

Utilities Polling Methodological Note – 24/9/2024

A representative sample of 1,258 adults in Great Britain was interviewed between the afternoon of 18th September and the morning of 23rd September 2024. Our sample was drawn from Verian's random sample panel Public Voice.

This panel is used extensively for social research commissioned by government, academic and third sector organisations, including those based in the US and Europe. Membership of this panel is restricted to those living in a controlled sample of UK addresses drawn from the Royal Mail's master database. This restrictive method of panel-building is relatively expensive but will ordinarily provide benefits in terms of sample and data quality when compared with a panel that any adult resident in the UK can join. Although the short-period fieldwork web-only protocol used for this poll is much more limited than is typical for a social research survey, the demographic and political composition of the sample is only modestly degraded compared to what could be obtained using the full social research data collection protocol (two to three weeks using both web and telephone interview modes).

The data was weighted in multiple stages. First, design weighting was applied to account for variations in sampling probability (both for selection into the Public Voice panel and for selection into this specific poll). Second, non-response modelling was used to account for variations in response probability that are associated with the extensive profiling data held about all Public Voice panel members. Finally, the data was calibrated to match population totals for age, gender, 2024 General Election voting patterns, education, region, and likelihood to vote in the next General Election. Further information about the benchmarks used in the final weighting stage can be found on page 2.

The response rate for this poll was 23% (1,258 completes out of 5,565 Public Voice panellists invited to take part in the survey).

Weighting benchmarks

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided above each table.

Gender* and age

Source: ONS Mid-Year-2022 Population Estimates:

	Unweighted count	Weighted count
Male 18-24	46	67
Male 25-34	80	104
Male 35-44	101	101
Male 45-54	101	100
Male 55-69	155	139
Male 70+	100	98
Female 18-24	45	65
Female 25-34	116	108
Female 35-44	117	107
Female 45-54	136	104
Female 55-69	155	145
Female 70+	106	121

*Those reporting an "other" gender have been randomly allocated to either male or female solely for the purpose of weighting.

Region

Source: ONS Mid-Year-2022 Population Estimates:

	Unweighted count	Weighted count
North East England	40	52
North West England	132	143
Yorkshire & Humber	106	106
East Midlands	77	95
West Midlands	111	114
East of England	128	122
London	189	168
South East England	184	179
South West England	136	113
Wales	47	61
Scotland	108	107

Education by age

Source: ONS Annual Population Survey (July 2022-June 2023)

	Unweighted count	Weighted count
Aged 18-24 with a degree	48	29
Aged 25-44 with a degree	252	206
Aged 45-69 with a degree	191	156
Other	767	867

Vote in the 2024 General Election*

Source: 2024 General Election & ONS Mid-Year-2022 Population Estimates

	Unweighted percentage	Weighted percentage
No vote	20%	46%
Labour	33%	19%
Conservative	18%	13%
Lib Dem	11%	7%
SNP	2%	1%
Reform UK	9%	8%
Green	6%	4%
Other	2%	2%

* An imputed response is given for those who preferred not to say who they voted for in the 2024 General Election.

Likelihood to Vote in General Election

We have estimated the likelihood that each respondent will vote in the next General Election. This value is based on respondents' stated intention to vote, their age, and whether they reported voting in the last general election. The expected population turnout has been included as a population total in the weighting matrix.

	Unweighted percentage	Weighted percentage
Estimated Voting Age Population turnout	72%	56%

The Likelihood to Vote model was developed using data from a subset of the Public Voice panel that was recruited just before the 2019GE (providing their stated likelihood to vote in that election) and surveyed about it shortly afterwards (confirming whether or not they voted).

Further details

Please contact Richard Crawshaw Richard.Crawshaw@VerianGroup.com for further details on the methodology used in this polling.

Table 1 : Thinking about the energy (electricity/gas) you use at home, to what extent do you agree - reducing my usage of energy can make a meaningful difference to my bills

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Agreement - Reducing my usage of energy can make a meaningful difference to my bill	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Strongly agree		377	188	189	46	41	59	55	64	112	64	56	30	29	153
			30%	31%	29%	35%	19%	28%	27%	33%	36%	31%	36%	39%	31%	27%
	Agree		566	266	294	62	110	95	89	69	141	98	68	34	42	260
			45%	44%	45%	47%	52%	46%	44%	36%	46%	47%	44%	44%	45%	46%
	Neither agree nor disagree		192	91	101	5	31	32	41	41	42	25	21	6	17	92
			15%	15%	16%	4%	15%	15%	20%	21%	14%	12%	14%	7%	18%	16%
	Disagree		100	41	58	11	24	20	16	17	11	20	7	4	2	50
			8%	7%	9%	8%	11%	10%	8%	9%	4%	10%	4%	5%	2%	9%
	Strongly disagree		24	19	4	8	6	2	3	2	3	2	3	3	3	12
			2%	3%	1%	6%	3%	1%	1%	1%	1%	1%	2%	4%	3%	2%

Table 2 : Thinking about the energy (electricity/gas) you use at home, to what extent do you agree - reducing my usage of energy can make a meaningful difference to the environment

Base: All adults GB 18+		Total	Gender		Age band						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote
Agreement - Reducing my usage of energy can make a meaningful difference to the environment	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	Strongly agree	263	109	154	33	27	48	45	42	67	47	37	17	16	105
		21%	18%	24%	25%	13%	23%	22%	22%	22%	22%	24%	22%	17%	19%
	Agree	517	247	268	56	101	84	87	72	118	104	65	41	30	220
		41%	41%	41%	43%	47%	40%	43%	37%	38%	50%	42%	53%	32%	39%
	Neither agree nor disagree	315	151	164	27	57	47	48	50	86	38	35	14	27	161
		25%	25%	25%	20%	27%	23%	24%	26%	28%	18%	23%	19%	29%	28%
	Disagree	111	61	47	7	25	20	13	20	27	14	13	4	12	56
		9%	10%	7%	6%	12%	10%	6%	10%	9%	7%	8%	5%	13%	10%
	Strongly disagree	51	37	14	8	3	8	11	9	12	7	5	1	9	25
		4%	6%	2%	6%	1%	4%	5%	5%	4%	3%	3%	1%	10%	4%

Table 3 : Thinking about the energy (electricity/gas) you use at home, to what extent do you agree - my energy provider helps me to reduce my usage

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Agreement - My energy provider helps me to reduce my usage	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Strongly agree		72	41	31	4	17	10	16	9	17	7	11	5	3	38
			6%	7%	5%	3%	8%	5%	8%	5%	5%	3%	7%	6%	3%	7%
	Agree		171	68	103	18	27	26	22	25	54	37	30	13	15	57
			14%	11%	16%	14%	13%	13%	11%	13%	17%	18%	20%	17%	16%	10%
	Neither agree nor disagree		536	255	279	45	71	112	74	82	151	91	73	39	38	225
			43%	42%	43%	34%	34%	54%	36%	43%	49%	43%	48%	50%	41%	40%
	Disagree		366	167	196	54	80	41	69	57	65	59	35	17	25	186
			29%	28%	30%	41%	38%	20%	34%	29%	21%	28%	23%	22%	26%	33%
	Strongly disagree		112	74	37	11	17	19	23	20	23	16	4	4	13	60
			9%	12%	6%	8%	8%	9%	11%	10%	7%	8%	3%	5%	14%	11%

Table 4 : Thinking about the energy (electricity/gas) you use at home, to what extent do you agree - my energy provider should do more to help me to reduce my usage

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Agreement - My energy provider should do more to help me to reduce my usage	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Strongly agree		199	93	106	30	24	40	33	37	36	29	16	9	24	92
			16%	15%	16%	23%	11%	19%	16%	19%	12%	14%	10%	11%	25%	16%
	Agree		451	201	249	65	84	67	82	48	105	84	55	36	17	211
			36%	33%	39%	49%	40%	32%	40%	25%	34%	40%	36%	46%	18%	37%
	Neither agree nor disagree		456	238	215	23	78	74	74	83	125	73	58	26	32	203
			36%	39%	33%	18%	37%	36%	36%	43%	40%	35%	37%	34%	34%	36%
	Disagree		117	50	65	4	19	25	11	24	34	22	23	6	14	43
			9%	8%	10%	3%	9%	12%	5%	12%	11%	10%	15%	8%	15%	8%
	Strongly disagree		34	24	10	10	6	2	5	2	10	1	2	1	7	17
			3%	4%	2%	7%	3%	1%	2%	1%	3%	0%	2%	1%	8%	3%

Table 5 : How important is it to you that your energy (electricity/gas) provider - helps you to reduce your usage

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Importance energy provider - Helps you to reduce your usage	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		344	154	190	42	36	57	67	53	90	60	39	22	19	159
			27%	25%	29%	32%	17%	27%	33%	27%	29%	29%	25%	29%	20%	28%
	Somewhat important		610	275	333	58	127	92	85	88	160	101	74	30	42	302
			49%	45%	52%	44%	60%	44%	42%	46%	52%	48%	48%	38%	44%	53%
	Not important		216	127	87	20	37	45	33	39	42	39	30	19	24	76
			17%	21%	13%	15%	18%	22%	16%	20%	13%	19%	20%	24%	25%	13%
	Not at all important		52	36	14	6	8	4	12	13	9	6	8	4	9	15
			4%	6%	2%	5%	4%	2%	6%	7%	3%	3%	5%	5%	9%	3%
	Don't know		36	14	22	7	4	10	7	0	9	3	3	3	2	15
			3%	2%	3%	5%	2%	5%	3%	0%	3%	2%	2%	4%	2%	3%

Table 6 : How important is it to you that your energy (electricity/gas) provider - invests in renewable sources of energy

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Importance energy provider - Invests in renewable sources of energy	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		657	324	327	57	118	116	113	106	147	140	59	51	25	292
			52%	54%	51%	44%	56%	56%	55%	55%	47%	67%	38%	67%	27%	51%
	Somewhat important		438	208	229	61	74	60	62	61	120	60	81	22	44	187
			35%	34%	36%	46%	35%	29%	30%	32%	39%	29%	53%	29%	47%	33%
	Not important		84	35	48	4	11	18	15	18	18	5	10	2	11	41
			7%	6%	7%	3%	5%	9%	7%	9%	6%	3%	6%	3%	12%	7%
	Not at all important		36	23	13	1	3	1	10	8	13	1	4	1	10	20
			3%	4%	2%	0%	2%	1%	5%	4%	4%	0%	2%	1%	10%	4%
	Don't know		43	14	29	9	6	11	5	0	12	3	1	0	4	28
			3%	2%	4%	7%	3%	6%	2%	0%	4%	1%	0%	0%	4%	5%

Table 7 : How important is it to you that your energy (electricity/gas) provider - is committed to reducing its environmental impact

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Importance energy provider - Is committed to reducing its environmental impact	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		664	309	350	58	133	116	114	100	142	141	57	50	27	299
			53%	51%	54%	44%	63%	56%	56%	52%	46%	68%	37%	65%	28%	53%
	Somewhat important		454	229	225	59	60	67	61	71	137	57	88	23	42	194
			36%	38%	35%	44%	28%	32%	30%	37%	44%	27%	57%	30%	45%	34%
	Not important		76	37	39	6	12	13	14	17	15	7	4	3	12	42
			6%	6%	6%	4%	6%	6%	7%	9%	5%	3%	2%	4%	12%	7%
	Not at all important		27	16	10	1	1	2	12	6	6	0	5	1	11	11
			2%	3%	2%	0%	1%	1%	6%	3%	2%	0%	3%	1%	11%	2%
	Don't know		36	14	23	9	6	10	3	0	8	3	1	0	3	22
			3%	2%	4%	7%	3%	5%	1%	0%	3%	2%	0%	0%	3%	4%

Table 8 : How important is it to you that your energy (electricity/gas) provider - provides advice and tools for improving energy efficiency in your home

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Importance energy provider - Provides advice and tools for improving energy efficiency in your home	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		497	216	280	51	76	85	95	80	110	92	50	28	20	239
			40%	36%	43%	39%	36%	41%	47%	42%	36%	44%	33%	36%	22%	42%
	Somewhat important		587	291	294	52	104	95	81	93	160	94	90	37	50	256
			47%	48%	45%	40%	49%	46%	40%	48%	52%	45%	59%	48%	54%	45%
	Not important		118	67	47	19	23	18	16	15	27	17	10	9	18	47
			9%	11%	7%	15%	11%	9%	8%	8%	9%	8%	6%	11%	19%	8%
	Not at all important		31	21	10	1	3	4	9	5	9	3	3	1	5	17
			2%	3%	1%	1%	1%	2%	5%	2%	3%	1%	2%	2%	5%	3%
	Don't know		26	10	15	9	6	6	2	0	4	3	1	3	1	8
			2%	2%	2%	7%	3%	3%	1%	0%	1%	1%	0%	4%	1%	1%

Table 9 : How important is it to you that your energy (electricity/gas) provider - prioritises reducing your bill

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote	
Importance energy provider - Prioritises minimising your bills	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		822	366	450	81	145	128	142	131	195	131	91	50	57	401
			65%	60%	70%	61%	68%	61%	70%	68%	63%	63%	59%	65%	61%	71%
	Somewhat important		347	185	161	35	51	64	51	57	90	62	50	23	26	144
			28%	31%	25%	26%	24%	31%	25%	30%	29%	30%	32%	29%	27%	25%
	Not important		54	29	25	10	7	8	6	4	19	13	10	5	8	10
			4%	5%	4%	7%	3%	4%	3%	2%	6%	6%	6%	6%	9%	2%
	Not at all important		12	12	0	0	6	1	3	1	2	1	0	0	1	8
			1%	2%	0%	0%	3%	0%	2%	0%	1%	0%	0%	0%	2%	1%
Don't know		23	13	10	7	4	7	1	0	4	2	3	0	1	3	
		2%	2%	1%	5%	2%	4%	0%	0%	1%	1%	2%	0%	1%	1%	

Table 10 : Do you think your energy (electricity/gas) provider can be trusted to - provide advice on improving energy efficiency in your home

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote	
Can energy provider be trusted to - Provide advice on improving energy efficiency in your home	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Can be trusted		624	319	304	63	120	100	97	89	155	111	83	44	46	277
			50%	53%	47%	48%	57%	48%	48%	46%	50%	53%	54%	58%	49%	49%
	Can't be trusted		216	116	97	23	37	37	29	38	52	35	20	13	20	88
			17%	19%	15%	17%	17%	18%	14%	20%	17%	17%	13%	17%	22%	16%
	Don't know		418	170	246	46	55	70	77	67	103	63	51	20	27	202
			33%	28%	38%	35%	26%	34%	38%	34%	33%	30%	33%	26%	29%	36%

Table 11 : Do you think your energy (electricity/gas) provider can be trusted to - invest in future proofing the energy network to ensure long term sustainability

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote	
Can energy provider be trusted to - Invest in futureproofing the energy network to ensure long-term sustainability	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Can be trusted		395	210	184	43	69	78	69	46	91	68	57	33	33	160
			31%	35%	28%	32%	33%	37%	34%	24%	29%	33%	37%	43%	35%	28%
	Can't be trusted		354	207	146	50	53	55	51	68	77	63	32	19	24	170
			28%	34%	23%	38%	25%	27%	25%	35%	25%	30%	21%	25%	26%	30%
	Don't know		509	188	317	40	90	75	84	80	141	78	65	25	37	237
			40%	31%	49%	30%	42%	36%	41%	41%	46%	37%	42%	32%	39%	42%

Table 12 : Do you think your energy (electricity/gas) provider can be trusted to - make decisions aimed at saving customers money on their energy bills

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote	
Can energy provider be trusted to - Make decisions aimed at saving customers money on their energy bills	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Can be trusted		372	184	187	40	65	72	55	45	96	60	53	27	29	177
			30%	30%	29%	30%	31%	35%	27%	23%	31%	29%	34%	35%	31%	31%
	Can't be trusted		527	275	247	68	98	79	90	91	99	84	49	28	42	249
			42%	45%	38%	52%	46%	38%	44%	47%	32%	40%	32%	37%	45%	44%
	Don't know		359	146	212	24	49	56	59	57	114	65	53	22	23	141
			29%	24%	33%	18%	23%	27%	29%	29%	37%	31%	34%	28%	24%	25%

Table 13 : Thinking about the water you use at home, to what extent do you agree - reducing my water usage can make a meaningful difference to my bills

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Agreement - Reducing my water usage can make a meaningful difference to my bills	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Strongly agree		277	118	157	35	32	40	41	40	90	46	47	19	21	113
			22%	19%	24%	27%	15%	19%	20%	20%	29%	22%	30%	24%	23%	20%
	Agree		428	205	221	51	83	74	61	48	112	81	48	23	33	197
			34%	34%	34%	38%	39%	36%	30%	25%	36%	39%	31%	30%	35%	35%
	Neither agree nor disagree		287	143	144	29	49	48	48	55	57	35	26	17	13	153
			23%	24%	22%	22%	23%	23%	24%	29%	19%	17%	17%	22%	13%	27%
	Disagree		184	87	96	13	31	37	31	38	35	34	25	12	17	71
			15%	14%	15%	10%	15%	18%	15%	19%	11%	16%	16%	15%	18%	13%
	Strongly disagree		82	52	29	4	17	8	23	13	16	12	9	7	10	33
			6%	9%	4%	3%	8%	4%	11%	7%	5%	6%	6%	8%	11%	6%

Table 14 : Thinking about the water you use at home, to what extent do you agree - reducing my water usage can make a meaningful difference to the environment

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Agreement - Reducing my water usage can make a meaningful difference to the environment	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Strongly agree		263	107	155	17	33	46	51	43	72	55	39	22	16	100
			21%	18%	24%	13%	16%	22%	25%	22%	23%	27%	26%	28%	17%	18%
	Agree		533	264	265	52	105	86	78	77	134	88	63	36	27	248
			42%	44%	41%	39%	50%	42%	38%	40%	43%	42%	41%	47%	28%	44%
	Neither agree nor disagree		310	147	162	44	46	59	43	48	70	43	31	14	29	152
			25%	24%	25%	34%	22%	29%	21%	25%	23%	21%	20%	18%	31%	27%
	Disagree		118	63	54	15	23	13	24	20	25	17	18	5	15	54
			9%	10%	8%	11%	11%	6%	12%	10%	8%	8%	11%	6%	16%	10%
	Strongly disagree		34	23	10	3	5	4	8	6	9	5	3	1	8	13
			3%	4%	2%	3%	2%	2%	4%	3%	3%	2%	2%	1%	8%	2%

Table 15 : Thinking about the water you use at home, to what extent do you agree - my water provider helps me to reduce my usage

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Agreement - My water provider helps me to reduce my usage	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Strongly agree		61	32	28	7	11	16	7	8	10	14	14	3	4	21
			5%	5%	4%	6%	5%	8%	4%	4%	3%	6%	9%	4%	4%	4%
	Agree		148	70	77	13	30	35	28	17	26	30	18	13	11	62
			12%	12%	12%	10%	14%	17%	14%	9%	8%	14%	12%	17%	11%	11%
	Neither agree nor disagree		515	251	263	52	76	86	68	99	134	75	67	32	42	227
			41%	41%	41%	40%	36%	41%	33%	51%	43%	36%	43%	41%	44%	40%
	Disagree		382	180	198	41	73	43	68	46	111	69	43	21	27	176
			30%	30%	31%	31%	34%	21%	33%	24%	36%	33%	28%	28%	29%	31%
	Strongly disagree		153	72	80	19	23	27	32	23	29	22	12	8	11	81
			12%	12%	12%	14%	11%	13%	16%	12%	9%	11%	8%	10%	12%	14%

Table 16 : Thinking about the water you use at home, to what extent do you agree - my water provider should do more to help me to reduce my usage

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Agreement - My water provider should do more to help me to reduce my usage	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Strongly agree		205	115	90	16	45	53	30	20	42	40	20	6	14	105
			16%	19%	14%	12%	21%	26%	15%	10%	13%	19%	13%	8%	15%	18%
	Agree		422	180	242	59	73	63	80	46	102	74	47	32	24	197
			34%	30%	37%	45%	34%	30%	39%	24%	33%	35%	30%	42%	25%	35%
	Neither agree nor disagree		493	234	257	43	72	73	73	100	131	73	65	33	29	226
			39%	39%	40%	32%	34%	35%	36%	52%	42%	35%	43%	42%	31%	40%
	Disagree		103	54	46	9	19	15	10	21	29	20	20	5	15	27
			8%	9%	7%	7%	9%	7%	5%	11%	9%	10%	13%	7%	16%	5%
	Strongly disagree		35	23	12	6	3	3	11	6	5	2	2	1	12	12
			3%	4%	2%	4%	1%	1%	6%	3%	2%	1%	1%	1%	13%	2%

Table 17 : How important is it to you that your water provider - helps you to reduce your usage

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Importance water provider - Helps you to reduce your usage	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		271	115	155	24	35	61	45	33	72	53	35	14	17	121
			22%	19%	24%	18%	16%	30%	22%	17%	23%	25%	23%	18%	18%	21%
	Somewhat important		603	276	327	65	115	84	94	96	150	96	68	42	35	304
			48%	46%	51%	49%	54%	40%	46%	50%	48%	46%	44%	55%	37%	54%
	Not important		243	134	107	19	35	39	40	48	62	44	40	16	28	82
			19%	22%	17%	14%	16%	19%	20%	25%	20%	21%	26%	20%	30%	14%
	Not at all important		79	50	27	10	16	9	12	14	18	10	7	5	13	29
			6%	8%	4%	8%	7%	4%	6%	7%	6%	5%	5%	7%	14%	5%
	Don't know		62	30	31	15	12	14	13	2	7	6	3	1	1	32
			5%	5%	5%	11%	6%	7%	6%	1%	2%	3%	2%	1%	1%	6%

Table 18 : How important is it to you that your water provider - invests in improving water quality

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Importance water provider - Invests in improving water quality	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		951	448	498	89	148	153	156	157	248	170	113	65	67	421
			76%	74%	77%	68%	70%	74%	77%	81%	80%	82%	74%	84%	72%	74%
	Somewhat important		228	111	117	34	38	34	35	33	53	34	37	12	21	96
			18%	18%	18%	26%	18%	16%	17%	17%	17%	16%	24%	15%	23%	17%
	Not important		37	21	16	4	13	10	6	3	0	4	0	1	5	25
			3%	4%	2%	3%	6%	5%	3%	2%	0%	2%	0%	1%	5%	4%
	Not at all important		4	2	2	0	0	0	0	0	4	0	1	0	0	3
			0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
	Don't know		38	24	14	4	13	11	6	0	5	1	3	0	0	23
			3%	4%	2%	3%	6%	5%	3%	0%	2%	1%	2%	0%	0%	4%

Table 19 : How important is it to you that your water provider - is committed to reducing its environmental impact

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Importance water provider - Is committed to reducing its environmental impact	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		797	370	421	50	142	128	132	135	209	161	101	56	47	326
			63%	61%	65%	38%	67%	62%	65%	70%	68%	77%	66%	73%	50%	57%
	Somewhat important		332	170	162	61	50	53	47	44	76	38	44	19	32	165
			26%	28%	25%	46%	24%	26%	23%	23%	25%	18%	28%	24%	34%	29%
	Not important		50	25	24	5	10	11	4	11	9	7	4	2	10	24
			4%	4%	4%	4%	5%	5%	2%	6%	3%	3%	3%	3%	11%	4%
	Not at all important		20	10	9	0	2	1	10	3	3	0	2	0	5	12
			2%	2%	1%	0%	1%	1%	5%	2%	1%	0%	1%	0%	5%	2%
	Don't know		60	29	31	17	9	14	10	0	11	3	3	0	0	41
			5%	5%	5%	13%	4%	7%	5%	0%	3%	2%	2%	0%	0%	7%

Table 20 : How important is it to you that your water provider - improves infrastructure to reduce water leakage and waste

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Importance water provider - Improves infrastructure to reduce water leakage and waste	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		983	469	508	88	148	155	166	168	259	179	128	63	80	412
			78%	77%	79%	66%	70%	74%	81%	87%	84%	86%	83%	81%	86%	73%
	Somewhat important		213	104	109	35	47	41	25	23	41	26	22	14	13	118
			17%	17%	17%	27%	22%	20%	12%	12%	13%	12%	14%	18%	14%	21%
	Not important		19	11	8	5	7	1	3	0	3	1	2	1	0	14
			2%	2%	1%	4%	3%	0%	2%	0%	1%	0%	1%	1%	0%	2%
	Not at all important		5	2	2	0	0	0	3	2	0	1	0	0	0	3
			0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%
	Don't know		38	19	19	4	10	11	7	0	7	2	3	0	0	21
			3%	3%	3%	3%	4%	5%	4%	0%	2%	1%	2%	0%	0%	4%

Table 21 : How important is it to you that your water provider - prioritises minimising your bills

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
Importance water provider - Prioritises minimising your bills	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		646	296	345	76	111	99	111	105	144	105	73	38	52	305
			51%	49%	53%	58%	52%	48%	54%	55%	47%	50%	48%	49%	55%	54%
	Somewhat important		464	232	231	44	74	81	71	71	123	85	61	29	32	207
			37%	38%	36%	33%	35%	39%	35%	37%	40%	41%	39%	37%	34%	37%
	Not important		87	40	47	4	14	12	10	13	33	13	16	9	7	27
			7%	7%	7%	3%	7%	6%	5%	7%	11%	6%	10%	11%	8%	5%
	Not at all important		16	13	3	3	4	2	2	3	2	1	1	1	3	7
			1%	2%	0%	2%	2%	1%	1%	2%	0%	1%	0%	1%	4%	1%
	Don't know		44	24	20	5	9	12	10	1	7	4	4	1	0	21
			4%	4%	3%	4%	4%	6%	5%	0%	2%	2%	2%	2%	0%	4%

Table 22 : Do you think your water provider can be trusted to - provide advice on improving water efficiency in your home

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote	
Can water provider be trusted to - Provide advice on improving water efficiency in your home	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Can be trusted		525	274	250	71	87	95	85	79	108	88	75	36	39	233
			42%	45%	39%	54%	41%	46%	42%	41%	35%	42%	49%	47%	41%	41%
	Can't be trusted		300	143	157	34	49	44	49	52	72	57	29	17	27	127
			24%	24%	24%	26%	23%	21%	24%	27%	23%	27%	19%	22%	29%	22%
	Don't know		433	189	240	27	76	68	70	62	130	64	50	24	28	207
			34%	31%	37%	20%	36%	33%	34%	32%	42%	30%	32%	31%	30%	37%

Table 23 : Do you think your water provider can be trusted to - invest in futureproofing the water network to ensure long term sustainability

Base: All adults GB 18+		Total	Gender		Age band						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote
Invest in futureproofing the water network to ensure long- term sustainability	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	Can be trusted	273	152	121	24	63	66	44	25	52	46	37	13	25	124
		22%	25%	19%	18%	30%	32%	22%	13%	17%	22%	24%	16%	26%	22%
	Can't be trusted	519	273	244	59	69	70	88	99	135	103	62	45	47	193
		41%	45%	38%	44%	33%	34%	43%	51%	44%	49%	40%	58%	50%	34%
	Don't know	465	180	281	50	80	72	72	69	123	61	56	20	22	250
		37%	30%	43%	38%	38%	35%	35%	36%	40%	29%	36%	26%	24%	44%

Table 24 : Do you think your water provider can be trusted to - make decisions aimed at saving customers money on their water bill

Base: All adults GB 18+		Total	Gender		Age band						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote
Make decisions aimed at saving customers money on their water bills	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	Can be trusted	238	122	116	23	48	57	42	21	47	40	32	12	15	116
		19%	20%	18%	17%	23%	27%	20%	11%	15%	19%	21%	16%	16%	20%
	Can't be trusted	567	298	266	79	87	85	88	102	126	102	59	36	50	251
		45%	49%	41%	60%	41%	41%	43%	53%	41%	49%	38%	47%	54%	44%
	Don't know	452	186	264	30	76	66	75	69	136	67	63	28	29	200
		36%	31%	41%	23%	36%	32%	37%	36%	44%	32%	41%	37%	31%	35%

Table 25 : The UK government has made a commitment to zero-carbon electricity generation in the UK by 2030. How important is it to you, that the UK achieves this target?

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con-servative	Lib Dems	Reform UK	No Vote	
The UK government has made a commitment to zero-carbon electricity generation in the UK by 2030. How important is it to you, that the UK achieves this target?	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very important		412	192	214	45	81	80	57	65	83	96	28	35	10	176
			33%	32%	33%	34%	38%	39%	28%	34%	27%	46%	18%	46%	11%	31%
	Somewhat important		502	232	270	57	93	73	81	75	124	88	71	30	27	232
			40%	38%	42%	43%	44%	35%	40%	39%	40%	42%	46%	39%	28%	41%
	Not important		157	84	73	5	15	20	31	23	64	15	32	10	26	63
			13%	14%	11%	4%	7%	10%	15%	12%	21%	7%	21%	13%	27%	11%
	Not at all important		110	71	39	7	12	12	24	21	33	6	19	2	29	48
			9%	12%	6%	5%	6%	6%	12%	11%	11%	3%	12%	2%	31%	8%
	Don't know		76	26	51	19	12	21	10	9	6	4	4	0	3	48
			6%	4%	8%	14%	5%	10%	5%	5%	2%	2%	3%	1%	3%	8%

Table 26 : When thinking about hoe the UK can achieve its commitment to zero-carbon electricity generation in the UK by 2030, which of the following statements is closest to your view?

Base: All adults GB 18+		Total	Gender		Age band						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote
When thinking about how the UK can achieve its commitment to zero-carbon electricity generation in the UK by 2030, which of the following statements is closest to your view?	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	The government should be mostly responsible, with limited involvement of the private sector	189	83	104	36	29	28	31	22	43	33	14	9	14	101
		15%	14%	16%	27%	14%	13%	15%	11%	14%	16%	9%	11%	14%	18%
	The government and the private sector should both be equally responsible	861	425	432	85	153	137	134	135	217	161	115	64	56	359
		68%	70%	67%	65%	72%	66%	66%	70%	70%	77%	75%	83%	60%	63%
	The private sector should be mostly responsible, with limited involvement of the government	86	51	34	2	11	13	12	15	33	8	18	2	13	38
		7%	8%	5%	1%	5%	6%	6%	8%	11%	4%	12%	3%	14%	7%
	Don't know	121	45	76	9	18	30	26	21	17	7	6	2	11	68
		10%	7%	12%	7%	9%	14%	13%	11%	6%	3%	4%	2%	11%	12%

Table 27 : How confident are you that the UK will have zero-carbon electricity generation by 2030?

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote	
How confident are you that the UK will have zero- carbon electricity generation by 2030?	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Very confident		15	12	3	0	5	5	5	0	1	3	2	0	0	10
			1%	2%	1%	0%	2%	2%	2%	0%	0%	1%	1%	0%	0%	2%
	Fairly confident		83	43	40	9	11	39	7	6	11	15	13	6	3	37
			7%	7%	6%	7%	5%	19%	4%	3%	4%	7%	8%	7%	4%	6%
	Not very confident		644	293	349	79	121	91	110	102	141	131	77	47	36	281
			51%	48%	54%	60%	57%	44%	54%	53%	46%	63%	50%	61%	38%	50%
	Not at all confident		424	215	205	38	52	53	69	76	135	49	57	22	52	189
			34%	36%	32%	29%	25%	26%	34%	40%	44%	23%	37%	29%	55%	33%
Don't know		91	42	49	6	22	20	12	9	22	11	6	2	3	51	
		7%	7%	8%	4%	11%	10%	6%	4%	7%	5%	4%	3%	3%	9%	

Table 28 : Which of the following types of energy sources should the UK government prioritise for investment? Please select up to three options

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote	
Which of the following types of energy sources should the UK government prioritise for investment? Please select up to three options	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Nuclear		449	323	125	39	78	58	61	58	155	80	67	34	54	165
			36%	53%	19%	30%	37%	28%	30%	30%	50%	38%	44%	44%	57%	29%
	Wind		824	412	407	75	153	136	136	133	190	171	100	56	46	347
			66%	68%	63%	57%	72%	66%	67%	69%	61%	82%	65%	73%	49%	61%
	Solar		852	405	441	85	160	147	144	132	184	165	96	53	38	385
			68%	67%	68%	64%	76%	71%	71%	68%	60%	79%	63%	69%	40%	68%
	Coal		47	28	20	2	6	7	6	13	13	3	6	1	14	21
			4%	5%	3%	1%	3%	4%	3%	7%	4%	2%	4%	1%	15%	4%
	Gas		151	67	83	10	19	19	19	34	50	6	21	3	29	74
			12%	11%	13%	8%	9%	9%	9%	18%	16%	3%	14%	3%	31%	13%
	Other renewable energy sources		432	181	249	43	42	65	69	82	132	89	53	29	27	176
			34%	30%	39%	33%	20%	31%	34%	42%	43%	43%	34%	37%	29%	31%
	Don't know		109	20	89	16	17	24	20	13	19	11	11	4	6	57
			9%	3%	14%	12%	8%	11%	10%	7%	6%	5%	7%	5%	6%	10%

Table 29 : If the UK had to build new energy infrastructure to meet future energy needs, would you support or oppose - a new wind farm within a 10 minute drive of where you live

Base: All adults GB 18+		Total	Gender		Age band						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote
If the UK had to build new energy infrastructure to meet future energy needs, would you support or oppose - A new wind farm within a 10-minute drive of where you live	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	Strongly support	328	168	158	47	67	71	50	42	52	77	30	30	11	131
		26%	28%	24%	35%	31%	34%	24%	22%	17%	37%	19%	38%	12%	23%
	Support	465	219	242	46	82	87	79	63	109	90	57	33	31	208
		37%	36%	37%	35%	39%	42%	39%	33%	35%	43%	37%	43%	33%	37%
	Neither support nor oppose	245	136	109	18	26	25	44	45	86	27	38	11	24	117
		19%	22%	17%	14%	12%	12%	22%	23%	28%	13%	25%	15%	26%	21%
	Oppose	101	38	62	17	12	11	11	19	31	8	15	1	9	63
		8%	6%	10%	13%	6%	5%	6%	10%	10%	4%	10%	2%	9%	11%
	Strongly oppose	68	33	35	1	7	5	12	17	26	2	11	1	17	27
		5%	5%	5%	1%	3%	3%	6%	9%	8%	1%	7%	1%	18%	5%
	Don't know	52	11	41	4	20	8	8	7	5	5	3	2	1	21
		4%	2%	6%	3%	9%	4%	4%	4%	2%	3%	2%	2%	1%	4%

Table 30 : If the UK had to build new energy infrastructure to meet future energy needs, would you support or oppose - a new solar farm within a 10 minute drive of where you live

Base: All adults GB 18+		Total	Gender		Age band						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote
If the UK had to build new energy infrastructure to meet future energy needs, would you support or oppose - A new solar farm within a 10-minute drive of where you live	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	Strongly support	378	198	178	56	83	78	60	43	58	83	34	32	15	155
		30%	33%	27%	42%	39%	38%	29%	22%	19%	40%	22%	42%	16%	27%
	Support	477	233	240	50	75	89	84	66	113	85	60	32	35	221
		38%	38%	37%	38%	35%	43%	41%	34%	37%	40%	39%	42%	38%	39%
	Neither support nor oppose	229	97	131	10	25	21	39	45	89	25	37	9	19	110
		18%	16%	20%	7%	12%	10%	19%	23%	29%	12%	24%	12%	21%	19%
	Oppose	70	34	36	12	2	5	4	23	22	11	9	2	6	40
		6%	6%	6%	9%	1%	3%	2%	12%	7%	5%	6%	2%	6%	7%
	Strongly oppose	53	29	24	1	3	5	12	10	22	2	11	0	18	18
		4%	5%	4%	0%	1%	3%	6%	5%	7%	1%	7%	0%	19%	3%
	Don't know	52	14	38	4	24	8	5	5	5	4	3	2	0	23
		4%	2%	6%	3%	12%	4%	3%	3%	2%	2%	2%	2%	0%	4%

Table 31 : If the UK had to build new energy infrastructure to meet future energy needs, would you support or oppose - new overhead power pylons within sight of your home

Base: All adults GB 18+		Total	Gender		Age band						Vote2024				
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote
If the UK had to build new energy infrastructure to meet future energy needs, would you support or oppose - New overhead power pylons within sight of your home	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567
	Strongly support	135	74	60	33	43	29	10	6	14	27	7	11	4	66
		11%	12%	9%	25%	20%	14%	5%	3%	4%	13%	5%	15%	4%	12%
	Support	222	109	112	29	32	47	43	27	44	57	21	18	11	94
		18%	18%	17%	22%	15%	22%	21%	14%	14%	27%	13%	24%	12%	17%
	Neither support nor oppose	372	185	184	38	59	60	55	53	107	47	54	19	34	171
		30%	31%	29%	29%	28%	29%	27%	27%	35%	23%	35%	25%	36%	30%
	Oppose	257	128	130	24	39	34	45	41	75	47	41	18	19	103
		20%	21%	20%	18%	18%	16%	22%	21%	24%	22%	26%	23%	20%	18%
	Strongly oppose	201	85	117	4	15	18	45	59	61	23	30	9	24	97
		16%	14%	18%	3%	7%	9%	22%	30%	20%	11%	19%	12%	25%	17%
	Don't know	70	25	43	5	23	20	6	8	8	8	2	1	2	35
		6%	4%	7%	4%	11%	9%	3%	4%	3%	4%	1%	1%	2%	6%

Table 32 : Thinking about building new energy infrastructure in the UK, which is more important to you?

Base: All adults GB 18+		Total	Gender		Age band						Vote2024					
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Labour	Con- servative	Lib Dems	Reform UK	No Vote	
Thinking about building new energy infrastructure in the UK, which is more important to you?	Unweighted Base	1258	579	671	91	196	218	237	215	301	385	210	128	110	230	
	Weighted Base	1258	605	646	132	212	207	204	193	309	209	154	77	94	567	
	Energy should cost as little as possible, even if it means infrastructure is built close to where I live (e.g., a wind or solar farm within a 10-minute drive, or overhead power pylons within sight of your home)		883	444	432	109	161	159	146	115	192	172	101	61	66	376
			70%	73%	67%	83%	76%	77%	72%	60%	62%	82%	66%	79%	70%	66%
	Energy infrastructure should not be built close to where I live, even if it makes energy costs more expensive		181	93	88	9	23	25	29	37	58	20	28	10	15	92
			14%	15%	14%	7%	11%	12%	14%	19%	19%	10%	18%	13%	16%	16%
	Don't know		195	68	126	14	28	23	29	41	59	17	25	6	13	99
			15%	11%	20%	10%	13%	11%	14%	21%	19%	8%	16%	8%	14%	18%