

YouGov / Smarts Agency Survey Results

Sample Size: 4108 adults in UK
Fieldwork: 18th - 23rd July 2025

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your own financial circumstances, if you were to earn a windfall of £500, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=816]

A holiday	19	14	21	20	19	18	20	22	28	17	20	23	16	19	15	14	13	16	40
Paying off existing debt	19	7	26	21	8	16	21	19	13	16	13	26	17	19	22	26	29	13	4
New furniture/home fittings	9	3	11	5	11	7	11	11	11	20	3	11	5	8	10	7	9	6	6
A deposit for a house	3	1	6	1	0	2	4	5	1	6	3	5	3	3	2	3	0	1	0
A financial gift to a relative/friend	3	1	1	2	9	3	4	9	2	4	8	1	4	3	2	3	6	3	4
Solar panels	2	2	1	1	2	3	1	0	0	1	4	0	1	0	3	2	6	2	0
Education/university fees	2	6	2	1	0	1	2	3	1	1	9	2	2	2	2	1	0	0	0
A new electric car	1	2	1	0	1	1	0	0	0	0	2	1	1	0	2	0	0	0	0
A new petrol or diesel car	1	0	1	1	4	2	1	3	3	2	1	2	2	0	1	1	0	1	4
A heat pump	1	1	0	1	1	1	1	0	1	0	1	1	1	1	1	2	0	2	0
Improved insulation	1	0	2	2	0	2	1	0	2	2	1	1	1	2	1	1	3	2	0
Install triple-glazed windows	1	0	1	1	2	1	1	2	1	0	2	2	3	0	1	1	0	1	0
Other [See Tab Windfall £500]	5	7	2	5	7	4	5	0	4	2	3	4	4	11	5	2	9	5	3
N/A - I would save this money for the future	32	48	27	33	32	34	30	34	30	33	33	33	31	39	24	34	25	35	36
N/A - I would use this to help cover day-to-day expenses	13	9	15	13	11	15	12	8	11	6	14	7	21	10	21	8	15	17	9
Don't know	4	11	3	2	5	5	3	0	5	1	2	1	2	3	7	5	2	10	0

Thinking about your own financial circumstances, if you were to earn a windfall of £1000, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=842]

A holiday	20	8	18	22	26	18	21	22	13	21	24	19	22	14	19	20	19	27	34
Paying off existing debt	20	17	27	22	9	22	19	26	24	19	24	24	15	19	16	19	23	23	27
New furniture/home fittings	10	3	14	8	8	9	12	23	11	14	8	12	9	9	5	8	10	13	10
A deposit for a house	4	8	7	0	0	2	5	3	3	2	10	8	0	5	4	3	4	0	0
A financial gift to a relative/friend	3	2	1	3	7	3	3	0	3	6	2	2	2	1	3	3	1	7	15
A new petrol or diesel car	2	0	2	2	2	2	1	0	0	2	1	1	0	1	3	5	0	0	4
Solar panels	2	2	2	1	1	2	2	0	0	5	5	0	0	1	1	3	0	3	3
Improved insulation	2	2	2	1	1	2	2	2	0	3	6	0	0	0	2	2	0	3	0
Install triple-glazed windows	2	2	1	2	1	1	2	7	1	2	0	0	1	1	4	0	3	2	0
Education/university fees	2	10	2	1	0	2	2	0	3	1	0	1	2	4	1	0	6	1	9
A heat pump	1	0	2	1	1	2	1	2	1	0	3	2	4	1	0	1	0	2	0
A new electric car	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	1	0	0	0
Other [See Tab Windfall £1000]	4	4	3	7	5	4	4	13	0	9	1	10	5	4	3	2	1	3	12
N/A - I would save this money for the future	33	46	29	29	38	36	30	17	41	35	25	27	33	38	43	32	25	30	9
N/A - I would use this to help cover day-to-day expenses	8	5	9	8	9	7	10	0	7	4	13	9	16	12	5	7	8	8	6
Don't know	3	7	2	3	3	4	2	3	1	6	2	1	6	4	1	3	4	2	0

YouGov / Smarts Agency Survey Result

Sample Size: 4108 adults in UK
Fieldwork: 18th - 23rd July 2025

Weighted Sample Unweighted Sample		Social Grade		House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your own financial circumstances, if you were to earn a windfall of £500, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=816]

A holiday	19	20	18	19	19	18	21	21	22	60	15	18	18	34	22	19	14
Paying off existing debt	19	19	18	15	16	25	35	27	9	0	5	8	35	18	20	18	17
New furniture/home fittings	9	7	11	12	9	7	13	9	11	60	0	20	14	12	11	9	6
A deposit for a house	3	3	2	1	2	4	5	6	0	0	6	0	3	3	2	3	6
A financial gift to a relative/friend	3	4	3	6	3	3	15	1	3	0	13	0	4	7	5	3	1
Solar panels	2	1	2	3	1	0	6	1	4	0	0	0	7	3	0	2	1
Education/university fees	2	1	3	3	2	2	0	2	0	0	0	0	7	9	2	1	2
A new electric car	1	0	1	2	0	0	0	0	0	0	0	0	7	0	0	1	0
A new petrol or diesel car	1	1	2	2	2	2	0	0	2	0	0	0	4	2	0	2	0
A heat pump	1	1	1	2	1	0	7	0	0	0	0	0	0	0	1	1	1
Improved insulation	1	2	1	2	1	2	0	1	2	0	0	0	4	5	1	1	0
Install triple-glazed windows	1	2	0	2	2	0	0	1	1	0	0	0	0	3	0	1	0
Other [See Tab Windfall £500]	5	5	5	3	4	6	9	4	3	0	7	0	5	2	3	5	7
N/A - I would save this money for the future	32	34	30	36	33	30	5	31	31	40	10	37	25	20	40	32	30
N/A - I would use this to help cover day-to-day expenses	13	10	17	9	17	9	42	11	9	0	49	8	14	8	9	13	17
Don't know	4	4	4	4	1	4	0	3	11	0	0	9	0	4	4	3	9

Thinking about your own financial circumstances, if you were to earn a windfall of £1000, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=842]

A holiday	20	24	15	24	20	18	19	14	29	0	0	24	33	20	30	19	18
Paying off existing debt	20	17	25	12	23	26	14	25	10	0	0	22	40	31	22	18	26
New furniture/home fittings	10	11	9	11	13	8	12	5	14	0	0	19	8	14	10	10	8
A deposit for a house	4	4	3	3	4	3	0	7	3	0	0	0	7	10	10	2	13
A financial gift to a relative/friend	3	3	2	4	2	4	14	0	8	0	0	0	5	2	7	3	0
A new petrol or diesel car	2	2	1	0	3	1	6	2	1	0	0	0	0	0	3	1	4
Solar panels	2	1	2	2	3	0	0	0	2	0	0	11	5	1	4	1	0
Improved insulation	2	2	1	1	3	0	0	1	1	0	0	0	5	0	2	2	0
Install triple-glazed windows	2	1	2	0	2	1	0	1	3	0	0	0	0	0	2	2	0
Education/university fees	2	2	2	4	3	1	0	1	0	0	0	11	5	0	0	2	5
A heat pump	1	2	1	2	1	1	0	1	1	0	0	0	0	4	3	1	0
A new electric car	0	0	0	1	0	0	0	1	0	0	0	0	2	0	0	0	1
Other [See Tab Windfall £1000]	4	4	4	3	4	5	0	5	3	0	18	0	11	4	7	4	4
N/A - I would save this money for the future	33	35	30	35	32	33	36	31	32	100	69	21	17	31	24	35	28
N/A - I would use this to help cover day-to-day expenses	8	5	13	4	8	10	4	13	8	0	13	21	4	3	3	9	8
Don't know	3	2	4	4	1	3	9	4	0	0	0	0	4	2	5	2	7

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your own financial circumstances, if you were to earn a windfall of £2000, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=789]

A holiday	22	10	24	20	24	20	23	38	25	21	23	19	27	23	19	18	20	18	12
Paying off existing debt	20	8	29	20	10	19	21	14	15	22	40	24	23	14	19	16	16	19	47
New furniture/home fittings	12	3	15	13	9	11	12	6	12	8	11	19	21	7	5	10	11	19	0
A deposit for a house	5	5	10	2	0	4	6	6	5	5	7	4	4	7	3	5	4	5	15
Solar panels	3	0	4	4	2	4	3	0	1	6	5	5	2	4	1	5	7	2	0
A financial gift to a relative/friend	3	0	1	3	9	3	3	1	3	1	3	4	3	3	1	8	2	5	5
Education/university fees	3	20	3	1	0	4	3	0	3	4	2	11	4	4	3	5	0	0	0
A new electric car	2	0	3	1	1	2	2	2	0	2	3	0	0	1	1	3	0	5	6
A new petrol or diesel car	2	3	3	3	2	2	3	0	2	3	4	6	4	1	2	1	0	2	6
Install triple-glazed windows	2	0	3	2	3	3	2	3	1	2	3	1	1	1	7	3	0	1	4
A heat pump	1	0	1	0	1	1	1	0	1	1	0	2	1	1	1	0	0	1	0
Improved insulation	1	1	2	1	1	2	1	0	1	1	0	0	4	3	2	2	0	0	0
Other [See Tab Windfall £2000]	5	4	4	6	4	4	5	0	3	5	5	2	3	7	6	6	0	9	0
N/A - I would save this money for the future	31	49	24	31	34	34	27	38	38	36	27	27	31	24	32	32	39	21	34
N/A - I would use this to help cover day-to-day expenses	7	8	8	7	6	7	8	2	6	4	3	4	8	11	9	9	5	15	0
Don't know	4	5	3	4	5	4	4	5	3	2	5	5	2	6	3	8	2	2	0

Thinking about your own financial circumstances, if you were to earn a windfall of £5000, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=854]

Paying off existing debt	23	13	32	24	8	24	22	27	21	28	22	18	20	23	18	26	28	26	27
A holiday	22	14	26	19	22	19	25	15	22	28	33	23	15	20	27	17	19	21	24
New furniture/home fittings	12	10	14	10	11	10	14	6	15	13	15	13	12	19	6	7	6	13	26
A deposit for a house	8	15	14	2	1	8	9	7	9	12	4	8	2	15	5	10	7	11	15
A new petrol or diesel car	5	7	4	5	4	4	5	3	4	2	3	4	3	6	6	6	7	10	5
A financial gift to a relative/friend	5	1	1	7	14	5	6	5	1	2	2	9	9	6	9	3	2	8	8
Solar panels	4	8	4	3	4	6	3	0	3	1	5	7	6	11	1	2	0	3	20
Education/university fees	3	16	2	1	1	3	3	2	9	0	2	2	1	10	3	1	0	3	0
A new electric car	2	1	2	1	2	2	2	0	1	1	3	1	3	0	2	2	0	4	0
A heat pump	2	1	3	2	1	3	1	0	2	2	3	3	0	2	2	0	0	2	19
Improved insulation	2	0	4	2	2	3	2	0	1	2	0	4	2	2	5	0	0	1	18
Install triple-glazed windows	2	0	3	2	2	2	3	2	0	1	2	2	4	1	1	4	4	1	14
Other [See Tab Windfall £5000]	7	4	7	8	7	6	7	6	7	13	5	3	10	5	8	5	7	5	10
N/A - I would save this money for the future	28	43	22	27	31	30	25	30	27	25	24	25	32	26	26	29	40	29	14
N/A - I would use this to help cover day-to-day expenses	6	5	5	7	6	7	5	12	2	8	10	7	4	6	7	8	0	3	0
Don't know	3	6	3	2	3	2	4	0	4	6	0	3	3	1	6	3	3	3	9

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your own financial circumstances, if you were to earn a windfall of £2000, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=789]

A holiday	22	24	19	22	25	22	11	25	9	0	11	17	27	25	23	21	23
Paying off existing debt	20	21	19	19	19	21	38	24	15	38	15	35	38	25	33	18	27
New furniture/home fittings	12	11	12	12	10	17	11	10	7	0	22	82	8	5	10	12	7
A deposit for a house	5	5	6	2	3	8	12	11	6	0	0	0	14	6	8	4	8
Solar panels	3	3	3	6	4	2	11	0	4	0	0	0	0	3	2	4	1
A financial gift to a relative/friend	3	4	2	4	3	2	0	5	5	0	11	0	0	0	4	4	0
Education/university fees	3	5	1	4	4	4	0	1	2	0	0	0	5	8	12	3	2
A new electric car	2	2	1	2	1	1	0	3	3	0	0	18	0	0	3	1	3
A new petrol or diesel car	2	3	2	0	3	2	0	2	10	0	11	0	8	3	7	2	3
Install triple-glazed windows	2	3	1	2	2	3	0	1	4	0	10	0	0	0	0	3	0
A heat pump	1	1	1	0	1	0	0	0	5	0	0	0	0	3	0	1	0
Improved insulation	1	1	2	1	2	2	0	0	2	0	0	0	0	2	2	1	0
Other [See Tab Windfall £2000]	5	5	4	3	4	6	0	7	1	0	0	17	0	3	1	5	0
N/A - I would save this money for the future	31	31	31	35	30	28	12	25	32	62	52	18	23	37	22	31	31
N/A - I would use this to help cover day-to-day expenses	7	6	9	6	8	7	27	8	10	0	10	0	3	6	9	7	14
Don't know	4	3	5	3	3	2	0	7	7	0	0	0	4	5	4	4	4

Thinking about your own financial circumstances, if you were to earn a windfall of £5000, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=854]

Paying off existing debt	23	20	27	17	26	27	30	26	11	0	0	47	36	29	25	22	18
A holiday	22	22	21	24	23	21	32	22	17	0	35	28	21	24	33	21	20
New furniture/home fittings	12	12	12	8	14	12	11	13	12	0	0	0	16	10	7	12	16
A deposit for a house	8	8	9	5	8	7	6	16	4	36	0	0	6	17	14	6	24
A new petrol or diesel car	5	6	4	7	5	3	7	3	9	0	0	0	4	6	8	5	5
A financial gift to a relative/friend	5	6	5	5	6	4	0	7	9	22	0	0	2	9	7	6	1
Solar panels	4	5	3	6	6	2	7	2	4	0	0	0	8	11	1	4	8
Education/university fees	3	5	1	5	3	1	6	5	1	0	0	0	4	0	3	3	9
A new electric car	2	2	1	3	1	1	7	3	0	0	0	0	4	0	1	2	0
A heat pump	2	3	1	2	3	2	7	1	0	0	0	0	3	0	3	2	0
Improved insulation	2	3	2	1	4	1	0	3	3	0	0	0	0	0	2	3	0
Install triple-glazed windows	2	2	2	1	3	2	0	2	4	0	0	0	2	0	0	3	0
Other [See Tab Windfall £5000]	7	7	7	8	10	5	3	5	4	0	0	0	4	2	4	8	8
N/A - I would save this money for the future	28	31	24	31	22	33	17	29	31	0	0	25	23	25	27	29	23
N/A - I would use this to help cover day-to-day expenses	6	4	8	3	8	2	0	7	8	0	65	0	7	2	6	6	8
Don't know	3	2	5	2	2	5	10	0	0	41	0	0	0	4	1	3	10

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your own financial circumstances, if you were to earn a windfall of £10,000, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=807]

Paying off existing debt	27	18	38	25	13	29	25	20	30	37	26	27	23	22	23	22	40	28	33
A holiday	25	21	28	23	22	20	30	38	37	15	20	17	25	27	25	19	30	23	27
A deposit for a house	11	29	18	2	0	10	11	10	16	14	10	6	15	17	6	9	4	12	0
New furniture/home fittings	11	1	15	11	11	8	15	16	14	11	15	8	9	15	9	9	11	14	4
A financial gift to a relative/friend	7	0	4	4	17	5	8	11	6	8	10	5	8	6	6	3	5	8	18
A new petrol or diesel car	6	3	6	8	5	6	6	6	6	2	10	4	9	8	8	5	6	2	0
Solar panels	4	0	3	4	7	5	2	5	3	1	1	3	4	2	4	10	1	4	10
Education/university fees	4	23	4	0	2	5	3	10	1	4	1	11	1	5	8	2	0	1	4
A new electric car	3	3	4	3	3	4	2	5	4	3	4	3	5	4	1	4	4	3	0
A heat pump	3	0	3	2	5	3	3	2	2	1	2	1	1	4	4	4	5	2	13
Improved insulation	3	0	3	3	4	4	2	0	5	0	2	2	3	2	3	9	2	2	9
Install triple-glazed windows	3	0	1	5	4	3	3	2	2	7	2	4	5	1	2	1	4	2	4
Other [See Tab Windfall £10000]	7	6	5	10	6	6	8	3	7	7	7	14	8	6	3	8	2	6	13
N/A - I would save this money for the future	24	37	20	25	25	25	24	24	15	18	27	21	20	36	32	29	13	25	12
N/A - I would use this to help cover day-to-day expenses	5	1	4	7	6	5	5	3	4	5	1	2	5	7	4	4	11	7	5
Don't know	2	4	1	1	5	2	3	2	2	1	3	2	7	1	2	3	2	1	4

Which of the following factors, if any, would most attract you to living in a new build home? Please choose up to two.

They are more energy-efficient	31	28	31	29	34	32	30	25	31	35	27	29	28	32	33	28	31	35	41
They won't need renovations	22	24	26	19	18	19	25	21	24	22	22	24	20	22	20	24	29	21	23
They have eco-tech devices (e.g. heat pumps, electric vehicle charging points etc) built in as standard	18	18	18	20	17	21	16	21	15	25	17	19	18	19	17	18	13	20	19
They have been built to modern building standards	17	22	18	14	15	18	15	20	16	16	14	18	14	23	17	10	15	19	25
No one else has ever lived there	11	14	15	8	6	10	12	16	12	11	12	15	10	10	10	9	7	10	14
New build guarantees	10	8	12	9	9	11	9	6	7	8	8	9	13	13	12	11	4	13	11
Something else	2	3	2	2	1	2	2	2	1	1	3	2	3	3	2	2	0	3	2
Don't know	6	13	7	4	2	7	4	3	8	3	3	4	7	7	6	5	5	5	7
Not applicable – I would not be interested in a new-build home	32	20	25	39	44	31	34	36	32	33	38	31	33	25	33	39	38	28	20

Which of the following comes closest to your view?

It is already too late to avoid the worst effects of climate change	13	11	13	13	15	13	14	17	13	15	15	10	12	16	12	15	13	14	9
We are still able to avoid the worst effects of climate change but it would need a drastic change in the steps taken to	54	70	56	52	47	50	58	48	53	53	51	55	55	58	56	50	58	54	57
We will be able to avoid the worst effects of climate change if we broadly carry on with the steps currently being taken	12	7	11	12	16	13	11	11	13	12	9	12	12	12	12	11	9	13	11
Not applicable - climate change is not an issue	11	4	10	15	14	15	7	14	12	14	14	13	11	8	9	15	9	7	18
Don't know	9	9	11	8	8	9	10	10	10	7	11	10	10	7	10	8	10	12	5

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your own financial circumstances, if you were to earn a windfall of £10,000, what would you consider spending this money on, if anything? Please select all that apply.

[Shown to a fifth of respondents; n=807]

Paying off existing debt	27	25	29	19	27	33	48	33	12	0	29	37	27	19	48	25	32
A holiday	25	23	26	21	25	34	36	18	17	0	0	12	31	30	28	24	21
A deposit for a house	11	10	12	8	11	13	4	16	0	0	0	15	12	10	6	9	32
New furniture/home fittings	11	12	11	14	10	11	25	13	7	0	0	12	6	16	8	12	6
A financial gift to a relative/friend	7	8	5	10	7	6	0	7	6	0	0	0	0	13	7	7	5
A new petrol or diesel car	6	5	7	6	5	9	4	5	4	0	0	12	0	0	7	7	3
Solar panels	4	4	3	9	3	3	0	0	4	0	0	0	9	5	2	4	0
Education/university fees	4	4	5	3	4	7	15	5	0	0	0	35	3	0	6	4	11
A new electric car	3	3	3	4	3	5	0	2	3	0	0	0	0	0	4	4	3
A heat pump	3	4	2	6	2	3	5	1	2	0	0	0	0	10	0	3	1
Improved insulation	3	3	3	4	3	4	9	2	1	0	0	0	0	3	0	4	0
Install triple-glazed windows	3	2	4	3	4	4	5	0	2	0	0	0	0	2	0	4	0
Other [See Tab Windfall £10000]	7	6	7	7	6	6	13	6	9	0	71	0	7	5	7	7	5
N/A - I would save this money for the future	24	25	23	27	27	18	21	25	30	0	0	13	32	41	17	24	18
N/A - I would use this to help cover day-to-day expenses	5	4	6	3	3	6	0	4	13	100	0	0	0	0	1	6	4
Don't know	2	2	3	3	2	0	0	3	4	0	0	0	0	0	0	2	8

Which of the following factors, if any, would most attract you to living in a new build home? Please choose up to two.

They are more energy-efficient	31	34	28	36	29	30	30	34	31	18	22	45	43	49	38	30	22
They won't need renovations	22	23	21	23	23	22	23	23	18	27	11	23	36	34	26	21	23
They have eco-tech devices (e.g. heat pumps, electric vehicle charging points etc) built in as standard	18	21	15	20	18	18	19	20	15	24	20	25	12	19	25	18	14
They have been built to modern building standards	17	18	16	18	15	17	12	21	15	0	11	32	32	20	23	15	21
No one else has ever lived there	11	9	13	9	11	12	5	16	5	0	8	27	22	22	18	9	10
New build guarantees	10	11	9	10	10	9	12	12	7	38	17	14	26	11	13	9	9
Something else	2	2	2	3	2	1	0	3	1	0	2	0	4	2	2	2	2
Don't know	6	5	7	4	5	5	14	6	3	0	3	3	2	7	3	5	17
Not applicable – I would not be interested in a new-build home	32	31	34	30	34	34	28	23	47	46	45	10	5	8	15	37	26

Which of the following comes closest to your view?

It is already too late to avoid the worst effects of climate change	13	13	14	14	11	15	14	16	14	21	15	5	10	12	16	13	14
We are still able to avoid the worst effects of climate change but it would need a drastic change in the steps taken to	54	61	45	56	57	53	53	56	45	44	34	62	60	61	51	54	48
We will be able to avoid the worst effects of climate change if we broadly carry on with the steps currently being taken	12	11	12	13	11	11	8	11	14	28	12	31	17	15	12	11	13
Not applicable - climate change is not an issue	11	8	15	11	11	11	13	10	19	7	7	3	7	4	11	12	9
Don't know	9	7	12	6	9	11	12	8	8	0	31	0	6	7	11	9	17

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What impact, if any, do you think each of the following groups can have on tackling climate change?

Individuals

A great deal of impact	13	11	15	14	12	12	15	9	15	16	15	10	14	17	12	12	13	9	17
A fair amount of impact	35	34	36	35	34	30	39	37	36	31	36	37	32	36	36	32	41	36	31
TOTAL A GREAT DEAL / A FAIR AMOUNT OF IMPACT	48	45	51	49	46	42	54	46	51	47	51	47	46	53	48	44	54	45	48
Not very much impact	35	43	31	34	38	38	32	34	31	36	29	38	38	34	38	33	27	39	34
No impact at all	10	5	9	11	12	14	5	12	10	8	12	10	11	8	7	14	10	8	12
TOTAL NOT VERY MUCH / NO IMPACT	45	48	40	45	50	52	37	46	41	44	41	48	49	42	45	47	37	47	46
Don't know	7	7	9	7	4	6	8	8	7	9	8	7	5	5	7	9	9	7	6

Businesses

A great deal of impact	38	50	42	35	29	35	41	32	36	41	35	31	37	50	40	37	40	36	38
A fair amount of impact	37	32	34	39	42	38	36	36	38	36	35	44	36	35	38	33	38	41	35
TOTAL A GREAT DEAL / A FAIR AMOUNT OF IMPACT	75	82	76	74	71	73	77	68	74	77	70	75	73	85	78	70	78	77	73
Not very much impact	11	7	9	11	18	12	10	14	10	9	13	10	15	6	11	13	7	12	12
No impact at all	6	2	5	8	6	8	3	10	8	4	6	7	5	5	4	6	4	4	7
TOTAL NOT VERY MUCH / NO IMPACT	17	9	14	19	24	20	13	24	18	13	19	17	20	11	15	19	11	16	19
Don't know	8	8	10	7	4	6	9	8	8	9	10	8	6	3	7	10	11	7	8

Governments

A great deal of impact	49	61	52	48	41	48	51	39	48	50	46	45	50	59	50	46	48	53	49
A fair amount of impact	27	24	25	27	31	27	26	29	28	26	25	29	26	27	24	27	26	26	32
TOTAL A GREAT DEAL / A FAIR AMOUNT OF IMPACT	76	85	77	75	72	75	77	68	76	76	71	74	76	86	74	73	74	79	81
Not very much impact	10	4	9	11	15	11	9	13	9	9	14	12	13	5	13	11	10	10	5
No impact at all	6	3	5	8	7	8	4	10	7	6	7	7	5	6	5	7	6	4	7
TOTAL NOT VERY MUCH / NO IMPACT	16	7	14	19	22	19	13	23	16	15	21	19	18	11	18	18	16	14	12
Don't know	8	8	10	7	5	6	9	10	8	10	8	7	6	3	8	10	10	7	7

Generally speaking, do you support or oppose new build homes being encouraged to include the following eco-tech products?

Solar panels

Strongly support	50	48	50	53	49	51	50	44	45	54	51	44	50	53	53	52	51	47	58
Tend to support	34	36	35	31	35	34	34	38	37	31	33	37	34	33	31	33	34	38	29
TOTAL SUPPORT	84	84	85	84	84	85	84	82	82	85	84	81	84	86	84	85	85	85	87
Tend to oppose	4	2	4	5	7	4	5	5	4	5	4	5	4	5	5	5	4	4	3
Strongly oppose	2	0	1	4	2	2	2	2	3	2	3	3	2	0	2	3	0	3	1
TOTAL OPPOSE	6	2	5	9	9	6	7	7	7	7	7	8	6	5	7	8	4	7	4
Don't know	9	14	10	7	7	8	10	11	11	9	9	10	10	9	9	6	10	7	10

Electric vehicle (EV) charging point

Strongly support	29	26	30	31	28	31	28	28	26	31	29	27	28	36	28	31	27	26	29
Tend to support	41	44	41	37	42	41	40	44	42	42	35	41	41	42	38	39	40	44	36
TOTAL SUPPORT	70	70	71	68	70	72	68	72	68	73	64	68	69	78	66	70	67	70	65
Tend to oppose	9	7	8	10	11	9	9	7	8	6	11	13	9	5	11	11	9	8	8
Strongly oppose	5	2	5	7	6	6	5	8	6	6	6	5	7	4	4	6	5	6	6
TOTAL OPPOSE	14	9	13	17	17	15	14	15	14	12	17	18	16	9	15	17	14	14	14
Don't know	16	21	16	16	13	13	19	13	19	15	18	14	15	13	19	13	18	17	22

Weighted Sample Unweighted Sample		Social Grade		House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What impact, if any, do you think each of the following groups can have on tackling climate change?

Individuals

A great deal of impact	13	14	12	12	15	13	10	15	13	0	8	25	21	20	12	13	11
A fair amount of impact	35	37	33	34	34	37	32	38	33	48	38	38	43	35	35	35	35
TOTAL A GREAT DEAL / A FAIR AMOUNT OF IMPACT	48	51	45	46	49	50	42	53	46	48	46	63	64	55	47	48	46
Not very much impact	35	37	32	41	35	33	27	33	32	34	34	31	27	30	37	36	28
No impact at all	10	8	12	10	9	9	21	8	14	11	3	3	6	7	9	10	9
TOTAL NOT VERY MUCH / NO IMPACT	45	45	44	51	44	42	48	41	46	45	37	34	33	37	46	46	37
Don't know	7	5	11	4	8	8	10	7	8	7	18	2	2	8	7	6	17

Businesses

A great deal of impact	38	44	31	37	40	39	29	44	27	36	41	42	56	40	36	37	41
A fair amount of impact	37	37	38	42	36	37	36	34	42	33	23	53	28	37	41	38	28
TOTAL A GREAT DEAL / A FAIR AMOUNT OF IMPACT	75	81	69	79	76	76	65	78	69	69	64	95	84	77	77	75	69
Not very much impact	11	10	12	11	11	10	11	11	16	24	13	0	11	10	12	12	7
No impact at all	6	4	7	5	6	4	14	5	8	0	0	3	1	5	5	6	6
TOTAL NOT VERY MUCH / NO IMPACT	17	14	19	16	17	14	25	16	24	24	13	3	12	15	17	18	13
Don't know	8	5	12	5	8	9	10	7	7	7	23	2	4	9	7	7	18

Governments

A great deal of impact	49	56	40	51	51	48	47	54	39	29	44	50	64	56	50	49	45
A fair amount of impact	27	26	28	29	24	31	19	25	27	21	15	35	23	20	28	27	21
TOTAL A GREAT DEAL / A FAIR AMOUNT OF IMPACT	76	82	68	80	75	79	66	79	66	50	59	85	87	76	78	76	66
Not very much impact	10	9	12	10	11	8	10	9	18	9	14	10	6	10	9	11	8
No impact at all	6	4	8	6	6	6	14	5	7	21	2	3	5	5	5	6	7
TOTAL NOT VERY MUCH / NO IMPACT	16	13	20	16	17	14	24	14	25	30	16	13	11	15	14	17	15
Don't know	8	5	12	4	8	8	10	6	8	20	26	2	3	8	7	7	19

Generally speaking, do you support or oppose new build homes being encouraged to include the following eco-tech products?

Solar panels

Strongly support	50	55	44	60	49	49	43	47	51	38	60	51	63	58	48	50	43
Tend to support	34	32	36	29	35	35	36	39	35	42	25	37	30	33	35	35	29
TOTAL SUPPORT	84	87	80	89	84	84	79	86	86	80	85	88	93	91	83	85	72
Tend to oppose	4	4	5	5	6	4	3	3	5	0	9	3	1	3	4	5	4
Strongly oppose	2	2	3	1	3	3	4	1	2	7	0	0	1	0	2	2	3
TOTAL OPPOSE	6	6	8	6	9	7	7	4	7	7	9	3	2	3	6	7	7
Don't know	9	7	12	6	8	10	15	10	7	13	6	9	5	6	11	8	21

Electric vehicle (EV) charging point

Strongly support	29	34	22	35	28	28	18	30	25	21	23	53	41	29	35	29	22
Tend to support	41	41	40	40	40	40	44	43	43	15	31	31	37	46	38	42	32
TOTAL SUPPORT	70	75	62	75	68	68	62	73	68	36	54	84	78	75	73	71	54
Tend to oppose	9	8	10	9	10	8	9	7	14	16	14	7	5	8	10	9	8
Strongly oppose	5	4	7	5	6	6	4	5	6	28	0	0	4	3	4	6	5
TOTAL OPPOSE	14	12	17	14	16	14	13	12	20	44	14	7	9	11	14	15	13
Don't know	16	13	20	11	16	18	24	16	12	22	32	9	13	13	13	15	33

		Age					Gender		Region lived											
		Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample		4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample		4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Smart thermostats	Strongly support	36	32	39	36	34	36	36	36	37	40	41	31	39	35	36	36	32	30	50
	Tend to support	42	41	41	41	46	42	42	41	42	44	36	46	39	46	44	38	44	44	28
	TOTAL SUPPORT	78	73	80	77	80	78	78	77	79	84	77	77	78	81	80	74	76	74	78
	Tend to oppose	5	6	4	5	5	5	4	5	5	3	6	5	5	4	4	6	3	5	6
	Strongly oppose	3	1	3	3	2	3	2	2	3	1	3	2	3	2	2	4	2	4	2
	TOTAL OPPOSE	8	7	7	8	7	8	6	7	8	4	9	7	8	6	6	10	5	9	8
Don't know		14	20	14	14	13	13	16	16	13	12	15	15	15	13	13	15	19	17	14
Smart lighting	Strongly support	31	25	32	32	31	32	30	30	31	33	35	27	32	32	28	30	33	31	34
	Tend to support	43	43	41	42	47	42	43	43	43	42	36	50	43	44	42	40	39	45	44
	TOTAL SUPPORT	74	68	73	74	78	74	73	73	74	75	71	77	75	76	70	70	72	76	78
	Tend to oppose	7	8	7	7	6	8	6	5	6	7	9	5	9	6	8	8	6	8	4
	Strongly oppose	2	3	2	3	2	3	2	4	3	2	2	2	1	3	2	3	1	1	3
	TOTAL OPPOSE	9	11	9	10	8	11	8	9	9	9	11	7	10	9	10	11	7	9	7
Don't know		17	20	18	16	15	15	19	18	17	17	19	15	15	15	20	19	22	15	15
Cavity wall insulation	Strongly support	53	29	51	59	61	54	52	53	48	59	64	49	53	46	57	55	51	47	70
	Tend to support	31	31	32	30	29	30	31	31	31	29	24	34	33	34	27	28	31	36	24
	TOTAL SUPPORT	84	60	83	89	90	84	83	84	79	88	88	83	86	80	84	83	82	83	94
	Tend to oppose	2	3	1	2	3	2	2	1	4	1	2	2	0	3	3	3	1	2	1
	Strongly oppose	1	2	1	2	2	2	1	2	2	2	1	1	0	2	1	2	2	2	1
	TOTAL OPPOSE	3	5	2	4	5	4	3	3	6	3	3	3	0	5	4	5	3	4	2
Don't know		12	35	14	6	6	11	14	13	14	9	9	13	14	15	12	12	15	13	4
Triple-glazing	Strongly support	49	38	50	52	51	49	50	43	43	54	56	47	46	47	49	53	52	51	58
	Tend to support	37	38	35	38	40	38	37	46	40	35	30	41	41	35	39	34	35	38	31
	TOTAL SUPPORT	86	76	85	90	91	87	87	89	83	89	86	88	87	82	88	87	87	89	89
	Tend to oppose	2	3	2	2	3	3	2	2	2	3	1	2	2	5	2	3	1	1	0
	Strongly oppose	1	1	1	1	1	1	0	1	2	1	2	2	1	1	0	1	0	0	2
	TOTAL OPPOSE	3	4	3	3	4	4	2	3	4	4	3	4	3	6	2	4	1	1	2
Don't know		10	21	12	7	6	10	10	7	14	8	10	9	9	13	10	8	12	9	9
Energy Monitoring Systems	Strongly support	30	32	32	29	28	31	29	29	29	31	33	28	30	35	28	32	29	25	32
	Tend to support	42	40	39	42	47	42	42	42	42	44	40	41	41	44	43	38	36	47	34
	TOTAL SUPPORT	72	72	71	71	75	73	71	71	71	75	73	69	71	79	71	70	65	72	66
	Tend to oppose	6	4	6	6	7	7	5	1	7	6	5	8	5	5	7	6	6	8	6
	Strongly oppose	3	3	2	4	3	3	2	6	2	2	4	4	4	2	2	4	1	3	3
	TOTAL OPPOSE	9	7	8	10	10	10	7	7	9	8	9	12	9	7	9	10	7	11	9
Don't know		20	22	21	19	16	17	22	22	20	17	19	20	20	14	20	20	29	18	25

		Social Grade			House type lived in							As far as you know, when was your current home built?						
		Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample		4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample		4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Smart thermostats																		
	Strongly support	36	41	30	43	35	35	22	36	37	27	25	52	49	45	34	36	30
	Tend to support	42	41	43	39	43	43	36	44	42	53	38	45	41	45	48	42	37
	TOTAL SUPPORT	78	82	73	82	78	78	58	80	79	80	63	97	90	90	82	78	67
	Tend to oppose	5	4	5	6	5	3	11	5	5	0	6	0	3	4	5	5	4
	Strongly oppose	3	2	3	2	2	3	3	3	4	7	4	0	1	0	2	3	3
	TOTAL OPPOSE	8	6	8	8	7	6	14	8	9	7	10	0	4	4	7	8	7
	Don't know	14	12	18	12	15	15	28	13	12	13	27	3	6	6	11	15	25
Smart lighting																		
	Strongly support	31	35	26	35	30	29	18	32	32	27	27	42	37	39	32	30	28
	Tend to support	43	42	44	42	45	43	35	43	42	45	25	46	48	43	45	43	32
	TOTAL SUPPORT	74	77	70	77	75	72	53	75	74	72	52	88	85	82	77	73	60
	Tend to oppose	7	7	7	7	6	6	17	6	8	0	26	3	4	4	6	7	9
	Strongly oppose	2	2	3	1	2	3	1	2	3	16	0	2	1	1	2	2	4
	TOTAL OPPOSE	9	9	10	8	8	9	18	8	11	16	26	5	5	5	8	9	13
	Don't know	17	15	20	14	17	19	29	17	16	13	23	8	10	13	16	17	28
Cavity wall insulation																		
	Strongly support	53	57	48	61	53	51	47	49	57	63	49	62	59	51	51	55	35
	Tend to support	31	28	34	27	30	32	31	35	31	24	32	25	31	33	34	31	27
	TOTAL SUPPORT	84	85	82	88	83	83	78	84	88	87	81	87	90	84	85	86	62
	Tend to oppose	2	2	2	2	3	2	3	1	3	0	3	0	1	2	1	2	4
	Strongly oppose	1	1	2	1	1	2	1	1	2	0	0	0	1	1	2	2	1
	TOTAL OPPOSE	3	3	4	3	4	4	4	2	5	0	3	0	2	3	3	4	5
	Don't know	12	12	13	9	13	13	18	14	6	13	16	13	8	13	12	10	33
Triple-glazing																		
	Strongly support	49	53	44	53	49	48	40	49	53	75	36	45	48	48	49	50	40
	Tend to support	37	35	40	37	38	38	40	36	37	18	54	42	41	41	37	38	29
	TOTAL SUPPORT	86	88	84	90	87	86	80	85	90	93	90	87	89	89	86	88	69
	Tend to oppose	2	3	2	2	2	2	5	4	2	7	4	2	4	1	3	2	4
	Strongly oppose	1	1	1	1	1	1	0	1	0	0	0	0	1	1	1	1	2
	TOTAL OPPOSE	3	4	3	3	3	3	5	5	2	7	4	2	5	2	4	3	6
	Don't know	10	8	12	8	10	10	15	10	8	0	5	11	6	8	9	9	24
Energy Monitoring Systems																		
	Strongly support	30	34	24	34	29	29	18	31	30	18	22	37	39	44	28	29	26
	Tend to support	42	41	43	40	42	42	39	45	44	62	43	49	44	43	45	42	33
	TOTAL SUPPORT	72	75	67	74	71	71	57	76	74	80	65	86	83	87	73	71	59
	Tend to oppose	6	6	6	6	6	5	8	5	8	0	5	0	3	3	8	6	6
	Strongly oppose	3	2	3	3	3	3	4	2	3	7	0	0	1	0	3	3	3
	TOTAL OPPOSE	9	8	9	9	9	8	12	7	11	7	5	0	4	3	11	9	9
	Don't know	20	17	23	17	20	21	32	17	15	13	30	14	13	10	16	19	32

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What proportion of UK greenhouse gas emissions do you think come directly from homes?

Less than 5%	11	10	10	11	12	15	7	17	11	10	13	10	11	10	13	11	5	10	10
5-10%	11	12	11	10	13	12	10	7	13	12	9	12	9	11	11	12	9	14	12
11-20%	14	20	14	14	11	16	12	14	11	15	12	12	15	18	15	13	14	13	13
21-30%	12	14	11	13	11	13	11	10	10	14	11	16	13	12	12	12	11	6	6
31-40%	6	9	6	5	6	6	6	7	7	5	8	5	6	5	6	8	4	5	4
41-50%	3	2	3	3	4	3	3	3	3	4	3	2	3	4	2	2	4	2	2
51-60%	2	1	1	2	2	1	2	2	2	1	2	2	2	1	2	1	2	1	1
61-70%	1	0	1	1	1	1	1	0	1	1	0	2	1	1	1	1	2	0	2
71-80%	0	0	0	1	1	0	1	0	0	0	0	0	0	1	1	0	1	1	0
81-90%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
91-100%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	40	32	42	41	39	33	46	40	43	38	42	39	39	35	37	41	48	40	48

Generally speaking, how easy or difficult do you think it is to install the following eco-tech devices on existing homes?

Solar panels

Very easy	12	8	8	14	19	12	12	15	14	13	11	10	13	8	11	13	17	10	8
Fairly easy	41	32	38	42	47	40	41	39	38	45	46	43	38	37	38	42	40	42	46
TOTAL EASY	53	40	46	56	66	52	53	54	52	58	57	53	51	45	49	55	57	52	54
Fairly difficult	24	34	25	23	18	26	23	27	22	21	20	26	24	27	27	23	18	26	25
Very difficult	10	10	11	11	7	11	10	6	14	11	10	8	11	14	10	9	8	11	7
TOTAL DIFFICULT	34	44	36	34	25	37	33	33	36	32	30	34	35	41	37	32	26	37	32
Don't know	13	16	17	10	8	12	15	13	12	10	13	13	14	15	14	14	18	11	15

Heat pumps

Very easy	3	3	3	4	3	3	3	1	4	3	4	2	4	2	3	3	6	4	3
Fairly easy	20	20	19	20	22	22	19	22	20	20	20	21	21	22	20	18	20	19	25
TOTAL EASY	23	23	22	24	25	25	22	23	24	23	24	23	25	24	23	21	26	23	28
Fairly difficult	29	28	28	32	30	32	27	26	28	32	31	29	31	28	31	31	21	31	29
Very difficult	19	14	17	23	23	21	18	16	23	19	18	20	18	20	18	20	18	22	13
TOTAL DIFFICULT	48	42	45	55	53	53	45	42	51	51	49	49	49	48	49	51	39	53	42
Don't know	28	36	34	21	22	22	33	34	26	27	27	29	27	29	28	27	35	24	30

Weighted Sample Unweighted Sample		Social Grade		House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What proportion of UK greenhouse gas emissions do you think come directly from homes?

Less than 5%	11	10	12	10	12	10	17	9	14	34	8	16	13	14	9	11	8
5-10%	11	12	10	13	12	11	8	11	11	0	10	10	19	9	12	11	8
11-20%	14	16	11	16	13	14	19	15	13	0	14	8	16	14	18	14	12
21-30%	12	12	11	13	11	12	15	12	12	9	11	21	11	12	12	12	6
31-40%	6	6	6	6	7	6	1	6	5	9	7	9	6	6	5	6	6
41-50%	3	3	3	2	3	3	5	3	2	9	4	3	3	4	5	3	2
51-60%	2	2	1	3	1	1	0	2	2	0	0	0	2	2	1	2	1
61-70%	1	1	1	1	1	1	0	0	1	0	2	0	1	3	0	1	0
71-80%	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0
81-90%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
91-100%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	40	36	45	35	40	42	36	41	37	39	42	35	28	36	36	39	56

Generally speaking, how easy or difficult do you think it is to install the following eco-tech devices on existing homes?

Solar panels

Very easy	12	10	14	16	11	10	7	8	19	48	7	19	9	13	10	12	7
Fairly easy	41	42	38	45	41	39	37	36	49	30	38	38	41	43	41	42	28
TOTAL EASY	53	52	52	61	52	49	44	44	68	78	45	57	50	56	51	54	35
Fairly difficult	24	26	21	25	26	23	20	26	16	16	24	21	31	23	23	24	23
Very difficult	10	11	10	7	9	12	14	14	10	0	11	7	11	10	15	10	10
TOTAL DIFFICULT	34	37	31	32	35	35	34	40	26	16	35	28	42	33	38	34	33
Don't know	13	10	17	7	13	17	22	16	6	7	20	14	9	11	12	12	33

Heat pumps

Very easy	3	3	4	4	3	2	0	4	4	9	0	5	4	4	3	3	3
Fairly easy	20	21	19	21	19	18	15	22	28	37	9	18	24	32	21	20	18
TOTAL EASY	23	24	23	25	22	20	15	26	32	46	9	23	28	36	24	23	21
Fairly difficult	29	33	25	35	30	27	23	27	27	20	21	27	29	23	31	31	18
Very difficult	19	20	19	18	18	22	29	18	24	21	24	17	20	12	20	20	13
TOTAL DIFFICULT	48	53	44	53	48	49	52	45	51	41	45	44	49	35	51	51	31
Don't know	28	24	33	21	30	31	33	28	18	13	46	33	22	29	25	26	48

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Electric vehicle charger

Very easy	15	10	12	17	21	17	14	11	14	20	18	15	17	11	17	15	12	16	13
Fairly easy	41	32	39	46	45	41	41	45	38	43	46	43	41	39	40	45	37	37	46
TOTAL EASY	56	42	51	63	66	58	55	56	52	63	64	58	58	50	57	60	49	53	59
Fairly difficult	16	27	18	14	11	17	15	16	18	14	13	17	16	19	15	12	15	21	13
Very difficult	9	8	9	10	8	10	8	9	13	8	5	8	9	10	9	9	9	8	9
TOTAL DIFFICULT	25	35	27	24	19	27	23	25	31	22	18	25	25	29	24	21	24	29	22
Don't know	18	22	22	14	15	15	21	18	17	16	18	17	17	20	19	18	27	17	18

Smart thermostat

Very easy	29	23	28	32	30	32	27	29	30	30	31	26	31	26	31	26	34	30	18
Fairly easy	41	43	41	40	43	40	42	35	42	47	39	45	40	40	40	44	39	41	43
TOTAL EASY	70	66	69	72	73	72	69	64	72	77	70	71	71	66	71	70	73	71	61
Fairly difficult	6	10	6	6	3	6	6	9	5	5	5	4	7	10	5	3	4	9	5
Very difficult	3	2	3	3	2	3	2	3	4	2	3	1	3	5	3	4	0	2	3
TOTAL DIFFICULT	9	12	9	9	5	9	8	12	9	7	8	5	10	15	8	7	4	11	8
Don't know	21	23	21	19	22	18	23	24	19	16	22	23	20	19	20	24	22	18	30

Which of the following eco-tech devices, if any, do you currently own? Please tick all that apply.

Solar panels	9	8	7	10	13	9	9	13	9	10	9	11	9	5	10	14	9	9	7
Heat pump	3	5	2	3	2	3	2	1	3	5	3	3	2	3	2	2	3	3	1
Hydrogen boiler	0	0	0	0	0	1	0	0	0	0	1	1	0	0	1	0	0	0	1
Household energy battery storage	3	1	2	3	5	3	3	3	2	3	2	3	5	2	3	4	3	2	3
Smart meter	52	35	52	54	59	51	53	50	52	55	61	57	54	46	54	56	56	54	3
Zero Emission boiler	1	4	1	1	2	2	1	2	2	1	2	1	1	1	1	2	0	0	3
Electric vehicle (EV) charger	6	7	7	6	5	6	6	8	6	8	10	6	5	4	6	7	3	6	4
Smart thermostat	17	13	19	17	15	18	15	19	20	18	17	18	19	13	18	14	17	15	6
Another eco-tech device not listed [See Tab 2]	1	1	1	2	2	1	1	1	2	2	1	1	2	1	1	0	1	1	0
None of these	33	33	33	36	32	33	34	33	34	31	27	30	31	40	33	29	32	32	74
Don't know	5	17	6	2	1	6	4	5	5	5	4	4	6	6	5	5	2	6	9

	Social Grade		House type lived in									As far as you know, when was your current home built?					
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Electric vehicle charger

Very easy	15	17	13	25	15	11	8	10	20	22	2	40	18	19	15	16	6
Fairly easy	41	43	39	47	42	38	40	37	45	56	38	33	40	44	39	43	29
TOTAL EASY	56	60	52	72	57	49	48	47	65	78	40	73	58	63	54	59	35
Fairly difficult	16	16	16	12	17	17	10	22	12	0	11	18	21	16	21	15	19
Very difficult	9	9	9	4	8	13	13	11	10	9	9	0	5	7	11	9	9
TOTAL DIFFICULT	25	25	16	16	25	30	23	33	22	9	20	18	26	23	32	24	28
Don't know	18	15	23	11	18	22	29	20	13	13	40	10	16	14	14	17	38

Smart thermostat

Very easy	29	32	25	34	28	28	22	27	34	66	18	31	33	31	27	30	18
Fairly easy	41	43	40	42	44	40	40	43	42	21	20	49	43	46	44	41	35
TOTAL EASY	70	75	65	76	72	68	62	70	76	87	38	80	76	77	71	71	53
Fairly difficult	6	6	6	6	4	7	5	8	4	0	8	11	7	6	8	5	8
Very difficult	3	2	4	1	3	3	2	3	5	0	2	0	0	1	3	3	4
TOTAL DIFFICULT	9	8	10	7	7	10	7	11	9	0	10	11	7	7	11	8	12
Don't know	21	17	26	16	21	23	30	20	16	13	52	10	16	15	18	20	35

Which of the following eco-tech devices, if any, do you currently own? Please tick all that apply.

Solar panels	9	9	10	13	10	7	4	2	20	0	6	27	13	10	9	10	3
Heat pump	3	2	3	4	2	1	1	3	5	0	0	14	5	5	3	2	1
Hydrogen boiler	0	0	0	1	0	0	0	0	0	0	0	0	0	2	0	0	0
Household energy battery storage	3	3	3	5	3	1	1	1	7	11	0	0	2	5	2	3	1
Smart meter	52	53	51	55	56	55	47	45	54	0	26	64	57	55	47	54	33
Zero Emission boiler	1	2	1	2	1	1	3	1	2	0	5	4	2	4	1	1	2
Electric vehicle (EV) charger	6	8	4	15	6	2	1	2	6	0	0	38	19	9	8	5	2
Smart thermostat	17	19	14	25	19	16	6	7	16	9	9	26	25	20	16	17	7
Another eco-tech device not listed [See Tab 2]	1	1	1	1	1	0	2	1	2	0	6	0	2	0	1	1	0
None of these	33	33	34	30	29	33	37	44	32	74	57	11	25	25	37	33	41
Don't know	5	4	7	2	5	6	9	5	1	6	7	5	3	9	5	3	18

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, best explains why you do not currently have any eco-tech devices? Please tick all that apply.

[Shown only to those respondents who said they do not own any eco-tech devices currently; n=1356]

They cost too much to install	40	38	39	41	42	40	39	57	41	32	56	46	37	30	36	39	36	35	57
My home is not suitable for eco-tech devices	19	12	19	18	25	20	19	20	19	16	15	13	21	20	23	18	24	25	15
I have heard of people having bad experiences with their eco-tech devices	13	5	8	13	25	13	12	9	11	11	8	26	18	6	11	18	9	13	16
I am not interested in using eco-tech devices	13	5	10	15	19	14	11	18	13	13	10	18	15	9	9	12	14	17	11
I have never considered eco-tech devices	13	8	10	15	17	12	13	7	12	13	8	11	19	9	11	10	13	20	18
They will increase my bills	11	14	9	11	12	12	9	19	6	12	10	14	14	9	5	15	13	7	13
I do not have any eco-tech devices currently, but would look to purchase some in the future	10	8	13	8	8	11	9	14	8	15	10	10	6	15	13	5	5	5	12
I do not believe that the energy savings are worth it	10	4	6	11	19	12	9	9	10	10	11	15	11	8	10	14	3	11	9
Having eco-tech devices fitted to my home would be too disruptive	9	1	9	9	14	11	8	15	11	8	8	11	9	7	8	10	6	11	9
It is not worth investing in eco-tech devices as I am not expecting to live in my current home for very long	9	7	10	7	12	10	9	9	8	10	5	14	9	11	11	10	7	4	8
I am not interested in changing my habits to adapt to an eco-tech device	9	4	7	11	15	12	7	8	9	10	3	13	6	8	10	8	10	12	12
I don't understand how they work	8	5	7	8	11	7	10	13	15	7	10	5	9	6	7	9	2	8	10
I don't know where to purchase them/how to get them installed	7	12	9	5	5	8	7	18	9	6	8	4	7	6	5	4	11	5	15
I don't know where to find after-care information and support	3	2	3	3	3	2	3	3	6	1	2	4	2	2	3	2	3	4	3
Something else [See Tab 3]	20	23	22	19	15	21	19	9	22	28	16	8	19	27	24	13	17	21	19
Don't know	6	12	7	4	5	7	6	1	5	4	8	8	6	9	7	10	11	4	2

You previously said that you own the following eco-tech devices. How long have you owned them?

[Shown only to those respondents who own an eco-tech device; n=2584]

Solar panels

[Shown only to those respondents who own solar panels; n=395]

Less than a year	13	9	20	14	8	14	13	4	22	14	9	18	18	10	14	8	11	16	10
1-2 years	19	45	19	19	11	21	16	11	14	18	19	23	12	32	16	23	14	26	10
3-4 years	16	14	22	9	16	14	17	5	15	17	6	11	34	16	20	16	15	11	15
5-6 years	8	11	11	7	6	6	10	21	3	4	10	7	7	15	1	5	23	7	25
More than 6 years	41	15	23	51	57	40	42	55	44	48	56	37	27	13	46	47	31	36	40
Don't know	3	6	6	1	1	5	1	2	3	0	0	5	2	14	2	2	5	4	0

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, best explains why you do not currently have any eco-tech devices? Please tick all that apply.

[Shown only to those respondents who said they do not own any eco-tech devices currently; n=1356]

They cost too much to install	40	40	39	45	48	44	37	22	40	40	25	0	26	47	39	42	23
My home is not suitable for eco-tech devices	19	21	17	14	15	17	26	29	23	79	13	41	11	20	20	20	12
I have heard of people having bad experiences with their eco-tech devices	13	12	15	17	15	12	5	5	24	0	7	0	11	5	12	14	4
I am not interested in using eco-tech devices	13	9	17	15	13	15	23	7	12	9	4	0	0	6	10	14	10
I have never considered eco-tech devices	13	12	13	14	12	13	15	10	20	21	0	0	24	14	14	14	2
They will increase my bills	11	9	13	9	10	12	3	9	17	28	11	0	12	15	14	11	7
I do not have any eco-tech devices currently, but would look to purchase some in the future	10	12	7	12	10	9	10	10	8	0	4	59	12	12	13	10	5
I do not believe that the energy savings are worth it	10	9	12	16	11	8	14	5	17	0	8	0	4	4	19	11	5
Having eco-tech devices fitted to my home would be too disruptive	9	9	9	11	10	9	15	6	9	28	13	0	0	2	9	10	3
It is not worth investing in eco-tech devices as I am not expecting to live in my current home for very long	9	9	9	10	9	11	27	7	7	28	10	0	4	6	16	9	8
I am not interested in changing my habits to adapt to an eco-tech device	9	7	12	8	11	9	26	5	11	28	4	0	0	7	8	10	6
I don't understand how they work	8	9	7	5	11	8	2	7	11	0	10	0	12	9	12	8	7
I don't know where to purchase them/how to get them installed	7	8	7	6	9	7	14	7	3	0	11	0	17	12	9	7	5
I don't know where to find after-care information and support	3	4	2	3	4	2	2	3	1	0	7	0	12	7	3	3	0
Something else [See Tab 3]	20	20	19	13	18	17	17	31	13	0	53	0	16	17	23	18	32
Don't know	6	5	8	7	6	8	9	5	4	0	5	0	4	7	3	6	16

You previously said that you own the following eco-tech devices. How long have you owned them?

[Shown only to those respondents who own an eco-tech device; n=2584]

Solar panels

[Shown only to those respondents who own solar panels; n=395]

Less than a year	13	14	12	8	12	13	0	43	17	0	0	50	10	25	4	12	47
1-2 years	19	18	20	20	16	18	46	11	18	0	75	50	30	11	8	19	14
3-4 years	16	16	16	17	22	10	54	6	11	0	25	0	47	20	19	15	0
5-6 years	8	6	11	8	8	13	0	19	3	0	0	0	10	13	0	9	0
More than 6 years	41	43	39	45	40	42	0	11	50	0	0	0	4	30	62	44	22
Don't know	3	4	2	2	2	4	0	9	2	0	0	0	0	0	7	3	18

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Heat pump

[Shown only to those respondents who own an heat pump; n=96]

Less than a year	28	47	32	10	26	34	20	40	54	36	29	36	9	7	6	23	14	45	100
1-2 years	26	16	30	26	28	26	26	36	13	15	15	45	24	52	26	27	12	27	0
3-4 years	19	11	17	27	19	17	22	24	33	20	0	20	11	28	26	41	0	0	0
5-6 years	7	5	5	8	14	5	11	0	0	14	0	0	40	0	6	0	29	0	0
More than 6 years	15	10	12	26	13	14	16	0	0	16	40	0	7	0	36	9	45	28	0
Don't know	4	11	4	3	0	3	5	0	0	0	16	0	9	14	0	0	0	0	0

Electric vehicle (EV) charger

[Shown only to those respondents who own an EV charger;
n=268]

Less than a year	27	18	29	30	24	29	25	28	24	29	19	42	28	8	27	28	42	35	19
1-2 years	32	33	35	31	24	26	37	40	38	18	31	27	10	52	17	44	43	41	81
3-4 years	25	38	23	19	29	27	22	16	16	27	34	15	43	36	31	17	0	21	0
5-6 years	9	0	5	13	20	9	10	0	10	23	14	3	9	0	15	5	15	0	0
More than 6 years	6	4	6	7	3	7	4	11	4	3	0	12	11	4	11	5	0	0	0
Don't know	2	7	2	1	0	2	2	4	8	0	2	0	0	0	0	3	0	4	0

Smart thermostat

[Shown only to those respondents who own a smart thermostat;
n=716]

Less than a year	12	17	11	10	14	11	12	13	22	8	15	16	9	7	8	9	12	10	12
1-2 years	23	32	24	22	18	23	23	19	23	25	21	20	19	31	19	29	14	31	53
3-4 years	31	28	33	32	26	33	28	24	20	38	42	35	31	16	36	32	44	26	11
5-6 years	16	13	15	18	18	13	19	22	8	13	12	15	15	20	20	18	19	20	16
More than 6 years	15	3	13	17	21	16	14	22	22	16	8	9	18	17	17	6	11	10	9
Don't know	4	7	5	1	2	4	4	0	5	0	2	4	8	9	1	5	0	3	0

Which of the following best explains why you chose to purchase eco-tech devices? Please tick up to two.

[Shown only to those respondents who own an eco-tech device;
n=2584]

To improve my home's energy efficiency	31	31	27	33	34	31	31	30	29	36	27	29	37	32	28	28	28	32	42
To save money in the long-term	29	31	26	33	29	30	28	22	32	34	23	31	29	24	31	29	31	27	43
I didn't choose, they were included in my home when I moved in	16	12	24	11	10	16	16	13	13	19	13	15	13	18	19	17	18	22	4
To do my bit to protect the environment	15	16	13	15	17	14	15	20	10	17	12	12	19	12	16	16	15	14	28
They were recommended to me	13	13	12	13	15	12	14	17	12	10	16	15	11	17	11	13	14	14	10
I needed to replace a broken device anyway	11	12	9	13	11	12	9	8	13	10	13	7	12	9	13	9	12	10	9
I was eligible for a grant to help with the costs	4	10	3	4	4	5	3	3	4	3	4	8	3	3	4	3	5	5	11
I was seeing the benefit of other eco-tech devices I already owned	2	1	2	2	2	2	2	4	2	1	3	2	2	1	3	2	2	1	0
Something else [See Tab 4]	10	6	9	11	11	11	9	10	10	7	11	11	10	8	11	12	4	10	13
Don't know	8	11	9	7	7	7	9	7	10	8	14	10	8	7	7	6	9	5	0

	Social Grade		House type lived in									As far as you know, when was your current home built?					
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Heat pump

[Shown only to those respondents who own an heat pump; n=96]

Less than a year	28	27	29	20	36	44	0	35	11	0	0	35	15	10	44	28	50
1-2 years	26	21	31	19	28	30	0	26	43	0	0	65	25	7	41	23	50
3-4 years	19	24	14	18	30	15	100	14	10	0	0	0	37	23	15	19	0
5-6 years	7	12	3	11	3	11	0	3	5	0	0	0	23	18	0	7	0
More than 6 years	15	11	20	27	0	0	0	21	30	0	0	0	0	30	0	19	0
Don't know	4	5	3	6	3	0	0	0	0	0	0	0	0	11	0	5	0

Electric vehicle (EV) charger

[Shown only to those respondents who own an EV charger;
n=268]

Less than a year	27	28	25	21	36	21	0	47	31	0	0	63	16	10	17	29	22
1-2 years	32	29	38	35	26	24	100	37	38	0	0	32	41	42	34	29	43
3-4 years	25	25	25	21	32	30	0	16	22	0	0	5	35	26	25	25	0
5-6 years	9	9	9	15	2	8	0	0	5	0	0	0	0	11	10	11	0
More than 6 years	6	7	3	6	4	12	0	0	5	0	0	0	9	10	9	5	0
Don't know	2	3	0	2	1	5	0	0	0	0	0	0	0	0	5	1	35

Smart thermostat

[Shown only to those respondents who own a smart thermostat;
n=716]

Less than a year	12	10	14	7	15	11	23	14	14	0	28	30	4	9	7	12	20
1-2 years	23	23	23	22	23	22	23	32	23	0	25	53	27	11	31	22	27
3-4 years	31	29	35	32	30	35	13	27	21	0	19	7	49	23	32	30	29
5-6 years	16	18	13	19	15	13	41	12	16	100	28	0	12	35	16	16	7
More than 6 years	15	16	13	17	11	16	0	11	25	0	0	0	7	22	9	16	0
Don't know	4	4	3	3	5	3	0	4	1	0	0	10	0	0	5	3	16

Which of the following best explains why you chose to purchase eco-tech devices? Please tick up to two.

[Shown only to those respondents who own an eco-tech device;
n=2584]

To improve my home's energy efficiency	31	33	28	34	30	29	18	28	37	54	28	6	24	33	28	32	29
To save money in the long-term	29	29	28	32	28	29	17	26	33	100	19	8	9	25	28	31	27
I didn't choose, they were included in my home when I moved in	16	18	14	16	14	15	32	26	14	0	16	79	57	44	20	11	25
To do my bit to protect the environment	15	17	12	23	14	12	3	10	17	0	7	9	7	14	16	15	8
They were recommended to me	13	14	13	12	14	15	26	14	11	0	11	3	7	10	15	14	10
I needed to replace a broken device anyway	11	10	12	11	12	9	15	9	12	0	40	0	4	3	10	12	9
I was eligible for a grant to help with the costs	4	3	5	4	5	4	0	2	5	0	8	0	1	3	4	5	2
I was seeing the benefit of other eco-tech devices I already owned	2	2	1	2	2	2	0	2	4	0	6	3	2	2	2	2	0
Something else [See Tab 4]	10	10	10	9	10	11	14	9	10	0	6	6	4	8	7	11	4
Don't know	8	6	11	5	10	11	1	7	4	0	12	7	7	1	9	8	15

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely are you, if at all, to make the following changes to your home in the future?

Install solar panels on the roof

Very likely	5	7	6	5	1	5	4	4	6	7	4	5	4	5	5	5	3	3
Fairly likely	15	19	18	13	8	15	14	15	14	17	16	12	12	15	15	16	11	22
TOTAL LIKELY	20	26	24	18	9	20	18	19	20	24	20	17	16	20	20	21	20	25
Not very likely	22	27	21	23	22	24	21	22	22	21	23	24	30	19	19	19	21	22
Not at all likely	24	7	19	28	35	24	24	23	24	23	25	27	23	19	26	24	22	22
TOTAL NOT LIKELY	46	34	40	51	57	48	45	45	46	44	48	51	53	38	45	43	45	44
Don't know	12	19	14	10	7	10	13	12	13	10	14	11	12	14	10	10	13	19
Not applicable – my home already has this	8	7	6	9	13	8	9	12	8	7	9	9	4	9	13	5	9	7
This would not be viable in my home	14	14	16	12	14	13	15	11	12	14	11	12	10	23	16	14	18	5

Replace my gas boiler with a heat pump

Very likely	2	4	3	1	1	3	2	1	3	3	3	2	2	3	2	2	0	1	2
Fairly likely	10	14	12	9	5	11	9	11	9	10	8	11	10	14	10	8	10	9	10
TOTAL LIKELY	12	18	15	10	6	14	11	12	12	13	11	13	12	17	12	10	10	10	12
Not very likely	20	22	20	21	18	22	19	22	18	24	20	18	23	19	21	19	18	24	16
Not at all likely	31	7	23	39	46	31	30	33	34	31	34	32	30	21	35	33	31	32	24
TOTAL NOT LIKELY	51	29	43	60	64	53	49	55	52	55	54	50	53	40	56	52	49	56	40
Don't know	18	35	22	11	9	15	20	19	19	15	19	18	18	20	16	15	21	15	21
Not applicable – my home already has this	3	4	3	3	3	3	3	1	4	4	3	3	2	3	2	3	2	3	3
This would not be viable in my home	16	13	16	16	18	15	17	13	14	14	13	15	15	21	15	20	19	16	24

Fit an electric vehicle 'fast charge' point

Very likely	3	5	4	3	2	4	2	3	3	4	3	4	4	4	3	3	0	3	1
Fairly likely	11	12	13	11	10	12	11	12	12	14	9	12	12	10	11	11	11	10	9
TOTAL LIKELY	14	17	17	14	12	16	13	15	15	18	12	16	16	14	14	14	11	13	10
Not very likely	17	18	17	17	17	18	16	18	14	17	17	17	18	16	19	14	14	19	20
Not at all likely	33	15	26	40	45	32	33	36	34	32	38	35	35	24	33	35	36	31	33
TOTAL NOT LIKELY	50	33	43	57	62	50	49	54	48	49	55	52	53	40	52	49	50	50	53
Don't know	13	23	15	9	8	12	13	12	11	11	12	11	15	16	10	12	14	13	17
Not applicable – my home already has this	4	4	5	4	4	4	5	2	6	5	6	5	4	3	3	7	2	4	3
This would not be viable in my home	19	23	21	16	15	17	20	17	19	17	15	15	12	27	21	19	22	19	17

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely are you, if at all, to make the following changes to your home in the future?

Install solar panels on the roof

Very likely	5	5	5	5	4	5	5	5	3	11	7	24	14	11	6	4	7
Fairly likely	15	17	12	18	16	12	10	12	13	0	22	7	19	21	15	14	12
TOTAL LIKELY	20	22	17	23	20	17	15	17	16	11	29	31	33	32	21	18	19
Not very likely	22	24	20	28	24	25	16	11	22	16	15	20	19	17	23	23	16
Not at all likely	24	22	26	23	24	27	21	18	28	56	14	17	15	14	19	26	17
TOTAL NOT LIKELY	46	46	46	51	48	52	37	29	50	72	29	37	34	31	42	49	33
Don't know	12	10	15	8	14	13	12	10	7	0	16	5	11	15	10	10	27
Not applicable – my home already has this	8	8	9	12	10	7	3	2	19	0	4	17	10	11	8	9	2
This would not be viable in my home	14	14	15	6	8	12	33	42	7	18	22	10	11	12	19	14	19

Replace my gas boiler with a heat pump

Very likely	2	3	2	2	2	1	3	3	2	0	3	21	5	5	3	2	3
Fairly likely	10	11	8	12	10	8	8	11	9	11	10	14	7	18	13	9	11
TOTAL LIKELY	12	14	10	14	12	9	11	14	11	11	13	35	12	23	16	11	14
Not very likely	20	23	17	26	21	21	14	14	16	0	24	17	20	19	18	21	13
Not at all likely	31	28	34	32	33	32	31	20	47	65	13	19	27	22	20	34	16
TOTAL NOT LIKELY	51	51	51	58	54	53	45	34	63	65	37	36	47	41	38	55	29
Don't know	18	17	19	13	20	20	13	15	9	0	27	10	21	25	21	15	36
Not applicable – my home already has this	3	3	3	4	2	1	1	5	3	0	0	12	7	3	6	2	2
This would not be viable in my home	16	15	18	11	11	16	30	33	13	24	22	7	12	8	20	16	18

Fit an electric vehicle 'fast charge' point

Very likely	3	4	2	4	3	2	4	4	2	0	3	4	10	6	6	2	5
Fairly likely	11	14	7	18	11	10	6	7	11	11	11	6	12	20	16	11	9
TOTAL LIKELY	14	18	9	22	14	12	10	11	13	11	14	10	22	26	22	13	14
Not very likely	17	18	15	21	20	13	11	10	22	0	12	12	18	21	15	18	9
Not at all likely	33	30	37	30	35	37	31	24	39	65	31	19	24	22	24	36	22
TOTAL NOT LIKELY	50	48	52	51	55	50	42	34	61	65	43	31	42	43	39	54	31
Don't know	13	12	13	11	14	12	5	9	13	0	20	11	12	12	12	11	25
Not applicable – my home already has this	4	5	3	10	4	2	1	1	5	0	0	33	11	3	5	4	1
This would not be viable in my home	19	17	22	6	12	24	42	44	9	24	23	15	13	16	22	18	29

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Install a smart thermostat

Very likely	5	9	7	3	2	5	5	5	7	4	5	5	5	7	6	4	3	4	8
Fairly likely	20	27	23	18	14	21	20	24	18	23	20	21	20	27	17	16	19	20	23
TOTAL LIKELY	25	36	30	21	16	26	25	29	25	27	25	26	25	34	23	20	22	24	31
Not very likely	15	12	13	17	19	17	14	12	15	14	13	17	16	17	15	13	15	19	16
Not at all likely	16	5	12	21	22	17	15	18	13	12	17	16	15	11	18	22	14	17	22
TOTAL NOT LIKELY	31	17	25	38	41	34	29	30	28	26	30	33	31	28	33	35	29	36	38
Don't know	20	29	17	20	19	16	23	17	22	21	23	19	17	18	19	20	23	19	20
Not applicable – my home already has this	17	10	19	17	17	17	17	18	21	17	19	18	21	11	19	16	17	17	6
This would not be viable in my home	7	8	8	4	6	6	7	5	5	8	5	5	6	9	7	8	8	4	5

You previously said that you are likely to make the following changes to your home in the future. When do you think that might be?

Install improved insulation

[Shown only to those that said they were likely to install this in the future; n=1058]

Within the next 2 years	22	17	18	26	30	24	19	14	25	20	23	22	25	22	17	28	22	16	19
2-5 years	32	29	28	36	40	35	29	38	31	38	33	30	25	30	37	33	31	34	18
6-10 years	16	14	20	13	12	14	19	18	16	14	17	12	19	16	17	13	16	21	19
11-20 years	4	7	5	3	1	4	5	8	4	2	7	4	5	3	4	2	9	5	5
More than 20 years	1	3	0	0	0	1	0	6	0	0	0	0	0	2	1	0	0	0	0
Don't know	25	29	29	21	17	22	29	15	25	26	19	32	25	26	24	24	22	24	40

Install solar panels on the roof

[Shown only to those that said they were likely to install this in the future; n=796]

Within the next 2 years	17	15	14	20	25	22	11	13	18	20	15	17	20	13	17	23	11	7	15
2-5 years	30	22	29	33	42	33	27	34	34	27	23	33	23	38	27	36	38	24	17
6-10 years	25	26	29	21	17	24	26	22	19	21	33	24	29	22	28	16	26	40	34
11-20 years	5	10	6	2	1	4	7	10	8	6	5	6	4	5	5	2	9	1	5
More than 20 years	1	3	1	0	0	1	1	9	0	1	2	0	0	0	0	0	3	1	0
Don't know	22	24	22	24	16	16	28	13	21	24	22	20	24	22	24	24	12	26	29

Replace my gas boiler with a heat pump

[Shown only to those that said they were likely to install this in the future; n=503]

Within the next 2 years	11	12	13	8	9	12	10	3	12	23	7	10	18	14	10	11	0	2	7
2-5 years	34	24	30	37	60	43	23	37	54	29	27	34	34	31	36	44	16	26	21
6-10 years	25	14	26	35	17	21	30	17	19	22	32	28	30	18	26	22	41	33	23
11-20 years	7	19	7	2	1	5	10	12	2	12	12	5	4	3	8	2	15	16	20
More than 20 years	2	9	1	0	1	3	0	11	0	0	3	2	0	6	0	0	4	0	0
Don't know	21	23	23	19	11	16	27	19	14	15	20	21	15	29	20	22	24	24	29

Weighted Sample Unweighted Sample		Social Grade		House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Install a smart thermostat

Very likely	5	6	4	6	4	6	2	7	5	0	6	3	9	11	7	4	7
Fairly likely	20	23	16	22	21	19	13	23	16	36	7	35	24	24	23	19	22
TOTAL LIKELY	25	29	20	28	25	25	15	30	21	36	13	38	33	35	30	23	29
Not very likely	15	16	15	15	16	15	17	13	19	0	24	15	12	13	17	16	9
Not at all likely	16	13	20	15	14	18	22	15	18	41	13	3	9	6	13	18	11
TOTAL NOT LIKELY	31	29	35	30	30	33	39	28	37	41	37	18	21	19	30	34	20
Don't know	20	17	23	15	22	20	20	16	18	6	39	12	15	19	17	19	35
Not applicable – my home already has this	17	19	15	25	18	16	9	9	18	18	6	33	26	20	17	18	7
This would not be viable in my home	7	5	8	2	5	6	17	16	5	0	7	0	4	6	6	6	11

You previously said that you are likely to make the following changes to your home in the future. When do you think that might be?

Install improved insulation

[Shown only to those that said they were likely to install this in the future; n=1058]

Within the next 2 years	22	22	21	26	20	17	38	19	29	69	25	31	30	37	11	22	12
2-5 years	32	34	28	33	32	30	19	30	40	31	26	21	5	24	45	32	29
6-10 years	16	16	17	17	17	17	18	16	11	0	32	0	38	20	11	17	6
11-20 years	4	4	5	6	5	4	0	4	2	0	0	16	2	5	8	4	3
More than 20 years	1	0	1	0	1	0	0	2	0	0	0	0	0	0	0	1	3
Don't know	25	23	29	18	26	31	25	29	17	0	17	32	24	14	24	24	48

Install solar panels on the roof

[Shown only to those that said they were likely to install this in the future; n=796]

Within the next 2 years	17	16	18	18	15	9	34	18	24	0	40	38	29	11	21	15	19
2-5 years	30	33	24	33	27	34	26	25	37	100	15	47	21	34	38	30	28
6-10 years	25	26	23	27	26	28	41	22	14	0	35	15	28	17	17	28	14
11-20 years	5	5	6	7	7	4	0	4	1	0	0	0	4	9	5	6	1
More than 20 years	1	1	1	1	1	1	0	0	0	0	0	0	0	2	0	1	4
Don't know	22	18	28	14	24	23	0	31	24	0	10	0	17	26	19	21	35

Replace my gas boiler with a heat pump

[Shown only to those that said they were likely to install this in the future; n=503]

Within the next 2 years	11	14	5	7	9	9	17	15	25	0	0	42	16	14	20	8	17
2-5 years	34	33	36	38	32	37	33	27	39	0	58	27	29	48	39	34	21
6-10 years	25	27	21	25	31	29	20	12	27	0	0	0	25	14	16	30	10
11-20 years	7	8	6	14	5	4	0	8	0	0	0	25	0	9	10	7	5
More than 20 years	2	1	4	1	2	0	31	3	0	0	0	0	0	0	0	2	5
Don't know	21	17	28	15	21	21	0	33	9	100	42	6	30	15	14	20	41

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Install triple-glazed windows

[Shown only to those that said they were likely to install this in the future; n=910]

Within the next 2 years	13	13	13	11	17	15	11	13	18	10	10	23	10	16	10	14	15	9	3
2-5 years	32	15	28	39	46	36	28	27	33	36	24	29	26	34	36	35	26	28	48
6-10 years	23	21	25	24	16	20	26	35	25	19	33	21	30	14	19	16	30	31	9
11-20 years	6	8	8	4	1	5	6	2	3	4	12	4	7	3	4	6	14	9	15
More than 20 years	2	8	1	2	1	3	2	5	0	1	2	2	4	3	2	3	2	0	0
Don't know	24	35	25	21	19	21	27	19	21	30	19	20	22	30	30	27	13	23	25

Replace gas appliances with electric appliances

[Shown only to those that said they were likely to install this in the future; n=744]

Within the next 2 years	19	17	18	18	24	21	17	10	15	20	22	27	15	24	19	17	14	9	21
2-5 years	37	34	34	40	47	41	32	47	46	36	40	32	37	38	32	32	23	43	32
6-10 years	19	13	20	23	16	14	23	19	18	18	15	17	18	16	24	20	31	17	10
11-20 years	4	8	4	2	2	4	4	6	3	2	7	6	6	2	4	3	13	4	0
More than 20 years	1	2	0	0	0	0	1	3	0	0	0	0	0	0	1	2	0	5	0
Don't know	21	27	23	17	11	19	23	16	19	24	16	18	25	20	20	27	19	22	37

Fit an electric vehicle 'fast charge' point

[Shown only to those that said they were likely to install this in the future; n=633]

Within the next 2 years	21	18	21	23	24	22	21	14	20	27	17	23	24	22	20	18	11	30	18
2-5 years	42	20	36	52	57	46	37	62	46	41	46	45	38	31	47	44	24	37	40
6-10 years	18	26	22	13	11	18	18	18	11	22	20	20	24	16	11	14	40	16	31
11-20 years	5	14	5	2	1	3	7	4	7	7	6	0	3	4	6	0	13	4	0
More than 20 years	0	3	0	0	1	1	0	0	1	0	0	0	0	0	0	4	0	0	0
Don't know	14	20	17	10	7	11	17	2	15	4	12	13	10	27	15	20	12	13	10

Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

[Shown only to those that said they were likely to install this in the future; n=704]

Within the next 2 years	32	18	32	37	35	30	35	37	37	33	35	35	34	31	39	20	29	30	0
2-5 years	28	26	25	29	35	33	24	23	38	38	27	27	20	26	29	35	5	22	51
6-10 years	11	17	13	8	8	13	10	0	3	12	16	13	17	12	9	10	23	11	16
11-20 years	2	13	1	2	0	3	2	4	7	2	0	0	2	2	1	2	11	0	0
More than 20 years	1	0	1	1	2	2	0	0	0	1	0	1	1	0	1	3	3	0	6
Don't know	24	26	28	23	19	19	29	36	14	13	22	24	25	28	20	29	30	38	26

Install a smart thermostat

[Shown only to those that said they were likely to install this in the future; n=1044]

Within the next 2 years	33	27	32	33	40	36	29	33	36	29	37	31	34	36	40	24	22	30	24
2-5 years	32	22	33	37	34	35	29	29	30	40	28	28	27	30	30	43	33	30	47
6-10 years	10	18	11	10	3	10	11	11	11	6	7	8	15	9	9	11	18	14	14
11-20 years	2	4	1	1	1	1	2	0	1	0	3	2	0	1	2	0	7	4	0
More than 20 years	0	1	0	0	1	0	0	5	0	0	0	1	0	0	0	0	2	0	0
Don't know	23	27	23	19	21	17	28	22	22	24	26	30	23	23	18	22	19	22	14

	Social Grade		House type lived in								As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Install triple-glazed windows

[Shown only to those that said they were likely to install this in the future; n=910]

Within the next 2 years	13	14	12	14	12	9	16	16	16	32	29	25	20	21	12	12	16
2-5 years	32	32	31	31	29	35	26	30	44	38	24	30	16	29	37	33	23
6-10 years	23	23	22	25	27	21	25	19	17	0	27	17	17	26	19	25	10
11-20 years	6	6	6	9	7	5	0	3	2	0	0	0	13	4	10	6	3
More than 20 years	2	2	3	1	2	2	0	3	0	0	0	0	2	2	0	2	8
Don't know	24	23	26	19	24	27	33	29	20	30	20	28	33	17	22	23	40

Replace gas appliances with electric appliances

[Shown only to those that said they were likely to install this in the future; n=744]

Within the next 2 years	19	19	18	10	18	15	25	26	32	0	67	37	10	25	28	17	23
2-5 years	37	36	38	38	36	43	33	29	42	0	17	19	30	34	33	39	30
6-10 years	19	19	17	27	19	18	42	11	16	0	0	9	32	18	12	20	7
11-20 years	4	4	5	7	3	3	0	6	0	0	16	20	3	8	7	3	4
More than 20 years	1	1	1	2	0	0	0	0	0	0	0	0	0	0	0	1	0
Don't know	21	21	21	17	24	20	0	28	10	0	0	16	25	15	22	20	36

Fit an electric vehicle 'fast charge' point

[Shown only to those that said they were likely to install this in the future; n=633]

Within the next 2 years	21	23	17	23	18	20	41	21	32	0	20	18	36	16	29	20	18
2-5 years	42	42	41	46	44	41	13	36	33	0	50	52	36	51	34	44	26
6-10 years	18	18	18	16	20	19	33	12	17	0	30	0	10	14	13	20	16
11-20 years	5	3	8	5	3	7	13	6	0	0	0	0	0	6	7	4	8
More than 20 years	0	1	0	0	2	0	0	0	0	0	0	0	0	0	0	1	0
Don't know	14	13	15	10	14	12	0	24	18	100	0	30	19	13	16	11	32

Allow the times at which energy-intensive appliances are run to be controlled by my energy supplier

[Shown only to those that said they were likely to install this in the future; n=704]

Within the next 2 years	32	36	26	31	32	28	39	34	43	0	68	40	35	30	34	33	28
2-5 years	28	29	28	29	28	25	19	29	34	0	19	31	35	34	28	28	25
6-10 years	11	11	13	12	11	15	14	9	8	100	0	0	13	14	9	12	4
11-20 years	2	2	2	3	1	4	0	3	0	0	0	0	0	0	6	2	9
More than 20 years	1	1	1	1	1	1	0	1	3	0	0	0	3	0	1	1	0
Don't know	24	21	31	24	27	26	28	25	11	0	13	29	15	22	23	24	34

Install a smart thermostat

[Shown only to those that said they were likely to install this in the future; n=1044]

Within the next 2 years	33	35	28	33	32	29	29	36	43	69	35	46	42	33	33	33	22
2-5 years	32	33	31	37	30	35	57	27	32	31	40	18	33	39	34	33	19
6-10 years	10	10	12	11	13	11	0	8	3	0	0	0	4	9	6	11	13
11-20 years	2	1	2	2	0	2	0	3	2	0	0	16	2	0	4	1	2
More than 20 years	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	2
Don't know	23	20	27	17	25	22	13	26	19	0	25	20	19	19	23	21	41

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the following changes that could be made in your home, how much impact, if any, do you think they would have on your household's carbon footprint? If you have already made these changes, please think about what impact they have had on your household's carbon footprint.

Installing solar panels on the roof

A significant impact on reducing my household's carbon footprint	25	34	26	24	19	25	24	21	26	27	24	23	22	30	25	23	23	21	21
Some impact on reducing my household's carbon footprint	31	25	32	32	31	31	31	30	30	31	30	31	36	26	31	32	32	36	34
TOTAL SIGNIFICANT / SOME IMPACT	56	59	58	56	50	56	55	51	56	58	54	54	58	56	56	55	55	57	55
A small impact on reducing my household's carbon footprint	15	14	13	17	19	16	15	15	17	15	16	19	14	14	14	16	13	16	15
No impact on reducing my household's carbon footprint	9	2	8	11	12	10	8	14	9	6	10	10	7	10	8	10	10	8	10
TOTAL SMALL / NO IMPACT	24	16	21	28	31	26	23	29	26	21	26	29	21	24	22	26	23	24	25
Don't know	20	24	22	16	19	18	22	21	19	20	20	17	22	20	22	19	22	20	20

Replacing a gas boiler with a heat pump

A significant impact on reducing my household's carbon footprint	14	17	15	13	11	15	12	14	14	21	14	12	11	18	13	13	12	11	14
Some impact on reducing my household's carbon footprint	25	30	26	25	20	26	24	18	24	24	26	22	28	28	26	18	23	30	23
TOTAL SIGNIFICANT / SOME IMPACT	39	47	41	38	31	41	36	32	38	45	40	34	39	46	39	31	35	41	37
A small impact on reducing my household's carbon footprint	15	14	15	14	16	17	13	14	15	14	15	18	15	13	16	14	17	15	15
No impact on reducing my household's carbon footprint	13	3	9	18	20	15	12	19	12	10	13	15	12	9	13	19	12	12	15
TOTAL SMALL / NO IMPACT	28	17	24	32	36	32	25	33	27	24	28	33	27	22	29	33	29	27	30
Don't know	33	36	35	30	33	27	39	35	37	32	32	33	34	32	32	36	37	32	34

Fitting an electric vehicle charge point

A significant impact on reducing my household's carbon footprint	7	10	7	6	5	7	7	7	9	7	6	9	5	8	6	7	6	5	7
Some impact on reducing my household's carbon footprint	17	21	20	15	11	18	16	14	16	19	17	16	17	18	17	13	15	20	15
TOTAL SIGNIFICANT / SOME IMPACT	24	31	27	21	16	25	23	21	25	26	23	25	22	26	23	20	21	25	22
A small impact on reducing my household's carbon footprint	14	18	14	12	13	14	13	12	14	15	12	15	16	15	11	14	11	16	11
No impact on reducing my household's carbon footprint	36	21	30	43	46	38	34	38	32	34	40	38	36	33	36	38	35	36	45
TOTAL SMALL / NO IMPACT	50	39	44	55	59	52	47	50	46	49	52	53	52	48	47	52	46	52	56
Don't know	27	30	29	24	24	22	30	30	29	26	25	21	26	26	29	28	34	23	21

Allowing the times at which energy-intensive appliances are run to be controlled by my energy supplier

A significant impact on reducing my household's carbon footprint	6	10	7	6	5	6	6	6	9	7	4	7	6	7	6	5	5	5	6
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	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the following changes that could be made in your home, how much impact, if any, do you think they would have on your household's carbon footprint? If you have already made these changes, please think about what impact they have had on your household's carbon footprint.

Installing solar panels on the roof

A significant impact on reducing my household's carbon footprint	25	27	21	27	25	25	22	25	20	20	26	32	37	29	27	23	26
Some impact on reducing my household's carbon footprint	31	34	28	37	30	31	25	28	36	9	24	33	36	30	33	32	21
TOTAL SIGNIFICANT / SOME IMPACT	56	61	49	64	55	56	47	53	56	29	50	65	73	59	60	55	47
A small impact on reducing my household's carbon footprint	15	16	15	15	17	15	12	11	18	51	16	9	10	17	14	16	8
No impact on reducing my household's carbon footprint	9	7	11	8	9	8	11	11	9	0	3	4	4	5	8	10	7
TOTAL SMALL / NO IMPACT	24	23	26	23	26	23	23	22	27	51	19	13	14	22	22	26	15
Don't know	20	16	25	14	19	21	30	25	16	20	31	21	12	20	19	19	38

Replacing a gas boiler with a heat pump

A significant impact on reducing my household's carbon footprint	14	16	11	15	13	15	8	14	12	0	19	26	18	16	14	13	15
Some impact on reducing my household's carbon footprint	25	28	20	27	26	25	19	24	22	17	19	30	31	23	29	24	20
TOTAL SIGNIFICANT / SOME IMPACT	39	44	31	42	39	40	27	38	34	17	38	56	49	39	43	37	35
A small impact on reducing my household's carbon footprint	15	16	14	18	15	13	18	13	16	18	8	12	19	19	13	15	10
No impact on reducing my household's carbon footprint	13	11	16	15	13	11	13	12	20	36	10	4	7	7	12	15	8
TOTAL SMALL / NO IMPACT	28	27	30	33	28	24	31	25	36	54	18	16	26	26	25	30	18
Don't know	33	28	41	26	33	36	41	38	29	28	44	29	25	35	33	32	48

Fitting an electric vehicle charge point

A significant impact on reducing my household's carbon footprint	7	8	6	8	6	6	9	7	7	0	17	11	17	12	11	6	8
Some impact on reducing my household's carbon footprint	17	20	12	24	18	14	15	14	12	11	6	34	21	18	24	16	11
TOTAL SIGNIFICANT / SOME IMPACT	24	28	18	32	24	20	24	21	19	11	23	45	38	30	35	22	19
A small impact on reducing my household's carbon footprint	14	15	13	15	13	12	10	14	18	0	8	14	13	20	12	14	13
No impact on reducing my household's carbon footprint	36	35	37	34	37	36	39	37	42	60	30	15	32	24	26	39	23
TOTAL SMALL / NO IMPACT	50	50	50	49	50	48	49	51	60	60	38	29	45	44	38	53	36
Don't know	27	22	33	19	26	31	27	28	21	28	38	26	17	26	26	25	46

Allowing the times at which energy-intensive appliances are run to be controlled by my energy supplier

A significant impact on reducing my household's carbon footprint	6	7	6	5	6	6	2	8	6	0	19	3	10	10	7	6	7
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	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Installing a smart thermostat

A significant impact on reducing my household's carbon footprint	6	9	7	5	4	5	7	6	8	7	5	6	7	7	4	6	8	3	10
Some impact on reducing my household's carbon footprint	24	30	25	24	22	24	24	23	26	22	25	27	23	31	23	20	18	25	23
TOTAL SIGNIFICANT / SOME IMPACT	30	39	32	29	26	29	31	29	34	29	30	33	30	38	27	26	26	28	33
A small impact on reducing my household's carbon footprint	26	26	26	26	25	28	23	22	24	24	24	26	29	23	27	25	21	33	23
No impact on reducing my household's carbon footprint	17	7	14	22	21	20	15	19	17	17	19	15	17	14	18	21	21	14	15
TOTAL SMALL / NO IMPACT	43	33	40	48	46	48	38	41	41	41	43	41	46	37	45	46	42	47	38
Don't know	27	28	28	23	28	23	30	29	25	29	27	26	23	25	28	28	32	25	29

And still thinking about the following changes that could be made in your home, what impact, if any, do you think they would have on your household's energy bills? If you have already made these changes, please think about what impact they have had on your household's energy bills

Installing solar panels on the roof

A significant impact on reducing my household's energy bills	23	28	24	24	19	24	22	22	22	28	22	20	23	26	23	27	23	19	20
Some impact on reducing my household's energy bills	30	28	31	30	31	30	31	30	31	30	27	35	32	31	32	25	26	30	29
TOTAL SIGNIFICANT / SOME IMPACT	53	56	55	54	50	54	53	52	53	58	49	55	55	57	55	52	49	49	49
A small impact on reducing my household's energy bills	18	15	17	19	20	18	18	20	20	16	19	21	18	13	15	18	19	22	17
No impact on reducing my household's energy bills	9	3	8	11	13	10	9	11	9	7	12	9	7	9	9	12	8	12	11
TOTAL SMALL / NO IMPACT	27	18	25	30	33	28	27	31	29	23	31	30	25	22	24	30	27	34	28
Don't know	19	26	20	15	18	17	21	17	18	19	20	15	20	20	21	19	23	17	23

Replacing a gas boiler with a heat pump

A significant impact on reducing my household's energy bills	10	11	11	10	8	10	9	8	11	14	8	8	10	12	9	8	9	8	10
Some impact on reducing my household's energy bills	21	26	23	21	16	23	20	21	19	20	21	21	22	28	21	16	21	27	18
TOTAL SIGNIFICANT / SOME IMPACT	31	37	34	31	24	33	29	29	30	34	29	29	32	40	30	24	30	35	28
A small impact on reducing my household's energy bills	15	12	15	16	15	16	13	14	15	14	16	17	17	12	15	14	15	15	8
No impact on reducing my household's energy bills	18	8	13	22	25	21	14	20	16	16	18	22	15	13	18	23	17	19	18
TOTAL SMALL / NO IMPACT	33	20	28	38	40	37	27	34	31	30	34	39	32	25	33	37	32	34	26
Don't know	37	44	38	32	36	30	43	36	39	36	37	32	35	35	38	40	38	31	46

Fitting an electric vehicle charge point

A significant impact on reducing my household's energy bills	5	6	6	4	4	6	5	5	6	6	5	7	6	5	5	4	3	6	2
Some impact on reducing my household's energy bills	13	18	15	11	10	15	12	13	13	14	11	12	12	16	13	14	14	12	15
TOTAL SIGNIFICANT / SOME IMPACT	18	24	21	15	14	21	17	18	19	20	16	19	18	21	18	18	17	18	17
A small impact on reducing my household's energy bills	12	16	12	11	10	12	12	8	10	15	9	15	13	14	10	12	14	14	7
No impact on reducing my household's energy bills	42	26	38	50	49	44	40	45	41	40	47	45	41	35	44	46	34	44	51
TOTAL SMALL / NO IMPACT	54	42	50	61	59	56	52	53	51	55	56	60	54	49	54	58	48	58	58
Don't know	27	33	28	24	28	23	32	29	31	25	29	21	28	30	28	24	36	25	26

Installing a smart thermostat

A significant impact on reducing my household's energy bills	6	10	8	5	3	6	7	5	7	7	6	6	6	9	6	5	4	6	8
Some impact on reducing my household's energy bills	22	28	23	21	20	22	22	25	24	22	21	25	23	25	21	17	21	21	23
TOTAL SIGNIFICANT / SOME IMPACT	28	38	31	26	23	28	29	30	31	29	27	31	29	34	27	22	25	27	31
A small impact on reducing my household's energy bills	26	25	25	28	28	29	24	26	24	27	25	27	28	27	28	24	25	30	20
No impact on reducing my household's energy bills	19	6	18	23	22	21	17	22	21	15	20	20	19	14	20	23	19	19	16
TOTAL SMALL / NO IMPACT	45	31	43	51	50	50	41	48	45	42	45	47	47	41	48	47	44	49	36
Don't know	26	31	26	23	27	22	30	23	24	28	27	23	24	25	25	30	31	24	33

	Social Grade		House type lived in								As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Installing a smart thermostat

A significant impact on reducing my household's carbon footprint	6	6	6	6	5	7	4	7	5	0	7	18	10	10	5	5	10
Some impact on reducing my household's carbon footprint	24	28	20	26	24	24	14	29	24	29	17	54	31	30	32	23	21
TOTAL SIGNIFICANT / SOME IMPACT	30	34	26	32	29	31	18	36	29	29	24	72	41	40	37	28	31
A small impact on reducing my household's carbon footprint	26	27	23	29	28	22	26	22	27	16	23	14	31	27	24	27	15
No impact on reducing my household's carbon footprint	17	16	18	18	16	17	22	15	22	30	8	4	12	8	15	19	9
TOTAL SMALL / NO IMPACT	43	43	41	47	44	39	48	37	49	46	31	18	43	35	39	46	24
Don't know	27	23	33	22	27	30	33	27	22	25	45	9	16	25	25	26	44

And still thinking about the following changes that could be made in your home, what impact, if any, do you think they would have on your household's energy bills? If you have already made these changes, please think about what impact they have had on your household's energy bills

Installing solar panels on the roof

A significant impact on reducing my household's energy bills	23	25	20	26	23	23	9	23	22	20	18	26	29	27	29	22	23
Some impact on reducing my household's energy bills	30	34	25	32	31	29	33	27	36	18	34	34	41	26	30	31	24
TOTAL SIGNIFICANT / SOME IMPACT	53	59	45	58	54	52	42	50	58	38	52	60	70	53	59	53	47
A small impact on reducing my household's energy bills	18	18	18	19	18	21	18	14	17	21	13	12	8	21	13	19	11
No impact on reducing my household's energy bills	9	8	12	8	9	8	16	12	13	21	3	3	7	7	8	10	8
TOTAL SMALL / NO IMPACT	27	26	30	27	27	29	34	26	30	42	16	15	15	28	21	29	19
Don't know	19	15	24	14	19	19	25	24	12	20	31	26	14	19	19	18	34

Replacing a gas boiler with a heat pump

A significant impact on reducing my household's energy bills	10	11	9	8	10	10	8	11	9	0	17	19	15	10	9	9	12
Some impact on reducing my household's energy bills	21	25	17	25	20	21	18	23	20	21	20	37	26	26	29	20	22
TOTAL SIGNIFICANT / SOME IMPACT	31	36	26	33	30	31	26	34	29	21	37	56	41	36	38	29	34
A small impact on reducing my household's energy bills	15	16	13	19	14	15	12	12	14	0	2	8	17	16	15	16	6
No impact on reducing my household's energy bills	18	16	19	19	17	14	25	15	30	45	13	8	11	13	13	20	10
TOTAL SMALL / NO IMPACT	33	32	32	38	31	29	37	27	44	45	15	16	28	29	28	36	16
Don't know	37	32	42	29	39	39	37	39	27	34	48	29	31	35	34	36	51

Fitting an electric vehicle charge point

A significant impact on reducing my household's energy bills	5	6	4	7	3	6	3	6	4	0	14	7	15	7	8	4	6
Some impact on reducing my household's energy bills	13	16	10	18	13	11	15	13	9	11	11	24	17	22	18	12	11
TOTAL SIGNIFICANT / SOME IMPACT	18	22	14	25	16	17	18	19	13	11	25	31	32	29	26	16	17
A small impact on reducing my household's energy bills	12	13	10	14	12	10	8	12	13	0	4	21	20	14	11	12	9
No impact on reducing my household's energy bills	42	42	42	41	42	44	44	41	50	69	30	19	30	32	39	45	28
TOTAL SMALL / NO IMPACT	54	55	52	55	54	54	52	53	63	69	34	40	50	46	50	57	37
Don't know	27	23	34	19	30	29	30	28	23	20	41	30	18	25	24	26	47

Installing a smart thermostat

A significant impact on reducing my household's energy bills	6	7	6	6	6	8	4	9	4	0	7	8	10	8	7	6	10
Some impact on reducing my household's energy bills	22	24	20	23	20	23	20	24	23	38	25	36	27	28	32	21	24
TOTAL SIGNIFICANT / SOME IMPACT	28	31	26	29	26	31	24	33	27	38	32	44	37	36	39	27	34
A small impact on reducing my household's energy bills	26	29	23	30	30	22	23	24	31	16	9	31	30	28	20	28	15
No impact on reducing my household's energy bills	19	18	20	21	17	20	21	18	23	21	15	4	12	12	20	21	9
TOTAL SMALL / NO IMPACT	45	47	43	51	47	42	44	42	54	37	24	35	42	40	40	49	24
Don't know	26	22	31	20	28	28	33	25	20	25	44	20	21	24	21	25	42

		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to install each of the following on your home, to what extent, if at all, do you think this would increase the value of your home?

Solar panels

It would increase the value of my home, but by less than the cost of the installation	21	18	19	22	24	22	20	22	24	24	19	19	23	15	21	24	21	18	18
It would increase the value of my home, by about the cost of the installation	18	23	19	18	16	21	16	17	19	19	16	22	18	21	18	16	16	17	20
It would increase the value of my home, by more than the cost of the installation	11	16	11	9	10	13	9	11	9	10	10	12	10	12	12	10	11	13	9
TOTAL WOULD INCREASE THE VALUE OF MY HOME	50	57	49	49	50	56	45	50	52	53	45	53	51	48	51	50	48	48	47
It would not increase the value of my home	19	5	15	25	26	18	20	19	19	17	18	18	22	15	18	22	22	23	22
Don't know	31	38	35	26	25	27	35	30	29	30	38	30	27	37	31	28	31	28	30

Heat pump

It would increase the value of my home, but by less than the cost of the installation	13	10	11	16	16	15	12	16	11	19	14	14	14	11	12	14	10	15	15
It would increase the value of my home, by about the cost of the installation	13	17	14	12	10	15	11	11	15	16	9	11	11	19	12	10	11	12	14
It would increase the value of my home, by more than the cost of the installation	6	8	8	5	5	7	5	6	7	5	5	7	5	9	7	5	5	5	7
TOTAL WOULD INCREASE THE VALUE OF MY HOME	32	35	33	33	31	37	28	33	33	40	28	32	30	39	31	29	26	32	36
It would not increase the value of my home	25	7	20	33	33	27	23	26	24	20	25	25	29	18	30	28	24	27	25
Don't know	42	58	47	35	36	35	49	42	44	41	47	44	41	42	39	43	50	41	40

Smart thermostat

It would increase the value of my home, but by less than the cost of the installation	7	12	7	7	7	8	6	6	10	9	8	9	7	8	6	6	5	5	12
It would increase the value of my home, by about the cost of the installation	10	12	11	9	9	10	10	12	9	10	8	13	10	15	8	8	7	11	8
It would increase the value of my home, by more than the cost of the installation	5	8	5	4	5	6	4	2	5	6	3	5	3	8	5	3	3	5	4
TOTAL WOULD INCREASE THE VALUE OF MY HOME	22	32	23	20	21	24	20	20	24	25	19	27	20	31	19	17	15	21	24
It would not increase the value of my home	42	21	40	50	44	44	39	45	41	41	40	39	44	33	47	43	42	43	41
Don't know	36	48	37	30	36	32	41	34	35	35	41	34	37	37	33	39	43	36	35

Electric vehicle charging point

It would increase the value of my home, but by less than the cost of the installation	13	17	12	11	13	14	11	15	15	17	14	14	13	12	11	10	10	10	9
It would increase the value of my home, by about the cost of the installation	16	17	17	16	14	16	15	13	16	16	14	18	14	18	17	17	11	17	14
It would increase the value of my home, by more than the cost of the installation	8	10	9	7	8	9	8	8	11	8	6	9	9	10	8	7	6	8	9
TOTAL WOULD INCREASE THE VALUE OF MY HOME	37	44	38	34	35	39	34	36	42	41	34	41	36	40	36	34	27	35	32
It would not increase the value of my home	29	12	25	37	35	31	27	27	26	26	28	29	32	22	29	34	34	32	38
Don't know	34	44	37	29	29	29	39	36	32	33	38	31	31	38	35	31	38	33	29

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to install each of the following on your home, to what extent, if at all, do you think this would increase the value of your home?

Solar panels

It would increase the value of my home, but by less than the cost of the installation	21	23	18	27	21	20	20	14	23	9	23	33	30	20	15	22	12
It would increase the value of my home, by about the cost of the installation	18	20	16	21	18	18	18	16	20	20	6	17	21	17	21	19	14
It would increase the value of my home, by more than the cost of the installation	11	12	10	11	12	11	5	11	10	0	10	13	17	15	14	10	8
TOTAL WOULD INCREASE THE VALUE OF MY HOME	50	55	44	59	51	49	43	41	53	29	39	63	68	52	50	51	34
It would not increase the value of my home	19	19	20	22	18	17	21	20	22	52	9	6	9	17	19	21	9
Don't know	31	27	36	19	31	34	35	39	24	20	51	31	23	31	31	28	57

Heat pump

It would increase the value of my home, but by less than the cost of the installation	13	15	11	18	13	13	5	9	18	0	19	12	15	11	10	14	7
It would increase the value of my home, by about the cost of the installation	13	14	11	13	12	13	16	16	10	11	0	24	21	14	15	12	12
It would increase the value of my home, by more than the cost of the installation	6	7	5	5	6	7	10	7	7	0	5	9	8	9	8	6	5
TOTAL WOULD INCREASE THE VALUE OF MY HOME	32	36	27	36	31	33	31	32	35	11	24	45	44	34	33	32	24
It would not increase the value of my home	25	24	26	32	24	20	27	22	31	60	23	21	20	22	25	27	10
Don't know	42	39	47	32	44	47	42	46	34	28	53	34	36	43	43	40	66

Smart thermostat

It would increase the value of my home, but by less than the cost of the installation	7	8	7	7	7	7	5	9	8	0	6	10	11	10	6	7	10
It would increase the value of my home, by about the cost of the installation	10	11	9	10	9	11	16	12	11	9	12	17	17	14	13	9	10
It would increase the value of my home, by more than the cost of the installation	5	5	4	5	4	4	8	6	5	0	5	6	4	6	9	5	3
TOTAL WOULD INCREASE THE VALUE OF MY HOME	22	24	20	22	20	22	29	27	24	9	23	33	32	30	28	21	23
It would not increase the value of my home	42	44	38	49	43	41	32	35	44	72	12	34	36	38	41	45	16
Don't know	36	32	42	28	38	38	40	39	31	20	64	33	31	32	32	35	61

Electric vehicle charging point

It would increase the value of my home, but by less than the cost of the installation	13	13	12	15	12	13	10	11	14	0	20	7	19	14	11	12	12
It would increase the value of my home, by about the cost of the installation	16	19	12	17	17	15	18	15	17	11	7	18	23	21	19	16	10
It would increase the value of my home, by more than the cost of the installation	8	10	7	10	8	8	6	9	7	0	8	15	8	9	11	8	7
TOTAL WOULD INCREASE THE VALUE OF MY HOME	37	42	31	42	37	36	34	35	38	11	35	40	50	44	41	36	29
It would not increase the value of my home	29	28	30	35	29	28	25	26	32	69	7	21	23	24	25	32	12
Don't know	34	30	39	23	35	36	41	40	29	20	57	39	26	32	34	32	59

Sample Size: 4108 adults in UK
Fieldwork: 18th - 23rd July 2025

	Age				Gender		Region lived											
Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample 4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample 4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said that you have a heat pump. Which of the following best reflects your position?

[Shown only to respondents who own a heat pump; n=113]

I have a special tariff for my heat pump	20	0	32	20	15	20	20	0	6	38	13	23	28	11	19	45	0	36	0
I do not have a special tariff for my heat pump, but I knew that one was available	17	7	18	19	20	21	12	43	21	25	11	18	14	12	12	10	23	7	0
I do not have a special tariff for my heat pump, and I didn't know that one was available	36	22	24	48	58	27	47	20	27	33	19	12	42	41	41	37	62	57	100
Don't know	27	71	26	13	7	32	21	37	45	4	57	47	16	36	28	7	15	0	0

What benefits, if any, have you noticed from using a heat pump? Please tick all that apply.

[Shown only to respondents who own a heat pump; n=113]

Low maintenance	36	45	35	36	31	43	29	23	65	56	32	26	24	28	16	54	22	26	34
I feel I am doing my bit for the environment	35	30	26	45	44	39	31	56	37	52	7	53	21	30	15	49	48	43	0
More energy efficient	31	30	27	23	47	37	23	14	11	31	17	30	39	40	23	55	38	52	0
My energy bills have been cheaper	30	5	37	27	41	31	29	20	33	63	4	4	31	7	30	43	38	50	34
Can be used for both heating and cooling my home	17	0	28	4	24	15	19	0	6	30	26	0	6	18	21	45	12	15	0
Being able to monitor and control it from an app	17	8	19	20	16	17	17	0	11	34	7	28	33	11	11	23	0	19	0
Having access to special tariffs	14	0	26	9	7	16	11	0	12	42	0	4	15	7	5	25	0	27	0
Something else	2	0	4	0	2	3	1	0	0	7	0	0	12	0	0	0	0	0	0
Not applicable – I haven't really noticed any benefits	15	10	10	22	19	11	19	44	5	14	0	31	8	6	27	9	41	9	34
Don't know	10	5	15	9	7	9	12	0	5	5	51	5	11	12	5	7	0	0	32

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said that you have a heat pump. Which of the following best reflects your position?

[Shown only to respondents who own a heat pump; n=113]

I have a special tariff for my heat pump	20	29	11	19	10	45	0	22	19	0	0	0	18	40	45	15	59
I do not have a special tariff for my heat pump, but I knew that one was available	17	22	11	14	18	21	100	8	19	0	0	0	20	22	15	17	12
I do not have a special tariff for my heat pump, and I didn't know that one was available	36	32	41	41	34	11	0	32	58	0	0	85	40	27	22	38	0
Don't know	27	18	36	26	38	23	0	38	5	0	0	15	22	11	19	30	29

What benefits, if any, have you noticed from using a heat pump? Please tick all that apply.

[Shown only to respondents who own a heat pump; n=113]

Low maintenance	36	26	47	34	50	48	100	19	36	0	0	67	49	30	69	31	19
I feel I am doing my bit for the environment	35	43	27	48	35	22	0	26	37	0	0	67	49	29	19	34	41
More energy efficient	31	37	24	26	29	24	0	32	43	0	0	50	63	22	33	28	0
My energy bills have been cheaper	30	29	31	29	19	31	0	41	46	0	0	50	58	8	64	22	59
Can be used for both heating and cooling my home	17	17	17	12	7	13	100	31	29	0	0	50	24	23	22	11	53
Being able to monitor and control it from an app	17	24	10	21	12	12	100	19	19	0	0	0	30	22	19	14	41
Having access to special tariffs	14	20	7	17	5	24	0	19	5	0	0	0	22	11	39	10	41
Something else	2	4	0	7	0	0	0	0	0	0	0	0	12	15	0	0	0
Not applicable – I haven't really noticed any benefits	15	18	12	22	10	14	0	8	25	0	0	33	11	12	0	17	0
Don't know	10	8	13	8	2	20	0	26	0	0	0	0	0	0	0	14	10

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said that you do not have a heat pump.
Which of the following best explains why that is? Please tick up to three.

[Shown only to respondents who do not have a heat pump;
n=3995]

Installing a heat pump is too expensive	29	17	26	35	36	32	27	31	33	34	33	30	28	23	29	30	24	29	32
I am content with my current heating system	24	16	19	24	36	23	25	27	23	24	28	26	29	17	24	26	20	22	23
My current heating system is relatively new	15	6	14	17	18	15	15	15	14	18	18	16	15	13	15	12	11	18	14
I don't understand how heat pumps work	14	19	18	11	9	11	18	14	19	13	13	14	14	14	13	10	19	12	28
I don't have space for a heat pump	12	7	11	12	14	12	11	10	11	10	12	11	9	16	14	12	12	13	2
Installing a heat pump would be too disruptive to my home	11	5	8	13	16	13	9	12	11	10	12	11	10	8	11	12	6	12	13
I have heard other people have bad experiences with heat pumps	10	3	6	13	16	10	9	7	8	10	12	10	11	9	10	9	11	9	4
It wouldn't do as good a job at heating my home as my current heating system	10	2	7	13	17	13	8	12	9	8	8	13	13	7	12	11	8	13	8
I don't think a heat pump would make my home any more energy efficient than it already is	7	3	5	9	12	8	7	4	8	8	10	7	8	4	7	8	6	7	11
I don't know where to purchase them/how to get them installed	7	14	8	5	3	6	7	7	9	4	3	6	8	10	6	5	4	5	14
I don't like how heat pumps look	4	1	3	4	6	4	4	2	6	4	3	3	5	2	4	4	2	3	4
I don't know where to find after-care information and support	2	4	1	1	1	2	2	2	2	2	1	2	1	2	1	1	1	1	5
Something else [See Tab 11]	16	18	18	16	13	15	17	13	11	18	15	10	15	18	18	21	18	18	15
Don't know	11	27	15	6	3	11	11	10	11	8	9	14	11	16	11	8	15	10	10

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said that you do not have a heat pump.
Which of the following best explains why that is? Please tick up to three.

[Shown only to respondents who do not have a heat pump;
n=3995]

Installing a heat pump is too expensive	29	31	27	37	31	30	15	15	40	9	27	17	23	14	24	33	15
I am content with my current heating system	24	24	24	28	25	22	22	16	36	44	18	20	22	24	20	25	15
My current heating system is relatively new	15	17	12	19	17	14	11	10	15	22	6	38	42	22	8	15	7
I don't understand how heat pumps work	14	16	12	13	17	15	10	14	11	37	11	11	19	19	18	13	15
I don't have space for a heat pump	12	12	11	7	10	15	17	17	9	41	13	2	6	15	14	12	9
Installing a heat pump would be too disruptive to my home	11	12	9	15	11	10	5	7	14	0	5	0	7	5	8	12	4
I have heard other people have bad experiences with heat pumps	10	10	9	13	10	8	7	5	15	0	7	8	6	5	10	11	2
It wouldn't do as good a job at heating my home as my current heating system	10	11	10	17	10	8	5	3	20	0	10	2	7	5	5	12	2
I don't think a heat pump would make my home any more energy efficient than it already is	7	7	8	9	7	7	6	5	9	0	2	10	2	6	11	8	4
I don't know where to purchase them/how to get them installed	7	8	5	5	8	8	5	7	4	0	8	6	13	6	6	6	6
I don't like how heat pumps look	4	3	4	5	4	3	4	2	6	0	1	0	4	2	2	4	1
I don't know where to find after-care information and support	2	2	1	1	2	2	0	1	2	0	4	6	4	1	1	2	1
Something else [See Tab 11]	16	15	18	9	12	17	12	32	16	38	25	6	8	14	19	15	26
Don't know	11	9	14	8	12	10	25	11	3	0	22	15	10	20	13	9	26

Sample Size: 4108 adults in UK
Fieldwork: 18th - 23rd July 2025

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to guess, how much do you think it would cost to install a heat pump in your home? If you are not sure how much this would cost, please select “Don’t know”.

[Shown to home owners only; n=2521]

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
500	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
900	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000	1	0	1	1	0	0	1	0	1	0	0	1	1	0	0	0	1	1	2
1250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
1500	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0
2000	1	0	1	1	1	1	1	1	1	0	1	0	1	2	0	1	2	0	1
2500	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	2
3000	1	0	1	1	1	1	1	0	1	1	0	2	2	0	2	0	0	1	2
3500	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
4000	1	0	1	1	0	1	1	2	1	1	1	0	0	1	0	0	1	2	1
4009	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5000	5	7	8	4	2	5	4	3	7	6	3	6	3	5	4	4	9	4	0
5090	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5099	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5750	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
6000	1	0	1	2	1	2	1	0	3	1	1	1	1	1	3	1	0	1	3

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to guess, how much do you think it would cost to install a heat pump in your home? If you are not sure how much this would cost, please select "Don't know".

[Shown to home owners only; n=2521]

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
34	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
500	0	0	0	0	0	0	1	0	26	0	0	0	2	0	0	0
600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
900	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000	1	0	1	1	0	0	0	1	16	0	0	1	1	1	0	0
1250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1500	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0
2000	1	1	1	1	1	4	1	0	0	0	0	4	0	1	1	0
2500	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	3
3000	1	1	1	1	1	0	1	1	0	0	0	1	1	0	1	4
3500	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
4000	1	1	1	1	1	0	1	0	0	0	0	1	0	1	1	0
4009	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5000	5	6	3	5	4	7	5	7	2	0	0	7	5	6	4	7
5090	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5099	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5750	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6000	1	1	2	1	1	1	3	1	2	0	0	2	1	0	2	0

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6500	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0
6700	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
7000	2	0	3	2	1	2	1	4	3	1	1	4	1	2	2	2	2	0	1
7500	1	0	1	0	1	1	0	0	1	1	0	0	0	0	1	1	0	0	0
8000	3	13	3	4	2	5	1	1	5	4	4	2	3	3	2	4	2	4	0
8500	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
9000	1	0	0	0	1	0	1	0	1	0	1	0	0	0	1	1	2	0	0
10000	7	0	8	7	7	10	5	7	5	11	6	6	11	6	9	7	7	5	6
11000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12000	2	0	1	2	1	2	1	0	0	3	3	1	2	2	2	1	1	1	0
12500	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0
13000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2
14000	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
15000	4	0	3	6	5	6	3	4	4	4	7	4	5	1	6	5	2	4	5
16000	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0
17000	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
17500	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
18000	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
19000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20000	2	0	1	2	3	3	1	1	1	2	3	1	2	2	4	4	2	1	0
22000	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
25000	1	0	0	2	1	1	1	1	1	1	3	2	1	0	1	0	0	1	0
26000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30000	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	1	0	0
35000	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
40000	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
50000	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
57000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
120000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
250000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	64	76	63	61	69	54	73	74	62	61	63	66	62	69	59	65	67	67	73

	Social Grade			House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6500	0	0	0	0	0	0	0	1	0	0	7	0	1	1	1	0	0
6700	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
7000	2	2	1	3	1	2	0	1	2	0	0	0	2	4	1	2	0
7500	1	1	0	1	1	1	0	0	0	0	0	0	0	0	0	1	0
8000	3	3	3	4	3	2	9	2	4	0	0	0	3	6	3	3	0
8500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9000	1	1	0	1	1	0	0	0	0	0	0	0	0	1	0	1	0
10000	7	7	8	8	8	7	4	3	8	0	19	16	11	4	8	7	0
11000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
11500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12000	2	1	2	2	1	1	0	0	2	0	0	0	1	2	2	1	0
12500	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
13000	0	0	0	0	0	0	0	0	0	0	0	5	0	0	1	0	0
14000	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
15000	4	5	3	6	5	3	0	1	6	0	0	6	3	3	4	5	3
16000	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
17000	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
17500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
18000	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
19000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20000	2	2	2	3	2	1	0	1	3	0	0	0	0	1	1	2	1
22000	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
25000	1	1	1	1	1	1	7	1	0	0	16	0	0	0	1	1	0
26000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
40000	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
50000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
57000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60000	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
100000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
120000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
250000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	64	61	69	56	66	68	68	75	63	59	58	73	59	66	64	64	82

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely are you, if at all, to consider buying/leasing one of the following for your next vehicle?

[Shown only to respondents who are able to drive; n=2984]

A new electric vehicle

Very likely	6	7	7	5	4	6	5	5	7	7	4	5	8	8	4	6	3	5	7
Fairly likely	13	13	18	11	9	15	11	14	15	13	12	13	13	19	13	10	11	16	9
TOTAL LIKELY	19	20	25	16	13	21	16	19	22	20	16	18	21	27	17	16	14	21	16
Not very likely	22	32	23	21	19	24	21	19	22	24	23	27	23	22	23	16	18	24	21
Not at all likely	54	37	46	58	64	51	56	55	52	53	56	52	50	45	56	62	60	50	55
TOTAL NOT LIKELY	76	69	69	79	83	75	77	74	74	77	79	79	73	67	79	78	78	74	76
Don't know	5	10	6	4	4	4	7	7	4	2	5	4	6	6	5	5	7	5	7

Weighted Sample Unweighted Sample		Social Grade		House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely are you, if at all, to consider buying/leasing one of the following for your next vehicle?

[Shown only to respondents who are able to drive; n=2984]

A new electric vehicle

Very likely	6	6	5	9	5	4	4	7	3	0	18	26	12	13	7	5	9
Fairly likely	13	17	8	16	13	11	12	15	11	0	8	15	21	16	22	12	9
TOTAL LIKELY	19	23	13	25	18	15	16	22	14	0	26	41	33	29	29	17	18
Not very likely	22	23	20	24	22	21	13	21	21	17	16	30	22	29	24	21	21
Not at all likely	54	48	63	47	55	57	70	53	59	83	58	28	43	35	43	56	54
TOTAL NOT LIKELY	76	71	83	71	77	78	83	74	80	100	74	58	65	64	67	77	75
Don't know	5	5	5	4	5	7	1	4	6	0	0	0	2	7	4	5	8

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A second-hand electric vehicle

Very likely	5	11	6	4	3	6	4	1	7	6	5	4	5	4	5	5	6	3	5
Fairly likely	15	26	19	13	9	16	14	16	14	18	13	15	13	22	15	12	10	22	11
TOTAL LIKELY	20	37	25	17	12	22	18	17	21	24	18	19	18	26	20	17	16	25	16
Not very likely	21	26	24	20	16	21	21	27	16	23	24	20	24	21	23	17	17	19	19
Not at all likely	53	24	44	59	67	53	53	51	56	47	53	55	51	47	52	60	61	51	57
TOTAL NOT LIKELY	74	50	68	79	83	74	74	78	72	70	77	75	75	68	75	77	78	70	76
Don't know	6	13	7	4	5	4	7	6	6	5	5	6	7	6	5	6	7	5	7

You said you would not consider purchasing a new electric vehicle. Why is this? Please select all that apply.

[Shown only to respondents who said they were unlikely to consider purchasing an electric vehicle for their next vehicle; n=2247]

Electric vehicles are too expensive to BUY	62	53	56	63	69	63	60	61	69	55	59	70	66	47	64	65	58	56	58
There is not enough charging infrastructure across the country	45	32	38	48	55	49	42	52	43	48	48	46	50	39	42	46	35	49	48
There is not enough charging infrastructure in my local area	41	37	40	43	41	41	41	61	36	39	40	46	43	34	35	40	44	39	65
The range of electric car batteries would limit my ability to drive longer distances	43	31	39	47	46	46	40	55	43	42	41	48	41	45	41	37	44	42	56
Electric vehicles are too expensive to RUN	16	23	14	18	14	15	17	25	14	13	20	16	18	18	13	14	17	14	16
I do not know enough about electric cars	14	18	15	11	14	10	17	10	16	13	17	11	13	19	15	13	10	9	20
I do not like the look of electric cars	10	15	9	11	10	12	9	11	12	9	12	12	12	8	12	7	9	10	7
I would be unable to charge my electric car at my home	39	35	46	35	37	34	44	43	40	35	36	35	41	40	43	41	41	39	36
I don't think electric cars are reliable	26	20	27	26	26	21	31	30	30	25	30	26	28	26	20	23	25	24	35
Other [See Tab 14]	21	16	19	22	24	19	22	20	19	21	20	22	19	27	22	17	22	23	14
Don't know	3	3	4	3	2	3	3	6	3	4	3	2	4	3	3	3	3	2	4

You previously said that you have an electric vehicle (EV) charger at your home. Which of the following best reflects your position?

[Shown only to respondents who have an EV charger at home; n=268]

I have a special tariff for my EV charger	41	20	41	45	48	47	35	54	26	45	43	44	38	36	45	32	32	50	60
I do not have a special tariff for my EV charger, but I knew that one was available	23	18	24	31	12	25	21	25	33	19	18	25	25	23	18	25	38	22	0
I do not have a special tariff for my EV charger, and I didn't know that one was available	19	16	21	12	25	16	21	16	8	21	21	9	27	21	22	36	0	0	21
Don't know	18	46	14	12	15	12	23	5	33	15	18	22	10	19	15	7	30	28	19

Weighted Sample Unweighted Sample		Social Grade		House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A second-hand electric vehicle

Very likely	5	6	4	7	5	4	2	4	3	0	0	14	10	5	8	4	5
Fairly likely	15	18	11	17	15	16	13	17	8	0	16	22	13	29	18	14	9
TOTAL LIKELY	20	24	15	24	20	20	15	21	11	0	16	36	23	34	26	18	14
Not very likely	21	24	17	24	21	18	19	23	20	17	13	28	26	20	21	20	24
Not at all likely	53	47	62	47	53	57	62	50	66	83	57	33	49	37	44	55	49
TOTAL NOT LIKELY	74	71	79	71	74	75	81	73	86	100	70	61	75	57	65	75	73
Don't know	6	6	6	6	6	6	4	6	4	0	13	4	2	8	8	5	12

You said you would not consider purchasing a new electric vehicle. Why is this? Please select all that apply.

[Shown only to respondents who said they were unlikely to consider purchasing an electric vehicle for their next vehicle; n=2247]

Electric vehicles are too expensive to BUY	62	59	65	66	64	56	38	53	69	83	81	48	54	61	66	62	55
There is not enough charging infrastructure across the country	45	46	45	50	42	44	31	39	54	51	84	74	46	42	55	46	31
There is not enough charging infrastructure in my local area	41	40	42	41	39	44	28	39	45	68	65	21	42	34	49	41	34
The range of electric car batteries would limit my ability to drive longer distances	43	44	41	51	39	43	38	34	47	51	58	57	47	41	51	43	32
Electric vehicles are too expensive to RUN	16	14	18	13	17	13	12	17	21	0	29	24	15	21	16	16	12
I do not know enough about electric cars	14	13	14	13	14	15	30	13	9	0	15	11	16	17	16	13	21
I do not like the look of electric cars	10	9	12	8	10	10	9	8	15	37	29	0	12	13	7	10	16
I would be unable to charge my electric car at my home	39	40	39	21	35	56	48	61	31	54	58	16	29	38	53	38	50
I don't think electric cars are reliable	26	22	30	23	28	26	16	20	32	46	40	31	21	26	26	26	30
Other [See Tab 14]	21	20	22	21	19	22	18	25	18	21	36	0	24	16	14	22	17
Don't know	3	2	4	2	3	4	12	4	3	0	0	5	4	3	2	3	7

You previously said that you have an electric vehicle (EV) charger at your home. Which of the following best reflects your position?

[Shown only to respondents who have an EV charger at home; n=268]

I have a special tariff for my EV charger	41	41	40	44	41	23	0	22	54	0	0	23	30	20	45	46	0
I do not have a special tariff for my EV charger, but I knew that one was available	23	25	18	20	27	31	0	18	18	0	0	32	20	20	24	23	28
I do not have a special tariff for my EV charger, and I didn't know that one was available	19	15	27	18	18	20	100	31	18	0	0	38	38	37	15	13	15
Don't know	18	19	15	18	15	27	0	28	10	0	0	7	13	22	16	18	57

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What benefits, if any, have you noticed from owning an EV charger? Please tick all that apply.

[Shown only to respondents who have an EV charger at home;
n=268]

It has been cheaper for me to charge my car	56	52	48	63	66	61	51	73	48	50	66	52	78	31	65	47	22	60	38
It is more convenient than finding a charging point locally	54	58	49	62	50	56	51	56	48	41	58	44	60	46	69	44	47	65	81
Being able to control and monitor it from an app	33	18	32	41	36	38	29	38	26	31	14	42	66	37	30	32	32	36	19
Having access to special tariffs	24	0	27	29	29	32	18	20	9	27	16	28	36	24	27	33	22	30	0
Something else [See Tab 16]	5	0	4	5	10	5	4	0	4	18	9	6	0	0	6	0	0	0	0
Not applicable – I haven't really noticed any benefits	15	3	20	13	10	13	16	4	16	25	13	21	8	25	6	29	0	0	0
Don't know	9	12	9	7	8	6	11	11	6	0	13	4	7	6	2	13	30	23	19

And how likely, if at all, are you to recommend an electric vehicle to someone else?

[Shown only to respondents who have an EV charger at home;
n=268]

Very likely	39	23	39	41	48	37	41	47	35	20	36	36	57	24	44	45	45	46	59
Fairly likely	29	36	32	31	14	29	29	53	13	41	26	35	20	58	21	13	25	42	0
TOTAL LIKELY	68	59	71	72	62	66	70	100	48	61	62	71	77	82	65	58	70	88	59
Not very likely	10	21	7	10	12	12	8	0	14	13	8	4	11	17	17	7	0	4	19
Not at all likely	11	3	11	8	20	14	8	0	13	18	17	5	9	0	7	26	0	0	23
TOTAL NOT LIKELY	21	24	18	18	32	26	16	0	27	31	25	9	20	17	24	33	0	4	42
Don't know	11	17	11	10	6	8	13	0	25	9	12	19	3	0	11	8	30	8	0

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What benefits, if any, have you noticed from owning an EV charger? Please tick all that apply.

[Shown only to respondents who have an EV charger at home; n=268]

It has been cheaper for me to charge my car	56	57	52	59	62	30	0	22	55	0	0	23	38	54	56	62	35
It is more convenient than finding a charging point locally	54	56	47	49	57	65	0	21	85	0	0	36	49	64	58	55	22
Being able to control and monitor it from an app	33	33	35	30	38	19	100	32	38	0	0	24	24	22	45	35	31
Having access to special tariffs	24	23	27	28	22	12	0	9	35	0	0	13	30	15	25	26	16
Something else [See Tab 16]	5	5	5	6	6	0	0	0	0	0	0	0	3	5	0	6	0
Not applicable – I haven't really noticed any benefits	15	13	18	13	10	24	0	56	15	0	0	58	30	25	7	9	12
Don't know	9	7	12	12	6	5	0	0	0	0	0	0	13	0	13	9	0

And how likely, if at all, are you to recommend an electric vehicle to someone else?

[Shown only to respondents who have an EV charger at home; n=268]

Very likely	39	35	48	39	43	31	0	19	50	0	0	24	38	35	51	40	0
Fairly likely	29	31	25	26	32	30	0	61	10	0	0	20	19	59	33	28	38
TOTAL LIKELY	68	66	73	65	75	61	0	80	60	0	0	44	57	94	84	68	38
Not very likely	10	13	3	11	10	2	100	12	5	0	0	16	12	0	4	11	15
Not at all likely	11	9	16	14	4	17	0	0	26	0	0	7	30	0	6	10	12
TOTAL NOT LIKELY	21	22	19	25	14	19	100	12	31	0	0	23	42	0	10	21	27
Don't know	11	12	8	9	11	19	0	8	10	0	0	33	0	6	5	11	35

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to guess, how much do you think it would cost to install an electric vehicle charging point in your home? If you are not sure how much this would cost, please select "Don't know".

[Shown only to respondents who do not have an EV charging point at home; n=3840]

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
150	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
180	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
200	1	1	1	0	1	1	1	1	1	0	1	1	0	1	1	1	1	0	3
250	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	1
300	1	1	1	1	2	1	1	0	1	1	1	0	1	1	1	2	1	1	0
309	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
350	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
359	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
400	0	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	1	0	0
450	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
500	3	2	3	4	3	4	2	5	4	4	3	2	3	1	4	3	2	2	5
550	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
575	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
600	1	0	0	1	1	1	0	1	1	1	0	0	1	0	0	1	0	0	0
650	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
700	1	0	1	1	0	1	0	0	1	0	1	1	1	1	1	0	0	0	0
740	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
750	0	0	0	1	1	1	0	0	1	0	1	2	0	0	0	1	0	0	1
775	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
800	1	1	1	2	1	2	1	1	1	0	1	3	2	1	1	1	1	0	0
850	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
900	0	2	0	0	1	1	0	0	0	1	1	0	0	0	0	1	0	0	0
990	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000	5	3	6	6	5	6	4	1	5	7	4	5	7	5	6	6	5	4	6
1100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
1122	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1200	1	0	0	1	1	1	0	0	1	1	1	0	1	0	0	1	0	1	1
1250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
1400	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to guess, how much do you think it would cost to install an electric vehicle charging point in your home? If you are not sure how much this would cost, please select "Don't know".

[Shown only to respondents who do not have an EV charging point at home; n=3840]

0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	0	0	0	0	0	0	9	0	0	0	0	0	0	1
150	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
180	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
200	1	1	0	1	1	0	1	1	0	0	0	2	2	0	1	1
250	0	0	1	1	0	0	0	1	0	0	0	1	0	2	0	0
300	1	1	1	1	1	2	1	2	16	0	0	0	2	2	1	0
309	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
350	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
359	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
400	0	0	0	0	1	1	0	1	0	0	0	0	0	2	0	0
450	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
500	3	3	3	5	3	3	0	1	4	0	0	5	4	4	3	2
550	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
575	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
600	1	1	1	1	1	0	0	1	0	0	0	0	0	1	1	0
650	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
700	1	1	1	1	1	0	1	2	0	0	0	0	0	1	1	0
740	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
750	0	1	0	1	0	0	0	0	0	0	0	1	0	0	1	0
775	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
800	1	1	1	2	1	1	0	1	0	0	0	1	1	1	1	0
850	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
900	0	1	0	1	0	0	1	1	0	0	10	0	0	0	0	1
990	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000	5	7	3	9	5	7	2	5	0	2	24	13	6	5	5	2
1100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1122	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1200	1	1	0	1	1	0	0	1	0	0	0	0	1	0	1	0
1250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1400	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1500	2	1	2	3	2	3	1	1	1	3	2	2	1	1	4	2	3	3	1
1800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1900	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
2000	4	2	5	4	1	5	3	4	3	3	3	4	2	3	3	3	7	4	4
2500	1	0	1	0	0	1	0	0	0	0	0	1	1	1	1	1	0	0	0
3000	2	0	2	1	1	2	1	5	3	1	3	1	1	1	1	1	1	1	3
3500	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
4000	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	1
4500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5000	2	2	3	2	1	3	1	1	1	1	4	2	2	3	2	1	1	3	1
6000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6700	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8000	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
9000	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
10000	0	0	1	1	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0
12000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15000	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
20000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30000	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
40000	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
100000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
125000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100000000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	72	82	70	68	76	65	79	77	73	67	72	72	70	78	68	71	74	76	71

You previously said that you have solar panels fitted to your home. Which of the following best reflects your position?

[Shown only to respondents with solar panels; n=395]

I have a special tariff for my solar panels	47	17	40	47	61	47	46	38	38	58	59	45	55	17	53	43	43	66	10
I do not have a special tariff for my solar panels, but I knew that one was available	8	0	12	6	7	8	7	6	11	11	3	9	9	10	3	13	0	3	12
I do not have a special tariff for my solar panels, and I didn't know that one was available	25	25	30	26	19	27	23	26	26	11	26	8	26	48	30	27	27	11	78
Don't know	21	58	18	22	12	18	23	30	25	19	12	38	10	25	14	17	29	21	0

	Social Grade			House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1500	2	3	1	2	2	2	0	3	1	0	0	9	1	3	2	2	2
1800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1900	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2000	4	4	3	4	2	5	4	4	3	0	0	0	1	3	7	3	4
2500	1	1	1	1	1	1	0	1	1	0	0	0	2	2	1	1	0
3000	2	1	2	1	2	2	3	1	1	0	0	0	0	1	3	2	0
3500	0	0	0	0	0	0	0	0	0	0	2	0	0	1	0	0	0
4000	0	1	0	1	1	0	0	0	0	0	0	0	0	1	0	0	1
4500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5000	2	2	1	2	2	1	3	3	1	11	4	0	1	2	3	2	2
6000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6700	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8000	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
9000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10000	0	1	0	0	0	0	3	0	1	0	0	0	1	0	0	0	0
12000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
40000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
125000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100000000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	72	69	77	62	73	73	76	78	69	64	91	57	71	71	63	72	82

You previously said that you have solar panels fitted to your home. Which of the following best reflects your position?

[Shown only to respondents with solar panels; n=395]

I have a special tariff for my solar panels	47	50	43	73	36	32	0	17	53	0	0	50	40	71	39	47	27
I do not have a special tariff for my solar panels, but I knew that one was available	8	9	6	4	9	7	54	6	7	0	41	0	19	11	12	6	29
I do not have a special tariff for my solar panels, and I didn't know that one was available	25	22	28	13	27	30	0	50	31	0	59	41	25	14	30	25	20
Don't know	21	19	22	9	28	31	46	27	9	0	0	9	16	4	18	22	24

Sample Size: 4108 adults in UK
Fieldwork: 18th - 23rd July 2025

Weighted Sample Unweighted Sample		Age				Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What benefits, if any, have you noticed from owning solar panels? Please tick all that apply.

[Shown only to respondents with solar panels; n=395]

My energy bills have been cheaper	69	69	60	74	75	71	67	39	79	63	70	65	87	70	67	76	65	64	78
I feel I am doing my bit for the environment	47	34	48	50	47	46	47	46	45	62	42	30	65	30	50	40	39	51	73
More energy efficient	38	46	33	39	39	41	35	27	33	50	16	28	50	44	37	44	41	41	28
Low maintenance	37	44	34	34	40	42	32	31	22	55	43	21	57	37	33	35	31	45	42
Having access to special tariffs	25	8	18	31	31	27	23	24	31	22	14	17	43	12	38	19	8	34	0
Being able to monitor and control them from an app	19	25	17	21	16	20	18	9	8	18	14	11	33	22	20	23	15	23	32
Something else [See Tab 17]	7	0	5	6	11	8	5	14	2	10	10	2	7	0	10	9	5	2	12
Not applicable – I haven't really noticed any benefits	10	13	12	6	9	7	13	28	11	10	3	9	2	15	13	4	15	9	0
Don't know	5	8	7	5	1	5	5	9	3	0	6	19	2	0	2	2	14	4	0

If you had a choice, would you keep your solar panels, or would you remove them?

[Shown only to respondents with solar panels; n=395]

Keep the solar panels	93	82	90	96	95	93	92	79	88	98	100	92	96	83	96	95	79	95	100
Remove the solar panels	3	0	6	2	1	3	2	21	7	0	0	2	2	3	0	0	0	2	0
Don't know	5	18	4	2	4	3	6	0	5	2	0	6	2	14	4	5	21	2	0

And how likely, if at all, are you to recommend solar panels to someone else?

[Shown only to respondents with solar panels; n=395]

Very likely	55	52	49	50	67	55	55	56	54	50	45	32	68	64	59	52	61	63	88
Fairly likely	32	30	38	39	22	34	31	21	33	41	43	48	26	19	26	43	18	30	12
TOTAL LIKELY	87	82	87	89	89	89	86	77	87	91	88	80	94	83	85	95	79	93	100
Not very likely	2	0	2	1	4	1	4	2	2	2	5	2	2	0	6	1	0	0	0
Not at all likely	3	0	5	2	2	4	2	21	7	0	0	4	3	0	0	0	0	2	0
TOTAL NOT LIKELY	5	0	7	3	6	5	6	23	9	2	5	6	5	0	6	1	0	2	0
Don't know	7	18	6	9	5	7	8	0	5	7	7	14	2	17	10	4	21	5	0

Weighted Sample Unweighted Sample		Social Grade		House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What benefits, if any, have you noticed from owning solar panels? Please tick all that apply.

[Shown only to respondents with solar panels; n=395]

My energy bills have been cheaper	69	74	64	80	70	59	0	41	73	0	75	46	57	84	59	71	56
I feel I am doing my bit for the environment	47	48	45	57	40	36	54	52	56	0	75	40	55	51	39	47	42
More energy efficient	38	41	34	41	39	28	0	37	44	0	34	40	37	40	31	38	41
Low maintenance	37	39	34	38	34	25	46	71	43	0	34	63	24	32	27	37	77
Having access to special tariffs	25	27	23	35	22	14	0	0	34	0	0	7	9	27	25	27	0
Being able to monitor and control them from an app	19	19	18	22	18	15	0	10	21	0	75	0	6	26	5	21	20
Something else [See Tab 17]	7	7	6	10	6	3	0	0	8	0	0	0	0	5	8	7	7
Not applicable – I haven't really noticed any benefits	10	8	12	1	15	11	0	23	11	0	25	19	11	5	19	9	9
Don't know	5	2	8	3	4	12	0	0	1	0	0	9	0	0	4	5	9

If you had a choice, would you keep your solar panels, or would you remove them?

[Shown only to respondents with solar panels; n=395]

Keep the solar panels	93	93	92	97	89	94	54	94	95	0	100	100	86	96	96	92	91
Remove the solar panels	3	3	2	2	5	0	0	6	3	0	0	0	4	4	0	3	0
Don't know	5	3	6	1	6	6	46	0	2	0	0	0	11	0	4	5	9

And how likely, if at all, are you to recommend solar panels to someone else?

[Shown only to respondents with solar panels; n=395]

Very likely	55	60	49	66	48	49	46	64	66	0	0	30	56	53	41	58	40
Fairly likely	32	30	35	26	34	39	54	30	28	0	100	70	36	43	44	29	52
TOTAL LIKELY	87	90	84	92	82	88	100	94	94	0	100	100	92	96	85	87	92
Not very likely	2	2	3	2	2	2	0	6	4	0	0	0	0	4	0	2	0
Not at all likely	3	3	2	4	5	0	0	0	0	0	0	0	0	0	0	4	0
TOTAL NOT LIKELY	5	5	5	6	7	2	0	6	4	0	0	0	0	4	0	6	0
Don't know	7	5	11	3	11	10	0	0	3	0	0	0	8	0	15	7	9

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine you were looking to have a solar system with 8 solar panels fitted to your home. If you were to guess, how much do you think it would cost to install this in your home? If you are not sure how much this would cost, please select "Don't know"

[Shown only to respondents who do not own solar panels;
n=3713]

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
150	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
230	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
400	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
750	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000	0	2	0	0	0	1	0	2	0	1	0	1	0	0	0	0	1	0	0
1200	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
1250	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
1300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1500	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
1600	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
1800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2000	1	2	2	1	1	2	1	1	1	0	2	1	1	2	1	2	2	1	2
2500	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0
3000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	0	1	1
3215	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3500	0	1	0	0	0	0	0	0	0	1	1	0	1	0	0	0	0	0	1
4000	1	0	2	1	1	2	1	0	1	1	1	1	1	1	2	2	1	2	1
4500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
5000	4	4	4	5	3	5	4	3	6	5	5	4	3	4	3	4	4	4	5
5600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6000	2	0	2	2	2	3	1	0	2	2	2	3	1	1	2	2	3	2	2
6250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
6600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7000	1	0	1	1	1	1	1	1	0	1	1	1	1	1	2	0	1	1	0
7500	0	0	1	0	0	1	0	0	0	1	0	0	1	0	1	1	0	0	0
8000	3	3	3	4	2	4	2	2	5	2	3	2	3	2	2	3	4	3	2
8500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9000	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
9500	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10000	7	2	9	8	5	9	6	7	7	5	5	9	9	8	8	8	4	7	4
10009	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	Social Grade		House type lived in								As far as you know, when was your current home built?					
Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample 4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample 4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine you were looking to have a solar system with 8 solar panels fitted to your home. If you were to guess, how much do you think it would cost to install this in your home? If you are not sure how much this would cost, please select "Don't know"

[Shown only to respondents who do not own solar panels;
n=3713]

0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
150	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
230	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
400	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0
500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
750	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	1
1200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1250	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
1300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1500	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
1600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
1800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2000	1	1	1	1	2	0	2	0	0	0	0	1	3	3	1	2
2500	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0
3000	1	1	1	1	1	0	1	2	0	0	0	2	0	1	1	0
3215	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3500	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0
4000	1	1	1	1	0	2	2	2	0	0	0	2	0	1	1	0
4500	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
5000	4	5	3	5	4	4	2	4	5	9	4	7	5	6	4	4
5600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6000	2	2	1	3	2	1	3	1	2	0	7	5	1	3	2	1
6250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7000	1	1	1	1	1	0	1	2	0	0	4	2	1	1	1	0
7500	0	1	0	1	0	0	1	0	0	0	0	0	1	0	1	0
8000	3	3	3	5	2	4	4	2	2	0	0	3	0	2	3	1
8500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9000	0	0	0	1	0	0	0	1	0	0	0	0	2	0	0	0
9500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10000	7	8	6	10	6	6	13	6	9	11	8	6	9	11	7	2
10009	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12000	1	0	1	2	1	2	1	0	1	1	2	2	2	0	2	1	1	0	0
12500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
14000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
15000	2	2	2	3	2	3	2	1	3	3	2	1	2	2	3	3	1	1	1
16000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
18000	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
20000	2	2	2	3	1	3	2	3	2	2	4	2	1	2	3	3	1	1	3
22000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25000	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	0
27000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30000	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
32000	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
35000	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
36000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40000	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0	0
45000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50000	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
60000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
100000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
150000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
160000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	68	73	66	64	76	62	74	79	67	67	66	68	68	71	65	65	70	71	78

What benefits, if any, have you noticed from owning a smart thermostat? Please tick all that apply.

[Shown only to respondents with a smart thermostat; n=716]

I am able to control my heating from my phone	53	27	55	60	52	58	48	57	41	61	58	46	56	45	57	53	65	62	55
I have been able to track my energy usage	36	37	37	33	39	35	38	41	30	46	24	31	34	49	39	44	40	30	0
I have been able to reduce my energy bills	25	20	23	24	35	27	23	20	18	34	28	18	30	29	26	28	27	20	25
Low maintenance	18	23	20	14	15	18	18	28	9	16	13	9	20	28	18	31	20	13	0
Having access to special tariffs	6	0	7	6	9	6	6	7	8	7	6	7	9	13	2	6	2	1	12
Something else [See Tab 18]	2	0	1	3	1	2	1	0	1	1	0	0	3	2	0	2	3	4	16
Not applicable – I haven't really noticed any benefits	15	15	14	15	18	14	16	15	17	15	17	16	20	11	13	9	14	14	25
Don't know	6	24	5	4	6	6	6	0	14	3	3	10	4	6	8	5	2	6	0

	Social Grade			House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12000	1	1	1	2	2	1	2	0	1	9	0	0	2	0	1	1	1
12500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15000	2	2	2	3	2	2	0	1	2	9	4	0	1	1	1	3	0
16000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20000	2	2	2	4	2	2	0	1	1	0	0	0	2	3	2	2	2
22000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25000	1	1	1	1	1	0	1	1	0	16	6	0	3	3	0	1	0
27000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30000	0	0	0	0	0	0	0	0	1	0	3	0	0	0	0	0	1
32000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
35000	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
36000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
40000	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0
45000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
60000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
150000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
160000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	68	65	73	57	70	70	71	74	66	46	79	77	62	67	63	68	80

What benefits, if any, have you noticed from owning a smart thermostat? Please tick all that apply.

[Shown only to respondents with a smart thermostat; n=716]

I am able to control my heating from my phone	53	57	47	60	49	57	77	30	53	100	81	28	38	43	49	57	30
I have been able to track my energy usage	36	39	32	42	33	32	23	40	39	0	54	46	37	31	54	35	44
I have been able to reduce my energy bills	25	27	23	35	19	24	23	29	21	0	28	28	46	24	19	25	27
Low maintenance	18	18	17	20	17	18	23	19	11	0	19	25	19	15	27	17	7
Having access to special tariffs	6	7	4	7	5	5	0	5	12	0	0	21	13	15	10	5	4
Something else [See Tab 18]	2	1	2	2	1	3	0	1	2	0	0	0	3	0	0	2	0
Not applicable – I haven't really noticed any benefits	15	13	19	13	17	12	0	23	18	0	0	29	6	17	13	15	26
Don't know	6	5	9	3	10	5	0	4	4	0	0	0	6	18	4	6	5

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how likely are you, if at all, to recommend a smart thermostat to someone else?

Very likely	37	30	43	32	34	41	33	21	37	51	35	30	43	50	34	35	45	25	17
Fairly likely	39	52	35	46	36	37	41	52	36	27	42	41	29	37	45	40	37	44	72
TOTAL LIKELY	76	82	78	78	70	78	74	73	73	78	77	71	72	87	79	75	82	69	89
Not very likely	11	5	12	9	13	10	11	12	16	10	12	11	7	8	11	14	7	10	0
Not at all likely	4	4	3	3	5	4	3	0	5	8	3	1	10	0	1	6	4	0	0
TOTAL NOT LIKELY	15	9	15	12	18	14	14	12	21	18	15	12	17	8	12	20	11	10	0
Don't know	9	8	8	10	12	7	12	15	6	4	8	17	10	5	9	6	7	20	12

If you were to guess, how much do you think it would cost to install a smart thermostat in your home? If you are not sure how much this would cost, please select "Don't know".

[Shown only to respondents who do not have a smart thermostat;
n=3392]

0	1	0	1	1	1	1	1	3	1	1	0	1	1	1	1	1	2	1	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
30	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	1	3	1	1	1	2	1	2	2	1	0	0	2	2	1	1	2	1	0
60	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
80	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
90	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	3	3	4	2	2	4	2	2	2	3	2	2	2	3	5	3	4	3	1
110	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
120	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
130	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
140	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
150	1	2	1	2	1	2	1	1	1	1	2	2	1	1	2	1	2	2	0
178	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
180	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
200	3	2	4	3	2	4	2	2	2	4	2	1	4	4	3	3	6	3	0
210	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
225	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
250	1	0	2	1	1	2	1	1	2	2	1	2	1	1	1	2	1	0	0
300	1	1	2	2	1	1	1	2	1	1	2	1	1	2	1	1	0	1	2
350	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
400	0	1	1	0	0	1	0	2	1	1	1	1	0	0	1	0	0	1	0
450	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
500	2	2	3	3	1	3	2	1	3	1	3	4	3	1	3	2	1	2	5

Weighted Sample Unweighted Sample		Social Grade		House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how likely are you, if at all, to recommend a smart thermostat to someone else?

Very likely	37	39	35	39	33	48	33	26	34	0	0	23	39	28	38	38	44
Fairly likely	39	39	38	41	41	34	46	34	35	0	75	51	36	46	47	39	13
TOTAL LIKELY	76	78	73	80	74	82	79	60	69	0	75	74	75	74	85	77	57
Not very likely	11	9	15	10	11	7	21	17	19	100	25	17	11	14	5	11	10
Not at all likely	4	5	2	4	4	4	0	2	3	0	0	0	2	0	5	4	11
TOTAL NOT LIKELY	15	14	17	14	15	11	21	19	22	100	25	17	13	14	10	15	21
Don't know	9	9	10	6	11	8	0	22	10	0	0	9	12	12	5	9	21

If you were to guess, how much do you think it would cost to install a smart thermostat in your home? If you are not sure how much this would cost, please select "Don't know".

[Shown only to respondents who do not have a smart thermostat; n=3392]

0	1	1	1	1	1	2	3	1	0	12	0	3	1	1	1	1	2
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	1	0	0	0	0	0	0	7	1	0	0	0	0
30	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	1	2	1	1	1	1	2	3	1	0	0	0	2	2	1	1	1
60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
76	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
80	0	0	0	0	0	0	2	0	0	0	0	0	0	1	1	0	0
90	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	3	3	2	4	3	3	5	2	3	0	0	0	3	5	3	3	2
110	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
120	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
130	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
140	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
150	1	2	1	2	1	1	3	1	3	0	0	0	3	3	1	1	0
178	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
180	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
200	3	4	2	5	2	3	4	4	2	0	0	6	5	1	5	3	2
210	0	0	0	0	0	0	0	0	0	17	0	0	0	1	0	0	0
225	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
250	1	2	1	2	1	1	0	1	2	0	2	0	0	2	3	1	1
300	1	1	1	2	1	2	5	1	0	0	2	4	1	1	3	1	0
350	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
400	0	0	1	0	0	0	0	1	1	0	0	0	0	0	1	0	0
450	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1
500	2	3	1	4	2	2	2	2	2	0	3	12	4	3	4	2	0

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
599	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
700	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
750	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
800	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
850	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
900	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000	1	1	2	1	1	2	1	1	1	2	1	1	1	3	0	1	0	1	0
1500	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1
1999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2000	1	2	0	1	0	1	1	0	0	1	1	0	1	2	1	1	0	0	0
2300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
3000	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
4000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5000	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0
6000	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
7000	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
10000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20000	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Don't know	80	79	77	78	86	73	85	79	78	80	80	81	81	77	76	83	81	81	88

Which, if any, of the following have you heard of?

Green Homes Grant

I have heard of this before, and I could explain what it means	3	3	4	4	2	4	3	2	4	5	3	4	3	4	2	3	5	3	3
I have heard of this before, but I could not explain what it means	16	14	15	17	18	18	15	16	13	17	14	17	17	20	18	16	14	12	17
I have not heard of this before	74	73	72	75	75	72	75	76	77	72	73	70	72	68	75	74	74	80	76
Don't know	7	9	9	5	5	7	7	6	6	6	10	9	8	7	6	8	7	5	4

Green Deal

I have heard of this before, and I could explain what it means	2	3	3	2	1	3	1	2	3	3	2	2	2	3	2	2	2	3	1
I have heard of this before, but I could not explain what it means	16	16	15	18	16	19	13	23	14	19	11	14	13	19	17	16	13	17	19
I have not heard of this before	74	71	74	75	77	70	78	68	77	73	76	73	77	70	76	74	78	75	75
Don't know	7	9	9	5	6	7	8	7	5	5	11	11	9	8	6	8	7	6	5

	Social Grade			House type lived in							As far as you know, when was your current home built?						
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
599	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
700	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
750	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
800	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
850	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
900	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
1000	1	1	1	1	1	1	4	2	1	0	0	10	2	1	1	1	1
1500	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
1999	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
2000	1	1	0	0	1	0	0	0	1	0	0	0	2	0	0	0	2
2300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3000	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
4000	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
5000	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0
6000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	80	76	84	76	81	80	69	79	81	70	93	58	74	77	75	80	84

Which, if any, of the following have you heard of?

Green Homes Grant

I have heard of this before, and I could explain what it means	3	4	3	3	3	3	5	4	4	0	9	10	6	3	4	3	2
I have heard of this before, but I could not explain what it means	16	18	13	19	15	14	16	17	18	9	20	19	15	16	18	17	11
I have not heard of this before	74	72	75	73	76	76	75	70	72	91	61	71	75	71	72	74	71
Don't know	7	6	9	5	7	6	4	9	6	0	10	0	4	11	6	6	15

Green Deal

I have heard of this before, and I could explain what it means	2	3	2	3	2	2	4	2	2	0	7	5	5	2	2	2	3
I have heard of this before, but I could not explain what it means	16	19	12	18	15	14	10	17	18	0	29	16	17	18	17	16	13
I have not heard of this before	74	72	78	74	76	78	82	71	74	100	58	67	72	72	76	75	68
Don't know	7	6	9	5	8	6	4	10	6	0	5	11	6	8	6	7	16

Sample Size: 4108 adults in UK
Fieldwork: 18th - 23rd July 2025

	Age					Gender		Region lived											
	Total	18-24	25-49	50-64	65+	Male	Female	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Weighted Sample	4108	432	1697	1019	961	1992	2116	176	420	349	294	360	411	472	564	394	214	341	115
Unweighted Sample	4108	295	1593	1090	1130	1835	2273	168	415	354	304	357	437	429	590	417	188	351	98
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Warm Homes Discount																			
I have heard of this before, and I could explain what it means	13	8	12	13	15	11	14	19	16	17	14	12	9	11	12	11	14	14	5
I have heard of this before, but I could not explain what it means	30	15	26	33	39	29	30	31	30	32	33	31	27	26	30	31	30	31	30
I have not heard of this before	51	68	53	49	42	53	50	45	48	46	44	47	56	56	54	53	49	51	60
Don't know	6	10	8	4	4	7	6	5	6	5	9	9	8	7	5	6	7	5	4
Winter Fuel Payment																			
I have heard of this before, and I could explain what it means	65	37	53	74	89	63	67	67	62	65	70	65	63	55	70	69	65	66	71
I have heard of this before, but I could not explain what it means	23	35	30	21	9	24	22	18	26	27	18	24	23	27	20	24	21	25	20
I have not heard of this before	7	19	10	4	2	8	7	10	9	6	5	6	9	13	7	5	8	5	5
Don't know	4	9	7	2	1	5	4	5	3	3	8	5	6	5	3	2	7	4	4
Boiler Upgrade Scheme																			
I have heard of this before, and I could explain what it means	10	5	8	12	11	11	9	13	9	14	9	13	8	8	8	8	9	9	16
I have heard of this before, but I could not explain what it means	27	15	25	31	33	29	26	29	28	30	31	29	24	24	25	28	24	30	26
I have not heard of this before	57	71	58	53	51	54	59	53	58	51	52	51	61	61	62	55	59	56	54
Don't know	6	10	8	4	4	7	6	6	5	6	9	7	7	7	5	9	7	6	4
Home Upgrade Grant																			
I have heard of this before, and I could explain what it means	3	4	3	2	2	3	2	2	5	4	3	2	2	5	2	1	2	2	2
I have heard of this before, but I could not explain what it means	10	10	9	10	13	11	10	10	13	10	8	12	10	12	11	9	6	11	9
I have not heard of this before	79	75	78	82	79	78	80	79	76	80	79	76	79	76	81	80	81	81	81
Don't know	8	10	10	5	6	8	8	9	6	7	10	10	9	7	6	9	10	6	8

	Social Grade			House type lived in								As far as you know, when was your current home built?					
	Total	ABC1	C2DE	Detached house	Semi-detached house	Terraced house	Maisonette	Studio/ flat/ apartment	Bungalow	Static Caravan/ mobile home/ trailer	Other	In the last two years	2-5 years ago	6-10 years ago	11-20 years ago	More than 20 years ago	Don't know
Weighted Sample	4108	2342	1766	806	1273	896	65	635	300	11	42	33	136	163	285	3155	336
Unweighted Sample	4108	2545	1563	876	1270	874	60	614	314	9	35	32	128	161	282	3226	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Warm Homes Discount																	
I have heard of this before, and I could explain what it means	13	10	16	9	12	14	18	17	14	21	3	11	14	11	10	13	8
I have heard of this before, but I could not explain what it means	30	30	29	28	30	33	21	26	37	9	49	31	20	27	31	31	22
I have not heard of this before	51	54	47	58	52	49	56	48	44	70	38	44	61	52	52	50	55
Don't know	6	5	8	4	6	5	5	9	5	0	10	13	5	9	7	5	15
Winter Fuel Payment																	
I have heard of this before, and I could explain what it means	65	68	61	71	66	63	62	56	80	72	46	68	57	52	59	70	33
I have heard of this before, but I could not explain what it means	23	22	25	21	23	26	30	25	14	28	39	30	30	29	29	21	32
I have not heard of this before	7	7	7	6	7	7	4	12	4	0	5	0	10	14	8	6	19
Don't know	4	3	6	2	4	4	4	7	1	0	10	3	3	6	4	3	16
Boiler Upgrade Scheme																	
I have heard of this before, and I could explain what it means	10	9	10	11	11	9	8	6	10	7	2	4	8	8	10	10	5
I have heard of this before, but I could not explain what it means	27	27	28	27	28	27	28	26	30	20	36	35	21	36	26	28	14
I have not heard of this before	57	58	55	58	56	58	60	58	54	73	46	59	68	45	59	56	64
Don't know	6	5	8	4	6	6	4	9	5	0	16	3	4	10	5	5	17
Home Upgrade Grant																	
I have heard of this before, and I could explain what it means	3	3	2	3	3	3	4	3	2	0	0	13	8	3	3	2	2
I have heard of this before, but I could not explain what it means	10	10	11	12	9	10	11	10	14	9	19	5	7	17	12	10	7
I have not heard of this before	79	81	77	80	81	79	79	77	76	91	68	79	80	70	78	80	72
Don't know	8	6	10	5	7	7	6	11	8	0	13	3	6	10	7	7	18