

# Transforming the UK Energy System: Public Values, Attitudes and Acceptability – Scotland Survey Results

Christina Demski, Alexa Spence, and Nick Pidgeon

This document should be cited as: Demski, C., Spence, A. and Pidgeon, N. (2013) Transforming the UK Energy System: Public Values, Attitudes and Acceptability – Scotland Survey Results. (Cardiff University: Cardiff).

This reference document summarises topline findings of the **Scotland** specific sample (n=502), collected as part of a wider nationally representative British survey carried out in August 2012. This survey was conducted as part of an interdisciplinary UKERC research project: Transforming the UK energy system - Public values, attitudes and acceptability.

This document has been produced in addition to the full report which summarises the national sample, including full data tables and methodological details. This document should be considered in addition to the full report:

Demski, C., Spence, A. and Pidgeon, N. (2013) Transforming the UK Energy System: Public Values, Attitudes and Acceptability – Summary findings of a survey conducted August 2012. (UKERC: London).

Also see:

Parkhill, K.A., Demski, C., Butler, C., Spence, A. and Pidgeon, N. (2013) Transforming the UK Energy System: Public Values, Attitudes and Acceptability – Synthesis Report (UKERC: London).

## **Contact details**

### **Understanding Risk Research Group**

School of Psychology, Tower Building  
Cardiff University  
Cardiff, Wales, UK, CF10 3AT

**Email:** demskicc@cardiff.ac.uk  
pidgeonn@cardiff.ac.uk  
alexa.spence@nottingham.ac.uk

**Phone:** +44 (0)29 208 70466

**Web:** [www.understanding-risk.org](http://www.understanding-risk.org)  
[www.ukerc.ac.uk/support/tiki-index.php?page=Transforming+the+UK+Energy+System](http://www.ukerc.ac.uk/support/tiki-index.php?page=Transforming+the+UK+Energy+System)

# Questionnaire and Data Tables

The following sections provide the complete data tables for the Scotland sample for all questions used in the online survey conducted by Cardiff University. This includes all text and instructions presented to respondents (note: respondents did not see question numbers).

- Results are based on responses to a quota survey carried out online with Ipsos MORI panellists aged 18+ years old living in Great Britain.
- The survey collected 2,441 responses in total, but only the **Scotland** sample data is presented in this document.
- The Scotland sample is based on 502 respondents unless otherwise stated.
- Fieldwork was conducted between 2nd and 12th August 2012.
- Data are weighted by age, gender, region, and working status to the profile of the known population in Scotland.
- Where results do not sum up to 100, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- An asterisk (\*) represents a value of less than 0.5%, but greater than zero.
- Questions with multiple items (e.g. Q1) employed randomisation.
- Question sets Q13-16 (nuclear power) and Q17-22 (wind energy) were counterbalanced. In addition, Q63 and Q64 were also counterbalanced.
- Combining percentages across answer options should be done with caution because the data tables present percentages that have been rounded.

**Q1. How favourable or unfavourable are your overall opinions or impressions of the following energy sources for producing electricity currently?**

	Very favourable	Mainly favourable	Neither favourable nor unfavourable	Mainly unfavourable	Very unfavourable	Never heard of
	%	%	%	%	%	%
<b>Biomass, that is wood, energy crops, and human and animal waste</b>	19	39	27	6	3	6
<b>Coal</b>	1	17	39	27	15	*
<b>Gas</b>	7	32	38	18	4	0
<b>Hydroelectric power</b>	40	38	17	1	1	3
<b>Nuclear power</b>	9	20	25	20	25	*
<b>Oil</b>	2	22	40	25	11	*
<b>Sun/Solar power</b>	46	39	13	1	1	0
<b>Wind power</b>	36	38	14	7	5	*
<b>Marine power (tidal and wave power)</b>	40	40	14	3	0	3

The UK government is currently thinking about how our energy system (i.e. how energy is supplied and used) will change over the next 40 years. It is argued that changes in our energy system are needed for a number of reasons, including the outdated and declining state of the existing energy system, the need to tackle climate change by reducing carbon emissions, and the importance of having a secure and continuous supply of energy in the future.

**Q2. Below are some of the issues to think about. Please indicate which two you think are the most important, ranking them as the most important and second most important.**

	Most important	Second most important	Total
	%	%	%
Changing the way we produce energy (being less reliant on coal, gas and oil)	23	18	41
Affordable energy prices	26	24	50
Energy independence for the UK (i.e. not having to rely on buying energy from other countries)	16	18	34
Helping to prevent climate change	15	13	28
Reducing the amount of energy we use as a country	11	14	25
Avoiding blackouts and fuel shortages	8	10	18
Don't know	1	2	3

**Q3. How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'?**

	%
Very concerned	21
Fairly concerned	48
Not very concerned	22
Not at all concerned	7
Don't know	1

**Q4. As far as you know, do you personally think the world's climate is changing, or not?**

	%
Yes	80
No	10
Don't know	10

**Q5. Thinking about the causes of climate change, which, if any, of the following best describes your opinion?**

	%
Climate change is entirely caused by natural processes	5
Climate change is mainly caused by natural processes	11
Climate change is partly caused by natural processes and partly caused by human activity	45
Climate change is mainly caused by human activity	31
Climate change is entirely caused by human activity	3
I think there's no such thing as climate change	3
Don't know	3

**Q6. To what extent do you agree or disagree with each of the following statements about climate change?**

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %
I am sure about my opinion on climate change	20	39	29	8	2	3
The issue of climate change is very important to me personally	12	33	33	12	8	1
I am uncertain that climate change is really happening	5	12	15	34	33	1
The seriousness of climate change is exaggerated	12	18	20	29	19	2
It is uncertain what the effects of climate change will be	11	47	19	15	5	3
I have strong opinions about climate change	11	27	38	16	7	1
Most scientists agree that humans are causing climate change	16	41	21	11	5	7

**Q7. How concerned, if at all, are you that in the next 10-20 years...**

	Not at all concerned %	Not very concerned %	Fairly concerned %	Very concerned %	Don't know %
...electricity and gas will become unaffordable for you?	2	13	36	47	3
...petrol will become unaffordable for you?	6	14	36	39	5
...there will be frequent power cuts?	5	27	36	25	7
...the UK will become too dependent on energy from other countries?	3	17	38	37	5
...there will be a national petrol shortage?	4	22	43	26	5
...the UK will have no alternatives in place (e.g. renewables) if fossil fuels (gas, oil) are no longer available?	3	16	45	31	4

**Q8. Below are listed three key energy priorities for the UK government. Please rank them in terms of importance, where 1 = 'most important' and 3 = 'least important'**

	1 Most important %	2 %	3 Least important %
Keeping energy bills affordable for ordinary households	42	39	16
Making sure the UK has enough energy (preventing blackouts and fuel shortages)	31	37	30
Tackling climate change by using low-carbon energy sources	24	22	51
Don't know	3	2	3

**When thinking about the UK energy system in 40 years time, we may want to change how we produce energy. We will now ask you a series of questions about different ways of producing electricity.**

**One possible change involves reducing the use of fossil fuel (coal, oil and gas).**

**Q9. To what extent do you agree or disagree that the UK should reduce its use of fossil fuels?**

	%
Strongly agree	34
Tend to agree	39
Neither agree nor disagree	16
Tend to disagree	6
Strongly disagree	2
Don't know	4

**Q10. Why have you given this answer? [analysed separately]**

Some people propose that we can keep using coal and gas as our main means of generating electricity while still tackling climate change. We would do this by capturing the carbon emissions from power stations and storing them underground (e.g. in old gas and oil fields in the North Sea). This technology is called “carbon capture and storage”, sometimes referred to as “clean coal and gas”.

**Q11. How much, if at all, would you say you know about this subject?**

	%
I know a great deal about carbon capture and storage	1
I know a fair amount about carbon capture and storage	9
I know just a little about carbon capture and storage	28
I have heard of carbon capture and storage but know almost nothing about it	25
I have never heard of carbon capture and storage	37

**Q12. Overall, to what extent would you support or oppose the continued use of fossil fuels with “carbon capture and storage” as part of Britain’s energy future?**

	%
Strongly support	6
Tend to support	31
Neither support nor oppose	32
Tend to oppose	15
Strongly oppose	5
Don’t know	10

If we want to replace fossil fuels, we will have to use other forms of electricity generation. Two options that the UK government is considering as alternative ways to meet electricity demand are nuclear power and wind energy. We will now ask you some questions about both of these.

There are currently 9 nuclear power stations across England, Scotland and Wales, providing between 16-17% of the electricity consumed in the UK.

**Q13. To what extent do you agree or disagree that generating electricity from nuclear power...**

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %
...causes climate change	6	16	28	21	16	13
...causes dangerous waste	45	31	11	5	4	4
...is a hazard to human health	27	29	22	12	6	5
...is cheap	5	23	32	16	10	14
...is clean	9	22	23	20	18	8
...is good for communities living nearby	3	13	27	29	24	5
...is good for the economy	11	26	34	12	6	10
...produces a reliable electricity supply	23	46	19	3	3	7
...is safe	5	22	20	25	23	5
...spoils the landscape	12	22	34	19	9	3
...poses risks to wildlife	19	28	22	16	7	7

**Q14. Which of the following statements most closely describes your own opinion about nuclear power in Britain today?**

	%
We should increase the number of nuclear power stations	18
We should continue using the existing nuclear power stations and replace them with new ones when they reach the end of their life	21
We should continue using the existing nuclear power stations but not replace them with new ones when they reach the end of their life	37
We should shut down all existing nuclear power stations now, and not replace them with new ones	14
Don't know	10



**Q15. To what extent do you agree or disagree with each of the following statements about nuclear power?**

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %
I have strong opinions about nuclear power	17	21	42	13	3	4
I am sure about my opinion on nuclear power	21	34	30	7	3	5
The issue of nuclear power is very important to me personally	9	21	45	17	6	3
I am willing to accept the building of new nuclear power stations if it would help to tackle climate change	11	27	25	16	14	6
We need nuclear power because renewable energy sources alone are not able to meet our electricity needs	16	31	24	12	8	10
Britain needs a mix of energy sources to ensure a reliable supply of electricity, including nuclear power and renewable energy sources	24	37	19	11	4	4
I am willing to accept some nuclear power as long as we also focus on increasing renewable energy sources	18	42	20	9	7	4
There is no reason which would make me accept nuclear power as part of the UK's energy future	10	13	28	22	23	5
Promoting renewable energy sources, such as solar and wind power, is a better way of tackling climate change than nuclear power	33	29	21	8	4	5
Promoting carbon capture and storage technology in existing gas and coal power stations, is a better way of tackling climate change than nuclear power	7	27	31	12	7	15

**Q16. To what extent would you support or oppose the building of a new nuclear power station in your area? (by 'area' we mean up to approximately 5 miles from your home)?**

	%
Strongly support	7
Tend to support	12
Neither support nor oppose	17
Tend to oppose	20
Strongly oppose	41
Don't know	3

**Wind energy is a renewable resource being developed in the UK. Wind energy in the form of wind farms currently makes up between 3-4% of the electricity supply. Wind farms can be placed both on land (onshore) and out at sea (offshore).**

**Q17. To what extent do you agree or disagree that generating electricity from wind energy...**

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %
...causes climate change	1	3	14	31	44	7
...causes dangerous waste	1	3	10	28	52	6
...is a hazard to human health	1	4	15	34	41	5
...is cheap	11	28	23	17	10	10
...is clean	42	45	8	3	1	2
...is good for communities living nearby	9	26	36	16	8	4
...is good for the economy	20	41	21	10	4	5
...produces a reliable electricity supply	15	32	20	17	11	5
...is safe	32	48	12	3	1	4
...spoils the landscape	15	20	25	24	14	1
...poses risks to wildlife	5	21	28	27	10	8

**Q18. Overall, to what extent do you support or oppose the use of ONSHORE wind farms (built on land) in the UK?**

	%
Strongly support	24
Tend to support	42
Neither support nor oppose	16
Tend to oppose	9
Strongly oppose	7
Don't know	2

**Q19. Overall, to what extent do you support or oppose the use of OFFSHORE wind farms (built out at sea) in the UK?**

	%
Strongly support	41
Tend to support	39
Neither support nor oppose	12
Tend to oppose	4
Strongly oppose	2
Don't know	2

**Q20. Which of the following statements most closely describes your own opinion about using wind farms to generate electricity in Britain?**

	%
We should not build any more wind farms anywhere (onshore or offshore)	8
We should build new wind farms but only in some areas	32
We should make extensive use of wind farms alongside other electricity sources	45
Most of our electricity should come from wind farms	9
Don't know	5

**Q21. To what extent do you agree or disagree with each of the following statements about wind farms?**

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %
I have strong opinions about wind farms	17	22	40	15	4	1
I am sure about my opinion on wind farms	25	42	22	7	1	3
The issue of wind farms is very important to me personally	10	21	46	15	6	1
I think wind farms look quite ugly	14	14	23	28	20	1
*Wind farms should only be built in remote areas and out of sight (n=461)	7	27	23	29	12	1
*We should be building wind farms to reduce our reliance on fossil fuels (oil, gas, coal) (n=461)	31	47	15	4	2	1
*I have concerns about some aspects of wind farms (n=461)	7	32	24	24	11	2

\*Respondents who chose "We should not build any more wind farms anywhere" in Q20 were not asked to agree/disagree with these statements.

**Q22. To what extent would you support or oppose the building of a new wind farm in your area? (By 'area' we mean up to approximately 5 miles from your home)?**

	%
Strongly support	23
Tend to support	36
Neither support nor oppose	19
Tend to oppose	7
Strongly oppose	13
Don't know	2

There might also be changes to our use of energy. For example, in the future more of our energy use in the home may switch to electricity to reduce our reliance on gas and oil. We would like you to consider implications of this for your life and give us your views.

**Electric heating**

A reduced reliance on gas could mean that most of our domestic heating systems would use electricity (e.g. switch from central gas heating to a form of electric heating).

**Q23. How positive or negative do you feel about heating with electricity?**

	%
Very positive	8
Fairly positive	20
Neither positive nor negative	28
Fairly negative	26
Very negative	16
Don't know	2

**Q24. Please indicate how willing you would be, if at all, to use electric heating in your home in the future. Please use the sliding scale below.**

	%
1 Very unwilling	21
2	16
3 Neither willing nor unwilling	22
4	21
5 Very willing	17
Don't know	4

**Q25. ...what if your friends, family and neighbours used electric heating? How willing would you be, if at all, to use electric heating in the future if this was the case? Please use the sliding scale below.**

	%
1 Very unwilling	19
2	15
3 Neither willing nor unwilling	24
4	23
5 Very willing	16
Don't know	3

**Q26. ...what if the performance of electric heating was no different to central gas heating systems? How willing would you be, if at all, to use electric heating in the future if this was the case? Please use the sliding scale below.**

	%
1 Very unwilling	9
2	8
3 Neither willing nor unwilling	22
4	29
5 Very willing	29
Don't know	3

**Q27. ...what if electric heating was significantly cheaper than heating with gas? How willing would you be, if at all, to use electric heating in the future if this was the case? Please use the sliding scale below.**

	%
1 Very unwilling	3
2	3
3 Neither willing nor unwilling	10
4	28
5 Very willing	54
Don't know	1

### **Cooking with electricity**

**A reduced reliance on gas could mean that we would cook using primarily electric means (e.g. electric hobs and ovens).**

**Q28. How positive or negative do you feel about cooking only with electricity?**

	%
Very positive	34
Fairly positive	22
Neither positive nor negative	20
Fairly negative	14
Very negative	10
Don't know	1

**Q29. Please indicate how willing you would be, if at all, to cook only with electricity in the future. Please use the sliding scale below.**

	%
1 Very unwilling	12
2	10
3 Neither willing nor unwilling	17
4	19
5 Very willing	40
Don't know	1

**Q30. ...what if your friends, family and neighbours cooked only with electricity? How willing would you be, if at all, to cook with electricity in the future if this was the case? Please use the sliding scale below.**

	%
1 Very unwilling	11
2	10
3 Neither willing nor unwilling	20
4	18
5 Very willing	40
Don't know	1

**Q31. ...what if the performance of an electric hob was no different to a gas hob (e.g. it heats up in the same time)? How willing would you be, if at all, to use an electric hob in the future if this was the case? Please use the sliding scale below.**

	%
1 Very unwilling	5
2	5
3 Neither willing nor unwilling	14
4	22
5 Very willing	51
Don't know	1

**Q32. ...what if cooking with electricity was significantly cheaper than cooking with gas? How willing would you be, if at all, to cook with electricity in the future if this was the case? Please use the sliding scale below.**

	%
1 Very unwilling	5
2	3
3 Neither willing nor unwilling	13
4	21
5 Very willing	56
Don't know	1

### **Electric vehicles**

**A reduced reliance on oil could mean that most of our cars would be electric instead of using petrol.**

**Q33. How positive or negative do you feel about driving an electric car?**

	%
Very positive	22
Fairly positive	26
Neither positive nor negative	26
Fairly negative	14
Very negative	6
Don't know	5

**Q34. Please indicate how willing you would be, if at all, to drive an electric car in the future. Please use the sliding scale below.**

	%
1 Very unwilling	10
2	10
3 Neither willing nor unwilling	23
4	26
5 Very willing	26
Don't know	5



**Q35. ...what if your friends, family and neighbours drove electric cars? How willing would you be, if at all, to drive an electric car in the future if this was the case? Please use the sliding scale below.**

	%
1 Very unwilling	10
2	8
3 Neither willing nor unwilling	25
4	27
5 Very willing	25
Don't know	5

**Q36. ...what if the performance of an electric car was the same as a petrol car (e.g. speed, range, availability of charging points)? How willing would you be to drive an electric car in the future if this was the case? Please use the sliding scale below.**

	%
1 Very unwilling	4
2	3
3 Neither willing nor unwilling	16
4	25
5 Very willing	48
Don't know	4

**Q37. ...what if the cost of buying and running an electric car was significantly less than the cost of a petrol car? How willing would you be, if at all, to drive an electric car in the future if this was the case? Please use the sliding scale below.**

	%
1 Very unwilling	3
2	3
3 Neither willing nor unwilling	13
4	20
5 Very willing	57
Don't know	4

We would now like to ask you some questions about levels of energy use.

**Q38. Please select which of the following statements best matches your opinion about Britain's overall energy use.**

	%
We should allow our energy use to continue to increase	4
We should maintain our current levels of energy use	18
We should reduce the amount of energy that we use	71
Don't know	7

**Q39. Why have you given this answer? [analysed separately]**

**Q40. To what extent do you agree or disagree with each of the following statements?**

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %
I am prepared to greatly reduce my energy use	14	45	25	12	3	1
I am not able to reduce my energy use any further	5	20	25	41	7	3
I want to reduce my energy use	29	49	17	3	1	1
I am prepared to greatly reduce my energy use but only if I know others are doing the same	5	16	38	24	14	1
I am prepared to greatly reduce my energy use if support is available to help me do this	27	45	21	4	1	1

**Q40a. You have indicated that you would like to reduce your energy use. Please use the slider below to indicate where on the 5-point scale best describes why you want to reduce your energy use (n=388):**

	%
1 I want to reduce my energy use because it will save me money	13
2	8
3 I want to reduce my energy use equally because it will save me money and because it will help prevent climate change	62
4	13
5 I want to reduce my energy use because it will help prevent climate change	5
Don't know	0

**Q41. How much time, if any, do you currently spend thinking about the electricity that your household uses?**

	%
A great deal	4
A fair amount	47
Not very much	41
None at all	7
Don't know	1

**Q41a. How much more time, if any, would you be willing to spend thinking about the electricity that your household uses?**

	%
A lot more time	9
A little more time	68
None at all	17
Don't know	6

As well as using less energy, we could become more flexible about when and how we use energy, for example in the home. Being more flexible in our energy use helps us reduce the likelihood of periods of extreme demand (when everyone uses a lot of energy at the same time this puts a strain on the overall electricity grid).

One way to be more flexible in our electricity use is through a new technology called smart meters. These new meters will be able to provide you with more detailed information about your energy use. Some of the information that will be available through a smart meter is listed on the next page.

**Q42. Please indicate whether you would be interested in obtaining any of this information about your own electricity use. Please select as many as you like.**

	%
Which appliance is using the most electricity	75
Electricity usage by appliance	69
How much you are spending on electricity at a given time	70
Overall electricity use	65
Patterns of electricity use over a day, week, month, years	62
Electricity usage by room	52
Information about how much electricity is used on average by people in homes like yours	41
Other:	1
None of these:	8

**Q43. How much, if at all, do you think having this kind of information would help you reduce your electricity use?**

	%
A great deal	27
A fair amount	47
Not very much	16
None at all	4
Don't know	6

**Q44. The information collected by smart meters would also be available to your electricity supplier. How positively or negatively do you feel about this?**

	%
Very positive	14
Fairly positive	28
Neither positive nor negative	35
Fairly negative	12
Very negative	7
Don't know	4

**Q45. How willing, if at all, would you be to allow the data recorded by your smart meter to be shared with the following?**

	Electricity supplier	Independent energy regulator	Independent third party for research purposes	Government organisation
	%	%	%	%
I would be willing for the data to be share	35	44	33	30
I would be willing for the data to be shared but would have some concerns	35	29	35	33
I would not be willing for the data to be shared	23	20	23	29
Don't know	8	7	9	8

**In the future, society might have to manage energy usage in other ways in order to prevent 'peaks' in energy demand (for example when everyone makes a cup of tea in an advert break during a popular TV show).**

**Q46. Here are some examples of how energy usage could be managed differently. Please indicate your view towards the acceptability of each of the following situations using the sliding scale below.**

**a) Appliances such as digital boxes, TVs and computers automatically turning off if they are left on standby for a considerable amount of time.**

	%
1 Unacceptable	6
2	5
3	10
4	21
5 Acceptable	58
Don't know	1

**b) Your shower turning off after a set period of time each time you use it (e.g. 10 minutes). You would have to manually turn it on again if you wish to continue showering for longer.**

	%
1 Unacceptable	24
2	11
3	17
4	16
5 Acceptable	31
Don't know	2

c) Setting your washing machine to wash clothes before a certain time rather than right away. For example, you would turn on your washing machine and set a time by when the cycle has to be finished, e.g. 10am the next morning. The electricity network operator would then determine the best time to turn the washing machine on (e.g. by sending a signal to the appliance).

	%
1 Unacceptable	21
2	15
3	21
4	18
5 Acceptable	23
Don't know	3

d) Allowing your fridge or fridge-freezer to be switched off by your electricity network operator for short periods of time (provided the temperature of the fridge/freezer remains within a certain specified range).

	%
1 Unacceptable	35
2	12
3	20
4	14
5 Acceptable	17
Don't know	2

e) Rather than heating your water at the time of usage or at a pre-set time, you would indicate by which time you need to have hot water available. The electricity network operator would then determine the optimum time to run your boiler.

	%
1 Unacceptable	31
2	15
3	20
4	16
5 Acceptable	13
Don't know	5

**Q47. How positive or negative do you feel about your electricity network operator controlling some of your appliances for the purpose of balancing the electricity grid (such as avoiding peaks in electricity demand)?**

	%
Very positive	5
Fairly positive	28
Neither positive nor negative	22
Fairly negative	22
Very negative	20
Don't know	2

**Thinking about Britain's energy future and the possible changes that could be made to our energy system, please answer the following questions.**

**Q48. To what extent do you agree or disagree that we in Britain need to radically change how we produce and use energy by 2050?**

	%
Strongly agree	45
Tend to agree	41
Neither agree nor disagree	10
Tend to disagree	1
Strongly disagree	1
Don't know	2

**Q49. Which one of these, if any, do you think should be mainly responsible for ensuring that appropriate changes are made to the UK energy system over the next 40 years? Please choose one answer only.**

	%
National Government(s)	54
Energy companies	14
Individuals and their families	16
Environmental groups	2
The European Union	2
Local authorities	2
None of these	2
Don't know	8

**Q50. We might change how we PRODUCE energy (what energy sources we use), and how we USE energy (how much energy we use and for what). Please indicate on the sliding scale below which of the following best describes your opinion?**

	%
1 We should focus on how we PRODUCE energy	6
2	3
3 We should focus on both how we USE and PRODUCE energy	83
4	3
5 We should focus on how we USE energy	2
Don't know	2

**Q51–62. are not included here because they involve the My2050 tool and its follow-up questions specifically, which are not the subject of the current report.**

**Q63. Please rate the importance of the following environmental values as a life-guiding principle for you.**

	Not at all important %	Not very important %	Fairly important %	Very important %	Extremely important %	Don't know %
Preventing pollution: protecting natural resources	1	2	30	34	30	2
Respecting the earth: harmony with other species	2	5	34	30	26	3
Unity with nature: fitting into nature	3	8	36	28	22	4
Protecting the environment: preserving nature	1	3	32	32	29	2



**Q64. To what extent to you agree or disagree with each of the following statements?**

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %
Science and technology can make our lives healthier, easier and more comfortable	21	53	20	3	*	2
Thanks to scientific and technological advances, the Earth's energy resources will be inexhaustible	3	14	27	32	15	8
Science and technology create as many problems as they solve	6	29	34	21	6	4
It is unwise to put our faith entirely in science and technology to solve our energy problems	11	36	24	18	7	4

**Q65. How much is your average electricity bill per month? (Please think about the monthly average. If you pay your bills quarterly or on a meter, please think about how much this would cost per month).**

	%
Less than £25	5
£25-£49	35
£50-£74	26
£75-£99	13
£100-£124	5
£125-149	1
£150+	2
I generate my own electricity/sell electricity back to the grid so there is no cost to me	*
Don't know	6
I don't know how much my electricity bill is because I pay for my electricity and gas together	7

**Q65a. How much is your average combined electricity and gas bill per month? (Please think about the monthly average. If you pay your bills quarterly or on a meter, please think about how much this would cost per month). (n=33)**

	%
Less than £25	0
£25-£49	6
£50-£74	15
£75-£99	30
£100-£124	28
£125-149	3
£150+	6
Don't know	12

**Q66. How much is your average gas bill per month? (Please think about the monthly average. If you pay your bills quarterly or on a meter, please think about how much this would cost per month). (n= 469)**

	%
Less than £25	7
£25-£49	28
£50-£74	23
£75-£99	11
£100-£124	4
£125-149	1
£150+	1
I do not have gas	21
Don't know	6

**Q67. As far as you are aware, are you currently on a green energy tariff (a tariff where a substantial percentage of the energy is sourced from renewable sources)?**

	%
Yes	10
No	46
Don't know	44

**Q68. As far as you are aware, do you have an “economy7” tariff/meter (which uses a special electricity meter to allow users to have lower-priced off-peak electricity during the night)?**

	%
Yes	12
No	67
Don't know	21

**Q69 Do you have a form of electric heating?**

	%
Yes	27
No	70
Don't know	3

**Q70. In which of the following ways do you currently pay for your electricity?**

	%
Direct Debit	72
Quarterly payment on receipt of bill (payment on demand)	10
Pre payment meter (PPM, or card or key meter)	14
Other	3

**Q71. In which of the following ways do you currently pay for your gas? (n=403)**

	%
Direct Debit	72
Quarterly payment on receipt of bill (payment on demand)	13
Pre payment meter (PPM, or card or key meter)	10
Other	5

**Q72. How would you vote if there were a General Election tomorrow?**

**Q72a. Which party are you most inclined to support?**

	Q72 Vote %	Q72a Inclined (n=147) %	Combined %
Conservative	11	13	24
Labour	20	8	13
Liberal Democrats (Lib Dem)	3	4	4
UK Independence Party	2	1	2
Green Party	3	3	4
Scottish Nationalist	24	13	28
British National Party	1	0	1
Welsh Nationalist	0	0	0
Other	1	3	2
Would not vote	6	8	8
Undecided	23	46	
Prefer not to say	7	-	14