

YouGov / Survey Results

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

Sample Size (Survey 2) - 2113 UK Adults, 20–27 February

Total

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 bills	3%
None of the above	43%

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%

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

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

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

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

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

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

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

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

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

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

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'

Unweighted base	205
Base	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

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

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

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

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]	8%
9 [9]	-
10 – Strongly agree [10]	-
Don't Know	10%
Agree	12%
Disagree	43%
Net Agree Score	-31%
Mean	3.66

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	168
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

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'

Unweighted base	157
Base	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%
Net Agree Score	2%
Mean	5.02

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'

Unweighted base	170
Base	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%
Net Agree Score	-12%
Mean	4.46

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'

Unweighted base	167
Base	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%
Net Agree Score	-6%
Mean	4.66

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'

Unweighted base	167
Base	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%
Net Agree Score	-18%
Mean	4.29

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'

Unweighted base	170
Base	173
0 – Strongly disagree [0]	8%
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%
Net Agree Score	-28%
Mean	3.83

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'

Unweighted base	164
Base	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%
Disagree	20%
Net Agree Score	5%
Mean	5.04

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'

Unweighted base	175
Base	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

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'

Unweighted base	143
Base	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

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'

Unweighted base	146
Base	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

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'

Unweighted base	203
Base	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