

YouGov Survey Results

Sample Size: 1741 GB Adults
Fieldwork: 2nd - 3rd February 2014

Total	Voting intention				2010 Vote			Gender		Age				Social Grade		Region				
	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
1741	X	X	X	X	544	421	350	844	897	207	440	595	498	992	749	223	566	373	428	151
1741	453	514	126	182	550	428	372	813	928	113	447	653	528	1117	624	327	557	336	381	140
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, would you say you know about climate change and global warming?

A great deal	6	5	5	14	7	5	6	7	8	4	10	8	4	4	6	5	9	4	8	5	7
A fair amount	52	57	54	63	53	55	50	60	59	46	50	51	57	50	56	48	54	53	50	54	53
Not very much	37	36	37	21	38	38	39	30	28	46	34	34	35	45	34	42	33	40	37	35	39
Nothing at all	4	2	4	2	2	1	5	3	5	4	6	8	4	1	4	5	4	4	6	6	1

Which of the following best fits your view on global warming?

The planet is warming and human activity is mainly responsible	21	10	28	30	12	11	28	28	21	20	20	27	22	14	21	20	27	18	22	18	28
The planet is warming and human activity is partly responsible, together with other factors	60	71	58	59	57	67	55	63	60	59	59	55	59	65	62	57	57	61	59	60	58
The planet is warming but human activity is not responsible at all	6	7	5	4	12	8	6	2	6	5	3	5	5	8	6	5	5	5	8	6	3
The planet is not warming	6	9	4	1	13	9	4	2	7	6	5	3	7	9	5	8	4	7	7	6	6
Don't know	7	4	5	6	6	5	8	4	6	9	13	10	7	4	6	10	7	8	5	11	5

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

Generally speaking, how much do you trust the following to tell the truth about climate change?

Journalists on "upmarket" newspapers (e.g. Times, Telegraph, Guardian)

A great deal	2	1	4	8	4	1	2	3	3	2	2	4	2	2	3	1	5	1	2	2	6
A fair amount	28	31	33	38	23	28	28	35	30	26	28	30	28	28	31	24	34	28	27	28	26
TOTAL GREAT DEAL/FAIR AMOUNT	30	32	37	46	27	29	30	38	33	28	30	34	30	34	25	39	29	29	30	32	
Not much	36	39	38	29	33	38	36	37	35	36	35	31	37	39	37	34	35	35	38	36	33
Not at all	20	23	14	12	33	26	19	16	22	19	13	17	22	24	17	24	14	24	22	18	22
TOTAL NOT MUCH/NOT AT ALL	56	62	52	41	66	64	55	53	57	55	48	48	59	63	54	58	49	59	60	54	55
Don't know	13	6	11	13	8	7	15	10	10	17	23	18	12	7	12	16	12	13	12	16	14

Journalists on "mid-market" newspapers

(e.g. Mail, Express)

A great deal	1	1	2	1	1	1	1	1	1	1	1	1	0	1	1	2	1	1	1	0	
A fair amount	14	19	14	12	14	18	12	10	15	12	13	13	13	15	13	14	16	13	11	17	11
TOTAL GREAT DEAL/FAIR AMOUNT	15	20	16	13	15	19	13	11	16	13	14	14	15	14	15	18	14	12	18	11	
Not much	40	44	42	40	41	43	39	42	39	42	35	38	41	44	41	38	39	42	44	35	42
Not at all	32	30	31	36	36	32	33	38	35	28	26	30	33	34	33	30	32	33	32	29	35
TOTAL NOT MUCH/NOT AT ALL	72	74	73	76	77	75	72	80	74	70	61	68	74	78	74	68	71	75	76	64	77
Don't know	13	6	12	12	7	6	15	10	9	17	25	18	12	7	12	16	12	12	12	17	12

Journalists on red-top tabloid newspapers

(e.g. Sun, Mirror)

A great deal	0	1	1	0	0	0	1	1	0	0	0	1	0	0	0	0	1	0	1	0	0
A fair amount	9	11	11	6	6	10	10	7	10	8	8	10	7	10	7	11	11	8	8	12	1
TOTAL GREAT DEAL/FAIR AMOUNT	9	12	12	6	6	10	11	8	10	8	8	11	7	10	7	11	12	8	9	12	1
Not much	37	37	42	36	42	39	37	35	36	38	34	36	38	38	37	36	34	39	40	33	36
Not at all	41	45	35	47	45	46	39	48	45	38	35	36	44	46	43	38	43	40	41	40	50
TOTAL NOT MUCH/NOT AT ALL	78	82	77	83	87	85	76	83	81	76	69	72	82	84	80	74	77	79	81	73	86
Don't know	12	6	10	12	7	5	13	10	9	16	24	17	10	6	11	14	11	12	10	15	12

The BBC

A great deal	7	5	10	16	4	5	9	11	9	5	5	8	6	6	8	5	12	4	6	7	9
A fair amount	37	38	44	48	17	34	39	46	38	37	41	37	39	35	40	34	37	40	38	35	34
TOTAL GREAT DEAL/FAIR AMOUNT	44	43	54	64	21	39	48	57	47	42	46	45	45	41	48	39	49	44	44	42	43
Not much	28	30	26	21	34	30	26	24	28	27	24	24	28	32	28	27	27	28	25	29	29
Not at all	15	22	7	4	38	25	10	8	16	15	4	14	15	21	13	18	12	18	17	12	16
TOTAL NOT MUCH/NOT AT ALL	43	52	33	25	72	55	36	32	44	42	28	38	43	53	41	45	39	46	42	41	45
Don't know	13	5	13	11	7	6	16	10	9	17	26	17	12	5	11	16	12	10	14	17	12

Total	Voting intention				2010 Vote			Gender		Age				Social Grade		Region				
	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
1741	X	X	X	X	544	421	350	844	897	207	440	595	498	992	749	223	566	373	428	151
1741	453	514	126	182	550	428	372	813	928	113	447	653	528	1117	624	327	557	336	381	140
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Conservative politicians

A great deal	1	2	1	2	1	2	0	1	1	2	1	1	0	2	1	1	2	1	1	0	2
A fair amount	15	30	12	21	9	25	11	10	17	13	15	19	12	16	17	13	16	16	13	16	11
TOTAL GREAT DEAL/FAIR AMOUNT	16	32	13	23	10	27	11	11	18	15	16	20	12	18	18	14	18	17	14	16	13
Not much	40	45	38	44	35	44	32	47	39	40	41	35	40	42	41	38	39	42	43	36	34
Not at all	31	17	37	21	49	24	42	32	35	27	19	25	37	34	29	34	31	29	31	31	37
TOTAL NOT MUCH/NOT AT ALL	71	62	75	65	84	68	74	79	74	67	60	60	77	76	70	72	70	71	74	67	71
Don't know	13	7	12	13	6	6	14	11	8	17	24	19	11	6	12	14	12	11	12	16	15

Labour politicians

A great deal	2	1	4	3	0	1	3	1	2	1	1	2	2	1	1	2	2	1	2	2	0
A fair amount	20	12	37	35	4	11	34	25	22	18	23	22	18	19	20	19	25	17	18	22	20
TOTAL GREAT DEAL/FAIR AMOUNT	22	13	41	38	4	12	37	26	24	19	24	24	20	20	21	21	27	18	20	24	20
Not much	36	41	31	38	32	36	29	44	34	38	31	31	40	38	39	33	33	39	41	30	36
Not at all	28	41	14	11	58	45	17	19	33	24	19	25	28	35	26	31	27	29	27	29	29
TOTAL NOT MUCH/NOT AT ALL	64	82	45	49	90	81	46	63	67	62	50	56	68	73	65	64	60	68	68	59	65
Don't know	14	6	14	12	6	6	17	11	9	18	26	20	11	7	13	15	13	14	12	17	15

Liberal Democrat politicians

A great deal	2	1	1	15	0	1	1	6	2	1	2	3	1	1	3	0	4	1	2	1	3
A fair amount	17	17	21	39	6	14	18	26	20	14	14	21	16	16	20	13	20	17	13	18	17
TOTAL GREAT DEAL/FAIR AMOUNT	19	18	22	54	6	15	19	32	22	15	16	24	17	17	23	13	24	18	15	19	20
Not much	37	40	41	28	31	36	35	40	35	38	39	31	41	36	36	37	35	39	43	32	28
Not at all	30	36	24	3	57	42	29	17	33	28	21	25	31	39	28	34	26	31	30	32	35
TOTAL NOT MUCH/NOT AT ALL	67	76	65	31	88	78	64	57	68	66	60	56	72	75	64	71	61	70	73	64	63
Don't know	14	6	13	14	6	7	16	12	9	18	25	20	11	8	13	15	15	12	12	17	17

The United Nations

A great deal	8	6	10	22	4	5	8	13	10	5	7	11	7	6	8	6	10	7	6	8	9
A fair amount	34	33	42	43	21	31	37	43	33	35	38	37	34	29	37	29	35	36	32	33	30
TOTAL GREAT DEAL/FAIR AMOUNT	42	39	52	65	25	36	45	56	43	40	45	48	41	35	45	35	45	43	38	41	39
Not much	29	37	28	17	29	35	29	23	31	27	20	21	32	37	29	30	29	28	32	30	26
Not at all	15	17	9	5	35	21	11	10	16	14	8	13	17	18	13	18	12	16	17	13	16
TOTAL NOT MUCH/NOT AT ALL	44	54	37	22	64	56	40	33	47	41	28	34	49	55	42	48	41	44	49	43	42
Don't know	14	7	11	13	11	7	14	10	9	19	26	18	10	10	13	16	14	13	13	16	18

The European Union

A great deal	2	1	4	5	0	1	4	3	3	1	3	3	1	1	2	2	4	2	3	1	2
A fair amount	22	18	30	48	9	15	24	33	25	20	27	29	20	17	25	18	27	21	20	23	26
TOTAL GREAT DEAL/FAIR AMOUNT	24	19	34	53	9	16	28	36	28	21	30	32	21	18	27	20	31	23	23	24	28
Not much	35	38	41	24	28	35	39	37	35	36	30	29	39	39	36	34	35	36	37	35	30
Not at all	26	37	13	7	57	43	17	14	28	23	11	20	27	35	23	30	21	29	25	25	24
TOTAL NOT MUCH/NOT AT ALL	61	75	54	31	85	78	56	51	63	59	41	49	66	74	59	64	56	65	62	60	54
Don't know	14	6	13	17	6	6	16	12	9	20	29	19	12	7	13	16	13	13	14	16	19

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	1741	453	514	126	182	550	428	372	813	928	113	447	653	528	1117	624	327	557	336	381	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Scientists in general																					
A great deal	18	15	25	32	11	13	20	27	22	15	23	27	15	13	21	15	26	16	14	19	24
A fair amount	47	53	49	43	41	48	48	53	44	50	43	41	50	51	48	45	45	48	51	43	48
TOTAL GREAT DEAL/FAIR AMOUNT	65	68	74	75	52	61	68	80	66	65	66	68	65	64	69	60	71	64	65	62	72
Not much	18	22	14	7	34	26	15	11	20	16	9	10	22	24	16	20	12	20	19	20	11
Not at all	6	5	4	6	8	7	6	3	6	6	4	7	5	7	5	7	8	6	5	5	5
TOTAL NOT MUCH/NOT AT ALL	24	27	18	13	42	33	21	14	26	22	13	17	27	31	21	27	20	26	24	25	16
Don't know	11	5	8	11	6	6	11	6	7	14	21	15	9	5	10	12	9	10	11	13	12
Senior academics working in the field of climate science																					
A great deal	27	23	34	43	20	22	27	37	30	24	33	34	24	20	30	22	32	24	25	25	37
A fair amount	39	43	41	38	32	40	40	43	37	41	35	32	42	43	40	38	37	41	40	38	34
TOTAL GREAT DEAL/FAIR AMOUNT	66	66	75	81	52	62	67	80	67	65	68	66	66	63	70	60	69	65	65	63	71
Not much	15	18	11	8	24	20	13	8	17	12	9	8	17	20	13	16	12	15	16	14	14
Not at all	8	11	5	1	18	12	8	4	9	8	1	9	8	11	7	10	8	10	9	9	3
TOTAL NOT MUCH/NOT AT ALL	23	29	16	9	42	32	21	12	26	20	10	17	25	31	20	26	20	25	25	23	17
Don't know	11	5	9	10	7	6	12	7	8	15	23	17	9	5	10	13	11	10	11	14	12
Oil companies																					
A great deal	1	1	0	3	0	1	0	1	1	1	0	1	1	1	1	0	1	0	1	0	0
A fair amount	6	9	7	4	3	7	6	6	7	6	10	6	4	7	6	7	7	6	6	7	2
TOTAL GREAT DEAL/FAIR AMOUNT	7	10	7	7	3	8	6	7	8	7	10	7	5	8	7	7	8	6	7	7	2
Not much	33	42	32	32	34	39	28	32	34	33	34	28	34	36	33	33	34	36	31	32	29
Not at all	47	41	51	51	58	44	52	55	50	45	33	46	51	50	48	46	47	47	49	45	55
TOTAL NOT MUCH/NOT AT ALL	80	83	83	83	92	83	80	87	84	78	67	74	85	86	81	79	81	83	80	77	84
Don't know	13	7	10	11	6	8	14	6	9	16	23	19	10	7	12	14	11	11	12	16	14
Environmental campaigners																					
A great deal	8	6	11	10	9	6	10	8	8	8	4	9	9	8	8	9	9	8	8	8	10
A fair amount	32	24	40	46	19	24	34	45	28	35	36	34	33	26	32	31	36	32	34	28	29
TOTAL GREAT DEAL/FAIR AMOUNT	40	30	51	56	28	30	44	53	36	43	40	43	42	34	40	40	45	40	42	36	39
Not much	30	37	30	25	28	35	31	28	33	27	30	24	30	34	31	29	30	31	28	29	32
Not at all	19	28	9	11	39	30	13	11	23	15	7	16	19	26	20	18	15	19	19	22	16
TOTAL NOT MUCH/NOT AT ALL	49	65	39	36	67	65	44	39	56	42	37	40	49	60	51	47	45	50	47	51	48
Don't know	11	5	10	8	6	5	12	7	8	15	22	16	9	5	10	13	10	10	11	13	13

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

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'.

[Only asked to a third of respondents; n=536*]

Would pay more	23	21	30	32	16	22	26	33	28	20	29	23	25	18	28	18	23	22	22	25	27
Wouldn't pay more	42	55	32	44	58	51	34	39	47	38	24	39	45	52	42	42	43	41	50	38	38
MEAN INCLUDING THOSE WHO WON'T PAY MORE	£24.20	£23.70	£27.60	£49.90	£25.40	£23.70	£22.50	£35.00	£25.90	£22.40	£18.60	£25.80	£28.60	£20.00	£27.40	£19.70	£36.70	£24.60	£19.30	£26.00	£12.40
MEAN EXCLUDING THOSE WHO WON'T PAY MORE	£68.20	£85.70	£57.10	£118.70	£116.70	£77.80	£52.60	£76.90	£69.90	£66.10	£34.50	£68.70	£79.70	£77.90	£69.60	£65.60	£103.30	£70.20	£63.40	£65.80	£30.00
Don't know	34	24	38	24	26	27	40	28	25	42	47	38	30	29	30	39	34	36	28	37	36

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

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?

[Only asked to a third of respondents; n=536*]

Very good value for money	4	3	4	16	8	4	7	4	6	3	1	6	6	2	5	4	6	4	5	4	0
Fairly good	14	12	20	7	7	10	15	16	12	16	15	13	14	14	15	12	17	11	16	11	24
TOTAL GOOD VALUE FOR MONEY	18	15	24	23	15	14	22	20	18	19	16	19	20	16	20	16	23	15	21	15	24
Neither good nor bad	19	19	19	19	7	17	19	18	18	21	27	13	16	25	19	20	16	22	20	17	19
Fairly bad	23	16	28	41	25	18	26	34	20	25	29	25	18	22	24	21	23	21	21	25	25
Very bad value for money	30	41	20	12	51	41	24	21	37	24	12	35	38	26	30	30	26	27	34	34	28
TOTAL BAD VALUE FOR MONEY	53	57	48	53	76	59	50	55	57	49	41	60	56	48	54	51	49	48	55	59	53
Don't know	10	9	9	5	2	10	9	7	8	12	16	9	7	10	8	12	12	14	5	9	4

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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'.

[Only asked to a third of respondents; n=624]

Wouldn't pay more	43	56	36	17	56	59	34	31	41	45	18	32	52	53	40	46	33	48	42	40	49
Would pay more	21	17	24	32	14	12	24	34	21	20	28	33	16	12	26	14	30	17	21	18	25
MEAN INCLUDING THOSE WHO WON'T PAY MORE	£6.50	£5.20	£8.00	£11.70	£3.40	£3.20	£12.20	£6.30	£5.70	£7.30	£18.60	£10.00	£4.60	£2.20	£7.90	£4.70	£17.20	£2.80	£4.90	£5.20	£9.50
MEAN EXCLUDING THOSE WHO WON'T PAY MORE	£20.00	£22.40	£19.80	£17.70	£17.30	£18.80	£29.50	£12.20	£16.80	£23.60	£30.20	£19.80	£19.30	£11.40	£20.00	£20.00	£36.50	£10.40	£14.90	£16.90	£28.00
Don't know	36	28	40	51	30	28	42	35	38	35	54	35	32	35	34	39	37	35	38	42	26

Total	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
	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	
1741	X	X	X	X	544	421	350	844	897	207	440	595	498	992	749	223	566	373	428	151	
1741	453	514	126	182	550	428	372	813	928	113	447	653	528	1117	624	327	557	336	381	140	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

[Only asked to a third of respondents; n=624]

Very good value for money	6	3	9	14	3	3	7	9	7	5	7	8	5	6	8	5	8	4	6	6	11
Fairly good	14	13	17	19	12	11	14	20	16	12	23	17	11	9	16	11	19	10	15	13	14
TOTAL GOOD VALUE FOR MONEY	20	16	26	33	15	14	21	29	23	17	30	25	16	15	24	16	27	14	21	19	25
Neither good nor bad	19	17	19	33	17	17	21	19	19	20	22	23	19	17	20	19	25	23	14	18	17
Fairly bad	16	23	16	10	12	18	16	16	11	22	6	19	15	20	17	16	14	15	23	14	12
Very bad value for money	31	39	28	14	49	45	26	22	36	27	16	19	41	37	30	33	20	34	35	33	26
TOTAL BAD VALUE FOR MONEY	47	62	44	24	61	63	42	38	47	49	22	38	56	57	47	49	34	49	58	47	38
Don't know	13	5	12	10	8	6	16	15	11	15	25	14	10	11	10	16	14	14	6	15	19

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

[Only asked to a third of respondents; n=581*]

Would pay more	23	21	19	38	15	16	16	42	26	20	22	30	26	14	25	20	23	30	20	12	42
Wouldn't pay more	38	50	34	14	54	53	32	25	38	37	17	23	40	54	36	40	30	34	44	44	25
MEAN INCLUDING THOSE WHO WON'T PAY MORE	£1.90	£1.40	£2.00	£2.60	£1.30	£1.20	£1.60	£3.00	£2.40	£1.50	£3.20	£3.80	£1.60	£0.80	£2.20	£1.50	£2.60	£2.20	£1.80	£1.00	£3.10
MEAN EXCLUDING THOSE WHO WON'T PAY MORE	£5.10	£4.80	£5.50	£3.80	£6.20	£5.20	£4.70	£4.90	£5.80	£4.30	£5.70	£6.80	£4.20	£4.00	£5.50	£4.50	£6.40	£4.70	£5.90	£4.60	£4.90
Don't know	39	29	48	48	31	31	53	33	36	42	61	47	34	33	39	40	47	37	36	43	34

Total	Voting intention				2010 Vote			Gender		Age				Social Grade		Region				
	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
1741	X	X	X	X	544	421	350	844	897	207	440	595	498	992	749	223	566	373	428	151
1741	453	514	126	182	550	428	372	813	928	113	447	653	528	1117	624	327	557	336	381	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

[Only asked to a third of respondents; n=581*]

Very good value for money	8	7	11	12	6	4	7	17	8	8	4	12	10	4	9	7	10	10	7	6	11
Fairly good	21	23	19	34	9	17	17	35	21	20	35	23	16	22	24	16	26	24	25	14	14
TOTAL GOOD VALUE FOR MONEY	29	30	30	46	15	21	24	52	29	28	39	35	26	26	33	23	36	34	32	20	25
Neither good nor bad	24	24	28	12	26	29	26	18	23	25	16	23	25	26	25	24	22	25	22	25	28
Fairly bad	14	14	12	27	15	15	15	11	11	17	8	14	14	16	13	16	10	9	9	21	29
Very bad value for money	20	24	15	6	35	27	19	12	21	18	7	12	23	25	17	23	20	20	21	21	10
TOTAL BAD VALUE FOR MONEY	34	38	27	33	50	42	34	23	32	35	15	26	37	41	30	39	30	29	30	42	39
Don't know	13	8	16	9	9	8	15	7	14	12	30	15	12	8	12	14	12	12	16	14	7

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.