	1%

QBILLSFUTURE2. And which scenario do you expect, on average, over the coming years?

Unweighted base	787
Base	787
Bill increases above inflation	80%
Bill increases in line with inflation	17%
Bill increases below inflation	2%
Bills staying the same as they are now	1%
Bills decreasing	0%

QTRADEOFF1. To what extent do you agree or disagree that UK household energy bills can be increased below the rate of inflation, or even reduced, over the longer term (and without shifting green taxes to general taxation) without any real threat to each of the following: - Bills can be reduced without impacting energy supply security (ie increased likelihood of blackouts due to lack of investment in infrastructure)

Unweighted base	787
Base	787
Strongly disagree	9%
Disagree	25%
Neither agree nor disagree	12%
Agree	35%
Strongly agree	12%
Don't know	7%
Net: Disagree	34%
Net: Agree	47%

QTRADEOFF2. To what extent do you agree or disagree that UK household energy bills can be increased below the rate of inflation, or even reduced, over the longer term (and without shifting green taxes to general taxation) without any real threat to each of the following: - Bills can be reduced without the UK missing its carbon reduction targets

Unweighted base	787
Base	787
Strongly disagree	9%
Disagree	27%
Neither agree nor disagree	13%
Agree	32%
Strongly agree	11%
Don't know	9%
Net: Disagree	35%
Net: Agree	42%

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**QBILLSFUTURE1a. When it comes to your future household energy bills, and considering the various arguments around these costs, such as the need to reduce carbon emissions and secure future energy supplies, do you consider "bill increases above inflation" to be acceptable or not?**

	Total	Conservative	Labour	Lib-Dem	Other	under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over
<b>Unweighted base</b>	2079	435	650	144	544	50	115	172	153	160	134	151	122	92	86	117	70	88	32	17
<b>Base</b>	2079	447	716	135	505	54	110	175	158	163	146	144	135	98	85	114	63	85	28	16
Yes, acceptable	15%	15%	15%	35%	13%	12%	15%	15%	12%	18%	10%	16%	17%	15%	20%	23%	22%	27%	14%	44%
No, not acceptable	85%	85%	85%	65%	87%	88%	85%	85%	88%	82%	90%	84%	83%	85%	80%	77%	78%	73%	86%	56%
<b>QBILLSFUTURE1b. And do you consider "bill increases in line with inflation" to be acceptable or not?</b>																				
<b>Unweighted base</b>	1763	371	557	90	477	43	100	148	138	136	120	126	97	81	69	91	54	62	25	9
<b>Base</b>	1760	381	606	88	441	48	93	149	139	134	131	121	113	83	68	88	49	62	25	9
Yes, acceptable	58%	74%	53%	68%	54%	26%	45%	55%	59%	62%	64%	70%	56%	54%	80%	74%	65%	73%	52%	87%
No, not acceptable	42%	26%	47%	32%	46%	74%	55%	45%	41%	38%	36%	30%	44%	46%	20%	26%	35%	27%	48%	13%
<b>QBILLSFUTURE1c. Would you then consider "bill increases below inflation" to be acceptable or not?</b>																				
<b>Unweighted base</b>	686	107	229	23	205	28	49	61	56	49	44	33	37	32	14	22	15	18	10	2
<b>Base</b>	732	100	284	28	201	35	51	68	57	51	47	36	49	38	14	23	17	17	12	1
Yes, acceptable	61%	70%	64%	41%	58%	52%	55%	70%	66%	54%	67%	69%	82%	67%	58%	72%	46%	56%	68%	68%
No, not acceptable	39%	30%	36%	59%	42%	48%	45%	30%	34%	46%	33%	31%	18%	33%	42%	28%	54%	44%	32%	32%
<b>QBILLSFUTURE1d. And do you consider "bills staying the same as they are now" to be acceptable or not?</b>																				
<b>Unweighted base</b>	238	28	75	9	70	12	17	19	16	17	14	10	6	6	5	6	7	8	2	1
<b>Base</b>	286	30	102	17	85	17	23	20	19	23	15	11	9	12	6	9	7	7	4	*
Yes, acceptable	29%	42%	25%	36%	32%	37%	40%	13%	14%	26%	28%	21%	32%	42%	13%	32%	43%	40%	-	-
No, not acceptable	71%	58%	75%	64%	68%	63%	60%	87%	86%	74%	72%	79%	68%	58%	87%	68%	57%	60%	100%	100%
<b>QBILLSFUTURE1e. Lastly, then, do you consider "bills decreasing" to be acceptable or not?</b>																				
<b>Unweighted base</b>	173	16	59	6	48	8	11	16	12	13	9	8	4	4	4	5	4	6	2	1
<b>Base</b>	203	17	77	11	58	11	14	17	17	17	11	9	6	7	5	4	5	4	4	*
Yes, acceptable	93%	100%	90%	100%	91%	87%	86%	100%	98%	100%	100%	100%	100%	100%	84%	100%	100%	100%	100%	100%
No, not acceptable. What I would find acceptable is...	7%	-	10%	-	9%	13%	14%	-	2%	-	-	-	-	-	16%	-	-	-	-	-

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QPRICE\_COMP\_ATTITUDES\_A.8. And to what extent do you agree or disagree with each of the following statements? - The electricity and gas supply market has major problems which government needs to address

<b>Total</b>
--------------

Unweighted base	2079
Base	2079
Strongly disagree	2%
Disagree	4%
Neither agree nor disagree	19%
Agree	38%
Strongly agree	29%
Don't know	9%
Agree	66%
Disagree	5%
Net Agree Score	61%

Q\_POL\_DISCUSSIONS\_1. To what extent, if any, do you agree with each of these two statements. - The issue of energy prices has become a political football which is unlikely to actually help customers

Unweighted base	2079
Base	2079
Strongly disagree	2%
Disagree	6%
Neither agree nor disagree	18%
Agree	46%
Strongly agree	22%
Don't know	7%

Q\_POL\_DISCUSSIONS\_2. To what extent, if any, do you agree with each of these two statements. - Recent energy price discussions amongst politicians have put pressure on energy companies to keep their prices lower

Unweighted base	2079
Base	2079
Strongly disagree	10%
Disagree	28%
Neither agree nor disagree	29%
Agree	22%
Strongly agree	3%
Don't know	9%

QPOLICIES\_1. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Cut 'green levies' from energy bills either by moving them to general taxation or getting rid of them completely

		Conservative	Labour	Liberal Democrat
Unweighted base	787	256	220	80
Base	787	256	220	80
0 - Very unfavourable [0]	13%	5%	22%	13%
1 [1]	6%	1%	12%	5%
2 [2]	8%	4%	11%	10%
3 [3]	6%	2%	10%	4%
4 [4]	5%	4%	6%	8%
5 [5]	11%	8%	9%	21%
6 [6]	8%	11%	7%	9%
7 [7]	8%	13%	5%	8%
8 [8]	10%	13%	8%	10%
9 [9]	7%	11%	3%	6%
10 - Very favourable [10]	16%	25%	4%	5%
Don't know	4%	2%	4%	3%
Net: UNfavourable	32%	12%	55%	31%
Net: Favourable	41%	63%	20%	29%
Mean	5.36	7.04	3.47	4.76

QPOLICIES\_2. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Freeze household energy bills for 20 months from May 2015

		Conservative	Labour	Liberal Democrat
Unweighted base	787	256	220	80
Base	787	256	220	80
0 - Very unfavourable [0]	19%	36%	6%	18%
1 [1]	7%	9%	3%	13%
2 [2]	9%	12%	4%	14%
3 [3]	7%	9%	3%	8%
4 [4]	4%	4%	3%	5%
5 [5]	12%	9%	14%	13%
6 [6]	5%	4%	8%	5%
7 [7]	8%	2%	15%	10%
8 [8]	6%	3%	8%	6%
9 [9]	4%	2%	6%	1%
10 - Very favourable [10]	15%	7%	27%	4%
Don't know	5%	3%	4%	5%
Net: UNfavourable	42%	65%	16%	51%
Net: Favourable	33%	14%	55%	21%
Mean	4.58	2.84	6.62	3.62

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**QPOLICIES\_3. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Use a one-off windfall tax on the profits of large energy suppliers to cut household bills or to support infrastructure needs**

	Total	Party		
		Conservative	Labour	Liberal Democrat
Unweighted base	787	256	220	80
Base	787	256	220	80
0 - Very unfavourable [0]	12%	21%	3%	14%
1 [1]	5%	7%	2%	5%
2 [2]	8%	12%	4%	8%
3 [3]	6%	6%	2%	11%
4 [4]	4%	4%	3%	3%
5 [5]	10%	9%	10%	14%
6 [6]	10%	10%	9%	13%
7 [7]	11%	9%	16%	9%
8 [8]	10%	5%	17%	11%
9 [9]	7%	6%	8%	5%
10 - Very favourable [10]	14%	8%	22%	6%
Don't know	4%	3%	3%	3%
Net: UNfavourable	31%	46%	11%	38%
Net: Favourable	41%	29%	64%	31%
Mean	5.38	4.23	7.00	4.78

**QPOLICIES\_4. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Force household suppliers to reduce the number of different tariffs they offer and simplify bills**

	Total	Party		
		Conservative	Labour	Liberal Democrat
Unweighted base	787	256	220	80
Base	787	256	220	80
0 - Very unfavourable [0]	2%	4%	1%	3%
1 [1]	1%	-	1%	1%
2 [2]	2%	2%	1%	-
3 [3]	2%	4%	0%	1%
4 [4]	2%	4%	0%	1%
5 [5]	7%	6%	5%	6%
6 [6]	9%	9%	8%	14%
7 [7]	10%	9%	10%	9%
8 [8]	15%	14%	19%	19%
9 [9]	11%	13%	12%	18%
10 - Very favourable [10]	37%	34%	40%	28%
Don't know	2%	2%	2%	1%
Net: UNfavourable	7%	9%	4%	5%
Net: Favourable	73%	70%	81%	73%
Mean	7.85	7.61	8.25	7.77

**QPOLICIES\_5. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Increase the proportion of UK energy supplied by renewable sources**

	Total	Party		
		Conservative	Labour	Liberal Democrat
Unweighted base	787	256	220	80
Base	787	256	220	80
0 - Very unfavourable [0]	6%	10%	1%	1%
1 [1]	4%	7%	1%	4%
2 [2]	5%	6%	2%	4%
3 [3]	5%	10%	1%	1%
4 [4]	4%	7%	2%	4%
5 [5]	10%	13%	7%	11%
6 [6]	9%	12%	10%	6%
7 [7]	12%	12%	15%	16%
8 [8]	12%	8%	20%	19%
9 [9]	8%	5%	8%	9%
10 - Very favourable [10]	21%	9%	28%	24%
Don't know	3%	2%	3%	1%
Net: UNfavourable	20%	33%	6%	10%
Net: Favourable	53%	34%	71%	68%
Mean	6.34	5.06	7.60	7.13

**QPOLICIES\_6. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Take the UK out of EU-wide agreements on growing renewable energy and cutting carbon emissions**

	Total	Party		
		Conservative	Labour	Liberal Democrat
Unweighted base	787	256	220	80
Base	787	256	220	80
0 - Very unfavourable [0]	24%	9%	40%	34%
1 [1]	12%	5%	15%	23%
2 [2]	9%	5%	13%	13%
3 [3]	8%	5%	12%	10%
4 [4]	5%	7%	4%	1%
5 [5]	9%	13%	6%	5%
6 [6]	4%	10%	1%	3%
7 [7]	5%	11%	2%	1%
8 [8]	5%	7%	1%	1%
9 [9]	4%	10%	0%	1%
10 - Very favourable [10]	11%	13%	2%	5%
Don't know	5%	5%	5%	4%
Net: UNfavourable	52%	24%	79%	79%
Net: Favourable	25%	41%	5%	9%
Mean	3.84	5.64	1.79	2.10

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**QPOLICIES\_7. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Provide maximum government support for shale gas extraction**

		<b>Total</b>			
		<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	
<b>Unweighted base</b>		787	256	220	80
<b>Base</b>		787	256	220	80
0 - Very unfavourable	[0]	18%	6%	25%	15%
1	[1]	6%	2%	9%	11%
2	[2]	5%	2%	11%	3%
3	[3]	5%	3%	5%	8%
4	[4]	5%	5%	5%	3%
5	[5]	11%	6%	13%	20%
6	[6]	6%	10%	4%	8%
7	[7]	8%	10%	6%	11%
8	[8]	8%	14%	6%	9%
9	[9]	6%	10%	3%	4%
10 - Very favourable	[10]	15%	26%	5%	5%
	Don't know	7%	4%	7%	5%
	Net: UNfavourable	34%	13%	50%	36%
	Net: Favourable	37%	61%	20%	29%
	Mean	5.00	6.96	3.50	4.49

**QPOLICIES\_8. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Re-nationalise the energy supply industry**

		<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	
<b>Unweighted base</b>		787	256	220	80
<b>Base</b>		787	256	220	80
0 - Very unfavourable	[0]	27%	48%	8%	25%
1	[1]	8%	11%	6%	5%
2	[2]	6%	7%	5%	16%
3	[3]	5%	5%	5%	6%
4	[4]	3%	3%	3%	4%
5	[5]	9%	7%	13%	11%
6	[6]	5%	2%	7%	3%
7	[7]	6%	3%	10%	6%
8	[8]	5%	4%	8%	1%
9	[9]	4%	1%	7%	4%
10 - Very favourable	[10]	17%	7%	25%	14%
	Don't know	4%	2%	3%	5%
	Net: UNfavourable	47%	71%	25%	53%
	Net: Favourable	32%	14%	50%	25%
	Mean	4.30	2.33	6.12	3.87

**QPOLICIES\_9. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Force energy suppliers to be broken up from energy producers, so no individual company can produce energy and also supply it**

		<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	
<b>Unweighted base</b>		787	256	220	80
<b>Base</b>		787	256	220	80
0 - Very unfavourable	[0]	4%	8%	2%	1%
1	[1]	3%	6%	1%	3%
2	[2]	5%	9%	1%	8%
3	[3]	5%	6%	5%	8%
4	[4]	4%	6%	3%	3%
5	[5]	14%	16%	11%	14%
6	[6]	6%	6%	6%	9%
7	[7]	11%	7%	13%	15%
8	[8]	11%	8%	12%	16%
9	[9]	7%	3%	10%	4%
10 - Very favourable	[10]	20%	13%	25%	13%
	Don't know	11%	12%	12%	9%
	Net: UNfavourable	17%	29%	9%	19%
	Net: Favourable	48%	32%	59%	48%
	Mean	6.38	5.17	7.26	6.19

**QPOLICIES\_10. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Introduce greater regulation in order to force greater competition**

		<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	
<b>Unweighted base</b>		787	256	220	80
<b>Base</b>		787	256	220	80
0 - Very unfavourable	[0]	4%	9%	1%	1%
1	[1]	3%	5%	2%	5%
2	[2]	5%	8%	2%	5%
3	[3]	6%	5%	5%	9%
4	[4]	5%	5%	4%	3%
5	[5]	12%	11%	13%	14%
6	[6]	11%	14%	8%	13%
7	[7]	12%	11%	12%	16%
8	[8]	12%	10%	17%	18%
9	[9]	9%	6%	12%	5%
10 - Very favourable	[10]	16%	13%	18%	8%
	Don't know	4%	2%	6%	5%
	Net: UNfavourable	19%	28%	10%	20%
	Net: Favourable	48%	40%	59%	46%
	Mean	6.20	5.47	6.99	5.99

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QPOLICIES\_11. To what extent are you favourable or unfavourable towards the following UK energy policies or policy changes? Please rate each using the scale below. - Liberalise the market by removing as much regulation as possible

	Total	Conservative	Labour	Liberal Democrat
Unweighted base	787	256	220	80
Base	787	256	220	80
0 - Very unfavourable [0]	20%	7%	35%	13%
1 [1]	10%	5%	15%	13%
2 [2]	11%	11%	12%	11%
3 [3]	10%	10%	12%	14%
4 [4]	5%	4%	5%	6%
5 [5]	12%	16%	9%	16%
6 [6]	6%	10%	3%	9%
7 [7]	6%	13%	2%	4%
8 [8]	5%	8%	2%	3%
9 [9]	4%	6%	1%	1%
10 - Very favourable [10]	6%	8%	0%	5%
Don't know	4%	3%	3%	6%
Net: UNfavourable	52%	32%	75%	50%
Net: Favouable	21%	35%	5%	13%
Mean	3.71	5.15	2.10	3.65

Q\_DELIB\_CON2\_1. For each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - Energy suppliers in the UK only make a small profit, and less than many other industries

Unweighted base	2078
Base	2078
True	10%
False	67%
Don't know	23%

Q\_DELIB\_CON2\_2. For each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - There is no evidence of the suppliers acting as a cartel - the prices they charge tend to go up at the same time because their costs are similar (e.g. the 'wholesale' cost of buying energy to then supply to consumers)

Unweighted base	2078
Base	2078
True	17%
False	53%
Don't know	30%

Q\_DELIB\_CON2\_3. For each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - The price of energy includes costs such as 'green levies', which are necessary to meet targets for reducing UK carbon emissions

Unweighted base	2078
Base	2078
True	55%
False	20%
Don't know	25%

Q\_DELIB\_CON2\_4. For each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - Higher bills help the UK move to energy supplies which are more secure and sustainable in the long-term, for instance by increasing UK-based renewable sources

Unweighted base	2078
Base	2078
True	19%
False	49%
Don't know	32%

Q\_DELIB\_CON2\_5. For each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - The cost of developing and maintaining the UK's energy infrastructure (e.g. building new power plants) is rising fast, and this gets passed to energy suppliers who in turn must pass it on to consumers. Without this money, the security of our energy supply is threatened.

		Strong Pro-Market	Strong Interventionist
Unweighted base	2078	25	383
Base	2078	22	369
True	40%	49%	31%
False	30%	31%	53%
Don't know	30%	21%	16%

Q\_DELIB\_CON2\_a\_6. And for each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - It is not fair to move the increasing cost of energy onto general taxation, as that won't reflect the amount of energy each person uses

Unweighted base	2078
Base	2078
True	56%
False	18%
Don't know	26%

Q\_DELIB\_CON2\_a\_7. And for each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - If energy suppliers have to cut or freeze the price they charge, they will have to find ways of cutting their own costs elsewhere, and this increases the risk of energy shortages or 'blackouts'

		Strong Pro-Market	Strong Interventionist
Unweighted base	2078	25	383
Base	2078	22	369
True	34%	52%	28%
False	38%	34%	55%
Don't know	28%	14%	17%

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Q\_DELIB\_CON2\_a\_8. And for each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - Artificially low energy costs will prevent people taking much needed steps in reducing their energy use over the longer term, such as insulating their homes, which fights climate change and helps UK energy security

	Total		
		Strong Pro-Market	Strong Interventionist
Unweighted base	2078	25	383
Base	2078	22	369
True	39%	62%	35%
False	36%	27%	52%
Don't know	26%	11%	13%

Q\_DELIB\_CON2\_a\_9. And for each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - Markets like energy supply work best without government interference

Unweighted base	2078
Base	2078
True	18%
False	48%
Don't know	34%

Q\_DELIB\_CON. Here are several reasons why some people oppose government action to force energy suppliers to cut the price they charge customers. Please tick each argument that you have heard before, regardless of whether you think it is true or not.

	Unweighted base	Base
Energy suppliers in the UK only make a small profit, and less than many other industries	2078	2078
There is no evidence of the suppliers acting as a cartel – the prices they charge tend to go up at the same time because their costs are similar (e.g. the 'wholesale' cost of buying energy to then supply to consumers)	23%	23%
The price of energy includes costs such as 'green levies', which are necessary to meet targets for reducing UK carbon emissions	47%	47%
Higher bills help the UK move to energy supplies which are more secure and sustainable in the long-term, for instance by increasing UK-based renewable sources	24%	24%
The cost of developing and maintaining the UK's energy infrastructure (e.g. building new power plants) is rising fast, and this gets passed to energy suppliers who in turn must pass it on to consumers. Without this money, the security of our energy supply is threatened.	39%	39%
It is not fair to move the increasing cost of energy onto general taxation, as that won't reflect the amount of energy each person uses	28%	28%
If energy suppliers have to cut or freeze the price they charge, they will have to find ways of cutting their own costs elsewhere, and this increases the risk of energy shortages or 'blackouts'	33%	33%
Artificially low energy costs will prevent people taking much needed steps in reducing their energy use over the longer term, such as insulating their homes, which fights climate change and helps UK energy security	25%	25%
Markets like energy supply work best without government interference	21%	21%
None of these	27%	27%

Q\_DELIB\_PRO2\_1. For each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - Energy supply companies make too much profit from high prices ( and even if the profit they announce seems low, they probably make their money somewhere else - for instance in their wholesale business)

Unweighted base	2079
Base	2079
True	72%
False	9%
Don't know	19%

Q\_DELIB\_PRO2\_2. For each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - Energy companies are working together to keep prices higher than they need to be and stop new companies coming in with lower prices

Unweighted base	2079
Base	2079
True	62%
False	14%
Don't know	24%

Q\_DELIB\_PRO2\_3. For each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - It is too hard for people to switch suppliers, so they become stuck on expensive tariffs and therefore need direct help to cut their bills

Unweighted base	2079
Base	2079
True	40%
False	41%
Don't know	19%

Q\_DELIB\_PRO2\_4. For each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - Energy tariffs are deliberately confusing which makes comparing them too hard and therefore switching less likely

Unweighted base	2079
Base	2079
True	73%
False	11%
Don't know	16%

Q\_DELIB\_PRO2\_a\_5. And for each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - Energy companies prey on people's lack of time or willingness to regularly check they are on the cheapest tariff

Unweighted base	2079
Base	2079
True	75%
False	9%
Don't know	17%

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**Sample Size (MP Survey) - 100 MPs representative of the House of Commons, 12 February-6 March 2014**

**Sample Size (Opinion Formers) - 787 Opinion Formers, January 2014**

**Sample Size (Opinion Formers) - 600 Opinion Formers, November 2013**

<b>Total</b>
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Q\_DELIB\_PRO2\_a\_6. And for each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - The poorest and most vulnerable in society, such as the elderly, find it hardest to check their tariffs and switch supplier - so they need to be protected from energy suppliers

Unweighted base	2079
Base	2079
True	77%
False	9%
Don't know	14%

Q\_DELIB\_PRO2\_a\_7. And for each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - The proportion of household income now being spent on electricity and gas is unsustainable and is driving too many people into so-called 'fuel poverty'

Unweighted base	2079
Base	2079
True	72%
False	11%
Don't know	17%

Q\_DELIB\_PRO2\_a\_8. And for each argument, please state whether you think it is true or false, regardless of whether you have heard it before or not. - Even if the costs of supplying energy are really rising, it is fairer that some of these costs should be covered by the government through higher general taxation (such as higher income tax or VAT) and not directly from household energy bills

Unweighted base	2079
Base	2079
True	31%
False	38%
Don't know	31%