

Survation Scotland Survey

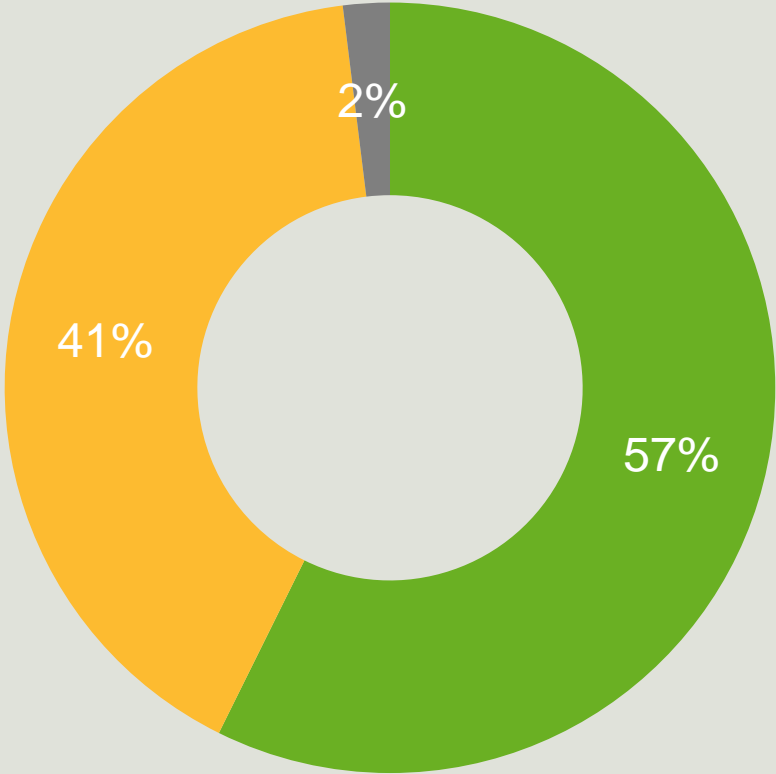
Conducted by Survation on behalf of Advice
Direct Scotland



Conducted by Survation on behalf of Advice Direct Scotland
Methodology: Online interviews of Scots aged 16+
Fieldwork: 14th-20th February 2024
Sample size: 1043

Survation.

Q1. Thinking about your household income for the next 12 months, how worried are you about being able to afford your household energy bills (electricity, gas and/or oil)?



■ NET: Worried (Very+Quite) ■ NET: Not worried (Not that+Not at all) ■ Don't know

BASE: All respondents. Unweighted total 1043

Q2. Which of the following statements best describes your personal situation?

In the past 12 months, I have not limited the energy use in my household so I could afford to spend money on other goods and/or services, including food.

21%

In the past 12 months, I have slightly limited the energy use in my household so I could afford to spend money on other goods and/or services, including food.

51%

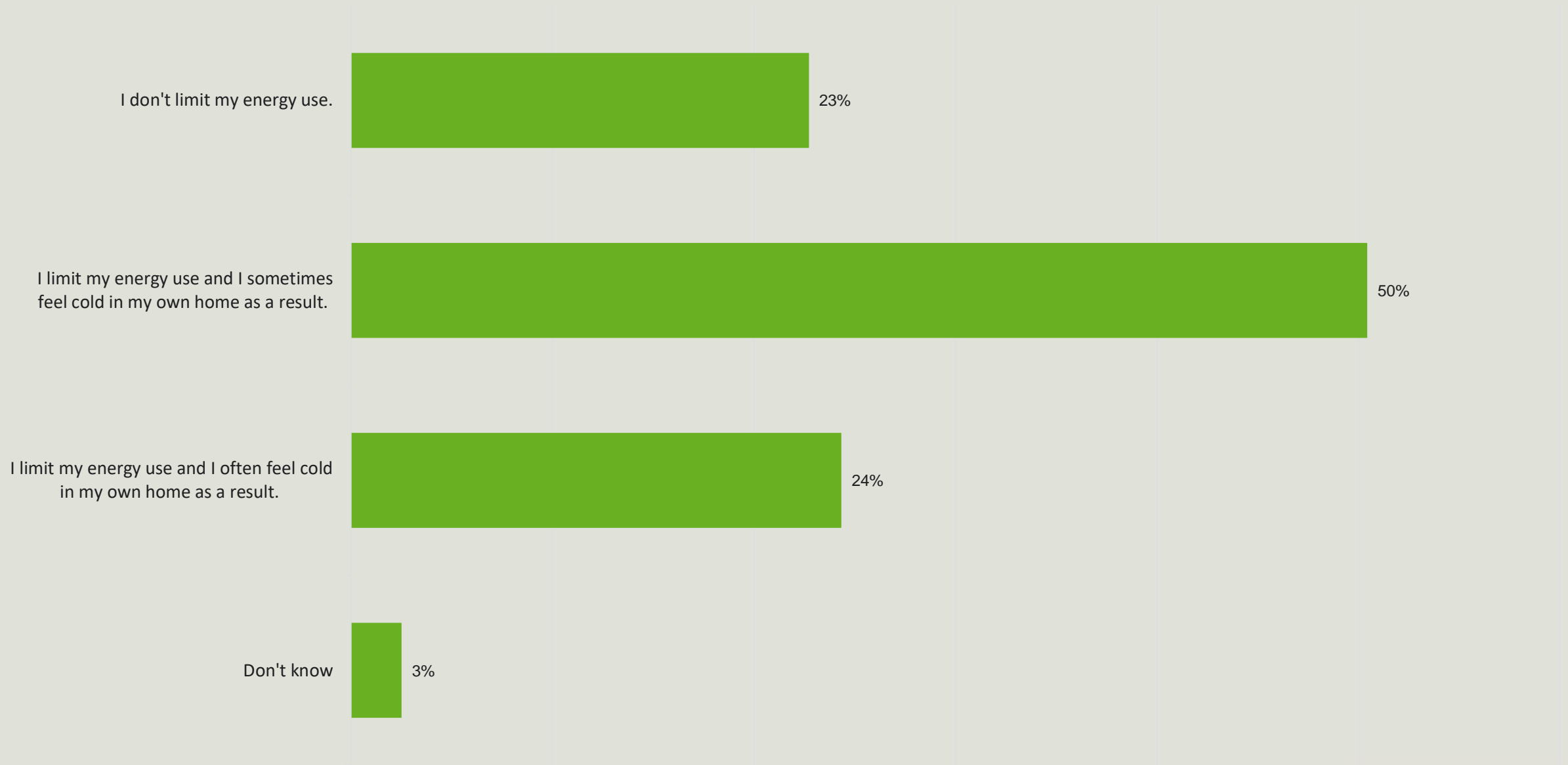
In the past 12 months, I have significantly limited the energy use in my household so I could afford to spend money on other goods and/or services, including food.

25%

Don't know

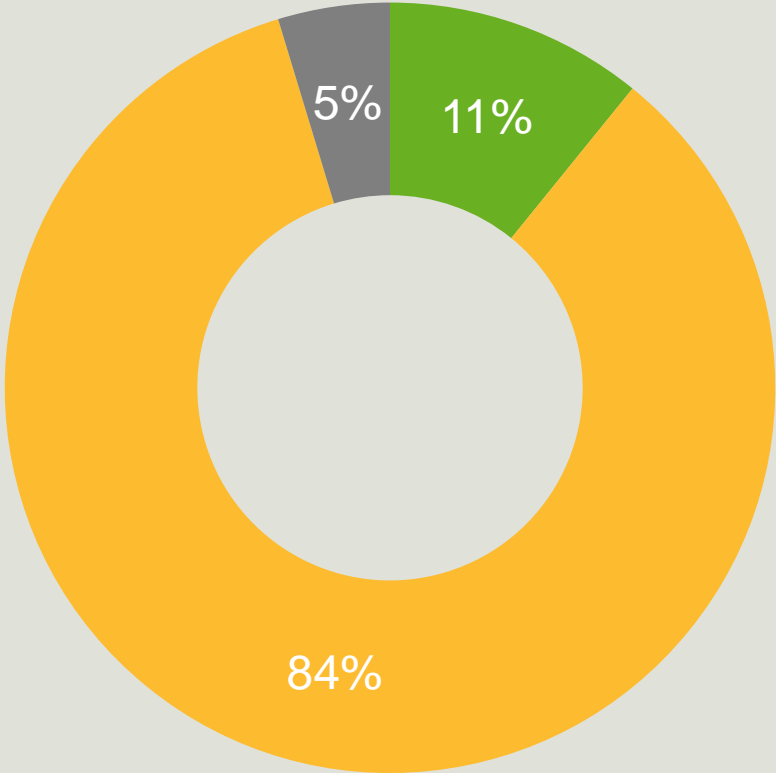
3%

Q3. Thinking about how you heat your home, which of the following statements best describes your personal situation?



BASE: All Respondents, Unweighted Total: 1043

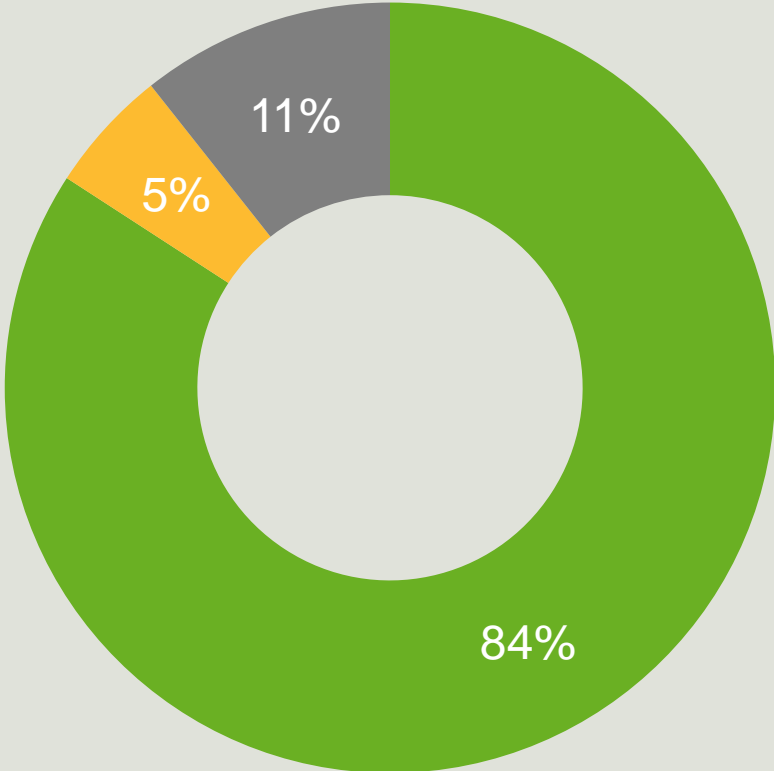
Q4. Which of the following best describes your experience?



■ I am behind on paying my energy bills ■ I am not behind on paying my energy bills ■ Prefer not to say

BASE: All respondents. Unweighted total 1043

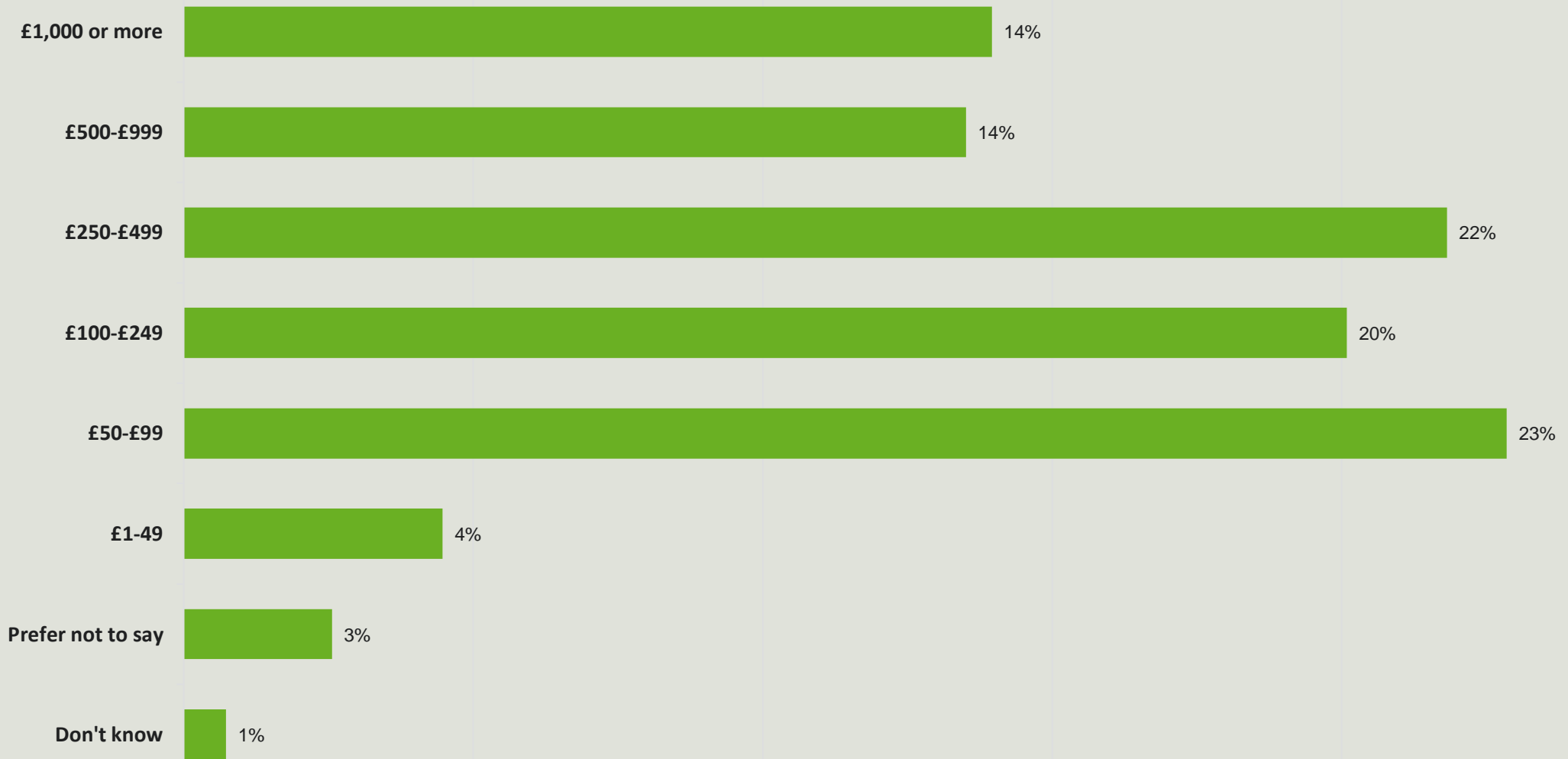
Q5. Which of the following best describes why you are behind paying your energy bills?



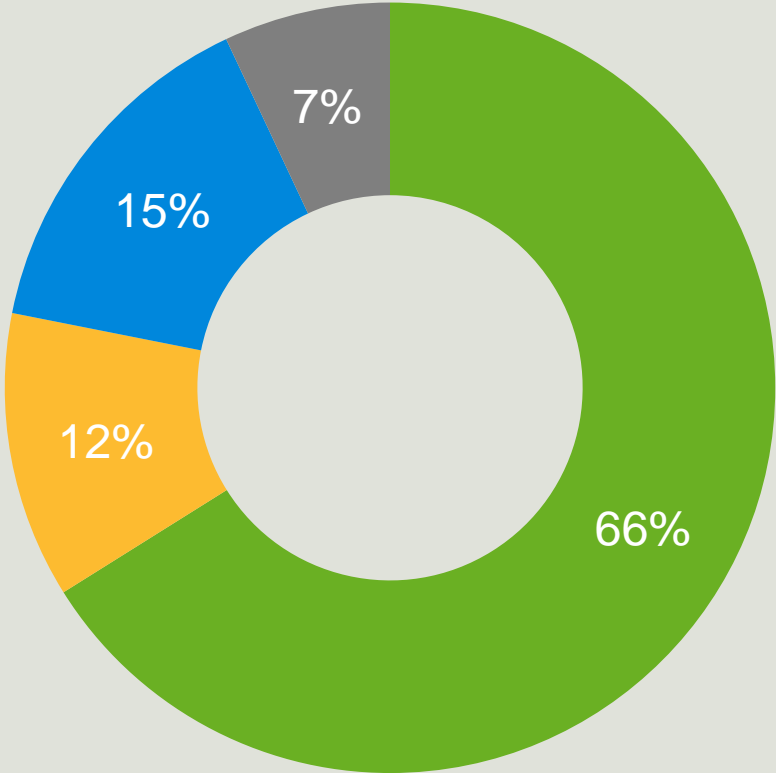
■ To afford to pay for other goods and services ■ Another reason ■ Prefer not to say

BASE: Respondents who are behind with paying energy bills Unweighted total 115

Q6. You said that you are behind on your energy bills. What is your level of debt to your energy provider?



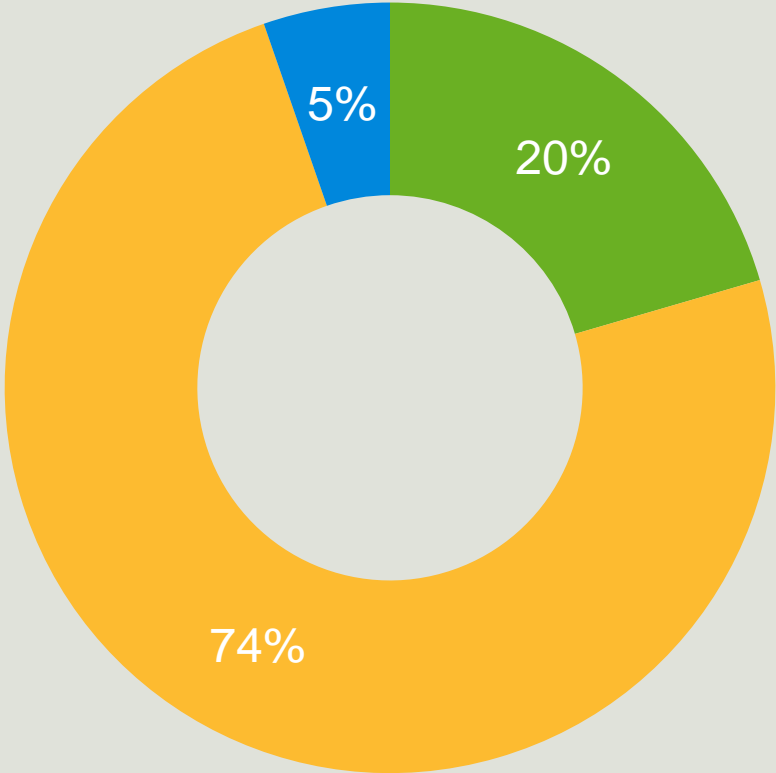
Q7. A social energy tariff provides vulnerable consumers with discounts on their gas and electricity bills, so they pay a lower price than other customers with the same provider. To what extent, if at all, would you support a UK-wide introduction of a social energy tariff?



■ NET: Support (Strongly+Somewhat) ■ NET: Oppose (Strongly+Somewhat) ■ Neither support nor oppose ■ Don't know

BASE: All respondents. Unweighted total 1043

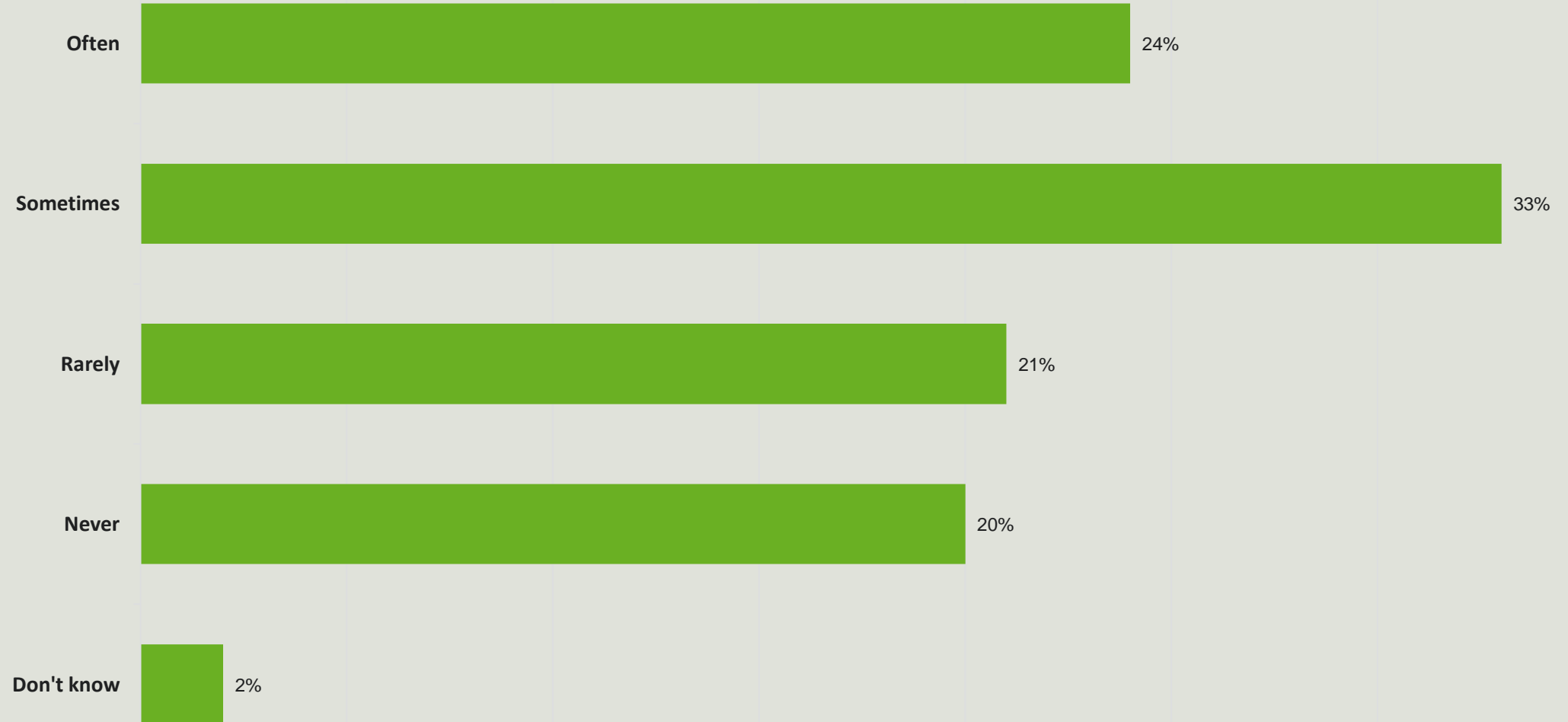
Q8. When it comes to paying your energy bills, which of the following best describes your experience?



■ I pay for my energy on a prepayment meter ■ I do not pay for my energy on a prepayment meter ■ Don't know ■

BASE: All respondents. Unweighted total 1043

Q9. You said you pay for your energy bills on a prepayment meter. How frequently, if at all, would you say cost of energy has caused you to run out of funds to keep your prepayment meter topped up?



BASE: Respondents who pay for their energy on a prepayment meter. Unweighted total 209.

Survation. Engaging opinion to inform the future.

Survation provides vital insights for brands and organisations wanting to better understand authentic opinion, adding value and credibility to the research we provide to our clients. We are an innovative and creative market researcher and do not believe any single method can always be the right answer to complex client objectives. We conduct bespoke online and telephone custom research, omnibus surveys, face to face research, and advanced statistical modelling and data analysis.

Survation is an MRS Company Partner. All MRS Company Partners and their employees agree to adhere to the MRS Code of Conduct and MRS Company Partner Quality Commitment whilst undertaking research. As a member of the British Polling Council, Survation has a strong commitment to transparency and the integrity of our work.

The Living Wage

Survation is proud to be a Living Wage Employer. This means that every member of staff in our organisation plus any contract staff are paid the London Living Wage. The Living Wage is an hourly rate set independently and updated annually, based on the cost living in the UK. We believe that every member of staff deserves at least a Living Wage. You can find out more about the Living Wage by visiting www.livingwage.org.uk



British Polling Council

Survation.