

YouGov Survey Results

Sample Size: 1782 GB Adults
Fieldwork: 12th - 13th January 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1782	X	X	X	X	516	453	354	864	918	212	451	609	510	1016	766	228	579	381	438	155	
Unweighted Sample	1782	454	456	77	240	534	425	354	878	904	190	309	703	580	1233	549	187	604	394	426	171	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Feb 4-5	Jan 12-13																				
Thinking about your household spending, which ONE, if any, of the following costs are you currently most worried about?																							
Gas/electricity bills	36	27	20	30	29	34	27	29	28	24	29	14	14	28	42	22	33	17	25	27	32	31	
Mortgage/rent	15	17	17	16	16	17	18	13	17	16	18	20	26	19	5	19	14	23	18	18	15	8	
Food bills	11	9	5	11	7	9	7	10	8	8	10	7	12	9	6	8	10	8	10	8	6	11	
Council tax	6	5	5	6	7	7	6	5	7	6	5	5	3	6	7	6	5	4	7	6	4	2	
Petrol bills	12	3	3	3	3	0	2	4	2	3	3	5	4	2	1	2	4	2	3	3	3	2	
Phone/TV/Internet bills	1	2	1	1	6	1	1	2	3	2	2	2	3	2	1	2	1	4	2	3	1	0	
None of the above	15	31	42	27	29	27	36	30	31	35	27	30	28	30	34	35	25	29	31	27	31	40	
Don't know	4	7	5	6	3	4	3	7	5	6	7	17	10	4	3	6	8	14	4	7	7	6	
Thinking specifically about rising gas and electricity bills, which TWO or THREE, if any, of the following do you think needs to be done in order to lower or stabilise them? (Please select up to three options)																							
The energy companies need to stop making excessive profits from their customers	65	68	62	76	66	71	70	72	71	62	73	47	59	76	75	64	72	62	68	68	68	72	
Britain needs to invest more in other sources of energy that may be less subject to fluctuating global prices	49	43	43	43	49	34	42	40	50	48	39	48	39	45	42	48	37	43	45	41	41	45	
The government needs to force the energy companies to charge less	48	42	32	55	39	46	40	49	42	40	44	27	34	48	49	37	49	34	42	44	43	46	
People need to be more careful with how much energy they use	28	27	38	19	23	29	35	20	27	28	26	25	28	26	28	29	24	23	32	27	25	18	
People need to install measures such as insulation to make their homes more efficient and bring their energy bills down	30	26	33	17	34	24	28	20	30	28	24	30	23	24	28	30	20	25	29	23	25	24	
People need to shop around for the best tariffs	21	25	34	20	32	31	31	21	25	27	24	19	26	24	28	26	24	25	22	31	25	23	
Other	1	2	1	1	1	2	2	2	2	2	2	3	1	1	3	2	2	3	2	1	2	1	
Don't know	3	6	4	4	4	3	2	5	4	5	6	16	10	2	2	5	6	7	4	5	7	5	
Not applicable - I don't think there is anything that can be done to lower or stabilise bills	2	3	2	2	3	3	2	2	2	3	3	7	4	1	1	2	3	6	3	2	1	2	