

Public Attitudes to Network Infrastructure: an online experiment testing rationales for building new network infrastructure

Behavioural Practice at Verian



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Appendix A: Qualitative pre-testing materials

A1. Screener

This screener was used to recruit 12 x 60-minute online in-depth interviews:

| No. | Wave | Demographics |
|------|--|---|
| 1-6 | Message testing – w/c 31st January to 7th Feb 2024 | Rural/urban – Recruit a mix (aim for an equal split) |
| 7-12 | Questionnaire cognitive testing - w/c 12th February 2024 | Tenancy – Recruit a mix Environmental attitudes – Recruit a mix (At least one not concerned about climate change in each wave) Age/Gender/Education/Ethnicity – Recruit a mix (at least two minority ethnicity) |

Q1. Introductions

"Good morning/afternoon, my name is X and I am calling from X, an independent research organization.

We have been asked to carry out research on behalf of DESNZ, the Department for Energy Security and Net Zero and Verian, an independent research agency.

DESNZ would like to explore attitudes to new network infrastructure and so want to invite you to participate in an online interview.

- The research is completely voluntary
- You will not incur any costs taking part in the research and will receive an incentive for your time
- Research is conducted in accordance with the MRS code of conduct
- Verian is completely independent from DESNZ
- Your information will be used for research purposes only
- Verian will not pass your personal details on to anyone outside of the research team – this includes the research team at Verian and the core DESNZ research team – and your name will not be used in the reporting for this project

Would you be interested in taking part?

1. Yes

2. No

| | |
|-------------------|--|
| Please record: | |
|-------------------|--|

DO NOT RECRUIT IF ANSWER 'NO'

Q2. Zoom tech

The research involves an online video call and so you will need to have access to:

- a current and working email account that you check regularly
- broadband internet (in other words, not dial-up) from your home
- a device that has a camera and built-in mic and can connect to the internet. Most smartphones and tablets will work.

Do you have access to all of these?

| | |
|-------------------|--|
| Please record: | |
|-------------------|--|

DO NOT RECRUIT FOR ONLINE RESEARCH IF ANSWER 'NO'

Q3. Zoom consent

Participation in the online discussion will involve the following:

- Ahead of the interview date, you will receive an email with a link to join at the set date/time. This email will also contain Zoom's terms and conditions of use for your information.
- In order to test the Zoom link works and to make sure you have what's needed, a member of the research team will call you to test the link a day or two before the discussion date. You will not need to download anything to your device to join this call.
- You will also be sent a Zoom consent form by email for the first session – please can you read it and reply to the email stating that you have read and understood it.

- At the time of the interview, please click on the emailed Zoom link to join the discussion - you will be asked to enter your name (this should just be your first name and the first initial of your surname).
- The video call will be you and one researcher and last 60 minutes. It will be an open-ended discussion, within which you can discuss and explain your views in detail.

On this basis, are you comfortable and happy to take part in this research?

| | |
|----------------|--|
| Please record: | |
|----------------|--|

DO NOT RECRUIT IF ANSWER 'NO'

If no, please record reason above

Q4. Tenancy

Do you rent, or own your home? If you rent, are you renting from an individual landlord, or a council or housing association?

1. Social renter
2. Private renter
3. Homeowner
4. Other: please explain

| | |
|----------------|--|
| Please record: | |
|----------------|--|

PLEASE RECORD FOR INFORMATION. RECRUIT A MIX.

Q5. Education

What is the highest level of education you have completed?

- GCSE or equivalent
- A-Level or equivalent
- Undergraduate degree or equivalent

- Postgraduate degree or above
- Don't remember/don't know

| | |
|----------------|--|
| Please record: | |
|----------------|--|

RECRUIT A MIX

Q6. Region

What type of neighbourhood do you live in?

- Urban
- Suburban
- Rural
- Don't know

| | |
|----------------|--|
| Please record: | |
|----------------|--|

RECRUIT A MIX, AIMING FOR AN EQUAL SPREAD OF URBAN, SUBURBAN AND RURAL ACROSS THE SAMPLE

Q7. Gender

How do you describe your gender?

- A man (including trans man)
- A woman (including trans woman)
- Non-binary
- In another way
- Prefer not to say

RECRUIT A MIX, AIMING FOR EQUAL MIX OF MEN AND WOMEN ACROSS THE SAMPLE AS A WHOLE

Q8. Ethnicity

Which of these is most appropriate in describing your ethnicity? Read out:

White

1. English/Welsh/Scottish/Northern Irish/British
2. Irish

- 3. Gypsy or Irish Traveller
- 4. Any other White background, please describe

Mixed/multiple ethnic backgrounds

- 5. White and Black Caribbean
- 6. White and Black African
- 7. White and Asian
- 8. Any other Mixed/Multiple ethnic background, please describe

Asian/Asian British

- 9. Indian
- 10. Pakistani
- 11. Bangladeshi
- 12. Chinese
- 13. Any other Asian background – please describe

Black/African/Caribbean/Black British

- 14. African
- 15. Caribbean
- 16. Any other Black/African/Caribbean background, please describe

Other ethnic group

- 17. Arab
- 18. Any other ethnic group, please describe

| | |
|----------------|--|
| Please record: | |
|----------------|--|

RECRUIT A MIX, AIMING FOR 2X CODING 5-18 IN EACH OF THE TWO WAVES

Q9. Age

What age were you on your last birthday?

| | |
|----------------|--|
| Please record: | |
|----------------|--|

RECRUIT A SPREAD

Q10. Socio-economic group (SEG)

Please can you tell me about the job of the person in your household who is the chief income earner? If you live with a partner and your incomes are broadly the same, please tell me about yours.

PROBE THE FOLLOWING QUESTIONS IN DETAIL AS APPROPRIATE

| | |
|----------------|--|
| Please record: | |
|----------------|--|

- What is their job title?
- Who do they work for, or are they self-employed?
- Approximately how many people does the organisation employ?
- Do they manage any other workers? If so, how many?
- What is their highest level of qualifications?

PLEASE USE YOUR JUDGEMENT TO ASSIGN THE PARTICIPANT TO AN SEG CATEGORY, USING THE TABLE BELOW FOR GUIDANCE. PLEASE REACH OUT TO THE RESEARCH TEAM IF YOU ARE IN ANY DOUBT AS TO ASSIGNING A SEG CATEGORY.

| | | |
|---|--|---------------|
| A | Higher managerial and professional workers Professionals; very senior managers in business; top-level civil servants Retired people who worked in a grade A job People whose late spouse or civil partner worked in a grade A job | RECRUIT A MIX |
| B | Intermediate managerial and professional workers Middle-management executives in large organisations, with appropriate qualifications Principal officers in local government and the civil service; secondary school teachers Top management or owners of small businesses and educational and service establishments | |

| | | |
|----|--|---------------|
| | <p>Retired people who worked in a grade B job</p> <p>Retired people whose late spouse or civil partner worked in a grade B job</p> | |
| C1 | <p>Junior management, owners of small establishments and all other non-manual workers</p> <p>Jobs in this group have very varied responsibilities and educational requirements</p> <p>Retired people who worked in a grade C1 job</p> <p>Retired people whose late spouse or civil partner worked in a grade C1 job</p> | |
| C2 | <p>Skilled manual workers</p> <p>Manual workers with responsibility for other people</p> <p>Retired people who worked in a grade C2 job and who now receive an occupational pension</p> <p>Retired people whose late spouse or civil partner worked in a grade C2 job and who now themselves receive a pension based on that job</p> | RECRUIT A MIX |
| D | <p>Semi-skilled and unskilled manual workers, apprentices and trainees of skilled workers</p> <p>Retired people who worked in a grade D job and who now receive an occupational pension</p> <p>Retired people whose late spouse or civil partner worked in a grade D job and who now themselves receive a pension based on that job</p> | |
| E | <p>Long-term recipients of state benefits</p> <p>People who have been unemployed for more than six months (otherwise classify on previous occupation) or off sick for six months or more (unless they are still being paid by their employer)</p> <p>Casual workers and people without a regular income</p> <p>Intermittent workers in receipt of income support</p> | |

RECRUIT A MIX

Q11. Environmental Attitudes

How concerned, if at all, are you about current climate change, sometimes referred to as 'global warming'?

1. Very concerned
2. Fairly concerned
3. Not very concerned
4. Not at all concerned
5. Don't know

| | |
|----------------|--|
| Please record: | |
|----------------|--|

RECRUIT MIX OF 1-5, WITH 1 PARTICIPANT PER WAVE CODING 4

Q12. CLIMATE CHANGE

The way we live our lives will have to change substantially to address climate change.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. I don't know
7. Prefer not to say

| | |
|----------------|--|
| Please record: | |
|----------------|--|

RECRUIT A MIX

Q13. Invitation

We would like to invite you to take part in this research. The interview discussion will be with an independent Verian researcher.

As a thank you for your participation, you will receive £x. This incentive will be paid for completion of the research activities and will be paid to you after the interview.

The interview will take place [CONFIRM DATES AND TIMES AS APPROPRIATE FOR EACH WAVE]

With your permission, we will be recording the discussions. The discussions will be confidential and anonymous – and will only be shared with members of the research team and research steering group.

You do not need to have any prior knowledge of network infrastructure to take part in this research. We will not be testing people's knowledge, but simply exploring people's understanding and awareness and asking for people's views and opinions on their experiences.

Q14. Confirmation

Are you happy to participate in this research?

Please record:

| | |
|--------------|--|
| Confirmation | |
|--------------|--|

IF ANSWER NO, PLEASE RECORD REASON THEN THANK AND CLOSE

Q15. Interview preparation

Are there any adjustments we could make to ensure that you can access the research in a way that is right for you? This may include things like sending questions over beforehand so you can prepare or by providing a BSL interpreter, or something else.

Please record:

| | |
|------------------------------------|--|
| Any support that could be provided | |
|------------------------------------|--|

LET THE RESEARCH TEAM KNOW WHAT THEY WILL NEED TO DO IF THIS IS RELEVANT

Q16. Privacy policy

Read out: As part of our commitment to protecting your rights, please note that Verian's privacy policy can be accessed on our website, uk.kantar.com/surveys. We can also provide you with a written copy of the policy. Please note that the company has recently changed its name from Kantar Public, although the website has not yet been updated.

Please record:

| | |
|--|--|
| I confirm that the participant has been made aware of how to access the privacy policy | |
|--|--|

Q17. Recontact

Would you be happy to be recontacted in relation to this project? You would not be obligated to take part in any future research if you were contacted.

Please record:

| | |
|------------------|--|
| Recontact wishes | |
|------------------|--|

Thank and close

A2. Achieved Sample

The following table gives break down of the total sample by demographic subgroup

Table 1 Achieved sample split across demographic subgroups

| Qualitative pre-testing sample (Total N=12) | | |
|--|--|----------|
| Demographic variable | Demographic Subgroup | N |
| Gender | Female | 6 |
| | Male | 6 |
| Age | 18-30 | 4 |
| | 31-45 | 2 |
| | 46-54 | 2 |
| | 55-64 | 3 |
| | 65+ | 1 |
| Ethnicity | White British | 9 |
| | Mixed White and Black Caribbean | 1 |
| | Bangladeshi | 1 |
| | Any other Black/African/Caribbean background | 1 |
| Tenancy | Living with parents/ guardian | 2 |
| | Renting with a private landlord | 1 |
| | Home Owner - with mortgage | 3 |
| | Home Owner - no mortgage | 4 |
| | Social Housing Tenant/Housing Association Tenant | 2 |

Continued on the next page

| Demographic variable | Demographic Subgroup | N |
|----------------------------------|-----------------------------|----------|
| Location | North West | 2 |
| | Yorkshire and the Humber | 2 |
| | East of England | 1 |
| | London | 2 |
| | South East | 1 |
| | Scotland | 2 |
| | Wales | 1 |
| | Northern Ireland | 1 |
| Rural vs urban area of residence | Urban | 4 |
| | Suburban | 4 |
| | Rural | 4 |
| Socio-economic group | A | 1 |
| | B | 3 |
| | C1 | 4 |
| | C2 | 2 |
| | D | 1 |
| | E | 1 |
| Environmental attitudes | Very concerned | 4 |
| | Fairly concerned | 3 |
| | Not very concerned | 3 |
| | Not at all concerned | 2 |

Continued on the next page

| Demographic variable | Demographic Subgroup | N |
|--------------------------|----------------------------|---|
| Climate change attitudes | Strongly agree | 3 |
| | Agree | 3 |
| | Neither agree nor disagree | 1 |
| | Disagree | 3 |
| | Strongly disagree | 2 |

Appendix B: Online experiment

B1: Recruitment quotas

Recruitment quotas were applied to ensure the final sample was representative of the general population in Great Britain with respect to key demographic characteristics. See the breakdown of recruitment quotas for the target sample of 3600 in Table 2.

Table 2 Recruitment quotas by demographic subgroups

| Demographic variable | Demographic sub-group | % |
|----------------------|-----------------------|-----|
| Age X Gender | Female X 18-34 | 14% |
| | Female X 35-44 | 12% |
| | Female X 45-64 | 13% |
| | Female X 65+ | 13% |
| | Total female | 52% |
| | Male X 18-34 | 14% |
| | Male X 35-44 | 12% |
| | Male X 45-64 | 12% |
| | Male X 65+ | 11% |
| | Total male | 48% |
| | | |
| | | |

Continued on the next page

| Demographic variable | Demographic sub-group | % |
|----------------------|----------------------------------|-----|
| Region of residence | North East | 4% |
| | North West | 11% |
| | Yorkshire and the Humber | 8% |
| | East Midlands | 7% |
| | West Midlands | 9% |
| | East | 10% |
| | London | 14% |
| | South East | 14% |
| | South West | 9% |
| | Wales | 5% |
| | Scotland | 8% |
| | Urban vs rural area of residence | 17% |
| | | 83% |

B2: Achieved weighted and unweighted sample

A total of 3673 respondents participated in the online experiment. Weights were applied to this achieved sample to bring it more in line with the distribution of the general population of Great Britain. Weighting was determined through iterative proportional fitting, also known as raking. This procedure involves iteratively adjusting the weights for each participant (i.e. each data point) according to the distribution of a set of variables with a known population distribution. This is done until the weights result in a sample that most closely aligns with population distribution of the chosen variables.

Weights for age by gender, housing tenure, region of residence, ethnicity, education by age, and employment status distributions were based on the population estimates from the Labour Force Survey (Jan – March 2023) (ONS, 2023). The rural/urban weights were based on mid-2020 ONS population estimates for England and Wales (ONS, 2020) and mid-2021 population estimates produced by National Records of Scotland (National Records of Scotland, 2022).

Table 3 shows the achieved sample, weighting targets, and the final weights applied by demographic subgroup. In some cases, respondents did not provide demographic information which is why weighted sample totals may sum up to less than 100%.

Table 3 Achieved and weighted sample and weighting targets by demographic subgroups

| Demographic variable | Demographic sub-group | Achieved (unweighted) sample % | Weighted sample % | Weighting target % |
|-----------------------------|------------------------------|---------------------------------------|--------------------------|---------------------------|
| Age X Gender | Female X 18-34 | 13.3% | 13.5% | 13.5% |
| | Female X 35-54 | 18.1% | 16.7% | 16.7% |
| | Female X 55+ | 20.3% | 20.9% | 20.9% |
| | Male X 18-34 | 12.8% | 13.8% | 13.8% |
| | Male X 35-54 | 17.4% | 16.2% | 16.2% |
| | Male X 55+ | 18% | 18.9% | 18.9% |

Continued on the next page

| Demographic variable | Demographic sub-group | Achieved (unweighted) sample % | Weighted sample % | Weighting target % |
|-----------------------------|------------------------------|---------------------------------------|--------------------------|---------------------------|
| Housing tenure | Owned outright | 42.7% | 34.2% | 34.2% |
| | Bought with mortgage or loan | 21.9% | 32.8% | 32.8% |
| | Part own/rent/other | 35.4% | 33% | 33% |
| Region of residence | North East | 3.5% | 4.1% | 4.1% |
| | North West | 11.8% | 11.1% | 11.1% |
| | Yorkshire and the Humber | 9.2% | 8.4% | 8.4% |
| | East Midlands | 7.2% | 7.5% | 7.5% |
| | West Midlands | 9.5% | 9% | 9% |
| | East of England | 9.6% | 9.6% | 9.6% |
| | London | 13.2% | 13.8% | 13.8% |
| | South East | 13.8% | 14.1% | 14.1% |
| | South West | 8.1% | 8.8% | 8.8% |
| | Wales | 5.2% | 4.9% | 4.9% |
| | Scotland | 8.8% | 8.7% | 8.7% |
| Ethnicity | White | 84.1% | 85.4% | 86.1% |
| | Other | 15.1% | 13.8% | 13.9% |

Continued on the next page

| Demographic variable | Demographic sub-group | Achieved (unweighted) sample % | Weighted sample % | Weighting target % |
|---|--------------------------------|---------------------------------------|--------------------------|---------------------------|
| Education/Age | Aged 70+ | 14.7% | 17% | 17.2% |
| | Aged <70 with a degree | 40.9% | 30.2% | 31.2% |
| | Aged <70 with no degree | 42.6% | 51% | 51.6% |
| Employment status | Full time paid job (31+ hours) | 43.4% | 40.4% | 40.9% |
| | Other | 55.4% | 58.4% | 59.1% |
| Urban vs rural area of residence | Rural | 87.1% | 80.3% | 80.7% |
| | Urban | 12.3% | 19.1% | 19.3% |

B3: Questionnaire

ASK ALL

INTRO1

SINGLE CODE

Thank you for your interest in this study. Please read the information below before deciding whether to take part.

About this study

In this study, we will ask about your views on electricity network infrastructure. It will take around 15 minutes to complete. Please take the time you need to complete this study at your own speed. Taking part in this study is voluntary. You can withdraw at any point before submitting your answers by closing this window, and you do not have to give a reason for doing so. The survey is being conducted on behalf of the Department for Energy Security and Net Zero by Verian.

Questions about sensitive information will be asked such as age, gender, ethnicity, postcode, whether you own your home, where you live, education, income, and employment status. You do not need to provide an answer to these questions.

What will happen with my data?

Verian is an independent social research company. All data collected in this study will be kept confidential in line with our privacy policy, and there is no way to link your identity with your answers. All data collected will be used for research purposes only. For more information, see our privacy policy here [LINK1]. You can find the Department for Energy Security and Net Zero's privacy policy for this survey here too [LINK2].

If you do not wish to proceed, please opt out below.

Are you happy to continue?

- 1 Yes, I am happy to proceed with the study
- 2 No, I do not want to take part [SCREEN OUT]

SCRIPTER NOTE: Please add a hyperlink

[LINK1] = "C111000892 Network infrastructure_Verian privacy notice v1",

[LINK2] = "C111000892 Network infrastructure_DESNZ privacy notice v1"

ASK ALL

POSTCODE

SINGLE CODE, WITH OPEN TEXT BOX IF YES

With your consent we would like to collect your postcode to assign geographic areas such as region to your responses. Once this has been completed, we will destroy the information.

All answers will be treated entirely anonymously and postcode information will not be used for any other purpose. Your answer will not be shared with the Department for Energy Security and Net Zero.

Would you agree to share your postcode with us for that purpose?

- 1 Yes, I agree to share the postcode [OPEN TEXT BOX TO ENTER POST CODE IF YES]
- 2 No, I do not agree

SCRIPTER NOTE: text submitted in text box should be 5 to 7 alphanumeric characters (not including any spaces) – participants may add a space between the two components (the first component will be between 2 and 4 characters, the second will be 3 characters). Please store response with no space between the first and second component.

ASK ALL

RURAL

SINGLE CODE

Would you describe the area where you live as urban or rural?

- 1 Urban
- 2 Rural
- 97 Don't know / prefer not to say

SCRIPTER NOTE: update quota for rural_urban here.

ASK ALL

REGION1

SINGLE CODE

Where do you live?

- 1 England
- 2 Scotland
- 3 Wales
- 4 Northern Ireland [SCREEN OUT]

SCRIPTER NOTE: update region quota here for “Scotland” and “Wales”. If REGION1 = 1, use response to REGION2 to update region quota.

ASK IF REGION1= 1 “England”

REGION2

SINGLE CODE

Where in England do you live?

- 1 North East
- 2 North West
- 3 Yorkshire and the Humber
- 4 East Midlands
- 5 West Midlands
- 6 East
- 7 London
- 8 South East
- 9 South West

SCRIPTER NOTE: use responses to update quota for region if respondent lives in England.

Recruit or screen out based on quotas for region and rural_urban at this stage using RURAL, REGION1, and REGION2.

ASK ALL

AGE

NUMERIC INPUT

What is your age?

1 NUMERIC RESPONSE

98 Prefer not to say

SCRIPTER NOTE: Terminate if NUMERIC RESPONSE < 18. Please restrict to integers only.

ASK IF AGE = 98 "Prefer not to say"

AGEBAND

SINGLE CODE

Can you tell us which band your age falls within?

1 17 or younger [SCREEN OUT]

2 18 to 24

3 25 to 34

4 35 to 44

5 45 to 54

6 55 to 64

7 65 or older

98 Prefer not to say

ASK ALL

GENDER

SINGLE CODE

Would you describe yourself as...

- 1 Male
- 2 Female
- 3 Prefer to describe myself in another way
- 98 Prefer not to say

SCRIPTER NOTE: use responses to AGEBAND and GENDER to recruit based on quotas for age group x gender. If 3 “prefer to describe myself in another way” randomly allocate to male or female quota.

At this stage, randomly allocate the respondent into one of the following groups using a least-fill algorithm

GROUP = 1 “NOINFO”

GROUP = 2 “CLIMATE”

GROUP = 3 “SECURITY”

GROUP = 4 “EFFICIENCY”

GROUP = 5 “JOBS”

GROUP = 6 “COMMUNITY”

ASK ALL

KNOWINF

MULTICODE

In this study, we will ask about your views on electricity transmission network infrastructure. Here are some images of the different types of transmission network infrastructure.

Do you recognise any of the following types of transmission network infrastructure?

- 1 Image 1 - Substation
- 2 Image 2 - Lattice pylon
- 3 Image 3 - T-pylon
- 4 None of these *EXCLUSIVE*

SCRIPTER NOTE: show images 1, 2, and 3 from “C111000892 Network infrastructure_Images” design document on screen

SHOW TO ALL

INTRONET

TEXT (NO INPUT)

Please read the information below before proceeding.

What is the electricity network?

Two types of electricity networks are used to move electricity around Great Britain.

The ‘transmission network’ is used to transfer electricity at high voltages across long distances from sources such as wind farms and power stations, to regional substations.

Regional substations reduce the voltage to the lower levels needed by the ‘distribution networks’, which carry electricity to homes, businesses and anywhere else using electricity. Together these form the electricity grid which is outlined in the diagram below.

For the purpose of this exercise, when we refer to “electricity network infrastructure” we are referring to the transmission network images you saw previously (such as lattice pylons, substations and t-pylons).

SHOW TO ALL

MESSAGE_PRE

TEXT (NO INPUT)

Firstly we are going to provide you with some information about electricity transmission networks. We will then ask for your views on building new electricity transmission network infrastructure.

[PIPE TEXT]

SCRIPTER NOTE:

IF GROUP = 1, TEXT = “”

IF GROUP > 1, TEXT =

“More of the electricity we use is being generated by wind, solar, and nuclear.

We are also using more electricity, with demand likely to increase by 60% by 2035.

We need to build around four times as much new transmission network by 2030 as has been built since 1990 to keep up with these changes.”

SHOW IF GROUP > 1 (i.e., not “NOINFO”)

MESSAGE

TEXT (NO INPUT)

[PIPE MESSAGE]

IF GROUP = 2, MESSAGE =

“The country is facing extreme weather events like flooding, heat waves, and drought as a result of climate change. More of the energy we create must come from clean sources such as wind, solar and nuclear to reduce our contribution to climate change.

Upgrading the network infrastructure that transports electricity across Britain will allow for more of this clean energy to power up our homes. ”

IF GROUP = 3, MESSAGE =

“We can become more self-sufficient and less vulnerable to unpredictable international energy sources by taking full advantage of the energy that can be generated in this country from wind, solar and nuclear.

Upgrading the network infrastructure that connects home-grown energy to our homes and businesses is essential to supporting our energy security, independence and resilience.”

IF GROUP = 4, MESSAGE =

“Currently, wind farms are paid to switch off when they are generating too much power, so they don’t overwhelm our electricity system. This could end up costing £80 per household per year by the late 2020s if no action is taken.

The capacity of our transmission network must be increased so that less of this affordable and abundant natural resource is wasted.”

IF GROUP = 5, MESSAGE =

“Upgrading the transmission network infrastructure that transports electricity across Britain will also bring benefits to the economy.

Onshore network investment could directly support 50,000–130,000 full time jobs by 2050, and there will be job opportunities in a range of professions such as engineering, environmental science, planning and construction.”

IF GROUP = 6, MESSAGE =

“Those located closest to new transmission network infrastructure will benefit from electricity bill discounts of up to £1,000 per year for 10 years.

Communities will also benefit from additional funding for their area that they can have a say on how best to spend. For instance, local energy efficiency measures, educational training opportunities, or conservation projects.”

ASK ALL

NATIONAL

SINGLE CODE

Now, imagine that there are plans for new electricity network infrastructure to be constructed in areas across Great Britain. This could include building visible infrastructure such as substations and steel pylons supporting overhead power lines.

How acceptable or unacceptable would you find the construction of new electricity infrastructure in areas across Great Britain in general?

- 1 Completely acceptable
- 2 Mostly acceptable
- 3 Somewhat acceptable
- 4 Neither acceptable nor unacceptable
- 5 Somewhat unacceptable
- 6 Mostly unacceptable
- 7 Completely unacceptable
- 97 I don't have an opinion

SCRIPTER NOTE: save response label for piping on OPPNAT.

ASK IF NATIONAL = 97 “I don't have an opinion”

DKNATIONAL

SINGLE CODE

You answered “I don’t have an opinion” on the last question. Please could you give the answer that most closely represents your opinion, even if you are not sure?

Now, imagine that there are plans for new electricity network infrastructure to be constructed in areas across Great Britain. This could include building visible infrastructure such as substations and steel pylons supporting overhead power lines.

How acceptable or unacceptable would you find the construction of new electricity infrastructure in areas across Great Britain in general?

- 1 Completely acceptable
- 2 Mostly acceptable
- 3 Somewhat acceptable
- 4 Neither acceptable nor unacceptable
- 5 Somewhat unacceptable
- 6 Mostly unacceptable
- 7 Completely unacceptable

SCRIPTER NOTE: please show first sentence in bold text. save response label for piping on OPPNAT.

ASK ALL

LOCAL

SINGLE CODE

Now please imagine that there are plans for new electricity network infrastructure to be constructed in your local area, within 15 minutes’ walking distance from your home. This could include building visible infrastructure such as a substation and steel pylons supporting overhead power lines.

How acceptable or unacceptable would you find this? If you are aware of plans to build new electricity network infrastructure in your local area, answer on the basis of how you feel about this now.

- 1 Completely acceptable

- 2 Mostly acceptable
- 3 Somewhat acceptable
- 4 Neither acceptable nor unacceptable
- 5 Somewhat unacceptable
- 6 Mostly unacceptable
- 7 Completely unacceptable
- 97 I don't have an opinion
- 98 Not applicable - I don't think this would be possible in my local area

SCRIPTER NOTE: save response label for piping on the next question.

ASK IF LOCAL = 97 "I don't have an opinion"

DKLOCAL

SINGLE CODE

You answered "I don't have an opinion" on the last question. Please could you give the answer that most closely represents your opinion, even if you are not sure?

Now, imagine that there are plans for new electricity network infrastructure to be constructed in your local area, within 15 minutes' walking distance from your home. This could include building visible infrastructure such as substations and steel pylons supporting overhead power lines.

How acceptable or unacceptable would you find the construction of new electricity infrastructure in your local area?

- 1 Completely acceptable
- 2 Mostly acceptable
- 3 Somewhat acceptable
- 4 Neither acceptable nor unacceptable
- 5 Somewhat unacceptable
- 6 Mostly unacceptable

7 Completely unacceptable

SCRIPTER NOTE: please show first sentence in bold text. save response label for piping on OPPLOCAL.

ASK IF NATIONAL = 5 "Somewhat unacceptable" or 6 "Mostly unacceptable" or 7 "Completely unacceptable" or DKNATIONAL = 5 "Somewhat unacceptable" or 6 "Mostly unacceptable" or 7 "Completely unacceptable"

OPPNAT

MULTICODE

You said you would find it [PIPE RESPONSE NATIONAL OR DKNATIONAL in lowercase] for new electricity network infrastructure to be built in areas across Great Britain in general. Why is this?

Please select any you think might apply.

- 1 I don't think there is any need to build new electricity network infrastructure
- 2 I'm concerned that it would increase electricity bills
- 3 I'm concerned about the impact on plant and animal life
- 4 I don't think it would benefit the UK economy
- 5 I think the money funding the investment in new infrastructure could be better used elsewhere
- 6 I'm concerned it would impact on the view/be unattractive
- 7 I'm concerned that the infrastructure would be noisy
- 8 I'm concerned about disruption caused by the construction of the infrastructure
- 9 Other reason

SCRIPTER NOTE: please randomise the order of options 1 - 8. Keep 9 "Other reason" at the end of the list.

ASK IF LOCAL = 5 “Somewhat unacceptable” or 6 “Mostly unacceptable” or 7 “Completely unacceptable” or DKLOCAL = 5 “Somewhat unacceptable” or 6 “Mostly unacceptable” or 7 “Completely unacceptable”

OPPLOCAL

MULTICODE

You said you would find it [PIPE RESPONSE LOCAL OR DKLOCAL in lowercase] for electricity network infrastructure to be built in your local area, within 15 minutes’ walking distance from your home. Why is this?

Please select any you think might apply.

- 1 I don’t think there is any benefit to building new electricity network infrastructure
- 2 I think the money funding the investment in new infrastructure could be better used elsewhere
- 3 I’m concerned that it will increase electricity bills in my area
- 4 I’m concerned about the impact on local plant and animal life
- 5 I don’t think it would benefit the local economy
- 6 I’m concerned it would impact on the view/be unattractive
- 7 I’m concerned that the infrastructure will be noisy
- 8 I don’t think it would benefit the local community
- 9 I’m concerned it might affect house prices in my area
- 10 I’m concerned about the impact on my health
- 11 I’m concerned about disruption caused by the construction of the infrastructure
- 12 I think the infrastructure should be built elsewhere
- 13 I’m concerned that the land used for the new infrastructure could be put to better use by my local community
- 14 I’m concerned that the infrastructure would not be safe
- 15 Other reason

SCRIPTER NOTE: please randomise the order of options 1 - 14. Keep 15 “Other reason” at the end of the list.

ASK ALL

ATTNETINF

SINGLE CODE GRID

If new electricity transmission infrastructure such as substations and pylons were to be built in Great Britain, in your opinion, to what extent do you feel that each of the following will occur?

The new electricity infrastructure will...

COLUMN CODES:

- 1 Definitely not
- 2 Probably not
- 3 Probably
- 4 Definitely
- 97 Don't know

ROW CODES:

- 1 Lead to a more modern electricity network by replacing aging infrastructure
- 2 Make better use of clean energy sources (such as wind, solar, and nuclear)
- 3 Lead to cheaper energy bills
- 4 Create jobs for people in Great Britain
- 5 Create jobs for people in the areas where the new infrastructure is built
- 6 Benefit the local communities where the new infrastructure is built
- 7 Benefit the national economy
- 8 Lead to greater energy security by being able to fully utilise home grown energy sources
- 9 Help tackle climate change

SCRIPTER NOTE: randomise whether columns 1-4 are shown left-to-right or right-to-left. Keep 97 "Don't know" at the bottom/far right hand side.

ASK ALL

KNOWNET

SINGLE CODE

How much, if anything, do you feel you know about electricity networks?

- 1 Never heard of this
- 2 Hardly anything but I've heard of this
- 3 A little
- 4 A fair amount
- 5 A lot

ASK ALL

KNOWBUILD

SINGLE CODE

How much, if anything, do you feel you know about the need to build more electricity network infrastructure across Great Britain?

- 1 Never heard of this
- 2 Hardly anything but I've heard of this
- 3 A little
- 4 A fair amount
- 5 A lot

ASK ALL

LOCALPROJ

SINGLE CODE

Are you aware of any plans to build new transmission substations, higher voltage powerlines with pylons or underground cables in your local area, within 15 minutes' walking distance from your home?

- 1 Yes
- 2 No

3 Not sure

SHOW IF GROUP > 1 (i.e., not "NOINFO")

INTRO2

TEXT (NO INPUT)

Now, some questions about the information we showed you earlier.

ASK IF GROUP > 1 (i.e., not "NOINFO")

MESEFF

SINGLE CODE GRID

Thinking about this information...

[PIPE MESSAGE]

To what extent do you agree or disagree with the following statements?

COLUMN CODES:

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree

ROW CODES:

- 1 I believe the information is true
- 2 I find the information easy to understand
- 3 I learnt something new from the information
- 4 This information makes me want to seek out more information about plans to build new electricity network infrastructure
- 5 I think the information makes a good argument for building new electricity network infrastructure

SCRIPTER NOTE: randomise whether columns are shown 1 -> 5 or 5 -> 1 from left to right.

IF GROUP = 2, MESSAGE =

“The country is facing extreme weather events like flooding, heat waves, and drought as a result of climate change. More of the energy we create must come from clean sources such as wind, solar and nuclear to reduce our contribution to climate change.

Upgrading the network infrastructure that transports electricity across Britain will allow for more of this clean energy to power up our homes. ”

IF GROUP = 3, MESSAGE =

“We can become more self-sufficient and less vulnerable to unpredictable international energy sources by taking full advantage of the energy that can be generated in this country from wind, solar and nuclear.

Upgrading the network infrastructure that connects home-grown energy to our homes and businesses is essential to supporting our energy security, independence and resilience.”

IF GROUP = 4, MESSAGE =

“Currently, wind farms are paid to switch off when they are generating too much power, so they don’t overwhelm our electricity system. This could end up costing £80 per household per year by the late 2020s if no action is taken.

The capacity of our transmission network must be increased so that less of this affordable and abundant natural resource is wasted.”

IF GROUP = 5, MESSAGE =

“Upgrading the transmission network infrastructure that transports electricity across Britain will also bring benefits to the economy.

Onshore network investment could directly support 50,000–130,000 full time jobs by 2050, and there will be job opportunities in a range of professions such as engineering, environmental science, planning and construction.”

IF GROUP = 6, MESSAGE =

“Those located closest to new transmission network infrastructure will benefit from electricity bill discounts of up to £1,000 per year for 10 years.

Communities will also benefit from additional funding for their area that they can have a say on how best to spend. For instance, local energy efficiency measures, educational training opportunities, or conservation projects.”

ASK ALL

ADDINFO

MULTICODE

What information would you like to receive about plans to build new electricity network infrastructure across Great Britain?

Please select all that apply.

- 1 Why the infrastructure needs to be built
- 2 Where the infrastructure needs to be built
- 3 When the infrastructure needs to be built
- 4 The costs of building the infrastructure and how it is funded
- 5 What organisations will build the infrastructure
- 6 More clarification on the impact on electricity bills
- 7 More clarification on the impact on plant and animal life
- 8 More clarification on the impact on the view/landscape
- 9 What the national benefits are
- 10 What the local benefits are
- 11 How I can get involved in consultations or engagement about projects
- 12 How different options and impacts in areas where projects are built will be considered
- 13 Something else
- 14 I would not like any additional information *EXCLUSIVE*

SCRIPTER NOTE: Randomise order options 1 – 12 are shown in. Keep 13 “Something else” and 14 “I would not like any additional information” at the bottom of the list.

ASK ALL

INTRO3

TEXT (NO INPUT)

Now, some questions about information sources on electricity network infrastructure.

ASK ALL

NATPROJ

MULTICODE

Before today, thinking of the last six months, have you seen or heard any advertising or publicity about plans to upgrade the electricity grid across Great Britain?

- 1 Yes
- 2 No
- 97 I don't know

ASK IF NATPROJ = 1 "Yes"

WHERE

MULTICODE

... Where have you seen this information?

Please select all that apply.

- 1 The news (newspaper, TV, radio, online)
- 2 People you know (friends, family, neighbours, colleagues, etc.)
- 3 Other people online (e.g., through social media posts, blogs, forums)
- 4 Celebrities/ influencers
- 5 UK Government
- 6 Politicians/ MPs
- 7 Climate scientists
- 8 Other independent experts (e.g. engineers)
- 9 Local authorities/councils
- 10 Government-appointed bodies set up to advise and respond to planning applications (e.g. Natural England and Health and Safety Executive)
- 11 Those responsible for developing the infrastructure ([FILL])

- 12 Local affected communities
- 13 Campaign groups
- 14 Environmental and other charities
- 15 Other/ someone else
- 16 I have not seen or heard anything
- 97 Don't know *EXCLUSIVE*

SCRIPTER NOTE:

If region= "Scotland" [FILL] = Scottish and Southern Electricity Networks, and SP Energy Networks

If region= "North East", "North West", "Yorkshire and the Humber", "East Midlands", "West Midlands", "East of England", "London", "South East", "South West", "Wales", "Channel Islands" and "Isle of Man" [FILL] = National Grid Electricity Transmission

Randomise the order items 1 – 14 are shown. Some items should always follow the previous item:

- 3 always comes after 2
- 8 always comes after 7

Keep item 15, 16, and 97 at the bottom of the list.

ASK ALL

TRUST

MULTICODE

Who of the following, if any, would you trust to provide you with information about plans to build new electricity network infrastructure across Great Britain?

Please select all that apply.

- 1 The news (newspaper, TV, radio, online)
- 2 People you know (friends, family, neighbours, colleagues, etc.)
- 3 Other people online (e.g., through social media posts, blogs, forums)
- 4 Celebrities/ influencers

- 5 UK Government
- 6 Politicians/ MPs
- 7 Climate scientists
- 8 Other independent experts (e.g. engineers)
- 9 Local authorities/councils
- 10 Government-appointed bodies set up to advise and respond to planning applications (e.g. Natural England and Health and Safety Executive)
- 11 Those responsible for developing the infrastructure ([FILL])
- 12 Local affected communities
- 13 Campaign groups
- 14 Environmental and other charities
- 15 Other/ someone else
- 97 Don't know *EXCLUSIVE*

SCRIPTER NOTE:

If region= "Scotland" [FILL] = Scottish and Southern Electricity Networks, and SP Energy Networks

If region= "North East", "North West", "Yorkshire and the Humber", "East Midlands", "West Midlands", "East of England", "London", "South East", "South West", "Wales", "Channel Islands" and "Isle of Man" [FILL] = National Grid Electricity Transmission

Randomise the order items 1 – 14 are shown. Some items should always follow the previous item:

- 3 always comes after 2
- 8 always comes after 7

Keep item 15, and 97 at the bottom of the list.

ASK IF >1 RESPONSE TO TRUST IS SELECTED FROM OPTIONS 1 – 15 (INCLUSIVE)

TRUSTMOST

SINGLE CODE

Who of the following would you trust the most to provide you with information about plans to build new electricity network infrastructure across Great Britain?

Please select one.

- 1 The news (newspaper, TV, radio, online) SHOW IF TRUST = 1 IS SELECTED
- 2 People you know (friends, family, neighbours, colleagues, etc.) SHOW IF TRUST = 2 IS SELECTED
- 3 Other people online (e.g., through social media posts, blogs, forums) SHOW IF TRUST = 3 IS SELECTED
- 4 Celebrities/ influencers SHOW IF TRUST = 4 IS SELECTED
- 5 UK Government SHOW IF TRUST = 5 IS SELECTED
- 6 Politicians/ MPs SHOW IF TRUST = 6 IS SELECTED
- 7 Climate scientists SHOW IF TRUST = 7 IS SELECTED
- 8 Other independent experts (e.g. engineers) SHOW IF TRUST = 8 IS SELECTED
- 9 Local authorities/councils SHOW IF TRUST = 9 IS SELECTED
- 10 Government-appointed bodies set up to advise and respond to planning applications (e.g. Natural England and Health and Safety Executive) SHOW IF TRUST = 10 IS SELECTED
- 11 Those responsible for developing the infrastructure ([FILL]) SHOW IF TRUST = 11 IS SELECTED
- 12 Local affected communities SHOW IF TRUST = 12 IS SELECTED
- 13 Campaign groups SHOW IF TRUST = 13 IS SELECTED
- 14 Environmental and other charities SHOW IF TRUST = 14 IS SELECTED
- 15 Other/ someone else SHOW IF TRUST = 15 IS SELECTED
- 97 Don't know *EXCLUSIVE*

SCRIPTER NOTE:

If region = "Scotland" [FILL] = Scottish and Southern Electricity Networks, and SP Energy Networks

If region= "North East", "North West", "Yorkshire and the Humber", "East Midlands", "West Midlands", "East of England", "London", "South East", "South West", "Wales", "Channel Islands" and "Isle of Man" [FILL] = National Grid Electricity Transmission

Randomise the order items 1 – 14 are shown. Some items should always follow the previous item:

- 3 always comes after 2
- 8 always comes after 7

Keep item 15, and 97 at the bottom of the list.

Autostamp if only one response to TRUST is selected from options 1 – 14 (inclusive).

ASK ALL

DISTRUST

MULTICODE

Who of the following, if any, would you not trust to provide you with information about plans to build new electricity network infrastructure across Great Britain?

Please select all that apply.

- 1 The news (newspaper, TV, radio, online)
- 2 People you know (friends, family, neighbours, colleagues, etc.)
- 3 Other people online (e.g., through social media posts, blogs, forums)
- 4 Celebrities/ influencers
- 5 UK Government
- 6 Politicians/ MPs
- 7 Climate scientists
- 8 Other independent experts (e.g. engineers)
- 9 Local authorities/councils
- 10 Government-appointed bodies set up to advise and respond to planning applications (e.g. Natural England and Health and Safety Executive)
- 11 Those responsible for developing the infrastructure ([FILL])
- 12 Local affected communities

- 13 Campaign groups
- 14 Environmental and other charities
- 15 Other/ someone else
- 97 Don't know *EXCLUSIVE*

SCRIPTER NOTE:

If region = "Scotland" [FILL] = Scottish and Southern Electricity Networks, and SP Energy Networks

If region= "North East", "North West", "Yorkshire and the Humber", "East Midlands", "West Midlands", "East of England", "London", "South East", "South West", "Wales", "Channel Islands" and "Isle of Man" [FILL] = National Grid Electricity Transmission

Randomise the order items 1 – 14 are shown. Some items should always follow the previous item:

- 3 always comes after 2
- 8 always comes after 7

Keep item 15, and 97 at the bottom of the list.

ASK IF >1 RESPONSE TO DISTRUST IS SELECTED FROM OPTIONS 1 – 15 (INCLUSIVE)

DISTRUSTMOST

SINGLE CODE

Who of the following would you trust the least to provide you with information about plans to build new electricity network infrastructure across Great Britain?

Please select one.

- 1 The news (newspaper, TV, radio, online) SHOW IF DISTRUST = 1 IS SELECTED
- 2 People you know (friends, family, neighbours, colleagues, etc.) SHOW IF DISTRUST = 2 IS SELECTED
- 3 Other people online (e.g., through social media posts, blogs, forums) SHOW IF DISTRUST = 3 IS SELECTED
- 4 Celebrities/ influencers SHOW IF DISTRUST = 4 IS SELECTED
- 5 UK Government SHOW IF DISTRUST = 5 IS SELECTED

- 6 Politicians/ MPs SHOW IF DISTRUST = 6 IS SELECTED
- 7 Climate scientists SHOW IF DISTRUST = 7 IS SELECTED
- 8 Other independent experts (e.g. engineers) SHOW IF DISTRUST = 8 IS SELECTED
- 9 Local authorities/councils SHOW IF DISTRUST = 9 IS SELECTED
- 10 Government-appointed bodies set up to advise and respond to planning applications (e.g. Natural England and Health and Safety Executive) SHOW IF DISTRUST = 10 IS SELECTED
- 11 Those responsible for developing the infrastructure ([FILL]) SHOW IF DISTRUST = 11 IS SELECTED
- 12 Local affected communities SHOW IF DISTRUST = 12 IS SELECTED
- 13 Campaign groups SHOW IF DISTRUST = 13 IS SELECTED
- 14 Environmental and other charities SHOW IF DISTRUST = 14 IS SELECTED
- 15 Other/ someone else SHOW IF DISTRUST = 15 IS SELECTED
- 97 Don't know *EXCLUSIVE*

SCRIPTER NOTE:

If region = "Scotland" [FILL] = Scottish and Southern Electricity Networks, and SP Energy Networks

If region= "North East", "North West", "Yorkshire and the Humber", "East Midlands", "West Midlands", "East of England", "London", "South East", "South West", "Wales", "Channel Islands" and "Isle of Man" [FILL] = National Grid Electricity Transmission

Randomise the order items 1 – 14 are shown. Some items should always follow the previous item:

- 3 always comes after 2
- 8 always comes after 7

Keep item 15, 99, and 97 at the bottom of the list.

Autostamp if only one response to DISTRUST is selected from options 1 – 14 (inclusive).

ASK ALL

INTRO4

TEXT (NO INPUT)

Now, some questions about your views.

ASK ALL

NZKNOW

SINGLE CODE

The UK government is aiming to reduce UK greenhouse gas emissions to 'net zero' by 2050. This will involve significantly reducing emissions produced by our industries, transport, food, and homes. Any remaining emissions will be balanced by actions that reduce greenhouse gases already in the atmosphere, such as planting trees.

Before today, how much, if anything, did you know about the concept of 'net zero'?

- 1 Never heard of this
- 2 Hardly anything but I've heard of this
- 3 A little
- 4 A fair amount
- 5 A lot

ASK ALL

NZIMPACT

GRID, SINGLE CODE

And now thinking again about the UK government's aim to reduce UK greenhouse gas emissions to net zero by 2050 to tackle climate change. This will involve large changes to the way we produce and use energy in homes, businesses and transport.

What impact do you think the UK's transition to net zero might have on the UK economy?

COLUMN CODES

- 1 The impact on the UK economy will be positive
- 2 The impact on the UK economy will be negative
- 3 There will be no change

97 Don't know

ROW CODES

- 1 In the short term (1-2 years)
- 2 In the long term (10 or more years)

ASK ALL

CCATTA

GRID, SINGLE CODE

And now a few questions about climate change, also known as global warming. By climate change we mean a long-term shift in the planet's weather patterns and rising average global temperatures.

How much do you agree or disagree with the following statements?

COLUMN CODES

- 1 Strongly agree
- 2 Slightly agree
- 3 Neither agree nor disagree
- 4 Slightly disagree
- 5 Strongly disagree
- 97 Don't know

ROW CODES

- 1 It's not worth doing things to help reduce climate change if others don't do the same
- 2 There is so much conflicting information about climate change it is difficult to know what to believe
- 3 The media exaggerates the impacts of climate change

SCRIPTER NOTE: randomise whether columns are shown 1 -> 5 or 5 -> 1 from left to right. Always keep "don't know" as the rightmost/bottom option.

ASK ALL

ENERGYGEN

GRID, SINGLE CODE

To what extent do you support or oppose energy generation from the following sources?

COLUMN CODES

- 1 Strongly support
- 2 Somewhat support
- 3 Neither support nor oppose
- 4 Somewhat oppose
- 5 Strongly oppose
- 97 Don't know / don't have an opinion

ROW CODES

- 1 Renewables (e.g., wind, solar, biomass)
- 2 Low carbon (e.g., nuclear)
- 3 Fossil fuels (e.g., natural gas, coal)

SCRIPTER NOTE: randomise whether columns are shown 1 -> 5 or 5 -> 1 from left to right.
Always keep "don't know" as the rightmost/bottom option.

ASK ALL

ESCONCERN

SINGLE CODE

Thinking about the next 10-20 years, how concerned, if at all, are you about the UK being too dependent on energy supplied by other countries?

- 1 Very concerned
- 2 Fairly concerned
- 3 Not very concerned

4 Not at all concerned

97 Don't know

ASK ALL

FFCONCERN

SINGLE CODE

Thinking about the next 10-20 years, how concerned, if at all, are you about the UK being too dependent on fossil fuels as a source of energy (e.g., natural gas, coal)?

1 Very concerned

2 Fairly concerned

3 Not very concerned

4 Not at all concerned

97 Don't know

ASK ALL

INTRO5

TEXT

Finally, a few questions about you and your circumstances.

All the answers you give will be kept completely confidential and will be used for research purposes only, to help us categorise the answers you have already given.

We appreciate these questions may be sensitive and therefore, if you would prefer not to answer a question, you have the option to select this at most questions.

ASK ALL

ETHNICITY

SINGLE CODE

What is your ethnicity?

Please select one only

White **HEADING NOT A CODE**

- 1 Scottish/British/English/Welsh/Northern Irish
- 2 Irish
- 3 Gypsy, Traveller or Irish Traveller
- 4 Any other white background

Mixed HEADING NOT A CODE

- 5 White and Black Caribbean
- 6 White and Black African
- 7 White and Asian
- 8 Any other Mixed/ Multiple ethnic background

Asian and British Asian HEADING NOT A CODE

- 9 Indian
- 10 Pakistani
- 11 Bangladeshi
- 12 Chinese
- 13 Any other Asian background

Black and Black British HEADING NOT A CODE

- 14 African
- 15 Caribbean
- 16 Any other Black/ African/ Caribbean background

Other ethnic group HEADING NOT A CODE

- 17 Arab
- 18 Other
- 98 Prefer not to say

ASK ALL

EMPLOYMENT

SINGLE CODE

What is your current employment status?

- 1 Full time paid job (31+ hours)
- 2 Part time paid job (<31 hours)
- 3 Doing paid work on a self-employed basis or within your own business
- 4 Studying at school or college
- 5 Studying at university
- 6 Taking part in a training programme e.g. traineeship or apprenticeship
- 7 Out of work (6 months or less)
- 8 Out of work (more than 6 months)
- 9 Looking after home / Homemaker
- 10 Retired
- 11 Not in work due to ill health or disability
- 12 Unpaid work for a business, community or voluntary organisation
- 98 Prefer not to say

ASK ALL

INCOME

SINGLE CODE

Which of the following best describes your total annual household income before tax?

- 1 Less than £5,000
- 2 £5,000-£9,999
- 3 £10,000-£14,999
- 4 £15,000-£19,999
- 5 £20,000-£24,999
- 6 £25,000-£29,999

| | |
|----|--------------------|
| 7 | £30,000-£34,999 |
| 8 | £35,000-£39,999 |
| 9 | £40,000-£44,999 |
| 10 | £45,000-£49,999 |
| 11 | £50,000-£59,999 |
| 12 | £60,000-£69,999 |
| 13 | £70,000-£84,999 |
| 14 | £85,000-£99,999 |
| 15 | More than £100,000 |
| 98 | Prefer not to say |

ASK ALL

BILLS

SINGLE CODE

How easy or difficult is it to afford your energy bills?

- 1 Very easy
- 2 Somewhat easy
- 3 Neither easy nor difficult
- 4 Somewhat difficult
- 5 Very difficult
- 97 Don't know
- 98 Prefer not to say

ASK ALL

EDUCATION

SINGLE CODE

What is the highest level of educational qualification you have received?

- 1 PhD
- 2 Masters Degree or equivalent (NVQ level 5)
- 3 Bachelors Degree or equivalent (such as HND or NVQ level 4)
- 4 A levels or equivalent (such as Scottish Highers or NVQ level 3)
- 5 5 or more GCSEs or equivalent (NVQ level 2)
- 6 Up to 4 GCSEs or equivalent (NVQ level 1)
- 7 Other qualifications
- 8 No qualifications
- 98 Prefer not to say

ASK ALL

TENURE

SINGLE CODE

Does your household own or rent your accommodation?

- 1 Owns outright
- 2 Owns with a mortgage or loan
- 3 Part-owns and part rents (shared ownership)
- 4 Rents (with or without housing benefit)
- 5 Lives here rent-free

ASK IF TENURE = 3, 4, or 5

LANDLORD

SINGLE CODE

Who is your landlord?

- 1 Housing association, housing co-operative, charitable trust, registered social landlord
- 2 Council or local authority
- 3 Private landlord or letting agency
- 4 Employer of a household member
- 5 Relative or friend of a household member
- 6 Other

ASK ALL

FLOODING

SINGLE CODE

Has your current home or place of residence ever been damaged due to extreme weather such as flooding events while you have lived there?

- 1 Yes
- 2 No

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