



More in
Common

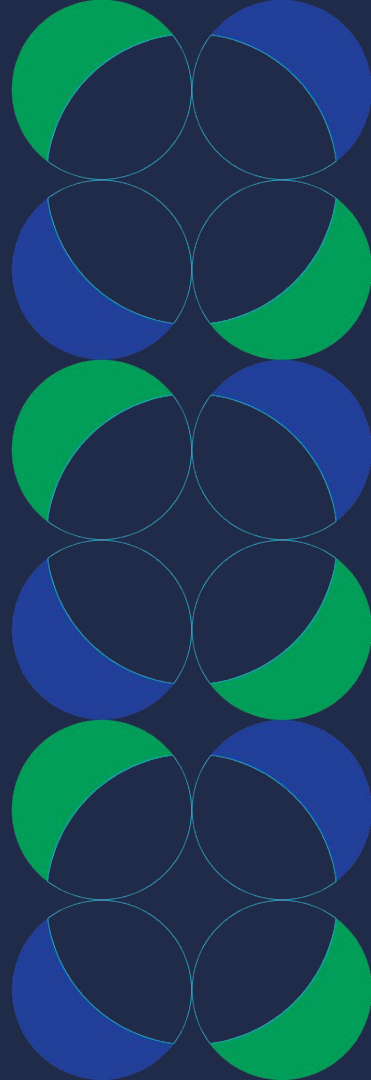


**ELECTRIFY
BRITAIN**

in partnership with  

Bracing for Winter

Britons' views on energy
ahead of the Autumn
Budget



Key Takeaways

Energy bills are set to cause real struggle this Winter

Concern about energy bills has increased over the last year. Britons already felt the pre-October price cap was unaffordable. Seven in ten Britons say the forecasted price cap in January is not affordable and over a third of Britons say they don't think they will be able to cope. In focus group conversations, participants respond with fear and anxiety when presented with the projected price increases. Persistently high energy bills have arguably been Britons' largest source of anger over the last few years – without government intervention, this could be the hardest Winter yet.

Britons welcome electrification but upfront costs remain prohibitive

Britons continue to see the electrification of the energy system as a way to bring down costs and increase security. There is latent public demand to make the switch to electric technologies, particularly solar panels, but for many, high upfront costs are too much to swallow even if they recognise the opportunity for long-term savings. Britons want the government to provide financial support to help them overcome the upfront costs involved but knowledge of existing support schemes is extremely low.

The Burnham government should not start patting itself on its back yet

While the new Prime Minister is seen as understanding and caring about the impacts high energy bills are having on ordinary Britons more than his predecessor he has not yet persuaded Britons he has a plan to tackle high bills. While the cutting of VAT on electricity is welcome by the public and has built some goodwill, it is far from being seen as sufficient action alone. Bills will need to roughly halve for Britons to feel the energy crisis is over – Britons want reducing bills to remain a top priority for the government at the Budget and beyond.

How Britons feel about energy bills



Energy bills remain at the heart of cost of living pressure

Energy bills remain the primary cause of cost of living concern

– 77 per cent say it is one of their top three pressures. This is narrowly ahead of food and grocery prices (76 per cent select this), and far ahead of housing costs (34 per cent) in third place.

More than four in five Britons (83 per cent) are concerned about the cost of their energy bills this winter – including two-fifths (39 per cent) who say they are **very concerned**.

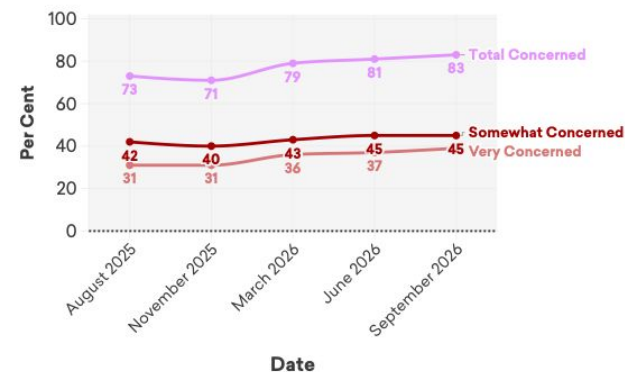
This concern unites voters of all parties – from 76 per cent of 2024 Liberal Democrat voters and rising to 88 per cent among Reform UK voters.

“We’re having to heat our houses, we’re having to eat, we’re having to wash... they’re normal human basic things that we should be able to do, but instead of just being able to do them, we’re having to struggle through and push through to make them happen... just to heat our houses in winter. The prices are getting extortionate.”

Ammarah, Freelance Creative, Peckham

Concern about energy bills has crept up over the past year

Thinking ahead to (this/next) winter, to what extent are you concerned, if at all, about the potential size of your energy bill?



Energy bill concerns continue to shape Britons' daily lives

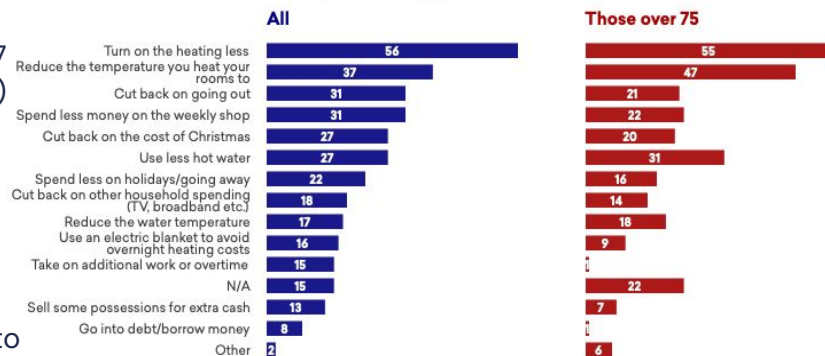
Almost five years on from the 2022 price spike caused by the War in Ukraine, most Britons' lives remain different today as a result of higher energy bills.

Most Britons (56 per cent) expect to turn the heating on less to help meet their bill costs this winter and over a third of Britons (37 per cent) – and nearly half of those aged 75 and above (47 per cent) – expect to reduce the temperature to which they heat their house. **Another third (32 per cent) also say they have experienced increased levels of stress and anxiety.**

In focus group conversations, people speak of how the pressures created by high energy bills are sucking the enjoyment from their lives. Nearly one in three Britons (31 per cent) expect they will have to cut back on going out and a quarter (27 per cent) expect they will have to cut back on Christmas to help cover their bills this winter.

Energy bills are still having severe impacts on quality of life for many Brits

Which of the below, if any, do you think you might have to do to help meet the costs of your energy bills this winter?



Source: More in Common • September 2026

“And at the end of the day, everyone’s just sitting in debt, can’t pay off anything, can’t enjoy their life, can’t do the things that everyone should be able to do in this day and age.”

— **Chanel, Developer, Peckham**

I struggle to get to the end of the month and I’m the manager. It’s just getting into work and just being able to, I don’t know, have a pint after work or buy some lunch instead of bringing in sandwiches and stuff.”

— **Ollie, Service Manager, Peckham**

Most Britons thought energy prices were already unaffordable heading into Autumn

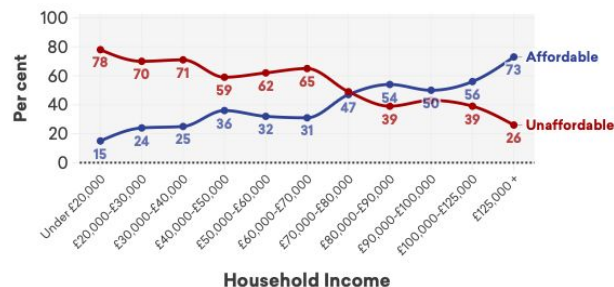
Heading into the colder months, with energy prices set to rise significantly as energy usage increases, Britons already felt the pre-October price cap was unaffordable.

Two thirds of Britons (65 per cent) said the £1,660 per year price cap was not affordable with a fifth (22 per cent) describing it as **completely unaffordable**.

It is not just the poorest Britons who are struggling to cope. Only the those households earning more than £80,000 a year consider energy bills “affordable” (54 per cent), with people on all other income bands considering their bills “unaffordable”, demonstrating the depth of pressure on middle earners alongside those on low incomes.

Only those households earning above £80,000 consider their current energy bills affordable

The energy price cap means that the typical household energy bill is currently around £1,660 a year or just under £140 a month. Do you think this is affordable or unaffordable?



“My worry is at the minute, I pay the most that I can physically afford to pay gas and electricity. And by come March, April time after the winter, I know I will be in debt.”

Louise, Hospital Worker, Rawmarsh & Conisbrough

The Iran war is seen as one of the top drivers of high bills

Three quarters of Britons (75 per cent) say the Iran War is either somewhat or almost entirely responsible for high bills, narrowly behind the actions of the UK government and oil and gas companies (both 77 per cent).

For Labour and Liberal Democrat voters, the war in Iran and oil and gas companies are seen as most responsible; Reform voters see the UK government's actions as the biggest driver of high energy bills, highlighting a strong partisan lens through which responsibility is viewed.

Focus group participants often cite the Ukraine War as a trigger for the growing unpredictability of energy prices.

"I think it's going to be hard for bills to decrease when there's all this instability around the world."

Lukasz, Warehouse Driver, Rawmarsh & Conisburgh

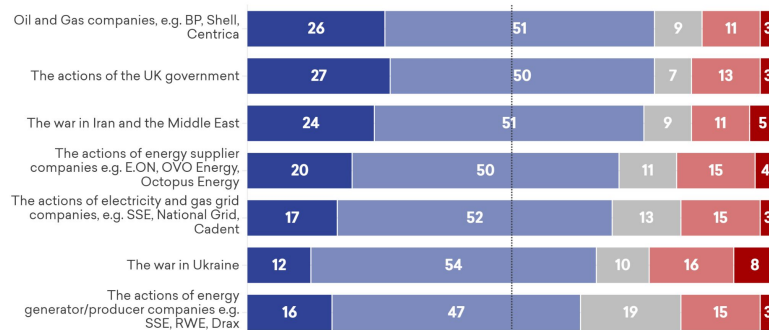
"You hear on the radio, oh, Shell posted their biggest profits, and it's like they start making up numbers like, oh, it's six trillion this time. And you just think, well, why are we all paying an extra 30 quid for someone to buy another yacht?"

Alex, Pharmacy Worker, Rawmarsh & Conisbrough

The public blame the war in the Middle East, oil and gas companies and the actions of the UK Government for high bills

Please indicate, in your opinion, how responsible, if at all, the following are for Britain's high household energy bills.

● Almost entirely responsible ● Somewhat responsible ● Don't know ● Not very responsible
● Not at all responsible



Most Britons see no end in sight for high energy bills

In focus group conversations, Britons often describe the stress of high energy bills as the 'new normal', a feature of their lives that they don't expect to end any time soon.

Britons remain consistently and deeply pessimistic about the prospects of bills becoming affordable again. Three in five (59 per cent) say they are not sure bills will ever become more affordable again, with just one in ten expecting bills to become affordable by the end of next year.

The dominant role of energy bills is shown by similar levels of pessimism when asked when they think the cost of living crisis will end. Three in five (61 per cent) say they aren't sure it will ever end while just nine per cent expect it to end by the end of 2027.

A majority of the public do not think that the cost of living crisis or energy bill crisis will ever end

While economic conditions are difficult to predict, when do you expect the cost of living crisis to end/ when do you expect energy bills to become more affordable?

● Sometime this year ● Sometime next year ● Sometime in the next few years ● Don't know ● I'm not sure it will ever end



"If you're thinking there has to be a way out of this [the energy crisis] I don't know about that myself."

Oluwaseun, Nurse, Peckham

Things always go up. Nothing will go down. Ever. Up and up and up. That's all that'll happen. Just keep going up."

Don, Decorator, Peckham

**A storm is
gathering this
Winter**



Three in five Britons feel the October increase in the price cap is not affordable for them personally

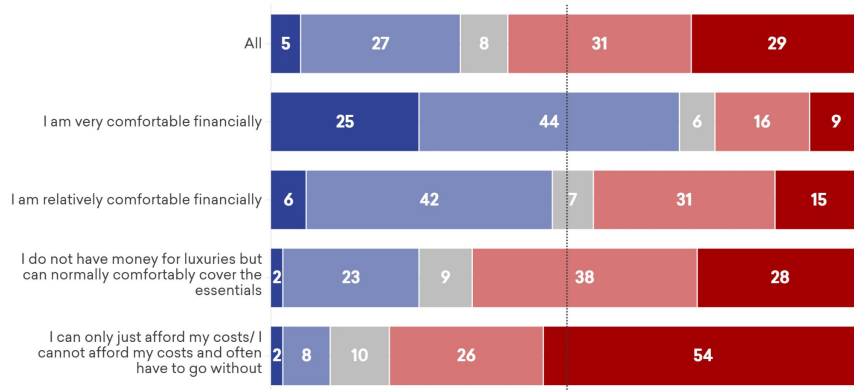
Asked whether they thought the October increase in the price cap was affordable, three in five Britons (60 per cent) said it was not, including three in ten (29 per cent) who said they thought the cap would be **completely unaffordable for them**. The only income group to consider its bills affordable is those with a household income above £80,000.

Unaffordability rises to 81 per cent among those who can only just afford their costs or are going without, over half of whom (54 per cent) say it will be completely unaffordable. **Even among those who describe themselves as “relatively comfortable financially, nearly half (46 per cent) said the new price cap would be unaffordable.**

Those struggling with the cost of living are concerned they cannot afford October's energy price increase

As of 1 October, the energy price cap has changed until the end of the year. This means the price of energy will mean the typical household energy bill will now be around £1,723 a year, or just under £145 a month. Do you personally find this to be affordable, or unaffordable?

● Completely affordable ● Reasonably affordable ● Don't know ● Reasonably unaffordable ● Completely unaffordable



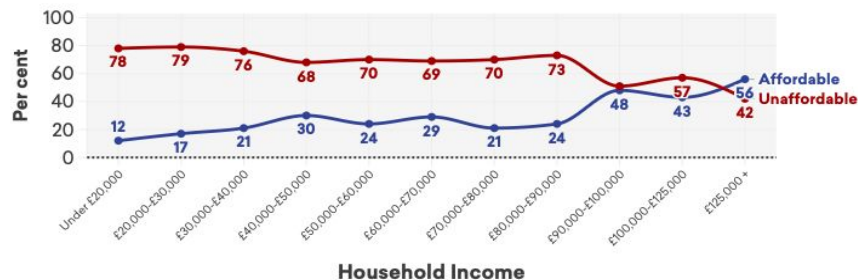
And three in four say January's forecasted price cap will be unaffordable

While the price cap for the January is yet to be finalised, forecasters expect it to be in excess of £2,000 per year or £170 a month for a typical household.

Most Britons don't think they will be able to afford these energy costs. 71 per cent say an energy price cap of this level would not be affordable with two in five (43 per cent) saying they think it would be **completely unaffordable**. Initial forecasts had predicted an even higher price cap of £2,150 which almost eight in ten Britons (78 per cent) thought would be unaffordable.

Only households earning more than £125,000 think they can afford the January energy bill increase

Forecasts have predicted that the energy price cap could rise for the three months from January 2027 to March 2027 so that the typical household energy bill is just over £2,000 a year or just under £170 a month. Do you think this is affordable or unaffordable?



"I just don't know how it can be affordable. When you've got other people in the house, you've got to heat the house, you've got to be warm. It's the worst month of the year for that. I just feel panicked."

Louise, Hospital Worker, Rawmarsh & Conisbrough

Over a third of Britons are not sure they will be able to cope with the increased January price cap

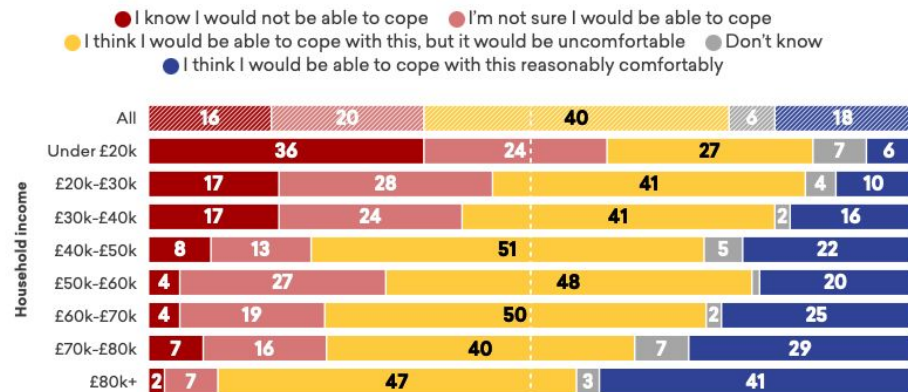
Britons have felt their energy bills have been unaffordable for some time but the concern about bill increases this winter feel even deeper than ever. Over a third of Britons (36 per cent) say they are at least not sure whether they will be able to cope – with 16 per cent saying they know they will not be able to cope with a price cap increase to £2,000 per year. Just 18 per cent of Britons feel they will be able to cope with this reasonably comfortably.

"We'll have to struggle and save"

Nelson, Postman, Peckham

The vast majority of Britons expect to feel uncomfortable with their energy bills by January

If energy prices did rise as forecasted from January so the typical household paid just over £2,000 a year or just under £170 a month do you think you would be able to cope?



There is real anxiety and fear about this winter

If forecasts about January's price cap increase hold true, Britons will be paying their highest energy costs in Winter months since the 2022-23 Winter.

As outlined earlier in this report, half of Britons (56 per cent) have responded to high energy bills by turning on their heating less frequently. The timing of this potential increase in energy bills just when Britons will need to use their energy most, means that for many, feelings of worry and concern are turning into fear and alarm.

People in focus groups recall stories of pensioners "freezing to death" and emphasise the struggle to shield their children from being cold in winter. Such widespread fear places huge pressure on the government to take action at the October budget.

"It's just scary. It's going to be middle of winter and we don't know how harsh the winter's going to be, how much of a heater we're going to use. So it's absolutely scary."

Lukasz, Warehouse Driver, Rawmarsh & Conisburgh

"We've got a baby so we have to have the heating on. So we're going to have to cut back somewhere else to find that money to have the heating on."

Lauren, Dog Groomer, Rawmarsh & Conisburgh



**What action
should be taken?**

The Budget



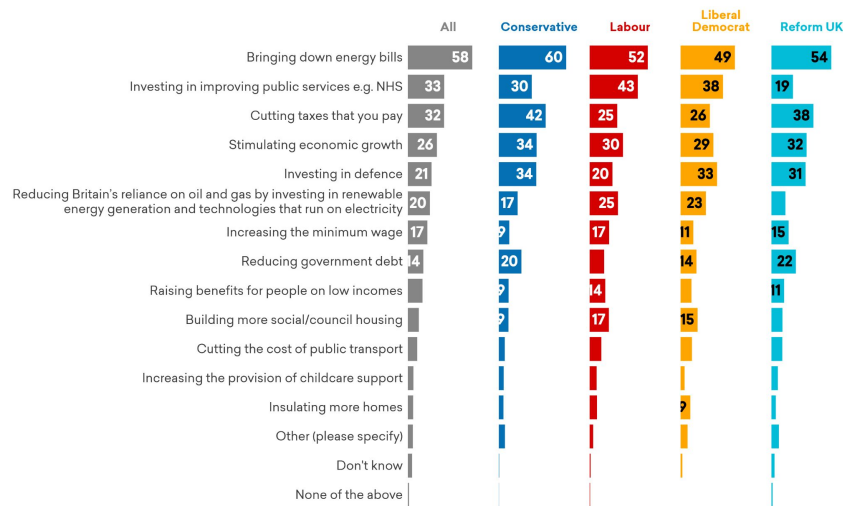
Britons want action to bring down energy bills to be the top priority at the budget

Bringing down energy bills is by far the objective which Britons would like the government to prioritise most in the Autumn Budget. 58 per cent of Britons say bringing down energy bills should be a top priority for the government – well clear of investing in improving public services like the NHS (33 per cent) and cutting the taxes that people pay (32 per cent) in second and third.

In focus group conversations, middle-income participants spoke of how they couldn't remember the last time they came away from a Budget thinking it would help them become better off. **It's clear that for many, bringing down energy bills will be the key test for whether the government can meaningfully improve Britons' lives.**

Energy bills are the top Budget priority for voters across politics

Which of the following, if any, would you most like the government to prioritise in the Autumn budget?



I've never had a budget and thought I'm loads better off... I've never felt better off for it."

Emma, Teacher, Rawmarsh & Conisbrough

Expectations are low – Britons think their energy bills will rise, not fall because of decisions at the budget

Britons are deeply pessimistic about the prospect of seeing improvements in the Budget.

Asked if they expect action to be taken to reduce their energy bills, 84 per cent of Britons say they don't. Just 9 per cent say they do. Britons are actually more likely to expect action to be taken which will increase their bills, 77 per cent expect this to happen and just 15 per cent say they don't.

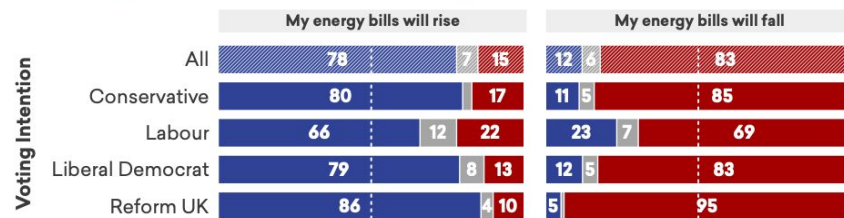
Across the political spectrum, an overwhelming majority of all voters think that energy bills will rise despite government action. Reform voters are the most sceptical of action taken, with 83 per cent thinking energy bills will rise again.

Labour supporters put the most faith in the government to cut energy bills, but most remain pessimistic

The Government's Autumn Budget will be held on 28 October. Thinking about the upcoming budget, do you expect any of the following to happen?

Action to be taken which means my energy bills will rise

● I expect this to happen ● Don't Know ● I do not expect this to happen



No, I'm not hopeful at all. I think I don't have much faith in them. I think will be a rich get richer kind of thing."

Lauren, Dog Groomer, Rawmarsh & Conisburgh

The government should be cautious of overlooking the squeezed middle

Speculation ahead of the budget has suggested the Chancellor is preparing an intervention which will provide the lowest earners with targeted support for their energy bills. Yet Britons across income group describe the same pressure, and there is a clear preference for universal support – including among the lowest income Britons.

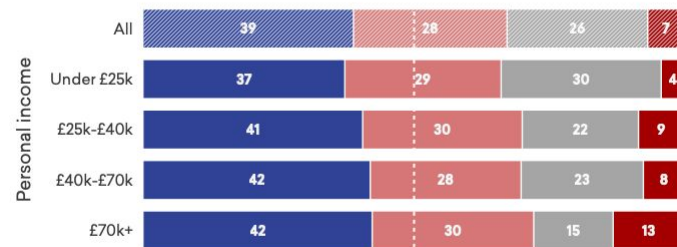
Concern about energy bills spans the whole income spectrum in Britain. As a result, by 39 per cent to 28 per cent, Britons say they would prefer the government provides universal support for energy bills, even if this means reduced support for overall.

In focus groups, it is clear that many feel that while they are struggling and never benefit from government support, deepening feelings of a broken social contract.

Even lower earners prefer universal support for energy bills

The government is considering how it might support people on energy costs this winter. Do you think they should...

- Use government money (raise other taxes or cut spending on other things) to cut energy bill taxes for everyone, even if it's less per person
- Use government money (raise taxes or cut spending on other things) to support those on the lowest incomes/in receipt of benefits with their energy bills
- Don't know
- Raise most people's energy bills to support those on the lowest incomes/in receipt of benefits with their energy bills



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"Anything big that gets put in place, we just seem to not... be able to benefit from it in any way because we're just slightly too much over the threshold."

Linda, Family Hub Coordinator, Yorkshire

Bills need to come down significantly for Britons to feel like they have breathing room

In March 2022, the price cap was set at just over £1,000 per year. Bills in January are likely to be double this. The size of reduction in bills needed for this crisis to be over is significant.

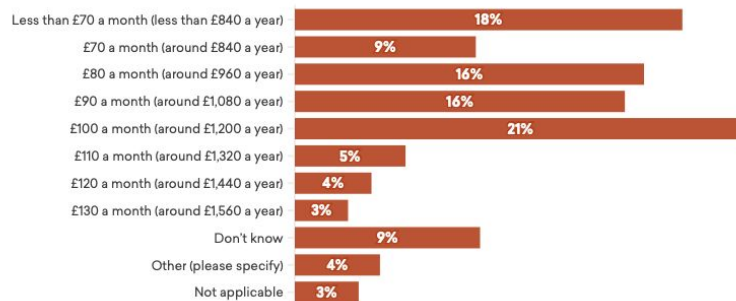
In focus group conversations, participants will speak of pre-Covid being the last time they felt their energy bills were affordable.

This aligns with their quantitative answers. Asked to select the amount a typical household energy bill would need to be under the price cap for them to consider it affordable, **the median Briton answers around £1,080 per year.**

Any cut will be welcomed, but small reductions are unlikely to shift the depth of pessimism many feel.

One in five Britons would like to see energy bills at £100 a month

How much would a typical household energy bill need to be under the price cap for you to consider it to be affordable?



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"You can afford luxuries, you can afford the nicer things rather than penny pinching and just trying to hold onto the little that you've got left. You just have that bit extra to enjoy." [Speaking about when it will feel like the energy crisis is over.]

Louise, Hospital Worker, Yorkshire

Electrification



Many Britons want to switch to green technologies but the upfront cost is stopping them

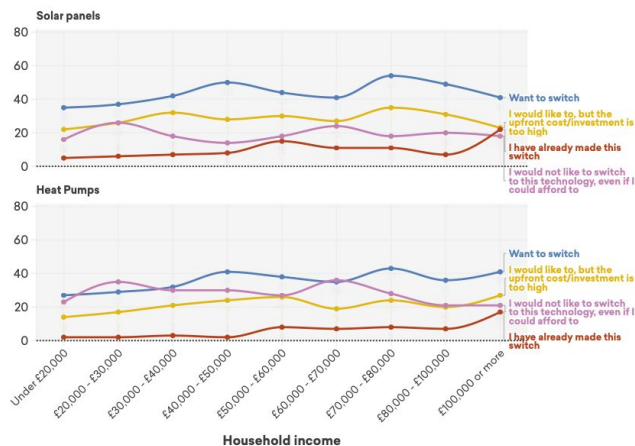
Most Britons still see moving away from gas as the long-term answer to high bills, and willingness to install a heat pump rises with income.

But upfront cost is a barrier across almost every income band, with around a quarter to a third saying they would like a heat pump but can't afford it.

The result is a clear divide. Among those earning £100,000 or more, 71 per cent are willing and a third (33 per cent) have already switched. Among those earning under £15,000, 43 per cent are willing, but just 7 per cent have made the switch. The demand is there, if the cost can be met.

Only wealthiest groups have made the switch to solar panels and heat pumps

% saying they would be willing to install a heat pump/solar panels in their home



Because at the minute, if I wanted to put solar panels on, it's fine saying I'll save X amount each month but I don't have the upfront cash to be able to put them solar panels on."
Emma, Teacher, Rawmarsh & Conisbrough

Many Britons want the government to provide funding to help bring upfront costs down

Britons see the long-term payoff of switching to clean technologies, but with finances stretched, many can't afford the upfront cost.

Twice as many support as oppose councils funding grants or vouchers for heat pumps (45 per cent vs 21 per cent). Support is highest among Labour and Lib Dem voters (both 56 per cent), while Conservative (32 per cent) and Reform (30 per cent) voters are more likely to oppose this, though even they support it on balance.

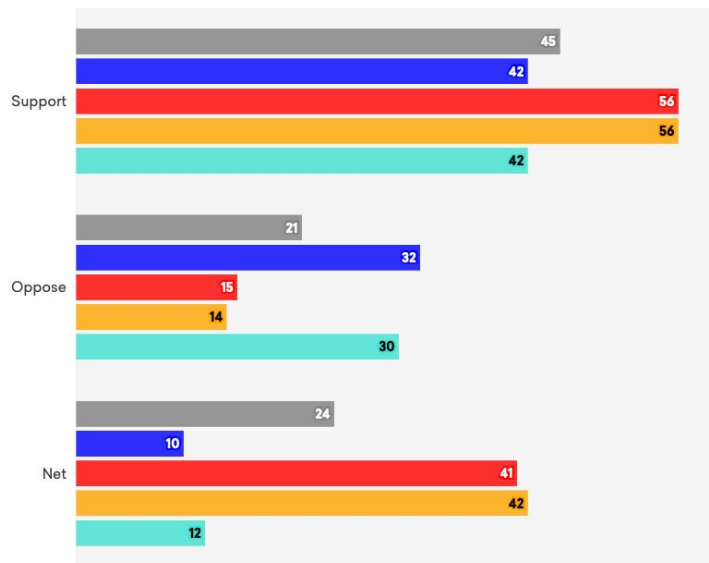
A government isn't like a household. They can borrow for investment into the future, into infrastructure. It's not like, "Oh, I'm a bit short of cash this week."

Ollie, Service Manager, Peckham

Support for grants remains high, but right-leaning voters are much more split

To what extent would you support or oppose your local council allocating funds to provide financial grants or vouchers to help support people buying heat pumps?

2024 General Election Vote ● All ● Conservative ● Labour ● Liberal Democrat ● Reform UK



Awareness of existing funding schemes is low

Britons don't feel the government is doing enough to enable the public to make the switch to green technologies. Only 24 per cent of Britons think the government has an effective plan to help Britons install heat pumps, with 29 per cent saying the same for EVs and 32 per cent saying the same for solar panels.

Awareness of government support for green technology is low.

Just a quarter (25 per cent) have heard of the Boiler Upgrade Scheme, and even among those who want a heat pump, only 30 per cent have.

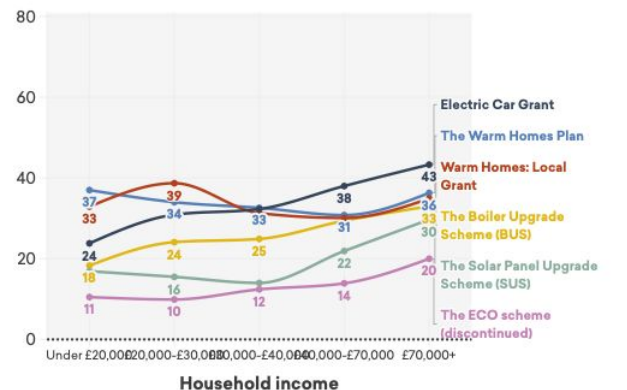
Low awareness also means people struggle to tell real schemes from ones that don't exist. One in five (19 per cent) say they've heard of a Solar Panel Upgrade Scheme, which isn't real, and among households earning under £20,000, it's about as familiar as the real Boiler Upgrade Scheme (17 per cent vs 19 per cent).

Awareness rises with income, so those who most need help with upfront costs are less likely to know it is available.

Knowledge about electrification schemes is low across the board

Which, if any, of the following government schemes to support the installation of electric heating systems like heat pumps or purchases of electric cars have you heard about?

% who "have heard" about the following scheme



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I'm not stupid enough to think that government's got money to get everybody some solar panels and we're all going to reap benefits, but is there an interest-free loan system where actually that'll come off your bills in longer term

Lisa, Family Hub Coordinator, Rawmarsh and Conisburgh

There is real appetite for solar

Half of Britons (50 per cent) would like solar panels or already have them, compared with just over a third (37 per cent) for heat pumps.

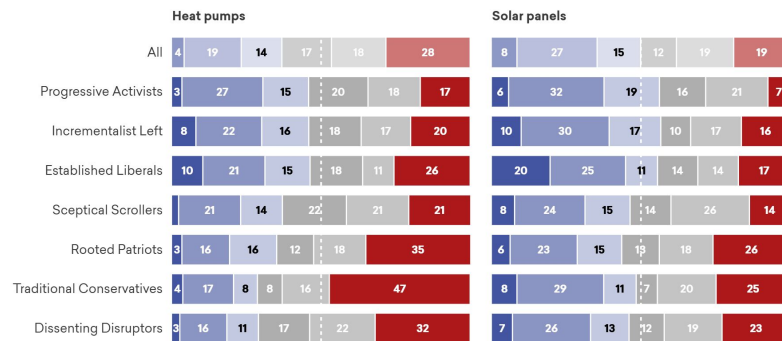
Solar also divides people far less. Outright rejection of heat pumps ranges from 17 to 47 per cent across More in Common's seven segments, but for solar it never goes above 26 per cent. Even among Traditional Conservatives, only a quarter (25 per cent) reject solar, compared with almost half (47 per cent) for heat pumps.

In focus groups, people asked why new homes and car parks don't have panels as standard, and why there's no scheme to help with the cost.

Britons are more divided over heat pumps than solar panels

Please select the option which best describes your willingness to install or switch to the following technology..

- I have already made this switch
- I would like to make the switch but the upfront cost/investment is too high
- I would like to make the switch but the ongoing/running costs would be too high
- I would not like to switch to this technology, even if I could afford to
- Don't know
- N/A



"The amount of abandoned buildings or flats or anything like that, you think, well, could you not just lob a load of solar panels on there and that could then sort a lot of things out."

Alex, Pharmacy Worker, Rawmarsh & Conisburgh

Nationalisation



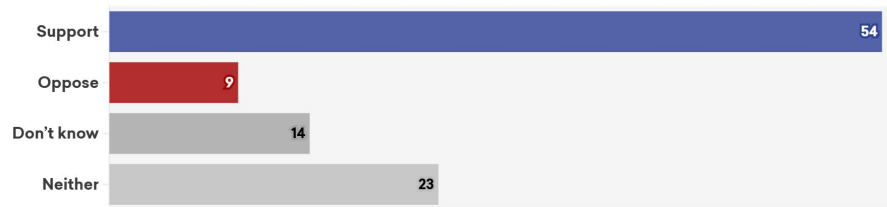
Burnham's plans for public control are popular, but few think they'll lower bills

Britons back nationalising the energy sector by 54 per cent to 9 per cent, but few think it would lower their bills. Only a third (33 per cent) think it would bring bills down, while a fifth (19 per cent) think it would increase them.

For many, the government no longer seems to have agency over energy bills – with external shocks such as the war in Iran seen as far more impactful than the UK Government's approach.

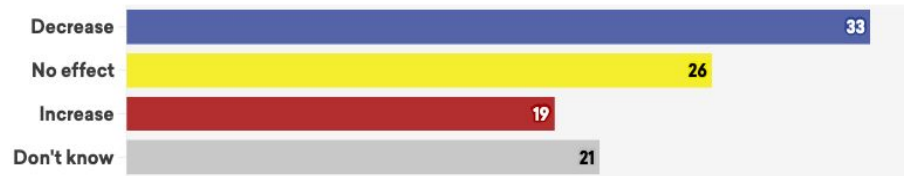
Only one in three Britons think that nationalisation will bring bills down

To what extent would you **support** or **oppose** bringing the energy sector into public control?
i.e. Nationalising the energy sector



If the government was to bring the energy sector into public control what effect, if any, do you think this would have on energy bills in Britain over the next few years?

Increase or Decrease Energy bills



Asked to choose, Britons want lower bills over public control

57 per cent of Britons would prioritise lower bills even if the energy sector stays private, compared with 21 per cent who would prioritise public control even if bills don't fall.

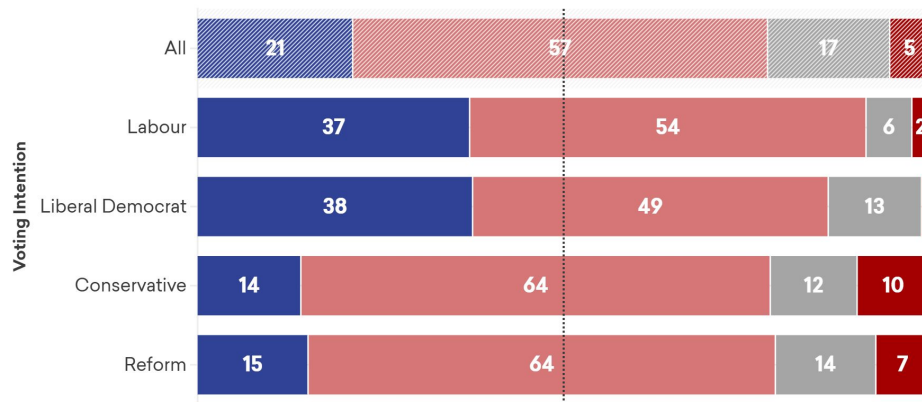
This holds across every party. Labour and Lib Dem voters are the most open to public control, but still favour lower bills (54 per cent and 49 per cent respectively). Among Conservative and Reform voters, nearly two-thirds (64 per cent) put lower bills first.

Public control is not a priority in isolation; the policy's success will depend on whether Burnham can connect it to lower bills.

All voters prioritise lower bills over greater public control in the energy sector

Which of the following statements comes closest to your view?

- Prioritise public control, even if bills don't fall
- Prioritise lower bills, even if sector stays private
- Don't care whether public or private
- Keep it private, regardless of bills



The political implications



Britons overwhelmingly thought Starmer didn't "get it" – but many think Burnham does

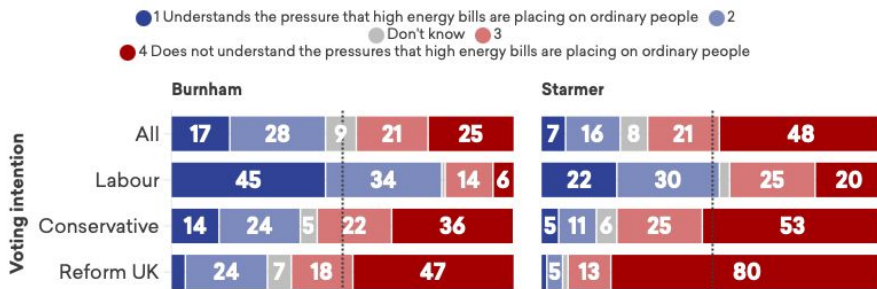
Britons are evenly split on whether Burnham understands the pressure high energy bills put on ordinary people: 45 per cent think he does and 46 per cent think he doesn't.

However, compared to Keir Starmer, whom 69 per cent thought did not understand, Burnham is seen as far more in touch. Among current Labour voters almost four in five (79 per cent) think Burnham gets the pressures of energy bills, compared with 51 per cent for Starmer.

Current Reform voters remain highly sceptical, with 65 per cent saying Burnham does not understand. But this is still a step change from the 92 per cent who say Starmer did not get it.

Britons think that Burnham rather than Starmer gets the pressures caused by high energy bills

Please indicate if you agree that Burnham/Starmer understands the pressure high energy bills place on ordinary people.



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"I feel a little bit safer with him at the helm because I know he's actively trying to look at what he can do to save those pennies."

Nicola, Housewife, Rawmarsh & Conisburgh

But even if he 'gets it', many question whether Burnham's approach is different in practice

Two in three Britons (68 per cent) say Burnham feels like more of the same on energy bills. Even among those who think he understands the pressure bills are causing, a majority (57 per cent) say the same.

Even among Britons who say Burnham gets it on the impact of energy bills on the cost of living, a majority (57 per cent) say the Prime Minister's approach to energy bills feels more of the same. This group still thinks their energy bills will rise (72 per cent) and are generally concerned about their energy bills (80 per cent).

Only current Labour voters are split, with 45 per cent feeling a change, compared with just 13 per cent of Conservative and 12 per cent of Reform voters.

*"Andy Burnham "could literally give me 10 grand in my hand and I'll go, "Yeah, nice."
But what the f*** is it going to do when...
it's just been one thing after another since 2008 (...) It feels like nothing is going to get better"*

Ollie, Service Manager, London

Burnham's VAT cut is welcomed but inadequate in isolation

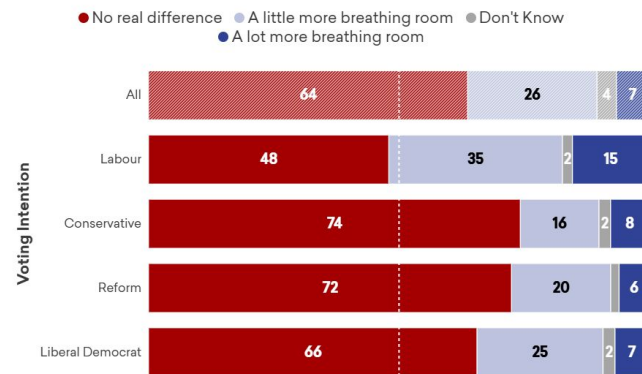
Burnham's VAT cut shows he has heard the public's concern, and it was welcomed: most had heard of it, and most Britons said it reflected positively on the government.

Focus group participants welcomed the move and felt it was a positive sign that the new government was at least trying to do something to bring bills down. However, they made it clear that this support was premised on it being a first step with more substantial action to bring down bills still very much needed. With bills still rising overall, despite the cut to VAT, voters want more action from the new government to protect them from bill increases.

Indeed, two thirds of Britons (64 per cent) say the £45 annual saving the VAT cut will deliver make no real difference to their finances

Most Britons think the VAT cut will not improve their finances

The government has announced it will remove VAT from domestic electricity bills from October. This will save a typical household around £45 a year. Thinking about how this might impact you, how will the policy affect your finances?



"I think even though it's a small gesture, I think if that works alongside something else, do it I mean, Rome wasn't built in a day and it needs to be small steps, but I just think the small things add up to the sum total. So this is one thing, give us something else to make a bigger impact collectively."

Nicola, Housewife, Rawmarsh & Conisburgh

Methodology



Methodological information

2,015 respondents were surveyed from 24–29 September. Respondents were weighted to be representative of adults in Britain according to age and gender interlocked, region, ethnicity, education level and 2024 General Election vote.

Focus groups were held in the constituencies of Rawmarsh and Conisbrough and Peckham respectively on the 28 and 29 September.

The recruitment criteria for these groups was as follows:

Group One

- All to be residents of Peckham constituency
- Mixture of ages, genders and ethnicities
- All to have voted Labour at the 2024 General Election.
- Either A) current voting intention is Green and must be open to voting Labour today or B) Voted Green at 2026 Local Elections and current voting intention has returned to Labour
- All to be in households where there is employment and on roughly median household incomes for their local area [£35,000–£55,000]
- All to come from More in Common's Progressive Activist or Incrementalist Left segments
- A mixture of housing tenures

Group Two

- All to be residents of Rawmarsh and Conisbrough constituency
- Mixture of ages, genders
- All to have voted Labour at the 2024 General Election.
- Either A) current voting intention is Reform and must be open to voting Labour today or B) Labour and must be open to voting Reform UK or voted for Reform UK in local elections.
- All to be in households where there is employment and on roughly median household incomes for their local area [£30,000–£60,000]
- All to come from More in Common's Rooted Patriots, Traditional Conservative or Dissenting Disruptor segments.

This research was delivered in partnership with Electrify Britain and funded by Octopus Energy. It forms part of More in Common's quarterly tracker on energy bills.