



**Opinium Research Results/ Tables    January 2013**

**2,035 Online Interviews (UK Nat. Rep)**

**Field: 22nd to 24th January 2013**

If the Base is not otherwise specified, the table is based on the full sample and is representative of all UK adults

Where column base is below 50 respondents, figures should be seen as indicative only and we advise against using these when reporting unless appropriate caveats are given

Gender

Age

	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
OP3295 QS1 How did you vote in the last general election, if you voted at all?							
<b>Base: All respondents</b>	<b>2035</b> 100%	<b>990</b> 100%	<b>1045</b> 100%	<b>2035</b> 100%	<b>586</b> 100%	<b>720</b> 100%	<b>729</b> 100%
<b>Conservative</b>	<b>563</b> 28%	<b>290</b> 29%	<b>274</b> 26%	<b>563</b> 28%	<b>93</b> 16%	<b>191</b> 27%	<b>280</b> 38%
<b>Labour</b>	<b>492</b> 24%	<b>238</b> 24%	<b>254</b> 24%	<b>492</b> 24%	<b>145</b> 25%	<b>195</b> 27%	<b>152</b> 21%
<b>Liberal Democrat</b>	<b>341</b> 17%	<b>164</b> 17%	<b>177</b> 17%	<b>341</b> 17%	<b>108</b> 18%	<b>112</b> 16%	<b>121</b> 17%
<b>Some other party</b>	<b>213</b> 10%	<b>124</b> 12%	<b>90</b> 9%	<b>213</b> 10%	<b>47</b> 8%	<b>69</b> 10%	<b>97</b> 13%
<b>I did not vote</b>	<b>312</b> 15%	<b>131</b> 13%	<b>181</b> 17%	<b>312</b> 15%	<b>139</b> 24%	<b>116</b> 16%	<b>58</b> 8%
<b>Don't know</b>	<b>54</b> 3%	<b>19</b> 2%	<b>35</b> 3%	<b>54</b> 3%	<b>36</b> 6%	<b>13</b> 2%	<b>5</b> 1%
<b>Prefer not to say</b>	<b>59</b> 3%	<b>25</b> 3%	<b>34</b> 3%	<b>59</b> 3%	<b>18</b> 3%	<b>24</b> 3%	<b>16</b> 2%

Region

OP3295 QS1  
How did you vote in  
the last general  
election, if you voted  
at all?

	<b>Total</b>	North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
<b>Base: All respondents</b>	<b>2035</b> 100%	<b>86</b> 100%	<b>226</b> 100%	<b>174</b> 100%	<b>147</b> 100%	<b>176</b> 100%	<b>190</b> 100%	<b>254</b> 100%	<b>277</b> 100%	<b>175</b> 100%	<b>99</b> 100%	<b>173</b> 100%
<b>Conservative</b>	<b>563</b> 28%	<b>17</b> 20%	<b>46</b> 20%	<b>50</b> 29%	<b>33</b> 22%	<b>59</b> 33%	<b>67</b> 35%	<b>72</b> 28%	<b>109</b> 39%	<b>54</b> 31%	<b>24</b> 24%	<b>26</b> 15%
<b>Labour</b>	<b>492</b> 24%	<b>36</b> 42%	<b>75</b> 33%	<b>44</b> 25%	<b>22</b> 15%	<b>49</b> 28%	<b>34</b> 18%	<b>77</b> 30%	<b>46</b> 17%	<b>25</b> 14%	<b>22</b> 22%	<b>55</b> 32%
<b>Liberal Democrat</b>	<b>341</b> 17%	<b>6</b> 6%	<b>43</b> 19%	<b>29</b> 16%	<b>30</b> 20%	<b>30</b> 17%	<b>38</b> 20%	<b>43</b> 17%	<b>47</b> 17%	<b>48</b> 27%	<b>15</b> 15%	<b>14</b> 8%
<b>Some other party</b>	<b>213</b> 10%	<b>7</b> 8%	<b>12</b> 5%	<b>18</b> 10%	<b>18</b> 12%	<b>14</b> 8%	<b>11</b> 6%	<b>11</b> 4%	<b>15</b> 6%	<b>14</b> 8%	<b>16</b> 16%	<b>54</b> 31%
<b>I did not vote</b>	<b>312</b> 15%	<b>17</b> 20%	<b>44</b> 19%	<b>21</b> 12%	<b>34</b> 23%	<b>17</b> 10%	<b>30</b> 16%	<b>27</b> 11%	<b>44</b> 16%	<b>26</b> 15%	<b>17</b> 17%	<b>15</b> 9%
<b>Don't know</b>	<b>54</b> 3%	<b>2</b> 3%	<b>2</b> 1%	<b>3</b> 2%	<b>7</b> 5%	<b>5</b> 3%	<b>8</b> 4%	<b>5</b> 2%	<b>6</b> 2%	<b>6</b> 4%	<b>2</b> 2%	<b>5</b> 3%
<b>Prefer not to say</b>	<b>59</b> 3%	<b>1</b> 1%	<b>4</b> 2%	<b>10</b> 6%	<b>3</b> 2%	<b>2</b> 1%	<b>2</b> 1%	<b>18</b> 7%	<b>9</b> 3%	<b>2</b> 1%	<b>3</b> 3%	<b>4</b> 2%

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**Northern  
Ireland**

OP3295 QS1  
How did you vote in  
the last general  
election, if you voted  
at all?

<b>Base: All</b>	<b>57</b>
<i>respondents</i>	<b>100%</b>
	<b>7</b>
<b>Conservative</b>	<b>12%</b>
	<b>7</b>
<b>Labour</b>	<b>13%</b>
	<b>0</b>
<b>Liberal Democrat</b>	<b>0</b>
	<b>23</b>
<b>Some other party</b>	<b>40%</b>
	<b>19</b>
<b>I did not vote</b>	<b>33%</b>
	<b>2</b>
<b>Don't know</b>	<b>3%</b>
	<b>0</b>
<b>Prefer not to say</b>	<b>0</b>

Daily  
Newspaper

	<b>Total</b>	The Daily Mail	The Daily Telegraph	The Daily Express	The Daily Mirror	The Daily Star	The Financial Times	The Guardian	The Glasgow Herald	The Independen t	The Scotsman
OP3295 QS1 How did you vote in the last general election, if you voted at all?											
<b>Base: All respondents</b>	<b>2035</b> 100%	<b>282</b> 100%	<b>73</b> 100%	<b>47</b> 100%	<b>130</b> 100%	<b>43</b> 100%	<b>10</b> 100%	<b>99</b> 100%	<b>4</b> 100%	<b>32</b> 100%	<b>7</b> 100%
<b>Conservative</b>	<b>563</b> 28%	<b>128</b> 45%	<b>45</b> 62%	<b>22</b> 46%	<b>14</b> 11%	<b>9</b> 20%	<b>3</b> 29%	<b>7</b> 7%	<b>1</b> 24%	<b>6</b> 20%	<b>2</b> 25%
<b>Labour</b>	<b>492</b> 24%	<b>52</b> 18%	<b>7</b> 10%	<b>14</b> 29%	<b>78</b> 59%	<b>15</b> 35%	<b>0</b> 0	<b>40</b> 41%	<b>1</b> 24%	<b>11</b> 35%	<b>1</b> 12%
<b>Liberal Democrat</b>	<b>341</b> 17%	<b>33</b> 12%	<b>10</b> 14%	<b>2</b> 5%	<b>19</b> 15%	<b>3</b> 8%	<b>3</b> 26%	<b>26</b> 26%	<b>0</b> 0	<b>8</b> 24%	<b>0</b> 0
<b>Some other party</b>	<b>213</b> 10%	<b>30</b> 11%	<b>6</b> 8%	<b>5</b> 10%	<b>8</b> 6%	<b>4</b> 9%	<b>3</b> 27%	<b>10</b> 10%	<b>2</b> 52%	<b>1</b> 2%	<b>4</b> 63%
<b>I did not vote</b>	<b>312</b> 15%	<b>28</b> 10%	<b>3</b> 5%	<b>5</b> 11%	<b>9</b> 7%	<b>11</b> 25%	<b>2</b> 18%	<b>7</b> 7%	<b>0</b> 0	<b>6</b> 19%	<b>0</b> 0
<b>Don't know</b>	<b>54</b> 3%	<b>3</b> 1%	<b>0</b> 0	<b>0</b> 0	<b>2</b> 1%	<b>0</b> 0	<b>0</b> 0	<b>3</b> 3%	<b>0</b> 0	<b>0</b> 0	<b>0</b> 0
<b>Prefer not to say</b>	<b>59</b> 3%	<b>8</b> 3%	<b>1</b> 1%	<b>0</b> 0	<b>1</b> 1%	<b>1</b> 3%	<b>0</b> 0	<b>6</b> 6%	<b>0</b> 0	<b>0</b> 0	<b>0</b> 0

OP3295 QS1  
 How did you vote in  
 the last general  
 election, if you voted  
 at all?

	The Sun	The Times	The Western Mail	Other national newspaper	Other regional newspaper	Other local newspaper	I do read a newspaper most days, but I don't tend to stick to one	I don't read a newspaper most weekdays	
<b>Base: All respondents</b>	<b>213</b> 100%	<b>71</b> 100%	<b>1</b> 100%	<b>44</b> 100%	<b>38</b> 100%	<b>74</b> 100%	<b>51</b> 100%	<b>815</b> 100%	
<b>Conservative</b>	<b>61</b> 29%	<b>33</b> 46%	<b>0</b> 0	<b>9</b> 21%	<b>7</b> 18%	<b>22</b> 29%	<b>12</b> 24%	<b>184</b> 23%	
<b>Labour</b>	<b>50</b> 23%	<b>17</b> 24%	<b>1</b> 100%	<b>12</b> 28%	<b>8</b> 21%	<b>16</b> 22%	<b>12</b> 23%	<b>158</b> 19%	
<b>Liberal Democrat</b>	<b>16</b> 7%	<b>12</b> 17%	<b>0</b> 0	<b>8</b> 18%	<b>7</b> 19%	<b>7</b> 10%	<b>10</b> 20%	<b>175</b> 22%	
<b>Some other party</b>	<b>26</b> 12%	<b>4</b> 6%	<b>0</b> 0	<b>4</b> 10%	<b>6</b> 16%	<b>7</b> 10%	<b>4</b> 8%	<b>90</b> 11%	
<b>I did not vote</b>	<b>48</b> 23%	<b>3</b> 4%	<b>0</b> 0	<b>7</b> 16%	<b>8</b> 21%	<b>16</b> 22%	<b>9</b> 18%	<b>151</b> 19%	
<b>Don't know</b>	<b>6</b> 3%	<b>0</b> 0	<b>0</b> 0	<b>1</b> 3%	<b>1</b> 3%	<b>1</b> 2%	<b>3</b> 5%	<b>33</b> 4%	
<b>Prefer not to say</b>	<b>6</b> 3%	<b>2</b> 3%	<b>0</b> 0	<b>3</b> 6%	<b>1</b> 2%	<b>4</b> 6%	<b>1</b> 2%	<b>24</b> 3%	

Gender

Age

**Total**    Male    Female    **Total**    18-34    35-54    55+

OP3295 QS2

Which of these, if any, is your usual daily newspaper?

	2035	990	1045	2035	586	720	729
	100%	100%	100%	100%	100%	100%	100%
<b>Base: All respondents</b>	<b>282</b>	<b>129</b>	<b>153</b>	<b>282</b>	<b>54</b>	<b>84</b>	<b>144</b>
<b>The Daily Mail</b>	<b>14%</b>	<b>13%</b>	<b>15%</b>	<b>14%</b>	<b>9%</b>	<b>12%</b>	<b>20%</b>
<b>The Sun</b>	<b>213</b>	<b>112</b>	<b>100</b>	<b>213</b>	<b>72</b>	<b>92</b>	<b>48</b>
	<b>10%</b>	<b>11%</b>	<b>10%</b>	<b>10%</b>	<b>12%</b>	<b>13%</b>	<b>7%</b>
<b>The Daily Mirror</b>	<b>130</b>	<b>64</b>	<b>66</b>	<b>130</b>	<b>34</b>	<b>44</b>	<b>52</b>
	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>
<b>The Guardian</b>	<b>99</b>	<b>54</b>	<b>45</b>	<b>99</b>	<b>44</b>	<b>31</b>	<b>24</b>
	<b>5%</b>	<b>5%</b>	<b>4%</b>	<b>5%</b>	<b>8%</b>	<b>4%</b>	<b>3%</b>
<b>The Daily Telegraph</b>	<b>73</b>	<b>45</b>	<b>28</b>	<b>73</b>	<b>11</b>	<b>19</b>	<b>43</b>
	<b>4%</b>	<b>5%</b>	<b>3%</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>	<b>6%</b>
<b>The Times</b>	<b>71</b>	<b>40</b>	<b>31</b>	<b>71</b>	<b>16</b>	<b>26</b>	<b>29</b>
	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>	<b>4%</b>
<b>The Daily Express</b>	<b>47</b>	<b>21</b>	<b>27</b>	<b>47</b>	<b>9</b>	<b>12</b>	<b>26</b>
	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>4%</b>
<b>The Daily Star</b>	<b>43</b>	<b>24</b>	<b>19</b>	<b>43</b>	<b>18</b>	<b>15</b>	<b>10</b>
	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>
<b>The Independent</b>	<b>32</b>	<b>18</b>	<b>14</b>	<b>32</b>	<b>15</b>	<b>9</b>	<b>8</b>
	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>
<b>The Financial Times</b>	<b>10</b>	<b>9</b>	<b>1</b>	<b>10</b>	<b>5</b>	<b>3</b>	<b>2</b>
	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>
<b>The Scotsman</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>3</b>
	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
	<b>4</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

Gender

Age

OP3295 QS2

Which of these, if any, is your usual daily newspaper?

	Total	Male	Female	Total	18-34	35-54	55+
<b>The Glasgow Herald</b>	0%	0%	0%	0%	0	0	1%
	1	0	1	1	1	0	0
<b>The Western Mail</b>	0%	0	0%	0%	0%	0	0
	44	26	18	44	10	20	14
<b>Other national newspaper</b>	2%	3%	2%	2%	2%	3%	2%
	38	20	18	38	10	10	19
<b>Other regional newspaper</b>	2%	2%	2%	2%	2%	1%	3%
	74	30	44	74	17	22	35
<b>Other local newspaper</b>	4%	3%	4%	4%	3%	3%	5%
	51	28	22	51	15	19	17
<b>I do read a newspaper most days, but I don't tend to stick to one</b>	2%	3%	2%	2%	3%	3%	2%
	815	364	451	815	252	313	250
<b>I don't read a newspaper most weekdays</b>	40%	37%	43%	40%	43%	43%	34%





Region

OP3295 QS2

Which of these, if any, is your usual daily newspaper?

	Total	North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales
<b>The Glasgow Herald</b>	0%	0	0	0	0	0	0	0	0	0	0
	1	0	0	0	0	0	0	1	0	0	0
<b>The Western Mail</b>	0%	0	0	0	0	0	0	0%	0	0	0
	44	2	4	4	4	3	4	7	5	2	3
<b>Other national newspaper</b>	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	3%
	38	3	5	2	1	1	8	5	1	2	1
<b>Other regional newspaper</b>	2%	4%	2%	1%	1%	1%	4%	2%	0%	1%	1%
	74	3	6	11	0	13	9	8	7	4	4
<b>Other local newspaper</b>	4%	3%	3%	7%	0	7%	5%	3%	3%	2%	4%
	51	1	7	3	3	5	1	8	7	4	2
<b>I do read a newspaper most days, but I don't tend to stick to one</b>	2%	1%	3%	2%	2%	3%	1%	3%	2%	2%	2%
	815	40	92	70	80	70	88	53	117	83	38
<b>I don't read a newspaper most weekdays</b>	40%	47%	41%	40%	54%	40%	46%	21%	42%	48%	38%

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OP3295 QS2

	Scotland	Northern Ireland
Which of these, if any, is your usual daily newspaper?		
<b>Base: All respondents</b>	<b>173</b> <b>100%</b>	<b>57</b> <b>100%</b>
<b>The Daily Mail</b>	<b>19</b> <b>11%</b>	<b>7</b> <b>12%</b>
<b>The Sun</b>	<b>18</b> <b>10%</b>	<b>9</b> <b>15%</b>
<b>The Daily Mirror</b>	<b>9</b> <b>5%</b>	<b>7</b> <b>13%</b>
<b>The Guardian</b>	<b>11</b> <b>6%</b>	<b>1</b> <b>1%</b>
<b>The Daily Telegraph</b>	<b>5</b> <b>3%</b>	<b>1</b> <b>2%</b>
<b>The Times</b>	<b>3</b> <b>2%</b>	<b>2</b> <b>3%</b>
<b>The Daily Express</b>	<b>4</b> <b>3%</b>	<b>1</b> <b>1%</b>
<b>The Daily Star</b>	<b>1</b> <b>1%</b>	<b>1</b> <b>2%</b>
<b>The Independent</b>	<b>2</b> <b>1%</b>	<b>1</b> <b>2%</b>
<b>The Financial Times</b>	<b>1</b> <b>1%</b>	<b>0</b> <b>0%</b>
<b>The Scotsman</b>	<b>5</b> <b>3%</b>	<b>0</b> <b>0%</b>
	<b>4</b>	<b>0</b>

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OP3295 QS2

	Scotland	Northern Ireland
Which of these, if any, is your usual daily newspaper?		
<b>The Glasgow Herald</b>	2%	0
	0	0
<b>The Western Mail</b>	0	0
	7	0
<b>Other national newspaper</b>	4%	0
	8	1
<b>Other regional newspaper</b>	4%	1%
	4	5
<b>Other local newspaper</b>	2%	8%
	11	0
<b>I do read a newspaper most days, but I don't tend to stick to one</b>	6%	0
<b>I don't read a newspaper most weekdays</b>	62	22
	36%	39%

## Vote

	<b>Total</b>	<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	<b>Some other party</b>	<b>I did not vote</b>	<b>Don't know</b>	<b>Prefer not to say</b>
OP3295 QS2								
Which of these, if any, is your usual daily newspaper?								
<b>Base: All respondents</b>	<b>2035</b>	<b>563</b>	<b>492</b>	<b>341</b>	<b>213</b>	<b>312</b>	<b>54</b>	<b>59</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>The Daily Mail</b>	<b>282</b>	<b>128</b>	<b>52</b>	<b>33</b>	<b>30</b>	<b>28</b>	<b>3</b>	<b>8</b>
	<b>14%</b>	<b>23%</b>	<b>10%</b>	<b>10%</b>	<b>14%</b>	<b>9%</b>	<b>6%</b>	<b>14%</b>
<b>The Sun</b>	<b>213</b>	<b>61</b>	<b>50</b>	<b>16</b>	<b>26</b>	<b>48</b>	<b>6</b>	<b>6</b>
	<b>10%</b>	<b>11%</b>	<b>10%</b>	<b>5%</b>	<b>12%</b>	<b>15%</b>	<b>12%</b>	<b>11%</b>
<b>The Daily Mirror</b>	<b>130</b>	<b>14</b>	<b>78</b>	<b>19</b>	<b>8</b>	<b>9</b>	<b>2</b>	<b>1</b>
	<b>6%</b>	<b>2%</b>	<b>16%</b>	<b>6%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>
<b>The Guardian</b>	<b>99</b>	<b>7</b>	<b>40</b>	<b>26</b>	<b>10</b>	<b>7</b>	<b>3</b>	<b>6</b>
	<b>5%</b>	<b>1%</b>	<b>8%</b>	<b>8%</b>	<b>5%</b>	<b>2%</b>	<b>6%</b>	<b>11%</b>
<b>The Daily Telegraph</b>	<b>73</b>	<b>45</b>	<b>7</b>	<b>10</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>1</b>
	<b>4%</b>	<b>8%</b>	<b>1%</b>	<b>3%</b>	<b>3%</b>	<b>1%</b>	<b>0</b>	<b>1%</b>
<b>The Times</b>	<b>71</b>	<b>33</b>	<b>17</b>	<b>12</b>	<b>4</b>	<b>3</b>	<b>0</b>	<b>2</b>
	<b>3%</b>	<b>6%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>0</b>	<b>3%</b>
<b>The Daily Express</b>	<b>47</b>	<b>22</b>	<b>14</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>0</b>
	<b>2%</b>	<b>4%</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>0</b>	<b>0</b>
<b>The Daily Star</b>	<b>43</b>	<b>9</b>	<b>15</b>	<b>3</b>	<b>4</b>	<b>11</b>	<b>0</b>	<b>1</b>
	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>0</b>	<b>2%</b>
<b>The Independent</b>	<b>32</b>	<b>6</b>	<b>11</b>	<b>8</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>0</b>
	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>0%</b>	<b>2%</b>	<b>0</b>	<b>0</b>
<b>The Financial Times</b>	<b>10</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>
	<b>0%</b>	<b>1%</b>	<b>0</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0</b>	<b>0</b>
<b>The Scotsman</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0</b>	<b>2%</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>4</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>

Vote

OP3295 QS2

Which of these, if any, is your usual daily newspaper?

	<b>Total</b>	<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	<b>Some other party</b>	<b>I did not vote</b>	<b>Don't know</b>	<b>Prefer not to say</b>
<b>The Glasgow Herald</b>	0%	0%	0%	0	1%	0	0	0
	1	0	1	0	0	0	0	0
<b>The Western Mail</b>	0%	0	0%	0	0	0	0	0
	44	9	12	8	4	7	1	3
<b>Other national newspaper</b>	2%	2%	2%	2%	2%	2%	3%	4%
	38	7	8	7	6	8	1	1
<b>Other regional newspaper</b>	2%	1%	2%	2%	3%	3%	2%	1%
	74	22	16	7	7	16	1	4
<b>Other local newspaper</b>	4%	4%	3%	2%	3%	5%	2%	7%
	51	12	12	10	4	9	3	1
<b>I do read a newspaper most days, but I don't tend to stick to one</b>	2%	2%	2%	3%	2%	3%	5%	2%
	815	184	158	175	90	151	33	24
<b>I don't read a newspaper most weekdays</b>	40%	33%	32%	51%	42%	48%	61%	41%

	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
OP3295 Q1							
What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?							
<b>Base: All respondents</b>	<b>2035</b>	<b>990</b>	<b>1045</b>	<b>2035</b>	<b>586</b>	<b>720</b>	<b>729</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
	970	493	477	970	213	389	369
<b>Energy companies have raised prices to make extra profits</b>	<b>48%</b>	<b>50%</b>	<b>46%</b>	<b>48%</b>	<b>36%</b>	<b>54%</b>	<b>51%</b>
<b>Wholesale gas prices have gone up and energy companies have had to pass on these increases to consumers</b>	<b>335</b>	<b>178</b>	<b>157</b>	<b>335</b>	<b>87</b>	<b>112</b>	<b>136</b>
	<b>16%</b>	<b>18%</b>	<b>15%</b>	<b>16%</b>	<b>15%</b>	<b>16%</b>	<b>19%</b>
	141	54	86	141	65	40	35
<b>Prices have increased due to inflation</b>	<b>7%</b>	<b>5%</b>	<b>8%</b>	<b>7%</b>	<b>11%</b>	<b>6%</b>	<b>5%</b>
<b>Increased government taxes to help fund investment in renewable energy such as wind turbines</b>	<b>140</b>	<b>83</b>	<b>57</b>	<b>140</b>	<b>31</b>	<b>37</b>	<b>72</b>
	<b>7%</b>	<b>8%</b>	<b>5%</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>10%</b>
	73	36	37	73	40	19	14
<b>Energy demand has increased which has put a strain on supply</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>7%</b>	<b>3%</b>	<b>2%</b>
<b>Energy companies have been making major new capital investments</b>	<b>68</b>	<b>35</b>	<b>33</b>	<b>68</b>	<b>22</b>	<b>16</b>	<b>30</b>
	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>	<b>2%</b>	<b>4%</b>

	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
OP3295 Q1 What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?							
<b>Increased government taxes to fund spending in other non-energy areas e.g. healthcare, education, transport etc.</b>	<b>68</b>	<b>34</b>	<b>34</b>	<b>68</b>	<b>29</b>	<b>24</b>	<b>15</b>
	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>5%</b>	<b>3%</b>	<b>2%</b>
<b>Other [please specify]</b>	<b>32</b>	<b>22</b>	<b>10</b>	<b>32</b>	<b>5</b>	<b>12</b>	<b>14</b>
	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>
<b>Don't know</b>	<b>208</b>	<b>54</b>	<b>154</b>	<b>208</b>	<b>95</b>	<b>69</b>	<b>43</b>
	<b>10%</b>	<b>5%</b>	<b>15%</b>	<b>10%</b>	<b>16%</b>	<b>10%</b>	<b>6%</b>



Region

OP3295 Q1

What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?

	<b>Total</b>	<b>North East</b>	<b>North West</b>	<b>Yorks &amp; Humber</b>	<b>East Midlands</b>	<b>West Midlands</b>	<b>East of England</b>	<b>London</b>	<b>South East</b>	<b>South West</b>
<b>Base: All respondents</b>	<b>2035</b>	<b>86</b>	<b>226</b>	<b>174</b>	<b>147</b>	<b>176</b>	<b>190</b>	<b>254</b>	<b>277</b>	<b>175</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
	<b>970</b>	<b>46</b>	<b>116</b>	<b>85</b>	<b>74</b>	<b>90</b>	<b>97</b>	<b>114</b>	<b>113</b>	<b>74</b>
<b>Energy companies have raised prices to make extra profits</b>	<b>48%</b>	<b>54%</b>	<b>51%</b>	<b>49%</b>	<b>51%</b>	<b>51%</b>	<b>51%</b>	<b>45%</b>	<b>41%</b>	<b>42%</b>
<b>Wholesale gas prices have gone up and energy companies have had to pass on these increases to consumers</b>	<b>335</b>	<b>10</b>	<b>41</b>	<b>20</b>	<b>21</b>	<b>31</b>	<b>39</b>	<b>45</b>	<b>48</b>	<b>30</b>
	<b>16%</b>	<b>12%</b>	<b>18%</b>	<b>12%</b>	<b>14%</b>	<b>18%</b>	<b>21%</b>	<b>18%</b>	<b>17%</b>	<b>17%</b>
	<b>141</b>	<b>8</b>	<b>14</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>18</b>	<b>19</b>	<b>13</b>
<b>Prices have increased due to inflation</b>	<b>7%</b>	<b>10%</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>5%</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>8%</b>
<b>Increased government taxes to help fund investment in renewable energy such as wind turbines</b>	<b>140</b>	<b>7</b>	<b>13</b>	<b>14</b>	<b>12</b>	<b>9</b>	<b>11</b>	<b>23</b>	<b>21</b>	<b>12</b>
	<b>7%</b>	<b>9%</b>	<b>6%</b>	<b>8%</b>	<b>8%</b>	<b>5%</b>	<b>6%</b>	<b>9%</b>	<b>8%</b>	<b>7%</b>
	<b>73</b>	<b>2</b>	<b>8</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>13</b>	<b>11</b>
<b>Energy demand has increased which has put a strain on supply</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>5%</b>	<b>3%</b>	<b>2%</b>	<b>5%</b>	<b>6%</b>
<b>Energy companies have been making major new capital investments</b>	<b>68</b>	<b>2</b>	<b>6</b>	<b>4</b>	<b>1</b>	<b>7</b>	<b>6</b>	<b>11</b>	<b>16</b>	<b>4</b>
	<b>3%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>6%</b>	<b>2%</b>

Region

OP3295 Q1

What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?

	<b>Total</b>	<b>North East</b>	<b>North West</b>	<b>Yorks &amp; Humber</b>	<b>East Midlands</b>	<b>West Midlands</b>	<b>East of England</b>	<b>London</b>	<b>South East</b>	<b>South West</b>
<b>Increased government taxes to fund spending in other non-energy areas e.g. healthcare, education, transport etc.</b>	<b>68</b>	<b>1</b>	<b>6</b>	<b>6</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>9</b>	<b>17</b>	<b>10</b>
	<b>3%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>4%</b>	<b>6%</b>	<b>6%</b>
<b>Other [please specify]</b>	<b>32</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>4</b>
	<b>2%</b>	<b>4%</b>	<b>1%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>
<b>Don't know</b>	<b>208</b>	<b>7</b>	<b>20</b>	<b>21</b>	<b>21</b>	<b>19</b>	<b>17</b>	<b>24</b>	<b>25</b>	<b>16</b>
	<b>10%</b>	<b>8%</b>	<b>9%</b>	<b>12%</b>	<b>14%</b>	<b>11%</b>	<b>9%</b>	<b>10%</b>	<b>9%</b>	<b>9%</b>

	Wales	Scotland	Northern Ireland
OP3295 Q1 What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?			
<b>Base: All respondents</b>	<b>99</b> <b>100%</b>	<b>173</b> <b>100%</b>	<b>57</b> <b>100%</b>
	<b>50</b>	<b>90</b>	<b>20</b>
<b>Energy companies have raised prices to make extra profits</b>	<b>51%</b>	<b>52%</b>	<b>36%</b>
<b>Wholesale gas prices have gone up and energy companies have had to pass on these increases to consumers</b>	<b>11</b> <b>12%</b>	<b>29</b> <b>17%</b>	<b>7</b> <b>13%</b>
	<b>7</b>	<b>10</b>	<b>8</b>
<b>Prices have increased due to inflation</b>	<b>7%</b>	<b>6%</b>	<b>15%</b>
<b>Increased government taxes to help fund investment in renewable energy such as wind turbines</b>	<b>6</b> <b>6%</b>	<b>9</b> <b>5%</b>	<b>2</b> <b>4%</b>
	<b>5</b>	<b>3</b>	<b>5</b>
<b>Energy demand has increased which has put a strain on supply</b>	<b>5%</b>	<b>2%</b>	<b>8%</b>
<b>Energy companies have been making major new capital investments</b>	<b>5</b> <b>5%</b>	<b>5</b> <b>3%</b>	<b>2</b> <b>4%</b>

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	Wales	Scotland	Northern Ireland
OP3295 Q1 What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?			
<b>Increased government taxes to fund spending in other non- energy areas e.g. healthcare, education, transport etc.</b>	<b>3</b>	<b>4</b>	<b>6</b>
	<b>3%</b>	<b>2%</b>	<b>10%</b>
<b>Other [please specify]</b>	<b>2</b>	<b>1</b>	<b>0</b>
	<b>2%</b>	<b>1%</b>	<b>0</b>
<b>Don't know</b>	<b>9</b>	<b>22</b>	<b>6</b>
	<b>9%</b>	<b>13%</b>	<b>11%</b>

## Vote

	<b>Total</b>	<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	<b>Some other party</b>	<b>I did not vote</b>	<b>Don't know</b>	<b>Prefer not to say</b>
OP3295 Q1 What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?								
<b>Base: All respondents</b>	<b>2035</b> <b>100%</b>	<b>563</b> <b>100%</b>	<b>492</b> <b>100%</b>	<b>341</b> <b>100%</b>	<b>213</b> <b>100%</b>	<b>312</b> <b>100%</b>	<b>54</b> <b>100%</b>	<b>59</b> <b>100%</b>
	<b>970</b>	<b>250</b>	<b>264</b>	<b>160</b>	<b>112</b>	<b>129</b>	<b>26</b>	<b>30</b>
<b>Energy companies have raised prices to make extra profits</b>	<b>48%</b>	<b>44%</b>	<b>54%</b>	<b>47%</b>	<b>52%</b>	<b>41%</b>	<b>48%</b>	<b>51%</b>
<b>Wholesale gas prices have gone up and energy companies have had to pass on these increases to consumers</b>	<b>335</b> <b>16%</b>	<b>110</b> <b>20%</b>	<b>72</b> <b>15%</b>	<b>69</b> <b>20%</b>	<b>25</b> <b>12%</b>	<b>48</b> <b>15%</b>	<b>5</b> <b>9%</b>	<b>5</b> <b>9%</b>
	<b>141</b>	<b>37</b>	<b>36</b>	<b>20</b>	<b>8</b>	<b>32</b>	<b>6</b>	<b>2</b>
<b>Prices have increased due to inflation</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	<b>6%</b>	<b>4%</b>	<b>10%</b>	<b>11%</b>	<b>4%</b>
<b>Increased government taxes to help fund investment in renewable energy such as wind turbines</b>	<b>140</b> <b>7%</b>	<b>50</b> <b>9%</b>	<b>31</b> <b>6%</b>	<b>25</b> <b>7%</b>	<b>21</b> <b>10%</b>	<b>10</b> <b>3%</b>	<b>0</b> <b>0</b>	<b>3</b> <b>4%</b>
	<b>73</b>	<b>22</b>	<b>14</b>	<b>10</b>	<b>12</b>	<b>10</b>	<b>2</b>	<b>2</b>
<b>Energy demand has increased which has put a strain on supply</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>5%</b>	<b>3%</b>	<b>4%</b>	<b>4%</b>
<b>Energy companies have been making major new capital investments</b>	<b>68</b> <b>3%</b>	<b>28</b> <b>5%</b>	<b>11</b> <b>2%</b>	<b>15</b> <b>4%</b>	<b>9</b> <b>4%</b>	<b>4</b> <b>1%</b>	<b>0</b> <b>0</b>	<b>1</b> <b>2%</b>

Vote

	<b>Total</b>	<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	<b>Some other party</b>	<b>I did not vote</b>	<b>Don't know</b>	<b>Prefer not to say</b>
OP3295 Q1 What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?								
<b>Increased government taxes to fund spending in other non-energy areas e.g. healthcare, education, transport etc.</b>	<b>68</b>	<b>12</b>	<b>20</b>	<b>7</b>	<b>8</b>	<b>20</b>	<b>0</b>	<b>1</b>
	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>	<b>4%</b>	<b>6%</b>	<b>0</b>	<b>2%</b>
<b>Other [please specify]</b>	<b>32</b>	<b>15</b>	<b>7</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>
	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>0</b>
<b>Don't know</b>	<b>208</b>	<b>39</b>	<b>36</b>	<b>31</b>	<b>17</b>	<b>56</b>	<b>14</b>	<b>14</b>
	<b>10%</b>	<b>7%</b>	<b>7%</b>	<b>9%</b>	<b>8%</b>	<b>18%</b>	<b>27%</b>	<b>24%</b>

Daily  
Newspaper

	<b>Total</b>	The Daily Mail	The Daily Telegraph	The Daily Express	The Daily Mirror	The Daily Star	The Financial Times	The Guardian	The Glasgow Herald	The Independ ent	The Scotsman
OP3295 Q1 What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?											
<b>Base: All respondents</b>	<b>2035</b> 100%	<b>282</b> 100%	<b>73</b> 100%	<b>47</b> 100%	<b>130</b> 100%	<b>43</b> 100%	<b>10</b> 100%	<b>99</b> 100%	<b>4</b> 100%	<b>32</b> 100%	<b>7</b> 100%
	970	138	18	23	84	25	5	45	2	17	2
<b>Energy companies have raised prices to make extra profits</b>	<b>48%</b>	<b>49%</b>	<b>25%</b>	<b>47%</b>	<b>65%</b>	<b>58%</b>	<b>50%</b>	<b>46%</b>	<b>52%</b>	<b>52%</b>	<b>23%</b>
<b>Wholesale gas prices have gone up and energy companies have had to pass on these increases to consumers</b>	335 16%	43 15%	27 37%	10 20%	13 10%	4 10%	2 20%	20 20%	1 24%	3 10%	1 12%
	141	19	5	5	11	2	1	5	0	4	0
<b>Prices have increased due to inflation</b>	<b>7%</b>	<b>7%</b>	<b>6%</b>	<b>11%</b>	<b>8%</b>	<b>5%</b>	<b>10%</b>	<b>5%</b>	<b>0</b>	<b>12%</b>	<b>0</b>
<b>Increased government taxes to help fund investment in renewable energy such as wind turbines</b>	140 7%	27 10%	12 17%	4 8%	5 4%	1 2%	0 0	5 5%	0 0	1 3%	3 40%
	73	9	1	1	4	1	0	3	0	1	0
<b>Energy demand has increased which has put a strain on supply</b>	<b>4%</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>0</b>	<b>3%</b>	<b>0</b>	<b>3%</b>	<b>0</b>
<b>Energy companies have been making major new capital investments</b>	68 3%	14 5%	5 7%	2 5%	7 5%	3 6%	0 0	6 6%	0 0	1 3%	1 11%

Daily  
Newspaper

	<b>Total</b>	The Daily Mail	The Daily Telegraph	The Daily Express	The Daily Mirror	The Daily Star	The Financial Times	The Guardian	The Glasgow Herald	The Independ ent	The Scotsman
OP3295 Q1 What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?											
<b>Increased government taxes to fund spending in other non- energy areas e.g. healthcare, education, transport etc.</b>	<b>68</b>	<b>7</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>0</b>
	<b>3%</b>	<b>3%</b>	<b>5%</b>	<b>2%</b>	<b>0</b>	<b>2%</b>	<b>11%</b>	<b>4%</b>	<b>0</b>	<b>5%</b>	<b>0</b>
<b>Other [please specify]</b>	<b>32</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>1</b>
	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>0</b>	<b>3%</b>	<b>0</b>	<b>0</b>	<b>3%</b>	<b>0</b>	<b>0</b>	<b>14%</b>
<b>Don't know</b>	<b>208</b>	<b>20</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>1</b>	<b>9</b>	<b>1</b>	<b>4</b>	<b>0</b>
	<b>10%</b>	<b>7%</b>	<b>1%</b>	<b>4%</b>	<b>3%</b>	<b>15%</b>	<b>9%</b>	<b>9%</b>	<b>24%</b>	<b>12%</b>	<b>0</b>



OP3295 Q1

What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?

	The Sun	The Times	The Western Mail	Other national newspaper	Other regional newspaper	Other local newspaper	I do read a newspaper most days, but I don't tend to stick to one	I don't read a newspaper most weekdays
<b>Base: All respondents</b>	<b>213</b> 100%	<b>71</b> 100%	<b>1</b> 100%	<b>44</b> 100%	<b>38</b> 100%	<b>74</b> 100%	<b>51</b> 100%	<b>815</b> 100%
	113	38	0	30	20	31	17	362
<b>Energy companies have raised prices to make extra profits</b>	<b>53%</b>	<b>53%</b>	<b>0</b>	<b>69%</b>	<b>53%</b>	<b>42%</b>	<b>34%</b>	<b>44%</b>
<b>Wholesale gas prices have gone up and energy companies have had to pass on these increases to consumers</b>	<b>22</b> 10%	<b>15</b> 21%	<b>0</b> 0	<b>5</b> 10%	<b>7</b> 18%	<b>13</b> 17%	<b>16</b> 32%	<b>135</b> 17%
<b>Prices have increased due to inflation</b>	<b>19</b> 9%	<b>4</b> 5%	<b>0</b> 0	<b>2</b> 4%	<b>5</b> 12%	<b>4</b> 6%	<b>0</b> 0	<b>56</b> 7%
<b>Increased government taxes to help fund investment in renewable energy such as wind turbines</b>	<b>9</b> 4%	<b>5</b> 6%	<b>1</b> 100%	<b>2</b> 5%	<b>3</b> 7%	<b>5</b> 7%	<b>5</b> 10%	<b>53</b> 6%
	15	3	0	1	0	4	3	26
<b>Energy demand has increased which has put a strain on supply</b>	<b>7%</b>	<b>4%</b>	<b>0</b>	<b>2%</b>	<b>0</b>	<b>6%</b>	<b>6%</b>	<b>3%</b>
<b>Energy companies have been making major new capital investments</b>	<b>2</b> 1%	<b>1</b> 1%	<b>0</b> 0	<b>0</b> 0	<b>0</b> 0	<b>3</b> 4%	<b>3</b> 5%	<b>21</b> 3%

OP3295 Q1

What do you think is the main reason for the increases in consumer gas and electricity prices over the last 12 months?

	The Sun	The Times	The Western Mail	Other national newspaper	Other regional newspaper	Other local newspaper	I do read a newspaper most days, but I don't tend to stick to one	I don't read a newspaper most weekdays	
<b>Increased government taxes to fund spending in other non-energy areas e.g. healthcare, education, transport etc.</b>	<b>9</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>3</b>	<b>30</b>	
	<b>4%</b>	<b>3%</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6%</b>	<b>6%</b>	<b>4%</b>	
<b>Other [please specify]</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>11</b>	
	<b>2%</b>	<b>1%</b>	<b>0</b>	<b>4%</b>	<b>0</b>	<b>3%</b>	<b>0</b>	<b>1%</b>	
<b>Don't know</b>	<b>20</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>7</b>	<b>3</b>	<b>121</b>	
	<b>9%</b>	<b>5%</b>	<b>0</b>	<b>6%</b>	<b>10%</b>	<b>9%</b>	<b>6%</b>	<b>15%</b>	

Gender Age

OP3295 Q2

Which of the following statements regarding energy sources, do you agree with most?

	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
<b>Base: 50% respondents</b>	<b>1015</b>	<b>487</b>	<b>528</b>	<b>1015</b>	<b>305</b>	<b>349</b>	<b>360</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>We should continue to invest in new energy sources for the foreseeable future, to help slow down climate change, even if this means energy prices rising</b>	<b>410</b>	<b>192</b>	<b>218</b>	<b>410</b>	<b>141</b>	<b>147</b>	<b>121</b>
	<b>40%</b>	<b>39%</b>	<b>41%</b>	<b>40%</b>	<b>46%</b>	<b>42%</b>	<b>34%</b>
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if they are less likely to prevent climate change</b>	<b>461</b>	<b>240</b>	<b>220</b>	<b>461</b>	<b>109</b>	<b>153</b>	<b>199</b>
	<b>45%</b>	<b>49%</b>	<b>42%</b>	<b>45%</b>	<b>36%</b>	<b>44%</b>	<b>55%</b>
	<b>144</b>	<b>55</b>	<b>89</b>	<b>144</b>	<b>55</b>	<b>49</b>	<b>41</b>
<b>None of the above</b>	<b>14%</b>	<b>11%</b>	<b>17%</b>	<b>14%</b>	<b>18%</b>	<b>14%</b>	<b>11%</b>

Region

OP3295 Q2

Which of the following statements regarding energy sources, do you agree with most?

	<b>Total</b>	<b>North East</b>	<b>North West</b>	<b>Yorks &amp; Humber</b>	<b>East Midlands</b>	<b>West Midlands</b>	<b>East of England</b>	<b>London</b>	<b>South East</b>	<b>South West</b>	<b>Wales</b>
<b>Base: 50% respondents</b>	<b>1015</b>	<b>47</b>	<b>110</b>	<b>94</b>	<b>66</b>	<b>92</b>	<b>98</b>	<b>125</b>	<b>143</b>	<b>84</b>	<b>49</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>We should continue to invest in new energy sources for the foreseeable future, to help slow down climate change, even if this means energy prices rising</b>	<b>410</b>	<b>23</b>	<b>50</b>	<b>34</b>	<b>16</b>	<b>36</b>	<b>40</b>	<b>63</b>	<b>53</b>	<b>42</b>	<b>17</b>
	<b>40%</b>	<b>49%</b>	<b>45%</b>	<b>36%</b>	<b>25%</b>	<b>39%</b>	<b>41%</b>	<b>50%</b>	<b>37%</b>	<b>49%</b>	<b>35%</b>
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if they are less likely to prevent climate change</b>	<b>461</b>	<b>19</b>	<b>45</b>	<b>45</b>	<b>38</b>	<b>41</b>	<b>43</b>	<b>46</b>	<b>72</b>	<b>37</b>	<b>23</b>
	<b>45%</b>	<b>41%</b>	<b>41%</b>	<b>48%</b>	<b>58%</b>	<b>45%</b>	<b>44%</b>	<b>37%</b>	<b>50%</b>	<b>44%</b>	<b>47%</b>
	<b>144</b>	<b>5</b>	<b>16</b>	<b>15</b>	<b>12</b>	<b>16</b>	<b>15</b>	<b>16</b>	<b>18</b>	<b>6</b>	<b>9</b>
<b>None of the above</b>	<b>14%</b>	<b>10%</b>	<b>14%</b>	<b>16%</b>	<b>18%</b>	<b>17%</b>	<b>16%</b>	<b>13%</b>	<b>13%</b>	<b>7%</b>	<b>18%</b>

Northern  
Scotland Ireland

OP3295 Q2

Which of the following statements regarding energy sources, do you agree with most?

	76	31
<b>Base: 50% respondents</b>	<b>100%</b>	<b>100%</b>
<b>We should continue to invest in new energy sources for the foreseeable future, to help slow down climate change, even if this means energy prices rising</b>	23	14
	<b>30%</b>	<b>46%</b>
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if they are less likely to prevent climate change</b>	38	14
	<b>50%</b>	<b>44%</b>
	15	3
<b>None of the above</b>	<b>19%</b>	<b>9%</b>

Vote

OP3295 Q2

Which of the following statements regarding energy sources, do you agree with most?

	<b>Total</b>	<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	<b>Some other party</b>	<b>I did not vote</b>	<b>Don't know</b>	<b>Prefer not to say</b>
<b>Base: 50% respondents</b>	<b>1015</b> 100%	<b>289</b> 100%	<b>247</b> 100%	<b>175</b> 100%	<b>101</b> 100%	<b>151</b> 100%	<b>23</b> 100%	<b>28</b> 100%
<b>We should continue to invest in new energy sources for the foreseeable future, to help slow down climate change, even if this means energy prices rising</b>	<b>410</b> 40%	<b>109</b> 38%	<b>99</b> 40%	<b>93</b> 53%	<b>35</b> 34%	<b>55</b> 36%	<b>7</b> 31%	<b>12</b> 43%
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if they are less likely to prevent climate change</b>	<b>461</b> 45%	<b>151</b> 52%	<b>121</b> 49%	<b>55</b> 32%	<b>53</b> 53%	<b>66</b> 44%	<b>7</b> 31%	<b>6</b> 22%
	<b>144</b>	<b>28</b>	<b>27</b>	<b>27</b>	<b>13</b>	<b>30</b>	<b>9</b>	<b>10</b>
<b>None of the above</b>	<b>14%</b>	<b>10%</b>	<b>11%</b>	<b>15%</b>	<b>13%</b>	<b>20%</b>	<b>39%</b>	<b>35%</b>

Daily  
Newspaper

OP3295 Q2

Which of the following statements regarding energy sources, do you agree with most?

	<b>Total</b>	The Daily Mail	The Daily Telegraph	The Daily Express	The Daily Mirror	The Daily Star	The Financial Times	The Guardian	The Glasgow Herald	The Independent	The Scotsman
<b>Base: 50% respondents</b>	1015 100%	156 100%	33 100%	22 100%	67 100%	23 100%	4 100%	51 100%	1 100%	14 100%	3 100%
<b>We should continue to invest in new energy sources for the foreseeable future, to help slow down climate change, even if this means energy prices rising</b>	410 40%	59 38%	15 45%	5 24%	15 23%	6 25%	2 49%	35 70%	1 100%	5 35%	0 0
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if they are less likely to prevent climate change</b>	461 45%	89 57%	16 50%	13 60%	37 56%	12 53%	2 51%	12 24%	0 0	8 59%	2 68%
	144	8	2	3	15	5	0	3	0	1	1
<b>None of the above</b>	14%	5%	5%	16%	22%	22%	0	7%	0	6%	32%

OP3295 Q2

Which of the following statements regarding energy sources, do you agree with most?

	The Sun	The Times	The Western Mail	Other national newspaper	Other regional newspaper	Other local newspaper	I do read a newspaper most days, but I don't tend to stick to one	I don't read a newspaper most weekdays
<b>Base: 50% respondents</b>	114 100%	36 100%	0 0	24 100%	15 100%	36 100%	25 100%	391 100%
<b>We should continue to invest in new energy sources for the foreseeable future, to help slow down climate change, even if this means energy prices rising</b>	36 32%	24 68%	0 0	14 55%	3 22%	13 37%	15 60%	160 41%
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if they are less likely to prevent climate change</b>	59 52%	11 30%	0 0	9 37%	6 44%	16 44%	8 32%	159 41%
	18	1	0	2	5	7	2	72
<b>None of the above</b>	16%	2%	0	7%	34%	19%	8%	18%



Gender

Age

	Total	Male	Female	Total	18-34	35-54	55+
OP3295 Q3							
Which of the following statements regarding energy sources, do you agree with most?							
	1020	503	517	1020	281	371	368
Base: 50% respondents	100%	100%	100%	100%	100%	100%	100%
We should continue to invest in new energy sources for the foreseeable future, to help reduce reliance on importing foreign fuel, even if this means energy prices rising	482	258	224	482	138	165	178
In difficult economic times, we should be using the cheapest energy sources we can, even if that means relying on importing fuel from other countries	398	190	208	398	94	151	153
None of the above	141	56	85	141	49	55	37
	47%	51%	43%	47%	49%	45%	48%
	39%	38%	40%	39%	33%	41%	41%
	14%	11%	16%	14%	17%	15%	10%

Region

OP3295 Q3

Which of the following statements regarding energy sources, do you agree with most?

	Total	North East	North West	Yorks & Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales
	1020	40	116	80	82	84	92	129	134	90	50
Base: 50% respondents	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>We should continue to invest in new energy sources for the foreseeable future, to help reduce reliance on importing foreign fuel, even if this means energy prices rising</b>	482	19	44	40	41	30	33	75	66	48	21
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if that means relying on importing fuel from other countries</b>	398	16	59	29	27	38	49	37	46	34	25
	47%	49%	38%	50%	50%	36%	36%	58%	50%	53%	42%
	39%	39%	51%	36%	33%	45%	53%	29%	35%	38%	50%
<b>None of the above</b>	141	5	14	12	14	17	10	17	21	8	4
	14%	12%	12%	14%	17%	20%	11%	13%	16%	9%	8%

	Scotland	Northern Ireland
OP3295 Q3		
Which of the following statements regarding energy sources, do you agree with most?		
	97	26
<b>Base:</b> 50% respondents	100%	100%
<b>We should continue to invest in new energy sources for the foreseeable future, to help reduce reliance on importing foreign fuel, even if this means energy prices rising</b>	48	16
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if that means relying on importing fuel from other countries</b>	49%	61%
	32	8
	32%	30%
	18	2
<b>None of the above</b>	18%	9%

Vote

	<b>Total</b>	<b>Conservative</b>	<b>Labour</b>	<b>Liberal Democrat</b>	<b>Some other party</b>	<b>I did not vote</b>	<b>Don't know</b>	<b>Prefer not to say</b>
OP3295 Q3 Which of the following statements regarding energy sources, do you agree with most?	<b>1020</b>	<b>274</b>	<b>245</b>	<b>166</b>	<b>113</b>	<b>161</b>	<b>31</b>	<b>31</b>
<b>Base: 50% respondents</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>We should continue to invest in new energy sources for the foreseeable future, to help reduce reliance on importing foreign fuel, even if this means energy prices rising</b>	<b>482</b>	<b>136</b>	<b>115</b>	<b>90</b>	<b>59</b>	<b>60</b>	<b>12</b>	<b>9</b>
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if that means relying on importing fuel from other countries</b>	<b>398</b>	<b>107</b>	<b>102</b>	<b>52</b>	<b>39</b>	<b>74</b>	<b>13</b>	<b>11</b>
<b>None of the above</b>	<b>141</b>	<b>31</b>	<b>28</b>	<b>24</b>	<b>14</b>	<b>27</b>	<b>6</b>	<b>10</b>
	<b>47%</b>	<b>50%</b>	<b>47%</b>	<b>54%</b>	<b>53%</b>	<b>37%</b>	<b>38%</b>	<b>31%</b>
	<b>39%</b>	<b>39%</b>	<b>42%</b>	<b>32%</b>	<b>35%</b>	<b>46%</b>	<b>42%</b>	<b>37%</b>
	<b>14%</b>	<b>11%</b>	<b>12%</b>	<b>14%</b>	<b>12%</b>	<b>17%</b>	<b>20%</b>	<b>33%</b>

Daily  
Newspaper

	Total	The Daily Mail	The Daily Telegraph	The Daily Express	The Daily Mirror	The Daily Star	The Financial Times	The Guardian	The Glasgow Herald	The Independent	The Scotsman	The Sun
OP3295 Q3												
Which of the following statements regarding energy sources, do you agree with most?												
	1020	126	40	25	63	21	6	49	3	18	4	99
Base: 50% respondents	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
We should continue to invest in new energy sources for the foreseeable future, to help reduce reliance on importing foreign fuel, even if this means energy prices rising	482	48	21	7	27	6	3	28	2	12	4	34
In difficult economic times, we should be using the cheapest energy sources we can, even if that means relying on importing fuel from other countries	398	57	16	15	32	13	2	16	1	2	0	46
None of the above	141	20	3	3	4	1	1	4	0	4	0	19
	47%	38%	52%	29%	43%	31%	45%	58%	63%	68%	100%	35%
	39%	46%	41%	59%	51%	65%	30%	33%	37%	11%	0	46%
	14%	16%	7%	12%	6%	4%	25%	9%	0	21%	0	19%

OP3295 Q3

Which of the following statements regarding energy sources, do you agree with most?

	The Times	The Western Mail	Other national newspaper	Other regional newspaper	Other local newspaper	I do read a newspaper most days, but I don't tend to stick to one	I don't read a newspaper most weekdays	
	35	1	20	23	38	26	424	
<b>Base: 50% respondents</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>We should continue to invest in new energy sources for the foreseeable future, to help reduce reliance on importing foreign fuel, even if this means energy prices rising</b>	21	1	12	13	17	12	212	
<b>In difficult economic times, we should be using the cheapest energy sources we can, even if that means relying on importing fuel from other countries</b>	60%	100%	59%	54%	45%	48%	50%	
	10	0	8	10	11	12	146	
	28%	0	41%	43%	29%	47%	35%	
<b>None of the above</b>	4	0	0	1	10	1	66	
	12%	0	0	3%	26%	5%	16%	