

YouGov Survey Results

Sample Size: 1980 GB Adults
Fieldwork: 2nd - 3rd December 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	1980	647	479	168	698	737	958	1022	208	818	489	465	1129	851	1709	99	172	477	329	240	663	
Unweighted Sample	1980	696	470	173	805	756	846	1134	146	768	513	553	1190	790	1695	109	176	471	323	203	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the last few weeks, have you cut back on the amount you are using electric or gas devices in your home compared to how you were using them before the beginning of 2022?		3-4 Oct '22		2-3 Dec																			
		73	57	54	63	55	59	56	52	62	48	56	61	60	55	61	58	53	53	59	56	61	57
Yes, I have cut back on the amount I am using electric or gas devices in my home	73	57	54	63	55	59	56	52	62	48	56	61	60	55	61	58	53	53	59	56	61	57	
No, I have not cut back on the amount I am using electric or gas devices in my home	27	43	46	37	45	41	44	48	38	52	44	39	40	45	39	42	47	47	41	44	39	43	

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	Income					Perceived personal financial situation (1)					Perceived personal financial situation (2)			
	Total	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	I am very comfortable financially	I am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to make ends meet	I cannot afford my costs, and often have to go without essentials like food and heating	Don't know	Comfortable financially	Can cover the essentials	Struggling financially
Weighted Sample	1980	304	486	322	337	107	686	739	290	68	89	794	739	357
Unweighted Sample	1980	322	486	331	344	101	709	750	291	62	67	810	750	353
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the last few weeks, have you cut back on the amount you are using electric or gas devices in your home compared to how you were using them before the beginning of 2022?		3-4 Oct '22	2-3 Dec												
Yes, I have cut back on the amount I am using electric or gas devices in my home	73	57	68	59	59	47	24	43	64	80	91	49	41	64	82
No, I have not cut back on the amount I am using electric or gas devices in my home	27	43	32	41	41	53	76	57	36	20	9	51	59	36	18

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	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
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Weighted Sample	1980	647	479	168	698	737	958	1022	208	818	489	465	1129	851	1709	99	172	477	329	240	663	
Unweighted Sample	1980	696	470	173	805	756	846	1134	146	768	513	553	1190	790	1695	109	176	471	323	203	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The below results have been rebased so they show the percentage of the total population who have done each of the following

In which of the following ways have you cut back on the amount you are using electric or gas devices in your home?

Please read each option carefully and tick all that apply.

[Rebased to overall population]

Reducing heating usage	61	49	47	55	47	51	51	44	54	33	46	56	53	48	50	49	42	48	50	49	47	50
Reducing lighting usage	46	32	31	35	34	34	32	29	35	27	31	36	33	30	35	33	28	30	33	29	36	34
Reducing oven usage	35	28	30	32	29	30	32	23	33	16	24	32	38	27	30	29	26	26	31	27	23	30
Reducing the number of devices left on (or on standby) when not in use	40	27	25	30	31	30	27	23	31	17	25	32	31	26	29	27	20	30	24	26	28	29
Reducing washing machine / tumble dryer usage	36	25	25	29	29	25	27	19	30	14	21	29	32	22	28	25	23	23	26	24	24	25
Reducing hot water usage	31	21	21	21	20	20	23	20	22	15	18	25	24	18	24	22	18	18	23	18	23	22
Reducing use of other gas/electrical devices	24	16	15	14	16	15	17	16	16	18	13	19	19	13	20	16	13	18	17	14	16	17
Reducing kettle usage	22	13	15	12	14	12	15	13	13	10	10	17	16	10	16	13	11	10	15	13	13	13
Reducing TV or games console usage	15	9	7	9	8	7	7	11	6	16	9	9	4	7	12	9	5	6	9	10	14	7
Reducing the amount I am using electric or gas devices in another way [See Tab 1]	3	2	3	1	1	1	3	3	1	1	2	2	3	1	3	2	0	1	2	3	1	2
Don't know	1	1	1	1	0	1	0	2	1	3	2	0	0	1	2	1	2	2	0	1	4	1

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

The below results have been rebased so they show the percentage of the total population who have done each of the following

In which of the following ways have you cut back on the amount you are using electric or gas devices in your home?

Please read each option carefully and tick all that apply.

[Rebased to overall population]

Reducing heating usage	61	49	62	49	50	41	15	36	56	73	82	20	33	56	75
Reducing lighting usage	46	32	37	33	35	25	9	23	38	49	51	20	21	38	50
Reducing oven usage	35	28	38	33	30	19	9	20	34	40	58	10	18	34	43
Reducing the number of devices left on (or on standby) when not in use	40	27	31	29	28	21	11	18	31	42	57	10	17	31	45
Reducing washing machine / tumble dryer usage	36	25	35	27	24	13	4	16	28	40	65	5	14	28	45
Reducing hot water usage	31	21	30	24	22	12	5	14	23	34	58	11	13	23	39
Reducing use of other gas/electrical devices	24	16	24	17	17	7	4	9	18	24	46	19	8	18	28
Reducing kettle usage	22	13	18	16	14	6	1	7	14	22	46	3	6	14	27
Reducing TV or games console usage	15	9	12	9	10	5	4	3	8	17	42	9	3	8	22
Reducing the amount I am using electric or gas devices in another way [See Tab 1]	3	2	5	2	1	2	2	2	2	2	10	0	2	2	3
Don't know	1	1	1	2	1	0	3	0	1	0	0	10	1	1	0

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	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
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Unweighted Sample	1980	696	470	173	805	756	846	1134	146	768	513	553	1190	790	1695	109	176	471	323	203	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you have reduced your heating usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Wearing more layers / using blankets	45	39	36	45	39	43	38	32	45	23	38	45	40	39	39	39	35	39	39	37	39	39
Reducing the temperature on thermostat	29	32	35	35	35	33	36	30	34	18	27	39	40	32	32	32	27	31	32	33	31	33
Reducing time heating is on	27	31	34	33	27	32	34	28	35	19	27	40	36	32	31	32	32	29	35	35	26	30
Waiting until cold before putting the heating on	32	29	27	37	24	31	29	25	33	18	29	33	31	30	28	29	29	31	30	30	25	29
Closing doors	26	25	24	29	31	27	25	23	28	19	20	30	32	23	28	25	24	25	26	25	23	25
Using fewer rooms in the house	14	15	12	20	19	16	15	14	15	10	14	18	14	14	16	15	15	16	15	15	15	14
Using hot water bottle instead	13	14	12	16	14	16	12	8	19	10	13	17	14	14	13	14	15	13	16	12	14	13
Not using heating at all	25	9	5	12	9	9	8	9	8	16	10	10	4	8	10	9	7	7	9	7	18	8
Using portable electric heaters / electric blankets instead	6	8	7	10	6	9	7	5	9	7	7	8	8	7	8	7	10	8	7	6	10	7
Using a log burner instead	5	4	5	3	5	4	5	3	4	1	2	5	6	4	4	4	6	2	4	4	2	5
Reducing heating usage in another way <i>[See Tab 2]</i>	1	1	2	0	2	1	1	1	1	2	1	1	1	1	1	1	0	0	1	1	2	1
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

You said you have reduced your TV or games console usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Watching TV for less time than usual	9	6	5	5	6	5	4	7	4	12	5	6	3	4	8	6	2	4	6	7	11	4
Ensuring standby is off on entertainment devices after use	8	4	4	4	7	4	4	5	4	5	4	5	2	3	5	4	3	3	5	5	6	4
Watching TV on a smaller screen (e.g. tablet) instead	3	2	0	2	2	1	0	3	1	4	2	2	1	1	2	2	0	1	1	4	3	1
Not watching TV at all	3	2	1	2	1	1	1	3	1	5	2	2	0	1	3	2	0	1	2	2	5	1
Using a Games console for less time than usual	4	2	1	3	3	1	2	3	1	5	3	1	0	2	3	2	2	0	2	3	5	1
Not using a games console at all	4	2	2	3	2	3	2	2	2	0	2	3	2	1	3	2	1	3	3	2	1	1
Reducing TV or games console usage in another way <i>[See Tab 3]</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	1	0	2	0	0	0	1	0	0	1	0	0	0	0	1

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Unweighted Sample	1980	322	486	331	344	101	709	750	291	62	67	810	750	353
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you have reduced your heating usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Wearing more layers / using blankets	45	39	49	40	41	32	11	28	45	59	67	14	25	45	61
Reducing the temperature on thermostat	29	32	38	33	33	28	8	24	37	49	48	7	22	37	49
Reducing time heating is on	27	31	39	32	33	28	11	22	39	44	55	12	20	39	46
Waiting until cold before putting the heating on	32	29	36	30	30	25	12	19	36	42	50	7	18	36	44
Closing doors	26	25	35	24	26	18	6	18	30	35	55	17	16	30	39
Using fewer rooms in the house	14	15	23	14	16	12	3	10	16	22	47	5	9	16	27
Using hot water bottle instead	13	14	20	13	15	9	4	9	16	21	27	7	8	16	22
Not using heating at all	25	9	16	10	9	4	1	4	9	18	44	3	4	9	23
Using portable electric heaters / electric blankets instead	6	8	10	9	9	4	2	6	7	11	20	5	6	7	13
Using a log burner instead	5	4	4	3	5	3	3	4	3	5	2	1	4	3	5
Reducing heating usage in another way <i>[See Tab 2]</i>	1	1	1	1	2	1	1	1	1	2	6	0	1	1	2
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

You said you have reduced your TV or games console usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Watching TV for less time than usual	9	6	8	6	7	3	3	2	6	11	26	1	2	6	14
Ensuring standby is off on entertainment devices after use	8	4	6	6	4	2	0	1	4	11	18	2	1	4	12
Watching TV on a smaller screen (e.g. tablet) instead	3	2	3	1	1	1	1	1	2	3	7	0	1	2	4
Not watching TV at all	3	2	4	2	3	1	1	0	1	3	27	1	1	1	8
Using a Games console for less time than usual	4	2	2	2	4	2	0	1	2	6	8	1	1	2	6
Not using a games console at all	4	2	3	2	3	1	0	0	2	4	12	1	0	2	5
Reducing TV or games console usage in another way <i>[See Tab 3]</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0

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Unweighted Sample	1980	696	470	173	805	756	846	1134	146	768	513	553	1190	790	1695	109	176	471	323	203	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you have reduced your oven usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Using a microwave/air fryer/slow cooker instead	24	22	25	26	22	24	25	17	27	12	17	27	32	21	24	22	23	22	24	22	16	24
Using the hob instead of the oven	12	10	12	10	10	10	11	7	13	5	7	12	14	8	12	10	12	9	9	10	10	10
Cooking multiple meals at the same time (batch cooking)	13	9	10	13	14	13	9	7	11	6	6	11	15	10	9	10	8	9	10	8	10	10
Limiting the number of hot meals eaten in a week	8	5	5	5	4	4	6	5	5	4	4	5	6	4	7	5	5	6	7	4	6	4
Not pre-heating the oven before cooking	7	5	4	7	3	6	4	4	6	4	5	4	5	4	5	5	2	4	4	2	10	5
Turning oven off before the set time	8	5	4	7	4	5	5	4	5	4	3	6	7	4	6	5	5	3	5	4	6	5
Not using the oven at all	6	5	4	5	2	4	6	4	5	6	4	5	4	4	5	5	5	4	4	5	5	5
Reducing oven usage in another way <i>[See Tab 4]</i>	1	1	2	1	1	1	2	1	1	2	0	1	2	1	1	1	0	1	1	1	1	1
Don't know	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0

You said you have reduced your washing machine / tumble dryer usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Waiting until you have a full load before using / fewer weekly washes	25	20	21	23	21	20	23	15	24	11	15	25	28	18	23	20	15	20	21	22	18	20
Lowering the temperature used for a wash	17	14	15	16	18	15	15	11	16	7	10	18	18	12	16	14	13	13	15	14	15	13
Not using tumble dryer at all / hanging up clothes to dry	24	14	16	17	19	15	16	11	18	9	12	17	17	13	16	15	15	12	16	11	17	14
Wearing clothes for longer before washing them	15	13	15	14	11	12	15	9	16	6	10	15	16	11	14	13	10	10	14	14	11	12
Only using the machines at off-peak times	5	6	5	7	9	6	6	6	6	7	4	7	8	5	7	6	3	6	6	6	8	5
Hand washing clothes	2	2	1	2	1	2	2	2	2	3	2	1	2	1	3	2	1	0	2	2	4	1
Reducing washing machine / tumble dryer usage in another way <i>[See Tab 5]</i>	2	1	1	2	0	1	1	0	1	0	1	0	1	1	0	1	1	0	1	1	0	1
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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

You said you have reduced your oven usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Using a microwave/air fryer/slow cooker instead	24	22	28	26	25	14	6	17	28	29	32	6	15	28	30
Using the hob instead of the oven	12	10	14	10	11	6	3	6	12	15	25	1	5	12	17
Cooking multiple meals at the same time (batch cooking)	13	9	11	13	10	6	2	7	12	13	19	1	6	12	14
Limiting the number of hot meals eaten in a week	8	5	10	5	5	2	1	2	5	10	30	1	2	5	13
Not pre-heating the oven before cooking	7	5	8	5	6	1	0	3	4	9	22	1	3	4	12
Turning oven off before the set time	8	5	7	5	6	2	1	3	6	6	24	0	2	6	10
Not using the oven at all	6	5	7	5	5	2	0	2	5	9	19	1	2	5	11
Reducing oven usage in another way <i>[See Tab 4]</i>	1	1	1	1	2	1	2	1	1	1	1	0	1	1	1
Don't know	0	0	0	0	0	0	0	0	1	0	1	1	0	0	1

You said you have reduced your washing machine / tumble dryer usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Waiting until you have a full load before using / fewer weekly washes	25	20	28	24	21	8	3	12	24	32	47	3	11	24	35
Lowering the temperature used for a wash	17	14	20	16	16	4	3	9	15	25	41	2	8	15	28
Not using tumble dryer at all / hanging up clothes to dry	24	14	19	16	14	8	1	9	17	23	36	4	8	17	25
Wearing clothes for longer before washing them	15	13	20	13	15	5	1	7	15	22	37	3	6	15	25
Only using the machines at off-peak times	5	6	9	7	6	4	1	3	6	11	29	2	2	6	14
Hand washing clothes	2	2	4	1	3	1	0	0	2	3	17	1	0	2	6
Reducing washing machine / tumble dryer usage in another way <i>[See Tab 5]</i>	2	1	2	0	0	0	1	0	1	1	2	0	1	1	1
Don't know	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0

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

You said you have reduced your lighting usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Turning off lights when not in the room	41	30	28	33	33	32	29	26	33	22	29	32	32	28	32	30	26	28	28	27	35	31
Waiting until its dark before turning lights on	25	18	18	20	22	19	17	17	20	17	19	17	19	16	21	18	17	18	19	18	19	18
Switching to energy efficient lightbulbs	18	15	16	16	20	17	15	15	16	13	12	18	20	15	16	16	12	15	16	13	18	17
Sitting in dark rather than using lights	19	12	11	12	13	12	11	12	12	11	12	14	10	9	16	12	10	11	14	11	13	12
Using lamps instead of lights	12	10	11	12	8	9	11	6	14	10	10	11	10	9	11	10	13	12	12	7	11	9
Using candles instead of lights	8	5	3	6	7	6	3	4	6	9	6	4	3	4	7	5	5	7	5	3	10	5
Using solar or battery operated lights	4	3	3	3	6	4	3	3	4	5	2	5	3	2	4	3	1	3	2	1	6	4
Reducing lighting usage in another way <i>[See Tab 6]</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	1	0	2	0	0	0	0	1	0	0	0	1	0	0	0

You said you have reduced your kettle usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Only boiling the correct amount of water in the kettle	15	9	12	9	10	9	12	9	10	7	5	13	14	8	12	10	7	8	11	8	9	10
Drinking fewer hot drinks	9	6	6	4	8	5	5	7	5	8	5	8	4	5	8	6	6	4	8	6	7	5
Not using a kettle at all	2	2	1	2	2	2	1	2	1	3	2	2	0	2	2	2	2	2	2	1	3	1
Filling a flask / thermos so it stays hot through the day	4	2	2	2	6	2	3	3	2	7	1	2	3	2	3	3	2	1	2	2	5	2
Reducing kettle usage in another way <i>[See Tab 7]</i>	1	1	1	0	1	0	1	0	1	0	0	0	2	1	1	1	0	0	1	1	0	1
Don't know	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

YouGov Survey Results

Sample Size: 1980 GB Adults
Fieldwork: 2nd - 3rd December 2023

	Income					Perceived personal financial situation (1)					Perceived personal financial situation (2)			
	Total	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	I am very comfortable financially	I am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to make ends meet	I cannot afford my costs, and often have to go without essentials like food and heating	Don't know	Comfortable financially	Can cover the essentials	Struggling financially
Weighted Sample	1980	304	486	322	337	107	686	739	290	68	89	794	739	357
Unweighted Sample	1980	322	486	331	344	101	709	750	291	62	67	810	750	353
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you have reduced your lighting usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Turning off lights when not in the room	41	30	35	30	34	23	9	21	35	46	42	16	20	35	45
Waiting until its dark before turning lights on	25	18	22	21	19	11	2	12	22	28	33	11	11	22	29
Switching to energy efficient lightbulbs	18	15	18	17	18	10	4	11	18	21	29	11	10	18	23
Sitting in dark rather than using lights	19	12	15	16	13	6	1	6	13	25	35	5	6	13	27
Using lamps instead of lights	12	10	11	12	10	8	3	6	11	17	31	3	6	11	20
Using candles instead of lights	8	5	8	4	6	3	1	3	5	10	18	7	3	5	11
Using solar or battery operated lights	4	3	6	3	4	1	0	1	3	7	17	0	1	3	9
Reducing lighting usage in another way [See Tab 6]	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1
Don't know	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0

You said you have reduced your kettle usage, in which of the following ways have you done this?

Please tick all that apply.

[Rebased to overall population]

Only boiling the correct amount of water in the kettle	15	9	13	11	11	3	0	6	11	17	26	1	5	11	19
Drinking fewer hot drinks	9	6	8	8	7	2	1	2	5	14	37	0	2	5	18
Not using a kettle at all	2	2	2	2	2	1	0	1	1	2	17	2	1	1	5
Filling a flask / thermos so it stays hot through the day	4	2	3	4	4	0	1	1	2	4	17	0	1	2	6
Reducing kettle usage in another way [See Tab 7]	1	1	1	1	1	0	0	1	1	1	0	0	0	1	1
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

YouGov Survey Results

Sample Size: 1980 GB Adults
Fieldwork: 2nd - 3rd December 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	1980	647	479	168	698	737	958	1022	208	818	489	465	1129	851	1709	99	172	477	329	240	663	
Unweighted Sample	1980	696	470	173	805	756	846	1134	146	768	513	553	1190	790	1695	109	176	471	323	203	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you have reduced your hot water usage, in which of the following ways have you done this?

Please tick all that apply.
[Rebased to overall population]

Taking shorter showers	18	13	14	12	14	13	14	13	13	9	11	16	15	10	16	13	10	13	14	12	13	13
Washing hands with cold water	15	11	10	12	12	11	11	11	11	9	8	14	14	9	14	11	10	12	12	10	13	11
Switching to showers not baths	12	10	10	10	10	9	12	9	11	9	7	13	12	8	13	10	10	10	9	9	10	11
Showering less often	13	9	10	7	7	8	11	10	9	4	8	12	12	8	11	10	6	8	10	8	9	11
Washing up less often	11	9	10	8	8	9	10	8	10	4	7	12	12	7	12	9	7	9	11	9	9	9
Washing up with cold water	5	4	3	3	6	3	3	5	3	7	4	4	3	3	5	4	3	4	4	4	7	3
Sharing baths	3	2	2	1	4	2	3	2	2	0	3	2	2	2	3	3	0	0	4	3	1	2
Showering elsewhere (e.g. gym)	2	2	2	2	2	2	2	2	2	0	3	2	1	2	1	2	0	1	2	1	3	2
Reducing hot water usage in another way <i>[See Tab 8]</i>	3	1	1	1	1	1	1	1	1	0	1	2	1	1	1	1	1	0	1	1	2	1
Don't know	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0

YouGov Survey Results

Sample Size: 1980 GB Adults
Fieldwork: 2nd - 3rd December 2023

	Income					Perceived personal financial situation (1)					Perceived personal financial situation (2)			
	Total	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	I am very comfortable financially	I am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to make ends meet	I cannot afford my costs, and often have to go without essentials like food and heating	Don't know	Comfortable financially	Can cover the essentials	Struggling financially
Weighted Sample	1980	304	486	322	337	107	686	739	290	68	89	794	739	357
Unweighted Sample	1980	322	486	331	344	101	709	750	291	62	67	810	750	353
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you have reduced your hot water usage, in which of the following ways have you done this?

Please tick all that apply.
[Rebased to overall population]

Taking shorter showers	18	13	19	14	15	6	1	8	14	22	38	8	7	14	25
Washing hands with cold water	15	11	22	12	9	4	5	12	23	2	6	12	19	37	5
Switching to showers not baths	12	10	13	12	12	5	3	5	12	17	22	5	5	12	18
Showering less often	13	9	14	12	10	3	0	4	11	15	45	2	3	11	21
Washing up less often	11	9	18	11	7	3	1	4	12	13	43	3	4	12	19
Washing up with cold water	5	4	5	5	5	2	1	1	3	9	30	2	1	3	13
Sharing baths	3	2	2	2	4	2	0	2	2	3	9	2	1	2	4
Showering elsewhere (e.g. gym)	2	2	1	2	3	1	2	2	2	2	8	0	2	2	3
Reducing hot water usage in another way [See Tab 8]	3	1	1	1	1	1	2	1	1	2	0	0	1	1	1
Don't know	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0

YouGov Survey Results

Sample Size: 1980 GB Adults
Fieldwork: 2nd - 3rd December 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	1980	647	479	168	698	737	958	1022	208	818	489	465	1129	851	1709	99	172	477	329	240	663	
Unweighted Sample	1980	696	470	173	805	756	846	1134	146	768	513	553	1190	790	1695	109	176	471	323	203	698	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you have reduced your use of other gas/electrical appliances, in which of the following devices have you reduced your use of?

Please tick all that apply.

[Rebased to overall population]

Dishwasher	9	7	8	7	10	7	9	8	7	7	5	8	10	6	9	7	4	8	5	7	10	8
Cooking hob	9	7	6	6	8	6	7	8	6	8	5	8	7	5	9	6	6	10	6	6	8	6
Vacuum cleaner	9	7	6	5	9	6	7	8	6	9	5	7	9	5	9	7	5	7	7	4	10	7
Iron	7	6	6	5	7	6	6	6	5	6	5	6	7	4	8	6	3	7	7	3	9	5
Hair dryer	7	5	5	6	3	6	5	3	7	3	5	4	6	4	6	5	2	8	5	5	6	4
Laptop / computer	8	5	5	5	5	4	5	5	4	5	4	5	5	4	6	5	2	5	5	4	7	4
Phone charger	7	4	4	5	4	5	5	4	4	3	4	5	4	3	5	5	2	3	6	3	5	4
Coffee maker	4	3	3	2	4	3	3	3	3	4	3	3	3	2	4	3	0	5	3	3	4	3
Slow cooker	3	3	2	2	2	2	3	4	2	6	3	2	2	2	4	3	1	4	5	2	4	2
Lawn mower	3	2	2	2	2	2	3	1	3	2	2	3	2	2	3	2	2	4	3	1	3	2
Fridge/freezer	2	1	1	1	1	1	1	2	1	3	1	1	2	1	2	2	0	2	1	0	4	1
Other [See Tab 9]	1	1	1	0	0	0	1	1	1	2	1	1	0	0	1	1	2	0	0	1	2	1
Don't know	2	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	2	1	1	1	0	1

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov Survey Results

Sample Size: 1980 GB Adults
Fieldwork: 2nd - 3rd December 2023

	Income					Perceived personal financial situation (1)					Perceived personal financial situation (2)			
	Total	Less than 20,000	20,000 to 39,999	40,000 to 59,999	60,000 or more	I am very comfortable financially	I am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to make ends meet	I cannot afford my costs, and often have to go without essentials like food and heating	Don't know	Comfortable financially	Can cover the essentials	Struggling financially
Weighted Sample	1980	304	486	322	337	107	686	739	290	68	89	794	739	357
Unweighted Sample	1980	322	486	331	344	101	709	750	291	62	67	810	750	353
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you have reduced your use of other gas/electrical appliances, in which of the following devices have you reduced your use of?

Please tick all that apply.

[Rebased to overall population]

Dishwasher	9	7	7	9	9	3	1	4	9	11	25	5	3	9	13
Cooking hob	9	7	12	8	6	2	2	3	6	13	30	2	3	6	16
Vacuum cleaner	9	7	12	8	5	2	2	3	6	11	33	12	3	6	16
Iron	7	6	9	8	5	2	0	3	6	10	24	4	3	6	12
Hair dryer	7	5	9	2	7	3	1	2	6	9	15	2	2	6	10
Laptop / computer	8	5	7	5	4	2	2	3	4	6	26	2	3	4	10
Phone charger	7	4	7	5	4	1	2	2	4	8	24	1	2	4	11
Coffee maker	4	3	5	2	4	2	1	1	3	5	16	3	1	3	7
Slow cooker	3	3	6	3	4	1	1	1	2	4	24	10	1	2	8
Lawn mower	3	2	2	3	3	2	1	1	2	2	17	3	1	2	5
Fridge/freezer	2	1	2	2	2	1	2	1	1	2	10	2	1	1	4
Other [See Tab 9]	1	1	1	0	2	1	1	1	0	1	9	0	1	0	2
Don't know	2	1	1	0	1	1	0	0	2	0	2	0	0	2	1

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.