

# BEIS Public Attitudes Tracker: Technical Overview Winter 2022, UK

9 MARCH 2023

Official Statistics

This report covers general information about the Public Attitudes Tracker (PAT) survey completed in Winter 2022. More detailed technical information on the survey series, including details of the new data collection methodology adopted in Autumn 2021 and previous methodologies, is available in the annual [Technical Report](#).

## Introduction

The BEIS Public Attitudes Tracker (PAT) survey measures public awareness, attitudes and behaviours relating to the policies of the former Department for Business, Energy and Industrial Strategy (BEIS) such as energy, climate change, consumer rights, artificial intelligence and workers' rights.

This report presents summary headline findings from the Winter 2022 survey wave, conducted by the former Department for Business, Energy and Industrial Strategy (BEIS), and is based on a representative sample of 3,571 adults aged 16 or over in the UK. Data collection ran from 17 November 2022 to 19 December 2022.

This is the sixth wave in a series of surveys, which began in Autumn 2021. Earlier waves have been conducted as follows:

- Autumn 2021 (15 September to 17 October 2021)
- Winter 2021 (24 November to 22 December 2021)
- Spring 2022 (24 February to 24 March 2022)
- Summer 2022 (9 June to 7 July 2022)
- Autumn 2022 (1 September to 3 October 2022)

Before Autumn 2021, previous tracker surveys had been conducted covering many of the same topics. In Autumn 2021 the BEIS PAT moved to a 'push-to-web' survey method referred to as Address Based Online Surveying (ABOS). The Winter 2022 wave represents the sixth wave of the new time series following this change in methodology. Significant changes affecting both survey sample and mode mean that the results from this wave are not directly comparable with results collected via surveys conducted using the previous methodology. However, where questions have been included in more than one wave under the new methodology, comparisons between waves are made.

A summary of the methodology is provided below. Full details of the methodology are provided in the annual Technical Report, published alongside the Summer 2022 results.

## Winter 2022 survey

The Winter 2022 questionnaire covered the following topics:

- Net Zero
- Climate change

- Renewables
- Heat use in the home
- Home insulation
- Shopping around and switching
- Nuclear energy
- Energy Performance Certificates (EPCs)
- Low carbon heating
- Rental property energy standards

## Interpretation of findings and further resources

In this publication, differences between groups are only reported where they are statistically significant at the 95% confidence interval level.

Alongside this Technical Overview report we have also provided: individual topic reports covering results from the survey grouped by theme, a set of tables showing the time series for questions asked on multiple occasions since Autumn 2021, a set of tables containing crosstabulations for headline questions by gender, age, highest qualification and International Territorial Level and the online and paper versions of the questionnaire.

## Introduction to the Address Based Online Surveying (ABOS) data collection model

ABOS is a type of 'push-to-web' survey method.

The basic ABOS design is simple: a **stratified random sample of addresses** is drawn from the Royal Mail's postcode address file and an invitation letter is sent to each one, containing username(s) and password(s) plus the URL of the survey website. Sampled individuals can log on using this information and complete the survey as they might any other web survey. Once the questionnaire is complete, the specific username and password cannot be used again, ensuring data confidentiality from others with access to this information.

It is usual for at least one reminder to be sent to each sampled address and it is also usual for an **alternative mode** (usually a paper questionnaire) to be offered to those who need it or would prefer it. It is typical for this alternative mode to be available only 'on request' at first. However, after nonresponse to one or more web survey reminders, this alternative mode may be given more prominence.

Paper questionnaires ensure coverage of the offline population and are especially effective with sub-populations that respond to online surveys at lower-than-average levels. However, paper questionnaires have measurement limitations that constrain the design of the online questionnaire and also add considerably to overall cost. For the BEIS PAT, **paper questionnaires are used in a limited and targeted way**, to optimise rather than maximise response.

## Winter 2022 sample design

The sampling was designed to yield a respondent sample that was representative with respect to geography, neighbourhood deprivation level, and age group.

Figure 1 shows the (initially issued) sample structure with respect to the major strata. Higher sampling fractions were applied to the three least populous International Territorial Levels (ITL)<sup>1</sup> (NE England, Wales and N Ireland) so that the expected number of completed questionnaires was at least 220 in each one.

**Figure 1: Addresses issued by area deprivation and household age structure: Winter 2022**

Expected household age structure	Most deprived	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	Least deprived
All <=35	1,477	1,108	730	549	400
Other	4,572	3,175	2,613	2,394	1,759
All >=65	765	726	659	566	514

## Winter 2022 Fieldwork

The data collection took place from 17 November to 19 December 2022.

All resident adults aged 16+ were invited to complete the survey, although for practical reasons the number of logins was limited to up to four adults per household, with more available on request. The number of logins was based on the estimated number of adults living in the household, based on external data. In Winter 2022, the mean number of logins per address was 2.8.

To ensure the survey was accessible to the offline population, some mailings included paper questionnaire alternatives (based on addresses where external data indicated that all residents were aged 65 or over). Paper questionnaires were also available on request.

- 22,007 invites were sent out initially and 18,627 reminders were sent in the second week of fieldwork.
- The achieved sample size (after data cleaning) was 3,574 individuals, of which 3,108 were completed online and 466 (13%) on paper.
- 197 cases were identified as invalid based on quality assurance checks and were removed from the dataset, representing 5.2% of cases.
- The household response rate was 12.9% and the estimated individual response rate was 9.3%.
- The average (median) time to complete the survey online was 16 minutes and 23 seconds.

<sup>1</sup> <https://www.ons.gov.uk/aboutus/whatwedo/programmesandprojects/europeancitystatistics>

Weighting was used to compensate for differences in both sampling probability and response probability.

It should be noted that response rates in Winter 2022 were lower than the equivalent Winter 2021 wave due to postal strike action during fieldwork on 24-25 November, 28 November, 30 November and 9, 11, 14, 15, 23 and 24 December which impacted on the timeliness of survey mailings.

## Changes to the survey in Winter 2022

A list of changes to the Winter 2022 questionnaire, in comparison to previous versions of these questions, is provided below:

- In the 'Heat and Energy in the home' module the response list for WHYNOINSTA-WHYNOINSTE was modified to include additional response options:
  - Don't know where to get reliable information
  - Don't know where to find a reliable installer
- In the 'Low carbon heating module the list of statements at LOWCARBATT1-6 was modified to include an additional statement: 'I would know where to find reliable information on low-carbon heating systems'
- Two questions were removed in the EPC section (EPCWHYNOT and EPCINFORM).
- The question RENTALSTAND, 'How much, if anything, do you know about the minimum energy efficiency standards for rental properties', was added from Spring 2022.
- In Winter 2022 the responses for COOLMAIN were weighted to the individual instead of by household

## Further information

### Future updates to these statistics

Results from the Public Attitudes Tracker are published quarterly. The next release is scheduled to be published in June 2023. Note that not all tracker questions are included in each wave.

### Revisions policy

The [BEIS statistical revisions policy](#) sets out the revisions policy for these statistics, which has been developed in accordance with the UK Statistics Authority [Code of Practice for Statistics](#).

### Related Statistics

There are various other surveys which seek the general public's opinion on topics related to those covered by the BEIS Public Attitudes Tracker. These include:

#### [Public Attitudes to Science](#)

A collection of studies looking at the UK public's attitudes to science, scientists and science policy.

#### [National Travel Attitudes Study \(NTAS\)](#)

The Department for Transport publishes a wide range of reports on the public's attitude to various modes of transport.

#### [Transport and Transport Technology: Public Attitudes Tracker](#)

The Department for Transport also publishes an attitudes tracker to monitor trends in public attitudes to and awareness of transport technologies in England.

#### [Public Attitudes to Trade Tracker](#)

The former Department for International Trade ran a survey twice a year to collect data on public attitudes towards trade and government trade policy.

#### [The English Housing Survey](#)

The English Housing Survey is a continuous national survey commissioned by the Department for Levelling up, Housing and Communities (formerly Ministry of Housing, Communities and Local Government). It collects information about people's housing circumstances and the condition and energy efficiency of housing in England.

There is also a wealth of energy statistics, which provide context for the attitude data collected by the PAT, available on the [Statistics at BEIS](#) website.

## Uses of these statistics

These statistics were commissioned by BEIS to guide departmental policy, and are also used by other government departments, academics, ministers and the general public. Some examples on the uses of previous waves of the PAT include:

- Monitoring attitudes towards energy sources such as fracking by policy makers, the media and local groups to understand how this is changing over time and the reasons why people support or oppose it.
- Understanding public awareness of key BEIS policies such as the concept of Net Zero.
- Monitoring public attitudes to climate change and government policies associated with this and understanding how concern varies between demographic groups.
- Understanding public acceptability of different renewable energy sources which contribute to the Government's aim to reduce the dependence on fossil fuels.

## User engagement

Users are encouraged to provide comments and feedback on how these statistics are used and how well they meet user needs. Comments on any issues relating to this statistical release are welcomed and should be sent to: [BEISPAT@beis.gov.uk](mailto:BEISPAT@beis.gov.uk).

The BEIS statement on [statistical public engagement and data standards](#) sets out the department's commitments on public engagement and data standards as outlined by the [Code of Practice for Statistics](#).

## Pre-release access to statistics

Some ministers and officials receive access to these statistics up to 24 hours before release. Details of the arrangements for doing this and a list of the ministers and officials that receive pre-release access to these statistics can be found in the [BEIS statement of compliance](#) with the Pre-Release Access to Official Statistics Order 2008.

## Contact

- Responsible statistician: Antonia Ren
- Email: [BEISPAT@beis.gov.uk](mailto:BEISPAT@beis.gov.uk)
- Media enquiries: 020 7215 1000; [newsdesk@beis.gov.uk](mailto:newsdesk@beis.gov.uk)



© Crown copyright 2023

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated. To view this licence, visit [nationalarchives.gov.uk/doc/open-government-licence/version/3](https://nationalarchives.gov.uk/doc/open-government-licence/version/3) or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: [psi@nationalarchives.gsi.gov.uk](mailto:psi@nationalarchives.gsi.gov.uk).

Where we have identified any third-party copyright information you will need to obtain permission from the copyright holders concerned.

This publication is available from: <https://www.gov.uk/government/collections/public-attitudes-tracking-survey>

If you need a version of this document in a more accessible format, please email [BEISPAT@beis.gov.uk](mailto:BEISPAT@beis.gov.uk). Please tell us what format you need. It will help us if you say what assistive technology you use.