




Ipsos **Energy saving advice for** **Britons - polling**

November 2022

85% of Britons are reducing their gas and / or electricity usage

Two in five (40%) are doing
so using advice, while 17%
are doing so and searching
for advice on how to

Q. Thinking about reducing the amount of gas and / or electricity used at home, which of the following statements best describes your household?
Base: 1,072 Online British adults aged 18-75, 1st – 4th November 2022

A glowing mushroom-shaped lamp with a white, rounded top and a white stem, emitting a warm, yellowish light. The lamp is set against a dark blue background. The light from the lamp creates a soft glow on the surface it sits on.

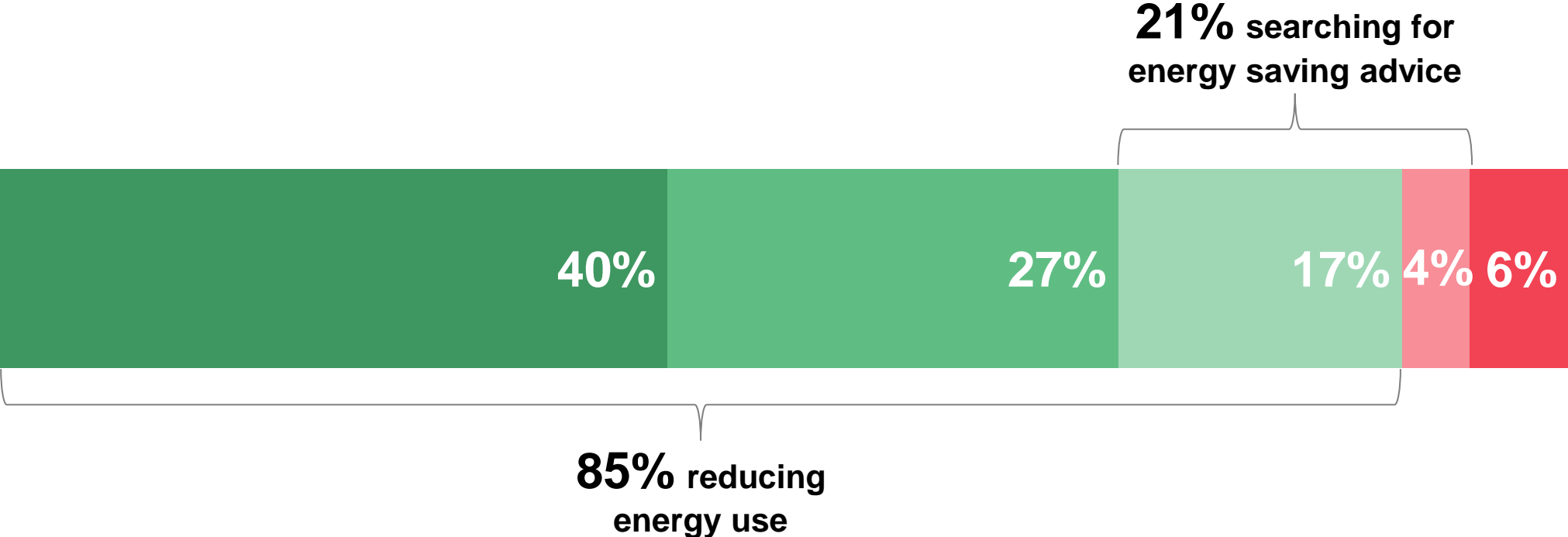
**One in ten
(10%) Britons
have not
reduced their
energy use**

**But within this group, 4%
are searching for advice
on how they could do this**

Q. Thinking about reducing the amount of gas and / or electricity used at home, which of the following...
Base: 1,072 Online British adults aged 18-75, 1st – 4th November 2022

Most Britons are already reducing their gas and electricity consumption, while one in five want advice on how

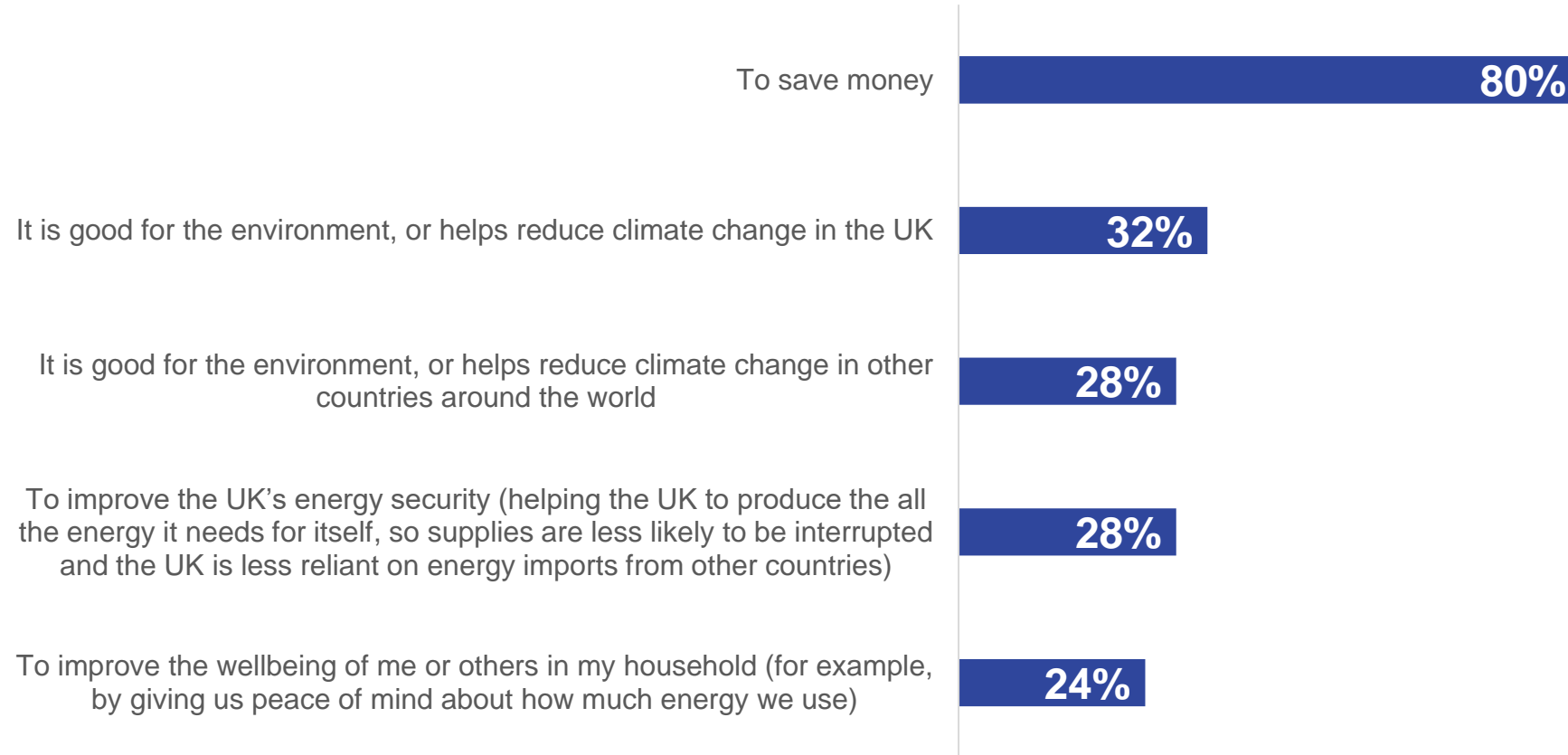
■ Reducing gas / electricity used, following advice
 ■ Reducing gas / electricity used, not receiving / searching for advice
 ■ Reducing gas / electricity used, searching for advice
 ■ Not reducing gas / electricity used, searching for advice
 ■ Not reducing gas / electricity used, not receiving / searching for advice



Q. Thinking about reducing the amount of gas and / or electricity used at home, which of the following statements best describes your household?
 Base: 1,072 Online British adults aged 18-75, 1st – 4th November 2022. NB: Don't know / Prefer not to say not shown

Cost cutting is the most common reason for saving energy – but the environmental benefits are also a key consideration

Reasons for saving energy at home

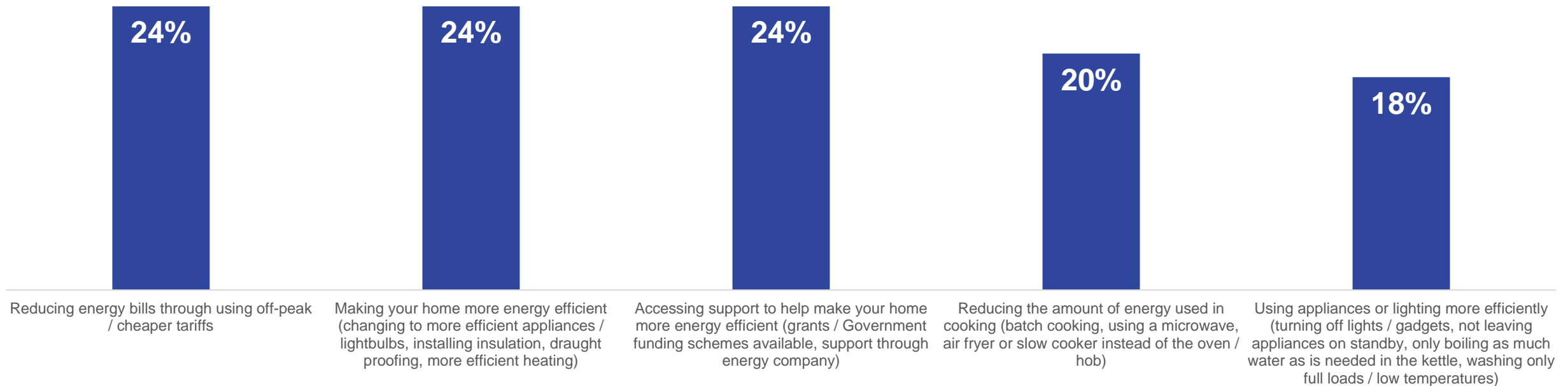


Q. Thinking about why your household might want to save energy at home, which, if any, of the reasons shown below most apply to your household?

Base: 951 Online British adults aged 18-75, who are reducing energy usage and / or receiving or searching for advice on how to, 1st – 4th November 2022. NB: Don't know / Prefer not to say not shown

Britons need advice both on simple energy saving behaviours, and also more substantial changes they could make to their homes

Top 5 areas where energy saving advice is needed



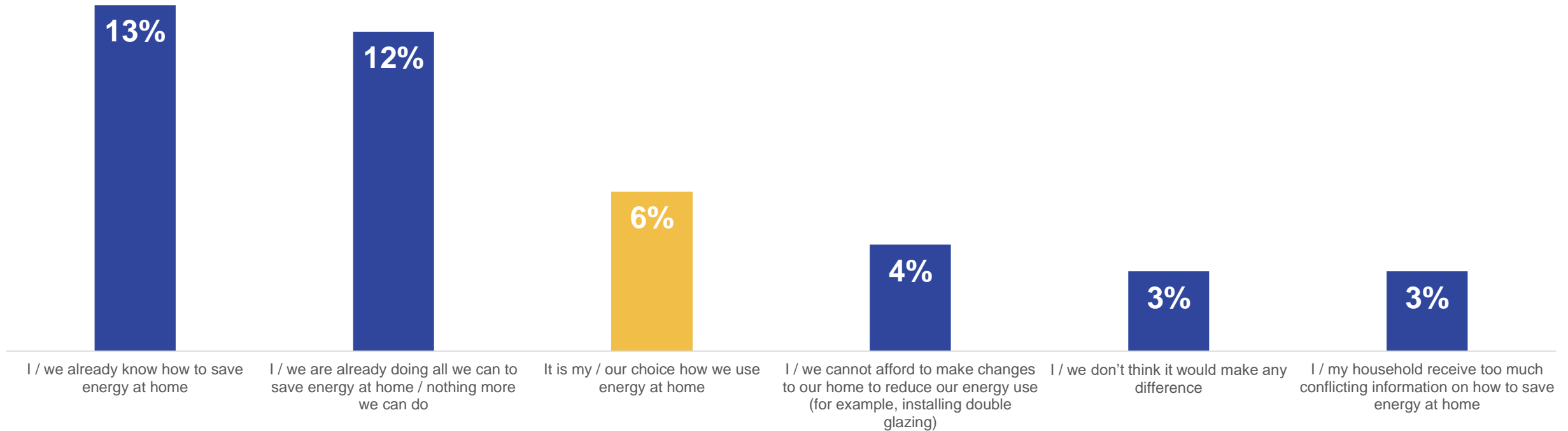
Q. If you were offered it, in which of the following areas, if any, would your household most need advice on how to save energy at home?

Base: 1,072 Online British adults aged 18-75, 1st – 4th November 2022.

One in twenty Britons (6%) are not seeking energy saving advice and say it is because they feel it's their own personal choice how they use energy at home.

Around one in eight are not seeking energy advice because they already know how to save energy at home.

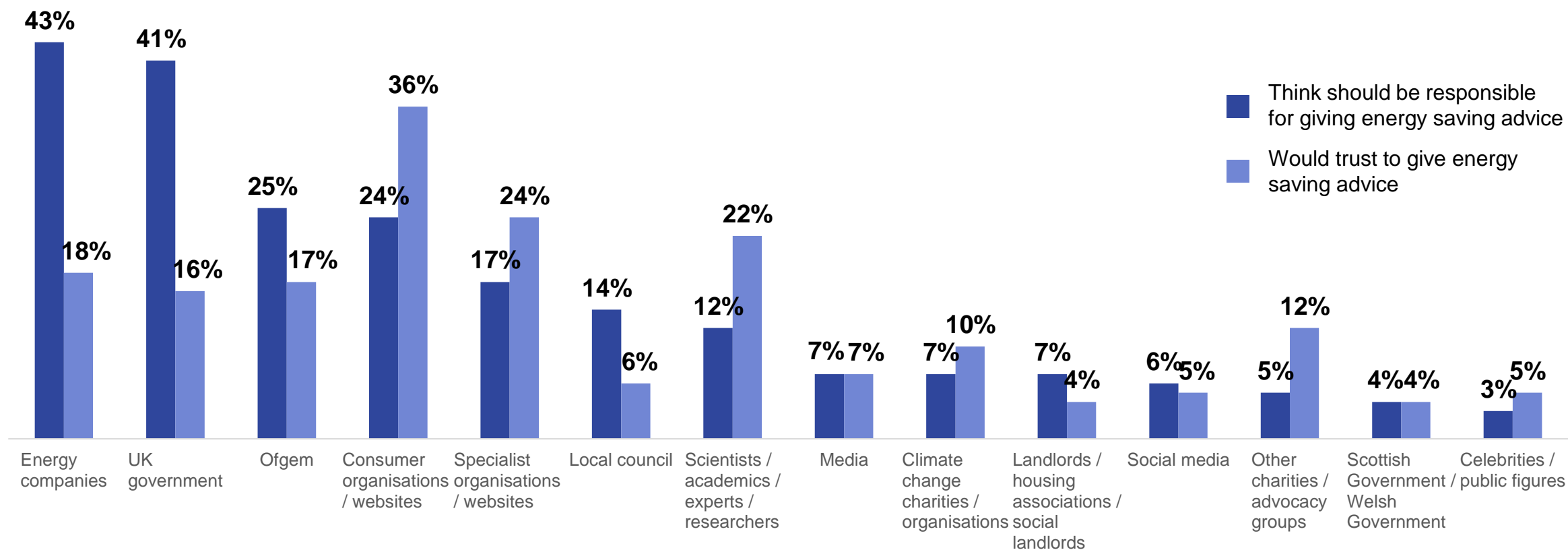
Top 5 reasons for not seeking energy saving advice



Q. Thinking about why your household might not want to receive advice on saving energy at home, which, if any, of the reasons shown below most apply to your household?

Base: 1,072 Online British adults aged 18-75, 1st – 4th November 2022. NB: Question only asked of those not seeking energy saving advice but rebased on all to show population prevalence.

Britons say energy companies and the Government should be most responsible for giving advice – but do not necessarily trust them to



Q. Advice on how to save energy at home can come from lots of different sources. Who, if anyone, do you think should be most responsible for giving advice to consumers on how to save energy at home?.

Q. Still thinking about sources of advice on how to save energy at home. Who, if anyone, do you trust most to give advice to consumers on how to save energy at home?

Base: 1,072. All Adults aged 18-75 in GB .NB: Don't know, prefer not to say and none of these responses not shown. NB: Only respondents in Scotland and Wales were shown the option for Scottish or Welsh Government.

Technical notes

- The research was carried out by Ipsos.
- Ipsos interviewed a representative quota sample of 1,072 adults aged 18-75 in Britain using its online i:omnibus on 1st – 4th November 2022.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of Britain.
- All surveys are subject to a range of potential sources of error.
- For more information on the Ipsos online i:omnibus please contact the team at <https://www.ipsosomnibussurveys.com/>



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