More in Common

Labour's 2024 voter coalition – shattered by bills

Electrify Britain June Tracker – Insights Deck

Key Insights

Labour's 2024 coalition is divided by energy bills

Those who have stuck with Labour, since supporting them in 2024, are marked out in their optimism - as a voter group they are the most likely to expect energy bills to become affordable, and also far more likely than average to have already switched to green tech.

Meanwhile, Labour switchers, who are no longer backing the party, are far more pessimistic, and more likely to say that they don't think energy bills will ever be affordable compared to the average Briton.

Energy bills bring global instability into Britain's homes

Our tracker has revealed substantial shifts in what Britons blame for high energy bills. While the high level of blame put on the government and energy companies has remained consistent, more Britons now blame conflict abroad.

Following the increased energy price cap, Britons are now much more likely to place at least some blame on the wars in both Ukraine and Iran for the high bills they face.

The lack of fairness in Britain's energy system is 'sickening'

Across energy policy, Britons have a clear demand for the system to be fairer.

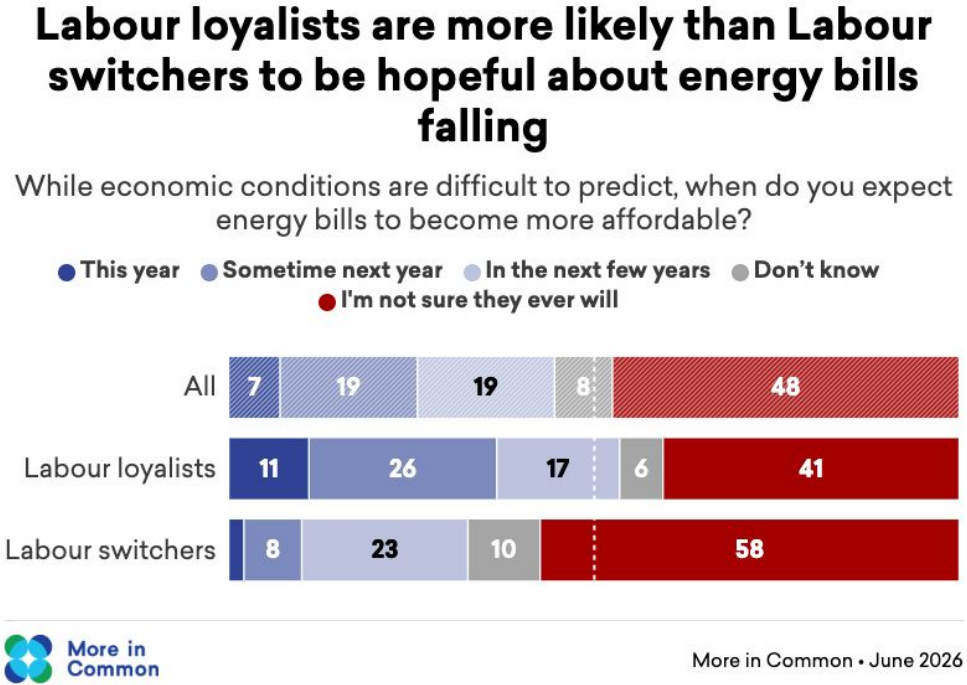
Britons think it's unfair that levies are put on bills while energy companies make large profits. Fewer than one in ten think that the charge added to bills to fund the warm homes discount is fair.

Labour loyalists are unique within the electorate – they have hope energy will become affordable

What divides those who have stuck with the Labour party and those who have left them is a hope that energy bills will ever be affordable again.

Labour loyalists are relatively optimistic. Even in the context of being polled directly after the hike in the energy price cap, one in ten expected energy bills to become more affordable this year, and another quarter (26 per cent) expect this in the next few years.

Meanwhile, six in ten of those who have switched their support from the Labour Party say they aren't sure energy bills will ever come down.



For many, energy bills have been unaffordable long before recent price hikes

Britons are split on whether energy bills were last affordable before the Ukraine war, or if they were not even affordable then.

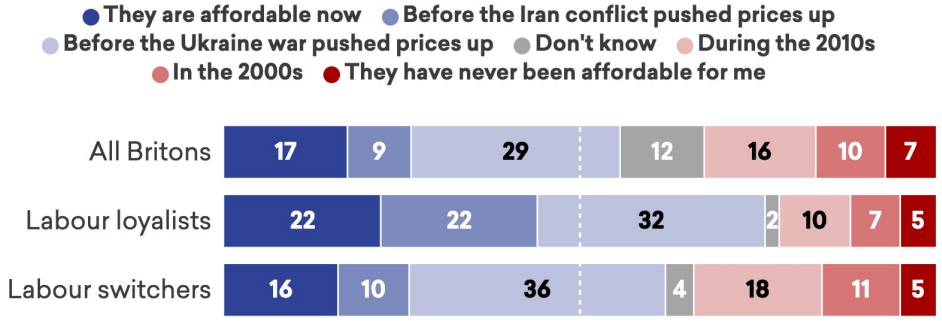
Only 17 per cent say their bills are affordable now. One in ten (9 per cent) say they were last affordable before the Iran war, one in three (29 per cent) say they were last affordable before the Ukraine war.

A third of Britons (33 per cent) say they have not been affordable since at least the 2010s, one in ten since the 2000s, and seven per cent say they have never been affordable.

> Well, it's just inevitable, isn't it? There's just been one thing after another since Brexit. I mean, if you think logically how much COVID cost and then you've got Russia and now you've got Iran, it's one thing after another.
>
> **Jason, Financial services recruiter**

Labour loyalists are more likely than Labour switchers to blame the Iran conflict for higher bills

Thinking about your own household, when do you think energy bills were last at an affordable level for you?



Labour switchers are more worried about the cost of essentials than loyalists

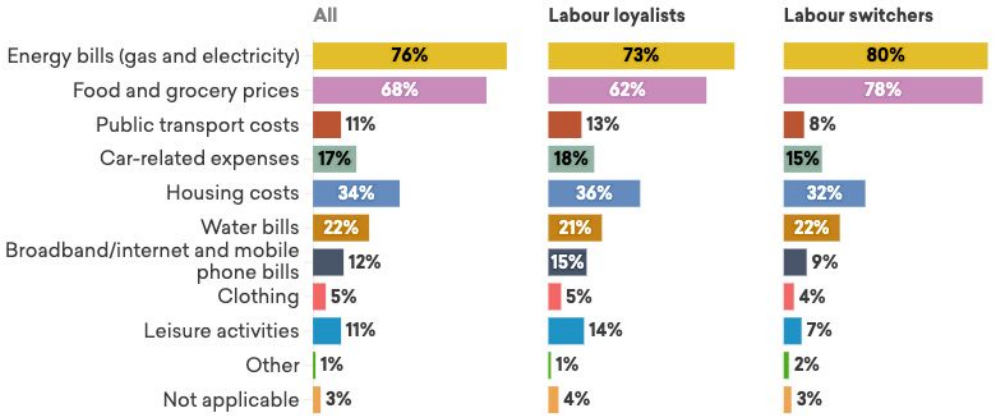
For all those who say they voted Labour in 2024, energy bills are the biggest cost of living concern. This is especially true for those who have left the party since 2024, with 8 in 10 saying that energy bills are their greatest concern.

The Government's focus on easing leisure costs for families over the summer, is more likely to appeal to those who have stuck with Labour, as they express more concern about the cost of these activities. Those who have left Labour are more worried about the cost of essentials such as food and grocery

> Just more money that all of us don't have to pay for more bills. Same old.
> **Rachel, Logistics manager**

Labour switchers are more concerned about energy bills than Labour loyalists and the general population

Which of the following are causing you to be most concerned about the cost of living at the moment? Please select up to three.



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Energy bills bring global instability home

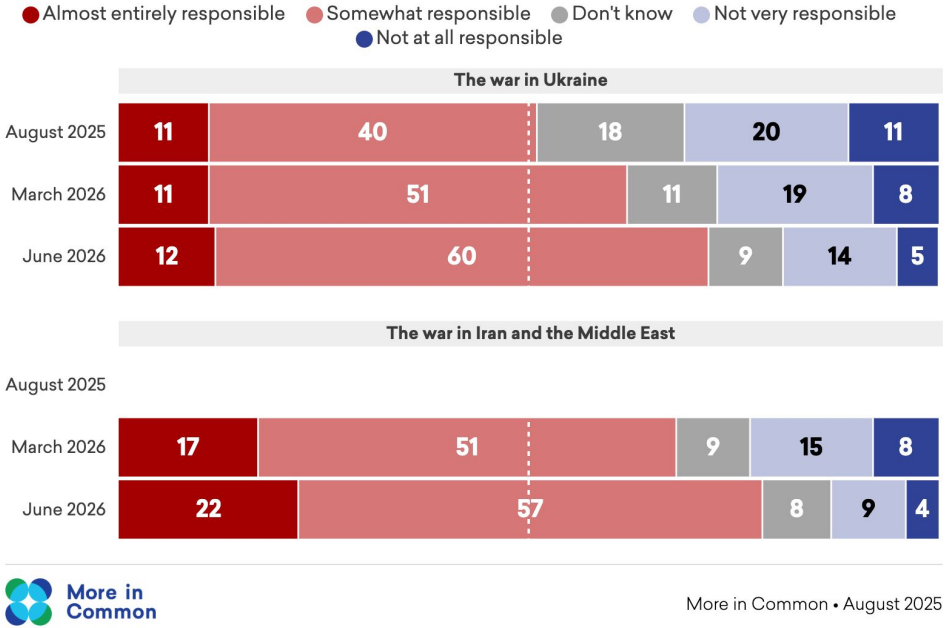
Eight in ten (78 per cent) continue to place at least some blame on the government for high energy bills.

Britons increasingly look to the conflict in Ukraine and the Middle East as the cause of high bills. Since August 2025, the proportion of Britons who place at least some blame on the war in Ukraine for Britain's high bills has increased 21 percentage points.

> Going back to the winter fuel allowance, people were saying, "Well, it's either food or fuel. I can't do both." So people were there going, "I'll starve and keep warm or vice versa." So they know, they've seen firsthand and they need to keep listening to the electorate basically.
>
> **Theo, Primary school teacher**

Britons increasingly blame war for high energy bills

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



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Those most concerned about energy bills back insurgent parties – especially Reform UK

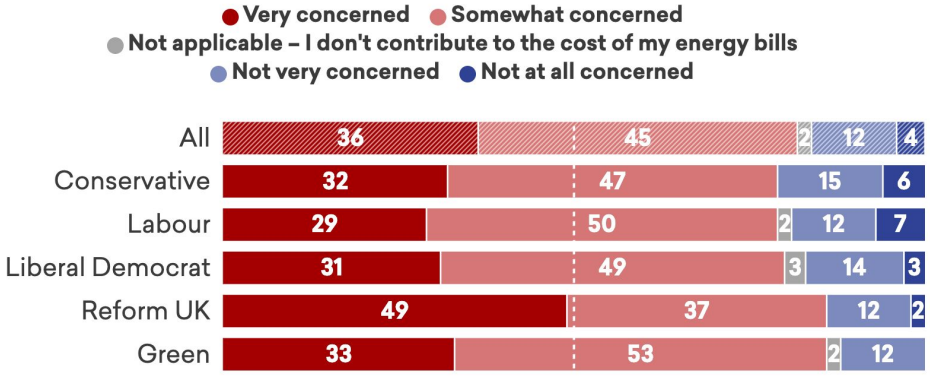
49 per cent of Reform voters say they are very concerned about the cost of their energy bills next winter, up from 37 per cent in August 2025

Personal finances explain this difference: only 41 per cent of Reform voters say they are relatively or very financially comfortable, compared to 60 per cent of Conservative voters.

Reform voters are the most likely to have taken actions to meet their costs, including going into debt/borrowing, spending less on food, reducing the temperature of their house and spending less on going away. In addition, 33 per cent have experienced increased stress or anxiety as a result of higher bills.

Reform supporters express the most serious concern about the cost of their energy bills

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



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Reform and Green voters are most likely to blame the Government for high energy bills

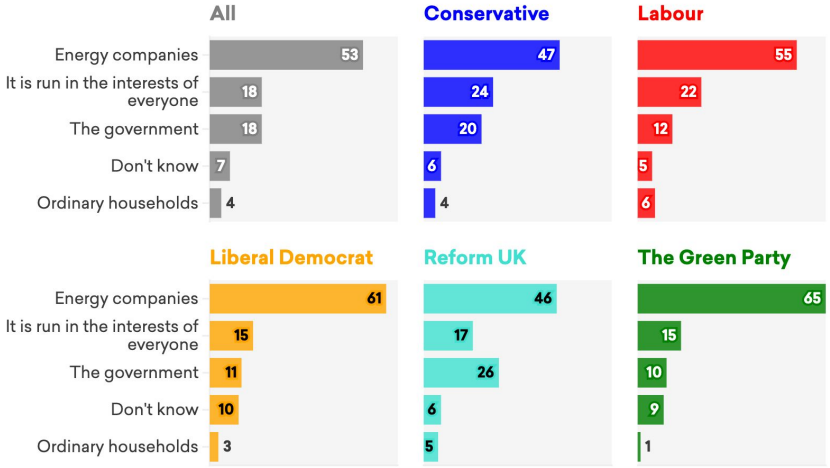
Reform voters are the most likely to hold the Government almost entirely responsible for high energy bills (43 per cent), followed by the Greens on 28 per cent.

Green voters are the most likely to say that the energy system is run in the interests of energy companies (65 per cent). While 46 per cent of Reform voters agreed, another quarter said primarily in the interests of the Government.

> I think it's just greed personally because the price goes up all the time and then about six, 12 months down the line, you always get another notification through on the news, don't you, saying they've made record sales again or record revenue or whatever in the previous quarter or previous financial year.
>
> **Elvis, Management accountant**

Reform supporters are the most likely voter group to say the energy system runs in the interests of the Government

Who do you think the energy system in Britain is run primarily in the interests of?



The politics of electrification

Reform voters are the most suspicious of electrification

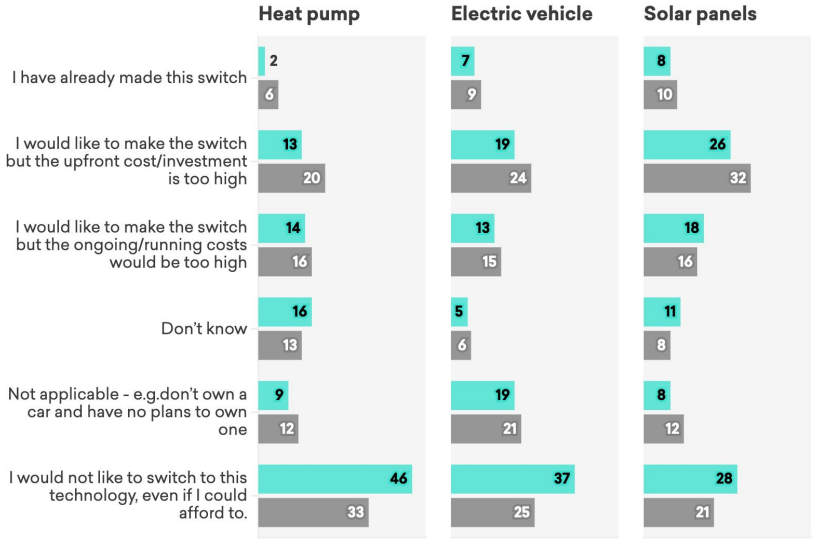
Despite being the most negatively affected by energy bills, Reform voters are also the most suspicious about electric technology.

They are the most adverse to heat pumps, with nearly half (46 per cent) saying they would not want to use one even if they could afford it. However, they are more positive about solar panels, with nearly the same number saying they would use them if the investment cost was lower as saying they would never want to use it (26 per cent vs 28 per cent).

> I think in an ideal world, it would be great, but I feel like there's so much heavy reliance on gas already that I can't ever see it being a possibility, if that makes sense.
>
> **Elvis, Management accountant**

Reform supporter attitudes to electric technology compared to all voters

Please select the option which best describes your willingness to switch to the following low-carbon technologies:



Green and Labour voters are the most positive about electrification

Within voter groups which tend to be more pro-environment, there is a financial dividing line when it comes to electrification. Green voters are the most likely to feel positive about green technologies but say they are unable to afford them, while Labour voters are the most likely group to say they have switched over to heat pumps, solar panels and electric vehicles.

Interestingly, Labour loyalists are more likely to have already switched over to green technologies than switchers. Switchers tend to say they would like to use this technology but cannot afford the upfront costs.

> We got a new boiler a couple years ago and we looked at getting a heat pump installed instead, but the price of it was just not feasible. (...) It wasn't proven at that point a couple of years ago. It wasn't established enough to know that it would be completely flawless and beneficial and worth investing that amount at that time.
>
> **Paula, Primary school teacher**

Compared to other green technology, there is a wariness of heat pumps

Heat pumps were the least supported electrification technology that we tested, with 33 per cent saying they would not switch to one even if they could afford it.

Opposition is highest among Reform voters (46 per cent) and lowest among Green voters (9 per cent). However, heat pumps (compared to solar panels and EVs) also have the highest proportion of voters saying they don't know if they would switch (13 per cent). This is consistent across voter groups, ranging from 10 to 16 per cent.

In our focus groups, several participants said they don't know what a heat pump is.

> I've never heard of it.
> **Jason, Financial services recruiter**

> I'm going to be honest, I don't even know what one is.
> **Elvis, Management accountant**

> I've not really thought about it. I don't know if I'd switch. I don't know. I'd have to look into it.
> **Rachel, Logistics manager**

Reform UK voters are slightly less open to flexible energy tariffs

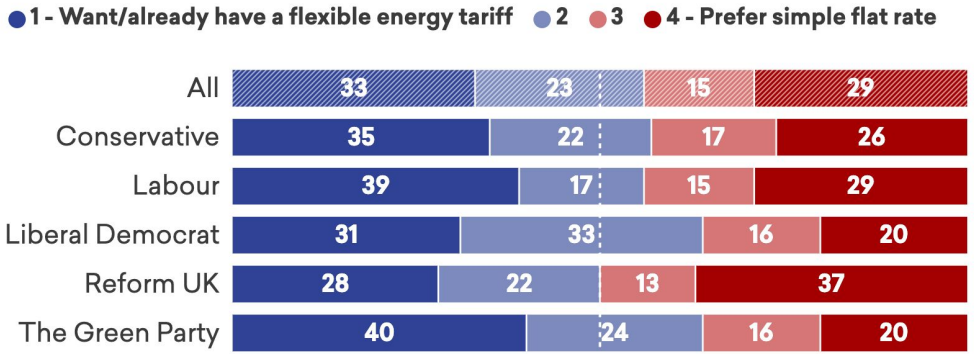
Green and Liberal Democrat supporters express the most support for flexible energy tariffs, with two in three (64 per cent) saying they already have one or would want to have one.

Reform UK supporters are the most supportive of a simple flat rate but are still split 50-50. Those who do not have a degree, and those who rent from the council, two demographics among whom Reform UK performs well, are more likely than than the average Briton to say they would prefer a flat rate. 59 per cent of those who rent from the council and 48 per cent of those without a degree would prefer a flat rate, compared to 46 per cent of the country.

> Yeah, I'd run my washing machine overnight. Absolutely. There's always a timer on them, so why not? The same with the dishwasher.
> **Amy, Retired**

Green and Lib Dem supporters are the most open to flexible energy tariffs

Some energy suppliers offer optional tariffs that reward you with cheaper electricity at certain times of day. Which of the following comes closest to your view?



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Young people are more positive about electrification

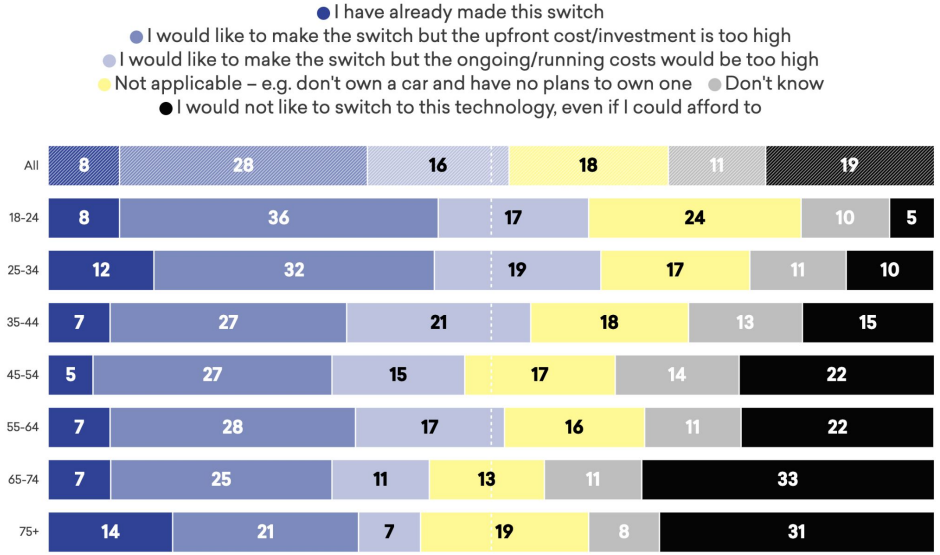
Although expressing similar levels of concern about their bills as younger people, older people are less open to switching to heat pumps, solar panels and electric vehicles.

38 per cent of those aged 18-34 say they would switch to heat pumps if they could afford the investment and running costs, 43 per cent to electric vehicles and 51 per cent to solar panels. In contrast, among those aged over 65, only 22 per cent, 22 per cent and 31 per cent would switch to the same technologies.

> At my age, it's got to be a long term. So for me to go down that road [of getting a heat pump], it would have to be a very good offer.
>
> **Amy, Retired**

Ideological opposition to green technology is concentrated in older age groups

Please select the option which best describes your willingness to switch to the following low-carbon technologies: [Solar panels]



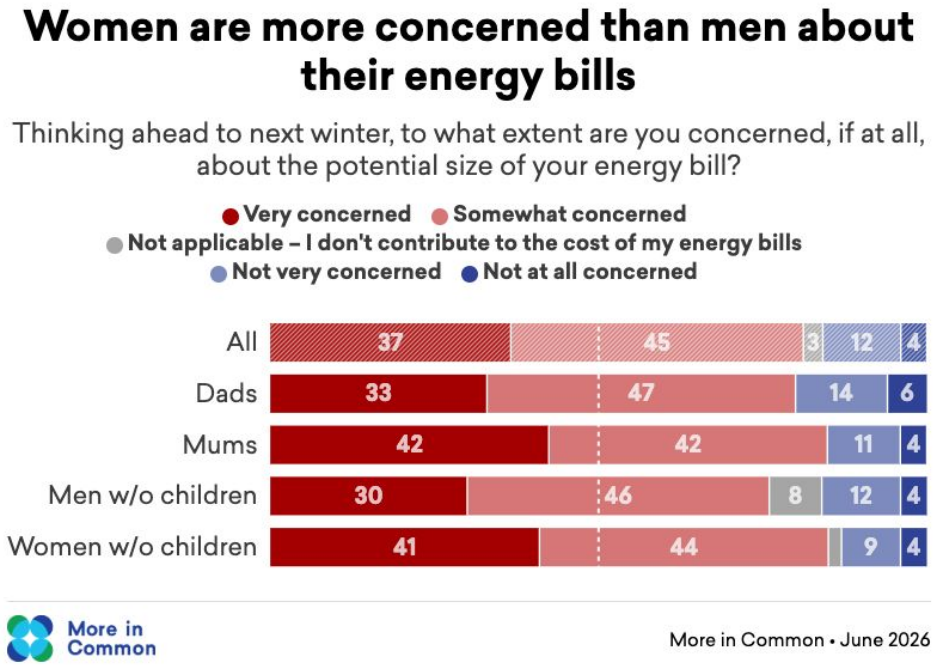
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Mums are the most worried about energy bills, dads are the most optimistic about electrification

Women with children are more likely than men with children to raise concerns about their energy bills: 42 per cent of mums say they are very concerned about their energy bills next winter compared to 33 per cent of dads.

On the other hand, men with children are more likely than the general population to say that homes and businesses in Britain will run mainly on electricity in 20 years' time (70 per cent versus 63 per cent).

> We live in a country where we all work hard and we have nice things, but yet you're worrying to have your house warm for hours and hours on end because you're worried what the bill's going to be at the end.
>
> **Jenny, Logistics manager**

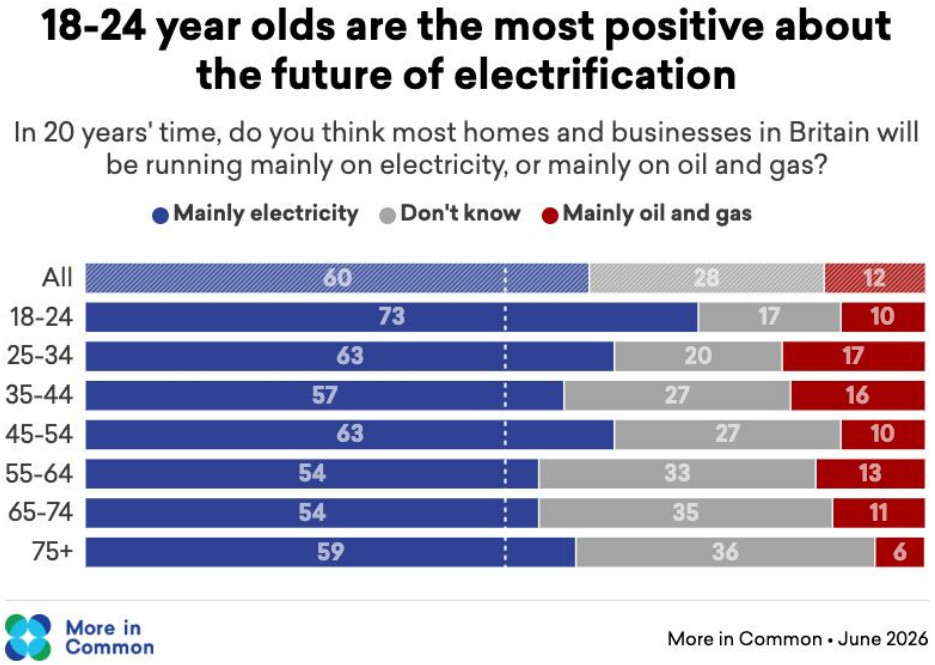


Older people and those who are struggling financially are less likely to think the future of energy is electric

People who are struggling financially are more pessimistic about the future of energy bills. Seven in ten say they don't think bills will ever be affordable, compared to half of those who are financially comfortable.

They are also slightly less likely to say that homes and businesses will run on electricity in 40 years time – 53 per cent of those struggling say this compared to 68 per cent of people more financially comfortable. This same pattern is seen for age, with the youngest the most likely to say the future is electric.

Fewer of those financially struggling have switched to green technologies, and they also tend to be less likely to say they want to, with a high proportion saying they don't know or this is not applicable to them.



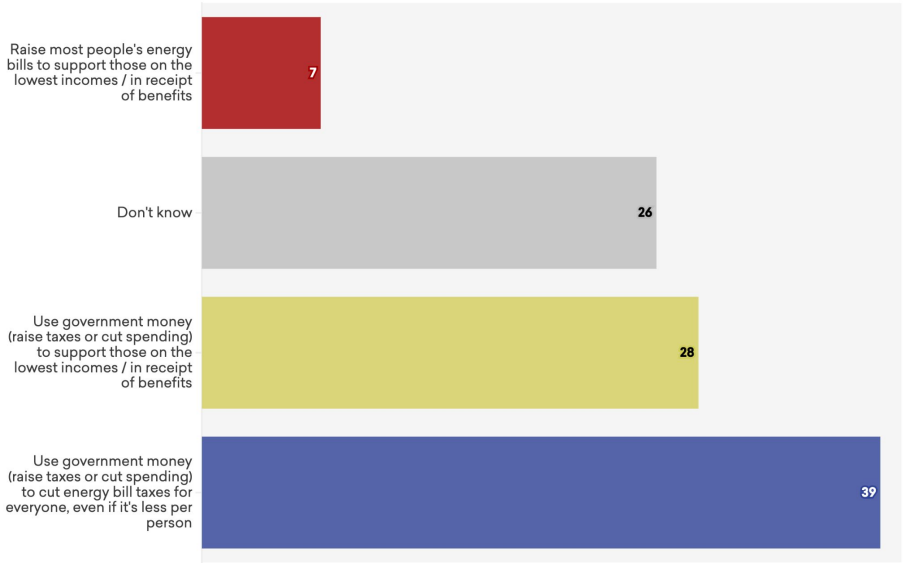
The value of fairness in energy

Across policies, and across groups Britons have a key demand for the energy system that is not being met – that it is fair.

For many the opposition to a range of policies comes from this point of unfairness. When asked about how support should be provided and funded, less than one in ten (7 per cent) chose the current approach of using levies to fund targeted support. Britons do not want energy bills to be increased to fund support. Three in ten (28 per cent) want government spending to provide targeted support, while four in ten (39 per cent) want universal support. Reform UK supporters are particularly likely to favour universal support, with 51 per cent selecting this option.

> It doesn't seem fair, does it? That they put that much levy on the electric. Who is allowed to do that?
> **Amy, Retired**

Less than one in ten select the approach of using levies to provide targeted support



Source: More in Common • June 2025

Key insights from Greater Manchester Labour Voters

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- Participants near universally agreed that they were struggling with their energy bills but were not surprised at the energy cap raise.

> *It was too depressing. There's only so much bad news I allow myself to read in any day and I'd had my quota. Literally, I just thought, oh, I'll deal with that later. I'll research it later. But my heart sank, obviously.*
> Mary, doesn't work

- Blame was aimed at energy companies, foreign conflicts and politicians (both domestic and abroad) - although many felt the Government were limited in what they could achieve by conflicts and energy companies.

> *Well, my first thought is that it's our friend over the water, Mr. Trump. That's maybe very naive, but that's my feeling about it.*
> Sue, retired

> *I think in a way they want to do something, but you don't know how much of it they're being held hostage by the power companies and how much profit they want and how much they're selling it at.*
> Martha, research administrator

- Most felt that levies on electricity bills were unfair, although some said it made sense. The savings pledged as part of the Energy Independence Bill were seen as insulting because of the small scale of savings

> *I'm really torn to be honest, because when I look at it, I think, gosh, if we didn't have to pay that levy, my electric would be so much cheaper. But then also at the beginning I said that I do feel like this investment has to come from somewhere, so that levy needs to be on something.*
> Paula, primary school teacher

> *Well, it's quite insulting really to kind of say we've come up with this amazing, amazing thing and then it's 20, 40 quid a year in 16 years time or 14 years time. It seems a bit daft really.*
> Bradley, F&B manager

- Although there was a strong desire for increased energy security, groups were split on whether this should involve producing our own oil and gas or investing in green energy.

> *I think there's a lot of greener options that are available that could have been invested in that would've stopped us being so reliant on things that are volatile due to wars and coming from Russia.*
> Paula, primary school teacher

> *We can use our own reserves, which will also help with the price of all these things. So we're a bit more reliant on ourselves as a country as opposed to getting all these commodities from other people.*
> Rachel, logistics manager

- Participants were open to electrification although raised concerns about price. Many said they did not know what heat pumps were or how it could help save them money.

> *I think if there are more incentives to help people to switch, I'm sure they will switch.*
> Theo, primary school teacher

> *Not everybody's in a position to go and buy themselves an electric car, whereas I think lots of people would be considering the heat pump when everybody's got old boilers.*
> Mary, doesn't work

- Participants supported flexible pricing as a means of saving money, but strongly opposed area-based pricing as this seemed unfair for those who did not live near energy production sites.

> *Yeah, I'd run my washing machine overnight. Absolutely. There's always a timer on them, so why not? The same with the dishwasher.*
> *Sue*, retired

> *I don't think it's fair because you don't choose exactly where you live. People are tied by family ties or jobs or where they can get it.*
> Paula, primary school teacher

> *No. We have no say on where energy is produced.*
> Jason, financial services recruiter

Methodology

This report forms part of More in Common's wider work on Britons' attitudes towards the cost of living and energy.

The survey and focus groups referenced in this report and the writing of this report has been funded by Electrify Britain.

More in Common has maintained, as is the case for all of our partnership work, full editorial independence when conducting this research and writing this report. The views expressed within this report are therefore the views of More in Common.

The data tables can be found on our website.

The recruitment criteria was as follows:

- Labour voters 2024
- Mixed current voting intention, including at least two who now intend to vote Reform UK, two who intend to vote Green and two who continue to intend to vote for the Labour party
- Resident of the Greater Manchester Area

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The next edition of the Electrify Britain price cap tracker will be in the Autumn