

YouGov / Behaviour Change Survey Results

Sample Size: 1962 GB Adults

Fieldwork: 4th - 5th February 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24*	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 1962	x	x	x	613	477	406	954	1008	237	500	671	553	1118	844	251	638	420	483	171
Unweighted Sample 1962	435	702	141	571	519	427	931	1031	170	472	794	526	1295	667	277	655	393	497	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your household spending, which
ONE, if any, of the following costs are you
currently most worried about?

Gas/electricity bills	36	32	40	30	38	40	36	33	39	20	25	39	48	34	39	34	32	41	36	39
Mortgage/rent	15	12	16	17	12	15	14	16	14	25	22	15	4	15	15	27	16	11	14	6
Petrol bills	12	16	11	11	14	13	9	12	11	11	12	12	11	14	9	5	15	11	12	10
Food bills	11	10	11	10	10	12	13	12	10	11	16	11	8	10	13	11	12	13	9	9
Council tax	6	5	7	7	5	7	5	6	7	5	6	6	7	5	8	5	6	4	8	8
Phone/TV/Internet bills	1	2	1	1	2	1	1	1	2	1	2	1	1	1	2	0	1	2	2	2
None of the above	15	22	11	22	18	10	19	16	14	13	12	14	20	18	11	14	15	15	14	20
Don't know	4	2	2	2	1	2	3	4	3	13	5	2	1	3	5	4	4	3	4	5

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

Thinking specifically about rising gas and electricity bills, which TWO or THREE, if any, of the following do you think needs to be done in order to lower or stabilise them? (Please select up to three options)

The energy companies need to stop making excessive profits from their customers	65	65	70	58	67	70	65	62	68	49	58	72	72	63	69	62	68	65	63	68
Britain needs to invest more in other sources of energy that may be less subject to fluctuating global prices	49	52	48	66	50	50	61	52	47	49	48	50	51	53	45	52	51	53	46	39
The government needs to force the energy companies to charge less	48	43	56	36	46	57	44	49	47	42	45	52	49	45	53	44	44	47	54	57
People need to install measures such as insulation to make their homes more efficient and bring their energy bills down	30	32	26	48	28	26	39	28	32	29	31	27	34	32	27	31	32	29	29	30
People need to be more careful with how much energy they use	28	33	23	42	29	25	33	29	28	32	28	26	30	30	26	32	29	30	26	25
People need to shop around for the best tariffs	21	27	20	18	25	21	20	23	19	16	18	24	23	24	18	20	21	21	21	25
Other	1	3	1	1	3	1	1	2	1	0	1	2	2	1	1	2	1	2	1	0
Don't know	3	1	2	0	1	3	1	2	3	6	6	1	0	2	4	3	2	3	2	6
Not applicable - I don't think there is anything that can be done to lower or stabilise bills	2	2	1	0	2	1	1	2	2	5	1	1	2	2	2	3	3	2	1	0

Have you heard of the government launching the new 'Green Deal'?

Yes, I have	39	44	40	41	44	42	40	46	32	30	28	40	50	41	36	36	39	42	38	36
No, I haven't	61	56	60	59	56	58	60	54	68	70	72	60	50	59	64	64	61	58	62	64

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

Thinking about the 'Green Deal', from what you know, which ONE of the following statements comes closest to your view?

[Asked to those who have heard of the 'Green Deal'
n=779]

- It will make a big difference in helping people make their homes more energy efficient
- It will make a small difference in helping people make their homes more energy efficient
- It will make no difference at all in helping people make their homes more energy efficient
- Don't know

8	10	5	19	9	7	7	8	8	21	12	5	7	8	10	10	7	7	11	7
53	58	53	56	55	50	57	53	53	52	48	57	52	55	50	47	56	49	53	62
32	25	35	16	29	36	29	31	32	14	35	32	34	31	33	32	30	38	28	27
7	6	7	9	7	7	7	7	7	13	5	6	7	7	7	11	7	5	8	3

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*