

YouGov / Ecocamel Survey Results

Sample Size: 2361

Fieldwork: 13th - 15th January 2010

	Total	Gender		Age					Socialgrade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	G2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2361	1088	1273	124	435	414	426	962	1449	912	571	332	226	318	576	117	221
Base: All GB Adults	2361	1133	1228	283	416	410	426	826	1299	1062	581	387	227	302	541	118	205

To what extent, if at all, do you consider yourself to be energy efficient in your home?

Very energy efficient	9%	9%	9%	3%	7%	6%	7%	14%	9%	8%	9%	12%	9%	7%	9%	6%	5%
Fairly energy efficient	67%	64%	70%	60%	59%	71%	70%	69%	66%	68%	70%	67%	63%	63%	69%	68%	64%
Not very energy efficient	20%	23%	18%	29%	26%	19%	21%	15%	22%	18%	18%	16%	22%	22%	19%	21%	30%
Not at all energy efficient	2%	2%	1%	4%	3%	1%	1%	1%	2%	2%	1%	1%	2%	4%	2%	3%	-
Don't know	2%	3%	2%	4%	6%	2%	1%	1%	2%	3%	2%	4%	4%	4%	1%	1%	1%

How important, if at all, is it to you to make your home more energy and money efficient this year (i.e. 2010)?

Number one priority	4%	3%	4%	1%	2%	4%	3%	5%	3%	4%	3%	5%	2%	4%	3%	6%	2%
Incredibly important	10%	8%	12%	8%	11%	10%	9%	12%	9%	11%	13%	9%	11%	9%	8%	11%	12%
Very important	29%	28%	30%	18%	23%	28%	35%	33%	29%	29%	29%	31%	22%	28%	29%	33%	31%
Fairly important	35%	34%	36%	32%	32%	36%	35%	38%	36%	34%	33%	35%	36%	33%	38%	39%	34%
Not very important	16%	19%	13%	29%	22%	17%	13%	9%	18%	14%	15%	14%	21%	20%	15%	10%	17%
Not at all important	2%	3%	2%	6%	3%	2%	2%	1%	2%	3%	3%	2%	1%	3%	3%	-	2%
Not interested in energy saving	1%	2%	1%	3%	2%	1%	1%	1%	1%	2%	1%	0%	2%	2%	2%	0%	1%
Don't know	2%	3%	2%	3%	6%	2%	2%	1%	2%	3%	3%	4%	5%	1%	2%	-	1%

Which, if any, of the following does you/ your household currently use/ do at home? (Please tick all that apply)

Energy saving light bulbs	88%	88%	89%	84%	83%	88%	91%	91%	88%	89%	88%	90%	89%	83%	90%	95%	86%
Tap aerators	5%	5%	5%	4%	3%	4%	4%	8%	6%	4%	5%	4%	8%	5%	6%	4%	4%
Aerated showerhead	14%	13%	14%	8%	9%	12%	16%	18%	14%	13%	16%	12%	16%	12%	12%	15%	15%
Insulated boiler and pipes	55%	57%	53%	44%	35%	49%	63%	68%	55%	55%	57%	54%	59%	41%	58%	46%	64%
Save-a-flush bag	12%	11%	13%	7%	9%	13%	12%	14%	12%	11%	12%	16%	10%	10%	15%	12%	2%
Foil behind radiators	10%	10%	10%	5%	6%	9%	11%	13%	11%	9%	8%	14%	8%	13%	10%	8%	8%
Clean the seals on electrical white goods	22%	18%	25%	8%	13%	23%	28%	27%	21%	23%	22%	26%	19%	19%	21%	20%	21%
None of these	5%	4%	5%	6%	7%	5%	3%	3%	5%	4%	5%	4%	4%	8%	3%	2%	5%
Don't know	2%	2%	2%	5%	5%	2%	1%	1%	2%	2%	1%	2%	2%	2%	3%	2%	2%

	Total	Gender		Age					Socialgrade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2361	1088	1273	124	435	414	426	962	1449	912	571	332	226	318	576	117	221
Base: All GB Adults	2361	1133	1228	283	416	410	426	826	1299	1062	581	387	227	302	541	118	205

Which, if any, of the following does you/ your household plan to do/ get this year (i.e. 2010) that you don't do/ have already, to make your home more energy efficient? (Please tick all that apply)

Energy saving light bulbs	2%	1%	2%	2%	3%	1%	1%	1%	2%	2%	2%	0%	1%	3%	2%	-	2%
Tap aerators	4%	3%	4%	2%	5%	3%	4%	4%	4%	4%	5%	3%	1%	4%	4%	4%	6%
Aerated showerhead	5%	5%	5%	3%	6%	4%	5%	6%	5%	5%	5%	5%	4%	6%	5%	5%	7%
Insulated boiler and pipes	3%	3%	3%	2%	4%	3%	4%	2%	4%	2%	4%	2%	2%	4%	3%	4%	3%
Save-a-flush bag	6%	5%	6%	2%	6%	7%	4%	7%	6%	5%	5%	5%	4%	6%	7%	7%	3%
Foil behind radiators	12%	10%	13%	7%	13%	11%	13%	13%	11%	13%	13%	10%	12%	11%	11%	25%	11%
Clean the seals on electrical white goods	9%	8%	9%	5%	8%	9%	7%	11%	10%	7%	8%	10%	6%	8%	10%	10%	8%
Other	7%	7%	7%	4%	8%	8%	7%	7%	9%	5%	8%	7%	6%	7%	7%	3%	7%
Don't know	42%	40%	44%	58%	39%	40%	45%	38%	37%	48%	43%	45%	44%	34%	42%	40%	45%
Not applicable - I think my home is as energy efficient as possible	12%	13%	11%	4%	7%	13%	9%	18%	12%	11%	12%	11%	11%	12%	13%	13%	12%
Not applicable - I won't do anything to make my home more energy efficient in 2010	15%	18%	12%	20%	20%	14%	14%	10%	16%	12%	14%	14%	19%	22%	12%	9%	13%

Which ONE of the following do you think saves the most money and energy in your home per year?

Saves the most money:

Energy saving light bulbs	28%	32%	25%	31%	26%	32%	27%	27%	26%	31%	31%	32%	22%	25%	29%	31%	22%
Tap aerators	0%	0%	0%	1%	1%	-	-	-	1%	0%	0%	0%	1%	-	0%	-	2%
Aerated showerheads	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	1%	-	1%
Insulated boiler and pipes	34%	36%	33%	26%	32%	27%	37%	41%	37%	32%	35%	28%	37%	38%	32%	33%	43%
Save-a-flush bag	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	0%	2%	2%	2%	-	-
Foil behind radiators	3%	3%	3%	6%	1%	2%	5%	3%	3%	3%	3%	3%	1%	3%	4%	-	4%
Clean seals on electrical white goods	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	-	0%
Don't know	31%	27%	35%	33%	36%	36%	29%	27%	31%	30%	28%	35%	36%	30%	30%	36%	29%

	Total	Gender		Age					Socialgrade		Region						
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2361	1088	1273	124	435	414	426	962	1449	912	571	332	226	318	576	117	221
Base: All GB Adults	2361	1133	1228	283	416	410	426	826	1299	1062	581	387	227	302	541	118	205

Saves the most energy:

Energy saving light bulbs	33%	33%	33%	33%	31%	33%	34%	33%	31%	35%	36%	30%	32%	27%	38%	33%	26%
Tap aerators	0%	1%	0%	1%	1%	-	1%	0%	0%	1%	0%	0%	1%	1%	0%	-	-
Aerated showerheads	1%	1%	1%	5%	2%	1%	1%	0%	1%	2%	2%	1%	0%	1%	0%	1%	5%
Insulated boiler and pipes	28%	31%	25%	22%	24%	23%	31%	32%	30%	25%	28%	25%	26%	29%	27%	25%	36%
Save-a-flush bag	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	-
Foil behind radiators	5%	5%	5%	6%	4%	5%	5%	4%	4%	5%	5%	7%	2%	4%	5%	6%	5%
Clean seals on electrical white goods	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%
Don't know	31%	27%	34%	31%	37%	36%	27%	28%	31%	30%	28%	34%	35%	35%	28%	34%	28%

All figures, unless otherwise stated, are from YouGov Plc.