

PRESS RELEASE – 20 Sept 2022

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Pollster Find Out Now and election experts Electoral Calculus have run a poll asking the public about rising energy bills and whom they think is responsible for them.

The poll asked GB residents whether they thought the UK's support for Ukraine in its conflict with Russia is a price worth paying for higher energy bills. The poll then goes on to ask GB residents whom they think are to blame for rising energy costs.

In summary:

- Most people blamed energy companies and the Ukraine-Russia conflict for the rising energy costs in equal measure
- 38pc of people think that higher energy bills aren't a price worth paying for supporting Ukraine in its conflict with Russia compared to 25pc who do

Who is to blame for rising energy costs?

We asked 2,030 people the following question:

“Which of the following do you think are to blame for rising energy costs?” (can make multiple selections)

Interest rate range	All Respondents	CON Voters	LAB Voters
Energy Companies	54%	57%	61%
Ukraine-Russia conflict	54%	69%	46%
UK government	43%	27%	62%
Over-reliance on fossil fuels	27%	24%	39%
UK measures to get to net zero greenhouse gas emissions by 2050	15%	26%	9%
Other causes	9%	9%	8%
Don't know	13%	7%	12%

The table excludes those who refused to answer.

Our poll shows that GB residents find energy companies and the Ukraine-Russia conflict the most to blame for the rising energy costs. Conservative voters blame net zero policies to a higher degree than Labour voters. Conversely, Labour voters blame the UK government to a higher degree than Conservative voters.

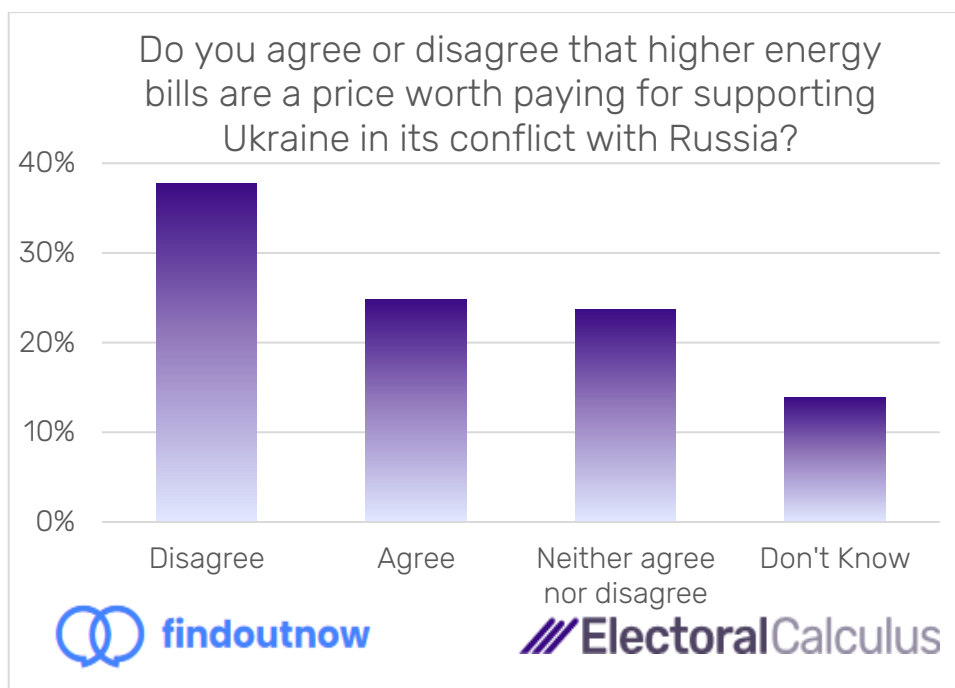
Energy bills and the Ukraine-Russia conflict

We then asked people this question:

“Do you agree or disagree that higher energy bills are a price worth paying for supporting Ukraine in its conflict with Russia?”

Response	All respondents	CON voters	LAB voters
Disagree	38%	36%	34%
Agree	25%	31%	25%
Neither agree nor disagree	24%	23%	27%
Don't Know	14%	9%	13%

The table excludes those who refused to answer.



Our poll shows more voters think that higher energy bills are not a price worth paying for the UK supporting Ukraine in its conflict with Russia than do (though many voters weren't sure). Conservative voters are slightly more likely to agree that higher bills are worth it, but there are more Conservative voters that disagree.

Political Summary

The conflict is not seen as a big priority for it to be a price worth paying for higher energy bills. That gives a challenge for Liz Truss as she needs to persuade more people that the fight for Ukraine is worth the cost.

Quotes

Chris Holbrook, CEO of Find Out Now:

“These results suggest that the UK public’s unprecedented support for Ukraine does have a limit - when it comes to picking up the bill. Will Prime Minister Truss be able and willing to convey the costs of turning our backs?”

Martin Baxter, CEO of Electoral Calculus:

“People think that the Ukraine crisis is one of the main reasons for their high energy bills and they don’t think that’s right.”

Technical Details

Find Out Now polled 2,030 GB adults online on 16 Sept 2022. The sample was weighted to be representative by gender, age, social grade, other demographics and past voting patterns.

Find Out Now and Electoral Calculus are both members of the British Polling Council and abide by its rules.

Electoral Calculus

Electoral Calculus is a political consultancy specialising in quantitative analysis and modelling for electoral and other market research projects. Its pre-poll prediction for the 2019 general election was the most accurate published forecast. It was founded by Martin Baxter, its CEO.

Electoral Calculus is a member of the British Polling Council.

Find Out Now

Find Out Now gathers poll responses from Pick My Postcode, a daily panel from 3.2 million members. Highly profiled respondents can be targeted instantly, and at scale to deliver reliable results fast.

More than 107 million responses have been received to Find Out Now's polls since it launched in November 2018. Find Out Now are Market Research Society Company Partners and a member of the British Polling Council.