

DESNZ Public Attitudes Tracker: Technical Overview Summer 2025, UK

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Official Statistics

This note covers technical information about the Public Attitudes Tracker (PAT) survey completed in Summer 2025. 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](#). An updated annual technical report will be published in December 2025.

Alongside this Technical Overview, we have also provided:

- Individual topic reports covering results from the survey grouped by theme
- Tables showing the time series for questions asked on multiple occasions since Autumn 2021
- Tables containing crosstabulations for headline questions by gender, age, highest qualification and geography
- The questionnaire that details both online and paper formats

Overview

This report presents a technical overview of the Summer 2025 survey wave conducted by DESNZ. The results from this wave are based on a representative sample of 3,531 adults aged 16 or over in the UK. Data collection ran from 8 July to 13 August 2025.

From Autumn 2021, the PAT survey moved to a 'push-to-web' survey method referred to as Address Based Online Surveying (ABOS). The Summer 2025 wave of the PAT is the fourteenth 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.

Between Autumn 2021 and Summer 2023, surveys were conducted every quarter, although there was no data collection in Autumn 2023. From Spring 2024, the survey moved to a triannual design with waves conducted every Spring, Summer and Winter.

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)
- Winter 2022 (17 November to 19 December 2022)
- Spring 2023 (9 March to 6 April 2023)
- Summer 2023 (9 June to 10 July 2023)

- Winter 2023 (7 November to 11 December 2024)
- Spring 2024 (18 March to 22 April 2024)
- Summer 2024 (11 July to 15 August 2024)
- Winter 2024 (7 November to 12 December 2024)
- Spring 2025 (17 March to 22 April 2025)

Summer 2025 survey

The Summer 2025 questionnaire covered the following topics:

- Net Zero
- Climate change
- Renewable energy
- Great British Energy
- Clean Power 2030
- Greenhouse gas removals
- New electricity network infrastructure
- Energy security
- Heat pumps in the home
- Energy saving in the home
- Energy costs
- Smart appliances
- Demographic and classification questions

Changes to the survey in Summer 2025

A list of changes to the Summer 2025 questionnaire in comparison to previous Summer questionnaire versions is provided below. This includes the addition of questions on new topics and some changes to existing questions. In addition to the listed changes, some questions may have been moved within the questionnaire to limit order effects when new questions are included, or questions are removed.

New survey question:

- A new question was added to assess what community benefit measures could increase support for the construction of renewable energy infrastructure, such as solar and wind farms, in the local area: RENEWBENEFIT.

New seasonal questions:

- A new question was included on awareness of Great British Energy (GBE) in Winter 2024 and Spring 2025 and included for the first time in a Summer wave: GBEKNOW.
- Another question was added on awareness of the government goal to achieve Clean Power by 2030 in Spring 2025 and was included again in Summer 2025: CLEANPOWER2030.

Adapted questions:

- Two questions on attitudes to constructing solar and wind farms in the local area that had previously been included annually in Spring waves were also included in Summer 2025. These questions were asked again to allow for more frequent tracking and to provide context for the RENEWBENEFIT question: WINDFARM/SOLARFARM.
- One of the six items was removed from the question on potential concerns about energy security in future, as further cognitive testing¹ found that there was some confusion from respondents over what the statement meant: 'the UK not developing technology to get the most out of its existing sources of fossil fuels': ENSEC CONCERN.
- As in Spring 2025, two questions on awareness of and likelihood to install low carbon heating systems were adapted to ask solely about 'air source heat pumps' and 'ground source heat pumps' to allow more frequent tracking of these systems. These were included at the start of the final questionnaire section: 'use of appliances at home', following the introduction text: 'And now some questions about appliances in the home': LCHEATKNOW/LCHEATINSTALL.

Questions removed from survey:

- LOWCARBKNOW (awareness of low carbon heating systems in general): this was removed since the definition previously provided was no longer suitable and did not cover the full range of systems (e.g. heat networks). The survey will continue to ask about awareness of specific types of low carbon system (LCHEATKNOW). As noted above, heat pumps are tracked in Spring and Summer waves, while a more complete list of low carbon heating system types is tracked in Winter waves.
- Three questions on changes made to energy use in the last two years were removed²: ENSUFFC2Y (whether use energy more or less efficiently), ENCHANGE2Y (whether made changes to reduce energy use at home) and ENCHREASON (whether changes made because of energy prices).
- GOVSUPPORTEN (how government should provide support for energy bills) was also removed.³

Please refer to the Summer 2025 questionnaire for full question wording.

¹ Further cognitive testing was conducted on the ENSEC CONCERN statements to check they still made sense and could be understood by participants as they have been in the PAT since 2012.

² These questions were removed as the baseline of two years (i.e. pre-energy price increases) is no longer suitable.

³ This question was introduced following the introduction of the Energy Price Guarantee and has been removed as this scheme is no longer in place.

Survey definitions

In the report, where we refer to 'Awareness' this encompasses all respondents who said they had heard of a particular concept or technology, including those who said they knew 'hardly anything but I've heard of this', 'a little', 'a fair amount' or 'a lot'. 'Knowledge' is confined to those who said that they knew 'a fair amount' or 'a lot'.

Address Based Online Surveying (ABOS) data collection

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

The basic ABOS design uses a stratified random sample of addresses drawn from the Royal Mail's postcode address file. An invitation letter is sent to each selected address, 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 online. Once the questionnaire is complete, the specific username and password cannot be used again, ensuring data confidentiality from others with access to this information.

One reminder letter is sent to each sampled address where no response has been achieved by a designated cut-off date.

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 add considerably to overall cost. For the DESNZ PAT, paper questionnaires are used in a limited and targeted way, to optimise rather than maximise response.

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.

Summer 2025 sample design

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

Table 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 Level (ITL)⁴ (NE England, Northern Ireland and Wales) so that the expected number of completed questionnaires was at least 200 in each one.

⁴ <https://www.ons.gov.uk/aboutus/whatwedo/programmesandprojects/europeancitystatistics>

Table 1: Addresses issued by area deprivation and household age structure: Summer 2025

Expected household age structure	Most deprived	2 nd	3 rd	4 th	Least deprived
All <=35	1,083	969	726	535	389
Other	3,735	3,302	2,900	2,425	2,131
All >=65	731	855	1,017	922	918

Summer 2025 Fieldwork

The data collection took place from 8 July to 13 August 2025.

All resident adults aged 16+ at each sampled address 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 Summer 2025, the mean number of logins per address was 2.8

- 22,638 invites were sent out initially and 18,166 reminders were sent in the second week of fieldwork
- 214 cases were identified as invalid based on quality assurance checks and were removed from the dataset, representing 6% of initially achieved cases
- The achieved sample size (after data cleaning) was 3,531 individuals, of which 2,654 (75%) were completed online and 877 (25%) on paper⁵
- The household response rate was 13% and the estimated individual response rate was 9%
- The average (median) time to complete the survey online was 16 minutes and 18 seconds

Summer 2025 Weighting

Weighting was used to compensate for differences in both sampling probability and response probability. The DESNZ PAT weighting matrix includes nine variables (sex, age group, highest educational qualification, working status, ethnic group, internet use, region, housing tenure, and household size). For more detailed information please see the latest published [Technical Report](#). Several of these are intersected with age group to ensure a consistent weighted sample distribution per age group per wave, although most are marginal controls on the sample distribution.

⁵ The increase in paper completes in Summer 2025 has led to an increase in the unweighted share of over 65s when compared to Spring 2025. This increase in over 65s is addressed through weighting to ensure the number of respondents in each category under 65s remains comparable across waves. The weighted age distribution in Summer 2025 closely aligns with previous waves and is based on updated population benchmarks.

Further information

Future updates to these statistics

The next release will cover Winter 2025 and is scheduled to be published on 12 March 2026. Note that not all tracker questions are included in each wave.

Revisions policy

The [Department's 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 DESNZ Public Attitudes Tracker. These include:

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

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

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

DfT also publishes an attitudes tracker to monitor trends in public attitudes to and awareness of transport technologies in England.

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

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

[Opinions and Lifestyle Survey \(OPN\)](#)

The Office for National Statistics (ONS) publishes a monthly survey covering topics relating to people's experience of daily life and events, including questions on climate change.

[Business Insights and Conditions Survey \(BICS\)](#)

ONS publishes a fortnightly survey about issues impacting UK businesses and the economy. BICS covers a range of topics including a module on climate change.

A wealth of energy statistics, which provide context for the attitude data collected by the PAT are available on the [Statistics at DESNZ](#) website.

Uses of these statistics

These statistics were commissioned by DESNZ 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:

- Understanding public awareness of key DESNZ 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.
- Measuring public understanding and acceptability of different clean energy sources which relate to the Government's clean energy superpower mission.

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: PAT@energysecurity.gov.uk.

The Department's 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 Department's [statement of compliance](#) with the Pre-Release Access to Official Statistics Order 2008.

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

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