



WSP Parsons Brinckerhoff – Overheating

METHODOLOGY NOTE

ComRes interviewed 1,005 London adults online between 21st and 26th August 2015. Data were weighted to be representative of all London adults aged 18+.

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London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 1
Q1. What type of home do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
NET: House	571	285	286	72	114	121	77	75	112	266	155	76	73	48	188	70	131	133	327	231	400	171	371	83	103
	57%	59%	55%	55%	49%	57%	51%	62%	70%	62%	50%	64%	50%	28%	62%	63%	67%	61%	58%	56%	56%	59%	74%	36%	41%
Detached house	87	52	35	11	25	13	9	13	15	50	18	13	7	5	25	9	26	22	45	40	68	19	66	5	14
	9%	11%	7%	9%	11%	6%	6%	11%	9%	12%	6%	11%	5%	3%	8%	8%	13%	10%	8%	10%	10%	6%	13%	2%	5%
Semi-detached house	235	115	120	30	51	56	33	27	38	116	53	41	25	13	72	33	45	71	135	93	172	63	156	25	49
	23%	24%	23%	23%	22%	27%	22%	22%	24%	27%	17%	34%	17%	8%	24%	30%	23%	33%	24%	22%	24%	22%	31%	11%	19%
Terraced House	249	118	131	31	37	52	35	35	60	101	84	23	42	30	91	28	61	40	147	98	160	89	150	53	40
	25%	24%	25%	23%	16%	25%	23%	29%	37%	23%	27%	19%	28%	17%	30%	25%	31%	18%	26%	24%	22%	31%	30%	23%	16%
NET: Flat	396	182	214	50	99	87	72	43	45	161	129	39	67	118	107	42	63	65	227	159	295	101	127	134	133
	39%	38%	41%	38%	43%	41%	48%	36%	28%	37%	42%	33%	45%	69%	35%	37%	32%	30%	40%	38%	41%	35%	25%	58%	53%
Flat - on the ground floor to fourth floor	364	164	200	45	93	80	72	36	36	145	122	37	59	110	95	40	58	60	210	148	276	87	117	115	130
	36%	34%	38%	35%	40%	38%	48%	30%	23%	34%	40%	31%	40%	63%	31%	36%	30%	27%	37%	36%	39%	30%	23%	50%	52%
Flat - on the fifth floor or above	32	19	14	5	6	7	-	7	8	16	6	2	8	9	12	2	5	5	17	10	19	13	10	20	3
	3%	4%	3%	4%	3%	3%	-	6%	5%	4%	2%	2%	5%	5%	4%	2%	3%	2%	3%	2%	3%	5%	2%	8%	1%
Other	23	15	8	1	13	1	2	2	4	4	9	3	7	5	7	-	1	10	13	10	16	8	4	3	11
	2%	3%	2%	1%	6%	1%	1%	2%	2%	1%	3%	3%	5%	3%	2%	-	1%	5%	2%	3%	2%	3%	1%	1%	4%
Don't know	15	-	15	8	5	2	-	-	-	-	15	-	-	2	2	-	-	11	1	12	3	12	-	11	4
	1%	-	3%	6%	2%	1%	-	-	-	-	5%	-	-	1%	1%	-	-	5%	*	3%	*	4%	-	5%	2%

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 1
Q1. What type of home do you live in?
Base: All respondents

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
NET: House	571	571	-	-	-	-	-	284	82	19
	57%	100%	-	-	-	-	-	70%	56%	28%
Detached house	87	87	-	-	-	-	-	30	29	5
	9%	15%	-	-	-	-	-	7%	20%	8%
Semi-detached house	235	235	-	-	-	-	-	136	19	4
	23%	41%	-	-	-	-	-	33%	13%	6%
Terraced House	249	249	-	-	-	-	-	118	34	9
	25%	44%	-	-	-	-	-	29%	23%	14%
NET: Flat	396	-	396	78	168	128	19	115	64	47
	39%	-	100%	100%	100%	100%	100%	28%	44%	72%
Flat - on the ground floor to fourth floor	364	-	364	69	154	120	18	104	61	41
	36%	-	92%	88%	92%	94%	94%	25%	42%	63%
Flat - on the fifth floor or above	32	-	32	9	14	8	1	11	3	6
	3%	-	8%	12%	8%	6%	6%	3%	2%	9%
Other	23	-	-	-	-	-	-	9	1	-
	2%	-	-	-	-	-	-	2%	*	-
Don't know	15	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 2

Q2. Which of the following statements best describes the flat that you currently live in?

Base: All respondents who live in a flat

	Gender		Age							Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	374	181	193	31	95	91	72	42	43	156	123	36	59	101	105	40	63	65	264	101	276	98	157	98	117
Weighted base	396	182	214	50	99	87	72	43	45	161	129	39	67	118	107	42	63	65	227	159	295	101	127	134	133
The flat only has windows on one side	78 20%	45 25%	32 15%	7 14%	28 28%	20 23%	9 12%	8 18%	7 15%	42 26%	17 13%	2 6%	17 25%	19 16%	31 29%	6 15%	12 18%	10 16%	46 20%	29 18%	59 20%	19 19%	27 22%	18 14%	31 23%
The flat has windows on two adjacent sides	168 42%	81 44%	87 41%	20 39%	43 43%	37 43%	35 48%	18 41%	15 34%	56 35%	60 46%	29 73%	24 36%	49 41%	40 37%	25 60%	28 44%	27 41%	94 42%	70 44%	134 45%	34 34%	49 39%	61 46%	57 43%
The flat has windows on more than one side, but not on adjacent sides	128 32%	45 25%	83 39%	21 41%	26 26%	26 30%	22 31%	16 38%	17 39%	58 36%	39 31%	8 21%	22 33%	45 38%	31 29%	10 25%	21 34%	20 31%	73 32%	53 34%	88 30%	40 39%	42 33%	43 32%	43 32%
Other	19 5%	10 5%	10 5%	3 6%	1 1%	3 4%	7 9%	2 4%	4 10%	4 2%	12 9%	- -	4 6%	6 5%	5 5%	- -	2 2%	6 9%	13 6%	6 4%	12 4%	7 7%	6 5%	11 8%	2 2%
Don't know	3 1%	2 1%	1 1%	- -	1 1%	1 1%	- -	- -	1 2%	2 1%	1 1%	- -	- -	- -	- -	- -	1 2%	2 3%	2 1%	1 1%	2 1%	1 1%	2 1%	1 1%	- -

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Table 2

Q2. Which of the following statements best describes the flat that you currently live in?

Base: All respondents who live in a flat

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	374	-	374	75	157	121	18	124	64	46
Weighted base	396	-	396	78	168	128	19	115	64	47
The flat only has windows on one side	78 20%	-	78 20%	78 100%	-	-	-	11 10%	14 21%	20 42%
The flat has windows on two adjacent sides	168 42%	-	168 42%	-	168 100%	-	-	51 44%	31 49%	17 37%
The flat has windows on more than one side, but not on adjacent sides	128 32%	-	128 32%	-	-	128 100%	-	43 38%	16 24%	9 18%
Other	19 5%	-	19 5%	-	-	-	19 100%	8 7%	2 3%	1 2%
Don't know	3 1%	-	3 1%	-	-	-	-	2 1%	1 2%	-

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ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 3

Q3. What year was your current home built? Please type in the year your home was built in YYYY format. If you are not sure what year your home was built in, please type in to the closest decade, for example 1930

Base: All respondents

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
Pre 1967	407 41%	217 45%	190 36%	11 9%	54 23%	86 41%	80 53%	69 57%	107 67%	192 44%	119 39%	50 42%	47 32%	54 31%	107 35%	47 41%	108 55%	91 41%	286 50%	114 28%	266 37%	141 48%	290 58%	66 28%	42 17%
1967-1990	109 11%	51 11%	58 11%	7 6%	17 7%	19 9%	18 12%	20 17%	28 17%	46 11%	34 11%	16 14%	13 9%	17 10%	35 11%	8 7%	28 14%	22 10%	67 12%	40 10%	80 11%	29 10%	65 13%	24 10%	20 8%
1991-2001	37 4%	21 4%	16 3%	3 3%	11 5%	6 3%	7 5%	5 4%	5 3%	16 4%	12 4%	6 5%	4 3%	9 5%	10 3%	9 8%	5 2%	5 2%	22 4%	15 4%	28 4%	9 3%	22 4%	9 4%	7 3%
2002+	66 7%	30 6%	35 7%	8 6%	23 10%	17 8%	8 6%	3 2%	7 4%	33 8%	13 4%	8 7%	12 8%	8 5%	30 10%	8 8%	10 5%	9 4%	32 6%	32 8%	52 7%	14 5%	34 7%	22 10%	9 4%
NET: 1967-2001	146 15%	73 15%	73 14%	11 8%	28 12%	25 12%	25 16%	25 21%	32 20%	62 14%	45 15%	22 18%	17 11%	26 15%	44 15%	16 15%	33 17%	27 12%	89 16%	54 13%	108 15%	38 13%	87 17%	33 14%	26 11%
Don't know	386 38%	162 34%	224 43%	101 77%	127 55%	84 40%	37 25%	24 20%	15 9%	144 33%	131 43%	40 33%	71 48%	85 49%	123 40%	41 36%	45 23%	92 42%	161 28%	211 51%	287 40%	99 34%	92 18%	110 48%	174 69%
Mean	1949	1947	1951	1963	1958	1948	1947	1947	1942	1948	1945	1957	1950	1948	1956	1950	1943	1946	1944	1958	1951	1944	1945	1962	1951
Standard deviation	38	37	38	49	41	40	34	32	35	37	39	33	42	46	37	40	36	31	38	35	38	37	35	38	44
Standard error	1	2	2	10	4	3	3	3	3	2	3	4	5	5	3	4	3	2	2	3	2	2	2	4	5

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Table 3

Q3. What year was your current home built? Please type in the year your home was built in YYYY format. If you are not sure what year your home was built in, please type in to the closest decade, for example 1930

Base: All respondents

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967-2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
Pre 1967	407 41%	284 50%	115 29%	11 14%	51 30%	43 34%	8 41%	407 100%	-	-
1967-1990	109 11%	65 11%	43 11%	10 12%	23 14%	8 6%	1 6%	-	109 75%	-
1991-2001	37 4%	16 3%	21 5%	4 5%	9 5%	7 6%	1 5%	-	37 25%	-
2002+	66 7%	19 3%	47 12%	20 26%	17 10%	9 7%	1 6%	-	-	66 100%
NET: 1967-2001	146 15%	82 14%	64 16%	14 17%	31 19%	16 12%	2 10%	-	146 100%	-
Don't know	386 38%	187 33%	171 43%	33 43%	68 41%	61 48%	8 42%	-	-	-
Mean	1949	1941	1963	1979	1965	1956	1932	1927	1983	2007
Standard deviation	38	35	38	38	35	36	44	26	10	3
Standard error	1	2	3	6	3	4	13	1	1	*

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Absolutes/col percents

Table 4

Q4. If you were choosing a new home to buy or rent, would the possibility of the home overheating in summer influence your decision?

Base: All respondents

Summary table

	<u>Buying</u>	<u>Renting</u>
Unweighted base	1005	1005
Weighted base	1005	1005
Yes	544 54%	462 46%
No	297 30%	367 37%
Don't know	164 16%	176 17%

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 5

Q4. If you were choosing a new home to buy or rent, would the possibility of the home overheating in summer influence your decision?

Base: All respondents

Buying

	Gender		Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
Yes	544 54%	240 50%	304 58%	75 58%	142 61%	120 57%	75 50%	63 52%	69 43%	264 61%	162 53%	54 45%	63 43%	101 58%	164 54%	61 54%	109 55%	109 50%	286 50%	245 59%	411 58%	132 45%	263 52%	119 52%	154 61%
No	297 30%	167 35%	130 25%	32 24%	60 26%	62 29%	46 31%	38 32%	59 37%	126 29%	89 29%	41 34%	42 29%	40 23%	101 33%	29 26%	53 27%	74 34%	192 34%	97 24%	206 29%	91 31%	161 32%	61 27%	69 27%
Don't know	164 16%	76 16%	88 17%	24 18%	30 13%	29 14%	30 20%	19 16%	32 20%	41 10%	57 18%	24 20%	42 28%	32 18%	40 13%	23 20%	34 17%	36 16%	90 16%	70 17%	97 14%	67 23%	78 16%	51 22%	28 11%

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Absolutes/col percents

Table 5

Q4. If you were choosing a new home to buy or rent, would the possibility of the home overheating in summer influence your decision?

Base: All respondents

Buying

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
Yes	544 54%	304 53%	226 57%	50 65%	92 55%	75 59%	7 37%	205 50%	86 59%	46 70%
No	297 30%	175 31%	112 28%	20 25%	48 28%	39 30%	5 27%	143 35%	43 29%	12 19%
Don't know	164 16%	92 16%	57 14%	8 10%	29 17%	14 11%	7 36%	59 15%	18 12%	8 12%

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Absolutes/col percents

Table 6

Q4. If you were choosing a new home to buy or rent, would the possibility of the home overheating in summer influence your decision?

Base: All respondents

Renting

	Gender		Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
Yes	462 46%	230 48%	233 45%	53 41%	109 47%	96 46%	72 48%	56 46%	75 47%	228 53%	126 41%	45 38%	64 44%	87 50%	146 48%	45 40%	99 51%	85 39%	254 45%	193 47%	334 47%	129 44%	225 45%	111 48%	120 48%
No	367 37%	174 36%	193 37%	49 38%	92 40%	81 38%	53 35%	40 33%	52 33%	155 36%	120 39%	47 40%	45 31%	55 32%	111 37%	40 36%	67 34%	94 43%	213 37%	149 36%	268 38%	99 34%	187 37%	71 31%	101 40%
Don't know	176 17%	79 16%	97 19%	28 22%	30 13%	34 16%	25 17%	25 21%	33 21%	49 11%	62 20%	27 23%	38 26%	31 18%	47 16%	27 24%	30 15%	40 18%	101 18%	70 17%	112 16%	64 22%	90 18%	50 21%	30 12%

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Absolutes/col percents

Table 6

Q4. If you were choosing a new home to buy or rent, would the possibility of the home overheating in summer influence your decision?

Base: All respondents

Renting

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
Yes	462 46%	255 45%	197 50%	44 56%	78 47%	66 51%	8 40%	187 46%	67 46%	35 53%
No	367 37%	216 38%	140 35%	27 35%	55 33%	50 39%	7 38%	154 38%	61 42%	20 30%
Don't know	176 17%	100 18%	59 15%	7 9%	35 21%	13 10%	4 22%	66 16%	18 12%	11 17%

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Absolutes/col percents

Table 7

Q5. For each of the following, please indicate how often it happened, if at all, in your current home.

Base: All respondents

Summary table

	In summer 2015, how often, if at all, was your current home uncomfortably hot	In winter 2014- 15, how often, if at all was your current home uncomfortably cold
Unweighted base	1005	1005
Weighted base	1005	1005
NET: At least occasionally	530 53%	515 51%
NET: Rarely/ Never	436 43%	445 44%
NET: Ever	833 83%	781 78%
All the time	42 4%	44 4%
Most of the time	112 11%	146 15%
Occasionally	376 37%	325 32%
Rarely	303 30%	266 26%
Never	133 13%	179 18%
Don't know	39 4%	45 4%

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Absolutes/col percents

Table 8

Q5. For each of the following, please indicate how often it happened, if at all, in your current home.

Base: All respondents

In summer 2015, how often, if at all, was your current home uncomfortably hot

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
NET: At least occasionally	530 53%	248 51%	282 54%	71 54%	137 59%	132 62%	68 45%	50 42%	71 45%	239 55%	142 46%	71 60%	78 53%	88 51%	174 57%	54 48%	99 50%	116 53%	281 50%	234 57%	390 55%	140 48%	244 49%	125 54%	153 61%
NET: Rarely/ Never	436 43%	221 46%	215 41%	46 35%	83 36%	74 35%	76 50%	70 58%	87 54%	189 44%	145 47%	43 36%	59 40%	75 44%	117 39%	56 50%	96 49%	91 42%	277 49%	150 36%	307 43%	129 44%	245 49%	89 39%	93 37%
NET: Ever	833 83%	403 83%	430 82%	100 76%	197 85%	185 88%	127 84%	94 78%	131 81%	372 86%	246 80%	98 82%	118 80%	140 81%	256 84%	95 85%	168 86%	174 79%	467 82%	347 84%	611 86%	223 76%	419 83%	179 77%	222 88%
All the time	42 4%	23 5%	19 4%	8 6%	18 8%	5 2%	2 2%	5 4%	4 3%	15 4%	13 4%	5 5%	9 6%	8 5%	17 6%	7 6%	7 3%	3 1%	17 3%	25 6%	31 4%	11 4%	12 2%	13 6%	17 7%
Most of the time	112 11%	57 12%	56 11%	19 14%	44 19%	29 14%	10 6%	7 6%	4 2%	52 12%	23 8%	17 14%	20 13%	20 11%	41 14%	10 9%	14 7%	27 12%	44 8%	66 16%	97 14%	15 5%	42 8%	31 14%	38 15%
Occasionally	376 37%	169 35%	207 40%	44 34%	75 32%	98 46%	57 38%	39 32%	63 39%	171 40%	106 34%	49 41%	50 34%	60 35%	115 38%	36 32%	78 40%	86 39%	221 39%	143 35%	262 37%	114 39%	190 38%	81 35%	98 39%
Rarely	303 30%	155 32%	148 28%	29 22%	60 26%	53 25%	58 39%	44 36%	59 37%	133 31%	104 34%	26 22%	40 27%	52 30%	82 27%	42 37%	70 36%	58 26%	186 33%	112 27%	221 31%	82 28%	175 35%	54 23%	69 27%
Never	133 13%	66 14%	67 13%	17 13%	24 10%	21 10%	17 12%	26 22%	28 17%	55 13%	42 13%	17 14%	19 13%	23 14%	36 12%	15 13%	26 13%	33 15%	90 16%	37 9%	86 12%	46 16%	70 14%	35 15%	24 10%
Don't know	39 4%	14 3%	25 5%	14 11%	11 5%	5 2%	6 4%	1 1%	2 1%	4 1%	21 7%	4 4%	10 7%	9 5%	13 4%	3 2%	2 1%	12 6%	10 2%	28 7%	17 2%	22 8%	13 3%	17 7%	6 2%

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 8

Q5. For each of the following, please indicate how often it happened, if at all, in your current home.

Base: All respondents

In summer 2015, how often, if at all, was your current home uncomfortably hot

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
NET: At least occasionally	530 53%	307 54%	213 54%	55 70%	88 52%	66 52%	4 22%	190 47%	70 48%	45 69%
NET: Rarely/ Never	436 43%	248 43%	173 44%	23 30%	76 45%	58 45%	13 68%	215 53%	71 49%	17 27%
NET: Ever	833 83%	491 86%	323 81%	67 86%	142 84%	99 77%	14 72%	339 83%	124 85%	56 86%
All the time	42 4%	28 5%	14 4%	3 4%	7 4%	3 2%	-	9 2%	5 4%	2 4%
Most of the time	112 11%	64 11%	46 12%	14 19%	15 9%	17 13%	-	21 5%	19 13%	12 19%
Occasionally	376 37%	215 38%	153 39%	37 47%	66 39%	46 36%	4 22%	160 39%	46 32%	31 47%
Rarely	303 30%	184 32%	109 28%	13 16%	54 32%	33 26%	10 50%	149 37%	54 37%	11 17%
Never	133 13%	64 11%	64 16%	11 14%	23 13%	25 19%	3 18%	66 16%	18 12%	6 10%
Don't know	39 4%	16 3%	10 2%	-	4 2%	4 3%	2 10%	2 *	4 3%	3 4%

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Absolutes/col percents

Table 9

Q5. For each of the following, please indicate how often it happened, if at all, in your current home.

Base: All respondents

In winter 2014-15, how often, if at all was your current home uncomfortably cold

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
NET: At least occasionally	515 51%	214 44%	300 57%	68 52%	133 58%	128 60%	72 48%	49 41%	64 40%	221 51%	151 49%	65 55%	77 52%	88 51%	159 52%	60 54%	100 51%	108 49%	257 45%	248 60%	387 54%	128 44%	232 46%	116 50%	153 61%
NET: Rarely/ Never	445 44%	251 52%	194 37%	48 36%	83 36%	77 36%	74 49%	70 58%	94 59%	204 47%	135 44%	49 41%	58 40%	74 43%	130 43%	50 44%	93 48%	98 45%	298 52%	136 33%	307 43%	138 47%	258 51%	98 42%	86 34%
NET: Ever	781 78%	361 75%	419 80%	99 76%	192 83%	177 84%	115 77%	89 73%	109 68%	345 80%	231 75%	94 80%	111 75%	131 76%	247 81%	85 76%	155 79%	162 74%	422 74%	340 83%	587 82%	194 66%	379 75%	172 75%	214 85%
All the time	44 4%	19 4%	25 5%	5 4%	14 6%	13 6%	7 5%	4 3%	1 1%	18 4%	9 3%	9 7%	8 6%	3 2%	15 5%	8 7%	10 5%	8 3%	23 4%	21 5%	35 5%	9 3%	12 2%	14 6%	18 7%
Most of the time	146 15%	65 14%	80 15%	20 16%	51 22%	37 17%	19 13%	11 9%	8 5%	58 14%	45 15%	21 18%	22 15%	29 17%	49 16%	15 13%	28 14%	25 11%	57 10%	84 20%	117 16%	28 10%	46 9%	39 17%	57 23%
Occasionally	325 32%	130 27%	195 37%	42 32%	69 30%	78 37%	46 30%	35 29%	55 34%	145 34%	97 32%	36 30%	47 32%	56 32%	94 31%	37 33%	62 32%	75 34%	177 31%	142 34%	234 33%	91 31%	175 35%	63 27%	78 31%
Rarely	266 26%	147 30%	119 23%	31 24%	58 25%	50 24%	43 29%	39 32%	44 28%	123 29%	79 26%	29 24%	34 23%	43 25%	89 29%	25 22%	55 28%	54 25%	165 29%	92 22%	200 28%	66 22%	147 29%	56 24%	61 24%
Never	179 18%	104 22%	75 14%	17 13%	25 11%	27 13%	30 20%	31 26%	50 31%	80 19%	56 18%	20 17%	24 16%	31 18%	41 13%	25 22%	39 20%	44 20%	133 23%	44 11%	107 15%	72 25%	111 22%	42 18%	25 10%
Don't know	45 4%	17 3%	28 5%	15 12%	15 6%	7 3%	5 4%	1 1%	2 1%	7 2%	22 7%	4 4%	12 8%	10 6%	16 5%	3 2%	3 1%	14 6%	13 2%	28 7%	20 3%	25 9%	13 3%	17 7%	12 5%

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Absolutes/col percents

Table 9

Q5. For each of the following, please indicate how often it happened, if at all, in your current home.

Base: All respondents

In winter 2014-15, how often, if at all was your current home uncomfortably cold

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
NET: At least occasionally	515 51%	311 54%	192 49%	35 44%	83 49%	66 52%	7 38%	202 50%	65 44%	20 31%
NET: Rarely/ Never	445 44%	239 42%	193 49%	43 55%	81 48%	57 44%	10 52%	202 50%	77 53%	42 64%
NET: Ever	781 78%	451 79%	314 79%	59 76%	132 79%	104 82%	16 82%	317 78%	108 74%	42 64%
All the time	44 4%	27 5%	17 4%	-	13 8%	4 3%	-	11 3%	7 5%	2 4%
Most of the time	146 15%	82 14%	56 14%	14 18%	25 15%	15 11%	1 4%	47 12%	17 12%	5 8%
Occasionally	325 32%	203 36%	120 30%	20 26%	45 27%	48 37%	7 34%	144 35%	41 28%	13 20%
Rarely	266 26%	139 24%	122 31%	24 31%	49 29%	38 30%	8 44%	115 28%	44 30%	22 33%
Never	179 18%	100 17%	71 18%	18 24%	32 19%	19 15%	2 8%	87 21%	33 23%	20 30%
Don't know	45 4%	21 4%	11 3%	1 1%	4 2%	5 4%	2 10%	3 1%	4 3%	4 5%

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Absolutes/col percents

Table 10

Q6. Thinking in general about your current home overheating in summer, please indicate which, if any of the following have happened as a result.

Base: All respondents whose current home was ever uncomfortably hot in summer 2015

	Gender		Age							Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	836	418	418	70	183	194	142	104	143	386	254	94	102	125	246	101	180	184	581	237	587	249	503	130	193
Weighted base	833	403	430	100	197	185	127	94	131	372	246	98	118	140	256	95	168	174	467	347	611	223	419	179	222
You have woken up in the night	434 52%	185 46%	249 58%	48 48%	97 49%	94 51%	72 57%	50 53%	73 56%	198 53%	123 50%	51 52%	62 52%	69 49%	137 54%	52 54%	90 54%	85 49%	264 56%	166 48%	315 52%	119 53%	213 51%	94 52%	120 54%
Your house feels too humid	336 40%	147 36%	190 44%	46 46%	92 47%	81 44%	56 44%	30 32%	32 25%	133 36%	103 42%	42 43%	59 50%	61 43%	109 43%	35 37%	64 38%	68 39%	178 38%	154 45%	249 41%	88 39%	143 34%	89 50%	100 45%
Your sleep is regularly disrupted	330 40%	140 35%	190 44%	31 31%	74 37%	77 41%	60 47%	36 39%	53 41%	150 40%	94 38%	32 33%	55 46%	44 32%	103 40%	47 49%	66 39%	70 40%	181 39%	145 42%	238 39%	92 41%	170 41%	72 40%	81 37%
You feel tired or unwell because of the heat	257 31%	104 26%	153 35%	30 30%	71 36%	64 34%	35 27%	26 27%	31 24%	110 30%	73 30%	31 32%	43 37%	33 24%	82 32%	36 38%	55 33%	50 29%	132 28%	123 35%	179 29%	78 35%	99 24%	67 37%	88 39%
It is unpleasant to spend time inside	226 27%	100 25%	126 29%	37 37%	62 31%	55 30%	29 23%	20 21%	23 17%	97 26%	58 24%	36 37%	34 29%	44 31%	73 29%	18 19%	45 27%	45 26%	111 24%	109 32%	165 27%	61 27%	104 25%	52 29%	67 30%
Other	17 2%	6 2%	11 2%	- -	4 2%	6 3%	3 3%	4 4%	- -	5 1%	3 1%	4 4%	5 4%	5 4%	4 1%	2 2%	6 4%	- -	12 3%	5 1%	12 2%	5 2%	4 1%	5 3%	6 3%
None of the above	127 15%	75 19%	52 12%	15 15%	18 9%	25 14%	17 13%	21 22%	31 24%	66 18%	36 15%	13 13%	11 10%	18 13%	31 12%	17 18%	35 21%	26 15%	71 15%	49 14%	88 14%	39 17%	81 19%	21 12%	25 11%

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Absolutes/col percents

Table 10

Q6. Thinking in general about your current home overheating in summer, please indicate which, if any of the following have happened as a result.
Base: All respondents whose current home was ever uncomfortably hot in summer 2015

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	836	516	302	64	133	91	13	390	133	53
Weighted base	833	491	323	67	142	99	14	339	124	56
You have woken up in the night	434 52%	252 51%	171 53%	34 50%	75 53%	56 57%	6 47%	178 52%	62 50%	37 65%
Your house feels too humid	336 40%	185 38%	145 45%	38 57%	61 43%	41 41%	4 31%	121 36%	46 37%	28 50%
Your sleep is regularly disrupted	330 40%	198 40%	126 39%	32 47%	54 38%	37 37%	3 23%	141 42%	51 42%	21 38%
You feel tired or unwell because of the heat	257 31%	149 30%	101 31%	26 39%	38 27%	33 33%	4 26%	95 28%	34 27%	17 31%
It is unpleasant to spend time inside	226 27%	125 25%	98 30%	26 39%	43 30%	27 28%	1 10%	82 24%	21 17%	16 29%
Other	17 2%	8 2%	9 3%	2 3%	5 3%	2 2%	* 3%	8 2%	3 3%	1 1%
None of the above	127 15%	76 15%	49 15%	7 11%	20 14%	16 16%	6 40%	65 19%	22 18%	3 6%

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Absolutes/col percents

Table 11

Q6. Thinking in general about your current home overheating in summer, please indicate which, if any of the following have happened as a result.

Base: All respondents

	Gender		Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
You have woken up in the night	434 43%	185 38%	249 48%	48 37%	97 42%	94 45%	72 48%	50 41%	73 46%	198 46%	123 40%	51 43%	62 42%	69 40%	137 45%	52 46%	90 46%	85 39%	264 46%	166 40%	315 44%	119 41%	213 42%	94 40%	120 48%
Your house feels too humid	336 33%	147 30%	190 36%	46 35%	92 40%	81 38%	56 37%	30 25%	32 20%	133 31%	103 34%	42 35%	59 40%	61 35%	109 36%	35 31%	64 33%	68 31%	178 31%	154 37%	249 35%	88 30%	143 28%	89 39%	100 40%
Your sleep is regularly disrupted	330 33%	140 29%	190 36%	31 23%	74 32%	77 36%	60 40%	36 30%	53 33%	150 35%	94 30%	32 27%	55 37%	44 26%	103 34%	47 42%	66 34%	70 32%	181 32%	145 35%	238 33%	92 32%	170 34%	72 31%	81 32%
You feel tired or unwell because of the heat	257 26%	104 22%	153 29%	30 23%	71 31%	64 30%	35 23%	26 21%	31 19%	110 26%	73 24%	31 26%	43 29%	33 19%	82 27%	36 32%	55 28%	50 23%	132 23%	123 30%	179 25%	78 27%	99 20%	67 29%	88 35%
It is unpleasant to spend time inside	226 22%	100 21%	126 24%	37 29%	62 27%	55 26%	29 19%	20 17%	23 14%	97 23%	58 19%	36 30%	34 23%	44 25%	73 24%	18 16%	45 23%	45 21%	111 20%	109 27%	165 23%	61 21%	104 21%	52 22%	67 27%
Other	17 2%	6 1%	11 2%	- -	4 2%	6 3%	3 2%	4 3%	- -	5 1%	3 1%	4 3%	5 4%	5 3%	4 1%	2 2%	6 3%	- -	12 2%	5 1%	12 2%	5 2%	4 1%	5 2%	6 2%
None of the above	127 13%	75 16%	52 10%	15 11%	18 8%	25 12%	17 11%	21 17%	31 19%	66 15%	36 12%	13 11%	11 8%	18 10%	31 10%	17 15%	35 18%	26 12%	71 12%	49 12%	88 12%	39 13%	81 16%	21 9%	25 10%
Not applicable: did not experience overheating	172 17%	80 17%	92 18%	31 24%	35 15%	26 12%	24 16%	27 22%	30 19%	59 14%	62 20%	21 18%	29 20%	33 19%	49 16%	17 15%	27 14%	46 21%	100 18%	65 16%	103 14%	69 24%	83 17%	53 23%	30 12%

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Table 11

Q6. Thinking in general about your current home overheating in summer, please indicate which, if any of the following have happened as a result.

Base: All respondents

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
You have woken up in the night	434 43%	252 44%	171 43%	34 43%	75 45%	56 44%	6 34%	178 44%	62 42%	37 56%
Your house feels too humid	336 33%	185 32%	145 37%	38 49%	61 36%	41 32%	4 22%	121 30%	46 31%	28 43%
Your sleep is regularly disrupted	330 33%	198 35%	126 32%	32 41%	54 32%	37 29%	3 17%	141 35%	51 35%	21 32%
You feel tired or unwell because of the heat	257 26%	149 26%	101 25%	26 34%	38 23%	33 26%	4 19%	95 23%	34 23%	17 26%
It is unpleasant to spend time inside	226 22%	125 22%	98 25%	26 34%	43 25%	27 21%	1 7%	82 20%	21 15%	16 24%
Other	17 2%	8 1%	9 2%	2 3%	5 3%	2 1%	* 2%	8 2%	3 2%	1 1%
None of the above	127 13%	76 13%	49 12%	7 9%	20 12%	16 12%	6 29%	65 16%	22 15%	3 5%
Not applicable: did not experience overheating	172 17%	80 14%	73 19%	11 14%	26 16%	29 23%	5 28%	68 17%	22 15%	9 14%

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Absolutes/col percents

Table 12

Q7. What have you done in your current home to manage the problem of overheating?**Base: All respondents whose current home was ever uncomfortably hot in summer 2015**

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	836	418	418	70	183	194	142	104	143	386	254	94	102	125	246	101	180	184	581	237	587	249	503	130	193
Weighted base	833	403	430	100	197	185	127	94	131	372	246	98	118	140	256	95	168	174	467	347	611	223	419	179	222
Sleep with the windows open	597 72%	285 71%	312 73%	66 66%	151 77%	121 65%	97 77%	67 71%	96 74%	273 73%	178 72%	73 75%	73 62%	108 77%	181 71%	66 69%	121 72%	121 70%	351 75%	235 68%	449 73%	149 67%	314 75%	114 64%	158 71%
Avoided using household appliances that make it hotter e.g. washing machine, oven	154 19%	58 14%	96 22%	20 20%	41 21%	40 22%	19 15%	12 13%	22 17%	66 18%	46 19%	15 15%	28 24%	32 23%	45 18%	22 23%	22 13%	33 19%	91 20%	63 18%	104 17%	50 22%	65 16%	41 23%	48 22%
Use a fan	125 15%	46 12%	78 18%	11 11%	29 15%	24 13%	23 18%	16 17%	21 16%	49 13%	37 15%	16 17%	23 19%	23 16%	33 13%	12 13%	32 19%	25 14%	72 15%	50 15%	81 13%	43 20%	51 12%	38 21%	33 15%
Bought a dehumidifier	96 12%	45 11%	51 12%	12 12%	37 19%	24 13%	8 6%	10 10%	5 4%	58 16%	23 9%	11 12%	4 3%	15 10%	25 10%	13 13%	19 11%	26 15%	39 8%	57 16%	85 14%	11 5%	54 13%	10 6%	32 14%
Installed air conditioning	65 8%	40 10%	24 6%	14 14%	18 9%	14 8%	8 6%	5 6%	5 4%	34 9%	8 3%	13 14%	9 7%	8 6%	19 7%	11 12%	12 7%	14 8%	30 6%	34 10%	52 8%	13 6%	37 9%	12 7%	15 7%
Go out for meals to avoid staying inside	54 6%	23 6%	30 7%	9 9%	18 9%	12 7%	7 6%	2 2%	5 3%	20 5%	20 8%	8 8%	7 6%	9 6%	15 6%	5 6%	11 6%	14 8%	25 5%	25 7%	40 6%	14 6%	24 6%	12 7%	17 8%
Keep the curtains/blinds closed to keep out the sun	11 1%	6 1%	6 1%	- -	1 *	1 1%	3 2%	3 3%	4 3%	6 2%	4 2%	1 1%	* *	1 1%	3 1%	4 4%	1 1%	3 2%	8 2%	4 1%	9 1%	3 1%	11 3%	- -	- -
Windows left open during the day	11 1%	5 1%	5 1%	- -	- -	2 1%	2 2%	2 2%	4 3%	7 2%	1 *	3 3%	* *	4 3%	1 *	3 4%	2 1%	1 1%	9 2%	1 *	8 1%	3 1%	9 2%	- -	2 1%
Doors left open	8 1%	3 1%	6 1%	- -	1 *	3 2%	1 1%	2 2%	2 1%	1 *	2 1%	2 2%	4 3%	- -	3 1%	1 1%	4 2%	- -	5 1%	3 1%	4 1%	5 2%	2 1%	4 2%	2 1%
Installed ceiling fans	5 1%	- -	5 1%	- -	- -	2 1%	- -	1 1%	2 2%	- -	3 1%	- -	2 2%	2 1%	2 1%	- -	1 *	- -	3 1%	2 1%	3 *	2 1%	1 *	4 2%	- -
Film/ sheets over windows	4 1%	2 *	2 1%	- -	1 *	1 1%	1 1%	- -	2 1%	2 1%	2 1%	- -	- -	- -	3 1%	1 1%	- -	1 *	3 1%	1 *	2 *	3 1%	1 *	3 2%	- -
Wear light clothing	3 *	- -	3 1%	- -	- -	- -	- -	- -	3 2%	3 1%	- -	- -	- -	2 1%	- -	- -	- -	1 *	3 1%	- -	2 *	1 *	1 *	2 1%	- -
Use light bedding when sleeping	2 *	1 *	2 *	- -	- -	1 1%	- -	- -	1 1%	- -	2 1%	- -	- -	- -	- -	2 2%	- -	1 *	2 1%	- -	1 *	1 *	1 *	1 1%	1 *

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Table 12

Q7. What have you done in your current home to manage the problem of overheating?

Base: All respondents whose current home was ever uncomfortably hot in summer 2015

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Weighted base	833	403	430	100	197	185	127	94	131	372	246	98	118	140	256	95	168	174	467	347	611	223	419	179	222
Remove duvet/ blanket from my bed	2*	1*	1*	-	1*	1*	-	-	-	1*	-	-	1*	-	1*	-	1*	-	2*	-	1*	1*	1*	-	-
Installed insulation	2*	1*	1*	-	-	1*	-	-	1*	1*	1*	-	-	-	1*	-	-	1*	2*	-	2*	-	1*	-	1*
Spend time outside	2*	1*	1*	-	-	-	*	-	1*	1*	1*	-	*	-	1*	-	1*	-	2*	-	-	2*	2*	-	-
Take baths/ showers	2*	-	2*	-	1*	1*	-	-	-	1*	1*	-	-	-	-	2*	-	-	2*	-	2*	-	1*	-	1*
Used portable air conditioning unit	1*	1*	1*	-	-	1*	-	-	1*	1*	-	-	1*	-	-	-	1*	1*	1*	-	1*	1*	1*	-	-
Other answers	7*	2*	4*	-	-	1*	-	2*	4*	4*	2*	-	-	3*	1*	1*	*	1*	7*	-	4*	3*	4*	2*	1*
Nothing	81	42	38	13	7	22	13	10	15	35	25	9	11	11	24	9	22	15	45	31	57	23	37	19	24
	10%	11%	9%	14%	4%	12%	10%	11%	12%	10%	10%	9%	10%	8%	9%	9%	13%	8%	10%	9%	9%	10%	9%	11%	11%

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 12
Q7. What have you done in your current home to manage the problem of overheating?
Base: All respondents whose current home was ever uncomfortably hot in summer 2015

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	836	516	302	64	133	91	13	390	133	53
Weighted base	833	491	323	67	142	99	14	339	124	56
Sleep with the windows open	597 72%	358 73%	227 70%	50 75%	99 70%	66 67%	10 74%	255 75%	85 69%	44 79%
Avoided using household appliances that make it hotter e.g. washing machine, oven	154 19%	80 16%	70 22%	24 36%	25 18%	17 18%	3 25%	53 16%	23 19%	14 25%
Use a fan	125 15%	64 13%	59 18%	7 11%	27 19%	25 25%	-	48 14%	18 14%	11 20%
Bought a dehumidifier	96 12%	56 11%	39 12%	11 16%	21 15%	7 7%	1 5%	33 10%	20 16%	6 10%
Installed air conditioning	65 8%	46 9%	17 5%	3 5%	11 8%	3 3%	-	12 4%	16 13%	7 12%
Go out for meals to avoid staying inside	54 6%	22 4%	30 9%	13 19%	10 7%	6 7%	1 10%	15 4%	9 8%	9 16%
Keep the curtains/blinds closed to keep out the sun	11 1%	10 2%	1 *	-	1 *	-	* 3%	8 2%	2 2%	1 2%
Windows left open during the day	11 1%	8 2%	3 1%	-	3 2%	-	-	7 2%	1 1%	1 2%
Doors left open	8 1%	5 1%	2 1%	-	2 2%	-	-	7 2%	-	-
Installed ceiling fans	5 1%	3 1%	2 1%	-	1 1%	1 1%	-	1 *	1 1%	-
Film/ sheets over windows	4 1%	1 *	4 1%	1 1%	2 1%	-	1 8%	3 1%	1 1%	1 1%

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Absolutes/col percents

Table 12
Q7. What have you done in your current home to manage the problem of overheating?
Base: All respondents whose current home was ever uncomfortably hot in summer 2015

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Weighted base	833	491	323	67	142	99	14	339	124	56
Wear light clothing	3 *	1 *	2 1%	-	-	2 2%	-	2 1%	1 1%	-
Use light bedding when sleeping	2 *	2 1%	-	-	-	-	-	1 *	1 *	-
Remove duvet/ blanket from my bed	2 *	1 *	1 *	-	-	1 1%	-	1 *	1 1%	-
Installed insulation	2 *	2 *	-	-	-	-	-	1 *	1 1%	-
Spend time outside	2 *	-	1 *	-	-	1 1%	-	2 1%	-	-
Take baths/ showers	2 *	1 *	1 *	-	1 *	-	-	-	-	1 1%
Used portable air conditioning unit	1 *	1 *	1 *	1 1%	-	-	-	1 *	-	1 1%
Other answers	7 1%	3 1%	3 1%	-	1 1%	2 2%	-	3 1%	3 2%	-
Nothing	81 10%	47 10%	30 9%	8 12%	10 7%	12 12%	-	36 11%	15 12%	-

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Absolutes/col percents

Table 13

Q8. Thinking now about the environment in general, which, if any, of the following are the most important issues to you today? Please select up to two.

Base: All respondents

	Gender		Age							Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
Air pollution in cities	328 33%	158 33%	171 33%	38 29%	76 33%	78 37%	45 30%	44 36%	48 30%	161 37%	90 29%	36 30%	41 28%	65 38%	103 34%	35 31%	69 35%	57 26%	174 31%	146 35%	246 34%	82 28%	174 35%	71 31%	77 31%
Climate change	309 31%	165 34%	144 28%	50 38%	81 35%	70 33%	47 31%	25 21%	36 23%	147 34%	91 30%	24 20%	47 32%	65 38%	94 31%	36 32%	57 29%	57 26%	179 31%	124 30%	241 34%	69 24%	133 26%	56 24%	112 45%
The use of chemicals in food production	267 27%	113 24%	154 29%	20 15%	51 22%	63 30%	37 25%	42 35%	54 34%	104 24%	79 26%	36 31%	48 32%	36 21%	81 27%	37 33%	56 29%	57 26%	133 23%	126 31%	180 25%	87 30%	134 27%	66 29%	60 24%
The amount of waste that goes into landfill	227 23%	98 20%	130 25%	28 21%	49 21%	39 18%	36 24%	32 27%	44 28%	97 23%	72 23%	26 22%	32 22%	45 26%	64 21%	28 25%	44 23%	47 21%	147 26%	78 19%	168 24%	60 20%	120 24%	51 22%	53 21%
The amount of energy people use	175 17%	77 16%	98 19%	22 17%	44 19%	36 17%	29 19%	18 15%	25 16%	82 19%	57 18%	20 17%	16 11%	34 20%	47 15%	13 12%	37 19%	44 20%	98 17%	73 18%	124 17%	51 18%	97 19%	32 14%	42 17%
Deforestation	118 12%	67 14%	51 10%	14 10%	21 9%	22 10%	17 11%	19 15%	26 16%	55 13%	27 9%	18 15%	19 13%	16 9%	32 10%	7 6%	32 16%	32 15%	77 14%	41 10%	81 11%	38 13%	70 14%	16 7%	29 12%
Biodiversity loss, e.g. species extinction	95 9%	49 10%	46 9%	8 6%	19 8%	23 11%	17 11%	14 11%	15 9%	40 9%	34 11%	7 6%	15 10%	20 12%	30 10%	7 6%	22 11%	15 7%	67 12%	27 6%	69 10%	27 9%	54 11%	19 8%	21 8%
Water shortages	89 9%	45 9%	44 8%	11 8%	17 7%	22 10%	10 6%	14 12%	16 10%	41 9%	28 9%	11 9%	9 6%	11 7%	32 11%	12 10%	18 9%	16 7%	47 8%	40 10%	70 10%	18 6%	47 9%	21 9%	20 8%
Ocean pollution e.g. oil spills and litter	89 9%	35 7%	53 10%	8 6%	16 7%	15 7%	11 7%	15 13%	23 14%	36 8%	28 9%	11 9%	14 10%	14 8%	21 7%	15 14%	18 9%	19 9%	61 11%	25 6%	55 8%	34 12%	52 10%	24 10%	11 4%
None of the above	30 3%	17 4%	13 2%	2 1%	4 2%	6 3%	10 6%	2 2%	6 4%	12 3%	13 4%	3 2%	2 2%	5 3%	8 3%	5 4%	7 4%	6 3%	22 4%	6 1%	26 4%	4 1%	14 3%	10 4%	5 2%
Don't know	70 7%	28 6%	42 8%	25 19%	21 9%	9 4%	8 5%	2 2%	6 4%	15 3%	31 10%	11 9%	13 9%	9 5%	23 8%	8 7%	3 2%	28 13%	27 5%	40 10%	31 4%	40 14%	23 5%	28 12%	19 8%

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Absolutes/col percents

Table 13

Q8. Thinking now about the environment in general, which, if any, of the following are the most important issues to you today? Please select up to two.

Base: All respondents

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
Air pollution in cities	328 33%	194 34%	130 33%	35 45%	48 29%	43 33%	3 17%	146 36%	55 38%	17 26%
Climate change	309 31%	158 28%	145 37%	30 39%	67 40%	41 32%	6 31%	110 27%	41 28%	21 31%
The use of chemicals in food production	267 27%	169 30%	90 23%	13 16%	35 21%	40 31%	1 6%	113 28%	38 26%	20 30%
The amount of waste that goes into landfill	227 23%	132 23%	91 23%	15 19%	38 22%	35 27%	3 13%	114 28%	39 27%	13 19%
The amount of energy people use	175 17%	91 16%	82 21%	16 21%	40 24%	22 17%	4 22%	67 17%	34 24%	12 18%
Deforestation	118 12%	80 14%	37 9%	7 8%	16 9%	14 11%	1 5%	58 14%	15 10%	5 8%
Biodiversity loss, e.g. species extinction	95 9%	54 9%	39 10%	4 6%	14 8%	17 13%	3 14%	48 12%	13 9%	7 11%
Water shortages	89 9%	59 10%	30 8%	4 6%	15 9%	6 5%	4 19%	32 8%	14 9%	8 12%
Ocean pollution e.g. oil spills and litter	89 9%	53 9%	34 9%	4 5%	17 10%	10 7%	3 18%	45 11%	12 8%	3 4%
None of the above	30 3%	16 3%	14 3%	4 5%	7 4%	- -	3 15%	11 3%	2 1%	2 3%
Don't know	70 7%	27 5%	24 6%	4 6%	10 6%	9 7%	1 7%	6 1%	8 6%	7 11%

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Absolutes/col percents

Table 14

Q9. Thinking about the businesses that you buy products or services from, which, if any of the following sustainability issues are most important to you? Please select up to three.
Base: All respondents

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
Reducing the amount of waste produced	479 48%	213 44%	267 51%	55 42%	95 41%	102 48%	67 45%	61 51%	99 62%	223 52%	133 43%	52 44%	71 48%	74 43%	137 45%	61 54%	104 53%	104 47%	293 52%	177 43%	326 46%	153 53%	269 53%	91 40%	111 44%
Being a fair employer	410 41%	197 41%	213 41%	49 37%	84 36%	92 43%	72 48%	49 40%	65 40%	187 43%	135 44%	38 32%	50 34%	87 50%	111 37%	40 35%	88 45%	84 38%	245 43%	157 38%	309 43%	101 35%	205 41%	83 36%	112 45%
Sourcing with integrity e.g. being aware of the origin and supply chain of products and materials that they use	379 38%	172 36%	207 40%	44 34%	83 36%	83 39%	54 36%	52 43%	64 40%	175 40%	114 37%	34 29%	56 38%	66 38%	106 35%	52 46%	83 43%	71 33%	242 43%	133 32%	266 37%	113 39%	193 38%	70 30%	106 42%
Making a positive contribution to the community they operate in	331 33%	137 28%	194 37%	42 32%	87 38%	82 39%	46 31%	30 25%	44 28%	153 35%	96 31%	34 28%	49 33%	65 38%	97 32%	35 31%	70 36%	64 29%	170 30%	153 37%	253 36%	78 27%	166 33%	73 32%	88 35%
Reducing the amount of energy and water used	316 31%	169 35%	147 28%	29 23%	65 28%	55 26%	53 35%	43 36%	71 44%	146 34%	93 30%	41 34%	36 25%	57 33%	92 30%	32 29%	68 35%	67 30%	187 33%	120 29%	222 31%	95 32%	173 34%	62 27%	77 31%
Helping me to live in a more environmentally-friendly way	244 24%	111 23%	134 26%	19 14%	60 26%	59 28%	40 27%	27 22%	40 25%	119 28%	61 20%	24 21%	40 27%	44 25%	85 28%	28 25%	44 22%	44 20%	129 23%	109 26%	180 25%	65 22%	130 26%	59 25%	48 19%
None of these	56 6%	35 7%	21 4%	10 7%	9 4%	6 3%	9 6%	13 11%	10 6%	16 4%	20 6%	12 10%	9 6%	3 2%	15 5%	10 9%	11 6%	18 8%	35 6%	19 5%	40 6%	16 5%	23 4%	22 10%	12 5%
Don't know	80 8%	33 7%	46 9%	21 16%	19 8%	12 6%	9 6%	9 8%	8 5%	22 5%	34 11%	10 9%	13 9%	15 9%	26 9%	7 6%	8 4%	23 10%	39 7%	38 9%	43 6%	37 13%	31 6%	30 13%	18 7%

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Absolutes/col percents

Table 14
Q9. Thinking about the businesses that you buy products or services from, which, if any of the following sustainability issues are most important to you? Please select up to three.
Base: All respondents

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
Reducing the amount of waste produced	479 48%	299 52%	174 44%	43 56%	69 41%	54 42%	7 36%	223 55%	70 48%	25 39%
Being a fair employer	410 41%	226 40%	177 45%	34 43%	75 45%	55 43%	10 52%	175 43%	63 43%	26 40%
Sourcing with integrity e.g. being aware of the origin and supply chain of products and materials that they use	379 38%	205 36%	163 41%	31 40%	69 41%	56 44%	7 34%	177 44%	55 37%	24 37%
Making a positive contribution to the community they operate in	331 33%	186 33%	138 35%	25 32%	56 33%	49 38%	6 31%	127 31%	53 36%	19 30%
Reducing the amount of energy and water used	316 31%	190 33%	121 31%	24 30%	45 27%	45 35%	7 34%	146 36%	47 32%	24 37%
Helping me to live in a more environmentally-friendly way	244 24%	137 24%	105 26%	19 24%	36 22%	43 34%	6 31%	108 27%	39 26%	16 24%
None of these	56 6%	26 5%	26 7%	6 7%	13 8%	5 4%	3 13%	16 4%	8 6%	4 6%
Don't know	80 8%	41 7%	24 6%	2 3%	12 7%	9 7%	1 5%	14 3%	7 5%	10 15%

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Absolutes/col percents

Table 15

Q10. In your personal opinion, which, if any, of the following areas should local government policy be prioritising for London? Please select up to three.

Base: All respondents

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
Improving air quality	414	199	215	58	93	82	49	57	75	184	129	37	64	74	112	54	88	85	256	146	292	121	210	90	108
	41%	41%	41%	45%	40%	39%	32%	47%	47%	43%	42%	31%	43%	43%	37%	48%	45%	39%	45%	35%	41%	42%	42%	39%	43%
Improving public transport networks	406	213	193	43	77	96	70	51	68	180	126	46	53	65	117	55	87	82	231	165	306	100	215	86	94
	40%	44%	37%	33%	33%	46%	46%	42%	43%	42%	41%	39%	36%	38%	38%	49%	44%	37%	41%	40%	43%	34%	43%	37%	37%
Improving accessibility to healthcare	372	155	217	42	78	87	57	45	62	149	125	40	58	55	111	50	85	70	191	173	262	110	170	94	97
	37%	32%	42%	32%	34%	41%	38%	37%	39%	35%	40%	34%	39%	32%	36%	45%	44%	32%	34%	42%	37%	38%	34%	41%	39%
Reducing the amount of waste that goes into landfill	314	141	173	37	53	61	51	43	68	140	91	36	47	63	87	37	66	61	198	112	216	98	180	61	66
	31%	29%	33%	29%	23%	29%	34%	36%	42%	32%	30%	30%	32%	37%	29%	33%	33%	28%	35%	27%	30%	34%	36%	27%	26%
Energy efficiency, e.g. reduce the amount of energy that is used	309	148	162	28	72	61	46	41	61	135	96	34	44	49	97	31	69	63	189	113	227	82	173	55	77
	31%	31%	31%	21%	31%	29%	31%	34%	38%	31%	31%	29%	30%	29%	32%	27%	35%	29%	33%	27%	32%	28%	34%	24%	31%
Improving provision for cycling and walking	181	96	84	23	53	45	23	16	21	94	51	19	16	31	64	20	25	40	105	72	147	34	98	21	59
	18%	20%	16%	18%	23%	21%	15%	13%	13%	22%	17%	16%	11%	18%	21%	17%	13%	18%	18%	17%	21%	12%	19%	9%	24%
Providing more green spaces	172	89	82	15	43	46	35	14	19	82	53	15	21	25	57	16	41	33	88	80	131	41	83	37	48
	17%	19%	16%	12%	19%	22%	23%	12%	12%	19%	17%	13%	14%	14%	19%	14%	21%	15%	16%	19%	18%	14%	17%	16%	19%
Improving resilience to extreme weather e.g. flood defences	154	60	94	11	27	36	14	22	44	73	31	23	26	21	52	12	36	32	96	54	94	60	87	34	31
	15%	12%	18%	8%	12%	17%	9%	19%	27%	17%	10%	20%	18%	12%	17%	11%	19%	15%	17%	13%	13%	21%	17%	15%	12%
Water efficiency, e.g. reduce the amount of water that is used	129	66	63	15	22	21	22	19	29	53	43	15	19	26	37	14	29	23	90	40	92	38	65	30	35
	13%	14%	12%	12%	9%	10%	15%	16%	18%	12%	14%	12%	13%	15%	12%	13%	15%	10%	16%	10%	13%	13%	13%	13%	14%
None of these	6	2	4	-	2	1	3	-	-	4	2	-	-	-	-	1	3	3	5	2	5	1	4	1	2
	1%	*	1%	-	1%	1%	2%	-	-	1%	1%	-	-	-	-	1%	2%	1%	1%	*	1%	*	1%	*	1%
Don't know	62	22	40	21	14	10	7	5	4	13	24	9	15	14	16	4	2	25	23	36	27	34	20	28	14
	6%	5%	8%	16%	6%	5%	5%	4%	3%	3%	8%	8%	10%	8%	5%	4%	1%	11%	4%	9%	4%	12%	4%	12%	6%

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Absolutes/col percents

Table 15

Q10. In your personal opinion, which, if any, of the following areas should local government policy be prioritising for London? Please select up to three.

Base: All respondents

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
Improving air quality	414 41%	238 42%	168 42%	37 48%	68 41%	50 39%	13 67%	189 46%	50 34%	23 35%
Improving public transport networks	406 40%	232 41%	166 42%	38 48%	62 37%	55 43%	9 46%	177 43%	60 41%	37 56%
Improving accessibility to healthcare	372 37%	209 37%	153 39%	26 33%	65 39%	53 41%	8 39%	156 38%	55 37%	21 31%
Reducing the amount of waste that goes into landfill	314 31%	177 31%	131 33%	18 23%	58 35%	50 39%	5 24%	160 39%	55 38%	13 21%
Energy efficiency, e.g. reduce the amount of energy that is used	309 31%	187 33%	120 30%	25 32%	49 29%	37 29%	8 39%	129 32%	55 38%	21 33%
Improving provision for cycling and walking	181 18%	96 17%	78 20%	20 26%	29 17%	24 19%	5 24%	76 19%	30 20%	19 29%
Providing more green spaces	172 17%	103 18%	65 16%	13 16%	32 19%	16 13%	3 15%	64 16%	23 16%	11 16%
Improving resilience to extreme weather e.g. flood defences	154 15%	105 18%	47 12%	8 10%	19 11%	20 16%	- -	68 17%	21 14%	6 10%
Water efficiency, e.g. reduce the amount of water that is used	129 13%	67 12%	59 15%	13 17%	21 12%	20 16%	4 23%	47 12%	28 19%	5 8%
None of these	6 1%	3 1%	3 1%	1 1%	2 1%	- -	- -	2 1%	2 1%	1 2%
Don't know	62 6%	27 5%	18 5%	1 2%	10 6%	7 5%	- -	5 1%	4 3%	6 9%

London Polling Survey

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Absolutes/col percents

Table 16

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

Summary table

		In general, I think that most businesses provide long-term benefits to the communities they operate in	Businesses should be penalised if they don't care for the environment	Business should focus on keeping prices low rather than on sustainability and the environment	In general, I am willing to pay more for products that are environmentally friendly	A strong agreement at November's Paris Climate Change Conference (COP21) is important to me	I am happy to pay more on top of my current energy bill towards renewable energy in the UK
Unweighted base		1005	1005	1005	1005	1005	1005
Weighted base		1005	1005	1005	1005	1005	1005
NET: Agree		492 49%	781 78%	351 35%	570 57%	517 51%	393 39%
Strongly agree	(4)	112 11%	399 40%	93 9%	119 12%	195 19%	85 8%
Tend to agree	(3)	379 38%	382 38%	258 26%	452 45%	322 32%	308 31%
Tend to disagree	(2)	224 22%	71 7%	400 40%	219 22%	90 9%	282 28%
Strongly disagree	(1)	55 5%	37 4%	105 10%	72 7%	68 7%	176 18%
NET: Disagree		279 28%	107 11%	505 50%	290 29%	158 16%	458 46%
Don't know		235 23%	117 12%	149 15%	144 14%	329 33%	154 15%
Mean		2.71	3.29	2.40	2.72	2.95	2.35
Standard deviation		0.80	0.78	0.84	0.80	0.91	0.92
Standard error		0.03	0.03	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 17

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

Summary table

		In general, I think that most businesses provide long-term benefits to the communities they operate in	Businesses should be penalised if they don't care for the environment	Business should focus on keeping prices low rather than on sustainability and the environment	In general, I am willing to pay more for products that are environmentally friendly	A strong agreement at November's Paris Climate Change Conference (COP21) is important to me	I am happy to pay more on top of my current energy bill towards renewable energy in the UK
Unweighted base		778	901	870	877	686	866
Weighted base		770	888	856	861	676	851
NET: Agree		492 64%	781 88%	351 41%	570 66%	517 77%	393 46%
Strongly agree	(4)	112 15%	399 45%	93 11%	119 14%	195 29%	85 10%
Tend to agree	(3)	379 49%	382 43%	258 30%	452 52%	322 48%	308 36%
Tend to disagree	(2)	224 29%	71 8%	400 47%	219 25%	90 13%	282 33%
Strongly disagree	(1)	55 7%	37 4%	105 12%	72 8%	68 10%	176 21%
NET: Disagree		279 36%	107 12%	505 59%	290 34%	158 23%	458 54%
Mean		2.71	3.29	2.40	2.72	2.95	2.35
Standard deviation		0.80	0.78	0.84	0.80	0.91	0.92
Standard error		0.03	0.03	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 18

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

In general, I think that most businesses provide long-term benefits to the communities they operate in

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
NET: Agree	492 49%	249 52%	243 46%	55 42%	124 53%	102 48%	78 52%	53 44%	81 50%	233 54%	143 46%	60 51%	55 38%	86 50%	148 49%	47 42%	104 53%	106 49%	278 49%	203 49%	376 53%	115 40%	251 50%	103 45%	129 51%
Strongly agree	(4) 112 11%	66 14%	46 9%	9 7%	33 14%	27 13%	16 11%	13 10%	15 9%	57 13%	26 8%	15 12%	15 10%	21 12%	33 11%	21 18%	17 9%	21 9%	50 9%	62 15%	89 12%	23 8%	58 12%	25 11%	28 11%
Tend to agree	(3) 379 38%	182 38%	197 38%	46 35%	91 39%	75 35%	62 41%	40 34%	66 41%	176 41%	117 38%	45 38%	40 27%	64 37%	116 38%	27 24%	87 44%	86 39%	229 40%	141 34%	287 40%	92 32%	193 38%	78 34%	100 40%
Tend to disagree	(2) 224 22%	119 25%	105 20%	32 25%	39 17%	56 26%	31 20%	36 30%	30 19%	93 22%	76 25%	23 19%	32 22%	36 21%	58 19%	26 23%	50 26%	54 25%	137 24%	82 20%	173 24%	51 18%	116 23%	52 22%	53 21%
Strongly disagree	(1) 55 5%	33 7%	22 4%	5 4%	17 8%	15 7%	5 3%	5 4%	7 5%	27 6%	9 3%	8 7%	11 7%	10 6%	18 6%	13 12%	6 3%	8 4%	25 4%	29 7%	33 5%	22 7%	21 4%	11 5%	22 9%
NET: Disagree	279 28%	152 31%	127 24%	37 28%	56 24%	71 34%	36 24%	41 34%	38 24%	120 28%	85 28%	31 26%	43 29%	45 26%	76 25%	39 35%	56 29%	62 28%	162 29%	111 27%	206 29%	73 25%	137 27%	62 27%	74 30%
Don't know	235 23%	82 17%	153 29%	39 30%	52 22%	39 18%	37 25%	26 22%	42 26%	78 18%	80 26%	28 24%	49 33%	42 24%	81 27%	26 23%	36 18%	50 23%	128 22%	98 24%	132 18%	103 35%	115 23%	65 28%	48 19%
Mean	2.71	2.70	2.72	2.64	2.77	2.66	2.79	2.64	2.75	2.74	2.70	2.74	2.61	2.75	2.73	2.63	2.72	2.70	2.69	2.75	2.74	2.62	2.74	2.71	2.67
Standard deviation	0.80	0.84	0.75	0.74	0.86	0.84	0.73	0.78	0.76	0.82	0.72	0.84	0.88	0.82	0.81	1.01	0.70	0.74	0.75	0.87	0.78	0.85	0.78	0.80	0.85
Standard error	0.03	0.04	0.04	0.09	0.07	0.06	0.06	0.08	0.07	0.04	0.05	0.09	0.09	0.08	0.05	0.10	0.05	0.06	0.03	0.06	0.03	0.06	0.04	0.07	0.06

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Absolutes/col percents

Table 18

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

In general, I think that most businesses provide long-term benefits to the communities they operate in

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
NET: Agree	492 49%	285 50%	193 49%	38 49%	80 47%	59 46%	14 70%	197 48%	87 59%	28 43%
Strongly agree	(4) 112 11%	70 12%	42 11%	9 12%	21 13%	8 7%	2 9%	34 8%	23 16%	9 13%
Tend to agree	(3) 379 38%	216 38%	151 38%	29 37%	58 35%	50 39%	12 61%	163 40%	64 44%	19 29%
Tend to disagree	(2) 224 22%	124 22%	98 25%	18 24%	46 28%	30 24%	3 16%	105 26%	32 22%	13 19%
Strongly disagree	(1) 55 5%	29 5%	25 6%	10 12%	6 3%	9 7%	- -	28 7%	1 1%	5 8%
NET: Disagree	279 28%	153 27%	123 31%	28 36%	52 31%	40 31%	3 16%	132 32%	33 22%	18 27%
Don't know	235 23%	133 23%	80 20%	12 15%	36 22%	30 23%	3 14%	78 19%	26 18%	20 30%
Mean	2.71	2.75	2.66	2.57	2.73	2.58	2.92	2.62	2.91	2.69
Standard deviation	0.80	0.80	0.80	0.91	0.78	0.78	0.55	0.78	0.70	0.92
Standard error	0.03	0.04	0.05	0.12	0.07	0.08	0.14	0.04	0.06	0.14

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Absolutes/col percents

Table 19

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

In general, I think that most businesses provide long-term benefits to the communities they operate in

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	778	417	361	63	170	182	128	103	132	369	233	89	87	116	218	95	168	181	550	213	563	215	469	122	177
Weighted base	770	400	370	92	180	173	114	94	118	353	228	91	98	131	224	87	160	169	440	314	582	188	388	166	203
NET: Agree	492 64%	249 62%	243 66%	55 60%	124 69%	102 59%	78 69%	53 56%	81 68%	233 66%	143 63%	60 66%	55 56%	86 66%	148 66%	47 55%	104 65%	106 63%	278 63%	203 65%	376 65%	115 61%	251 65%	103 62%	129 63%
Strongly agree	(4) 112 15%	66 17%	46 12%	9 10%	33 18%	27 15%	16 14%	13 13%	15 13%	57 16%	26 11%	15 16%	15 15%	21 16%	33 15%	21 24%	17 11%	21 12%	50 11%	62 20%	89 15%	23 12%	58 15%	25 15%	28 14%
Tend to agree	(3) 379 49%	182 46%	197 53%	46 50%	91 50%	75 43%	62 55%	40 43%	66 55%	176 50%	117 51%	45 50%	40 41%	64 49%	116 52%	27 31%	87 54%	86 51%	229 52%	141 45%	287 49%	92 49%	193 50%	78 47%	100 49%
Tend to disagree	(2) 224 29%	119 30%	105 28%	32 35%	39 22%	56 32%	31 27%	36 38%	30 26%	93 26%	76 33%	23 25%	32 33%	36 27%	58 26%	26 30%	50 31%	54 32%	137 31%	82 26%	173 30%	51 27%	116 30%	52 31%	53 26%
Strongly disagree	(1) 55 7%	33 8%	22 6%	5 5%	17 10%	15 9%	5 4%	5 6%	7 6%	27 8%	9 4%	8 9%	11 11%	10 7%	18 8%	13 15%	6 4%	8 5%	25 6%	29 9%	33 6%	22 12%	21 5%	11 6%	22 11%
NET: Disagree	279 36%	152 38%	127 34%	37 40%	56 31%	71 41%	36 31%	41 44%	38 32%	120 34%	85 37%	31 34%	43 44%	45 34%	76 34%	39 45%	56 35%	62 37%	162 37%	111 35%	206 35%	73 39%	137 35%	62 38%	74 37%
Mean	2.71	2.70	2.72	2.64	2.77	2.66	2.79	2.64	2.75	2.74	2.70	2.74	2.61	2.75	2.73	2.63	2.72	2.70	2.69	2.75	2.74	2.62	2.74	2.71	2.67
Standard deviation	0.80	0.84	0.75	0.74	0.86	0.84	0.73	0.78	0.76	0.82	0.72	0.84	0.88	0.82	0.81	1.01	0.70	0.74	0.75	0.87	0.78	0.85	0.78	0.80	0.85
Standard error	0.03	0.04	0.04	0.09	0.07	0.06	0.06	0.08	0.07	0.04	0.05	0.09	0.09	0.08	0.05	0.10	0.05	0.06	0.03	0.06	0.03	0.06	0.04	0.07	0.06

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Table 19

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

In general, I think that most businesses provide long-term benefits to the communities they operate in

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	778	467	296	62	125	91	15	375	126	44
Weighted base	770	438	316	66	132	98	17	329	119	46
NET: Agree	492 64%	285 65%	193 61%	38 57%	80 61%	59 59%	14 81%	197 60%	87 73%	28 61%
Strongly agree	(4) 112 15%	70 16%	42 13%	9 14%	21 16%	8 9%	2 10%	34 10%	23 19%	9 19%
Tend to agree	(3) 379 49%	216 49%	151 48%	29 43%	58 44%	50 51%	12 71%	163 49%	64 53%	19 42%
Tend to disagree	(2) 224 29%	124 28%	98 31%	18 28%	46 35%	30 31%	3 19%	105 32%	32 26%	13 27%
Strongly disagree	(1) 55 7%	29 7%	25 8%	10 15%	6 4%	9 10%	- -	28 8%	1 1%	5 12%
NET: Disagree	279 36%	153 35%	123 39%	28 43%	52 39%	40 41%	3 19%	132 40%	33 27%	18 39%
Mean	2.71	2.75	2.66	2.57	2.73	2.58	2.92	2.62	2.91	2.69
Standard deviation	0.80	0.80	0.80	0.91	0.78	0.78	0.55	0.78	0.70	0.92
Standard error	0.03	0.04	0.05	0.12	0.07	0.08	0.14	0.04	0.06	0.14

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Absolutes/col percents

Table 20

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

Businesses should be penalised if they don't care for the environment

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
NET: Agree	781 78%	387 80%	394 75%	88 67%	173 75%	174 82%	123 82%	99 82%	125 78%	364 84%	232 75%	87 74%	97 66%	135 78%	245 80%	90 80%	153 78%	157 72%	457 80%	306 74%	579 81%	202 69%	403 80%	168 73%	196 78%
Strongly agree	(4) 399 40%	207 43%	192 37%	50 39%	96 42%	87 41%	56 37%	46 38%	64 40%	194 45%	106 34%	48 40%	52 35%	81 47%	127 42%	46 40%	72 37%	74 34%	242 43%	150 36%	296 42%	103 35%	196 39%	89 39%	106 42%
Tend to agree	(3) 382 38%	180 37%	201 39%	37 28%	76 33%	87 41%	68 45%	52 44%	61 38%	170 39%	126 41%	40 34%	46 31%	54 32%	119 39%	45 40%	81 41%	83 38%	214 38%	156 38%	282 40%	99 34%	207 41%	78 34%	91 36%
Tend to disagree	(2) 71 7%	35 7%	36 7%	13 10%	16 7%	11 5%	7 4%	11 9%	14 8%	25 6%	26 8%	11 9%	9 6%	13 7%	16 5%	4 4%	20 10%	18 8%	40 7%	29 7%	48 7%	22 8%	36 7%	16 7%	17 7%
Strongly disagree	(1) 37 4%	21 4%	15 3%	3 2%	14 6%	5 2%	6 4%	3 3%	6 3%	15 3%	9 3%	4 3%	9 6%	3 1%	13 4%	8 7%	4 2%	9 4%	15 3%	20 5%	24 3%	13 4%	17 3%	5 2%	12 5%
NET: Disagree	107 11%	56 12%	51 10%	16 12%	29 13%	16 7%	12 8%	14 12%	19 12%	40 9%	34 11%	14 12%	18 12%	15 9%	29 9%	12 11%	24 12%	26 12%	55 10%	49 12%	72 10%	35 12%	53 11%	22 9%	29 11%
Don't know	117 12%	39 8%	78 15%	27 20%	29 13%	21 10%	15 10%	7 6%	17 11%	27 6%	41 13%	17 14%	31 21%	22 13%	31 10%	10 9%	19 9%	35 16%	56 10%	57 14%	63 9%	54 19%	46 9%	42 18%	26 10%
Mean	3.29	3.29	3.28	3.30	3.26	3.35	3.28	3.26	3.27	3.34	3.24	3.29	3.21	3.42	3.31	3.24	3.25	3.21	3.33	3.23	3.31	3.23	3.28	3.33	3.29
Standard deviation	0.78	0.81	0.76	0.81	0.87	0.71	0.75	0.75	0.79	0.76	0.75	0.80	0.90	0.72	0.78	0.87	0.75	0.80	0.75	0.82	0.76	0.83	0.76	0.75	0.82
Standard error	0.03	0.04	0.04	0.09	0.06	0.05	0.06	0.07	0.06	0.04	0.05	0.08	0.09	0.06	0.05	0.08	0.05	0.06	0.03	0.05	0.03	0.05	0.03	0.06	0.06

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Table 20

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

Businesses should be penalised if they don't care for the environment

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
NET: Agree	781 78%	443 78%	321 81%	62 79%	137 82%	106 83%	16 80%	337 83%	113 78%	49 75%
Strongly agree	(4) 399 40%	216 38%	174 44%	36 46%	73 43%	58 45%	6 32%	175 43%	57 39%	18 27%
Tend to agree	(3) 382 38%	228 40%	148 37%	26 33%	64 38%	48 38%	9 48%	163 40%	56 39%	31 48%
Tend to disagree	(2) 71 7%	45 8%	26 6%	4 5%	12 7%	7 5%	1 6%	27 7%	17 12%	6 9%
Strongly disagree	(1) 37 4%	18 3%	16 4%	6 7%	7 4%	4 3%	- -	14 3%	4 3%	1 1%
NET: Disagree	107 11%	63 11%	42 11%	10 12%	19 11%	11 8%	1 6%	41 10%	21 14%	7 10%
Don't know	117 12%	65 11%	33 8%	7 8%	12 7%	11 9%	3 14%	29 7%	12 8%	10 15%
Mean	3.29	3.27	3.32	3.29	3.30	3.37	3.31	3.32	3.24	3.19
Standard deviation	0.78	0.76	0.79	0.89	0.80	0.75	0.61	0.76	0.78	0.67
Standard error	0.03	0.03	0.04	0.11	0.07	0.07	0.16	0.04	0.07	0.09

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Absolutes/col percents

Table 21

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

Businesses should be penalised if they don't care for the environment

	Gender		Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	901	465	436	72	192	201	151	124	161	426	274	99	102	133	265	109	194	200	643	238	632	269	554	137	197
Weighted base	888	443	445	104	202	190	136	113	144	404	267	102	116	151	274	103	177	184	512	355	651	237	456	189	225
NET: Agree	781 88%	387 87%	394 88%	88 84%	173 85%	174 92%	123 91%	99 87%	125 87%	364 90%	232 87%	87 86%	97 84%	135 90%	245 90%	90 88%	153 86%	157 86%	457 89%	306 86%	579 89%	202 85%	403 88%	168 89%	196 87%
Strongly agree	(4) 399 45%	207 47%	192 43%	50 49%	96 48%	87 46%	56 41%	46 41%	64 44%	194 48%	106 40%	48 47%	52 45%	81 54%	127 46%	46 44%	72 41%	74 40%	242 47%	150 42%	296 46%	103 43%	196 43%	89 47%	106 47%
Tend to agree	(3) 382 43%	180 41%	201 45%	37 36%	76 38%	87 46%	68 50%	52 46%	61 42%	170 42%	126 47%	40 39%	46 40%	54 36%	119 43%	45 44%	81 46%	83 45%	214 42%	156 44%	282 43%	99 42%	207 45%	78 41%	91 40%
Tend to disagree	(2) 71 8%	35 8%	36 8%	13 13%	16 8%	11 6%	7 5%	11 10%	14 9%	25 6%	26 10%	11 10%	9 8%	13 9%	16 6%	4 4%	20 11%	18 10%	40 8%	29 8%	48 7%	22 9%	36 8%	16 9%	17 8%
Strongly disagree	(1) 37 4%	21 5%	15 3%	3 3%	14 7%	5 3%	6 4%	3 3%	6 4%	15 4%	9 3%	4 4%	9 8%	3 2%	13 5%	8 8%	4 3%	9 5%	15 3%	20 6%	24 4%	13 5%	17 4%	5 3%	12 5%
NET: Disagree	107 12%	56 13%	51 12%	16 16%	29 15%	16 8%	12 9%	14 13%	19 13%	40 10%	34 13%	14 14%	18 16%	15 10%	29 10%	12 12%	24 14%	26 14%	55 11%	49 14%	72 11%	35 15%	53 12%	22 11%	29 13%
Mean	3.29	3.29	3.28	3.30	3.26	3.35	3.28	3.26	3.27	3.34	3.24	3.29	3.21	3.42	3.31	3.24	3.25	3.21	3.33	3.23	3.31	3.23	3.28	3.33	3.29
Standard deviation	0.78	0.81	0.76	0.81	0.87	0.71	0.75	0.75	0.79	0.76	0.75	0.80	0.90	0.72	0.78	0.87	0.75	0.80	0.75	0.82	0.76	0.83	0.76	0.75	0.82
Standard error	0.03	0.04	0.04	0.09	0.06	0.05	0.06	0.07	0.06	0.04	0.05	0.08	0.09	0.06	0.05	0.08	0.05	0.06	0.03	0.05	0.03	0.05	0.03	0.06	0.06

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Absolutes/col percents

Table 21

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

Businesses should be penalised if they don't care for the environment

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	901	540	344	69	147	110	15	434	144	54
Weighted base	888	506	363	71	156	117	17	379	134	56
NET: Agree	781 88%	443 88%	321 88%	62 86%	137 88%	106 91%	16 93%	337 89%	113 85%	49 88%
Strongly agree	(4) 399 45%	216 43%	174 48%	36 50%	73 47%	58 49%	6 37%	175 46%	57 42%	18 32%
Tend to agree	(3) 382 43%	228 45%	148 41%	26 36%	64 41%	48 41%	9 56%	163 43%	56 42%	31 56%
Tend to disagree	(2) 71 8%	45 9%	26 7%	4 6%	12 8%	7 6%	1 7%	27 7%	17 13%	6 11%
Strongly disagree	(1) 37 4%	18 3%	16 5%	6 8%	7 4%	4 3%	-	14 4%	4 3%	1 1%
NET: Disagree	107 12%	63 12%	42 12%	10 14%	19 12%	11 9%	1 7%	41 11%	21 15%	7 12%
Mean	3.29	3.27	3.32	3.29	3.30	3.37	3.31	3.32	3.24	3.19
Standard deviation	0.78	0.76	0.79	0.89	0.80	0.75	0.61	0.76	0.78	0.67
Standard error	0.03	0.03	0.04	0.11	0.07	0.07	0.16	0.04	0.07	0.09

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Absolutes/col percents

Table 22

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

Business should focus on keeping prices low rather than on sustainability and the environment

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private	
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219	
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251	
NET: Agree	351 35%	198 41%	153 29%	39 30%	82 36%	80 38%	45 30%	48 40%	57 36%	144 33%	98 32%	55 47%	54 37%	65 38%	98 32%	40 35%	72 37%	76 35%	172 30%	165 40%	254 36%	97 33%	184 37%	68 29%	96 38%	
Strongly agree	(4) 9%	93 13%	60 6%	33 6%	8 6%	27 12%	23 11%	14 10%	11 9%	10 6%	43 10%	25 8%	11 9%	15 10%	15 9%	26 9%	17 15%	19 10%	16 7%	43 8%	47 11%	69 10%	25 9%	47 9%	21 9%	26 10%
Tend to agree	(3) 26%	258 29%	138 23%	120 24%	31 24%	55 24%	57 27%	31 20%	37 31%	47 29%	102 24%	73 24%	44 37%	39 27%	50 29%	72 24%	23 21%	53 27%	60 27%	129 23%	118 29%	186 26%	72 25%	137 27%	47 21%	70 28%
Tend to disagree	(2) 40%	400 38%	184 41%	215 41%	44 33%	84 36%	87 41%	66 44%	46 38%	74 46%	187 43%	118 38%	41 35%	53 36%	61 36%	128 42%	45 40%	78 40%	87 40%	251 44%	142 35%	292 41%	107 37%	216 43%	86 37%	90 36%
Strongly disagree	(1) 10%	105 9%	46 9%	60 11%	15 12%	32 14%	23 11%	14 9%	9 8%	13 8%	58 13%	36 12%	4 3%	9 6%	23 13%	35 11%	13 11%	20 10%	15 7%	76 13%	29 7%	79 11%	27 9%	41 8%	23 10%	39 16%
NET: Disagree	505 50%	230 48%	275 53%	59 45%	115 50%	110 52%	80 53%	55 46%	87 54%	245 57%	153 50%	45 38%	62 42%	85 49%	162 53%	58 52%	98 50%	102 46%	327 58%	171 42%	371 52%	134 46%	257 51%	109 47%	129 51%	
Don't know	149 15%	54 11%	94 18%	33 25%	34 15%	22 10%	26 17%	18 15%	17 10%	42 10%	57 18%	19 16%	31 21%	23 13%	44 14%	15 13%	26 13%	41 19%	69 12%	75 18%	88 12%	60 21%	61 12%	54 24%	26 10%	
Mean	2.40	2.50	2.29	2.32	2.39	2.42	2.37	2.48	2.38	2.33	2.34	2.63	2.52	2.38	2.34	2.45	2.42	2.43	2.28	2.54	2.39	2.41	2.43	2.37	2.37	
Standard deviation	0.84	0.86	0.80	0.83	0.91	0.86	0.83	0.80	0.75	0.86	0.84	0.73	0.81	0.87	0.83	0.92	0.84	0.77	0.83	0.84	0.84	0.83	0.80	0.85	0.90	
Standard error	0.03	0.04	0.04	0.10	0.07	0.06	0.07	0.08	0.06	0.04	0.05	0.07	0.08	0.08	0.05	0.09	0.06	0.06	0.03	0.06	0.03	0.05	0.03	0.07	0.06	

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Absolutes/col percents

Table 22

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

Business should focus on keeping prices low rather than on sustainability and the environment

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
NET: Agree	351 35%	200 35%	141 36%	32 41%	68 40%	34 27%	6 29%	139 34%	56 39%	18 27%
Strongly agree	(4) 93 9%	51 9%	41 10%	9 12%	23 14%	8 6%	1 4%	33 8%	15 10%	5 8%
Tend to agree	(3) 258 26%	149 26%	99 25%	22 29%	44 26%	27 21%	5 25%	105 26%	41 28%	12 19%
Tend to disagree	(2) 400 40%	233 41%	157 40%	32 41%	62 37%	53 41%	9 46%	182 45%	60 41%	33 51%
Strongly disagree	(1) 105 10%	51 9%	54 14%	10 13%	18 11%	23 18%	3 15%	44 11%	14 9%	5 8%
NET: Disagree	505 50%	284 50%	212 53%	42 54%	80 48%	76 59%	12 61%	226 56%	74 51%	39 59%
Don't know	149 15%	87 15%	44 11%	4 6%	20 12%	17 14%	2 10%	42 10%	16 11%	9 14%
Mean	2.40	2.41	2.36	2.42	2.49	2.17	2.20	2.35	2.45	2.31
Standard deviation	0.84	0.81	0.88	0.88	0.90	0.84	0.79	0.81	0.83	0.78
Standard error	0.03	0.04	0.05	0.10	0.08	0.08	0.20	0.04	0.07	0.11

London Polling Survey

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Absolutes/col percents

Table 23

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

Business should focus on keeping prices low rather than on sustainability and the environment

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not work-ing	Own home	Rented council/HA	Rented private	
Unweighted base	870	450	420	67	188	200	141	114	160	410	260	99	101	133	251	106	185	195	624	226	609	261	533	131	197	
Weighted base	856	428	428	98	198	190	125	103	144	389	251	100	116	150	260	98	170	178	499	337	625	231	441	177	225	
NET: Agree	351 41%	198 46%	153 36%	39 40%	82 42%	80 42%	45 36%	48 46%	57 40%	144 37%	98 39%	55 55%	54 47%	65 44%	98 38%	40 41%	72 42%	76 43%	172 34%	165 49%	254 41%	97 42%	184 42%	68 38%	96 43%	
Strongly agree	(4) 11%	93 14%	60 8%	33 8%	8 8%	27 14%	23 12%	14 12%	11 10%	10 7%	43 11%	25 10%	11 11%	15 13%	15 10%	26 10%	17 17%	19 11%	16 9%	43 9%	47 14%	69 11%	25 11%	47 11%	21 12%	26 12%
Tend to agree	(3) 30%	258 32%	138 28%	120 32%	31 32%	55 28%	57 30%	31 25%	37 36%	47 33%	102 26%	73 29%	44 44%	39 34%	50 33%	72 28%	23 24%	53 31%	60 34%	129 26%	118 35%	186 30%	72 31%	137 31%	47 27%	70 31%
Tend to disagree	(2) 47%	400 43%	184 50%	215 45%	44 42%	84 42%	87 46%	66 53%	46 44%	74 52%	187 48%	118 47%	41 41%	53 46%	61 41%	128 49%	45 46%	78 46%	87 49%	251 50%	142 42%	292 47%	107 47%	216 49%	86 49%	90 40%
Strongly disagree	(1) 12%	105 11%	46 14%	60 16%	15 16%	32 16%	23 12%	14 11%	9 9%	13 9%	58 15%	36 14%	4 4%	9 7%	23 16%	35 13%	13 13%	20 12%	15 8%	76 15%	29 9%	79 13%	27 12%	41 9%	23 13%	39 17%
NET: Disagree	505 59%	230 54%	275 64%	59 60%	115 58%	110 58%	80 64%	55 54%	87 60%	245 63%	153 61%	45 45%	62 53%	85 56%	162 62%	58 59%	98 58%	102 57%	327 66%	171 51%	371 59%	134 58%	257 58%	109 62%	129 57%	
Mean	2.40	2.50	2.29	2.32	2.39	2.42	2.37	2.48	2.38	2.33	2.34	2.63	2.52	2.38	2.34	2.45	2.42	2.43	2.28	2.54	2.39	2.41	2.43	2.37	2.37	
Standard deviation	0.84	0.86	0.80	0.83	0.91	0.86	0.83	0.80	0.75	0.86	0.84	0.73	0.81	0.87	0.83	0.92	0.84	0.77	0.83	0.84	0.83	0.83	0.80	0.85	0.90	
Standard error	0.03	0.04	0.04	0.10	0.07	0.06	0.07	0.08	0.06	0.04	0.05	0.07	0.08	0.08	0.05	0.09	0.06	0.06	0.03	0.06	0.03	0.05	0.03	0.07	0.06	

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Absolutes/col percents

Table 23

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

Business should focus on keeping prices low rather than on sustainability and the environment

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	870	517	336	71	140	106	16	419	141	54
Weighted base	856	484	352	73	148	111	17	365	130	57
NET: Agree	351 41%	200 41%	141 40%	32 43%	68 46%	34 31%	6 32%	139 38%	56 43%	18 31%
Strongly agree	(4) 93 11%	51 10%	41 12%	9 13%	23 16%	8 7%	1 4%	33 9%	15 12%	5 9%
Tend to agree	(3) 258 30%	149 31%	99 28%	22 31%	44 30%	27 24%	5 28%	105 29%	41 32%	12 22%
Tend to disagree	(2) 400 47%	233 48%	157 45%	32 44%	62 42%	53 48%	9 51%	182 50%	60 46%	33 59%
Strongly disagree	(1) 105 12%	51 11%	54 15%	10 13%	18 12%	23 21%	3 17%	44 12%	14 10%	5 9%
NET: Disagree	505 59%	284 59%	212 60%	42 57%	80 54%	76 69%	12 68%	226 62%	74 57%	39 69%
Mean	2.40	2.41	2.36	2.42	2.49	2.17	2.20	2.35	2.45	2.31
Standard deviation	0.84	0.81	0.88	0.88	0.90	0.84	0.79	0.81	0.83	0.78
Standard error	0.03	0.04	0.05	0.10	0.08	0.08	0.20	0.04	0.07	0.11

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Absolutes/col percents

Table 24

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

In general, I am willing to pay more for products that are environmentally-friendly

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
NET: Agree	570 57%	277 57%	294 56%	58 45%	152 66%	135 64%	69 46%	64 53%	92 58%	273 63%	175 57%	49 41%	73 50%	98 57%	171 56%	62 55%	114 58%	125 57%	315 55%	243 59%	424 59%	147 50%	292 58%	111 48%	157 62%
Strongly agree	(4) 119 12%	68 14%	50 10%	15 12%	40 17%	37 18%	14 9%	12 10%	1 *	67 15%	26 9%	11 10%	14 10%	24 14%	41 13%	13 12%	19 10%	22 10%	56 10%	61 15%	102 14%	17 6%	46 9%	24 10%	47 19%
Tend to agree	(3) 452 45%	208 43%	244 47%	43 33%	112 48%	98 46%	55 37%	52 43%	92 57%	207 48%	149 48%	37 31%	59 40%	75 43%	130 43%	49 44%	95 49%	102 47%	259 46%	182 44%	321 45%	130 45%	245 49%	87 37%	110 44%
Tend to disagree	(2) 219 22%	108 22%	111 21%	31 24%	33 14%	42 20%	45 30%	29 24%	38 24%	90 21%	69 22%	34 29%	26 18%	41 23%	55 18%	28 25%	44 22%	51 23%	142 25%	70 17%	161 23%	58 20%	114 23%	54 23%	47 19%
Strongly disagree	(1) 72 7%	42 9%	30 6%	1 *	15 6%	15 7%	12 8%	11 9%	18 11%	30 7%	15 5%	11 9%	16 11%	6 3%	33 11%	8 7%	13 7%	12 5%	41 7%	28 7%	45 6%	27 9%	35 7%	16 7%	19 8%
NET: Disagree	290 29%	150 31%	140 27%	32 24%	48 21%	57 27%	57 38%	40 33%	56 35%	120 28%	84 27%	45 38%	42 28%	46 27%	88 29%	36 32%	57 29%	63 29%	183 32%	98 24%	206 29%	85 29%	148 29%	69 30%	67 27%
Don't know	144 14%	56 12%	88 17%	40 31%	32 14%	19 9%	24 16%	16 14%	12 7%	38 9%	49 16%	25 21%	32 22%	29 17%	45 15%	14 13%	24 12%	32 15%	70 12%	72 17%	84 12%	60 21%	63 12%	51 22%	28 11%
Mean	2.72	2.71	2.72	2.81	2.89	2.82	2.56	2.63	2.50	2.79	2.72	2.52	2.63	2.80	2.69	2.69	2.70	2.72	2.66	2.81	2.76	2.59	2.69	2.66	2.82
Standard deviation	0.80	0.85	0.75	0.71	0.81	0.84	0.82	0.82	0.71	0.81	0.72	0.86	0.88	0.75	0.89	0.80	0.77	0.75	0.78	0.82	0.81	0.79	0.76	0.82	0.86
Standard error	0.03	0.04	0.04	0.09	0.06	0.06	0.07	0.08	0.06	0.04	0.04	0.09	0.09	0.07	0.06	0.08	0.06	0.05	0.03	0.05	0.03	0.05	0.03	0.07	0.06

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Absolutes/col percents

Table 24

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

In general, I am willing to pay more for products that are environmentally-friendly

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
NET: Agree	570 57%	327 57%	229 58%	54 70%	86 51%	76 59%	12 60%	239 59%	91 63%	31 47%
Strongly agree	(4) 119 12%	65 11%	53 13%	12 16%	19 11%	19 15%	2 13%	35 9%	20 13%	9 14%
Tend to agree	(3) 452 45%	262 46%	176 44%	42 53%	67 40%	57 44%	9 47%	203 50%	72 49%	22 33%
Tend to disagree	(2) 219 22%	122 21%	94 24%	8 10%	49 29%	32 25%	4 18%	99 24%	32 22%	14 22%
Strongly disagree	(1) 72 7%	46 8%	24 6%	5 6%	7 4%	11 9%	1 6%	36 9%	9 6%	3 5%
NET: Disagree	290 29%	168 29%	117 30%	13 17%	55 33%	43 34%	5 24%	135 33%	41 28%	18 27%
Don't know	144 14%	76 13%	49 12%	11 14%	27 16%	9 7%	3 16%	33 8%	14 10%	17 26%
Mean	2.72	2.70	2.75	2.92	2.70	2.71	2.80	2.64	2.77	2.75
Standard deviation	0.80	0.81	0.80	0.78	0.76	0.85	0.80	0.78	0.78	0.85
Standard error	0.03	0.04	0.04	0.10	0.07	0.08	0.21	0.04	0.07	0.12

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Absolutes/col percents

Table 25

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

In general, I am willing to pay more for products that are environmentally-friendly

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private	
Unweighted base	877	444	433	65	188	200	142	117	165	417	269	92	99	129	257	106	184	201	624	231	612	265	537	134	193	
Weighted base	861	426	434	90	200	192	126	104	149	393	259	94	115	144	259	98	172	187	498	340	629	231	440	180	223	
NET: Agree	570 66%	277 65%	294 68%	58 65%	152 76%	135 70%	69 55%	64 62%	92 62%	273 69%	175 68%	49 52%	73 64%	98 68%	171 66%	62 63%	114 67%	125 67%	315 63%	243 71%	424 67%	147 63%	292 66%	111 61%	157 70%	
Strongly agree	(4) 14%	119 16%	68 12%	50 17%	15 20%	40 19%	37 19%	14 11%	12 12%	1 17%	67 10%	26 10%	11 12%	14 13%	24 16%	41 16%	13 13%	19 11%	22 12%	56 11%	61 18%	102 16%	17 7%	46 10%	24 13%	47 21%
Tend to agree	(3) 52%	452 49%	208 56%	244 68%	43 48%	112 56%	98 51%	55 44%	52 50%	92 62%	207 53%	149 57%	37 40%	59 51%	75 52%	130 50%	49 50%	95 56%	102 55%	259 52%	182 53%	321 51%	130 56%	245 56%	87 48%	110 49%
Tend to disagree	(2) 25%	219 25%	108 26%	111 35%	31 17%	33 17%	42 22%	45 35%	29 28%	38 26%	90 23%	69 27%	34 36%	26 22%	41 28%	55 21%	28 29%	44 26%	51 27%	142 28%	70 21%	161 26%	58 25%	114 26%	54 30%	47 21%
Strongly disagree	(1) 8%	72 10%	42 10%	30 7%	1 1%	15 7%	15 8%	12 10%	11 10%	18 12%	30 8%	15 6%	11 12%	16 14%	6 4%	33 13%	8 8%	13 8%	12 6%	41 8%	28 8%	45 7%	27 12%	35 8%	16 9%	19 9%
NET: Disagree	290 34%	150 35%	140 32%	32 35%	48 24%	57 30%	57 45%	40 38%	56 38%	120 31%	84 32%	45 48%	42 36%	46 32%	88 34%	36 37%	57 33%	63 33%	183 37%	98 29%	206 33%	85 37%	148 34%	69 39%	67 30%	
Mean	2.72	2.71	2.72	2.81	2.89	2.82	2.56	2.63	2.50	2.79	2.72	2.52	2.63	2.80	2.69	2.69	2.70	2.72	2.66	2.81	2.76	2.59	2.69	2.66	2.82	
Standard deviation	0.80	0.85	0.75	0.71	0.81	0.84	0.82	0.82	0.71	0.81	0.72	0.86	0.88	0.75	0.89	0.80	0.77	0.75	0.78	0.82	0.81	0.79	0.76	0.82	0.86	
Standard error	0.03	0.04	0.04	0.09	0.06	0.06	0.07	0.08	0.06	0.04	0.04	0.09	0.09	0.07	0.06	0.08	0.06	0.05	0.03	0.05	0.03	0.05	0.03	0.07	0.06	

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 25

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

In general, I am willing to pay more for products that are environmentally-friendly

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	877	531	329	65	136	111	14	429	141	49
Weighted base	861	495	347	67	141	119	16	374	132	49
NET: Agree	570 66%	327 66%	229 66%	54 80%	86 61%	76 64%	12 71%	239 64%	91 69%	31 63%
Strongly agree	(4) 119 14%	65 13%	53 15%	12 19%	19 14%	19 16%	2 15%	35 9%	20 15%	9 19%
Tend to agree	(3) 452 52%	262 53%	176 51%	42 62%	67 47%	57 48%	9 56%	203 54%	72 54%	22 44%
Tend to disagree	(2) 219 25%	122 25%	94 27%	8 12%	49 35%	32 27%	4 22%	99 27%	32 24%	14 30%
Strongly disagree	(1) 72 8%	46 9%	24 7%	5 7%	7 5%	11 9%	1 7%	36 10%	9 7%	3 7%
NET: Disagree	290 34%	168 34%	117 34%	13 20%	55 39%	43 36%	5 29%	135 36%	41 31%	18 37%
Mean	2.72	2.70	2.75	2.92	2.70	2.71	2.80	2.64	2.77	2.75
Standard deviation	0.80	0.81	0.80	0.78	0.76	0.85	0.80	0.78	0.78	0.85
Standard error	0.03	0.04	0.04	0.10	0.07	0.08	0.21	0.04	0.07	0.12

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 26

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

A strong agreement at November's Paris Climate Change Conference (COP21) is important to me

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251
NET: Agree	517 51%	268 56%	249 48%	57 44%	121 52%	122 58%	73 48%	63 52%	81 51%	254 59%	151 49%	53 45%	59 40%	86 49%	148 49%	60 53%	106 54%	117 53%	290 51%	216 52%	389 55%	128 44%	282 56%	99 43%	129 52%
Strongly agree	(4) 195 19%	104 21%	92 18%	25 19%	39 17%	45 21%	31 21%	24 20%	32 20%	94 22%	59 19%	20 17%	22 15%	35 20%	68 22%	25 22%	31 16%	37 17%	117 21%	75 18%	143 20%	53 18%	103 20%	43 19%	47 19%
Tend to agree	(3) 322 32%	164 34%	157 30%	32 24%	82 36%	77 37%	42 28%	39 33%	49 31%	160 37%	91 30%	33 28%	37 25%	51 29%	80 26%	35 31%	75 38%	80 37%	173 30%	141 34%	247 35%	75 26%	180 36%	56 24%	82 33%
Tend to disagree	(2) 90 9%	44 9%	46 9%	11 8%	15 6%	14 7%	17 11%	18 15%	16 10%	37 8%	33 11%	11 9%	10 6%	26 15%	24 8%	8 7%	14 7%	18 8%	55 10%	34 8%	61 9%	29 10%	44 9%	29 12%	17 7%
Strongly disagree	(1) 68 7%	49 10%	20 4%	6 5%	16 7%	8 4%	11 8%	12 10%	15 9%	29 7%	17 6%	9 8%	13 9%	5 3%	30 10%	8 7%	14 7%	11 5%	44 8%	20 5%	46 6%	22 8%	36 7%	18 8%	12 5%
NET: Disagree	158 16%	92 19%	66 13%	17 13%	30 13%	22 11%	28 19%	30 25%	31 19%	65 15%	50 16%	20 17%	23 16%	32 18%	53 17%	16 14%	29 15%	29 13%	99 17%	54 13%	107 15%	51 18%	80 16%	47 20%	29 12%
Don't know	329 33%	122 25%	207 40%	56 43%	80 35%	67 32%	50 33%	27 23%	49 30%	112 26%	107 35%	45 38%	65 44%	56 32%	103 34%	36 32%	61 31%	73 33%	179 32%	142 34%	217 30%	112 39%	140 28%	85 37%	92 37%
Mean	2.95	2.90	3.02	3.02	2.95	3.10	2.92	2.80	2.88	3.00	2.96	2.87	2.83	2.98	2.93	3.00	2.92	2.98	2.93	3.00	2.98	2.88	2.96	2.85	3.04
Standard deviation	0.91	0.97	0.83	0.92	0.88	0.79	0.96	0.97	0.97	0.88	0.90	0.96	1.01	0.84	1.02	0.94	0.87	0.83	0.94	0.84	0.89	0.97	0.90	0.99	0.85
Standard error	0.03	0.05	0.05	0.13	0.07	0.06	0.09	0.10	0.09	0.05	0.06	0.11	0.12	0.08	0.07	0.10	0.07	0.07	0.04	0.06	0.04	0.07	0.04	0.09	0.07

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 26

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

A strong agreement at November's Paris Climate Change Conference (COP21) is important to me

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
NET: Agree	517 51%	298 52%	209 53%	43 55%	91 54%	64 50%	9 48%	226 56%	78 54%	30 46%
Strongly agree	(4) 195 19%	116 20%	78 20%	11 14%	32 19%	29 23%	6 31%	87 21%	31 22%	12 18%
Tend to agree	(3) 322 32%	183 32%	131 33%	32 41%	59 35%	35 28%	3 17%	140 34%	47 32%	19 29%
Tend to disagree	(2) 90 9%	45 8%	43 11%	7 9%	22 13%	10 8%	3 16%	40 10%	12 8%	10 16%
Strongly disagree	(1) 68 7%	50 9%	17 4%	4 5%	5 3%	7 6%	1 6%	33 8%	12 8%	1 2%
NET: Disagree	158 16%	95 17%	60 15%	11 14%	27 16%	18 14%	4 22%	73 18%	24 16%	12 18%
Don't know	329 33%	177 31%	127 32%	24 31%	50 30%	46 36%	6 30%	108 27%	44 30%	24 36%
Mean	2.95	2.92	3.00	2.93	3.00	3.05	3.05	2.94	2.96	2.96
Standard deviation	0.91	0.96	0.84	0.80	0.79	0.92	1.04	0.93	0.94	0.82
Standard error	0.03	0.05	0.05	0.11	0.07	0.10	0.30	0.05	0.09	0.13

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 27

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

A strong agreement at November's Paris Climate Change Conference (COP21) is important to me

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	686	379	307	52	145	150	115	102	122	338	208	72	68	104	194	82	145	161	487	182	487	199	433	109	139
Weighted base	676	361	315	74	151	144	101	93	112	319	201	73	82	117	201	76	135	146	389	270	497	179	363	146	159
NET: Agree	517	268	249	57	121	122	73	63	81	254	151	53	59	86	148	60	106	117	290	216	389	128	282	99	129
	77%	74%	79%	77%	80%	84%	72%	68%	73%	80%	75%	72%	72%	73%	74%	79%	79%	80%	75%	80%	78%	71%	78%	68%	82%
Strongly agree	(4) 195	104	92	25	39	45	31	24	32	94	59	20	22	35	68	25	31	37	117	75	143	53	103	43	47
	29%	29%	29%	34%	26%	31%	31%	26%	29%	29%	30%	27%	27%	29%	34%	32%	23%	25%	30%	28%	29%	29%	28%	30%	30%
Tend to agree	(3) 322	164	157	32	82	77	42	39	49	160	91	33	37	51	80	35	75	80	173	141	247	75	180	56	82
	48%	46%	50%	43%	54%	54%	41%	42%	44%	50%	45%	45%	45%	44%	40%	46%	56%	55%	45%	52%	50%	42%	50%	38%	52%
Tend to disagree	(2) 90	44	46	11	15	14	17	18	16	37	33	11	10	26	24	8	14	18	55	34	61	29	44	29	17
	13%	12%	15%	15%	10%	10%	17%	19%	14%	11%	16%	15%	12%	23%	12%	10%	11%	12%	14%	12%	12%	16%	12%	20%	11%
Strongly disagree	(1) 68	49	20	6	16	8	11	12	15	29	17	9	13	5	30	8	14	11	44	20	46	22	36	18	12
	10%	13%	6%	9%	10%	6%	11%	13%	13%	9%	9%	12%	16%	4%	15%	11%	10%	8%	11%	8%	9%	12%	10%	12%	8%
NET: Disagree	158	92	66	17	30	22	28	30	31	65	50	20	23	32	53	16	29	29	99	54	107	51	80	47	29
	23%	26%	21%	23%	20%	16%	28%	32%	27%	20%	25%	28%	28%	27%	26%	21%	21%	20%	25%	20%	22%	29%	22%	32%	18%
Mean	2.95	2.90	3.02	3.02	2.95	3.10	2.92	2.80	2.88	3.00	2.96	2.87	2.83	2.98	2.93	3.00	2.92	2.98	2.93	3.00	2.98	2.88	2.96	2.85	3.04
Standard deviation	0.91	0.97	0.83	0.92	0.88	0.79	0.96	0.97	0.97	0.88	0.90	0.96	1.01	0.84	1.02	0.94	0.87	0.83	0.94	0.84	0.89	0.97	0.90	0.99	0.85
Standard error	0.03	0.05	0.05	0.13	0.07	0.06	0.09	0.10	0.09	0.05	0.06	0.11	0.12	0.08	0.07	0.10	0.07	0.07	0.04	0.06	0.04	0.07	0.04	0.09	0.07

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 27

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

A strong agreement at November's Paris Climate Change Conference (COP21) is important to me

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	686	418	258	51	114	79	12	337	110	40
Weighted base	676	394	269	54	118	82	13	299	102	42
NET: Agree	517 77%	298 76%	209 78%	43 79%	91 77%	64 78%	9 69%	226 76%	78 77%	30 72%
Strongly agree	(4) 195 29%	116 29%	78 29%	11 21%	32 27%	29 35%	6 44%	87 29%	31 31%	12 28%
Tend to agree	(3) 322 48%	183 46%	131 49%	32 59%	59 50%	35 43%	3 24%	140 47%	47 46%	19 45%
Tend to disagree	(2) 90 13%	45 12%	43 16%	7 14%	22 19%	10 13%	3 23%	40 13%	12 12%	10 25%
Strongly disagree	(1) 68 10%	50 13%	17 6%	4 7%	5 4%	7 9%	1 8%	33 11%	12 11%	1 3%
NET: Disagree	158 23%	95 24%	60 22%	11 21%	27 23%	18 22%	4 31%	73 24%	24 23%	12 28%
Mean	2.95	2.92	3.00	2.93	3.00	3.05	3.05	2.94	2.96	2.96
Standard deviation	0.91	0.96	0.84	0.80	0.79	0.92	1.04	0.93	0.94	0.82
Standard error	0.03	0.05	0.05	0.11	0.07	0.10	0.30	0.05	0.09	0.13

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 28

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

I am happy to pay more on top of my current energy bill towards renewable energy in the UK

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private	
Unweighted base	1005	502	503	87	215	224	169	133	177	456	307	114	128	152	294	120	211	228	705	275	690	315	604	167	219	
Weighted base	1005	483	522	131	231	211	151	121	160	431	308	119	147	173	305	113	196	219	568	412	714	291	502	231	251	
NET: Agree	393 39%	201 42%	192 37%	54 41%	110 47%	92 43%	41 27%	41 34%	56 35%	193 45%	120 39%	41 35%	38 26%	60 35%	133 44%	37 33%	72 37%	91 42%	230 40%	156 38%	307 43%	86 30%	203 40%	72 31%	116 46%	
Strongly agree	(4) 8%	85 11%	52 6%	33 7%	9 12%	28 13%	27 7%	10 6%	8 2%	3 12%	51 7%	22 6%	7 4%	5 9%	15 9%	28 9%	10 6%	11 9%	21 9%	46 8%	36 9%	75 11%	10 3%	49 10%	10 4%	25 10%
Tend to agree	(3) 31%	308 31%	149 30%	159 34%	45 34%	82 35%	65 31%	31 21%	33 27%	53 33%	142 33%	99 32%	34 29%	33 22%	45 26%	105 34%	27 24%	61 31%	71 32%	183 32%	120 29%	232 32%	76 26%	154 31%	61 27%	92 36%
Tend to disagree	(2) 28%	282 28%	137 28%	145 28%	36 27%	55 24%	55 26%	54 36%	39 32%	44 27%	129 30%	80 26%	32 27%	40 27%	49 28%	74 24%	32 29%	63 32%	63 29%	150 26%	122 30%	206 29%	76 26%	154 31%	58 25%	61 24%
Strongly disagree	(1) 18%	176 18%	95 20%	82 16%	8 6%	32 14%	38 18%	30 20%	26 22%	41 25%	67 16%	44 14%	31 26%	34 23%	24 14%	61 20%	26 23%	34 17%	31 14%	108 19%	62 15%	119 17%	58 20%	78 16%	49 21%	48 19%
NET: Disagree	458 46%	231 48%	227 43%	44 34%	87 38%	93 44%	84 55%	65 54%	85 53%	197 46%	124 40%	63 53%	74 50%	73 42%	135 44%	58 52%	97 50%	94 43%	258 45%	184 45%	324 45%	134 46%	233 46%	107 46%	108 43%	
Don't know	154 15%	50 10%	104 20%	33 25%	34 15%	26 12%	26 17%	15 13%	20 12%	41 10%	63 21%	14 12%	35 24%	40 23%	37 12%	17 15%	27 14%	34 15%	80 14%	72 17%	83 12%	72 25%	67 13%	53 23%	27 11%	
Mean	2.35	2.37	2.34	2.56	2.54	2.43	2.17	2.21	2.13	2.45	2.40	2.17	2.08	2.39	2.37	2.22	2.29	2.44	2.34	2.38	2.42	2.17	2.40	2.18	2.42	
Standard deviation	0.92	0.95	0.88	0.78	0.93	0.98	0.89	0.90	0.86	0.93	0.88	0.94	0.89	0.91	0.95	0.97	0.86	0.90	0.93	0.90	0.93	0.87	0.91	0.90	0.94	
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.08	0.08	0.07	0.05	0.06	0.09	0.09	0.08	0.06	0.10	0.06	0.06	0.04	0.06	0.04	0.05	0.04	0.08	0.07	

London Polling Survey
ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 28

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents

I am happy to pay more on top of my current energy bill towards renewable energy in the UK

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	1005	603	374	75	157	121	18	468	156	62
Weighted base	1005	571	396	78	168	128	19	407	146	66
NET: Agree	393 39%	225 39%	162 41%	39 50%	62 37%	54 42%	8 40%	154 38%	67 46%	28 43%
Strongly agree	(4) 85 8%	51 9%	33 8%	11 14%	13 8%	8 6%	1 4%	35 9%	16 11%	6 8%
Tend to agree	(3) 308 31%	174 30%	129 33%	28 35%	48 29%	46 36%	7 35%	118 29%	51 35%	22 34%
Tend to disagree	(2) 282 28%	167 29%	107 27%	12 16%	58 35%	34 27%	1 6%	117 29%	44 30%	19 28%
Strongly disagree	(1) 176 18%	104 18%	70 18%	19 25%	25 15%	20 16%	5 27%	85 21%	17 11%	10 15%
NET: Disagree	458 46%	271 47%	177 45%	31 40%	83 50%	54 43%	6 33%	201 49%	61 42%	29 44%
Don't know	154 15%	75 13%	57 14%	8 10%	23 14%	19 15%	5 27%	52 13%	18 12%	9 14%
Mean	2.35	2.35	2.37	2.43	2.35	2.39	2.23	2.29	2.52	2.42
Standard deviation	0.92	0.92	0.92	1.06	0.87	0.87	1.06	0.94	0.87	0.90
Standard error	0.03	0.04	0.05	0.13	0.07	0.09	0.31	0.05	0.07	0.12

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 29

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

I am happy to pay more on top of my current energy bill towards renewable energy in the UK

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	866	453	413	69	188	192	141	119	157	411	255	101	99	123	259	102	181	201	613	231	610	256	528	134	194
Weighted base	851	433	418	98	197	185	125	105	141	390	245	104	112	133	268	95	169	186	488	341	631	220	435	178	224
NET: Agree	393 46%	201 47%	192 46%	54 55%	110 56%	92 50%	41 33%	41 39%	56 40%	193 50%	120 49%	41 40%	38 34%	60 45%	133 50%	37 39%	72 43%	91 49%	230 47%	156 46%	307 49%	86 39%	203 47%	72 40%	116 52%
Strongly agree	(4) 85 10%	52 12%	33 8%	9 9%	28 14%	27 15%	10 8%	8 7%	3 2%	51 13%	22 9%	7 7%	5 5%	15 12%	28 10%	10 11%	11 7%	21 11%	46 10%	36 11%	75 12%	10 4%	49 11%	10 6%	25 11%
Tend to agree	(3) 308 36%	149 35%	159 38%	45 46%	82 41%	65 35%	31 25%	33 31%	53 38%	142 37%	99 40%	34 33%	33 29%	45 34%	105 39%	27 28%	61 36%	71 38%	183 38%	120 35%	232 37%	76 35%	154 35%	61 34%	92 41%
Tend to disagree	(2) 282 33%	137 32%	145 35%	36 36%	55 28%	55 30%	54 43%	39 37%	44 31%	129 33%	80 33%	32 31%	40 35%	49 37%	74 28%	32 34%	63 37%	63 34%	150 31%	122 36%	206 33%	76 35%	154 35%	58 32%	61 27%
Strongly disagree	(1) 176 21%	95 22%	82 20%	8 9%	32 16%	38 21%	30 24%	26 25%	41 29%	67 17%	44 18%	31 29%	34 31%	24 18%	61 23%	26 27%	34 20%	31 17%	108 22%	62 18%	119 19%	58 26%	78 18%	49 27%	48 21%
NET: Disagree	458 54%	231 53%	227 54%	44 45%	87 44%	93 50%	84 67%	65 61%	85 60%	197 50%	124 51%	63 60%	74 66%	73 55%	135 50%	58 61%	97 57%	94 51%	258 53%	184 54%	324 51%	134 61%	233 53%	107 60%	108 48%
Mean	2.35	2.37	2.34	2.56	2.54	2.43	2.17	2.21	2.13	2.45	2.40	2.17	2.08	2.39	2.37	2.22	2.29	2.44	2.34	2.38	2.42	2.17	2.40	2.18	2.42
Standard deviation	0.92	0.95	0.88	0.78	0.93	0.98	0.89	0.90	0.86	0.93	0.88	0.94	0.89	0.91	0.95	0.97	0.86	0.90	0.93	0.90	0.93	0.87	0.91	0.90	0.94
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.08	0.08	0.07	0.05	0.06	0.09	0.09	0.08	0.06	0.10	0.06	0.06	0.04	0.06	0.04	0.05	0.04	0.08	0.07

London Polling Survey

ONLINE Fieldwork: 21st - 26th August 2015

Absolutes/col percents

Table 29

Q11. For each of the following statements about businesses and the environment, please select whether you agree or disagree ...

Base: All respondents excluding Don't know

I am happy to pay more on top of my current energy bill towards renewable energy in the UK

	Type of Home			Flat Windows				Year Home Built		
	Total	House	Flat	Windows on one side	Windows on two adjacent sides	Windows on more than one side, not adjacent	Other	Pre 1967	1967 - 2001	2002+
Unweighted base	866	526	324	67	139	105	12	412	139	54
Weighted base	851	496	339	70	145	109	14	355	128	57
NET: Agree	393 46%	225 45%	162 48%	39 55%	62 43%	54 50%	8 54%	154 43%	67 53%	28 50%
Strongly agree	(4) 85 10%	51 10%	33 10%	11 16%	13 9%	8 8%	1 6%	35 10%	16 12%	6 10%
Tend to agree	(3) 308 36%	174 35%	129 38%	28 39%	48 33%	46 42%	7 49%	118 33%	51 40%	22 40%
Tend to disagree	(2) 282 33%	167 34%	107 32%	12 17%	58 40%	34 32%	1 8%	117 33%	44 35%	19 33%
Strongly disagree	(1) 176 21%	104 21%	70 21%	19 28%	25 17%	20 18%	5 37%	85 24%	17 13%	10 18%
NET: Disagree	458 54%	271 55%	177 52%	31 45%	83 57%	54 50%	6 46%	201 57%	61 47%	29 50%
Mean	2.35	2.35	2.37	2.43	2.35	2.39	2.23	2.29	2.52	2.42
Standard deviation	0.92	0.92	0.92	1.06	0.87	0.87	1.06	0.94	0.87	0.90
Standard error	0.03	0.04	0.05	0.13	0.07	0.09	0.31	0.05	0.07	0.12