

YouGov-Cambridge Survey Results

Sample Size: 1691 GB Adults
Fieldwork: 10th - 11th February 2013

Total	Voting intention			2010 Vote			Gender		Age				Social grade	
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1691	406	556	146	538	394	364	822	869	205	431	578	477	964	727
1691	412	553	116	547	424	353	772	919	95	446	679	471	1106	585
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much more, if anything, would you be prepared to pay, per year, on your energy bills if the money went on policies aimed at reducing the impact of climate change from energy production? Please write the amount you would be willing to pay additionally in the box below. If you would not be prepared to pay anything please write '0'.

[Split sample n=579]

Would pay more	24	26	28	51	17	34	27	25	23	34	31	20	17	29	13
Wouldn't pay more	43	48	37	26	52	34	46	51	37	22	32	48	58	39	52
MEAN INCLUDING THOSE WHO WON'T PAY MORE	£57.00	£83.00	£75.00	£68.00	£28.00	£100.00	£70.00	£34.00	£79.00	£212.00	£46.00	£45.00	£20.00	£56.00	£60.00
MEAN EXCLUDING THOSE WHO WON'T PAY MORE	£161.00	£238.00	£174.00	£103.00	£116.00	£202.00	£187.00	£104.00	£207.00	£352.00	£93.00	£153.00	£86.00	£130.00	£295.00
Don't know	33	26	34	23	31	32	27	24	39	44	37	32	25	31	35

Imagine an energy company has offered to introduce policies designed to reduce their impact on climate change, which would cost an additional £89 per year to the average user family's energy bills. Do you think this is good or bad value for money?

[Split sample n=579]

Very good value for money	5	1	8	9	1	12	7	2	7	11	5	4	3	6	3
Fairly good	16	15	21	22	12	19	10	14	17	27	18	11	14	18	11
TOTAL GOOD VALUE	21	16	29	31	13	31	17	16	24	38	23	15	17	24	14
Neither good nor bad	24	22	23	22	26	24	22	22	25	22	22	22	28	25	21
Fairly bad	20	18	19	32	19	13	30	20	19	16	24	21	17	18	24
Very bad value for money	31	41	23	14	41	25	27	38	26	14	25	39	34	30	33
TOTAL BAD VALUE	51	59	42	46	60	38	57	58	45	30	49	60	51	48	57
Don't know	5	2	5	1	2	7	4	3	6	9	6	3	4	3	8

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Total	Region				
	London	Rest of South	Midlands / Wales	North	Scotland
1691	216	550	362	416	147
1691	300	520	288	441	142
%	%	%	%	%	%

How much more, if anything, would you be prepared to pay, per year, on your energy bills if the money went on policies aimed at reducing the impact of climate change from energy production? Please write the amount you would be willing to pay additionally in the box below. If you would not be prepared to pay anything please write '0'.

[Split sample n=579]

Would pay more	24	29	24	28	15	30
Wouldn't pay more	43	43	44	40	46	43
MEAN INCLUDING THOSE WHO WON'T PAY MORE	£57.00	£56.00	£36.00	£131.00	£26.00	£30.00
MEAN EXCLUDING THOSE WHO WON'T PAY MORE	£161.00	£140.00	£101.00	£319.00	£108.00	£73.00
Don't know	33	28	32	32	39	27

Imagine an energy company has offered to introduce policies designed to reduce their impact on climate change, which would cost an additional £89 per year to the average user family's energy bills. Do you think this is good or bad value for money?

[Split sample n=579]

Very good value for money	5	4	3	10	4	3
Fairly good	16	18	17	12	16	13
TOTAL GOOD VALUE	21	22	20	22	20	16
Neither good nor bad	24	11	26	23	24	41
Fairly bad	20	33	20	17	16	12
Very bad value for money	31	26	30	35	33	26
TOTAL BAD VALUE	51	59	50	52	49	38
Don't know	5	7	4	2	7	5

Fieldwork: 10th - 11th February 2013

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	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
1691	406	556	146	538	394	364	822	869	205	431	578	477	964	727
1691	412	553	116	547	424	353	772	919	95	446	679	471	1106	585
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much more, if anything, would you be prepared to pay, per month, on your energy bills if the money went on policies aimed at reducing the impact of climate change from energy production? Please write the amount you would be willing to pay additionally in the box below. If you would not be prepared to pay anything please write '0'.

[Split sample n=574]

Would pay more	26	27	30	62	21	28	42	28	24	31	35	24	17	32	20
Wouldn't pay more	41	51	32	16	51	35	34	41	41	22	32	47	52	39	43
MEAN INCLUDING THOSE WHO WON'T PAY MORE	£5.00	£3.00	£7.00	£6.00	£3.00	£8.00	£5.00	£6.00	£4.00	£7.00	£6.00	£5.00	£3.00	£6.00	£3.00
MEAN EXCLUDING THOSE WHO WON'T PAY MORE	£12.00	£8.00	£15.00	£7.00	£9.00	£17.00	£9.00	£14.00	£10.00	£11.00	£12.00	£14.00	£13.00	£14.00	£10.00
Don't know	33	22	38	22	28	36	24	30	36	47	33	30	31	30	36

Imagine an energy company has offered to introduce policies designed to reduce their impact on climate change, which would cost an additional £7.40 per month to the average user family's energy bills. Do you think this is good or bad value for money?

[Split sample n=574]

Very good value for money	6	6	10	11	4	9	9	6	6	4	6	8	5	8	4
Fairly good	19	19	21	41	14	25	25	23	15	27	26	14	14	26	11
TOTAL GOOD VALUE	25	25	31	52	18	34	34	29	21	31	32	22	19	34	15
Neither good nor bad	19	19	24	12	19	14	32	19	20	20	21	17	19	16	23
Fairly bad	20	20	13	22	24	17	14	15	26	23	17	22	20	17	24
Very bad value for money	26	33	24	7	35	22	16	28	23	7	17	34	34	29	22
TOTAL BAD VALUE	46	53	37	29	59	39	30	43	49	30	34	56	54	46	46
Don't know	10	3	9	7	4	12	4	9	11	19	13	5	9	4	16

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How much more, if anything, would you be prepared to pay, per month, on your energy bills if the money went on policies aimed at reducing the impact of climate change from energy production? Please write the amount you would be willing to pay additionally in the box below. If you would not be prepared to pay anything please write '0'.

[Split sample n=574]

Would pay more	26	33	30	25	21	21
Wouldn't pay more	41	34	38	37	45	54
MEAN INCLUDING THOSE WHO WON'T PAY MORE	£5.00	£10.00	£5.00	£3.00	£5.00	£3.00
MEAN EXCLUDING THOSE WHO WON'T PAY MORE	£12.00	£20.00	£11.00	£8.00	£14.00	£10.00
Don't know	33	33	32	38	33	25

Imagine an energy company has offered to introduce policies designed to reduce their impact on climate change, which would cost an additional £7.40 per month to the average user family's energy bills. Do you think this is good or bad value for money?

[Split sample n=574]

Very good value for money	6	7	9	5	5	2
Fairly good	19	28	17	23	14	18
TOTAL GOOD VALUE	25	35	26	28	19	20
Neither good nor bad	19	10	19	16	19	36
Fairly bad	20	27	20	17	23	9
Very bad value for money	26	24	22	25	29	33
TOTAL BAD VALUE	46	51	42	42	52	42
Don't know	10	5	12	12	11	2

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

How much more would you be prepared to pay, **per week**, on your energy bills if the money went on policies aimed at reducing the impact of climate change from energy production? Please write the amount you would be willing to pay additionally in the box below. If you would not be prepared to pay anything please write '0'.

[Split sample n=538]

Would pay more	25	21	33	35	15	28	32	30	20	38	32	23	19	27	23
Wouldn't pay more	44	51	35	30	58	38	35	45	44	7	42	39	62	43	47
MEAN INCLUDING THOSE WHO WON'T PAY MORE	£3.00	£1.00	£6.00	£5.00	£1.00	£2.00	£3.00	£5.00	£1.00	£5.00	£7.00	£2.00	£1.00	£3.00	£4.00
MEAN EXCLUDING THOSE WHO WON'T PAY MORE	£9.00	£5.00	£12.00	£9.00	£5.00	£4.00	£7.00	£12.00	£4.00	£6.00	£17.00	£5.00	£4.00	£7.00	£12.00
Don't know	30	29	32	35	27	34	34	25	36	55	27	38	19	30	31

Imagine an energy company has offered to introduce policies that will reduce their impact on climate change, which would cost an additional £1.70 per week to the average user family's energy bills. Do you think this is good or bad value for money?

[Split sample n=538]

Very good value for money	13	9	17	20	7	10	15	16	10	30	15	11	8	11	15
Fairly good	21	12	23	30	13	24	35	20	22	28	28	20	13	23	17
TOTAL GOOD VALUE	34	21	40	50	20	34	50	36	32	58	43	31	21	34	32
Neither good nor bad	21	29	18	9	29	20	14	20	22	11	13	28	23	19	25
Fairly bad	14	20	14	17	16	15	14	14	14	13	15	11	16	18	10
Very bad value for money	22	25	18	13	29	20	15	23	22	2	23	19	30	22	23
TOTAL BAD VALUE	36	45	32	30	45	35	29	37	36	15	38	30	46	40	33
Don't know	9	5	10	11	6	10	8	7	10	16	5	10	9	8	10

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How much more would you be prepared to pay, **per week**, on your energy bills if the money went on policies aimed at reducing the impact of climate change from energy production? Please write the amount you would be willing to pay additionally in the box below. If you would not be prepared to pay anything please write '0'.

[Split sample n=538]

Would pay more	25	35	27	18	28	17
Wouldn't pay more	44	33	38	54	42	59
MEAN INCLUDING THOSE WHO WON'T PAY MORE	£3.00	£15.00	£2.00	£1.00	£2.00	£1.00
MEAN EXCLUDING THOSE WHO WON'T PAY MORE	£9.00	£30.00	£4.00	£5.00	£5.00	£5.00
Don't know	30	32	34	27	30	24

Imagine an energy company has offered to introduce policies that will reduce their impact on climate change, which would cost an additional £1.70 per week to the average user family's energy bills. Do you think this is good or bad value for money?

[Split sample n=538]

Very good value for money	13	23	9	8	18	12
Fairly good	21	20	23	22	17	18
TOTAL GOOD VALUE	34	43	32	30	35	30
Neither good nor bad	21	25	26	16	16	26
Fairly bad	14	9	11	16	18	13
Very bad value for money	22	11	23	28	21	23
TOTAL BAD VALUE	36	20	34	44	39	36
Don't know	9	12	8	10	9	7