

YouGov / OVO Energy Survey Results

Sample Size: 1641 GB Adults
Fieldwork: 3rd - 4th November 2020

	Vote In 2019 GE			2016 EU Ref		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
Weighted Sample	1641	556	407	148	609	650	798	843	179	684	395	382	935	706	197	551	356	395	141
Unweighted Sample	1641	582	428	155	686	667	750	891	122	736	439	344	953	688	158	571	381	389	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following issues, if any, do you think the Government should prioritise? Please tick up to four.

Health	60	54	69	71	71	52	53	67	59	57	59	66	64	54	59	61	57	58	70
Economy	51	63	45	62	52	55	53	48	36	51	57	51	55	45	55	51	50	48	55
Britain leaving the EU	41	65	28	30	32	60	43	40	19	33	52	56	41	42	34	45	42	42	32
Climate change	31	17	48	52	44	17	30	31	42	32	32	22	36	24	33	34	27	27	35
Immigration & Asylum	30	50	14	13	13	51	33	28	14	20	39	47	26	36	19	33	33	32	19
Education	29	23	36	37	37	23	26	32	38	33	22	26	32	25	28	28	28	31	31
Crime	26	35	14	17	18	34	27	25	17	25	27	32	25	28	27	27	30	24	18
Housing	20	13	28	21	24	15	19	22	21	23	17	19	22	19	35	21	16	17	17
Welfare Benefits	16	9	23	16	18	14	14	19	13	18	17	14	16	17	13	16	12	18	28
Family Life / Childcare	11	8	14	8	13	9	8	15	9	16	9	7	9	14	8	12	12	12	11
Pensions	11	13	8	11	9	14	9	13	4	7	14	20	9	14	5	13	8	14	15
Tax	7	8	8	8	8	9	9	5	4	8	8	6	8	6	6	7	8	6	9
Transport	5	3	4	8	6	4	5	4	3	4	6	5	5	4	8	5	3	5	4
None of these	1	1	1	1	1	0	1	1	1	1	0	0	1	1	0	1	1	0	3
Don't know	6	1	6	4	4	3	7	5	18	6	2	2	5	7	8	5	7	4	4

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

How well, if at all, would you say you understand the following and what each is?

Zero Carbon

Understand very well	17	14	22	19	19	15	24	11	33	17	19	9	20	14	24	16	19	17	12
Understand fairly well	44	47	47	54	50	43	45	43	36	44	48	44	46	41	40	47	42	42	49
TOTAL UNDERSTAND WELL	61	61	69	73	69	58	69	54	69	61	67	53	66	55	64	63	61	59	61
Don't understand very well	26	27	25	22	24	28	21	31	14	29	24	29	26	26	28	26	25	25	27
Don't understand at all	13	12	6	5	7	14	10	15	18	11	9	18	7	19	9	11	13	16	11
TOTAL DON'T UNDERSTAND WELL / AT ALL	39	39	31	27	31	42	31	46	32	40	33	47	33	45	37	37	38	41	38

Carbon footprint

Understand very well	26	21	31	32	28	23	32	20	46	23	30	17	31	20	32	23	29	25	22
Understand fairly well	54	59	54	59	57	55	51	57	42	57	54	56	56	52	48	58	51	53	60
TOTAL UNDERSTAND WELL	80	80	85	91	85	78	83	77	88	80	84	73	87	72	80	81	80	78	82
Don't understand very well	14	16	10	8	12	16	12	16	7	13	13	19	11	18	13	14	14	14	15
Don't understand at all	6	4	4	1	3	6	5	6	5	6	4	7	3	9	7	5	6	7	4
TOTAL DON'T UNDERSTAND WELL / AT ALL	20	20	14	9	15	22	17	22	12	19	17	26	14	27	20	19	20	21	19

Net zero

Understand very well	13	10	17	14	14	10	20	6	29	12	14	6	16	9	19	13	11	12	11
Understand fairly well	23	24	27	33	28	22	29	18	23	23	26	20	26	19	25	22	21	24	27
TOTAL UNDERSTAND WELL	36	34	44	47	42	32	49	24	52	35	40	26	42	28	44	35	32	36	38
Don't understand very well	33	34	32	32	32	34	29	36	22	34	30	38	35	30	30	33	39	28	32
Don't understand at all	32	32	24	20	25	34	22	40	27	32	30	35	24	42	26	32	30	36	29
TOTAL DON'T UNDERSTAND WELL / AT ALL	65	66	56	52	57	68	51	76	49	66	60	73	59	72	56	65	69	64	61

Global warming

Understand very well	32	26	41	40	36	27	37	27	54	29	33	25	36	26	37	30	34	32	30
Understand fairly well	56	63	50	53	57	59	52	60	40	57	56	61	56	56	48	61	52	54	61
TOTAL UNDERSTAND WELL	88	89	91	93	93	86	89	87	94	86	89	86	92	82	85	91	86	86	91
Don't understand very well	9	9	7	6	5	11	7	10	3	10	7	10	6	12	10	6	10	10	8
Don't understand at all	4	2	3	2	2	3	4	4	3	4	4	3	2	6	5	3	4	4	1
TOTAL DON'T UNDERSTAND WELL / AT ALL	13	11	10	8	7	14	11	14	6	14	11	13	8	18	15	9	14	14	9

Climate change

Understand very well	33	27	43	40	37	28	39	28	55	29	35	27	37	27	39	31	36	31	31
Understand fairly well	54	63	47	53	56	56	51	58	38	57	55	58	55	54	44	58	50	55	63
TOTAL UNDERSTAND WELL	87	90	90	93	93	84	90	86	93	86	90	85	92	81	83	89	86	86	94
Don't understand very well	9	9	7	5	4	13	7	11	4	10	7	13	6	13	11	9	10	10	5
Don't understand at all	4	2	3	2	2	3	3	4	3	4	4	2	2	6	5	3	4	4	1
TOTAL DON'T UNDERSTAND WELL / AT ALL	13	11	10	7	6	16	10	15	7	14	11	15	8	19	16	12	14	14	6

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

Carbon offsetting

Understand very well	15	12	20	22	19	12	22	9	24	15	18	10	19	10	20	14	15	15	14
Understand fairly well	38	45	38	45	45	38	39	37	23	40	43	34	41	33	35	40	39	36	36
TOTAL UNDERSTAND WELL	53	57	58	67	64	50	61	46	47	55	61	44	60	43	55	54	54	51	50
Don't understand very well	29	29	31	24	26	31	25	33	26	28	26	35	28	30	30	31	30	26	31
Don't understand at all	18	15	11	8	10	18	14	21	27	17	13	21	11	27	15	15	16	24	19
TOTAL DON'T UNDERSTAND WELL / AT ALL	47	44	42	32	36	49	39	54	53	45	39	56	39	57	45	46	46	50	50

Renewable energy

Understand very well	34	32	36	48	38	30	43	25	56	30	36	28	39	27	34	33	37	32	32
Understand fairly well	50	54	51	46	51	52	45	54	26	54	49	54	50	49	48	51	47	48	59
TOTAL UNDERSTAND WELL	84	86	87	94	89	82	88	79	82	84	85	82	89	76	82	84	84	80	91
Don't understand very well	12	12	9	5	9	13	8	16	13	11	11	13	9	16	13	12	11	13	8
Don't understand at all	5	3	4	2	2	5	4	5	4	5	4	5	2	8	5	4	5	6	2
TOTAL DON'T UNDERSTAND WELL / AT ALL	17	15	13	7	11	18	12	21	17	16	15	18	11	24	18	16	16	19	10

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

Carbon neutral

Understand very well	20	15	25	26	22	17	27	13	42	17	22	13	24	14	23	19	22	20	17
Understand fairly well	45	52	46	56	53	44	46	44	29	47	51	43	49	40	44	47	44	43	47
TOTAL UNDERSTAND WELL	65	67	71	82	75	61	73	57	71	64	73	56	73	54	67	66	66	63	64
Don't understand very well	24	22	21	15	19	28	20	28	12	25	19	31	20	28	24	23	24	23	27
Don't understand at all	11	10	7	2	7	11	7	15	17	10	8	13	6	18	9	11	10	14	9
TOTAL DON'T UNDERSTAND WELL / AT ALL	35	32	28	17	26	39	27	43	29	35	27	44	26	46	33	34	34	37	36

Would you say coronavirus has made you more or less concerned about climate change than you were a year ago, or has there been no change?

Coronavirus has made me more concerned about climate change than I was a year ago	14	9	20	17	17	11	12	15	19	14	13	12	14	13	13	13	13	16	13
Coronavirus has made me less concerned about climate change than I was a year ago	9	12	7	13	9	10	9	9	6	10	9	8	10	8	7	8	12	9	8
No change – I was concerned about climate change a year ago and still am	49	43	57	60	59	42	47	51	39	49	50	51	54	42	45	53	47	43	61
No change – I wasn't that concerned about climate change a year ago and still am not	21	32	8	8	11	32	25	17	15	19	24	25	17	27	20	22	20	23	15
Don't know	7	3	8	2	4	5	7	8	20	8	4	3	5	10	14	5	9	8	2

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

Thinking about the impacts of climate change, which of the following do you think are the most concerning? Please tick up to three.

Loss of animals and habitats	53	48	61	58	55	53	48	59	51	54	56	51	56	50	45	53	58	53	54
Rising sea levels	47	45	53	56	53	42	47	46	44	44	49	50	49	43	50	45	47	44	57
Floods	36	45	32	33	36	41	34	38	13	35	39	46	37	35	23	39	40	36	31
Wildfires	31	31	35	32	31	32	25	38	32	31	31	32	31	32	28	32	30	33	33
Reduced food outputs (agricultural yield)	26	25	28	35	31	24	28	24	30	24	27	28	29	23	31	27	26	23	25
Droughts	24	24	26	37	31	21	26	22	19	22	27	26	28	19	22	28	23	18	33
Increased pests and diseases	21	22	25	19	21	21	19	23	22	19	23	24	22	20	24	23	20	19	20
Other	2	2	1	2	2	2	1	3	2	2	0	2	1	2	2	2	2	2	1
None of the above	3	5	1	3	1	6	5	2	1	5	4	2	3	5	5	4	3	4	3
Don't know	10	6	8	3	8	7	11	9	22	11	5	7	7	14	16	6	9	14	7

How clear or unclear is it to you how you could reduce your personal carbon footprint?

Very clear	12	11	16	12	13	11	16	9	19	11	14	10	13	12	11	11	13	16	7
Fairly clear	47	50	47	63	52	47	43	50	35	47	50	49	49	44	40	49	47	43	53
TOTAL CLEAR	59	61	63	75	65	58	59	59	54	58	64	59	62	56	51	60	60	59	60
Fairly unclear	23	25	24	16	21	26	22	25	16	23	24	26	25	21	24	25	23	20	24
Very unclear	6	6	4	5	5	7	8	5	5	6	6	9	5	9	6	5	8	7	8
TOTAL UNCLEAR	29	31	28	21	26	33	30	30	21	29	30	35	30	30	30	30	31	27	32
Don't know	11	8	9	4	9	9	11	12	25	13	6	7	9	15	18	9	9	14	7

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

How useful, if at all, would you find the following in helping you to reduce your carbon footprint?

Having the option of a company who plant a tree for every customer

Extremely useful	18	17	21	15	19	16	18	19	24	19	15	18	19	17	22	16	19	20	15
Very useful	39	41	42	42	40	41	36	42	38	40	40	39	40	39	30	41	40	38	46
TOTAL USEFUL	57	58	63	57	59	57	54	61	62	59	55	57	59	56	52	57	59	58	61
Not very useful	16	16	17	23	20	15	17	15	7	16	19	18	19	13	13	17	18	14	19
Not at all useful	9	14	4	10	6	13	11	8	4	9	11	11	10	8	11	11	7	8	7
TOTAL NOT USEFUL	25	30	21	33	26	28	28	23	11	25	30	29	29	21	24	28	25	22	26
Don't know	17	12	15	10	15	15	18	16	27	17	16	13	13	23	23	14	16	20	13

A calculator to help you work out and reduce your personal carbon footprint

Extremely useful	23	19	29	29	28	17	21	25	27	26	18	21	27	18	27	20	22	25	27
Very useful	43	43	47	43	46	42	41	45	35	45	48	37	45	40	35	48	46	36	46
TOTAL USEFUL	66	62	76	72	74	59	62	70	62	71	66	58	72	58	62	68	68	61	73
Not very useful	12	16	11	9	12	16	14	11	9	9	14	19	13	12	16	11	11	13	13
Not at all useful	8	12	4	9	4	13	10	6	2	7	9	11	7	9	5	9	7	9	6
TOTAL NOT USEFUL	20	28	15	18	16	29	24	17	11	16	23	30	20	21	21	20	18	22	19
Don't know	14	9	9	10	10	12	15	13	27	13	11	12	9	21	18	12	13	16	8

An online service that provides advice on how to make your home more energy efficient

Extremely useful	19	16	23	18	20	15	16	21	22	19	16	18	21	15	21	17	17	21	19
Very useful	48	50	50	56	51	47	46	49	41	50	49	46	49	47	43	48	51	44	54
TOTAL USEFUL	67	66	73	74	71	62	62	70	63	69	65	64	70	62	64	65	68	65	73
Not very useful	14	16	14	12	15	17	16	13	7	12	18	17	15	13	14	15	14	12	15
Not at all useful	6	8	3	6	3	9	7	5	2	6	7	7	6	6	5	6	5	7	4
TOTAL NOT USEFUL	20	24	17	18	18	26	23	18	9	18	25	24	21	19	19	21	19	19	19
Don't know	14	9	11	8	11	12	15	13	28	12	10	12	10	19	17	13	12	16	8

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

When it comes to combatting climate change, which of the following do you think the Government should prioritise? Please tick up to two.

More investment in renewable energy	61	55	72	72	70	52	59	63	63	62	63	56	65	55	56	62	61	61	65
More tree planting in the UK	34	41	30	28	29	41	31	36	22	31	36	41	34	34	29	35	34	35	32
Invest in hydrogen to use instead of fossil fuels	24	29	21	30	24	27	30	19	19	22	29	27	25	24	16	26	28	22	27
More investment in carbon capture and storage technology	19	20	20	25	23	19	19	19	13	17	20	23	22	15	21	20	18	15	26
Ban the use of diesel and petrol vehicles	16	12	22	20	19	14	18	14	18	17	13	16	16	16	20	17	14	13	22
None of the above	3	4	0	3	1	5	3	2	1	3	3	1	2	3	4	3	2	3	0
Don't know	15	11	13	5	11	14	13	17	28	16	10	13	12	20	21	13	15	18	9

Do you think the Government should be doing more to encourage tree planting in the UK, or is it doing all it reasonably can?

Should be doing more	66	58	78	78	71	60	67	66	64	68	69	62	68	64	63	66	68	67	65
Is doing all it reasonably can	15	26	8	7	12	21	15	15	10	11	17	21	15	14	12	17	14	13	16
Don't know	19	16	14	15	16	18	18	20	26	21	14	17	17	21	24	16	19	20	19

Did the coronavirus lockdown make you more or less concerned about the impact of the energy your home uses on the climate than you were before, or was there no change?

The national lockdown made me more concerned about the impact of my home energy on the climate than I was before	12	9	15	18	14	9	12	12	19	15	9	7	13	12	17	9	13	11	16
The national lockdown made me less concerned about the impact of my home energy on the climate than I was before	5	6	4	6	5	5	5	5	3	6	6	3	5	5	4	5	7	4	4
No change – I was concerned about the impact of my home energy on the climate before and still am	45	42	53	56	56	40	43	47	35	42	49	51	49	39	34	50	44	42	52
No change – I wasn't that concerned about the impact of my home energy on the climate before and still am not	28	38	18	15	18	38	31	24	21	24	31	32	25	32	26	28	26	31	23
Don't know	10	6	10	6	7	8	9	11	22	12	5	7	8	13	18	8	11	11	5