

# Public First Poll for Energy UK

**Fieldwork:** 25th Jan - 25th Jan 2024  
**Interview method:** Online Survey  
**Population represented:** UK Adults  
**Sample size:** 2016

## **Methodology:**

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride ([seb@publicfirst.co.uk](mailto:seb@publicfirst.co.uk))

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(1.A) Over the course of 2023, did you, a family-member, or landlord make any improvements to your home in order to make it more energy efficient? Examples of energy efficiency improvements include: improved insulation, windows or draught-proofing

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2016	592	575	385	454	270	285	155	173	140	176	168	98	248	151	97	55
Weighted	2016	541	522	441	502	282	262	161	181	141	181	161	81	222	182	101	61
Yes	31%	33%	29%	38%	25%	39%	27%	36%	23%	32%	33%	34%	29%	31%	29%	26%	23%
No	69%	67%	71%	62%	75%	61%	73%	64%	77%	68%	67%	66%	71%	69%	71%	74%	77%

*Note:*

BASE: All Respondents

Fieldwork: 25th Jan - 25th Jan 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Over the course of 2023, did you, a family-member, or landlord make any improvements to your home in order to make it more energy efficient? Examples of energy efficiency improvements include: improved insulation, windows or draught-proofing

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2016	1005	1005	296	309	309	350	307	445	722	835	275	705	572	156	25	249
Weighted	2016	993	1017	283	342	343	344	283	421	716	835	281	687	573	153	25	257
Yes	31%	34%	28%	47%	35%	29%	24%	27%	28%	28%	33%	28%	30%	36%	34%	23%	21%
No	69%	66%	72%	53%	65%	71%	76%	73%	72%	72%	67%	72%	70%	64%	66%	77%	79%

*Note:*

BASE: All Respondents

Fieldwork: 25th Jan - 25th Jan 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.C) Over the course of 2023, did you, a family-member, or landlord make any improvements to your home in order to make it more energy efficient? Examples of energy efficiency improvements include: improved insulation, windows or draught-proofing

	Total	Voting Intention			Education					Children		Tenure					
		Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Yes	No	Owned outright	Owned with a mortgage or loan	Rented from the council	Rented from a housing association	Privately rented	Rent free	
Unweighted	2016	414	724	155	488	442	520	244	30	1185	831	785	488	138	173	356	52
Weighted	2016	405	716	155	497	444	515	240	31	1182	834	757	486	149	183	365	53
Yes	31%	33%	33%	36%	24%	33%	32%	40%	44%	31%	31%	32%	32%	26%	34%	29%	28%
No	69%	67%	67%	64%	76%	67%	68%	60%	56%	69%	69%	68%	68%	74%	66%	71%	72%

*Note:*

BASE: All Respondents

Fieldwork: 25th Jan - 25th Jan 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.D) Over the course of 2023, did you, a family-member, or landlord make any improvements to your home in order to make it more energy efficient? Examples of energy efficiency improvements include: improved insulation, windows or draught-proofing

	Total	Financial Comfort					Work Status					Grouped Income			
		Cannot afford costs	Struggle to make ends meet	No money for Luxuries	Relatively comfortable	Very comfortable	Working full time	Working part time	Student	Retired	Not working	Less than 20,000	20,000 - 39,999	40,000 - 59,999	60,000 or more
Unweighted	2016	63	288	774	724	167	874	346	87	453	249	360	800	401	346
Weighted	2016	63	294	793	700	166	894	355	84	424	251	367	812	391	339
Yes	31%	28%	26%	28%	35%	37%	34%	35%	41%	28%	18%	30%	32%	31%	33%
No	69%	72%	74%	72%	65%	63%	66%	65%	59%	72%	82%	70%	68%	69%	67%

*Note:*

BASE: All Respondents

Fieldwork: 25th Jan - 25th Jan 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) You said you did not make any energy efficiency improvements last year. Why is that? Select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1394	396	410	237	341	167	209	99	132	95	118	111	69	172	107	72	43
Weighted	1390	360	371	272	377	172	192	103	139	95	121	106	57	154	130	75	47
Too much hassle	8%	9%	8%	7%	8%	13%	12%	3%	6%	8%	7%	3%	7%	7%	10%	10%	7%
Can't find the right tradespeople	5%	5%	5%	4%	4%	6%	7%	3%	6%	6%	6%	4%	3%	4%	1%	3%	0%
I can't afford the upfront costs	35%	30%	40%	34%	37%	36%	40%	36%	31%	33%	32%	37%	33%	30%	41%	36%	24%
I'm not interested in improving the energy efficiency of my home	3%	4%	4%	4%	2%	3%	1%	2%	5%	4%	5%	3%	2%	5%	3%	6%	0%
My home doesn't need energy efficiency improvements	28%	38%	26%	27%	21%	19%	28%	35%	31%	26%	25%	30%	25%	29%	26%	32%	37%
I'm renting so can't make significant changes to my property	23%	13%	23%	23%	33%	28%	24%	27%	23%	23%	20%	21%	23%	26%	21%	24%	10%
Not sure if it is worth the investment	11%	12%	11%	14%	8%	12%	10%	5%	14%	12%	16%	12%	8%	9%	17%	4%	12%
Don't know enough about what the options are	10%	11%	12%	8%	10%	14%	11%	4%	8%	10%	11%	9%	11%	12%	8%	12%	11%
None of the above	7%	8%	7%	7%	7%	8%	6%	5%	7%	7%	13%	7%	10%	7%	7%	3%	8%

*Note:*

BASE: Have not made any efficiency changes to their home

Fieldwork: 25th Jan - 25th Jan 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) You said you did not make any energy efficiency improvements last year. Why is that? Select all that apply

	Total	Gender		Age						EU 2016 Vote			2019				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	1394	665	723	160	202	220	265	226	321	518	560	198	494	372	104	19	196
Weighted	1390	657	728	151	222	244	262	207	304	514	557	203	480	369	101	19	202
Too much hassle	8%	10%	7%	17%	10%	11%	6%	6%	4%	8%	8%	8%	8%	9%	7%	4%	8%
Can't find the right tradespeople	5%	6%	3%	8%	4%	5%	4%	6%	2%	4%	4%	4%	5%	4%	6%	6%	3%
I can't afford the upfront costs	35%	33%	37%	36%	40%	39%	41%	37%	21%	32%	38%	33%	30%	37%	29%	49%	39%
I'm not interested in improving the energy efficiency of my home	3%	5%	2%	8%	2%	4%	4%	2%	2%	4%	1%	4%	4%	3%	3%	0%	4%
My home doesn't need energy efficiency improvements	28%	28%	28%	20%	15%	21%	24%	31%	48%	37%	25%	15%	40%	19%	29%	34%	14%
I'm renting so can't make significant changes to my property	23%	22%	25%	21%	38%	28%	21%	18%	15%	18%	21%	42%	16%	28%	21%	11%	35%
Not sure if it is worth the investment	11%	15%	8%	14%	10%	12%	11%	13%	10%	11%	12%	9%	13%	9%	17%	14%	7%
Don't know enough about what the options are	10%	8%	12%	18%	10%	11%	10%	8%	8%	8%	11%	10%	8%	13%	11%	0%	12%
None of the above	7%	7%	8%	10%	9%	7%	6%	8%	6%	7%	7%	6%	7%	7%	4%	7%	8%

*Note:*

BASE: Have not made any efficiency changes to their home

Fieldwork: 25th Jan - 25th Jan 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.C) You said you did not make any energy efficiency improvements last year. Why is that? Select all that apply

	Total	Voting Intention			Education			Children		Tenure							
		Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	Yes	No	Owned outright	Owned with a mortgage or loan	Rented from the council	Rented from a housing association	Privately rented	Rent free	
Unweighted	1394	282	488	100	0	0	356	148	16	816	578	536	334	101	115	251	38
Weighted	1390	273	481	99	0	0	351	143	17	812	579	514	332	109	120	258	38
Too much hassle	8%	10%	8%	9%	5%	9%	8%	11%	12%	6%	11%	8%	11%	5%	7%	6%	15%
Can't find the right tradespeople	5%	6%	4%	7%	4%	4%	5%	5%	14%	4%	5%	5%	8%	3%	4%	1%	0%
I can't afford the upfront costs	35%	27%	37%	35%	33%	40%	39%	27%	30%	35%	35%	34%	50%	26%	25%	24%	38%
I'm not interested in improving the energy efficiency of my home	3%	2%	3%	2%	3%	5%	3%	3%	0%	2%	4%	3%	5%	3%	4%	1%	5%
My home doesn't need energy efficiency improvements	28%	38%	21%	28%	31%	24%	26%	29%	15%	31%	23%	42%	32%	13%	16%	8%	23%
I'm renting so can't make significant changes to my property	23%	16%	30%	28%	25%	22%	22%	24%	19%	22%	26%	1%	2%	59%	54%	70%	6%
Not sure if it is worth the investment	11%	14%	10%	13%	9%	13%	13%	11%	0%	9%	14%	15%	15%	4%	7%	3%	21%
Don't know enough about what the options are	10%	11%	11%	13%	7%	12%	11%	10%	19%	9%	12%	11%	11%	11%	7%	8%	22%
None of the above	7%	8%	6%	6%	7%	6%	7%	10%	8%	6%	9%	8%	5%	5%	10%	5%	12%

*Note:*

BASE: Have not made any efficiency changes to their home

Fieldwork: 25th Jan - 25th Jan 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.D) You said you did not make any energy efficiency improvements last year. Why is that? Select all that apply

	Total	Financial Comfort					Work Status					Grouped Income			
		Cannot afford costs	Struggle to make ends meet	No money for Luxuries	Relatively comfortable	Very comfortable	Working full time	Working part time	Student	Retired	Not working	Less than 20,000	20,000 - 39,999	40,000 - 59,999	60,000 or more
Unweighted	1394	45	213	556	474	106	583	222	52	328	202	251	544	274	240
Weighted	1390	45	218	568	455	105	590	229	50	308	206	255	554	269	228
Too much hassle	8%	0%	5%	10%	8%	11%	9%	10%	12%	4%	8%	7%	9%	8%	10%
Can t find the right tradespeople	5%	0%	2%	4%	5%	9%	6%	4%	5%	3%	2%	1%	5%	5%	6%
I can t afford the upfront costs	35%	55%	50%	41%	24%	14%	37%	39%	44%	23%	40%	38%	36%	40%	29%
I m not interested in improving the energy efficiency of my home	3%	2%	3%	3%	4%	4%	4%	4%	13%	1%	2%	1%	4%	3%	4%
My home doesn t need energy efficiency improvements	28%	12%	13%	23%	39%	46%	24%	24%	15%	48%	17%	18%	28%	27%	39%
I m renting so can t make significant changes to my property	23%	46%	40%	26%	14%	6%	22%	27%	19%	14%	36%	37%	25%	19%	8%
Not sure if it is worth the investment	11%	2%	5%	12%	15%	8%	13%	9%	16%	11%	9%	7%	11%	13%	16%
Don t know enough about what the options are	10%	9%	7%	11%	12%	6%	10%	12%	20%	7%	11%	8%	10%	11%	12%
None of the above	7%	0%	5%	6%	9%	14%	6%	6%	14%	7%	9%	7%	6%	6%	10%

*Note:*

BASE: Have not made any efficiency changes to their home

Fieldwork: 25th Jan - 25th Jan 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions