

## YouGov / ENA Survey Results

Sample Size: 1660 GB Adults  
Fieldwork: 20th - 21st May 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1660</b>	<b>569</b>	<b>544</b>	<b>101</b>	<b>652</b>	<b>709</b>	<b>803</b>	<b>857</b>	<b>186</b>	<b>701</b>	<b>393</b>	<b>380</b>	<b>946</b>	<b>714</b>	<b>222</b>	<b>538</b>	<b>355</b>	<b>400</b>	<b>144</b>
<b>Unweighted Sample</b>	<b>1660</b>	<b>577</b>	<b>540</b>	<b>104</b>	<b>731</b>	<b>676</b>	<b>748</b>	<b>912</b>	<b>171</b>	<b>701</b>	<b>405</b>	<b>383</b>	<b>972</b>	<b>688</b>	<b>185</b>	<b>572</b>	<b>364</b>	<b>396</b>	<b>143</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, which do you think is the more expensive way to heat your home?

Gas	21	18	27	8	22	21	21	21	21	34	27	14	11	21	21	21	16	24	26	18
Electricity	57	66	51	65	58	61	59	55	30	48	70	73	59	54	54	60	58	54	57	
Don't know	22	16	22	27	20	18	20	24	37	25	16	15	19	26	25	24	18	20	25	

Thinking about how your home is currently heated, how important, if at all, are each of the following attributes in your heating system?

Provides instant heat and hot water when required

Very important	60	66	59	51	58	66	56	65	48	56	65	69	61	59	58	58	62	64	60
Fairly important	29	28	32	36	32	27	31	26	32	32	26	25	29	28	29	31	29	26	29
<b>TOTAL IMPORTANT</b>	<b>89</b>	<b>94</b>	<b>91</b>	<b>87</b>	<b>90</b>	<b>93</b>	<b>87</b>	<b>91</b>	<b>80</b>	<b>88</b>	<b>91</b>	<b>94</b>	<b>90</b>	<b>87</b>	<b>87</b>	<b>89</b>	<b>91</b>	<b>90</b>	<b>89</b>
Neither important nor unimportant	8	5	7	11	8	6	8	8	14	9	7	5	7	9	9	8	7	8	8
Not very important	1	1	1	2	1	1	2	0	3	2	1	1	2	1	1	2	1	0	2
Not important at all	1	1	1	0	1	1	2	0	4	2	1	0	1	2	3	1	1	1	0
<b>TOTAL NOT IMPORTANT</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>7</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>

Is cost effective

Very important	76	82	77	70	75	81	71	80	60	73	83	82	77	75	69	75	78	78	82
Fairly important	17	15	18	23	19	16	20	15	18	19	16	16	18	17	22	18	16	16	13
<b>TOTAL IMPORTANT</b>	<b>93</b>	<b>97</b>	<b>95</b>	<b>93</b>	<b>94</b>	<b>97</b>	<b>91</b>	<b>95</b>	<b>78</b>	<b>92</b>	<b>99</b>	<b>98</b>	<b>95</b>	<b>92</b>	<b>91</b>	<b>93</b>	<b>94</b>	<b>94</b>	<b>95</b>
Neither important nor unimportant	5	2	4	6	4	2	6	4	13	6	2	2	4	6	7	4	4	5	4
Not very important	1	0	1	2	1	0	1	0	5	0	0	0	1	1	1	1	0	1	0
Not important at all	1	0	1	0	0	1	2	0	4	1	0	0	1	2	2	1	1	1	0
<b>TOTAL NOT IMPORTANT</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>0</b>

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	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1660</b>	<b>569</b>	<b>544</b>	<b>101</b>	<b>652</b>	<b>709</b>	<b>803</b>	<b>857</b>	<b>186</b>	<b>701</b>	<b>393</b>	<b>380</b>	<b>946</b>	<b>714</b>	<b>222</b>	<b>538</b>	<b>355</b>	<b>400</b>	<b>144</b>	
<b>Unweighted Sample</b>	<b>1660</b>	<b>577</b>	<b>540</b>	<b>104</b>	<b>731</b>	<b>676</b>	<b>748</b>	<b>912</b>	<b>171</b>	<b>701</b>	<b>405</b>	<b>383</b>	<b>972</b>	<b>688</b>	<b>185</b>	<b>572</b>	<b>364</b>	<b>396</b>	<b>143</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Is controllable at short notice</b>																				
Very important	44	52	38	38	42	50	39	48	25	36	51	58	41	47	39	42	46	46	45	
Fairly important	40	38	45	48	43	38	42	39	47	44	38	33	43	36	42	43	40	37	41	
<b>TOTAL IMPORTANT</b>	<b>84</b>	<b>90</b>	<b>83</b>	<b>86</b>	<b>85</b>	<b>88</b>	<b>81</b>	<b>87</b>	<b>72</b>	<b>80</b>	<b>89</b>	<b>91</b>	<b>84</b>	<b>83</b>	<b>81</b>	<b>85</b>	<b>86</b>	<b>83</b>	<b>86</b>	
Neither important nor unimportant	12	8	14	13	12	9	14	11	20	16	7	7	12	13	16	12	10	13	12	
Not very important	2	1	3	1	2	2	4	1	6	1	3	2	2	2	0	2	3	3	2	
Not important at all	1	1	1	1	1	1	2	1	4	2	0	0	1	2	2	1	1	1	0	
<b>TOTAL NOT IMPORTANT</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>2</b>	<b>10</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>2</b>	
<b>Takes up minimal space</b>																				
Very important	28	32	27	18	26	32	24	31	18	27	29	33	25	31	27	28	28	28	28	
Fairly important	43	43	45	58	46	42	43	44	39	46	45	40	44	43	44	43	45	43	42	
<b>TOTAL IMPORTANT</b>	<b>71</b>	<b>75</b>	<b>72</b>	<b>76</b>	<b>72</b>	<b>74</b>	<b>67</b>	<b>75</b>	<b>57</b>	<b>73</b>	<b>74</b>	<b>73</b>	<b>69</b>	<b>74</b>	<b>71</b>	<b>71</b>	<b>73</b>	<b>71</b>	<b>70</b>	
Neither important nor unimportant	21	20	21	19	21	20	23	20	31	21	20	19	23	20	20	21	21	22	23	
Not very important	6	5	6	6	6	5	8	4	9	5	6	6	7	5	7	7	4	6	7	
Not important at all	2	1	1	0	1	1	2	1	4	2	0	1	1	2	2	2	2	2	0	
<b>TOTAL NOT IMPORTANT</b>	<b>8</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>10</b>	<b>5</b>	<b>13</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>6</b>	<b>8</b>	<b>7</b>	
<b>Is a system I understand how to use</b>																				
Very important	60	69	57	61	58	69	52	68	40	54	67	74	59	62	54	62	59	61	65	
Fairly important	32	28	36	29	34	27	37	26	37	37	28	23	33	29	37	29	35	30	29	
<b>TOTAL IMPORTANT</b>	<b>92</b>	<b>97</b>	<b>93</b>	<b>90</b>	<b>92</b>	<b>96</b>	<b>89</b>	<b>94</b>	<b>77</b>	<b>91</b>	<b>95</b>	<b>97</b>	<b>92</b>	<b>91</b>	<b>91</b>	<b>91</b>	<b>94</b>	<b>91</b>	<b>94</b>	
Neither important nor unimportant	6	2	6	9	7	3	8	5	16	7	4	2	6	7	7	7	5	7	7	
Not very important	1	0	1	0	0	1	1	0	2	0	1	0	0	1	0	1	0	1	0	
Not important at all	1	0	1	1	1	1	2	0	6	1	0	0	1	1	2	1	1	1	0	
<b>TOTAL NOT IMPORTANT</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>8</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>0</b>	
<b>Has a low carbon footprint</b>																				
Very important	31	29	33	32	36	29	27	35	32	29	29	36	31	30	29	30	30	34	30	
Fairly important	37	37	42	39	42	35	35	40	32	39	41	34	39	35	40	37	36	38	37	
<b>TOTAL IMPORTANT</b>	<b>68</b>	<b>66</b>	<b>75</b>	<b>71</b>	<b>78</b>	<b>64</b>	<b>62</b>	<b>75</b>	<b>64</b>	<b>68</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>65</b>	<b>69</b>	<b>67</b>	<b>66</b>	<b>72</b>	<b>67</b>	
Neither important nor unimportant	22	23	18	22	17	22	24	20	25	22	19	23	20	24	16	23	26	19	22	
Not very important	6	7	5	5	4	8	9	4	4	7	8	4	7	5	9	5	5	7	8	
Not important at all	4	5	2	2	2	5	6	2	7	4	3	3	2	6	5	5	3	3	2	
<b>TOTAL NOT IMPORTANT</b>	<b>10</b>	<b>12</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>13</b>	<b>15</b>	<b>6</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>9</b>	<b>11</b>	<b>14</b>	<b>10</b>	<b>8</b>	<b>10</b>	<b>10</b>	

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

Please imagine you were looking to change how you heat your home in the future, which one or two, if any, of the following would you consider to be the most important things? (Please tick up to two options)

The cost of the energy bill	<b>74</b>	78	75	79	76	76	74	75	65	75	78	75	77	72	76	73	72	77	74
How reliable the energy is (e.g. not running out, having a constant supply etc.)	<b>41</b>	45	39	42	40	44	40	42	40	39	39	48	43	38	44	42	39	42	34
How easy it would be to install the new system (e.g. cost of installation, time to install, building work needed etc.)	<b>30</b>	36	25	34	29	36	30	30	17	27	37	35	31	29	27	29	36	27	31
The environmental impact of using this	<b>19</b>	12	25	27	28	12	19	19	24	22	17	13	22	15	20	19	18	18	22
If the arrangement was linked to a deal from your energy supplier	<b>5</b>	7	4	3	4	6	5	5	3	4	5	6	5	5	3	6	6	4	6
None of these	<b>1</b>	1	2	0	1	1	2	1	1	1	1	2	1	1	1	1	2	2	1
Don't know	<b>8</b>	4	8	3	5	6	7	8	17	9	5	5	5	12	9	8	7	7	8

How important, if at all, do you think it is to be able to switch energy supplier when it comes to heating your home?

Very important	<b>43</b>	49	42	55	45	47	41	44	20	43	50	46	43	42	36	44	44	44	41
Fairly important	<b>35</b>	33	38	26	37	31	34	35	49	34	33	31	37	31	38	33	33	36	40
<b>TOTAL IMPORTANT</b>	<b>78</b>	<b>82</b>	<b>80</b>	<b>81</b>	<b>82</b>	<b>78</b>	<b>75</b>	<b>79</b>	<b>69</b>	<b>77</b>	<b>83</b>	<b>77</b>	<b>80</b>	<b>73</b>	<b>74</b>	<b>77</b>	<b>77</b>	<b>80</b>	<b>81</b>
Neither important nor unimportant	<b>18</b>	13	17	17	15	16	19	17	24	18	13	18	15	21	20	17	20	15	19
Not very important	<b>3</b>	4	1	3	3	3	3	2	2	2	4	4	2	3	3	3	1	3	1
Not important at all	<b>3</b>	1	2	0	1	3	3	2	5	3	1	2	2	3	4	3	2	2	0
<b>TOTAL NOT IMPORTANT</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>3</b>	<b>5</b>	<b>1</b>