

YouGov / Weber Shandwick

Sample size: 1017 GB adults

Fieldwork: 25th - 29th July 2014

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently

Unweighted base	1017	468	549	39	115	168	185	510
Base: All Scottish Adults	1017	483	534	124	134	188	200	370
An air source heat pump	20%	24%	16%	10%	19%	24%	20%	22%
A ground source heat pump	30%	37%	23%	24%	31%	33%	31%	29%
Solar panels	40%	44%	37%	39%	39%	51%	35%	39%
A non-condensing gas boiler	25%	30%	20%	17%	21%	27%	32%	24%
Electric storage heaters	15%	19%	12%	15%	22%	15%	17%	12%
A coal fire	13%	15%	11%	9%	16%	13%	14%	12%
A biomass boiler (also known as wood fuelled heating)	30%	31%	29%	17%	34%	34%	31%	31%
None of these	7%	6%	9%	12%	4%	5%	10%	7%
Don't know	26%	20%	31%	23%	29%	29%	20%	27%

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Cheaply

Unweighted base	1017	468	549	39	115	168	185	510
Base: All Scottish Adults	1017	483	534	124	134	188	200	370
An air source heat pump	14%	16%	12%	5%	14%	16%	16%	13%
A ground source heat pump	17%	19%	16%	4%	16%	16%	20%	20%
Solar panels	37%	42%	33%	36%	35%	43%	39%	35%
A non-condensing gas boiler	11%	12%	10%	15%	8%	6%	10%	12%
Electric storage heaters	9%	9%	9%	14%	7%	8%	10%	8%
A coal fire	16%	17%	15%	22%	18%	19%	14%	13%
A biomass boiler (also known as wood fuelled heating)	26%	29%	24%	12%	30%	25%	28%	28%
None of these	11%	8%	14%	23%	6%	11%	10%	10%
Don't know	28%	22%	34%	21%	36%	26%	27%	29%

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Scottish Region							
North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently

	Unweighted base	123	110	164	112	143	121	147	97
Base: All Scottish Adults		139	91	142	105	162	116	144	117
An air source heat pump		22%	33%	21%	21%	22%	20%	10%	16%
A ground source heat pump		30%	41%	34%	25%	32%	27%	32%	17%
Solar panels		38%	39%	39%	38%	39%	41%	45%	43%
A non-condensing gas boiler		23%	24%	20%	25%	31%	28%	20%	27%
Electric storage heaters		14%	11%	10%	16%	22%	15%	13%	19%
A coal fire		9%	14%	10%	17%	10%	22%	9%	12%
A biomass boiler (also known as wood fuelled heating)		32%	34%	33%	16%	31%	33%	26%	34%
None of these		7%	11%	11%	3%	11%	4%	5%	5%
Don't know		35%	15%	24%	25%	28%	22%	25%	27%

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Cheaply

	Unweighted base	123	110	164	112	143	121	147	97
Base: All Scottish Adults		139	91	142	105	162	116	144	117
An air source heat pump		13%	17%	16%	8%	19%	11%	11%	12%
A ground source heat pump		19%	28%	21%	10%	18%	16%	11%	14%
Solar panels		34%	39%	39%	38%	38%	33%	44%	35%
A non-condensing gas boiler		6%	7%	8%	9%	13%	13%	10%	18%
Electric storage heaters		5%	7%	10%	6%	9%	11%	12%	10%
A coal fire		12%	11%	13%	18%	24%	15%	16%	18%
A biomass boiler (also known as wood fuelled heating)		23%	36%	35%	22%	31%	24%	15%	24%
None of these		15%	9%	10%	8%	11%	11%	9%	14%
Don't know		33%	19%	27%	35%	29%	25%	28%	27%

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Sample size: 1017 GB adults

Fieldwork: 25th - 29th July 2014

Social Grade		Marital Status					
ABC1	C2DE	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently

Unweighted base	554	463	418	72	82	39	144	262
Base: All Scottish Adults	458	559	366	79	66	34	177	295
An air source heat pump	20%	20%	21%	14%	22%	7%	17%	23%
A ground source heat pump	31%	29%	30%	27%	26%	17%	28%	33%
Solar panels	41%	40%	37%	34%	41%	19%	40%	48%
A non-condensing gas boiler	24%	25%	28%	24%	30%	10%	14%	28%
Electric storage heaters	11%	19%	15%	17%	7%	6%	9%	23%
A coal fire	10%	15%	13%	14%	11%	4%	12%	13%
A biomass boiler (also known as wood fuelled heating)	30%	31%	32%	26%	28%	24%	28%	31%
None of these	7%	8%	8%	7%	9%	11%	5%	7%
Don't know	24%	27%	25%	34%	20%	45%	34%	19%

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Cheaply

Unweighted base	554	463	418	72	82	39	144	262
Base: All Scottish Adults	458	559	366	79	66	34	177	295
An air source heat pump	15%	13%	16%	10%	3%	4%	12%	16%
A ground source heat pump	20%	15%	19%	11%	13%	8%	15%	19%
Solar panels	33%	41%	35%	49%	40%	21%	33%	42%
A non-condensing gas boiler	13%	8%	12%	7%	9%	9%	5%	14%
Electric storage heaters	12%	6%	7%	5%	6%	4%	13%	11%
A coal fire	16%	16%	16%	14%	20%	4%	12%	20%
A biomass boiler (also known as wood fuelled heating)	26%	26%	32%	17%	28%	2%	20%	27%
None of these	13%	9%	11%	6%	12%	10%	13%	11%
Don't know	27%	29%	28%	32%	21%	54%	34%	22%

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Sample size: 1017 GB adults

Fieldwork: 25th - 29th July 2014

Working status						Children in Household				
Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	0	1	2	3+	Refused

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently

Unweighted base	448	112	38	314	29	76	765	118	71	33	30
Base: All Scottish Adults	460	111	101	225	41	79	738	132	78	43	25
An air source heat pump	23%	20%	15%	22%	9%	9%	19%	18%	23%	34%	39%
A ground source heat pump	31%	32%	33%	32%	28%	13%	29%	22%	34%	42%	55%
Solar panels	41%	45%	53%	37%	24%	33%	39%	41%	47%	45%	55%
A non-condensing gas boiler	27%	26%	30%	23%	14%	13%	23%	24%	35%	27%	42%
Electric storage heaters	16%	15%	25%	9%	23%	16%	13%	18%	19%	29%	30%
A coal fire	13%	15%	12%	11%	17%	11%	10%	15%	18%	31%	22%
A biomass boiler (also known as wood fuelled heating)	29%	37%	30%	33%	22%	20%	29%	24%	35%	45%	47%
None of these	9%	4%	6%	6%	1%	12%	7%	8%	4%	24%	4%
Don't know	23%	27%	20%	27%	44%	37%	27%	23%	28%	9%	16%

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Cheaply

Unweighted base	448	112	38	314	29	76	765	118	71	33	30
Base: All Scottish Adults	460	111	101	225	41	79	738	132	78	43	25
An air source heat pump	13%	18%	9%	15%	21%	12%	13%	17%	12%	18%	26%
A ground source heat pump	17%	17%	6%	23%	11%	14%	16%	21%	18%	7%	33%
Solar panels	37%	39%	44%	35%	39%	32%	35%	46%	49%	27%	35%
A non-condensing gas boiler	8%	12%	18%	14%	11%	6%	11%	10%	11%	5%	4%
Electric storage heaters	10%	6%	16%	7%	7%	3%	9%	9%	10%	8%	12%
A coal fire	17%	12%	23%	11%	29%	18%	15%	22%	10%	16%	22%
A biomass boiler (also known as wood fuelled heating)	27%	30%	20%	26%	30%	25%	24%	35%	28%	30%	41%
None of these	11%	13%	13%	9%	7%	13%	12%	7%	4%	22%	14%
Don't know	28%	29%	17%	28%	30%	40%	29%	29%	26%	16%	17%

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Social Media (monthly or more)					
Facebook	LinkedIn	Google+	Twitter	Myspace	None of these

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently

	Unweighted base	625	102	63	194	5	222
Base: All Scottish Adults		625	99	56	202	3	214
An air source heat pump	18%	31%	30%	15%	24%	23%	
A ground source heat pump	29%	52%	48%	29%	52%	29%	
Solar panels	37%	50%	46%	37%	52%	40%	
A non-condensing gas boiler	22%	24%	26%	23%	-	30%	
Electric storage heaters	13%	27%	23%	17%	-	15%	
A coal fire	10%	12%	21%	12%	-	18%	
A biomass boiler (also known as wood fuelled heating)	30%	42%	46%	32%	80%	31%	
None of these	8%	4%	11%	7%	-	6%	
Don't know	29%	17%	22%	31%	20%	24%	

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Cheaply

	Unweighted base	625	102	63	194	5	222
Base: All Scottish Adults		625	99	56	202	3	214
An air source heat pump	12%	20%	22%	10%	-	15%	
A ground source heat pump	17%	20%	19%	11%	13%	16%	
Solar panels	36%	48%	48%	35%	28%	36%	
A non-condensing gas boiler	9%	8%	9%	8%	15%	10%	
Electric storage heaters	8%	6%	3%	4%	-	6%	
A coal fire	12%	14%	11%	12%	15%	16%	
A biomass boiler (also known as wood fuelled heating)	24%	29%	34%	23%	-	27%	
None of these	12%	6%	10%	13%	-	9%	
Don't know	31%	22%	29%	35%	44%	29%	

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Sample size: 1017 GB adults

Fieldwork: 25th - 29th July 2014

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently and Cheaply

Unweighted base	1017	468	549	39	115	168	185	510
Base: All Scottish Adults	1017	483	534	124	134	188	200	370
An air source heat pump	7%	9%	5%	-	3%	9%	8%	8%
A ground source heat pump	11%	12%	9%	-	11%	10%	11%	14%
Solar panels	22%	26%	19%	17%	18%	30%	19%	23%
A non-condensing gas boiler	6%	7%	5%	11%	2%	5%	5%	7%
Electric storage heaters	2%	3%	2%	1%	2%	2%	3%	3%
A coal fire	3%	3%	3%	3%	2%	2%	3%	3%
A biomass boiler	15%	16%	14%	1%	18%	15%	15%	18%

For the following question we will be asking you about renewable heating. By "renewable heating", we mean additions to your home that allow you to use renewable energy to heat your home (e.g. air source heat pumps, ground source heat pumps, solar water heating and wood fuelled heating).

Which, if any, of the following are reasons why you would not install renewable heating in your home? (Please select all that apply. If you already have renewable heating installed in your home please select the "Not applicable" option)

Unweighted base	1017	468	549	39	115	168	185	510
Base: All Scottish Adults	1017	483	534	124	134	188	200	370
It's too expensive	51%	53%	49%	38%	44%	57%	59%	51%
It's ugly	6%	6%	5%	3%	6%	5%	6%	7%
It would take up too much space compared to traditional systems (e.g. gas boiler, etc.)	10%	10%	10%	7%	9%	6%	6%	16%
It's not as effective at heating compared to traditional systems (e.g. gas boiler, etc.)	10%	11%	8%	12%	3%	7%	10%	12%
It's installation would be disruptive	18%	17%	19%	5%	11%	20%	22%	21%
I don't believe that changing to renewable heating will impact climate change	8%	9%	7%	-	5%	5%	10%	13%
I don't own my home	29%	29%	29%	75%	37%	26%	22%	16%
Other	4%	4%	5%	-	2%	8%	3%	6%
Don't know	11%	9%	13%	13%	18%	9%	8%	11%
Not applicable - I already have renewable heating installed in my home	3%	3%	3%	1%	-	1%	3%	5%

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Fieldwork: 25th - 29th July 2014

Scottish Region							
North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently and Cheaply

	Unweighted base	123	110	164	112	143	121	147	97
Base: All Scottish Adults		139	91	142	105	162	116	144	117
An air source heat pump	7%		11%	11%	4%	9%	4%	4%	5%
A ground source heat pump	13%		18%	15%	7%	9%	8%	8%	6%
Solar panels	17%		19%	25%	20%	21%	17%	28%	26%
A non-condensing gas boiler	4%		1%	4%	4%	8%	5%	7%	14%
Electric storage heaters	2%		1%	2%	3%	2%	3%	1%	6%
A coal fire	2%		1%	2%	8%	2%	5%	3%	1%
A biomass boiler	17%		21%	24%	5%	16%	13%	7%	15%

For the following question we will be asking you about renewable heating. By "renewable heating", we mean additions to your home that allow you to use renewable energy to heat your home (e.g. air source heat pumps, ground source heat pumps, solar water heating and wood fuelled heating).

Which, if any, of the following are reasons why you would not install renewable heating in your home? (Please select all that apply. If you already have renewable heating installed in your home please select the "Not applicable" option)

	Unweighted base	123	110	164	112	143	121	147	97
Base: All Scottish Adults		139	91	142	105	162	116	144	117
It's too expensive	56%		66%	55%	51%	51%	46%	46%	42%
It's ugly	5%		5%	4%	10%	4%	6%	4%	9%
It would take up too much space compared to traditional systems (e.g. gas boiler, etc.)	14%		13%	13%	6%	6%	9%	14%	5%
It's not as effective at heating compared to traditional systems (e.g. gas boiler, etc.)	6%		11%	6%	12%	5%	10%	17%	12%
It's installation would be disruptive	18%		22%	19%	17%	17%	20%	18%	13%
I don't believe that changing to renewable heating will impact climate change	9%		11%	9%	7%	8%	12%	6%	4%
I don't own my home	27%		19%	30%	24%	26%	23%	38%	41%
Other	6%		7%	4%	3%	4%	4%	6%	3%
Don't know	7%		6%	6%	17%	15%	14%	9%	16%
Not applicable - I already have renewable heating installed in my home	3%		9%	3%	1%	2%	2%	3%	1%

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Fieldwork: 25th - 29th July 2014

Social Grade		Marital Status					
ABC1	C2DE	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently and Cheaply

	Unweighted base	554	463	418	72	82	39	144	262
Base: All Scottish Adults		458	559	366	79	66	34	177	295
An air source heat pump	9%	5%	10%	3%	3%	2%	6%	7%	
A ground source heat pump	13%	8%	12%	7%	8%	6%	12%	10%	
Solar panels	22%	22%	21%	24%	24%	10%	19%	25%	
A non-condensing gas boiler	8%	4%	7%	6%	4%	3%	2%	8%	
Electric storage heaters	3%	2%	2%	2%	-	-	4%	3%	
A coal fire	2%	3%	4%	2%	6%	-	2%	2%	
A biomass boiler	16%	13%	19%	10%	12%	1%	16%	11%	

For the following question we will be asking you about renewable heating. By "renewable heating", we mean additions to your home that allow you to use renewable energy to heat your home (e.g. air source heat pumps, ground source heat pumps, solar water heating and wood fuelled heating).

Which, if any, of the following are reasons why you would not install renewable heating in your home? (Please select all that apply. If you already have renewable heating installed in your home please select the "Not applicable" option)

	Unweighted base	554	463	418	72	82	39	144	262
Base: All Scottish Adults		458	559	366	79	66	34	177	295
It's too expensive	58%	46%	60%	45%	49%	49%	43%	48%	
It's ugly	6%	5%	7%	5%	1%	4%	4%	6%	
It would take up too much space compared to traditional systems (e.g. gas boiler, etc.)	13%	8%	11%	6%	12%	22%	7%	10%	
It's not as effective at heating compared to traditional systems (e.g. gas boiler, etc.)	10%	10%	10%	13%	7%	15%	6%	11%	
It's installation would be disruptive	25%	12%	22%	24%	16%	9%	12%	16%	
I don't believe that changing to renewable heating will impact climate change	11%	6%	11%	10%	4%	6%	5%	8%	
I don't own my home	22%	35%	12%	36%	31%	31%	43%	39%	
Other	6%	3%	3%	6%	6%	1%	8%	4%	
Don't know	9%	13%	13%	14%	13%	8%	9%	10%	
Not applicable - I already have renewable heating installed in my home	3%	3%	4%	-	2%	-	2%	3%	

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Sample size: 1017 GB adults

Fieldwork: 25th - 29th July 2014

Working status						Children in Household				
Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	0	1	2	3+	Refused

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently and Cheaply

Unweighted base	448	112	38	314	29	76	765	118	71	33	30
Base: All Scottish Adults	460	111	101	225	41	79	738	132	78	43	25
An air source heat pump	7%	8%	1%	11%	-	2%	7%	5%	5%	17%	11%
A ground source heat pump	11%	12%	1%	17%	-	4%	10%	11%	12%	6%	22%
Solar panels	21%	23%	26%	24%	7%	22%	21%	23%	34%	22%	18%
A non-condensing gas boiler	4%	6%	13%	9%	-	2%	6%	5%	9%	-	2%
Electric storage heaters	3%	2%	1%	2%	-	3%	2%	1%	3%	8%	4%
A coal fire	2%	2%	-	4%	6%	7%	3%	2%	1%	9%	-
A biomass boiler	15%	18%	5%	18%	9%	12%	14%	14%	16%	25%	19%

For the following question we will be asking you about renewable heating. By "renewable heating", we mean additions to your home that allow you to use renewable energy to heat your home (e.g. air source heat pumps, ground source heat pumps, solar water heating and wood fuelled heating).

Which, if any, of the following are reasons why you would not install renewable heating in your home? (Please select all that apply. If you already have renewable heating installed in your home please select the "Not applicable" option)

Unweighted base	448	112	38	314	29	76	765	118	71	33	30
Base: All Scottish Adults	460	111	101	225	41	79	738	132	78	43	25
It's too expensive	55%	64%	37%	52%	42%	34%	51%	48%	63%	46%	46%
It's ugly	6%	11%	2%	5%	1%	2%	4%	13%	9%	4%	4%
It would take up too much space compared to traditional systems (e.g. gas boiler, etc.)	8%	12%	4%	16%	15%	5%	11%	11%	8%	5%	-
It's not as effective at heating compared to traditional systems (e.g. gas boiler, etc.)	10%	8%	11%	12%	7%	8%	11%	7%	8%	7%	3%
It's installation would be disruptive	18%	24%	7%	25%	10%	7%	18%	22%	24%	2%	7%
I don't believe that changing to renewable heating will impact climate change	6%	14%	-	14%	12%	8%	9%	9%	1%	10%	1%
I don't own my home	24%	23%	78%	12%	49%	41%	30%	27%	25%	23%	23%
Other	4%	9%	1%	5%	3%	7%	5%	4%	1%	10%	2%
Don't know	11%	3%	10%	13%	10%	21%	11%	13%	4%	21%	20%
Not applicable - I already have renewable heating installed in my home	3%	2%	1%	6%	1%	3%	3%	1%	5%	4%	3%

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Social Media (monthly or more)					
Facebook	LinkedIn	Google+	Twitter	Myspace	None of these

Which, if any, of the following do you think could help you to heat your home efficiently and cheaply? (Please select all that apply for each column) - Efficiently and Cheaply

	Unweighted base	625	102	63	194	5	222
Base: All Scottish Adults		625	99	56	202	3	214
An air source heat pump	6%	14%	7%	4%	-	10%	
A ground source heat pump	11%	15%	12%	6%	-	12%	
Solar panels	20%	29%	33%	16%	28%	24%	
A non-condensing gas boiler	6%	6%	6%	6%	-	6%	
Electric storage heaters	2%	-	2%	2%	-	1%	
A coal fire	2%	0%	3%	2%	-	5%	
A biomass boiler	15%	22%	23%	13%	-	18%	

For the following question we will be asking you about renewable heating. By "renewable heating", we mean additions to your home that allow you to use renewable energy to heat your home (e.g. air source heat pumps, ground source heat pumps, solar water heating and wood fuelled heating).

Which, if any, of the following are reasons why you would not install renewable heating in your home? (Please select all that apply. If you already have renewable heating installed in your home please select the "Not applicable" option)

	Unweighted base	625	102	63	194	5	222
Base: All Scottish Adults		625	99	56	202	3	214
It's too expensive	51%	63%	48%	55%	24%	59%	
It's ugly	6%	4%	10%	8%	-	6%	
It would take up too much space compared to traditional systems (e.g. gas boiler, etc.)	11%	7%	7%	8%	15%	12%	
It's not as effective at heating compared to traditional systems (e.g. gas boiler, etc.)	10%	21%	3%	15%	13%	12%	
It's installation would be disruptive	16%	14%	12%	18%	-	25%	
I don't believe that changing to renewable heating will impact climate change	7%	6%	7%	7%	-	13%	
I don't own my home	32%	28%	33%	40%	28%	15%	
Other	4%	6%	2%	4%	20%	6%	
Don't know	10%	5%	11%	9%	-	14%	
Not applicable - I already have renewable heating installed in my home	3%	2%	0%	2%	-	3%	