

YouGov / IPPR Survey Results

Sample Size: 1683 adults in GB
Fieldwork: 29th - 30th September 2021

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1683	571	417	151	624	666	818	865	183	702	406	392	959	724	202	565	365	406	145	
Unweighted Sample	1683	593	428	166	688	703	725	958	136	678	427	442	1028	655	174	598	360	395	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if anything, do you know about each of the following...

Heat pumps

I know what this is and know a lot about it	10	13	6	14	10	13	15	5	6	7	13	13	11	8	5	12	8	9	13
I know what this is but only know a little bit about this	33	36	32	41	38	34	40	27	24	30	38	37	35	30	27	35	35	32	32
I have heard of this but don't know anything about it	36	36	33	30	32	35	32	39	45	34	36	34	34	37	38	34	35	36	38
I've never heard of this	22	14	28	14	19	18	14	29	24	30	13	16	19	25	31	19	21	23	18

In principle, to what extent would you support, or oppose, the UK government introducing the following policies?

A grant of £7,500 for insulation and heat pumps if any additional costs such as new radiators were similar to, or less than, that of a gas boiler

Strongly support	26	21	35	27	34	22	29	23	25	24	29	26	29	22	26	24	21	31	28
Somewhat support	36	37	39	45	40	36	34	38	33	34	39	38	38	34	39	37	37	31	42
TOTAL SUPPORT	62	58	74	72	74	58	63	61	58	58	68	64	67	56	65	61	58	62	70
Somewhat oppose	7	11	2	5	6	9	9	5	6	6	7	9	8	6	3	8	9	7	6
Strongly oppose	5	8	1	4	2	8	6	4	4	5	5	5	4	6	7	3	6	5	3
TOTAL OPPOSE	12	19	3	9	8	17	15	9	10	11	12	14	12	12	10	11	15	12	9
Don't know	27	22	24	19	19	26	22	31	32	32	20	21	22	33	26	28	27	27	21

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A zero-interest loan for insulation and heat pumps with the government helping to pay up to 50 per cent of the loan. Any additional costs such as new radiators would again be similar to, or less than, a gas boiler

Strongly support	24	17	33	27	33	19	25	23	27	21	27	25	28	19	22	23	20	27	35
Somewhat support	37	44	36	42	39	39	39	35	31	36	39	40	39	35	39	37	38	36	34
TOTAL SUPPORT	61	61	69	69	72	58	64	58	58	57	66	65	67	54	61	60	58	63	69
Somewhat oppose	9	12	4	8	7	11	10	8	9	7	9	11	9	8	6	11	9	6	8
Strongly oppose	6	10	3	3	3	11	7	6	3	6	8	7	6	7	3	5	8	9	5
TOTAL OPPOSE	15	22	7	11	10	22	17	14	12	13	17	18	15	15	9	16	17	15	13
Don't know	24	17	23	20	17	21	18	29	30	29	16	18	18	31	30	24	25	21	18

Lower income homes that are struggling to keep their homes warm because of high energy prices and poor insulation should receive full grants for insulation and heat pumps

Strongly support	32	19	49	35	41	24	31	33	34	30	32	34	32	32	39	29	27	36	37
Somewhat support	34	38	31	40	35	35	34	33	34	30	37	36	36	31	31	36	35	30	35
TOTAL SUPPORT	66	57	80	75	76	59	65	66	68	60	69	70	68	63	70	65	62	66	72
Somewhat oppose	11	17	5	5	9	15	12	9	7	11	10	12	12	9	7	10	14	11	6
Strongly oppose	6	11	1	9	3	10	9	4	4	5	9	6	7	5	5	7	5	6	5
TOTAL OPPOSE	17	28	6	14	12	25	21	13	11	16	19	18	19	14	12	17	19	17	11
Don't know	18	15	15	11	12	16	15	21	21	23	12	12	14	23	18	18	19	17	17

A ban on the sale of gas boilers by 2033

Strongly support	15	10	24	18	22	8	18	12	30	13	15	13	17	13	17	17	12	14	18
Somewhat support	23	21	25	37	27	21	25	22	23	23	24	22	26	19	26	23	22	22	24
TOTAL SUPPORT	38	31	49	55	49	29	43	34	53	36	39	35	43	32	43	40	34	36	42
Somewhat oppose	18	25	15	15	19	23	19	18	10	16	20	25	20	17	15	18	21	18	18
Strongly oppose	17	26	10	13	10	26	19	14	9	15	21	19	15	18	11	15	20	18	18
TOTAL OPPOSE	35	51	25	28	29	49	38	32	19	31	41	44	35	35	26	33	41	36	36
Don't know	27	18	26	17	22	23	20	34	28	32	20	22	22	33	31	26	26	27	22

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A carbon tax on how we heat our homes, but only when the costs of low-carbon alternatives like heat pumps are the same or cheaper than gas boilers

Strongly support	12	11	17	18	17	8	14	10	18	11	12	12	14	9	9	12	12	12	16
Somewhat support	29	29	32	35	35	27	32	27	34	26	28	33	33	24	30	32	28	28	24
TOTAL SUPPORT	41	40	49	53	52	35	46	37	52	37	40	45	47	33	39	44	40	40	40
Somewhat oppose	15	18	12	15	15	17	15	15	10	15	15	18	15	14	17	12	16	16	14
Strongly oppose	17	23	13	13	12	25	19	15	5	17	24	15	16	18	13	16	18	17	21
TOTAL OPPOSE	32	41	25	28	27	42	34	30	15	32	39	33	31	32	30	28	34	33	35
Don't know	27	19	26	19	21	23	20	34	33	32	21	23	21	35	31	28	26	26	25

A national information campaign about what insulation and low-carbon heating households may need in future that includes a free over-the-phone energy advice service

Strongly support	27	25	34	35	37	21	29	26	35	23	28	31	30	24	29	27	25	27	35
Somewhat support	38	42	37	39	41	40	38	38	32	35	40	42	41	33	35	38	41	36	39
TOTAL SUPPORT	65	67	71	74	78	61	67	64	67	58	68	73	71	57	64	65	66	63	74
Somewhat oppose	7	10	5	6	5	9	8	6	6	8	5	7	7	7	8	8	6	6	5
Strongly oppose	5	7	4	4	2	9	5	4	3	6	6	3	4	6	4	4	5	7	4
TOTAL OPPOSE	12	17	9	10	7	18	13	10	9	14	11	10	11	13	12	12	11	13	9
Don't know	23	17	21	15	16	21	20	26	24	28	20	17	18	30	25	23	24	24	17