

YouGov-Cambridge Survey Results

Sample Size: 1942 GB Adults
Fieldwork: 29th - 30th January 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169	
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following do you think are the most important issues facing the country at this time? (Please tick up to three)

The economy	59	63	63	64	47	59	62	63	64	54	53	61	61	57	62	54	50	57	62	60	66
Immigration & Asylum	49	63	36	32	87	69	42	36	44	54	30	36	54	62	45	54	46	52	52	49	35
Energy prices	38	35	46	23	32	36	47	37	41	36	18	33	40	49	33	45	29	35	40	45	43
Health	25	21	30	29	23	22	26	29	20	29	17	21	25	30	24	26	22	26	26	23	24
Europe	14	21	7	10	39	26	6	11	17	12	10	11	12	22	14	14	11	15	16	15	9
Education	14	16	17	25	6	12	13	18	12	16	30	13	13	10	17	11	10	16	18	10	18
Pensions	14	13	13	16	16	14	17	13	15	13	7	10	17	17	15	13	10	17	13	12	16
Tax	13	11	14	9	7	11	14	12	14	12	23	15	13	7	13	12	9	10	14	16	18
The environment	12	8	14	21	9	9	12	20	12	13	16	13	11	11	13	11	9	13	12	13	12
Crime	10	12	7	10	13	11	9	9	9	11	8	9	12	10	9	11	18	9	6	9	15
Family life & childcare	8	8	12	5	3	6	12	8	6	11	9	14	6	6	9	7	8	8	10	8	10
Transport	3	5	3	3	2	4	2	5	5	2	4	5	2	3	5	1	6	4	2	2	2
Afghanistan	2	1	1	6	2	1	3	1	2	2	2	1	2	3	2	2	2	1	1	2	3
None of these	1	0	1	4	0	0	1	2	1	1	2	3	1	0	2	1	4	1	0	1	1
Don't know	4	1	3	1	0	1	3	4	5	4	17	7	2	0	4	4	11	3	3	4	5

Of these, please select which you believe to be the single most important issue facing the country.

[Asked to all respondents who selected more than one option in the previous question, n=1856]

The economy	39	44	42	44	17	38	40	43	45	33	42	45	39	33	44	32	33	37	40	41	45
Immigration & Asylum	28	30	19	13	62	37	25	19	21	34	16	17	31	36	23	34	30	29	27	28	16
Energy prices	8	4	13	3	2	3	11	11	10	7	1	7	8	12	6	12	9	6	9	10	11
Health	6	2	8	13	4	3	7	7	4	8	5	6	5	7	5	6	5	6	6	5	7
The environment	4	2	5	6	2	2	4	7	3	4	6	7	3	2	4	3	3	5	3	3	4
Europe	4	6	2	2	9	7	0	2	5	2	5	2	2	6	4	3	3	4	5	3	0
Education	3	4	4	2	1	2	3	5	2	4	11	3	3	1	4	2	4	4	3	2	5
Crime	2	2	1	4	1	2	1	2	2	1	2	2	2	1	2	2	5	1	0	2	2
Tax	2	2	3	2	0	2	2	2	3	2	5	4	2	0	3	2	2	2	4	2	3
Pensions	2	2	2	4	1	1	2	2	2	2	5	2	2	1	2	2	2	2	0	3	3
Family life & childcare	2	1	3	0	1	1	3	1	1	3	1	4	1	1	3	1	3	2	1	2	3
Afghanistan	0	0	0	5	0	0	1	0	0	1	0	0	1	0	1	0	0	0	1	0	1
Transport	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	1	0	0	0	0

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How closely, if at all, have you been following the debate over household energy prices?

[Asked to all respondents, n=1942]

Not at all - 1	10	10	7	5	10	9	8	4	9	12	21	13	8	7	8	13	13	12	6	10	13
2	13	12	13	12	13	10	14	13	10	15	16	14	11	11	13	12	14	13	12	11	17
3	31	31	26	38	28	35	28	30	29	34	29	34	31	29	31	32	33	31	33	31	28
4	29	34	31	26	29	32	28	31	32	27	30	24	30	33	32	25	27	30	30	29	29
Very closely - 5	17	13	23	19	20	14	21	20	20	13	5	15	19	20	15	18	13	14	19	20	14

What words come to mind when describing your household energy provider?

[For open responses to this question please see Tab 1]

What impact, if any, are energy prices having on your household's current financial situation?

No Impact	24	33	18	36	22	33	18	26	25	23	17	25	23	26	28	19	25	28	23	20	22
Slight hardship	38	42	34	46	40	40	35	41	37	38	40	35	38	40	40	35	33	40	38	37	41
Moderate hardship	21	16	28	9	23	17	27	19	19	23	13	21	25	21	19	24	14	19	24	27	18
Serious hardship	10	4	16	5	13	6	16	7	11	9	6	10	10	12	6	15	12	6	10	13	13
Don't know	7	5	5	4	2	4	4	7	7	7	24	9	3	2	7	7	15	7	5	4	6

Are you responsible, either jointly or solely, for paying your household energy bills?

Yes, jointly	52	55	52	46	58	56	51	54	48	55	36	56	56	50	52	52	37	55	53	55	48
Yes, solely	34	31	37	45	36	33	39	35	38	30	10	26	38	44	33	34	38	31	34	32	40
No	12	12	9	8	6	11	8	9	11	13	38	14	6	6	13	11	15	12	12	10	10
Don't know	3	2	1	0	0	1	1	2	4	3	15	4	0	0	3	3	10	2	1	3	2

Do you find your household energy bills easy or difficult to understand?

Very easy	8	10	8	9	9	10	9	9	9	8	11	6	8	9	9	7	7	10	7	8	7
Fairly easy	27	33	28	28	18	32	24	29	28	26	16	31	29	26	30	24	22	30	28	25	29
TOTAL EASY	35	43	36	37	27	42	33	38	37	34	27	37	37	35	39	31	29	40	35	33	36
Neither easy nor difficult	19	17	20	25	21	18	21	20	19	20	16	13	23	22	18	21	18	19	22	19	18
Fairly difficult	22	20	24	18	31	23	26	20	23	22	11	22	24	26	21	24	19	17	24	30	19
Very difficult	11	8	12	7	19	10	14	10	10	12	3	11	10	15	10	12	11	13	10	9	13
TOTAL DIFFICULT	33	28	36	25	50	33	40	30	33	34	14	33	34	41	31	36	30	30	34	39	32
Irrelevant since I rarely read my energy bills	6	8	4	6	1	5	4	7	5	7	17	10	3	2	6	7	10	6	5	5	8
Don't know	6	6	4	5	2	3	3	5	6	5	27	7	1	1	7	4	11	5	5	4	7

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

How are the household energy bills paid in your home?

Direct debit	71	79	67	83	81	84	73	77	69	72	37	66	73	86	75	64	61	75	69	75	62
Standard credit (settle each bill as received)	10	9	11	3	10	10	11	9	10	11	13	10	13	8	9	12	14	11	10	8	14
Prepayment	10	6	15	6	4	4	11	6	10	10	11	15	10	5	6	16	10	8	11	10	18
None of these	3	3	3	2	2	1	2	4	5	2	15	1	2	1	3	4	6	3	4	3	1
Don't know	6	4	4	6	2	2	3	4	6	6	24	8	1	0	7	4	9	4	6	5	6

What kind of energy tariff are you currently on? (Please tick all that apply)

Fixed	35	41	35	34	43	43	41	34	36	35	17	32	37	44	39	31	30	37	33	40	30
Variable standard	10	10	11	8	9	10	11	9	10	9	6	7	14	9	9	10	8	10	10	9	12
Pay as you go	9	3	13	3	6	3	10	4	11	7	20	11	9	3	6	13	12	7	12	7	11
Economy 7	7	6	7	8	8	7	5	7	7	6	2	7	7	9	7	7	5	10	7	5	2
Variable online	6	7	6	8	7	7	6	7	7	5	2	5	8	5	7	4	4	6	6	7	5
Special tariff for older consumers, e.g. Age UK plans from E.ON	2	3	1	7	3	4	1	4	2	3	0	1	1	6	3	2	1	3	2	3	0
Green	1	0	1	3	2	1	1	4	2	1	4	1	2	0	1	2	5	1	1	1	1
Feed-in	1	1	1	0	1	1	1	0	1	1	0	0	1	2	0	1	0	1	1	1	0
Other	2	2	2	2	3	3	1	4	3	2	3	1	3	2	2	3	3	4	2	1	3
Don't Know	30	31	26	28	20	26	26	28	27	32	49	37	23	25	30	30	37	27	27	31	36

Do you find energy tariffs easy or difficult to understand?

Very easy	4	4	6	4	4	4	5	6	6	3	8	6	2	3	4	5	8	4	4	4	3
Fairly easy	19	24	21	18	15	24	16	21	21	18	20	21	20	17	21	17	17	24	18	17	17
TOTAL EASY	23	28	27	22	19	28	21	27	27	21	28	27	22	20	25	22	25	28	22	21	20
Neither easy nor difficult	17	15	15	22	21	16	17	20	18	15	8	13	21	17	17	16	11	19	17	16	18
Fairly difficult	29	27	32	32	29	30	32	28	26	31	14	24	31	36	29	29	25	26	31	32	29
Very difficult	18	16	19	14	29	18	23	16	16	20	4	17	20	23	15	22	18	15	19	22	20
TOTAL DIFFICULT	47	43	51	46	58	48	55	44	42	51	18	41	51	59	44	51	43	41	50	54	49
Irrelevant since I rarely read my energy bills	6	7	4	4	0	5	3	5	5	6	16	9	3	2	5	6	9	5	6	4	6
Don't know	7	7	4	6	2	4	4	5	7	7	30	9	2	2	9	5	12	7	6	6	7

Do you believe that you are on the cheapest electricity tariff available?

Certain I am on the cheapest tariff	5	7	2	6	8	7	3	6	4	6	1	4	6	6	4	6	3	7	5	5	2
Fairly certain I am on the cheapest tariff	28	32	31	26	30	34	28	28	30	26	16	26	31	31	30	25	19	30	30	31	19
Uncertain if I am on the cheapest tariff or not	28	23	33	38	26	26	34	27	28	27	18	26	28	33	26	29	31	24	28	28	36
Fairly certain I am NOT on the cheapest tariff	12	14	10	14	11	13	11	13	11	12	15	12	11	11	13	10	12	13	11	11	13
Certain I am NOT on the cheapest tariff	7	5	6	2	11	6	6	5	7	6	2	8	8	6	5	9	5	7	9	4	9
Don't know	21	20	19	14	13	14	18	21	20	22	48	24	16	14	21	21	29	20	17	22	21

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

To what extent would you support or oppose the energy regulator making the energy companies simplify their tariffs?

Strongly support	54	50	59	47	70	56	62	54	54	54	24	45	62	65	53	56	48	53	55	58	49
Support	30	38	28	32	21	33	26	33	30	31	39	34	27	28	31	29	24	34	30	29	33
TOTAL SUPPORT	84	88	87	79	91	89	88	87	84	85	63	79	89	93	84	85	72	87	85	87	82
Neither support nor oppose	8	7	7	13	4	8	7	5	8	7	9	12	6	5	8	7	9	6	9	6	10
Oppose	1	1	1	2	0	0	2	1	1	1	1	2	1	0	1	1	1	1	1	2	0
Strongly Oppose	1	0	1	2	0	0	0	4	2	1	4	1	1	1	1	2	5	1	0	1	0
TOTAL OPPOSE	2	1	2	4	0	0	2	5	3	2	5	3	2	1	2	3	6	2	1	3	0
Don't know	6	4	4	4	5	3	3	4	5	7	23	7	4	1	6	7	13	5	5	5	7

To what extent would you support or oppose simpler tariffs if it meant they might be slightly higher, or if it meant fewer discounts were available?

[Asked to all respondents who answered 'Strongly support', 'Support', or 'Neither support nor oppose' in the previous question, n=1804]

Strongly support	9	10	11	7	10	10	13	9	11	7	2	8	11	10	8	11	9	11	7	10	6
Support	19	19	23	23	23	19	18	23	23	15	21	21	18	18	24	13	17	18	18	22	22
TOTAL SUPPORT	28	29	34	30	33	29	31	32	34	22	23	29	29	28	32	24	26	29	25	32	28
Neither support nor oppose	26	25	20	33	22	27	22	27	26	27	23	27	26	27	26	27	28	25	28	26	24
Oppose	28	33	27	24	26	30	25	26	25	31	39	26	28	26	26	30	25	29	33	25	24
Strongly oppose	12	8	12	9	18	11	15	9	12	12	9	10	12	14	11	13	14	12	9	11	17
TOTAL OPPOSE	40	41	39	33	44	41	40	35	37	43	48	36	40	40	37	43	39	41	42	36	41
Don't Know	6	5	7	5	2	4	7	6	4	8	6	8	5	5	6	6	7	5	5	6	8

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

Which of the following ways of simplifying tariffs would you most like to see? (Please tick up to three)

[Asked to all respondents, n=1942]

Put any important details up front, not in small print	57	59	58	63	63	58	62	61	58	55	39	48	58	70	59	54	43	56	60	59	62
Limit the number of different tariffs that a supplier can offer	51	57	51	52	54	57	54	49	50	51	33	43	51	64	53	48	42	53	47	54	53
Stop discounts that are expressed as a percentage instead of pounds	19	16	24	15	19	18	21	22	20	18	17	16	20	22	18	20	18	16	20	22	19
Stop separate tariffs for green energy	16	19	16	17	26	22	15	13	17	15	8	9	17	25	15	18	13	16	15	18	15
Stop supermarkets from offering discounts on grocery purchases to customers who buy energy from them	9	6	9	13	6	8	9	11	10	8	6	5	10	12	9	9	10	8	8	9	11
Stop your existing supplier from offering a lower price to match what a competitor has offered you	7	5	8	8	9	6	7	7	8	5	7	4	8	7	6	8	5	6	7	7	10
Stop discounts for those who pay by direct debit	6	5	9	2	5	6	7	5	6	6	5	6	9	5	5	8	7	6	7	5	11
Stop discounts for prompt payment of bills	3	2	4	1	2	3	4	2	4	2	1	3	4	2	2	4	5	2	1	4	4
Other	5	5	2	8	9	6	2	8	5	5	1	3	7	6	5	5	3	8	4	4	4
Don't know/None of these	19	16	16	16	13	14	15	17	17	21	40	26	14	9	17	21	30	17	19	17	14

please note any other useful simplification

[Asked to all respondents who selected 'Other' in the previous question, for open responses to this question please see Tab 2]

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following sources of information do you think people would find helpful to consult about switching energy suppliers or tariffs? (Please tick all that apply)

Comparison website such as uswitch, moneysupermarket.com or Which?	65	74	64	71	69	73	62	72	64	66	47	61	70	70	69	59	52	71	63	67	61
Citizens Advice Bureau	26	24	31	28	24	23	31	28	28	24	20	29	25	27	25	26	26	25	26	24	33
Friends and relatives	24	29	22	27	19	26	22	27	22	26	29	24	25	20	25	23	21	23	24	24	29
Local council	16	12	23	21	13	10	23	14	16	16	14	18	15	17	14	18	19	13	16	20	13
Local library	14	11	20	15	14	11	20	18	14	15	4	12	15	19	12	18	12	14	17	13	14
Post Office	11	9	14	3	15	11	12	10	12	11	9	12	12	10	11	12	9	10	14	13	9
Supermarket	7	6	10	5	8	6	7	7	8	7	7	9	8	5	7	8	8	8	6	7	8
Local shop	5	5	8	6	3	4	4	6	7	4	6	6	7	2	5	6	6	5	6	4	4
Other	3	2	3	6	6	3	3	5	4	2	1	1	3	5	3	2	4	3	2	2	4
Don't know/None of these	20	14	17	14	17	15	20	16	19	22	36	23	15	17	17	24	26	19	18	20	19

please specify

[Asked to all respondents who selected 'Other' in the previous question, for open responses to this question please see Tab 3]

Imagine you wanted to look into changing your energy supplier or tariff and then change it. Which ONE of the following would best describe your approach?

I would do it myself	71	76	75	67	81	77	76	75	73	68	46	68	77	76	74	67	56	75	72	72	71
I would ask a friend or relative to help	6	6	5	11	4	6	5	6	3	9	11	9	4	4	6	7	6	5	5	9	4
I would find it helpful to get some assistance face-to-face from a third party	6	4	6	10	5	5	6	8	8	5	8	5	5	8	5	7	12	4	7	4	9
I would find it helpful to get some assistance over the phone from a third party	4	5	3	4	4	5	4	2	4	5	5	3	4	6	4	4	6	4	3	4	4
Don't know/Not really interested	13	9	11	8	7	7	8	9	12	13	30	16	10	6	11	15	20	11	12	11	11

Have you changed your gas or electricity provider in recent years WITHOUT moving house?

Yes – I have switched gas and/or electricity supplier in the last 12 months	18	15	19	18	19	18	20	19	18	18	7	22	18	18	20	15	13	20	17	19	15
Yes – I have switched gas and/or electricity supplier in the last 5 years	24	24	26	27	33	26	23	31	25	23	8	18	27	32	26	22	20	24	21	32	14
No – have not	51	53	51	52	46	51	52	46	51	51	65	48	51	48	47	57	57	48	56	43	64
Don't know	7	8	3	4	2	5	4	5	6	8	21	12	4	2	7	7	11	8	6	6	6

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Why did you change your gas or electricity provider? (Please tick all that apply)

[Asked to all respondents who selected either 'Yes' option in the previous question, n=883]

Lower prices	73	76	69	82	71	73	66	82	73	72	31	67	76	78	69	78	70	72	74	74	70
Price guarantees/ capped prices	36	39	35	37	34	34	42	38	39	34	29	33	37	38	36	36	31	32	40	40	35
Easy to change providers	12	10	16	6	11	9	16	11	13	11	32	13	10	12	14	9	12	10	17	12	9
More reliable service	7	4	8	7	9	8	7	7	8	6	8	11	6	6	7	7	9	7	7	5	13
More environmentally-friendly energy	6	4	8	0	1	4	5	7	6	6	30	10	3	4	7	5	11	6	8	4	3
Other	7	7	6	5	13	6	7	4	5	9	6	6	7	7	6	7	3	10	5	6	2
Don't know	2	1	2	1	0	1	3	1	1	2	4	3	1	1	2	2	1	1	1	2	2

please specify

[Asked to all respondents who selected 'Other' in the previous question, for open responses to this question please see Tab 4]

What method did you use to switch suppliers?

[Asked to all respondents who selected either 'Yes' option in the question focussing on whether respondents have changed energy supplier, n=883]

Used a comparison website such as uswitch, moneysupermarket.com or Which?	54	57	52	61	48	53	54	56	55	52	51	56	54	51	55	52	47	54	63	52	40
Went directly to the supplier website	19	18	16	11	24	21	17	21	19	18	12	17	20	20	19	18	21	18	17	20	21
Rang up the new supplier to switch	17	15	19	20	16	17	17	13	17	17	26	18	14	18	16	18	18	16	15	18	20
Asked a friend or family member to help	2	1	2	0	3	2	1	2	2	1	6	1	2	0	1	2	7	2	0	0	0
Had a third party do it for me	2	2	3	1	4	1	3	3	2	3	0	1	3	3	2	3	2	3	3	2	3
Other	5	6	5	3	5	5	4	3	3	6	0	4	3	6	5	4	2	5	1	5	10
Don't know	2	1	3	4	0	1	4	3	1	3	5	3	3	1	2	3	3	2	1	3	5

please specify

[Asked to all respondents who selected 'Other' in the previous question, for open responses to this question please see Tab 5]

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Why have you not changed your gas or electricity provider? (Please tick all that apply)

[Asked to all respondents who selected 'No' in the question focussing on whether respondents have changed energy supplier, n=945]

Too much trouble to change	29	31	32	18	26	25	32	27	27	30	28	38	27	22	26	32	31	25	26	31	37
Do not see benefits of changing providers	27	25	26	37	28	28	28	31	22	31	15	21	30	34	26	28	31	29	26	22	26
Satisfied with price of existing service	22	30	20	15	19	29	18	24	23	20	12	16	25	26	23	20	13	31	25	15	11
Satisfied with reliability of existing provider	22	33	20	24	24	33	20	21	20	23	10	16	23	31	24	19	11	25	29	16	23
Not responsible for decisions regarding gas or electricity supplier	6	6	6	6	1	6	4	8	7	6	11	8	5	3	7	5	5	5	10	4	8
I did change supplier but only because I moved house	6	4	8	10	5	4	8	4	5	7	14	7	5	2	7	6	5	5	5	7	13
Not aware of other providers	2	2	4	4	3	1	1	2	3	2	4	4	1	1	4	1	2	1	3	4	1
Other	11	12	9	19	15	13	11	12	11	11	6	5	14	15	12	10	10	13	9	10	14
Don't know	9	6	8	0	11	5	9	9	12	7	23	12	6	3	6	12	19	7	5	12	4

please specify

[Asked to all respondents who selected 'Other' in the previous question, for open responses to this question please see Tab 6]

If you did want to switch, what method would you prefer to switch suppliers?

[Asked to all respondents who selected 'No' in the question focussing on whether respondents have changed energy supplier, n=945]

Use a comparison website such as uswitch, moneysupermarket.com or Which?	42	45	40	51	51	43	43	49	40	44	37	41	47	40	48	36	36	42	43	41	49
Go directly to the supplier website	25	30	27	18	17	28	26	17	27	23	29	33	21	20	28	22	20	24	26	31	23
Ring up the new supplier to switch	13	13	11	15	17	16	10	16	12	14	5	7	16	21	11	16	14	14	18	8	13
Ask a friend or family member to help	2	2	2	3	2	2	2	3	2	3	3	2	3	2	3	2	2	4	2	2	1
Get a third party to do it for me	2	1	4	2	2	0	2	1	3	1	1	2	2	2	1	2	4	2	0	1	3
Other	1	1	0	3	1	1	0	1	0	1	0	0	0	2	1	0	1	1	0	0	0
Don't know/None of these	15	8	16	7	11	9	17	14	15	15	25	16	11	13	9	21	24	13	11	17	10

please specify

[Asked to all respondents who selected 'Other' in the previous question, for open responses to this question please see Tab 7]

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How easy or difficult do you believe it is to change gas or electricity suppliers?

[Asked to all respondents, n=1942]

Very easy - 1	14	15	16	3	18	14	18	16	14	14	5	13	13	21	13	17	10	17	13	16	9
2	15	18	14	24	15	18	13	16	17	13	5	12	19	16	17	12	10	17	15	15	11
3	14	19	13	15	14	18	14	13	13	16	12	13	16	15	14	14	10	16	16	13	15
4	24	22	23	20	17	21	21	23	25	23	42	26	22	17	24	24	32	22	20	24	25
5	16	14	15	21	18	16	14	17	15	17	19	18	14	15	17	15	18	15	14	16	19
6	10	9	12	9	9	10	12	10	11	10	14	11	10	9	9	12	13	8	13	10	13
Very difficult - 7	6	4	7	8	9	4	8	6	6	7	3	7	7	6	6	7	6	5	8	6	8

Have you changed your provider in the past five years for any of the following services WITHOUT moving house? (Please tick all that apply)

Car insurance	40	50	34	46	55	51	35	48	42	38	10	33	47	50	43	36	25	46	41	45	27
Home insurance	34	40	30	40	43	43	31	43	34	35	3	25	43	47	38	30	20	37	35	40	30
Broadband/internet provider	25	25	25	25	28	25	22	30	28	22	20	26	26	25	27	23	29	25	24	25	22
Mobile phone network	24	24	24	22	30	24	28	26	26	22	23	28	23	22	25	22	21	22	29	25	23
Bank account or mortgage	13	14	9	23	17	14	12	20	14	12	6	18	14	10	15	10	9	12	16	15	10
None of the above	29	25	33	32	23	25	31	25	29	30	38	28	27	29	27	33	32	28	29	27	38
Don't know	6	6	6	0	2	4	4	4	7	6	22	9	4	1	7	6	11	6	6	5	6

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For every £100 you spend on your energy bill, can you estimate how much goes on each of the following? (Your answers should add up to 100)

[Percentages are excluding Don't knows, n=1101]

Costs of generating energy (natural gas and coal prices)

0% - 9%	7	6	8	8	9	6	7	6	7	8	1	8	10	4	5	10	9	8	7	5	7
10% - 19%	18	18	17	11	17	22	17	10	16	22	21	17	18	19	15	23	19	18	17	19	19
20% - 29%	25	25	23	25	26	25	24	29	25	26	15	30	26	25	26	24	26	25	29	22	24
30% - 39%	19	17	21	19	24	18	22	23	19	19	29	17	19	17	17	22	23	18	16	21	22
40% - 49%	14	14	14	12	17	15	14	11	17	10	14	12	11	19	17	10	11	14	16	15	11
50% - 59%	11	14	11	20	5	8	10	14	10	12	19	10	11	8	14	6	7	11	11	12	9
60% - 69%	4	6	5	1	2	5	4	5	6	2	1	6	2	6	5	3	3	5	3	4	4
70% - 79%	1	1	0	1	0	1	1	0	1	1	0	1	1	1	1	0	0	1	1	1	1
80% - 89%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90% - 100%	1	0	2	1	0	0	0	2	1	0	0	0	2	0	2	4	0	0	0	0	2

Cost of government schemes (to support low-carbon energy, low-income customers)

0% - 9%	32	29	33	46	22	25	35	32	32	32	26	37	32	28	34	28	27	28	33	35	39
10% - 19%	47	55	47	31	49	56	42	45	47	47	37	45	46	53	45	49	43	55	46	44	32
20% - 29%	18	12	17	17	25	14	19	19	17	19	32	15	16	18	18	18	26	13	19	18	26
30% - 39%	3	3	3	5	2	4	2	4	4	1	4	3	4	1	2	4	3	3	2	3	2
40% - 49%	0	0	0	0	2	0	0	1	0	1	0	0	1	0	0	1	0	1	0	0	0
50% - 59%	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1	0	1	0	0	0
60% - 69%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70% - 79%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80% - 89%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90% - 100%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Profits for the company

0% - 9%	16	21	15	23	13	17	11	19	20	10	20	14	16	14	17	13	16	15	18	15	12
10% - 19%	26	34	24	20	24	27	24	31	31	20	39	24	23	28	30	20	29	26	23	28	28
20% - 29%	24	18	24	25	32	24	26	23	22	26	13	25	23	28	22	27	24	25	23	23	27
30% - 39%	15	14	15	11	15	15	14	12	12	20	11	17	16	14	15	16	18	15	13	17	15
40% - 49%	9	6	11	7	6	8	12	7	8	11	9	6	13	8	8	12	4	10	12	9	10
50% - 59%	6	5	7	6	4	5	8	4	4	9	6	8	6	5	5	8	5	6	6	6	6
60% - 69%	2	2	2	6	4	1	3	2	2	1	2	4	1	1	2	2	2	2	3	1	0
70% - 79%	1	0	1	0	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	0
80% - 89%	0	0	0	2	0	1	0	0	1	0	0	0	1	0	0	1	0	1	0	0	2
90% - 100%	0	0	1	0	1	0	1	0	1	0	0	1	0	0	0	1	0	1	0	0	1

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Delivering energy to your home, transmission and distribution

0% - 9%	21	17	27	24	17	17	24	25	21	22	26	26	21	15	19	25	26	19	19	26	20
10% - 19%	49	49	45	43	52	50	46	43	47	51	45	45	52	50	50	47	44	51	53	43	53
20% - 29%	23	24	22	25	28	25	22	27	25	20	24	20	21	28	23	23	23	24	22	23	22
30% - 39%	5	8	5	8	2	6	7	3	6	5	5	7	5	5	6	5	6	5	5	7	3
40% - 49%	1	2	2	0	0	1	1	2	1	1	1	2	0	1	2	0	0	2	0	1	2
50% - 59%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
60% - 69%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70% - 79%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80% - 89%	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
90% - 100%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Customer services (such as billing, collection, call centres, etc)

0% - 9%	44	35	51	56	36	37	52	46	45	43	49	48	42	42	46	41	41	40	49	44	49
10% - 19%	47	54	42	36	52	53	41	45	48	47	46	44	50	47	46	49	46	51	43	48	43
20% - 29%	8	10	7	8	11	9	8	9	7	10	4	7	8	10	7	10	11	9	6	7	7
30% - 39%	0	1	0	0	0	1	0	0	0	0	1	0	0	1	1	0	0	0	1	0	1
40% - 49%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0
50% - 59%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60% - 69%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70% - 79%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80% - 89%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90% - 100%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Taxes

0% - 9%	27	27	34	33	31	28	31	29	30	23	21	28	23	34	27	27	28	26	28	27	31
10% - 19%	38	39	37	41	29	38	42	37	34	44	37	41	35	41	40	36	36	40	40	41	27
20% - 29%	27	26	21	22	35	26	21	25	27	27	40	25	33	17	26	30	27	28	26	24	36
30% - 39%	4	4	6	4	2	3	3	7	5	3	0	4	4	5	4	4	5	3	3	5	3
40% - 49%	2	2	3	0	0	2	1	2	2	1	2	1	2	1	2	2	1	2	2	2	0
50% - 59%	1	2	0	0	1	1	0	0	1	0	0	1	1	1	0	1	3	1	0	0	1
60% - 69%	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
70% - 79%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80% - 89%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90% - 100%	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1

Don't know

46	40	44	44	41	43	46	40	38	53	52	46	40	48	43	49	47	43	45	50	43
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	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What impact do you believe the following will have on your future energy bills?

Building more onshore wind farms

Large drop in energy bills	3	2	6	3	3	1	5	3	4	2	2	3	5	2	3	4	5	2	2	4	4
Small drop in energy bills	21	17	25	29	14	16	24	26	17	24	20	22	21	20	23	18	16	21	23	21	22
TOTAL DROP	24	19	31	32	17	17	29	29	21	26	22	25	26	22	26	22	21	23	25	25	26
No Impact	31	36	28	31	34	37	29	28	32	30	26	26	34	34	32	30	25	37	31	29	23
Small rise in energy bills	14	20	12	17	11	16	11	15	19	9	11	13	13	16	16	11	12	13	14	15	16
Large rise in energy bills	9	10	5	6	21	15	4	8	12	5	6	5	11	11	8	10	11	9	10	7	11
TOTAL RISE	23	30	17	23	32	31	15	23	31	14	17	18	24	27	24	21	23	22	24	22	27
Don't know	22	15	25	14	16	15	27	20	15	29	34	30	17	16	19	27	31	18	20	25	24

Building more offshore wind farms

Large drop in energy bills	4	3	7	4	4	3	6	4	5	3	4	4	6	2	5	3	7	3	4	5	5
Small drop in energy bills	23	19	28	32	14	20	23	27	19	27	27	22	21	24	24	22	19	23	24	23	25
TOTAL DROP	27	22	35	36	18	23	29	31	24	30	31	26	27	26	29	25	26	26	28	28	30
No Impact	29	33	27	29	39	35	29	26	30	28	16	25	34	31	29	29	25	34	29	27	22
Small rise in energy bills	14	19	12	14	10	15	12	14	19	9	18	12	13	15	17	11	10	14	14	15	16
Large rise in energy bills	9	11	4	7	19	15	4	8	12	5	2	5	10	13	8	10	7	10	10	7	10
TOTAL RISE	23	30	16	21	29	30	16	22	31	14	20	17	23	28	25	21	17	24	24	22	26
Don't know	21	14	22	14	15	13	26	21	14	28	34	31	15	15	18	26	33	16	19	24	22

Recent agreement to build a new nuclear power plant

Large drop in energy bills	7	11	7	11	6	8	6	6	8	6	8	5	7	8	7	6	10	8	6	4	6
Small drop in energy bills	20	25	16	19	22	26	15	16	22	17	25	17	20	20	21	18	21	19	19	20	19
TOTAL DROP	27	36	23	30	28	34	21	22	30	23	33	22	27	28	28	24	31	27	25	24	25
No Impact	28	31	29	28	31	32	28	28	30	27	17	27	32	29	29	28	22	32	30	26	26
Small rise in energy bills	13	12	14	17	14	13	13	19	15	11	10	12	13	15	15	10	11	14	11	14	13
Large rise in energy bills	8	4	8	10	11	6	8	10	9	6	3	7	8	10	8	8	5	9	6	8	11
TOTAL RISE	21	16	22	27	25	19	21	29	24	17	13	19	21	25	23	18	16	23	17	22	24
Don't know	25	17	27	15	17	16	30	22	16	33	37	32	20	19	21	29	32	18	27	27	24

Conducting fracking (drilling for shale gas onshore)

Large drop in energy bills	9	17	7	4	15	15	6	6	13	5	8	4	9	12	10	7	8	9	9	9	6
Small drop in energy bills	22	31	20	25	24	31	18	22	28	17	17	22	21	26	27	16	19	23	23	21	25
TOTAL DROP	31	48	27	29	39	46	24	28	41	22	25	26	30	38	37	23	27	32	32	30	31
No Impact	27	23	27	33	29	27	26	32	30	25	26	27	31	24	26	29	27	30	28	26	21
Small rise in energy bills	8	6	10	8	5	5	9	11	8	9	5	7	9	9	9	7	6	9	7	8	10
Large rise in energy bills	5	2	5	6	6	2	6	7	5	5	3	4	6	6	4	6	4	6	3	4	10
TOTAL RISE	13	8	15	14	11	7	15	18	13	14	8	11	15	15	13	13	10	15	10	12	20
Don't know	29	21	31	23	21	20	36	23	17	40	41	36	25	22	24	34	35	22	30	33	28

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Shifting to more energy efficient appliances in your home

Large drop in energy bills	6	6	6	7	6	6	4	8	8	4	12	5	6	5	6	5	11	4	9	3	8
Small drop in energy bills	58	66	59	60	58	65	59	61	58	58	48	50	60	67	61	54	41	66	54	60	58
TOTAL DROP	64	72	65	67	64	71	63	69	66	62	60	55	66	72	67	59	52	70	63	63	66
No Impact	17	18	16	22	22	19	17	14	19	16	13	15	20	17	17	17	18	17	20	17	12
Small rise in energy bills	3	1	3	3	3	1	2	5	3	3	1	3	4	2	3	2	4	3	1	3	2
Large rise in energy bills	1	1	1	2	2	1	1	1	1	1	1	1	1	1	0	2	0	1	1	1	3
TOTAL RISE	4	2	4	5	5	2	3	6	4	4	2	4	5	3	3	4	4	4	2	4	5
Don't know	15	9	16	6	9	8	16	11	11	19	26	25	9	8	11	20	26	10	15	16	17

Improving the insulation in your home

Large drop in energy bills	11	13	12	10	5	11	11	10	10	11	16	10	10	10	12	9	12	10	14	8	9
Small drop in energy bills	54	60	55	55	57	58	53	55	55	52	43	48	58	58	56	50	41	59	52	53	57
TOTAL DROP	65	73	67	65	62	69	64	65	65	63	59	58	68	68	68	59	53	69	66	61	66
No Impact	19	17	17	21	24	21	17	20	19	18	6	19	20	23	18	20	19	21	15	21	14
Small rise in energy bills	3	1	2	6	5	1	3	5	4	2	9	2	3	2	3	3	5	1	5	3	2
Large rise in energy bills	1	0	1	2	1	1	1	1	1	0	0	1	1	0	1	1	0	1	1	1	3
TOTAL RISE	4	1	3	8	6	2	4	6	5	2	9	3	4	2	4	4	5	2	6	4	5
Don't know	13	8	13	7	8	7	15	9	9	17	26	21	9	7	11	16	23	9	13	14	16

Some politicians have recently focused on the price of gas and electricity for UK consumers. Do you support or oppose the following policies?

[Random split of sample with the following questions asked to half of respondents, n=994]

Energy suppliers should be required to put customers on the lowest tariff available

Strongly support	49	45	57	47	66	48	63	52	48	49	15	42	53	66	47	50	41	42	47	58	55
Support	27	35	23	24	23	31	21	26	26	28	42	18	30	25	28	26	16	31	33	25	21
TOTAL SUPPORT	76	80	80	71	89	79	84	78	74	77	57	60	83	91	75	76	57	73	80	83	76
Neither support not oppose	10	11	8	14	5	11	6	7	13	7	8	20	9	3	10	10	13	13	7	7	10
Oppose	2	3	0	1	2	2	0	5	3	1	12	1	1	1	2	2	9	3	1	1	1
Strongly oppose	1	0	0	1	0	0	1	2	1	0	0	1	1	0	1	1	1	2	0	0	1
TOTAL OPPOSE	3	3	0	2	2	2	1	7	4	1	12	2	2	1	3	3	10	5	1	1	2
Don't know	11	6	11	12	4	7	9	8	8	14	23	18	7	4	12	10	21	9	13	8	12

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A price freeze on energy tariffs for 20 months starting after the next election

Strongly support	26	17	35	18	31	17	38	29	27	25	18	20	30	30	20	33	26	21	23	30	35
Support	26	21	32	21	17	22	31	27	22	29	30	19	26	29	25	27	20	26	25	28	25
TOTAL SUPPORT	52	38	67	39	48	39	69	56	49	54	48	39	56	59	45	60	46	47	48	58	60
Neither support not oppose	19	18	16	26	26	19	17	22	20	18	8	24	22	15	22	15	17	18	17	24	14
Oppose	9	15	4	18	14	17	1	7	12	6	7	9	7	13	12	6	8	10	15	5	7
Strongly oppose	7	21	1	4	8	16	2	2	9	5	8	7	7	7	7	7	6	11	7	4	4
TOTAL OPPOSE	16	36	5	22	22	33	3	9	21	11	15	16	14	20	19	13	14	21	22	9	11
Don't know	14	9	12	13	4	9	11	13	10	17	29	21	8	6	15	12	23	14	14	9	15

Energy suppliers offer no more than four core tariffs per fuel

Strongly support	22	20	29	11	32	21	32	18	21	22	7	19	23	29	18	25	20	17	20	25	34
Support	34	36	34	42	35	38	34	41	32	36	24	25	37	44	39	29	24	38	33	38	26
TOTAL SUPPORT	56	56	63	53	67	59	66	59	53	58	31	44	60	73	57	54	44	55	53	63	60
Neither support not oppose	21	28	15	23	19	24	17	16	24	18	23	26	22	13	22	20	18	24	17	22	18
Oppose	4	3	4	2	2	4	1	4	6	2	7	4	3	3	5	3	2	5	5	1	5
Strongly oppose	1	1	1	8	0	1	1	2	1	1	1	1	1	1	1	1	5	1	0	0	1
TOTAL OPPOSE	5	4	5	10	2	5	2	6	7	3	8	5	4	4	6	4	7	6	5	1	6
Don't know	19	12	18	14	11	13	17	17	16	22	39	24	14	11	16	23	31	16	25	15	15

Rolling back most green levies which support renewable energy and energy efficiency

Strongly support	13	19	11	12	34	20	14	9	16	11	4	11	13	21	14	13	10	14	12	16	14
Support	21	31	19	10	25	31	12	18	23	20	9	15	26	26	23	18	16	23	22	19	24
TOTAL SUPPORT	34	50	30	22	59	51	26	27	39	31	13	26	39	47	37	31	26	37	34	35	38
Neither support not oppose	28	26	29	23	25	26	33	27	27	29	28	27	31	25	26	31	31	26	25	31	26
Oppose	12	11	16	20	1	8	17	16	15	10	13	11	13	11	13	11	8	13	16	11	10
Strongly oppose	5	2	7	11	0	1	3	13	8	2	9	9	3	2	5	4	10	7	4	2	2
TOTAL OPPOSE	17	13	23	31	1	9	20	29	23	12	22	20	16	13	18	15	18	20	20	13	12
Don't know	21	11	19	24	16	13	21	17	11	29	38	28	13	16	19	22	25	18	21	20	26

Breaking up the energy companies to separate the companies that supply you with energy from the companies that produce energy at power plants

Strongly support	17	13	21	15	24	14	22	20	23	11	5	16	18	20	15	19	15	19	16	15	17
Support	21	21	23	23	24	24	18	23	21	21	17	13	22	28	22	19	20	19	22	25	14
TOTAL SUPPORT	38	34	44	38	48	38	40	43	44	32	22	29	40	48	37	38	35	38	38	40	31
Neither support not oppose	28	28	27	30	32	30	28	21	28	28	20	30	32	25	29	27	22	29	28	27	33
Oppose	8	14	6	8	6	10	7	9	10	6	11	10	7	7	8	9	3	12	10	7	4
Strongly oppose	1	1	1	4	1	0	1	2	1	1	3	1	1	1	1	1	3	1	0	2	1
TOTAL OPPOSE	9	15	7	12	7	10	8	11	11	7	14	11	8	8	9	10	6	13	10	9	5
Don't know	25	23	23	20	14	22	25	24	17	33	43	30	20	19	25	25	37	21	25	25	32

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A windfall tax on the energy companies

Strongly support	18	9	30	14	25	12	32	20	23	15	6	17	19	25	18	20	17	14	16	24	26
Support	24	22	23	23	28	22	23	31	26	23	25	16	24	31	26	22	27	24	26	25	15
TOTAL SUPPORT	42	31	53	37	53	34	55	51	49	38	31	33	43	56	44	42	44	38	42	49	41
Neither support not oppose	24	30	23	23	22	31	19	21	23	26	25	26	28	18	22	27	23	28	22	23	24
Oppose	9	16	3	7	12	14	4	9	11	7	6	6	11	8	10	6	6	12	9	7	4
Strongly oppose	3	7	1	4	6	7	1	3	5	2	3	2	4	4	5	2	3	4	3	3	2
TOTAL OPPOSE	12	23	4	11	18	21	5	12	16	9	9	8	15	12	15	8	9	16	12	10	6
Don't know	21	15	20	29	7	14	21	16	13	28	36	32	14	13	19	23	24	18	23	18	29

Nationalising the energy companies

Strongly support	25	14	33	35	36	18	38	29	31	20	12	20	28	33	25	26	21	23	23	31	28
Support	16	15	19	15	14	13	17	23	15	18	9	13	19	20	17	15	18	17	15	19	12
TOTAL SUPPORT	41	29	52	50	50	31	55	52	46	38	21	33	47	53	42	41	39	40	38	50	40
Neither support not oppose	23	23	23	15	24	26	18	21	24	22	22	26	22	21	21	25	19	26	23	19	25
Oppose	10	18	7	14	11	16	9	7	10	10	5	7	13	12	13	7	6	10	12	12	6
Strongly oppose	8	17	3	5	5	12	3	7	10	6	20	6	5	7	8	7	13	9	6	4	9
TOTAL OPPOSE	18	35	10	19	16	28	12	14	20	16	25	13	18	19	21	14	19	19	18	16	15
Don't know	18	13	14	17	11	14	16	13	10	25	32	26	13	8	16	20	23	15	21	15	21

Some politicians have recently focused on the price of gas and electricity for UK consumers. Do you support the following policies?

[Random split of sample with the following questions asked to half of respondents, n=984]

Energy suppliers should be required to put customers on the lowest tariff available (suggested by David Cameron and the Conservatives)

Strongly support	39	51	35	36	50	44	40	37	36	41	28	34	37	48	39	38	37	37	40	41	38
Support	36	37	38	35	32	43	34	34	37	35	35	31	38	39	38	33	31	40	32	37	41
TOTAL SUPPORT	75	88	73	71	82	87	74	71	73	76	63	65	75	87	77	71	68	77	72	78	79
Neither support not oppose	9	6	12	15	11	8	11	14	11	8	5	11	12	6	9	10	10	10	9	10	8
Oppose	3	0	2	9	0	1	2	5	6	1	9	5	3	1	4	2	3	2	8	2	1
Strongly oppose	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL OPPOSE	3	0	2	9	0	1	2	5	6	1	9	5	3	1	4	2	3	2	8	2	1
Don't know	12	5	13	5	7	4	13	11	9	15	22	18	10	7	9	17	18	12	11	10	12

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169	
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A price freeze on energy tariffs for 20 months starting after the next election (proposed by Ed Miliband and Labour)

Strongly support	19	8	37	6	15	12	32	15	18	21	19	15	21	22	18	22	20	15	23	22	20
Support	27	17	35	17	19	16	36	31	25	28	24	25	25	31	27	27	29	24	27	28	29
TOTAL SUPPORT	46	25	72	23	34	28	68	46	43	49	43	40	46	53	45	49	49	39	50	50	49
Neither support not oppose	19	20	14	32	23	22	12	25	20	18	18	21	23	13	20	17	16	20	17	21	20
Oppose	14	28	3	26	13	27	5	11	15	12	10	12	13	17	17	9	11	17	15	10	14
Strongly oppose	8	19	1	12	15	16	2	7	12	4	8	9	7	8	10	5	5	9	8	7	8
TOTAL OPPOSE	22	47	4	38	28	43	7	18	27	16	18	21	20	25	27	14	16	26	23	17	22
Don't know	14	7	11	6	15	8	13	10	10	17	21	19	11	10	9	20	20	15	10	12	10

Energy suppliers offer no more than four core tariffs per fuel (current Government policy)

Strongly support	17	22	15	15	20	22	16	15	19	15	11	12	17	22	16	19	21	16	19	14	15
Support	36	41	38	35	40	40	36	33	35	37	36	34	35	39	42	27	26	38	35	41	36
TOTAL SUPPORT	53	63	53	50	60	62	52	48	54	52	47	46	52	61	58	46	47	54	54	55	51
Neither support not oppose	25	21	24	36	25	23	27	31	27	23	28	26	25	23	24	26	22	27	23	25	27
Oppose	5	5	5	7	5	6	5	4	7	3	0	7	6	3	6	4	5	3	7	5	3
Strongly oppose	2	2	3	0	0	1	2	4	3	1	1	1	3	2	2	3	4	1	1	1	8
TOTAL OPPOSE	7	7	8	7	5	7	7	8	10	4	1	8	9	5	8	7	9	4	8	6	11
Don't know	15	9	15	7	10	8	14	14	10	21	24	20	13	10	11	22	21	15	15	14	12

Rolling back most green levies which support renewable energy and energy efficiency (supported by UKIP)

Strongly support	13	18	10	3	31	20	10	6	16	9	9	10	8	21	12	13	12	13	11	15	11
Support	22	25	19	12	32	31	17	20	24	20	13	15	25	27	20	24	19	21	23	25	15
TOTAL SUPPORT	35	43	29	15	63	51	27	26	40	29	22	25	33	48	32	37	31	34	34	40	26
Neither support not oppose	26	28	26	37	17	25	24	29	23	29	23	19	32	25	27	24	19	30	29	23	21
Oppose	13	18	14	16	5	12	14	18	16	11	8	21	11	11	16	9	13	15	11	14	13
Strongly oppose	7	2	9	22	2	1	11	11	9	5	18	9	6	2	10	3	8	3	8	5	22
TOTAL OPPOSE	20	20	23	38	7	13	25	29	25	16	26	30	17	13	26	12	21	18	19	19	35
Don't know	20	9	22	10	13	10	24	16	13	27	29	25	18	14	15	26	30	18	18	19	18

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169	
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Breaking up the energy companies to separate the companies that supply you with energy from the companies that produce energy at power plants (supported by Ed Miliband and Labour)

Strongly support	14	5	24	9	13	7	24	10	17	10	14	11	13	16	14	14	13	9	16	19	15
Support	19	12	32	12	18	13	26	24	22	17	13	22	19	21	19	20	24	18	14	25	17
TOTAL SUPPORT	33	17	56	21	31	20	50	34	39	27	27	33	32	37	33	34	37	27	30	44	32
Neither support not oppose	28	34	18	40	29	33	20	31	30	25	24	24	34	25	29	25	23	34	28	22	26
Oppose	11	22	3	16	6	17	4	11	10	11	9	9	11	12	13	7	7	13	11	8	15
Strongly oppose	7	14	3	11	10	13	2	6	8	5	9	9	6	5	7	6	5	5	8	6	12
TOTAL OPPOSE	18	36	6	27	16	30	6	17	18	16	18	18	17	17	20	13	12	18	19	14	27
Don't know	22	13	20	12	24	16	23	18	12	32	30	25	18	22	18	29	28	22	23	20	15

A windfall tax on the energy companies (suggested by former Conservative Prime Minister John Major)

Strongly support	13	11	20	10	15	11	20	13	16	11	4	13	11	20	13	14	14	11	12	16	16
Support	27	25	30	30	17	28	24	32	30	24	27	22	28	29	30	23	27	27	25	27	28
TOTAL SUPPORT	40	36	50	40	32	39	44	45	46	35	31	35	39	49	43	37	41	38	37	43	44
Neither support not oppose	25	32	19	42	30	28	24	29	25	25	24	23	26	26	26	23	16	29	26	23	27
Oppose	11	17	9	4	14	14	8	6	12	10	12	12	10	10	12	9	8	12	11	11	9
Strongly oppose	4	3	2	3	9	7	4	2	5	2	3	4	4	3	3	4	2	4	5	2	6
TOTAL OPPOSE	15	20	11	7	23	21	12	8	17	12	15	16	14	13	15	13	10	16	16	13	15
Don't know	21	12	20	12	14	12	20	18	13	28	30	27	21	12	16	27	33	17	21	21	14

Nationalising the energy companies (advocated by some Labour MPs and political commentators)

Strongly support	18	8	27	13	21	11	27	17	20	16	7	11	22	23	17	20	18	19	18	17	17
Support	23	18	29	21	22	20	26	26	25	21	24	24	21	24	23	23	24	22	22	24	24
TOTAL SUPPORT	41	26	56	34	43	31	53	43	45	37	31	35	43	47	40	43	42	41	40	41	41
Neither support not oppose	20	16	21	32	28	19	22	25	18	22	12	22	22	18	19	21	17	20	17	22	25
Oppose	13	23	6	17	8	18	5	12	15	10	16	12	11	14	16	8	7	14	13	13	14
Strongly oppose	10	24	3	10	9	20	4	8	13	6	11	9	10	10	12	7	11	11	10	7	11
TOTAL OPPOSE	23	47	9	27	17	38	9	20	28	16	27	21	21	24	28	15	18	25	23	20	25
Don't know	17	11	15	7	12	11	15	12	9	25	29	22	15	10	13	22	23	14	20	17	10

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	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	1942	X	X	X	X	578	477	406	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	502	594	101	222	613	480	404	900	1042	130	472	794	546	1289	653	286	637	339	479	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On average, what temperature (°C) do you set the thermostat in your home during the winter?

[Asked to all respondents, n=1942]

16 degrees or less	9	7	9	7	7	7	11	7	7	10	10	8	10	6	8	10	8	6	11	8	13
17 or 18 degrees	18	20	20	16	15	19	18	23	18	18	12	18	19	20	19	16	14	19	16	22	14
19 or 20 degrees	33	37	34	33	33	39	33	29	35	32	31	26	36	37	36	29	29	35	38	31	27
21 or 22 degrees	20	17	20	23	33	20	20	22	21	19	9	19	20	26	19	21	21	23	16	20	19
23 degrees or more	4	3	5	5	4	2	6	3	3	5	1	6	3	4	3	5	6	3	4	4	2
Don't know/Can't remember	17	16	13	16	8	13	13	16	17	16	38	23	12	7	15	19	23	13	15	16	25

How much is your average MONTHLY household electricity bill? If you pay your bill quarterly or over some other period, please try to estimate your monthly bill.

Under £10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
£10 to £19	2	2	2	3	2	2	1	3	2	3	7	2	2	2	3	2	1	3	4	1	3
£20 to £39	18	17	19	16	17	19	21	16	17	18	10	16	19	21	16	20	20	15	16	19	25
£40 to £59	24	22	28	20	30	26	27	25	25	23	10	23	25	29	23	25	20	21	26	29	17
£60 to £79	14	14	15	18	12	14	16	15	15	12	16	12	14	15	14	13	15	14	15	12	12
£80 to £99	7	6	6	9	12	7	5	7	6	7	8	7	7	6	8	6	3	8	7	7	8
£100 to £149	10	10	10	12	12	11	11	9	9	12	1	8	14	11	10	11	6	12	10	11	11
£150 to £199	2	3	3	2	2	3	2	2	3	1	0	3	3	2	2	2	2	2	1	2	4
£200 or more	1	2	0	0	1	2	1	0	1	1	0	0	1	2	1	1	1	1	1	1	1
I don't pay for energy/It is included in the rent	4	5	3	4	1	2	2	6	5	3	20	5	1	0	4	4	9	4	3	2	3
Don't know	18	19	14	15	13	16	14	17	16	20	28	24	14	13	19	16	22	19	17	16	16

What is your GROSS monthly household income?

Less than £868	10	7	14	7	7	7	9	7	8	11	18	5	9	12	5	16	9	9	10	11	13
£868-1160	10	5	10	9	12	8	11	11	8	11	4	8	10	12	7	13	6	8	13	11	11
£1161-1487	9	7	14	8	10	7	15	8	8	10	8	8	10	10	7	12	6	8	11	9	14
£1488-1898	8	7	10	6	10	8	10	5	8	8	4	8	8	10	8	8	4	6	10	10	11
£1899-2360	12	10	12	15	16	12	13	13	13	11	5	13	14	12	13	11	10	13	11	14	11
£2361-2898	7	10	6	14	6	9	5	8	7	7	2	10	7	6	8	5	8	7	7	6	8
£2899-3568	7	9	6	5	10	9	7	7	7	6	2	7	11	4	8	5	5	8	5	8	5
£3569-4512	5	7	3	8	5	5	3	7	5	5	3	7	5	3	7	2	5	7	3	4	2
£4513-6126	2	3	3	3	2	3	2	3	3	2	0	3	3	2	4	0	3	4	1	2	1
More than £6126	2	4	1	3	1	3	1	3	2	1	1	1	3	1	3	0	4	2	0	1	2
Don't know/Prefer not to say	29	31	21	20	20	29	24	27	30	28	53	30	20	29	30	28	40	30	29	25	22