

Public First Poll for Green Alliance 1

Fieldwork: 13th May - 18th May 2022
Interview method: Online Survey
Population represented: UK Adults
Sample size: 2005

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team (polling@publicfirst.co.uk)

List of Tables

1	Which do you think are the most important issues facing the country at this time?Please select up to three.	5
2	Which of the following best describes the type of house you live in?	10
3	How many bedrooms does your house or flat have?	15
4	And how many people live in your house or flat, including yourself?This includes any children, and people not in your direct household such as roommates, tenants and lodgers.	20
5	What type of heating does your house use?	25
6	How much did you spend on your energy bill last month?	29
7	How much of the money you earn in a typical month do you tend to have left over at the end of the month (after all of your normal expenditures such as bills, food etc.)?	34
8	Which of the following is true for you?	39
9	Which of the following is true for you?	44
10	Have you personally taken any steps in response to the rising cost of living?Please select all that apply.	49
11	As far as you are aware, do you live in a conservation area which makes it impossible or very expensive to make changes to your home?	54
12	The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Solar panels	58
13	The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Heat Pump	63
14	The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Hydrogen Boilers	68
15	The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Smart Meter	73
16	The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Insulation	78
17	If you had to guess, which of the following describes a solar panel?	83
18	Which of the following describes a solar panel?	88
19	If you had to guess, which of the following describes a heat pump?	93
20	Which of the following describes a heat pump?	98
21	If you had to guess, which of the following describes a smart meter?	103
22	Which of the following describes a smart meter?	108
23	If you had to guess, which of the following describes insulation?	113
24	Which of the following describes insulation?	118
25	Have you personally installed any of the following in your house?Please select all that apply.	123
26	You said that you do not have solar panels installed. Have you considered installing this?	128
27	As far as you are aware, how much would it cost to install solar panels in your home?If you are not sure, please take a guess.	133
28	You said that you do not have improved insulation installed. Have you considered installing this?	138
29	As far as you are aware, how much would it cost to install improved insulationin your home?If you are not sure, please take a guess.	143
30	You said that you have installed improved insulation in your home. Which of the following have you installed?Select any which apply	148
31	Have you considered installing any further insulation in your property?	153

32 As far as you are aware, how much would it cost to install moreimproved insulationin your home?If you are not sure, please take a guess. 158

33 You said that you do not have a heat pumpinstalled. Have you considered installing this? 163

34 As far as you are aware, how much would it cost to install a heat pumpin your home?If you are not sure, please take a guess. 168

35 You said that you do not have a smart meter installed. Have you considered installing this? 173

36 As far as you are aware, how much would it cost to install a smart meterin your home?If you are not sure, please take a guess. 178

37 Let’s focus on solar panels. Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills. Based on this information,how likely or unlikely would you be to consider installingsolar panels? 183

38 Let’s focus on solar panels. Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed. Based on this information,how likely or unlikely would you be to consider installingsolar panels? 188

39 Let’s focus on solar panels. If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information,how likely or unlikely would you be to consider installingsolar panels? 193

40 Let’s focus on heat pumps. Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump. Based on this information,how likely or unlikely would you be to consider installinga heat pump? 198

41 Let’s focus on heat pumps. Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year. Based on this information,how likely or unlikely would you be to consider installinga heat pump? 203

42 Let’s focus on heat pumps. If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information,how likely or unlikely would you be to consider installinga heat pump? 208

43 Let’s focus on smart meters. Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money. Based on this information,how likely or unlikely would you be to consider installinga smart meter? 213

44 Let’s focus on smart meters. Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035. Based on this information,how likely or unlikely would you be to consider installinga smart meter? 218

45 Let’s focus on smart meters. If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity. Based on this information,how likely or unlikely would you be to consider installinga smart meter? 223

46 Let’s focus on insulation. Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows. Based on this information,how likely or unlikely would you be to consider installing moreimproved insulation? 228

47 Let’s focus on insulation. Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year. Based on this information,how likely or unlikely would you be to consider installing moreimproved insulation? 233

48 Let’s focus on solar panels. The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider. Based on this information, how likely or unlikely would you be to consider installingsolar panels? 238

49 Let’s focus on solar panels. The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500. Based on this information, how likely or unlikely would you be to consider installingsolar panels? 243

50 Let’s focus on solar panels. Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive Based on this information, how likely or unlikely would you be to consider installingsolar panels? 248

51 Let’s focus on heat pumps. The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself. Based on this information, how likely or unlikely would you be to consider installing a heat pump? 253

52 Let’s focus on heat pumps. The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000. Based on this information, how likely or unlikely would you be to consider installing a heat pump? 258

53 Let’s focus on heat pumps. Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive. Based on this information, how likely or unlikely would you be to consider installing a heat pump? 263

54 Let’s focus on smart meters. Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device. Based on this information, how likely or unlikely would you be to consider installing a smart meter? 268

55 Let’s focus on smart meters. A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy. Based on this information, how likely or unlikely would you be to consider installing a smart meter? 273

56 Let’s focus on insulation. The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer. Based on this information, how likely or unlikely would you be to consider installing more improved insulation? 278

57 Let’s focus on insulation. Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these. Based on this information, how likely or unlikely would you be to consider installing more improved insulation? 283

58 Do you agree or disagree with the following?: I like the look of the solar panels 288

59 Do you agree or disagree with the following?: The appearance of solar panels makes me less interested in installing one myself 293

60 Do you agree or disagree with the following?: I like the look of the heat pump 298

61 Do you agree or disagree with the following?: The appearance of heat pumps makes me less interested in installing one myself 303

62 Do you agree or disagree with the following?: I like the look of the smart meter 308

63 Do you agree or disagree with the following?: The appearance of smart meters makes me less interested in installing one myself 313

64 Which of the following would you say is the most convincing argument for installing solar panels? Please read each argument carefully. 318

65 Which of the following would you say is the most convincing argument against installing solar panels? Please read each argument carefully. 323

66 Which of the following would you say is the most convincing argument for installing heat pumps? Please read each argument carefully. 328

67 Which of the following would you say is the most convincing argument against installing heat pumps? Please read each argument carefully. 333

68 Which of the following would you say is the most convincing argument for installing a smart meter? Please read each argument carefully. 338

69 Which of the following would you say is the most convincing argument against installing a smart meter? Please read each argument carefully. 343

70 Which of the following would you say is the most convincing argument for installing improved insulation? Please read each argument carefully. 348

71 Which of the following would you say is the most convincing argument against installing improved insulation? Please read each argument carefully. 353

72 Based on what you have heard, which of the following are the main barriers to you installing a solar panel? Please select all that apply. 358

73 Based on what you have heard, which of the following are the main barriers to you installing a heat pump? Please select all that apply. 363

74 Based on what you have heard, which of the following are the main barriers to you installing more improved insulation? Please select all that apply. 368

75 Based on what you have heard, which of the following are the main barriers to you installing a smart meter? Please select all that apply. 373

76 There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes 378

77 There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes?Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have 383

78 There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes?Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs 388

79 There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes?Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs 393

80 There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes?Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes398

81 There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes?Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have 403

82 There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes?Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs 408

83 There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes?Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs 413

(1.A) Which do you think are the most important issues facing the country at this time? Please select up to three.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
Threat of terrorism	8%	8%	10%	9%	6%	8%	7%	9%	5%	7%	8%	9%	9%	9%	14%	9%	5%	9%	7%
Cost of living	71%	62%	63%	71%	82%	75%	70%	66%	75%	69%	70%	78%	70%	74%	74%	67%	71%	68%	68%
Number of people on welfare	7%	9%	7%	8%	7%	5%	9%	6%	7%	6%	4%	6%	9%	7%	15%	9%	6%	5%	18%
Access to good pensions	5%	6%	5%	4%	3%	6%	6%	7%	6%	6%	4%	3%	6%	6%	1%	4%	2%	5%	3%
Quality / cost of public transport	5%	12%	5%	5%	4%	3%	4%	8%	5%	3%	6%	4%	3%	3%	6%	5%	6%	5%	8%
Quality of the NHS	40%	29%	32%	36%	44%	47%	52%	36%	38%	43%	44%	36%	37%	43%	28%	41%	43%	51%	57%
Quality of and access to schools / universities	4%	10%	5%	4%	5%	1%	2%	7%	2%	3%	4%	4%	5%	2%	2%	5%	3%	5%	14%
State of Britain's Armed Forces	4%	5%	4%	3%	3%	4%	3%	3%	4%	4%	3%	1%	5%	3%	5%	4%	4%	2%	3%
State of the economy	39%	25%	34%	37%	43%	47%	47%	35%	37%	40%	44%	45%	37%	43%	40%	39%	48%	37%	21%
Threat of climate change	21%	19%	18%	25%	18%	21%	25%	23%	22%	25%	21%	23%	21%	14%	14%	24%	23%	15%	17%
Levels of immigration	17%	11%	9%	15%	15%	22%	28%	14%	19%	18%	17%	21%	19%	21%	20%	22%	11%	14%	4%
Britain leaving the EU	16%	16%	18%	18%	17%	15%	12%	16%	16%	11%	12%	14%	13%	16%	15%	15%	25%	18%	22%
Availability of housing	15%	25%	21%	13%	14%	11%	10%	19%	15%	20%	20%	7%	14%	14%	15%	15%	10%	12%	17%
Levels of crime	13%	17%	11%	13%	11%	13%	11%	19%	14%	10%	12%	13%	11%	12%	8%	12%	9%	14%	12%
Level of taxation	13%	17%	21%	13%	14%	10%	6%	13%	13%	12%	14%	15%	13%	12%	22%	12%	14%	13%	5%
None of the above	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	2%	1%	1%	0%	1%	0%	0%	0%
Don't know	2%	1%	4%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	4%	1%	2%	1%	6%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which do you think are the most important issues facing the country at this time? Please select up to three.

	Total	Gender		EU 2016 Vote			2019					Voting Intention			Education				
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
Threat of terrorism	8%	9%	7%	10%	7%	9%	10%	8%	3%	22%	5%	12%	7%	4%	9%	7%	6%	10%	6%
Cost of living	71%	65%	76%	73%	70%	69%	69%	71%	66%	67%	77%	66%	74%	68%	74%	75%	70%	59%	60%
Number of people on welfare	7%	8%	7%	9%	7%	7%	10%	6%	7%	0%	7%	11%	6%	8%	9%	6%	7%	8%	16%
Access to good pensions	5%	6%	4%	6%	5%	3%	5%	6%	6%	8%	4%	5%	5%	7%	5%	4%	4%	7%	4%
Quality / cost of public transport	5%	5%	5%	4%	6%	4%	3%	8%	4%	7%	4%	4%	7%	4%	6%	5%	5%	7%	8%
Quality of the NHS	40%	35%	46%	42%	43%	33%	41%	45%	39%	48%	31%	41%	44%	40%	43%	40%	41%	37%	35%
Quality of and access to schools / universities	4%	5%	4%	3%	6%	1%	3%	5%	7%	8%	2%	3%	6%	5%	2%	4%	6%	7%	10%
State of Britain's Armed Forces	4%	5%	2%	5%	3%	2%	5%	3%	3%	7%	0%	7%	3%	4%	3%	3%	4%	5%	11%
State of the economy	39%	41%	38%	40%	42%	37%	43%	36%	47%	19%	40%	42%	39%	45%	37%	43%	41%	35%	38%
Threat of climate change	21%	24%	18%	16%	27%	19%	19%	23%	28%	7%	17%	17%	23%	23%	16%	19%	26%	26%	31%
Levels of immigration	17%	19%	16%	30%	8%	12%	28%	8%	11%	60%	14%	31%	8%	14%	21%	17%	14%	15%	14%
Britain leaving the EU	16%	18%	14%	7%	25%	14%	9%	22%	26%	8%	13%	9%	20%	20%	11%	15%	20%	21%	20%
Availability of housing	15%	13%	17%	14%	14%	16%	12%	18%	10%	8%	17%	11%	17%	18%	15%	15%	15%	16%	13%
Levels of crime	13%	13%	12%	15%	9%	14%	14%	10%	7%	20%	14%	14%	9%	9%	15%	13%	9%	15%	4%
Level of taxation	13%	14%	13%	12%	12%	15%	13%	14%	13%	4%	17%	11%	15%	14%	13%	13%	14%	15%	12%
None of the above	1%	1%	1%	1%	0%	2%	1%	0%	0%	0%	2%	0%	1%	0%	1%	1%	0%	0%	0%
Don't know	2%	1%	2%	0%	1%	6%	0%	1%	2%	0%	6%	0%	1%	2%	2%	2%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.C) Which do you think are the most important issues facing the country at this time? Please select up to three.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
Threat of terrorism	8%	11%	7%	5%	7%	9%	10%	9%	7%	*	9%	6%	8%	6%	12%	10%	7%	4%	6%
Cost of living	71%	62%	74%	72%	74%	73%	72%	66%	76%	*	73%	75%	72%	66%	45%	69%	75%	85%	85%
Number of people on welfare	7%	8%	7%	9%	8%	5%	7%	8%	6%	*	10%	7%	7%	10%	12%	7%	7%	6%	3%
Access to good pensions	5%	5%	5%	5%	6%	4%	4%	5%	5%	*	3%	5%	4%	6%	8%	6%	4%	2%	2%
Quality / cost of public transport	5%	6%	4%	8%	4%	7%	5%	5%	3%	*	6%	5%	8%	8%	7%	5%	5%	4%	4%
Quality of the NHS	40%	37%	41%	42%	42%	44%	39%	46%	38%	*	33%	38%	38%	28%	32%	42%	40%	46%	40%
Quality of and access to schools / universities	4%	8%	3%	3%	5%	4%	2%	4%	5%	*	4%	2%	4%	2%	9%	4%	2%	4%	3%
State of Britain's Armed Forces	4%	6%	3%	2%	4%	2%	5%	5%	1%	*	5%	3%	3%	4%	8%	4%	3%	1%	1%
State of the economy	39%	33%	42%	35%	44%	39%	48%	42%	46%	*	27%	35%	35%	36%	29%	41%	42%	39%	38%
Threat of climate change	21%	21%	22%	17%	21%	24%	21%	23%	21%	*	18%	19%	21%	15%	21%	24%	19%	20%	16%
Levels of immigration	17%	14%	19%	15%	19%	19%	19%	23%	13%	*	15%	15%	12%	16%	22%	16%	17%	16%	13%
Britain leaving the EU	16%	19%	15%	19%	16%	11%	13%	15%	18%	*	16%	12%	15%	20%	17%	17%	15%	16%	11%
Availability of housing	15%	21%	14%	14%	12%	16%	9%	11%	10%	*	20%	20%	23%	32%	15%	15%	16%	14%	18%
Levels of crime	13%	15%	13%	13%	9%	15%	12%	13%	12%	*	21%	7%	12%	15%	15%	13%	11%	13%	13%
Level of taxation	13%	15%	14%	13%	11%	11%	13%	10%	17%	*	18%	15%	13%	17%	17%	10%	15%	11%	19%
None of the above	1%	0%	0%	0%	1%	1%	1%	0%	0%	*	1%	1%	0%	5%	1%	0%	0%	1%	2%
Don't know	2%	2%	1%	3%	1%	0%	2%	1%	1%	*	2%	4%	1%	0%	2%	1%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.D) Which do you think are the most important issues facing the country at this time? Please select up to three.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
Threat of terrorism	8%	6%	12%	9%	6%	8%	8%	6%	11%	5%	5%	11%	11%	3%	7%	8%	7%
Cost of living	71%	57%	77%	71%	72%	75%	68%	71%	72%	73%	81%	67%	71%	64%	66%	69%	52%
Number of people on welfare	7%	17%	8%	4%	5%	8%	9%	7%	7%	11%	11%	6%	12%	10%	13%	3%	2%
Access to good pensions	5%	4%	4%	6%	3%	4%	5%	4%	4%	5%	5%	7%	6%	1%	10%	0%	10%
Quality / cost of public transport	5%	15%	7%	5%	4%	4%	6%	4%	7%	3%	5%	6%	5%	5%	12%	2%	6%
Quality of the NHS	40%	25%	36%	42%	43%	43%	45%	43%	41%	44%	41%	37%	28%	45%	31%	31%	41%
Quality of and access to schools / universities	4%	7%	4%	4%	4%	1%	1%	2%	7%	6%	6%	8%	3%	2%	10%	12%	14%
State of Britain's Armed Forces	4%	0%	2%	2%	4%	3%	4%	7%	2%	2%	3%	4%	4%	6%	6%	5%	8%
State of the economy	39%	19%	28%	34%	38%	41%	40%	49%	36%	41%	39%	42%	40%	42%	30%	31%	37%
Threat of climate change	21%	16%	21%	20%	19%	23%	18%	18%	18%	26%	15%	24%	30%	27%	21%	29%	28%
Levels of immigration	17%	20%	17%	23%	17%	19%	16%	18%	21%	19%	10%	14%	11%	11%	18%	22%	16%
Britain leaving the EU	16%	6%	18%	13%	12%	12%	19%	13%	17%	13%	17%	19%	24%	16%	30%	11%	27%
Availability of housing	15%	19%	19%	19%	13%	13%	18%	19%	13%	15%	21%	13%	12%	15%	9%	13%	8%
Levels of crime	13%	28%	13%	10%	19%	12%	14%	11%	15%	8%	15%	10%	14%	12%	9%	8%	15%
Level of taxation	13%	22%	9%	12%	15%	16%	11%	11%	14%	12%	14%	12%	15%	16%	19%	19%	15%
None of the above	1%	0%	2%	1%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	2%	5%	2%	3%	3%	1%	0%	1%	1%	2%	0%	1%	0%	0%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.E) Which do you think are the most important issues facing the country at this time? Please select up to three.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
Threat of terrorism	8%	8%	6%	10%	9%	9%	17%	7%	7%	8%	16%	7%	6%	8%	25%	7%	7%	8%	12%	7%	8%
Cost of living	71%	67%	69%	73%	75%	70%	53%	72%	74%	71%	52%	71%	72%	71%	41%	67%	74%	71%	69%	73%	71%
Number of people on welfare	7%	7%	10%	9%	5%	8%	10%	6%	8%	8%	7%	5%	7%	8%	7%	8%	7%	7%	7%	7%	9%
Access to good pensions	5%	6%	5%	4%	4%	5%	8%	3%	5%	5%	11%	5%	5%	5%	13%	4%	5%	5%	2%	7%	6%
Quality / cost of public transport	5%	7%	5%	4%	5%	7%	15%	3%	3%	6%	11%	4%	3%	7%	9%	5%	4%	6%	5%	5%	3%
Quality of the NHS	40%	40%	42%	38%	42%	35%	32%	42%	50%	40%	32%	43%	46%	35%	14%	42%	48%	40%	34%	39%	48%
Quality of and access to schools / universities	4%	6%	3%	6%	1%	5%	5%	5%	2%	4%	17%	4%	3%	4%	18%	6%	2%	4%	7%	7%	2%
State of Britain's Armed Forces	4%	4%	4%	4%	3%	4%	8%	3%	3%	3%	12%	4%	2%	4%	9%	4%	3%	4%	8%	3%	3%
State of the economy	39%	43%	39%	37%	38%	34%	29%	46%	46%	38%	34%	45%	47%	33%	27%	43%	46%	38%	37%	49%	40%
Threat of climate change	21%	27%	21%	15%	21%	20%	21%	27%	19%	21%	31%	22%	20%	20%	21%	31%	17%	22%	30%	20%	17%
Levels of immigration	17%	15%	18%	18%	18%	13%	18%	15%	25%	17%	14%	16%	20%	13%	9%	16%	24%	16%	18%	14%	27%
Britain leaving the EU	16%	18%	19%	15%	11%	16%	15%	19%	13%	15%	9%	22%	15%	15%	21%	22%	15%	16%	14%	20%	13%
Availability of housing	15%	13%	14%	19%	15%	20%	13%	12%	10%	17%	10%	12%	9%	22%	13%	11%	10%	18%	7%	12%	9%
Levels of crime	13%	11%	12%	14%	14%	14%	17%	10%	12%	13%	14%	10%	14%	13%	25%	10%	13%	12%	11%	10%	16%
Level of taxation	13%	13%	14%	13%	12%	15%	19%	12%	10%	13%	14%	11%	12%	15%	27%	9%	12%	13%	19%	14%	10%
None of the above	1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	2%	0%	0%
Don't know	2%	1%	2%	2%	3%	2%	1%	1%	1%	2%	0%	0%	1%	2%	2%	1%	1%	1%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Which of the following best describes the type of house you live in?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
A new build flat/apartment	9%	16%	13%	11%	7%	6%	5%	19%	8%	7%	4%	7%	9%	4%	7%	9%	12%	9%	4%
A new build house	19%	23%	21%	20%	19%	18%	17%	16%	18%	18%	22%	18%	19%	18%	20%	20%	22%	20%	43%
A flat conversion in a large house	4%	9%	6%	5%	2%	5%	1%	9%	5%	5%	2%	3%	4%	2%	4%	3%	2%	5%	5%
A flat in an older mansion block	5%	6%	6%	4%	5%	5%	4%	8%	5%	6%	5%	2%	5%	3%	4%	2%	8%	3%	2%
A flat in an older tower block	3%	4%	7%	4%	3%	1%	2%	5%	3%	2%	5%	3%	3%	1%	2%	4%	5%	1%	2%
A Victorian house (1800s)	6%	6%	5%	6%	7%	8%	6%	7%	6%	7%	6%	6%	4%	6%	9%	8%	4%	10%	0%
An Edwardian house (1900s)	11%	5%	9%	10%	14%	17%	11%	9%	10%	10%	10%	12%	11%	16%	14%	16%	7%	12%	5%
A post-war house (1960s/1970s)	26%	16%	21%	27%	28%	27%	34%	16%	30%	29%	30%	29%	30%	29%	23%	27%	23%	23%	23%
Other	10%	5%	6%	8%	10%	13%	19%	5%	10%	14%	11%	14%	10%	12%	12%	8%	12%	13%	13%
Don't Know	5%	8%	9%	5%	5%	2%	1%	6%	5%	2%	6%	6%	4%	8%	6%	3%	5%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Which of the following best describes the type of house you live in?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
A new build flat/apartment	9%	12%	6%	7%	10%	11%	7%	9%	13%	4%	9%	9%	10%	15%	6%	7%	12%	17%	12%
A new build house	19%	21%	18%	18%	22%	16%	22%	19%	20%	22%	14%	20%	21%	22%	18%	17%	21%	26%	32%
A flat conversion in a large house	4%	4%	4%	4%	5%	3%	3%	6%	7%	0%	4%	3%	5%	7%	4%	4%	5%	4%	9%
A flat in an older mansion block	5%	5%	5%	4%	5%	7%	3%	5%	7%	6%	8%	4%	4%	4%	3%	5%	6%	6%	0%
A flat in an older tower block	3%	4%	3%	3%	4%	3%	3%	4%	3%	0%	4%	4%	3%	2%	4%	3%	4%	3%	0%
A Victorian house (1800s)	6%	7%	6%	6%	7%	7%	6%	7%	5%	4%	6%	7%	8%	4%	6%	6%	6%	8%	9%
An Edwardian house (1900s)	11%	11%	11%	12%	12%	8%	12%	13%	9%	22%	7%	12%	12%	9%	13%	11%	10%	8%	12%
A post-war house (1960s/1970s)	26%	25%	27%	30%	23%	25%	29%	24%	21%	24%	26%	29%	24%	22%	28%	28%	26%	19%	13%
Other	10%	8%	13%	13%	9%	7%	12%	8%	9%	12%	11%	10%	7%	10%	13%	12%	7%	5%	8%
Don't Know	5%	4%	6%	3%	3%	13%	2%	6%	5%	7%	12%	3%	5%	4%	6%	6%	3%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.C) Which of the following best describes the type of house you live in?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
A new build flat/apartment	9%	20%	6%	9%	6%	2%	6%	7%	6%	*	6%	18%	16%	0%	18%	7%	9%	9%	6%
A new build house	19%	18%	17%	18%	21%	27%	20%	23%	24%	*	12%	14%	11%	28%	32%	24%	14%	14%	14%
A flat conversion in a large house	4%	8%	4%	6%	2%	0%	2%	3%	3%	*	7%	4%	9%	5%	6%	3%	4%	6%	4%
A flat in an older mansion block	5%	8%	4%	6%	4%	2%	2%	2%	4%	*	14%	8%	9%	2%	3%	3%	6%	7%	13%
A flat in an older tower block	3%	6%	3%	2%	1%	2%	2%	1%	2%	*	10%	6%	6%	0%	2%	2%	4%	4%	6%
A Victorian house (1800s)	6%	6%	6%	6%	7%	5%	12%	6%	8%	*	4%	3%	8%	8%	4%	7%	6%	6%	4%
An Edwardian house (1900s)	11%	9%	14%	12%	10%	8%	10%	14%	13%	*	9%	7%	5%	9%	7%	12%	13%	9%	5%
A post-war house (1960s/1970s)	26%	12%	32%	26%	30%	36%	21%	30%	28%	*	25%	19%	19%	25%	18%	27%	27%	25%	29%
Other	10%	5%	10%	8%	13%	16%	22%	13%	8%	*	8%	13%	7%	9%	8%	10%	11%	12%	13%
Don't Know	5%	6%	4%	7%	6%	3%	5%	2%	4%	*	6%	9%	10%	15%	2%	3%	6%	8%	6%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.D) Which of the following best describes the type of house you live in?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
A new build flat/apartment	9%	13%	13%	7%	13%	11%	7%	4%	11%	6%	14%	10%	5%	13%	7%	6%	16%
A new build house	19%	17%	7%	15%	11%	19%	14%	21%	19%	28%	27%	21%	32%	33%	24%	36%	35%
A flat conversion in a large house	4%	5%	8%	13%	5%	4%	4%	2%	4%	2%	4%	3%	2%	2%	7%	6%	3%
A flat in an older mansion block	5%	6%	8%	5%	6%	7%	8%	3%	3%	4%	4%	1%	2%	0%	2%	6%	3%
A flat in an older tower block	3%	0%	8%	7%	4%	4%	6%	4%	2%	3%	1%	1%	1%	0%	0%	0%	2%
A Victorian house (1800s)	6%	0%	8%	6%	7%	6%	5%	6%	5%	6%	7%	6%	8%	6%	2%	10%	5%
An Edwardian house (1900s)	11%	4%	8%	6%	12%	8%	15%	10%	12%	8%	8%	16%	11%	14%	19%	12%	10%
A post-war house (1960s/1970s)	26%	26%	16%	23%	27%	28%	28%	31%	26%	29%	28%	28%	29%	22%	28%	20%	18%
Other	10%	18%	11%	12%	13%	10%	9%	10%	15%	10%	4%	11%	4%	9%	11%	0%	6%
Don't Know	5%	12%	13%	6%	2%	3%	5%	9%	2%	3%	2%	3%	5%	0%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.E) Which of the following best describes the type of house you live in?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
A new build flat/apartment	9%	10%	10%	7%	9%	13%	18%	5%	6%	9%	21%	8%	8%	14%	22%	6%	4%	11%	11%	7%	4%
A new build house	19%	27%	18%	19%	12%	17%	35%	25%	18%	17%	29%	26%	26%	14%	49%	26%	20%	17%	33%	25%	22%
A flat conversion in a large house	4%	5%	3%	4%	5%	7%	5%	2%	3%	4%	10%	3%	6%	7%	5%	3%	2%	5%	6%	3%	3%
A flat in an older mansion block	5%	4%	5%	4%	7%	8%	2%	2%	2%	6%	3%	3%	3%	9%	2%	3%	2%	6%	1%	3%	2%
A flat in an older tower block	3%	2%	3%	4%	4%	6%	2%	1%	1%	4%	0%	3%	2%	6%	0%	2%	1%	4%	4%	1%	1%
A Victorian house (1800s)	6%	7%	6%	6%	6%	6%	7%	6%	7%	6%	8%	7%	4%	6%	6%	6%	7%	6%	4%	8%	5%
An Edwardian house (1900s)	11%	11%	11%	13%	9%	7%	7%	16%	15%	11%	14%	10%	10%	7%	6%	17%	14%	10%	11%	12%	13%
A post-war house (1960s/1970s)	26%	23%	28%	27%	26%	20%	19%	32%	32%	27%	11%	23%	23%	19%	10%	25%	34%	24%	22%	28%	34%
Other	10%	9%	11%	10%	11%	9%	5%	10%	14%	9%	4%	14%	16%	8%	0%	11%	13%	10%	8%	10%	15%
Don't Know	5%	2%	4%	5%	10%	8%	0%	2%	2%	6%	0%	4%	1%	9%	0%	1%	2%	6%	0%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) How many bedrooms does your house or flat have?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
Combined bedroom with other room, studio	1%	2%	2%	2%	0%	1%	0%	2%	1%	1%	0%	1%	2%	0%	1%	1%	3%	0%	0%
One bedroom	10%	18%	13%	7%	9%	10%	7%	16%	13%	10%	7%	9%	9%	11%	8%	10%	8%	9%	5%
Two bedrooms	28%	29%	32%	27%	25%	31%	23%	27%	25%	30%	29%	25%	26%	28%	26%	28%	38%	28%	8%
Three bedrooms	42%	32%	38%	48%	42%	38%	47%	35%	40%	39%	49%	44%	43%	43%	47%	41%	35%	48%	53%
Four bedrooms	15%	12%	10%	13%	20%	16%	19%	14%	17%	13%	13%	14%	17%	14%	14%	18%	14%	9%	34%
Five or more bedrooms	4%	6%	4%	3%	2%	3%	3%	5%	4%	7%	1%	5%	3%	3%	2%	2%	2%	5%	0%
Prefer not to say	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	3%	1%	0%	1%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) How many bedrooms does your house or flat have?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
Combined bedroom with other room, studio	1%	2%	1%	0%	1%	3%	0%	1%	1%	0%	2%	1%	1%	1%	0%	1%	1%	2%	5%
One bedroom	10%	13%	8%	11%	9%	13%	8%	11%	10%	10%	16%	8%	12%	12%	11%	10%	10%	9%	8%
Two bedrooms	28%	26%	29%	26%	28%	31%	26%	30%	27%	26%	28%	26%	30%	29%	30%	27%	27%	24%	28%
Three bedrooms	42%	40%	43%	45%	41%	39%	45%	41%	38%	50%	39%	45%	40%	39%	45%	43%	38%	38%	32%
Four bedrooms	15%	15%	16%	15%	17%	10%	18%	12%	19%	10%	10%	17%	13%	17%	12%	13%	19%	23%	17%
Five or more bedrooms	4%	4%	3%	3%	4%	4%	3%	4%	4%	4%	4%	3%	4%	2%	2%	4%	4%	3%	9%
Prefer not to say	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.C) How many bedrooms does your house or flat have?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
Combined bedroom with other room, studio	1%	4%	1%	1%	0%	0%	0%	1%	0%	*	1%	2%	2%	0%	3%	0%	1%	2%	1%
One bedroom	10%	21%	7%	14%	7%	4%	4%	4%	5%	*	24%	24%	20%	0%	11%	7%	11%	16%	18%
Two bedrooms	28%	28%	28%	32%	27%	25%	23%	21%	23%	*	39%	39%	39%	20%	19%	24%	31%	34%	32%
Three bedrooms	42%	31%	46%	38%	46%	48%	46%	49%	47%	*	32%	28%	27%	61%	44%	42%	43%	34%	41%
Four bedrooms	15%	11%	17%	13%	16%	19%	20%	22%	20%	*	3%	3%	6%	10%	18%	21%	10%	11%	6%
Five or more bedrooms	4%	6%	2%	2%	3%	4%	5%	4%	4%	*	1%	2%	3%	8%	5%	4%	3%	2%	2%
Prefer not to say	1%	0%	0%	1%	1%	0%	2%	0%	0%	*	1%	0%	1%	0%	0%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.D) How many bedrooms does your house or flat have?

		Income															
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
Combined bedroom with other room, studio	1%	6%	3%	3%	2%	1%	0%	0%	1%	0%	0%	2%	1%	0%	2%	2%	0%
One bedroom	10%	15%	28%	21%	16%	8%	11%	6%	8%	3%	8%	7%	6%	4%	0%	0%	1%
Two bedrooms	28%	27%	35%	29%	42%	32%	32%	31%	25%	29%	28%	22%	8%	13%	0%	15%	5%
Three bedrooms	42%	35%	26%	41%	34%	46%	40%	47%	48%	43%	34%	43%	52%	51%	53%	42%	35%
Four bedrooms	15%	16%	4%	5%	6%	9%	12%	14%	17%	18%	25%	21%	32%	26%	36%	26%	45%
Five or more bedrooms	4%	0%	4%	1%	1%	4%	4%	2%	1%	6%	4%	5%	1%	6%	9%	14%	14%
Prefer not to say	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.E) How many bedrooms does your house or flat have?

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
Combined bedroom with other room, studio	1%	1%	2%	1%	2%	2%	4%	0%	0%	1%	6%	0%	0%	2%	11%	0%	0%	1%	3%	1%	0%
One bedroom	10%	7%	8%	8%	18%	18%	4%	3%	5%	12%	6%	4%	8%	19%	0%	4%	4%	13%	7%	5%	4%
Two bedrooms	28%	22%	28%	29%	32%	34%	24%	19%	24%	29%	21%	24%	28%	36%	12%	21%	22%	30%	19%	25%	21%
Three bedrooms	42%	39%	43%	45%	40%	32%	50%	50%	51%	40%	36%	46%	45%	31%	48%	46%	50%	39%	48%	45%	48%
Four bedrooms	15%	28%	13%	13%	6%	9%	15%	23%	18%	13%	29%	22%	15%	7%	26%	24%	20%	13%	21%	20%	20%
Five or more bedrooms	4%	4%	5%	3%	2%	4%	4%	4%	2%	3%	3%	4%	4%	4%	3%	4%	3%	4%	1%	4%	5%
Prefer not to say	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) And how many people live in your house or flat, including yourself? This includes any children, and people not in your direct household such as roommates, tenants and lodgers.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
1 - just me	20%	18%	14%	12%	20%	29%	28%	20%	20%	19%	22%	20%	17%	21%	17%	22%	21%	22%	20%
2	36%	22%	26%	20%	31%	45%	63%	25%	42%	48%	36%	38%	35%	39%	32%	34%	34%	38%	20%
3	19%	23%	29%	22%	20%	17%	8%	22%	16%	18%	22%	21%	23%	13%	18%	19%	20%	18%	23%
4	16%	18%	19%	34%	22%	6%	1%	20%	14%	7%	15%	13%	18%	22%	26%	16%	16%	11%	21%
5	6%	11%	9%	9%	5%	3%	0%	9%	6%	6%	5%	5%	4%	2%	3%	8%	7%	5%	10%
6	2%	4%	2%	2%	1%	1%	0%	2%	2%	2%	0%	3%	1%	0%	3%	0%	0%	6%	0%
7 or more people	1%	4%	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%	2%	1%	1%	1%	1%	0%	6%
Prefer not to say	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) And how many people live in your house or flat, including yourself? This includes any children, and people not in your direct household such as roommates, tenants and lodgers.

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
1 - just me	20%	23%	17%	19%	21%	25%	20%	19%	21%	21%	27%	21%	19%	23%	20%	18%	23%	17%	15%
2	36%	34%	37%	41%	36%	29%	45%	27%	44%	33%	31%	43%	29%	40%	41%	33%	33%	27%	47%
3	19%	20%	19%	19%	19%	21%	17%	23%	17%	22%	20%	18%	22%	19%	19%	21%	19%	21%	23%
4	16%	15%	17%	15%	17%	13%	13%	21%	12%	15%	11%	13%	20%	14%	13%	17%	16%	27%	4%
5	6%	6%	6%	5%	5%	10%	4%	6%	4%	4%	7%	4%	6%	5%	4%	7%	7%	5%	9%
6	2%	1%	2%	1%	2%	1%	1%	2%	1%	4%	1%	1%	2%	0%	1%	2%	2%	1%	0%
7 or more people	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	0%	1%	1%	1%	0%	2%
Prefer not to say	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.C) And how many people live in your house or flat, including yourself? This includes any children, and people not in your direct household such as roommates, tenants and lodgers.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
1 - just me	20%	23%	19%	24%	19%	19%	14%	20%	14%	*	21%	25%	28%	4%	20%	17%	20%	26%	29%
2	36%	25%	38%	32%	39%	43%	46%	50%	26%	*	27%	28%	28%	24%	32%	41%	35%	31%	21%
3	19%	20%	18%	22%	20%	19%	15%	15%	24%	*	23%	22%	18%	24%	27%	17%	19%	20%	14%
4	16%	20%	16%	14%	16%	13%	15%	9%	26%	*	18%	17%	15%	20%	14%	17%	16%	15%	25%
5	6%	8%	7%	5%	5%	3%	4%	3%	8%	*	7%	5%	7%	16%	6%	6%	6%	5%	7%
6	2%	2%	2%	1%	1%	2%	4%	1%	2%	*	2%	2%	2%	0%	1%	1%	2%	2%	1%
7 or more people	1%	2%	1%	1%	0%	1%	1%	1%	0%	*	1%	1%	2%	13%	1%	1%	2%	0%	2%
Prefer not to say	0%	0%	0%	1%	0%	0%	1%	0%	0%	*	1%	1%	0%	0%	0%	0%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.D) And how many people live in your house or flat, including yourself? This includes any children, and people not in your direct household such as roommates, tenants and lodgers.

		Income															
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
1 - just me	20%	49%	54%	39%	38%	25%	22%	10%	11%	12%	8%	6%	3%	4%	2%	5%	6%
2	36%	6%	22%	33%	32%	33%	39%	47%	35%	44%	39%	37%	35%	33%	35%	23%	26%
3	19%	24%	8%	11%	14%	18%	22%	23%	26%	19%	25%	18%	20%	19%	26%	30%	29%
4	16%	10%	8%	11%	9%	15%	11%	14%	18%	17%	20%	27%	29%	33%	32%	25%	26%
5	6%	5%	4%	2%	5%	7%	3%	6%	7%	5%	7%	8%	9%	7%	2%	16%	11%
6	2%	6%	2%	1%	1%	1%	3%	0%	1%	2%	0%	2%	3%	3%	3%	0%	1%
7 or more people	1%	0%	1%	3%	1%	1%	0%	0%	2%	2%	1%	1%	2%	0%	0%	0%	1%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.E) And how many people live in your house or flat, including yourself? This includes any children, and people not in your direct household such as roommates, tenants and lodgers.

	Total	Social Grade					Solar Panels			Other	Insulation			Other	Heat Pumps			Other	Smart Meters		
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install		Planning to install	May install in future	Unlikely to install		Planning to install	May install in future	Unlikely to install		Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
1 - just me	20%	18%	23%	11%	27%	22%	9%	17%	21%	21%	10%	19%	22%	22%	10%	18%	21%	20%	19%	21%	23%
2	36%	36%	38%	33%	34%	27%	25%	36%	51%	34%	24%	35%	48%	26%	17%	33%	49%	33%	39%	37%	43%
3	19%	18%	17%	25%	18%	22%	30%	19%	13%	20%	31%	19%	13%	22%	27%	23%	14%	20%	22%	16%	20%
4	16%	19%	14%	21%	11%	17%	24%	19%	13%	16%	20%	17%	14%	17%	24%	18%	12%	17%	14%	18%	12%
5	6%	6%	6%	7%	5%	8%	10%	7%	1%	6%	14%	7%	2%	8%	19%	5%	2%	7%	3%	5%	2%
6	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	0%	3%	1%	2%	0%	2%	1%	2%	2%	1%	0%
7 or more people	1%	1%	0%	1%	2%	2%	0%	0%	0%	1%	2%	1%	1%	2%	5%	1%	0%	1%	1%	1%	0%
Prefer not to say	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) What type of heating does your house use?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
Gas	69%	44%	60%	67%	74%	81%	81%	62%	69%	69%	68%	69%	72%	78%	69%	75%	70%	74%	31%
Electricity	25%	46%	34%	29%	20%	14%	11%	33%	27%	26%	24%	23%	24%	20%	28%	21%	21%	21%	26%
Coal/Wood	2%	4%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	4%	3%	2%	1%	12%
Other (Please Specify)	3%	0%	2%	2%	4%	4%	6%	1%	1%	3%	6%	3%	0%	1%	0%	1%	6%	4%	30%
Don't Know	1%	5%	1%	1%	1%	0%	0%	3%	2%	1%	1%	2%	2%	1%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) What type of heating does your house use?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
Gas	69%	69%	68%	74%	70%	60%	75%	67%	69%	82%	66%	75%	67%	65%	72%	70%	68%	61%	58%
Electricity	25%	26%	24%	20%	25%	31%	20%	29%	26%	11%	27%	21%	28%	30%	21%	25%	26%	32%	31%
Coal/Wood	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	0%	3%	2%	1%	2%	2%
Other (Please Specify)	3%	2%	4%	4%	3%	3%	3%	1%	3%	4%	2%	2%	2%	4%	4%	1%	4%	4%	8%
Don't Know	1%	1%	1%	0%	0%	3%	0%	1%	1%	0%	2%	1%	1%	1%	1%	1%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.C) What type of heating does your house use?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
Gas	69%	58%	76%	72%	78%	63%	46%	75%	73%	*	66%	64%	57%	47%	60%	72%	67%	67%	78%
Electricity	25%	38%	21%	25%	19%	20%	23%	18%	21%	*	28%	33%	36%	41%	34%	21%	27%	25%	17%
Coal/Wood	2%	2%	1%	0%	2%	4%	8%	1%	3%	*	4%	2%	1%	5%	3%	2%	2%	2%	3%
Other (Please Specify)	3%	0%	1%	1%	1%	12%	22%	5%	3%	*	1%	0%	3%	2%	2%	4%	3%	3%	0%
Don't Know	1%	2%	1%	1%	0%	1%	2%	0%	1%	*	2%	1%	2%	5%	1%	1%	1%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.D) What type of heating does your house use?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
Gas	69%	61%	64%	63%	71%	69%	69%	72%	68%	73%	64%	67%	78%	70%	74%	61%	65%
Electricity	25%	39%	28%	29%	26%	27%	24%	20%	26%	20%	31%	26%	13%	25%	19%	34%	34%
Coal/Wood	2%	0%	3%	5%	1%	2%	4%	0%	1%	3%	0%	3%	1%	0%	0%	2%	0%
Other (Please Specify)	3%	0%	2%	2%	1%	2%	2%	4%	5%	2%	5%	3%	6%	6%	7%	3%	2%
Don't Know	1%	0%	3%	1%	1%	0%	1%	2%	0%	2%	0%	1%	2%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.E) What type of heating does your house use?

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
Gas	69%	69%	70%	64%	70%	58%	56%	75%	83%	68%	51%	67%	81%	58%	47%	74%	81%	67%	78%	66%	77%
Electricity	25%	23%	25%	28%	24%	36%	35%	18%	12%	26%	44%	26%	11%	36%	47%	21%	12%	27%	15%	27%	14%
Coal/Wood	2%	2%	1%	3%	2%	2%	3%	2%	2%	2%	4%	2%	2%	2%	2%	1%	2%	2%	4%	2%	2%
Other (Please Specify)	3%	5%	3%	3%	2%	2%	5%	5%	3%	3%	1%	4%	5%	1%	4%	4%	4%	2%	3%	5%	5%
Don't Know	1%	0%	1%	1%	2%	2%	0%	0%	0%	1%	0%	0%	1%	2%	0%	0%	0%	1%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) How much did you spend on your energy bill last month?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
Under £25	1%	1%	2%	0%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	0%	2%	1%	0%	6%
£25 - £49	9%	11%	10%	10%	8%	9%	7%	10%	8%	12%	9%	6%	8%	11%	11%	11%	7%	8%	13%
£50 - £74	15%	16%	19%	14%	12%	16%	15%	14%	16%	12%	17%	20%	14%	15%	17%	12%	14%	19%	13%
£75 - £99	19%	17%	21%	16%	18%	20%	20%	17%	22%	18%	20%	17%	17%	17%	16%	19%	22%	20%	13%
£100 - £124	16%	14%	18%	18%	17%	14%	16%	19%	12%	22%	17%	16%	18%	19%	14%	15%	14%	14%	15%
£125 - £149	10%	9%	7%	9%	12%	11%	11%	10%	10%	6%	8%	9%	9%	10%	15%	12%	10%	12%	13%
£150 - £174	7%	4%	6%	9%	6%	8%	10%	7%	6%	5%	8%	12%	7%	7%	5%	8%	10%	7%	2%
£175 - £199	4%	3%	4%	5%	6%	4%	3%	4%	3%	3%	4%	4%	5%	1%	6%	4%	5%	8%	3%
£200 or more	7%	4%	6%	9%	9%	6%	9%	7%	10%	8%	4%	10%	7%	7%	6%	8%	7%	3%	5%
Don't Know	8%	10%	5%	8%	9%	8%	8%	7%	9%	10%	7%	3%	10%	11%	7%	6%	8%	6%	12%
N/A - Don't pay bills	3%	11%	3%	3%	1%	2%	1%	4%	3%	4%	4%	2%	4%	1%	3%	3%	3%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) How much did you spend on your energy bill last month?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
Under £25	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	3%	1%	1%	1%	1%	1%	2%	2%	2%
£25 - £49	9%	10%	8%	9%	8%	12%	9%	10%	6%	3%	9%	9%	9%	9%	11%	10%	7%	6%	7%
£50 - £74	15%	15%	15%	15%	15%	18%	13%	18%	16%	12%	14%	13%	16%	16%	17%	16%	13%	12%	9%
£75 - £99	19%	19%	18%	19%	20%	17%	19%	19%	19%	33%	15%	20%	20%	21%	16%	17%	22%	20%	14%
£100 - £124	16%	16%	16%	17%	16%	15%	15%	17%	15%	21%	18%	18%	18%	15%	13%	15%	19%	21%	22%
£125 - £149	10%	10%	10%	11%	10%	9%	12%	10%	8%	8%	8%	12%	10%	8%	12%	10%	9%	10%	7%
£150 - £174	7%	7%	7%	7%	9%	4%	8%	8%	11%	8%	5%	7%	8%	9%	7%	7%	8%	8%	6%
£175 - £199	4%	4%	4%	4%	5%	2%	4%	3%	4%	4%	4%	3%	4%	4%	4%	2%	4%	7%	5%
£200 or more	7%	8%	7%	8%	9%	4%	10%	5%	9%	7%	6%	8%	7%	8%	5%	7%	8%	8%	21%
Don't Know	8%	7%	9%	7%	5%	13%	7%	6%	8%	3%	14%	7%	5%	6%	10%	9%	6%	5%	5%
N/A - Don't pay bills	3%	3%	3%	1%	2%	5%	2%	3%	2%	0%	5%	2%	3%	1%	3%	5%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.C) How much did you spend on your energy bill last month?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
Under £25	1%	2%	1%	2%	1%	1%	2%	1%	1%	*	4%	1%	2%	4%	2%	0%	1%	2%	3%
£25 - £49	9%	12%	9%	12%	7%	5%	7%	7%	6%	*	16%	15%	12%	4%	11%	8%	7%	11%	21%
£50 - £74	15%	17%	14%	17%	15%	13%	12%	13%	13%	*	22%	19%	18%	7%	14%	13%	16%	18%	15%
£75 - £99	19%	17%	20%	20%	17%	20%	16%	19%	16%	*	18%	21%	20%	18%	19%	19%	20%	17%	13%
£100 - £124	16%	16%	16%	16%	15%	20%	15%	16%	19%	*	9%	12%	19%	11%	16%	19%	15%	13%	12%
£125 - £149	10%	9%	10%	9%	11%	12%	7%	12%	12%	*	8%	8%	7%	2%	8%	11%	10%	10%	6%
£150 - £174	7%	7%	7%	6%	8%	10%	7%	9%	7%	*	7%	8%	4%	2%	7%	8%	7%	7%	4%
£175 - £199	4%	4%	4%	3%	5%	2%	3%	4%	6%	*	3%	2%	4%	0%	5%	5%	2%	4%	8%
£200 or more	7%	8%	6%	7%	9%	6%	13%	9%	11%	*	3%	4%	2%	4%	10%	7%	8%	6%	9%
Don't Know	8%	6%	9%	5%	9%	7%	14%	8%	8%	*	6%	7%	6%	16%	5%	7%	10%	9%	8%
N/A - Don't pay bills	3%	4%	3%	3%	2%	3%	3%	1%	2%	*	3%	3%	5%	32%	2%	4%	4%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.D) How much did you spend on your energy bill last month?

		Income															
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
Under £25	1%	6%	7%	4%	2%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
£25 - £49	9%	17%	23%	18%	12%	9%	10%	5%	8%	5%	7%	4%	5%	7%	0%	0%	3%
£50 - £74	15%	20%	23%	18%	20%	19%	15%	16%	14%	10%	18%	9%	11%	15%	4%	9%	8%
£75 - £99	19%	22%	11%	20%	21%	23%	23%	18%	23%	18%	18%	20%	12%	13%	23%	9%	5%
£100 - £124	16%	6%	9%	13%	14%	15%	16%	12%	18%	22%	19%	18%	29%	24%	13%	13%	26%
£125 - £149	10%	0%	3%	7%	9%	11%	13%	15%	9%	14%	10%	11%	15%	4%	16%	0%	4%
£150 - £174	7%	0%	3%	4%	6%	7%	6%	11%	6%	11%	9%	11%	6%	7%	17%	18%	5%
£175 - £199	4%	0%	1%	1%	2%	2%	2%	7%	7%	4%	2%	3%	13%	7%	0%	18%	13%
£200 or more	7%	0%	2%	2%	5%	6%	7%	6%	6%	7%	6%	12%	3%	16%	20%	17%	27%
Don't Know	8%	20%	12%	9%	6%	4%	6%	7%	7%	7%	7%	7%	4%	4%	3%	12%	10%
N/A - Don't pay bills	3%	10%	7%	3%	5%	3%	1%	2%	1%	2%	3%	4%	3%	4%	4%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.E) How much did you spend on your energy bill last month?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
Under £25	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	0%	1%	2%	2%	0%	1%	1%	1%	1%	1%	1%
£25 - £49	9%	6%	8%	9%	13%	12%	9%	5%	7%	10%	8%	4%	6%	12%	15%	6%	7%	10%	12%	3%	8%
£50 - £74	15%	12%	15%	14%	20%	18%	12%	13%	13%	15%	11%	15%	14%	18%	13%	12%	13%	16%	9%	15%	11%
£75 - £99	19%	19%	20%	17%	19%	19%	21%	19%	18%	19%	24%	14%	19%	19%	21%	19%	18%	19%	15%	18%	18%
£100 - £124	16%	20%	17%	16%	12%	16%	16%	19%	15%	17%	17%	17%	15%	15%	11%	20%	16%	16%	21%	17%	13%
£125 - £149	10%	9%	12%	11%	8%	8%	16%	11%	12%	9%	9%	13%	13%	8%	6%	15%	11%	9%	14%	11%	11%
£150 - £174	7%	10%	6%	7%	6%	6%	8%	9%	8%	7%	10%	10%	5%	6%	19%	9%	7%	7%	3%	10%	8%
£175 - £199	4%	6%	3%	4%	3%	3%	4%	7%	4%	4%	4%	5%	3%	3%	7%	5%	4%	4%	6%	4%	5%
£200 or more	7%	11%	7%	7%	4%	5%	10%	9%	10%	6%	12%	10%	8%	3%	7%	8%	11%	6%	12%	11%	9%
Don't Know	8%	6%	8%	9%	10%	7%	3%	6%	11%	7%	4%	8%	13%	7%	0%	4%	10%	6%	6%	8%	14%
N/A - Don't pay bills	3%	2%	3%	5%	4%	5%	0%	2%	1%	4%	0%	3%	2%	6%	0%	0%	2%	4%	1%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) How much of the money you earn in a typical month do you tend to have left over at the end of the month (after all of your normal expenditures such as bills, food etc.)?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
Less than £0 - I spend more money than I earn in an average month	5%	4%	5%	5%	8%	8%	1%	3%	5%	7%	7%	4%	5%	8%	8%	3%	4%	1%	5%
£0 - I spend as much as I earn in an average month	7%	8%	8%	7%	8%	11%	4%	3%	7%	5%	5%	9%	6%	9%	12%	10%	8%	15%	5%
Less than £25	7%	7%	7%	5%	8%	10%	6%	7%	6%	9%	9%	4%	7%	6%	6%	8%	9%	6%	5%
£25 - £49	7%	10%	9%	9%	7%	6%	5%	8%	7%	7%	11%	5%	10%	7%	6%	7%	4%	6%	14%
£50 - £74	6%	10%	6%	7%	5%	5%	6%	7%	5%	8%	6%	8%	4%	5%	6%	8%	4%	10%	12%
£75 - £99	6%	9%	6%	8%	5%	5%	4%	8%	6%	3%	3%	11%	7%	8%	6%	3%	6%	0%	
£100 - £149	9%	12%	11%	8%	10%	8%	8%	9%	12%	6%	10%	12%	8%	11%	5%	9%	13%	6%	2%
£150 - £199	5%	4%	6%	5%	4%	6%	6%	8%	5%	5%	4%	5%	7%	6%	5%	5%	4%	4%	2%
£200 - £249	7%	6%	7%	9%	8%	6%	7%	4%	8%	8%	11%	5%	7%	5%	10%	6%	7%	8%	13%
£250 - £499	10%	4%	10%	8%	11%	8%	15%	7%	9%	11%	10%	8%	12%	9%	13%	12%	12%	10%	2%
£500 - £749	6%	5%	5%	6%	6%	7%	6%	8%	5%	6%	4%	10%	5%	6%	4%	5%	7%	3%	6%
£750 - £999	3%	4%	3%	4%	3%	2%	4%	3%	4%	3%	3%	3%	2%	4%	2%	4%	4%	5%	5%
£1,000 - £1,499	3%	2%	3%	3%	2%	2%	5%	4%	4%	2%	2%	4%	3%	1%	1%	3%	4%	1%	0%
£1,500 - £1,999	2%	1%	3%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	0%	1%	3%	2%	2%
£2,000 or more	3%	2%	4%	2%	2%	3%	3%	5%	4%	2%	2%	2%	2%	1%	0%	2%	4%	4%	2%
Don't Know	12%	12%	9%	11%	12%	12%	18%	15%	10%	16%	13%	9%	11%	13%	14%	11%	9%	13%	22%

Notes:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) How much of the money you earn in a typical month do you tend to have left over at the end of the month (after all of your normal expenditures such as bills, food etc.)?

	Total	Gender		EU 2016 Vote			2019					Voting Intention			Education				
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
Less than £0 - I spend more money than I earn in an average month	5%	3%	7%	4%	5%	6%	4%	6%	4%	4%	7%	3%	5%	7%	8%	4%	5%	2%	0%
£0 - I spend as much as I earn in an average month	7%	6%	8%	7%	7%	8%	7%	9%	5%	7%	8%	6%	8%	8%	8%	9%	5%	4%	9%
Less than £25	7%	6%	8%	8%	6%	10%	7%	7%	5%	11%	10%	8%	6%	4%	8%	8%	8%	3%	5%
£25 - £49	7%	7%	8%	7%	8%	8%	7%	8%	6%	4%	8%	7%	8%	9%	9%	9%	5%	7%	6%
£50 - £74	6%	6%	7%	7%	6%	6%	6%	8%	2%	15%	5%	6%	8%	4%	8%	6%	6%	5%	3%
£75 - £99	6%	7%	5%	7%	5%	7%	5%	8%	6%	4%	4%	5%	8%	6%	7%	6%	6%	5%	4%
£100 - £149	9%	10%	9%	9%	9%	9%	9%	10%	6%	7%	11%	9%	11%	8%	9%	10%	10%	9%	8%
£150 - £199	5%	6%	5%	6%	6%	3%	5%	6%	8%	8%	4%	7%	6%	7%	6%	5%	5%	7%	4%
£200 - £249	7%	7%	7%	8%	7%	7%	7%	7%	5%	7%	8%	6%	7%	9%	6%	6%	7%	13%	6%
£250 - £499	10%	12%	8%	10%	12%	7%	12%	9%	16%	20%	8%	11%	10%	10%	8%	11%	10%	11%	8%
£500 - £749	6%	7%	5%	6%	6%	6%	7%	6%	5%	4%	5%	8%	6%	6%	3%	5%	8%	9%	7%
£750 - £999	3%	4%	3%	2%	5%	2%	4%	3%	5%	0%	3%	4%	3%	4%	2%	2%	6%	7%	0%
£1,000 - £1,499	3%	4%	2%	3%	4%	2%	3%	3%	5%	0%	2%	3%	3%	4%	1%	3%	4%	4%	7%
£1,500 - £1,999	2%	2%	1%	2%	2%	0%	2%	2%	2%	0%	0%	2%	2%	4%	1%	1%	2%	4%	7%
£2,000 or more	3%	4%	2%	2%	4%	2%	4%	2%	4%	0%	2%	4%	2%	3%	1%	2%	4%	5%	15%
Don't Know	12%	11%	14%	11%	10%	18%	12%	8%	16%	11%	17%	11%	8%	8%	15%	13%	9%	6%	11%

Notes:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.C) How much of the money you earn in a typical month do you tend to have left over at the end of the month (after all of your normal expenditures such as bills, food etc.)?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
Less than £0 - I spend more money than I earn in an average month	5%	5%	4%	6%	4%	7%	3%	2%	5%	*	8%	12%	6%	3%	1%	1%	4%	11%	50%
£0 - I spend as much as I earn in an average month	7%	7%	6%	9%	8%	8%	6%	4%	6%	*	15%	12%	10%	6%	3%	2%	7%	24%	17%
Less than £25	7%	7%	5%	11%	7%	7%	12%	5%	6%	*	11%	13%	10%	9%	0%	2%	9%	19%	13%
£25 - £49	7%	10%	9%	6%	5%	6%	5%	5%	6%	*	14%	10%	10%	13%	6%	4%	11%	10%	6%
£50 - £74	6%	7%	6%	5%	7%	7%	5%	6%	6%	*	8%	6%	7%	5%	7%	5%	7%	7%	8%
£75 - £99	6%	4%	6%	6%	8%	6%	6%	5%	7%	*	6%	7%	6%	7%	4%	5%	8%	6%	0%
£100 - £149	9%	10%	7%	12%	11%	8%	8%	9%	9%	*	13%	5%	11%	11%	9%	8%	13%	6%	0%
£150 - £199	5%	6%	7%	7%	4%	3%	5%	6%	6%	*	2%	5%	5%	2%	6%	5%	7%	2%	1%
£200 - £249	7%	6%	9%	7%	6%	6%	8%	8%	9%	*	7%	2%	7%	5%	7%	9%	8%	1%	2%
£250 - £499	10%	8%	11%	7%	13%	12%	5%	12%	11%	*	4%	6%	8%	3%	6%	17%	7%	2%	1%
£500 - £749	6%	6%	6%	6%	4%	7%	7%	8%	6%	*	3%	2%	4%	7%	10%	10%	3%	0%	0%
£750 - £999	3%	4%	4%	2%	3%	3%	2%	4%	4%	*	1%	1%	3%	0%	7%	6%	1%	0%	0%
£1,000 - £1,499	3%	4%	2%	3%	3%	3%	4%	4%	3%	*	1%	2%	2%	0%	7%	4%	1%	0%	1%
£1,500 - £1,999	2%	2%	2%	1%	2%	1%	1%	2%	3%	*	1%	0%	0%	0%	5%	3%	0%	0%	0%
£2,000 or more	3%	3%	2%	3%	2%	4%	4%	4%	3%	*	1%	0%	1%	0%	10%	3%	1%	0%	0%
Don't Know	12%	11%	13%	10%	14%	13%	18%	14%	10%	*	8%	14%	11%	27%	10%	15%	13%	11%	1%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.D) How much of the money you earn in a typical month do you tend to have left over at the end of the month (after all of your normal expenditures such as bills, food etc.)?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
Less than £0 - I spend more money than I earn in an average month	5%	11%	13%	8%	7%	6%	3%	4%	5%	1%	1%	3%	3%	2%	0%	2%	1%
£0 - I spend as much as I earn in an average month	7%	21%	17%	15%	9%	9%	5%	8%	7%	8%	1%	4%	4%	0%	0%	0%	0%
Less than £25	7%	19%	21%	13%	13%	7%	7%	7%	4%	8%	0%	1%	0%	1%	4%	2%	0%
£25 - £49	7%	0%	12%	13%	11%	11%	8%	5%	11%	2%	5%	6%	5%	5%	0%	2%	0%
£50 - £74	6%	6%	6%	8%	11%	7%	8%	11%	6%	3%	3%	5%	4%	3%	0%	2%	4%
£75 - £99	6%	7%	2%	12%	6%	8%	10%	4%	6%	4%	8%	7%	2%	3%	2%	4%	1%
£100 - £149	9%	0%	5%	8%	11%	15%	8%	7%	10%	12%	8%	11%	13%	13%	2%	6%	8%
£150 - £199	5%	0%	5%	4%	6%	3%	9%	3%	6%	6%	9%	3%	10%	11%	5%	2%	5%
£200 - £249	7%	0%	3%	3%	5%	6%	9%	11%	8%	8%	17%	10%	4%	12%	4%	6%	5%
£250 - £499	10%	0%	1%	3%	9%	9%	12%	14%	14%	12%	13%	15%	13%	13%	6%	8%	5%
£500 - £749	6%	0%	0%	0%	3%	4%	4%	5%	10%	12%	6%	6%	12%	18%	19%	9%	9%
£750 - £999	3%	0%	0%	1%	0%	3%	2%	1%	3%	6%	5%	8%	7%	1%	14%	13%	8%
£1,000 - £1,499	3%	0%	0%	2%	0%	1%	1%	2%	3%	3%	6%	6%	6%	6%	9%	14%	12%
£1,500 - £1,999	2%	0%	0%	0%	0%	0%	1%	0%	1%	4%	2%	2%	5%	3%	12%	12%	9%
£2,000 or more	3%	0%	0%	0%	1%	0%	2%	0%	1%	4%	3%	5%	6%	3%	16%	6%	26%
Don't Know	12%	36%	15%	11%	8%	9%	10%	16%	8%	9%	13%	9%	4%	4%	7%	11%	7%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.E) How much of the money you earn in a typical month do you tend to have left over at the end of the month (after all of your normal expenditures such as bills, food etc.)?

	Total	Social Grade					Solar Panels				Insulation				Heat Pumps				Smart Meters		
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
Less than £0 - I spend more money than I earn in an average month	5%	2%	4%	6%	9%	7%	1%	3%	4%	5%	0%	3%	6%	7%	0%	3%	4%	6%	4%	3%	3%
£0 - I spend as much as I earn in an average month	7%	4%	7%	6%	12%	10%	5%	5%	6%	8%	3%	5%	7%	10%	0%	6%	5%	8%	2%	8%	6%
Less than £25	7%	3%	6%	8%	12%	10%	6%	6%	5%	8%	5%	6%	3%	10%	7%	4%	6%	8%	8%	5%	5%
£25 - £49	7%	5%	7%	8%	10%	10%	5%	5%	5%	8%	7%	4%	6%	10%	7%	5%	6%	8%	9%	6%	5%
£50 - £74	6%	4%	6%	6%	9%	7%	6%	7%	4%	6%	8%	4%	7%	9%	7%	5%	7%	6%	6%	6%	4%
£75 - £99	6%	6%	6%	6%	6%	6%	5%	8%	4%	6%	6%	5%	7%	7%	5%	6%	6%	5%	7%	6%	
£100 - £149	9%	8%	11%	10%	8%	9%	7%	8%	11%	10%	11%	9%	10%	7%	8%	10%	10%	10%	11%	9%	9%
£150 - £199	5%	5%	6%	7%	3%	4%	13%	7%	4%	6%	6%	5%	4%	12%	8%	5%	5%	9%	7%	7%	
£200 - £249	7%	9%	7%	9%	5%	6%	8%	9%	8%	7%	6%	9%	7%	5%	13%	10%	7%	7%	6%	8%	7%
£250 - £499	10%	13%	12%	8%	6%	7%	12%	11%	13%	9%	11%	11%	6%	7%	14%	12%	9%	10%	12%	9%	
£500 - £749	6%	9%	7%	4%	3%	4%	7%	9%	6%	5%	6%	7%	4%	12%	9%	7%	6%	7%	6%	7%	
£750 - £999	3%	5%	5%	2%	1%	3%	4%	3%	4%	3%	8%	5%	4%	3%	6%	4%	3%	3%	10%	4%	4%
£1,000 - £1,499	3%	7%	2%	2%	0%	2%	4%	4%	3%	3%	6%	3%	2%	5%	4%	4%	3%	4%	4%	4%	
£1,500 - £1,999	2%	4%	1%	0%	1%	1%	6%	2%	2%	2%	5%	1%	0%	5%	3%	2%	2%	1%	1%	2%	
£2,000 or more	3%	7%	2%	2%	0%	2%	8%	3%	3%	2%	10%	3%	2%	3%	5%	3%	3%	4%	4%	3%	
Don't Know	12%	8%	11%	15%	16%	12%	2%	9%	16%	12%	0%	11%	17%	12%	0%	6%	15%	11%	5%	10%	20%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) Which of the following is true for you?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
Over the course of the pandemic and various lockdowns, I saved money	37%	33%	31%	30%	34%	35%	54%	38%	41%	34%	30%	38%	36%	36%	32%	40%	38%	42%	32%
Over the course of the pandemic and various lockdowns, I broke even	35%	30%	35%	36%	41%	35%	33%	30%	36%	40%	35%	33%	33%	37%	33%	35%	33%	39%	44%
Over the course of the pandemic and various lockdowns, I lost money	22%	30%	24%	27%	19%	25%	9%	26%	19%	19%	30%	23%	24%	19%	25%	19%	23%	11%	14%
Don't know	6%	6%	10%	7%	6%	5%	5%	5%	5%	7%	5%	6%	7%	8%	11%	6%	6%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) Which of the following is true for you?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
Over the course of the pandemic and various lockdowns, I saved money	37%	39%	35%	39%	39%	27%	45%	33%	45%	21%	27%	45%	34%	42%	32%	34%	42%	44%	41%
Over the course of the pandemic and various lockdowns, I broke even	35%	35%	35%	37%	34%	34%	34%	35%	33%	54%	38%	33%	36%	32%	37%	36%	33%	30%	48%
Over the course of the pandemic and various lockdowns, I lost money	22%	21%	23%	19%	23%	27%	17%	26%	18%	19%	25%	19%	25%	20%	24%	23%	20%	22%	10%
Don't know	6%	5%	7%	5%	5%	13%	4%	5%	4%	6%	11%	4%	5%	5%	7%	7%	5%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.C) Which of the following is true for you?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
Over the course of the pandemic and various lockdowns, I saved money	37%	37%	38%	34%	38%	35%	39%	51%	31%	*	22%	25%	29%	31%	59%	53%	25%	14%	14%
Over the course of the pandemic and various lockdowns, I broke even	35%	28%	35%	40%	38%	39%	32%	31%	42%	*	43%	29%	34%	29%	24%	32%	45%	33%	18%
Over the course of the pandemic and various lockdowns, I lost money	22%	28%	20%	20%	16%	21%	26%	14%	20%	*	30%	34%	28%	26%	14%	10%	23%	45%	60%
Don't know	6%	6%	7%	6%	8%	4%	3%	3%	6%	*	5%	12%	9%	14%	3%	6%	7%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.D) Which of the following is true for you?

		Income															
	Total	No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
Over the course of the pandemic and various lockdowns, I saved money	37%	13%	32%	21%	29%	31%	37%	36%	38%	46%	42%	48%	44%	50%	59%	69%	62%
Over the course of the pandemic and various lockdowns, I broke even	35%	24%	26%	41%	41%	38%	36%	37%	42%	33%	24%	31%	35%	41%	28%	16%	21%
Over the course of the pandemic and various lockdowns, I lost money	22%	46%	28%	29%	25%	25%	22%	22%	17%	14%	28%	19%	20%	8%	9%	12%	15%
Don't know	6%	17%	14%	10%	5%	6%	5%	6%	4%	7%	7%	2%	2%	1%	4%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.E) Which of the following is true for you?

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
Over the course of the pandemic and various lockdowns, I saved money	37%	45%	40%	35%	27%	30%	49%	40%	45%	37%	51%	36%	38%	28%	58%	43%	44%	36%	54%	35%	40%
Over the course of the pandemic and various lockdowns, I broke even	35%	33%	33%	40%	34%	34%	19%	40%	36%	35%	27%	40%	36%	34%	16%	39%	35%	34%	28%	40%	39%
Over the course of the pandemic and various lockdowns, I lost money	22%	18%	21%	21%	27%	28%	28%	17%	15%	22%	22%	22%	20%	29%	26%	18%	17%	23%	16%	23%	15%
Don't know	6%	3%	6%	4%	13%	8%	3%	3%	4%	6%	0%	3%	6%	9%	0%	1%	4%	7%	2%	2%	6%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) Which of the following is true for you?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	756	86	98	98	116	113	245	99	111	61	52	59	75	58	27	95	67	39	13
Weighted	742	92	106	104	117	98	226	108	106	54	54	54	66	58	25	88	68	42	19
I saved more money during the pandemic and lockdowns than I did before	69%	66%	66%	64%	74%	62%	73%	63%	66%	69%	63%	75%	68%	69%	86%	72%	64%	75%	77%
I saved about the same amount of money during the pandemic and lockdowns as I did before	27%	26%	26%	33%	21%	33%	24%	32%	24%	26%	35%	24%	24%	27%	10%	24%	36%	20%	23%
I saved less money during the pandemic and lockdowns than I did before	2%	4%	5%	2%	2%	4%	1%	2%	3%	2%	2%	2%	7%	2%	0%	3%	0%	2%	0%
Don't Know	2%	4%	3%	1%	3%	1%	2%	3%	7%	4%	0%	0%	2%	2%	4%	1%	0%	3%	0%

Note:

BASE: Saved money during pandemic

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) Which of the following is true for you?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	756	412	343	317	322	70	336	195	68	6	64	232	231	63	0	0	216	109	18
Weighted	742	388	353	305	316	72	318	196	65	5	64	217	231	61	0	0	214	108	17
I saved more money during the pandemic and lockdowns than I did before	69%	67%	70%	71%	69%	62%	72%	68%	58%	51%	68%	72%	70%	69%	73%	66%	68%	68%	85%
I saved about the same amount of money during the pandemic and lockdowns as I did before	27%	27%	26%	24%	28%	31%	24%	27%	37%	49%	22%	24%	26%	25%	23%	26%	29%	29%	15%
I saved less money during the pandemic and lockdowns than I did before	2%	3%	1%	2%	2%	4%	2%	3%	4%	0%	4%	2%	1%	7%	1%	6%	1%	1%	0%
Don't Know	2%	2%	2%	2%	2%	3%	2%	2%	1%	0%	6%	2%	2%	0%	3%	2%	2%	2%	0%

Note:

BASE: Saved money during pandemic

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.C) Which of the following is true for you?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	756	162	229	91	142	83	49	417	144	0	34	48	94	14	143	390	174	39	10
Weighted	742	165	224	94	135	78	47	394	147	0	35	48	98	14	141	381	173	38	9
I saved more money during the pandemic and lockdowns than I did before	69%	66%	72%	69%	64%	76%	63%	70%	70%	*	66%	62%	69%	54%	71%	67%	72%	63%	61%
I saved about the same amount of money during the pandemic and lockdowns as I did before	27%	27%	27%	26%	27%	22%	31%	28%	27%	*	24%	23%	24%	32%	24%	30%	25%	15%	21%
I saved less money during the pandemic and lockdowns than I did before	2%	4%	0%	3%	4%	3%	2%	1%	1%	*	8%	7%	4%	14%	2%	1%	1%	17%	9%
Don't Know	2%	3%	0%	3%	5%	0%	4%	2%	2%	*	2%	8%	4%	0%	3%	2%	2%	5%	9%

Note:

BASE: Saved money during pandemic

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.D) Which of the following is true for you?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	756	2	39	35	56	74	77	68	56	62	40	66	36	31	27	25	37
Weighted	742	2	37	35	54	73	76	66	58	60	39	68	35	32	25	24	35
I saved more money during the pandemic and lockdowns than I did before	69%	0%	75%	64%	73%	71%	65%	67%	57%	79%	75%	70%	70%	70%	67%	69%	68%
I saved about the same amount of money during the pandemic and lockdowns as I did before	27%	100%	12%	34%	24%	24%	26%	31%	35%	20%	22%	27%	30%	30%	29%	23%	32%
I saved less money during the pandemic and lockdowns than I did before	2%	0%	8%	0%	0%	4%	7%	0%	4%	2%	0%	3%	0%	0%	0%	0%	0%
Don't Know	2%	0%	5%	2%	3%	2%	2%	2%	4%	0%	3%	0%	0%	0%	4%	8%	0%

Note:

BASE: Saved money during pandemic

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.E) Which of the following is true for you?

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	756	271	213	127	145	265	34	185	249	533	30	98	79	226	25	162	308	492	49	93	103
Weighted	742	246	210	152	135	268	34	180	237	524	31	94	77	231	25	155	293	487	46	92	97
I saved more money during the pandemic and lockdowns than I did before	69%	70%	68%	65%	71%	66%	79%	68%	72%	70%	76%	56%	73%	65%	76%	70%	70%	68%	84%	66%	70%
I saved about the same amount of money during the pandemic and lockdowns as I did before	27%	26%	28%	30%	21%	26%	21%	29%	26%	25%	24%	43%	24%	26%	24%	26%	28%	27%	11%	31%	28%
I saved less money during the pandemic and lockdowns than I did before	2%	1%	2%	3%	4%	5%	0%	1%	1%	3%	0%	0%	1%	6%	0%	1%	1%	3%	5%	1%	0%
Don't Know	2%	2%	2%	2%	4%	4%	0%	2%	1%	2%	0%	1%	2%	4%	0%	2%	1%	3%	0%	2%	2%

Note:

BASE: Saved money during pandemic

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) Have you personally taken any steps in response to the rising cost of living? Please select all that apply.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
Reduced the amount I travel by public transport	9%	14%	14%	11%	9%	8%	3%	17%	6%	7%	11%	5%	9%	7%	14%	11%	7%	5%	11%
Borrowed money from a friend or family member	9%	19%	14%	13%	8%	3%	1%	11%	7%	6%	9%	8%	10%	14%	16%	9%	9%	9%	3%
Spending more money to stop inflation reducing the value of savings	6%	11%	12%	6%	2%	3%	2%	13%	4%	4%	5%	2%	9%	3%	3%	4%	4%	6%	0%
Turned heating down or off when I would normally keep it on	47%	32%	36%	43%	57%	61%	51%	38%	47%	46%	45%	55%	45%	56%	51%	45%	47%	51%	48%
Cut down on non-essential expenditures	46%	34%	41%	45%	58%	58%	40%	40%	42%	47%	45%	45%	42%	51%	47%	48%	48%	50%	64%
Turned lights/electricity off when I would normally keep them on	43%	33%	38%	40%	53%	57%	40%	37%	45%	39%	44%	44%	41%	45%	41%	44%	47%	49%	48%
Cut down on the amount I go out to restaurants, pubs or cafes	40%	33%	35%	43%	48%	45%	35%	34%	46%	34%	37%	34%	37%	41%	41%	39%	44%	51%	46%
Taken out a loan	4%	10%	8%	4%	2%	1%	0%	7%	3%	3%	3%	4%	6%	1%	8%	3%	3%	3%	8%
Started buying cheaper brands of food	36%	29%	33%	42%	45%	44%	24%	33%	39%	32%	36%	32%	37%	42%	37%	32%	33%	44%	37%
Started buying cheaper types of food i.e. changing what I eat	32%	28%	32%	35%	43%	37%	21%	29%	29%	25%	33%	29%	33%	39%	41%	35%	30%	38%	40%
Reduced the amount I drive	27%	21%	23%	25%	30%	32%	30%	19%	28%	28%	26%	33%	25%	24%	29%	26%	30%	30%	40%
Don't Know	2%	4%	3%	2%	2%	1%	0%	2%	2%	2%	1%	1%	2%	4%	5%	1%	2%	0%	0%
Canceled holiday plans	17%	20%	18%	21%	17%	19%	10%	19%	16%	18%	18%	15%	15%	18%	15%	16%	16%	22%	11%
I have not taken any steps in responses to the rising cost of living	14%	7%	8%	14%	11%	12%	27%	13%	15%	17%	15%	15%	17%	12%	11%	12%	15%	12%	12%
Used more public transport	10%	16%	14%	9%	6%	5%	9%	19%	8%	5%	9%	8%	9%	11%	9%	10%	4%	11%	6%
Other (Please Specify)	1%	0%	0%	0%	1%	1%	2%	0%	1%	2%	1%	0%	0%	0%	0%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) Have you personally taken any steps in response to the rising cost of living? Please select all that apply.

	Total	Gender		EU 2016 Vote			2019					Voting Intention			Education				
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
Reduced the amount I travel by public transport	9%	10%	9%	8%	10%	10%	7%	13%	8%	6%	8%	9%	12%	10%	9%	8%	11%	12%	10%
Borrowed money from a friend or family member	9%	8%	10%	8%	9%	12%	6%	14%	3%	4%	13%	6%	13%	7%	10%	10%	8%	10%	2%
Spending more money to stop inflation reducing the value of savings	6%	7%	5%	6%	5%	5%	5%	9%	8%	0%	3%	6%	8%	9%	3%	5%	6%	12%	6%
Turned heating down or off when I would normally keep it on	47%	41%	52%	51%	46%	44%	48%	49%	38%	52%	45%	43%	50%	48%	48%	50%	45%	40%	34%
Cut down on non-essential expenditures	46%	41%	51%	47%	45%	48%	45%	46%	39%	49%	48%	42%	48%	44%	46%	49%	45%	41%	39%
Turned lights/electricity off when I would normally keep them on	43%	36%	50%	46%	41%	45%	45%	41%	35%	47%	44%	41%	45%	41%	46%	45%	41%	38%	28%
Cut down on the amount I go out to restaurants, pubs or cafes	40%	36%	43%	39%	41%	40%	39%	41%	36%	24%	40%	36%	43%	40%	39%	43%	40%	33%	34%
Taken out a loan	4%	5%	3%	4%	5%	4%	3%	5%	6%	6%	4%	3%	6%	4%	3%	3%	4%	9%	2%
Started buying cheaper brands of food	36%	32%	40%	35%	36%	41%	34%	37%	31%	32%	37%	30%	38%	36%	36%	40%	35%	26%	24%
Started buying cheaper types of food i.e. changing what I eat	32%	29%	36%	33%	32%	35%	29%	36%	25%	44%	36%	26%	36%	25%	34%	34%	32%	30%	22%
Reduced the amount I drive	27%	27%	27%	26%	29%	23%	29%	28%	25%	22%	19%	27%	29%	24%	24%	26%	30%	29%	30%
Don't Know	2%	2%	1%	1%	1%	4%	1%	2%	1%	0%	3%	1%	2%	2%	2%	2%	1%	2%	0%
Canceled holiday plans	17%	18%	16%	17%	18%	13%	18%	19%	17%	23%	11%	16%	19%	22%	14%	18%	18%	23%	11%
I have not taken any steps in responses to the rising cost of living	14%	15%	13%	16%	13%	15%	17%	9%	18%	18%	16%	17%	9%	14%	17%	11%	14%	11%	18%
Used more public transport	10%	12%	8%	8%	11%	9%	9%	12%	14%	19%	5%	9%	11%	10%	6%	9%	12%	14%	21%
Other (Please Specify)	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	2%	0%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) Have you personally taken any steps in response to the rising cost of living? Please select all that apply.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
Reduced the amount I travel by public transport	9%	14%	8%	10%	6%	8%	9%	8%	8%	*	10%	12%	13%	7%	9%	7%	9%	14%	27%
Borrowed money from a friend or family member	9%	16%	7%	10%	5%	8%	11%	3%	7%	*	19%	20%	14%	13%	7%	5%	7%	19%	41%
Spending more money to stop inflation reducing the value of savings	6%	11%	5%	6%	3%	2%	4%	5%	5%	*	8%	6%	6%	9%	12%	5%	4%	5%	9%
Turned heating down or off when I would normally keep it on	47%	39%	47%	48%	50%	49%	59%	46%	46%	*	48%	49%	49%	32%	24%	37%	53%	70%	70%
Cut down on non-essential expenditures	46%	40%	45%	44%	48%	51%	57%	40%	49%	*	47%	54%	51%	38%	21%	34%	55%	71%	69%
Turned lights/electricity off when I would normally keep them on	43%	39%	43%	46%	47%	44%	44%	40%	45%	*	44%	49%	47%	24%	25%	34%	48%	64%	67%
Cut down on the amount I go out to restaurants, pubs or cafes	40%	37%	38%	42%	43%	41%	44%	34%	43%	*	38%	38%	50%	28%	17%	33%	46%	59%	43%
Taken out a loan	4%	8%	3%	4%	2%	2%	2%	3%	5%	*	8%	3%	5%	4%	8%	3%	3%	5%	14%
Started buying cheaper brands of food	36%	38%	35%	36%	36%	35%	34%	28%	40%	*	41%	42%	42%	29%	17%	22%	41%	66%	65%
Started buying cheaper types of food i.e. changing what I eat	32%	34%	29%	37%	29%	34%	37%	25%	35%	*	32%	41%	42%	23%	17%	19%	37%	60%	71%
Reduced the amount I drive	27%	21%	26%	25%	31%	33%	34%	32%	29%	*	17%	20%	22%	25%	17%	25%	29%	36%	31%
Don't Know	2%	3%	1%	2%	3%	0%	1%	1%	2%	*	2%	4%	3%	2%	2%	1%	2%	2%	3%
Canceled holiday plans	17%	18%	16%	19%	15%	14%	21%	13%	21%	*	19%	15%	20%	19%	15%	13%	19%	23%	21%
I have not taken any steps in responses to the rising cost of living	14%	10%	16%	13%	15%	18%	13%	22%	9%	*	6%	10%	8%	27%	26%	22%	8%	2%	2%
Used more public transport	10%	17%	9%	11%	5%	5%	6%	9%	9%	*	13%	6%	14%	16%	15%	9%	9%	11%	11%
Other (Please Specify)	1%	1%	0%	1%	1%	1%	1%	1%	0%	*	0%	0%	1%	0%	1%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.D) Have you personally taken any steps in response to the rising cost of living? Please select all that apply.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
Reduced the amount I travel by public transport	9%	7%	20%	15%	9%	8%	12%	5%	7%	5%	9%	10%	11%	13%	6%	2%	9%
Borrowed money from a friend or family member	9%	5%	14%	16%	8%	13%	11%	7%	11%	3%	5%	8%	3%	6%	9%	9%	8%
Spending more money to stop inflation reducing the value of savings	6%	0%	5%	3%	6%	6%	3%	3%	8%	3%	10%	9%	5%	8%	4%	19%	16%
Turned heating down or off when I would normally keep it on	47%	29%	43%	52%	51%	54%	45%	49%	52%	47%	47%	40%	51%	30%	34%	40%	30%
Cut down on non-essential expenditures	46%	25%	51%	50%	51%	47%	45%	47%	47%	48%	48%	44%	44%	41%	25%	33%	34%
Turned lights/electricity off when I would normally keep them on	43%	29%	46%	48%	41%	51%	43%	47%	49%	42%	39%	40%	42%	27%	29%	31%	36%
Cut down on the amount I go out to restaurants, pubs or cafes	40%	11%	36%	39%	42%	43%	45%	40%	41%	40%	46%	38%	41%	31%	25%	35%	29%
Taken out a loan	4%	0%	2%	7%	3%	4%	5%	3%	6%	2%	3%	4%	5%	0%	8%	12%	11%
Started buying cheaper brands of food	36%	25%	48%	47%	39%	37%	31%	37%	30%	33%	32%	36%	41%	28%	21%	22%	20%
Started buying cheaper types of food i.e. changing what I eat	32%	26%	42%	43%	38%	34%	32%	34%	29%	30%	23%	33%	35%	25%	14%	13%	14%
Reduced the amount I drive	27%	33%	19%	25%	26%	32%	24%	28%	33%	26%	30%	30%	25%	27%	19%	36%	18%
Don't Know	2%	26%	3%	2%	1%	1%	0%	2%	2%	2%	1%	2%	0%	0%	2%	0%	0%
Canceled holiday plans	17%	15%	15%	10%	16%	18%	16%	16%	24%	15%	19%	20%	20%	29%	15%	11%	14%
I have not taken any steps in responses to the rising cost of living	14%	9%	13%	8%	13%	10%	13%	16%	14%	20%	13%	12%	18%	16%	27%	13%	22%
Used more public transport	10%	10%	8%	12%	10%	6%	11%	7%	11%	8%	14%	13%	9%	10%	12%	13%	15%
Other (Please Specify)	1%	0%	1%	1%	0%	0%	2%	0%	0%	2%	1%	1%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.E) Have you personally taken any steps in response to the rising cost of living? Please select all that apply.

	Total	Social Grade					Solar Panels				Insulation				Heat Pumps				Smart Meters		
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
Reduced the amount I travel by public transport	9%	10%	9%	7%	12%	12%	15%	10%	5%	11%	12%	8%	5%	12%	13%	10%	6%	10%	8%	9%	6%
Borrowed money from a friend or family member	9%	7%	8%	11%	13%	16%	15%	4%	2%	11%	14%	7%	2%	17%	11%	6%	3%	11%	8%	5%	4%
Spending more money to stop inflation reducing the value of savings	6%	9%	3%	6%	5%	8%	16%	5%	1%	6%	11%	9%	1%	8%	17%	6%	2%	6%	3%	6%	3%
Turned heating down or off when I would normally keep it on	47%	43%	46%	49%	50%	46%	30%	50%	49%	49%	28%	48%	43%	46%	10%	50%	49%	47%	45%	48%	47%
Cut down on non-essential expenditures	46%	40%	46%	47%	51%	47%	37%	48%	43%	48%	26%	44%	43%	47%	34%	50%	43%	47%	48%	45%	42%
Turned lights/electricity off when I would normally keep them on	43%	37%	42%	46%	48%	44%	28%	43%	46%	44%	32%	45%	43%	43%	25%	43%	46%	44%	46%	42%	41%
Cut down on the amount I go out to restaurants, pubs or cafes	40%	36%	41%	41%	41%	41%	38%	43%	35%	41%	24%	38%	36%	41%	23%	44%	38%	41%	40%	40%	34%
Taken out a loan	4%	5%	3%	5%	3%	6%	10%	3%	1%	4%	16%	5%	0%	6%	17%	4%	1%	4%	6%	4%	2%
Started buying cheaper brands of food	36%	26%	36%	36%	46%	39%	32%	36%	32%	37%	21%	34%	32%	39%	19%	33%	34%	38%	35%	31%	31%
Started buying cheaper types of food i.e. changing what I eat	32%	24%	33%	34%	39%	36%	30%	35%	26%	34%	30%	29%	29%	37%	18%	32%	29%	34%	31%	31%	25%
Reduced the amount I drive	27%	29%	25%	29%	24%	22%	35%	36%	26%	26%	35%	32%	28%	21%	32%	36%	30%	26%	36%	32%	28%
Don't Know	2%	1%	1%	1%	3%	3%	0%	0%	0%	2%	1%	0%	0%	3%	0%	1%	0%	2%	2%	0%	1%
Cancelled holiday plans	17%	18%	15%	21%	15%	18%	21%	21%	12%	18%	15%	20%	14%	18%	22%	22%	14%	18%	20%	19%	13%
I have not taken any steps in responses to the rising cost of living	14%	16%	16%	12%	12%	10%	7%	10%	25%	13%	11%	11%	28%	9%	14%	9%	22%	12%	11%	15%	24%
Used more public transport	10%	12%	9%	9%	9%	12%	21%	10%	5%	10%	20%	8%	7%	13%	19%	9%	7%	11%	10%	10%	5%
Other (Please Specify)	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	2%	1%	2%

Note:
 BASE: All Respondents
 Fieldwork: 13th May - 18th May 2022
 Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) As far as you are aware, do you live in a conservation area which makes it impossible or very expensive to make changes to your home?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
Yes, definitely	9%	15%	17%	11%	4%	4%	3%	17%	8%	7%	5%	7%	8%	10%	10%	10%	6%	7%	8%
Yes, pretty sure I do	14%	24%	24%	16%	9%	6%	6%	23%	12%	14%	15%	12%	15%	6%	20%	14%	8%	9%	8%
No, pretty sure I do not	28%	26%	22%	30%	28%	28%	33%	28%	27%	27%	30%	30%	30%	24%	28%	29%	28%	32%	23%
No, definitely not	28%	11%	12%	22%	35%	39%	43%	14%	28%	32%	30%	33%	27%	29%	29%	29%	37%	25%	26%
Not sure	22%	24%	25%	21%	23%	23%	15%	19%	26%	20%	19%	18%	19%	30%	13%	17%	21%	27%	35%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) As far as you are aware, do you live in a conservation area which makes it impossible or very expensive to make changes to your home?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
Yes, definitely	9%	11%	7%	8%	11%	5%	8%	12%	11%	11%	4%	9%	11%	13%	6%	6%	10%	18%	25%
Yes, pretty sure I do	14%	16%	12%	13%	15%	10%	15%	17%	11%	12%	8%	16%	17%	13%	10%	13%	16%	22%	15%
No, pretty sure I do not	28%	27%	29%	28%	26%	30%	29%	27%	24%	33%	26%	29%	28%	25%	30%	28%	27%	26%	21%
No, definitely not	28%	28%	27%	31%	30%	20%	32%	22%	36%	34%	26%	31%	24%	34%	30%	28%	30%	21%	27%
Not sure	22%	18%	25%	19%	17%	36%	16%	21%	17%	11%	36%	15%	20%	16%	24%	25%	17%	14%	12%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.C) As far as you are aware, do you live in a conservation area which makes it impossible or very expensive to make changes to your home?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
Yes, definitely	9%	18%	6%	8%	3%	5%	13%	9%	8%	*	18%	8%	8%	11%	28%	6%	6%	7%	12%
Yes, pretty sure I do	14%	19%	12%	17%	10%	11%	12%	10%	17%	*	17%	15%	16%	11%	17%	16%	12%	11%	8%
No, pretty sure I do not	28%	25%	29%	27%	28%	26%	40%	29%	28%	*	23%	26%	29%	29%	17%	29%	32%	26%	22%
No, definitely not	28%	14%	32%	27%	36%	36%	18%	39%	27%	*	13%	19%	17%	19%	28%	33%	25%	22%	17%
Not sure	22%	24%	20%	21%	23%	22%	16%	14%	20%	*	28%	32%	31%	29%	10%	16%	25%	33%	42%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.D) As far as you are aware, do you live in a conservation area which makes it impossible or very expensive to make changes to your home?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
Yes, definitely	9%	19%	12%	10%	8%	6%	6%	6%	6%	5%	11%	16%	3%	19%	14%	17%	29%
Yes, pretty sure I do	14%	16%	9%	13%	9%	15%	13%	15%	15%	13%	15%	19%	16%	17%	16%	14%	13%
No, pretty sure I do not	28%	10%	22%	28%	29%	29%	36%	28%	30%	26%	29%	23%	37%	24%	19%	22%	28%
No, definitely not	28%	9%	24%	19%	27%	32%	26%	28%	29%	35%	31%	31%	24%	27%	40%	35%	24%
Not sure	22%	45%	33%	29%	26%	18%	19%	23%	20%	20%	14%	11%	20%	13%	11%	11%	7%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.E) As far as you are aware, do you live in a conservation area which makes it impossible or very expensive to make changes to your home?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
Yes, definitely	9%	14%	6%	7%	9%	13%	24%	5%	3%	9%	43%	7%	4%	13%	53%	8%	3%	10%	21%	7%	4%
Yes, pretty sure I do	14%	16%	13%	17%	9%	16%	26%	18%	5%	14%	16%	18%	9%	17%	15%	20%	6%	15%	10%	17%	6%
No, pretty sure I do not	28%	26%	33%	29%	25%	26%	21%	30%	31%	27%	26%	35%	25%	26%	9%	30%	30%	28%	21%	32%	29%
No, definitely not	28%	32%	30%	24%	24%	17%	20%	31%	44%	27%	16%	25%	42%	16%	18%	29%	43%	24%	34%	30%	44%
Not sure	22%	13%	18%	23%	33%	27%	9%	17%	17%	23%	0%	14%	20%	28%	5%	13%	17%	23%	14%	14%	17%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Solar panels

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
I have heard of this, and know what it is	84%	71%	73%	82%	90%	93%	95%	76%	86%	87%	86%	85%	83%	86%	87%	85%	88%	89%	82%
I have heard of this, but do not know what it is	11%	19%	16%	13%	8%	6%	5%	16%	9%	11%	12%	11%	11%	8%	8%	12%	7%	7%	15%
I have not heard of this	2%	5%	6%	3%	1%	0%	0%	5%	2%	2%	1%	4%	2%	1%	0%	2%	3%	4%	0%
Don't Know	2%	6%	5%	2%	2%	1%	0%	3%	3%	1%	2%	1%	3%	5%	5%	2%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Solar panels

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
I have heard of this, and know what it is	84%	83%	86%	86%	87%	77%	86%	83%	86%	86%	84%	86%	82%	87%	84%	83%	88%	81%	72%
I have heard of this, but do not know what it is	11%	11%	10%	11%	10%	11%	10%	12%	9%	14%	8%	10%	13%	7%	10%	12%	10%	11%	23%
I have not heard of this	2%	3%	2%	2%	2%	3%	2%	3%	2%	0%	2%	2%	3%	3%	3%	2%	1%	6%	4%
Don't Know	2%	3%	2%	1%	1%	8%	1%	2%	3%	0%	6%	1%	2%	3%	3%	3%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.C) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Solar panels

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
I have heard of this, and know what it is	84%	75%	88%	81%	88%	90%	87%	92%	84%	*	72%	79%	81%	66%	80%	86%	86%	83%	77%
I have heard of this, but do not know what it is	11%	16%	9%	12%	9%	6%	10%	6%	10%	*	18%	16%	13%	20%	13%	10%	10%	13%	15%
I have not heard of this	2%	5%	1%	4%	0%	3%	1%	1%	4%	*	7%	1%	3%	2%	6%	2%	2%	2%	3%
Don't Know	2%	4%	2%	3%	2%	2%	2%	1%	2%	*	3%	5%	3%	12%	1%	3%	2%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.D) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Solar panels

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
I have heard of this, and know what it is	84%	42%	76%	84%	78%	86%	85%	91%	83%	86%	88%	88%	85%	96%	87%	89%	85%
I have heard of this, but do not know what it is	11%	28%	15%	10%	16%	11%	11%	6%	12%	9%	8%	7%	13%	4%	9%	9%	13%
I have not heard of this	2%	7%	5%	2%	3%	2%	2%	2%	2%	4%	2%	3%	1%	0%	2%	2%	2%
Don't Know	2%	23%	4%	3%	3%	1%	2%	1%	3%	1%	1%	2%	1%	0%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.E) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Solar panels

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
I have heard of this, and know what it is	84%	88%	85%	82%	82%	79%	79%	90%	92%	84%	85%	83%	92%	78%	85%	87%	93%	83%	87%	87%	90%
I have heard of this, but do not know what it is	11%	9%	10%	14%	12%	15%	11%	8%	6%	11%	9%	13%	8%	15%	4%	10%	6%	12%	6%	10%	9%
I have not heard of this	2%	2%	3%	2%	2%	3%	10%	2%	1%	2%	6%	3%	1%	3%	11%	3%	1%	2%	7%	3%	0%
Don't Know	2%	1%	2%	2%	5%	3%	0%	0%	0%	3%	0%	0%	0%	4%	0%	0%	0%	2%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Heat Pump

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
I have heard of this, and know what it is	44%	25%	40%	39%	50%	54%	54%	40%	48%	45%	47%	42%	46%	36%	54%	43%	47%	47%	37%
I have heard of this, but do not know what it is	38%	38%	36%	42%	37%	38%	39%	40%	38%	41%	37%	43%	33%	47%	25%	34%	41%	38%	36%
I have not heard of this	13%	29%	14%	15%	11%	6%	6%	14%	11%	9%	13%	13%	14%	12%	16%	18%	8%	13%	25%
Don't Know	4%	8%	9%	4%	2%	1%	1%	6%	4%	4%	3%	2%	6%	5%	5%	5%	4%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Heat Pump

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
I have heard of this, and know what it is	44%	51%	38%	48%	49%	32%	49%	42%	55%	36%	32%	51%	39%	56%	38%	41%	50%	51%	62%
I have heard of this, but do not know what it is	38%	36%	41%	39%	37%	41%	39%	37%	34%	53%	43%	39%	40%	32%	44%	38%	34%	35%	26%
I have not heard of this	13%	9%	17%	11%	11%	16%	11%	16%	4%	11%	17%	9%	15%	7%	14%	16%	12%	11%	6%
Don't Know	4%	4%	5%	3%	3%	10%	1%	5%	6%	0%	8%	2%	5%	5%	4%	4%	4%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.C) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Heat Pump

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
I have heard of this, and know what it is	44%	41%	46%	38%	44%	49%	50%	57%	44%	*	33%	35%	32%	11%	58%	49%	39%	34%	40%
I have heard of this, but do not know what it is	38%	39%	38%	46%	37%	34%	32%	34%	40%	*	43%	42%	40%	47%	27%	38%	41%	43%	35%
I have not heard of this	13%	13%	12%	11%	17%	12%	15%	8%	13%	*	17%	14%	20%	27%	9%	10%	15%	18%	17%
Don't Know	4%	7%	3%	5%	2%	5%	3%	1%	3%	*	6%	9%	7%	15%	5%	2%	5%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.D) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Heat Pump

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
I have heard of this, and know what it is	44%	14%	35%	35%	36%	42%	50%	48%	43%	46%	46%	56%	51%	59%	40%	68%	56%
I have heard of this, but do not know what it is	38%	48%	42%	41%	41%	38%	38%	36%	41%	39%	42%	32%	36%	31%	49%	20%	32%
I have not heard of this	13%	21%	16%	19%	18%	17%	9%	12%	10%	12%	10%	8%	11%	8%	9%	12%	10%
Don't Know	4%	17%	8%	5%	4%	3%	3%	3%	6%	3%	3%	4%	1%	2%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.E) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Heat Pump

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
I have heard of this, and know what it is	44%	58%	47%	37%	33%	36%	57%	55%	49%	43%	54%	46%	51%	35%	63%	56%	52%	42%	52%	52%	53%
I have heard of this, but do not know what it is	38%	30%	38%	45%	42%	40%	29%	34%	41%	39%	41%	39%	37%	40%	26%	37%	38%	40%	34%	36%	35%
I have not heard of this	13%	8%	12%	16%	17%	17%	14%	11%	9%	13%	5%	15%	11%	18%	6%	7%	9%	14%	13%	10%	12%
Don't Know	4%	3%	4%	2%	7%	7%	0%	1%	0%	5%	0%	0%	0%	7%	5%	0%	1%	5%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Hydrogen Boilers

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
I have heard of this, and know what it is	21%	17%	22%	20%	21%	23%	23%	25%	23%	16%	23%	14%	22%	18%	31%	23%	19%	18%	18%
I have heard of this, but do not know what it is	35%	32%	35%	34%	29%	38%	42%	31%	30%	39%	33%	42%	36%	34%	44%	37%	38%	37%	30%
I have not heard of this	38%	43%	34%	40%	45%	37%	34%	40%	40%	42%	39%	41%	34%	38%	20%	36%	41%	41%	38%
Don't Know	5%	8%	9%	7%	5%	3%	2%	5%	7%	3%	6%	3%	7%	9%	5%	5%	3%	3%	14%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Hydrogen Boilers

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
I have heard of this, and know what it is	21%	27%	15%	20%	26%	13%	22%	22%	26%	23%	12%	25%	21%	29%	12%	19%	27%	31%	41%
I have heard of this, but do not know what it is	35%	36%	34%	36%	37%	31%	37%	33%	41%	48%	36%	37%	33%	38%	35%	36%	33%	36%	36%
I have not heard of this	38%	32%	45%	39%	34%	45%	37%	40%	28%	29%	43%	34%	40%	28%	45%	40%	35%	29%	16%
Don't Know	5%	5%	6%	5%	3%	11%	4%	5%	6%	0%	9%	4%	6%	5%	7%	6%	4%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.C) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Hydrogen Boilers

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
I have heard of this, and know what it is	21%	24%	21%	21%	20%	17%	20%	28%	18%	*	14%	14%	18%	12%	39%	24%	16%	13%	10%
I have heard of this, but do not know what it is	35%	35%	37%	35%	33%	36%	32%	38%	33%	*	35%	36%	35%	20%	27%	37%	37%	32%	36%
I have not heard of this	38%	35%	37%	37%	43%	40%	43%	32%	43%	*	44%	41%	40%	54%	29%	35%	41%	48%	39%
Don't Know	5%	6%	5%	7%	5%	6%	5%	3%	6%	*	7%	9%	7%	15%	5%	4%	6%	6%	14%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.D) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Hydrogen Boilers

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
I have heard of this, and know what it is	21%	4%	14%	16%	17%	15%	19%	19%	22%	22%	23%	31%	26%	30%	31%	45%	44%
I have heard of this, but do not know what it is	35%	23%	35%	39%	38%	34%	39%	37%	37%	30%	41%	30%	33%	33%	36%	28%	33%
I have not heard of this	38%	44%	43%	38%	38%	44%	39%	40%	36%	45%	33%	33%	40%	36%	31%	27%	22%
Don't Know	5%	28%	9%	7%	6%	7%	4%	3%	6%	3%	3%	6%	1%	2%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.E) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Hydrogen Boilers

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
I have heard of this, and know what it is	21%	32%	21%	16%	13%	20%	30%	25%	19%	20%	41%	19%	24%	19%	42%	27%	21%	20%	31%	22%	24%
I have heard of this, but do not know what it is	35%	33%	37%	36%	36%	34%	39%	35%	38%	36%	38%	38%	31%	34%	36%	37%	38%	36%	35%	35%	32%
I have not heard of this	38%	31%	38%	42%	43%	39%	30%	36%	41%	38%	21%	41%	43%	40%	19%	34%	39%	38%	32%	40%	41%
Don't Know	5%	4%	5%	6%	8%	7%	1%	3%	2%	6%	0%	2%	3%	8%	3%	2%	2%	5%	1%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Smart Meter

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
I have heard of this, and know what it is	85%	63%	79%	81%	92%	95%	94%	79%	88%	89%	88%	89%	82%	84%	83%	84%	90%	89%	57%
I have heard of this, but do not know what it is	10%	25%	12%	13%	6%	4%	6%	15%	8%	8%	8%	8%	12%	11%	11%	10%	6%	5%	37%
I have not heard of this	2%	7%	4%	4%	1%	0%	0%	2%	2%	2%	2%	2%	3%	2%	1%	4%	2%	6%	3%
Don't Know	2%	5%	5%	2%	1%	1%	0%	4%	3%	1%	2%	1%	3%	3%	5%	2%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Smart Meter

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
I have heard of this, and know what it is	85%	84%	86%	89%	87%	75%	90%	83%	86%	86%	81%	89%	83%	86%	85%	83%	86%	81%	85%
I have heard of this, but do not know what it is	10%	12%	9%	9%	9%	15%	7%	12%	9%	10%	11%	9%	11%	7%	11%	10%	10%	13%	8%
I have not heard of this	2%	3%	2%	1%	2%	4%	1%	3%	3%	4%	3%	1%	2%	6%	2%	3%	1%	5%	3%
Don't Know	2%	2%	3%	1%	1%	7%	1%	3%	2%	0%	5%	2%	3%	2%	3%	3%	2%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.C) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Smart Meter

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
I have heard of this, and know what it is	85%	75%	88%	82%	90%	90%	85%	91%	85%	*	74%	80%	80%	70%	78%	86%	84%	88%	77%
I have heard of this, but do not know what it is	10%	17%	8%	12%	7%	7%	11%	7%	10%	*	16%	12%	14%	17%	15%	9%	11%	8%	15%
I have not heard of this	2%	4%	2%	3%	1%	1%	3%	1%	3%	*	3%	5%	3%	9%	4%	3%	2%	2%	0%
Don't Know	2%	4%	2%	3%	2%	1%	1%	1%	3%	*	7%	3%	3%	5%	3%	2%	3%	2%	8%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.D) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Smart Meter

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
I have heard of this, and know what it is	85%	46%	74%	80%	85%	86%	87%	86%	81%	89%	87%	89%	89%	88%	88%	92%	80%
I have heard of this, but do not know what it is	10%	29%	16%	13%	10%	10%	9%	11%	12%	7%	9%	9%	9%	8%	8%	8%	17%
I have not heard of this	2%	7%	6%	3%	2%	3%	2%	2%	4%	4%	0%	1%	3%	4%	2%	0%	1%
Don't Know	2%	17%	4%	4%	3%	2%	2%	1%	4%	1%	4%	1%	0%	0%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.E) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Smart Meter

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
I have heard of this, and know what it is	85%	88%	84%	82%	84%	79%	83%	88%	94%	85%	82%	81%	92%	78%	88%	86%	93%	85%	92%	82%	88%
I have heard of this, but do not know what it is	10%	9%	10%	14%	9%	14%	12%	9%	5%	11%	15%	13%	6%	14%	12%	10%	6%	10%	5%	14%	12%
I have not heard of this	2%	2%	4%	2%	3%	4%	5%	2%	1%	2%	3%	4%	1%	4%	0%	3%	1%	3%	3%	3%	1%
Don't Know	2%	1%	2%	2%	5%	3%	0%	1%	0%	2%	0%	1%	0%	4%	0%	1%	0%	2%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?:
Insulation

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	263	310	320	332	322	458	255	272	171	174	147	202	161	83	237	170	94	39
Weighted	2005	278	342	341	341	282	421	281	261	160	180	140	181	160	80	221	181	100	60
I have heard of this, and know what it is	83%	64%	69%	79%	92%	95%	97%	72%	84%	89%	86%	83%	84%	87%	80%	81%	89%	91%	78%
I have heard of this, but do not know what it is	11%	24%	17%	14%	5%	4%	2%	17%	10%	8%	8%	13%	10%	6%	15%	13%	4%	5%	15%
I have not heard of this	3%	8%	7%	5%	1%	0%	0%	6%	3%	2%	3%	3%	2%	3%	0%	3%	5%	4%	7%
Don't Know	3%	4%	7%	3%	2%	1%	0%	4%	3%	1%	2%	1%	4%	4%	5%	2%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?:
Insulation

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	2005	1037	966	793	823	258	738	589	152	27	237	507	666	147	531	586	506	247	44
Weighted	2005	989	1014	780	817	269	709	599	146	26	241	486	673	143	527	601	507	245	41
I have heard of this, and know what it is	83%	83%	84%	88%	86%	72%	90%	78%	81%	86%	80%	89%	79%	82%	85%	83%	84%	78%	81%
I have heard of this, but do not know what it is	11%	11%	10%	8%	10%	14%	8%	13%	13%	10%	10%	8%	13%	11%	9%	9%	13%	15%	9%
I have not heard of this	3%	4%	3%	2%	3%	7%	2%	6%	3%	4%	5%	2%	5%	4%	4%	4%	2%	5%	7%
Don't Know	3%	2%	3%	1%	1%	8%	1%	3%	3%	0%	6%	1%	3%	2%	2%	4%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?:
Insulation

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	2005	432	599	264	366	222	122	815	459	0	155	193	327	43	243	729	684	280	69
Weighted	2005	446	592	274	352	220	120	775	472	0	161	197	341	46	240	723	692	282	68
I have heard of this, and know what it is	83%	72%	86%	78%	89%	94%	87%	93%	82%	*	70%	79%	74%	69%	76%	86%	83%	84%	86%
I have heard of this, but do not know what it is	11%	18%	10%	13%	6%	4%	8%	4%	12%	*	19%	11%	18%	13%	15%	10%	11%	10%	4%
I have not heard of this	3%	6%	2%	6%	2%	0%	4%	2%	3%	*	7%	5%	5%	9%	7%	2%	4%	4%	6%
Don't Know	3%	4%	2%	4%	3%	2%	1%	1%	3%	*	4%	5%	3%	9%	2%	3%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.D) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?:
Insulation

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	2005	18	119	171	191	232	197	186	147	132	92	140	79	61	45	36	62
Weighted	2005	17	116	169	187	234	204	185	154	132	93	141	80	63	42	34	56
I have heard of this, and know what it is	83%	51%	73%	77%	84%	86%	84%	88%	84%	84%	79%	85%	92%	88%	89%	90%	84%
I have heard of this, but do not know what it is	11%	18%	12%	15%	10%	10%	9%	8%	12%	11%	12%	10%	4%	12%	7%	8%	12%
I have not heard of this	3%	14%	10%	3%	1%	4%	4%	2%	2%	3%	5%	4%	3%	0%	2%	2%	4%
Don't Know	3%	17%	5%	4%	4%	1%	3%	1%	2%	2%	4%	1%	1%	0%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.E) The following are examples of home improvements which reduce the amount of oil and gas a home uses. Which of the following, if any, have you previously heard of?: Insulation

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	2005	591	518	366	529	876	69	458	550	1408	61	268	210	800	43	370	698	1351	89	263	248
Weighted	2005	541	521	441	501	900	70	453	528	1415	61	266	204	826	43	365	670	1359	85	261	243
I have heard of this, and know what it is	83%	87%	84%	81%	81%	74%	82%	88%	96%	84%	83%	81%	91%	74%	77%	86%	96%	81%	89%	84%	94%
I have heard of this, but do not know what it is	11%	9%	10%	14%	10%	16%	11%	9%	3%	10%	13%	15%	7%	16%	13%	10%	3%	12%	7%	11%	4%
I have not heard of this	3%	3%	4%	3%	4%	6%	6%	2%	1%	4%	4%	3%	2%	6%	9%	3%	0%	4%	2%	4%	1%
Don't Know	3%	1%	3%	2%	5%	4%	1%	1%	1%	3%	0%	1%	1%	4%	0%	1%	0%	3%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) If you had to guess, which of the following describes a solar panel?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	299	76	85	59	33	22	24	55	37	22	23	21	33	23	11	37	20	10	7
Weighted	313	82	93	62	35	20	22	67	37	21	25	21	30	23	10	35	22	11	11
A panel which catches light from the sun and turns it into electricity	48%	47%	30%	51%	63%	79%	70%	41%	44%	59%	64%	44%	53%	44%	27%	42%	56%	49%	74%
A panel which attracts more sun to a house to warm it up	11%	15%	12%	9%	11%	0%	14%	18%	8%	0%	11%	16%	7%	4%	9%	14%	20%	0%	12%
A panel which emits light more efficiently than a lightbulb	10%	9%	15%	15%	0%	4%	0%	14%	7%	9%	8%	9%	13%	4%	11%	16%	5%	19%	0%
A panel which reflects light from the sun efficiently	15%	17%	20%	12%	8%	9%	8%	15%	15%	20%	8%	22%	15%	18%	17%	14%	9%	11%	14%
Don't Know	15%	13%	22%	12%	18%	8%	8%	12%	26%	11%	8%	9%	11%	31%	37%	15%	11%	20%	0%

Note:

BASE: Do not know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) If you had to guess, which of the following describes a solar panel?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	299	168	131	106	102	58	95	97	20	4	39	66	112	19	0	0	58	48	12
Weighted	313	169	144	107	109	62	97	104	20	4	40	67	119	19	0	0	62	48	11
A panel which catches light from the sun and turns it into electricity	48%	47%	50%	60%	38%	50%	58%	38%	34%	52%	57%	52%	42%	30%	49%	46%	50%	47%	46%
A panel which attracts more sun to a house to warm it up	11%	12%	10%	9%	16%	5%	12%	13%	11%	19%	2%	15%	15%	0%	11%	8%	14%	21%	0%
A panel which emits light more efficiently than a lightbulb	10%	13%	7%	8%	16%	5%	8%	16%	15%	29%	5%	11%	11%	21%	3%	11%	16%	12%	29%
A panel which reflects light from the sun efficiently	15%	17%	12%	14%	20%	12%	14%	21%	15%	0%	7%	12%	19%	16%	16%	16%	12%	13%	25%
Don't Know	15%	11%	21%	9%	10%	28%	8%	13%	26%	0%	29%	9%	13%	33%	20%	20%	8%	7%	0%

Note:

BASE: Do not know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.C) If you had to guess, which of the following describes a solar panel?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	299	105	69	46	43	22	14	66	74	0	41	41	58	15	47	95	94	47	16
Weighted	313	112	71	51	42	22	15	65	77	0	45	43	64	16	47	102	100	48	16
A panel which catches light from the sun and turns it into electricity	48%	33%	51%	54%	67%	60%	58%	53%	46%	*	39%	50%	48%	51%	28%	42%	55%	64%	56%
A panel which attracts more sun to a house to warm it up	11%	16%	17%	8%	2%	3%	0%	14%	7%	*	13%	16%	8%	13%	14%	17%	10%	3%	6%
A panel which emits light more efficiently than a lightbulb	10%	11%	8%	15%	7%	18%	0%	9%	16%	*	21%	7%	4%	0%	25%	12%	7%	4%	0%
A panel which reflects light from the sun efficiently	15%	23%	10%	10%	6%	5%	29%	14%	17%	*	18%	12%	15%	12%	24%	16%	11%	12%	12%
Don't Know	15%	17%	14%	13%	17%	14%	13%	11%	14%	*	9%	14%	24%	25%	9%	13%	18%	16%	26%

Note:

BASE: Do not know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.D) If you had to guess, which of the following describes a solar panel?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	299	10	28	26	41	30	27	17	23	17	11	18	11	3	6	4	9
Weighted	313	10	28	27	41	34	30	17	27	19	11	17	12	3	5	4	8
A panel which catches light from the sun and turns it into electricity	48%	37%	38%	50%	56%	42%	55%	56%	35%	42%	25%	76%	52%	30%	46%	34%	33%
A panel which attracts more sun to a house to warm it up	11%	13%	9%	9%	8%	18%	13%	22%	7%	7%	19%	15%	11%	37%	0%	0%	27%
A panel which emits light more efficiently than a lightbulb	10%	20%	4%	3%	10%	8%	8%	5%	22%	6%	27%	4%	19%	34%	19%	42%	11%
A panel which reflects light from the sun efficiently	15%	10%	28%	12%	11%	29%	13%	5%	17%	20%	6%	0%	18%	0%	17%	24%	29%
Don't Know	15%	20%	21%	25%	15%	3%	10%	12%	19%	25%	22%	5%	0%	0%	19%	0%	0%

Note:

BASE: Do not know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.E) If you had to guess, which of the following describes a solar panel?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	299	70	74	62	93	181	14	45	41	210	10	44	17	173	7	47	50	213	11	34	22
Weighted	313	66	78	78	92	194	14	45	40	224	9	45	17	186	7	48	49	226	11	33	24
A panel which catches light from the sun and turns it into electricity	48%	47%	49%	51%	46%	44%	49%	56%	76%	52%	11%	46%	46%	45%	0%	47%	74%	47%	48%	49%	72%
A panel which attracts more sun to a house to warm it up	11%	18%	12%	10%	7%	13%	16%	15%	4%	11%	19%	15%	12%	14%	0%	16%	5%	13%	9%	18%	0%
A panel which emits light more efficiently than a lightbulb	10%	14%	13%	11%	4%	11%	28%	15%	0%	10%	52%	11%	0%	9%	58%	17%	6%	12%	8%	15%	0%
A panel which reflects light from the sun efficiently	15%	11%	13%	17%	17%	17%	6%	15%	7%	13%	18%	27%	23%	16%	42%	21%	8%	15%	35%	17%	13%
Don't Know	15%	10%	13%	10%	26%	15%	0%	0%	13%	14%	0%	0%	20%	17%	0%	0%	7%	14%	0%	0%	15%

Note:

BASE: Do not know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) Which of the following describes a solar panel?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1707	187	226	261	299	300	434	200	235	149	151	126	169	138	72	201	150	84	32
Weighted	1692	196	250	279	306	261	399	214	224	139	155	119	151	137	70	187	159	89	49
A panel which catches light from the sun and turns it into electricity	86%	76%	73%	83%	92%	90%	93%	78%	85%	93%	89%	90%	89%	88%	82%	79%	88%	85%	88%
A panel which attracts more sun to a house to warm it up	5%	9%	8%	6%	3%	3%	4%	7%	5%	4%	6%	4%	4%	3%	3%	9%	4%	6%	6%
A panel which emits light more efficiently than a lightbulb	2%	3%	5%	3%	1%	1%	0%	4%	2%	0%	1%	0%	2%	2%	4%	4%	0%	1%	0%
A panel which reflects light from the sun efficiently	6%	10%	12%	7%	4%	5%	2%	10%	8%	3%	3%	5%	5%	6%	10%	6%	5%	6%	6%
Don't Know	1%	1%	2%	2%	0%	2%	0%	1%	1%	0%	2%	2%	0%	1%	0%	1%	3%	1%	0%

Note:

BASE: Know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) Which of the following describes a solar panel?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1707	870	835	688	721	200	644	492	132	23	198	442	554	128	0	0	449	199	32
Weighted	1692	821	870	674	708	207	612	495	125	22	201	420	554	124	0	0	446	197	29
A panel which catches light from the sun and turns it into electricity	86%	88%	84%	87%	87%	82%	89%	81%	88%	87%	86%	87%	82%	87%	84%	89%	88%	75%	88%
A panel which attracts more sun to a house to warm it up	5%	4%	6%	5%	5%	7%	4%	7%	5%	4%	6%	4%	7%	5%	6%	3%	5%	9%	2%
A panel which emits light more efficiently than a lightbulb	2%	2%	2%	1%	2%	1%	2%	2%	3%	4%	1%	2%	2%	3%	1%	2%	1%	5%	0%
A panel which reflects light from the sun efficiently	6%	6%	7%	6%	6%	7%	5%	9%	4%	4%	5%	6%	8%	4%	7%	5%	5%	10%	10%
Don't Know	1%	1%	1%	1%	1%	2%	0%	1%	1%	0%	3%	1%	1%	1%	2%	1%	0%	0%	0%

Note:

BASE: Know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.C) Which of the following describes a solar panel?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1707	328	530	218	323	200	108	749	385	0	114	153	269	28	196	634	591	233	53
Weighted	1692	335	521	223	311	198	105	710	395	0	116	155	277	31	192	621	592	234	52
A panel which catches light from the sun and turns it into electricity	86%	73%	86%	90%	90%	92%	93%	89%	86%	*	76%	80%	85%	92%	73%	88%	86%	90%	80%
A panel which attracts more sun to a house to warm it up	5%	9%	5%	3%	4%	5%	2%	4%	5%	*	8%	10%	4%	0%	9%	4%	6%	3%	9%
A panel which emits light more efficiently than a lightbulb	2%	5%	1%	2%	1%	0%	1%	2%	1%	*	1%	2%	3%	4%	5%	2%	1%	1%	2%
A panel which reflects light from the sun efficiently	6%	11%	6%	5%	5%	3%	4%	5%	7%	*	10%	6%	7%	0%	12%	6%	6%	4%	4%
Don't Know	1%	3%	1%	0%	1%	0%	1%	0%	1%	*	6%	2%	1%	4%	1%	1%	1%	2%	5%

Note:

BASE: Know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.D) Which of the following describes a solar panel?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1707	8	91	145	150	202	170	169	125	115	81	122	68	58	39	32	53
Weighted	1692	7	88	141	145	200	174	168	128	113	82	124	68	61	37	30	48
A panel which catches light from the sun and turns it into electricity	86%	100%	81%	81%	90%	89%	82%	89%	86%	97%	79%	82%	91%	85%	83%	81%	77%
A panel which attracts more sun to a house to warm it up	5%	0%	8%	9%	5%	3%	5%	3%	4%	1%	9%	5%	4%	5%	6%	9%	11%
A panel which emits light more efficiently than a lightbulb	2%	0%	2%	4%	1%	1%	1%	1%	4%	0%	2%	1%	3%	2%	3%	3%	4%
A panel which reflects light from the sun efficiently	6%	0%	7%	5%	3%	6%	10%	5%	5%	3%	10%	11%	1%	9%	8%	6%	6%
Don't Know	1%	0%	3%	2%	0%	0%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	2%

Note:

BASE: Know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.E) Which of the following describes a solar panel?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1707	522	444	304	436	696	55	413	509	1199	51	224	193	628	36	323	648	1139	78	229	226
Weighted	1692	476	443	363	409	707	55	408	488	1192	52	221	187	641	37	316	621	1134	74	227	219
A panel which catches light from the sun and turns it into electricity	86%	84%	90%	86%	83%	81%	68%	88%	92%	86%	74%	84%	92%	79%	53%	89%	93%	85%	80%	88%	94%
A panel which attracts more sun to a house to warm it up	5%	7%	3%	4%	6%	7%	9%	4%	3%	5%	11%	5%	3%	7%	19%	4%	2%	5%	11%	5%	1%
A panel which emits light more efficiently than a lightbulb	2%	3%	1%	3%	1%	2%	5%	3%	0%	2%	6%	2%	0%	3%	11%	1%	0%	2%	4%	2%	0%
A panel which reflects light from the sun efficiently	6%	6%	5%	7%	7%	8%	18%	5%	4%	5%	9%	8%	5%	8%	16%	5%	3%	6%	5%	6%	4%
Don't Know	1%	0%	1%	0%	3%	2%	0%	0%	1%	1%	0%	0%	0%	2%	0%	1%	0%	2%	0%	0%	0%

Note:

BASE: Know what Solar Panels are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) If you had to guess, which of the following describes a heat pump?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1090	198	183	193	164	143	209	147	139	91	91	82	106	101	38	133	89	49	24
Weighted	1117	208	205	209	172	129	195	168	136	87	95	81	97	103	37	126	96	53	38
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	46%	36%	42%	42%	47%	52%	59%	43%	47%	44%	44%	59%	43%	52%	42%	40%	47%	51%	41%
A device which brings hot water into a home faster than pipes	13%	19%	17%	13%	10%	10%	6%	15%	10%	15%	16%	8%	11%	13%	15%	13%	15%	10%	14%
A device which uses oil to produce heating for homes	7%	12%	8%	8%	5%	8%	2%	10%	6%	4%	7%	7%	7%	5%	5%	13%	8%	0%	13%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	4%	5%	8%	4%	1%	1%	0%	7%	2%	4%	3%	6%	3%	2%	6%	3%	2%	0%	0%
Don't Know	30%	28%	24%	32%	36%	28%	34%	25%	35%	33%	30%	20%	36%	28%	33%	31%	28%	38%	33%

Note:

BASE: Do not know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) If you had to guess, which of the following describes a heat pump?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1090	493	596	409	404	171	372	332	66	17	157	245	394	62	0	0	243	118	17
Weighted	1117	483	633	409	413	183	364	346	65	17	163	239	408	63	0	0	253	120	16
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	46%	47%	45%	47%	50%	36%	51%	43%	50%	72%	40%	51%	45%	42%	41%	47%	50%	47%	43%
A device which brings hot water into a home faster than pipes	13%	16%	11%	12%	12%	16%	11%	13%	10%	0%	15%	11%	14%	8%	16%	12%	11%	11%	34%
A device which uses oil to produce heating for homes	7%	7%	7%	7%	8%	7%	6%	11%	8%	12%	5%	7%	10%	7%	8%	6%	9%	7%	7%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	4%	4%	3%	3%	5%	3%	3%	5%	5%	6%	1%	3%	5%	7%	2%	2%	4%	10%	16%
Don't Know	30%	26%	34%	31%	25%	38%	29%	27%	27%	11%	38%	29%	27%	36%	32%	32%	26%	25%	0%

Note:

BASE: Do not know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) If you had to guess, which of the following describes a heat pump?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1090	251	313	159	201	109	57	347	249	0	103	124	219	38	99	358	409	183	41
Weighted	1117	262	317	170	196	112	60	337	264	0	107	127	231	41	100	367	423	187	41
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	46%	37%	51%	49%	45%	53%	40%	52%	50%	*	34%	35%	44%	45%	38%	52%	45%	42%	33%
A device which brings hot water into a home faster than pipes	13%	18%	9%	13%	13%	13%	11%	9%	16%	*	15%	15%	13%	13%	16%	15%	11%	12%	15%
A device which uses oil to produce heating for homes	7%	10%	8%	9%	6%	2%	5%	6%	6%	*	18%	7%	7%	7%	10%	6%	8%	8%	7%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	4%	7%	3%	4%	2%	1%	3%	2%	3%	*	8%	2%	5%	0%	14%	2%	3%	2%	2%
Don't Know	30%	28%	29%	26%	35%	32%	41%	31%	25%	*	25%	40%	32%	36%	21%	26%	32%	36%	43%

Note:

BASE: Do not know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.D) If you had to guess, which of the following describes a heat pump?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1090	15	77	109	120	131	97	93	82	67	48	61	37	25	26	11	26
Weighted	1117	14	75	110	119	135	102	96	88	72	50	62	39	26	25	11	25
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	46%	12%	29%	51%	38%	52%	48%	48%	54%	47%	44%	53%	49%	41%	53%	64%	50%
A device which brings hot water into a home faster than pipes	13%	13%	10%	12%	16%	12%	11%	11%	6%	13%	17%	20%	18%	21%	13%	19%	15%
A device which uses oil to produce heating for homes	7%	20%	16%	7%	8%	7%	14%	6%	7%	3%	5%	6%	6%	4%	8%	9%	4%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	4%	9%	5%	4%	4%	2%	5%	2%	7%	1%	4%	0%	3%	8%	8%	0%	11%
Don't Know	30%	46%	39%	27%	34%	27%	22%	33%	26%	36%	30%	21%	25%	25%	18%	7%	20%

Note:

BASE: Do not know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.E) If you had to guess, which of the following describes a heat pump?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1090	242	272	227	349	549	29	200	276	779	28	140	101	515	17	156	327	771	43	122	112
Weighted	1117	228	278	277	334	573	30	205	270	801	28	145	99	537	16	161	321	792	41	124	115
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	46%	48%	52%	43%	42%	41%	35%	53%	57%	45%	50%	54%	50%	41%	29%	54%	56%	46%	45%	51%	45%
A device which brings hot water into a home faster than pipes	13%	11%	12%	15%	13%	14%	21%	17%	5%	13%	13%	16%	8%	14%	18%	19%	8%	14%	5%	15%	12%
A device which uses oil to produce heating for homes	7%	6%	4%	11%	8%	9%	16%	6%	4%	8%	7%	5%	6%	9%	18%	7%	5%	7%	15%	8%	7%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	4%	6%	3%	3%	3%	5%	9%	3%	0%	4%	14%	3%	3%	4%	24%	5%	1%	4%	9%	1%	2%
Don't Know	30%	29%	29%	27%	35%	31%	19%	21%	33%	30%	16%	22%	33%	32%	11%	15%	29%	29%	26%	24%	33%

Note:

BASE: Do not know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) Which of the following describes a heat pump?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	915	65	127	127	168	179	249	108	133	80	83	65	96	60	45	104	81	45	15
Weighted	888	70	137	132	169	153	226	113	125	73	85	59	84	57	43	95	85	47	22
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	79%	60%	55%	75%	86%	87%	92%	73%	86%	80%	83%	85%	80%	76%	70%	75%	80%	79%	68%
A device which brings hot water into a home faster than pipes	8%	15%	15%	12%	4%	5%	4%	8%	5%	2%	10%	8%	5%	8%	13%	12%	10%	4%	13%
A device which uses oil to produce heating for homes	5%	10%	13%	5%	5%	3%	0%	4%	2%	5%	1%	3%	9%	7%	5%	7%	5%	9%	13%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	3%	10%	10%	6%	1%	0%	0%	11%	1%	3%	1%	0%	2%	0%	8%	3%	3%	3%	6%
Don't Know	5%	6%	7%	2%	5%	4%	5%	4%	5%	10%	5%	3%	4%	10%	4%	4%	1%	5%	0%

Note:

BASE: Know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) Which of the following describes a heat pump?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	915	544	370	384	419	87	366	257	86	10	80	262	272	85	0	0	263	129	27
Weighted	888	506	381	371	404	86	345	253	81	9	78	246	265	80	0	0	254	125	25
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	79%	79%	79%	79%	82%	70%	84%	72%	81%	61%	81%	78%	74%	82%	74%	84%	84%	70%	76%
A device which brings hot water into a home faster than pipes	8%	9%	7%	9%	8%	5%	5%	14%	6%	30%	1%	8%	11%	3%	9%	7%	5%	13%	3%
A device which uses oil to produce heating for homes	5%	5%	6%	5%	5%	5%	5%	5%	5%	0%	4%	5%	6%	6%	7%	4%	4%	8%	9%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	3%	4%	3%	2%	4%	6%	3%	4%	6%	0%	0%	4%	4%	6%	2%	2%	5%	6%	8%
Don't Know	5%	3%	6%	5%	2%	14%	3%	4%	1%	10%	14%	5%	5%	3%	8%	3%	2%	4%	4%

Note:

BASE: Know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.C) Which of the following describes a heat pump?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	915	181	286	105	165	113	65	468	210	0	52	69	108	5	144	371	275	97	28
Weighted	888	184	275	104	156	108	61	438	208	0	54	69	110	5	140	355	269	95	28
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	79%	63%	80%	78%	89%	88%	83%	86%	82%	*	49%	69%	69%	84%	69%	81%	80%	85%	72%
A device which brings hot water into a home faster than pipes	8%	15%	6%	9%	2%	8%	5%	5%	5%	*	22%	16%	13%	16%	11%	7%	9%	3%	7%
A device which uses oil to produce heating for homes	5%	9%	6%	3%	6%	0%	0%	4%	6%	*	7%	5%	8%	0%	7%	6%	3%	4%	7%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	3%	8%	3%	4%	1%	0%	3%	3%	4%	*	6%	4%	3%	0%	10%	3%	2%	0%	0%
Don't Know	5%	5%	5%	6%	3%	5%	8%	3%	3%	*	17%	6%	7%	0%	4%	3%	6%	8%	14%

Note:

BASE: Know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.D) Which of the following describes a heat pump?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	915	3	42	62	71	101	100	93	65	65	44	79	42	36	19	25	36
Weighted	888	2	40	59	68	99	103	89	66	60	43	80	41	37	17	23	31
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	79%	100%	75%	78%	88%	66%	73%	82%	80%	90%	84%	75%	79%	82%	95%	74%	78%
A device which brings hot water into a home faster than pipes	8%	0%	8%	1%	6%	14%	12%	4%	12%	3%	5%	11%	8%	9%	5%	4%	6%
A device which uses oil to produce heating for homes	5%	0%	7%	10%	0%	4%	6%	3%	3%	3%	4%	9%	5%	7%	0%	14%	11%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	3%	0%	2%	4%	3%	3%	3%	6%	1%	1%	4%	3%	6%	3%	0%	8%	6%
Don't Know	5%	0%	7%	7%	3%	12%	7%	4%	3%	3%	2%	3%	3%	0%	0%	0%	0%

Note:

BASE: Know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.E) Which of the following describes a heat pump?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	915	349	246	139	180	327	40	258	274	629	33	128	109	285	26	214	371	580	46	141	136
Weighted	888	313	243	164	167	327	40	249	257	613	33	121	105	289	27	204	349	567	44	137	128
An electric device which generates heat for a home by transferring heat from outside to the inside without the need for gas	79%	81%	84%	76%	71%	67%	64%	85%	91%	77%	57%	86%	92%	61%	66%	87%	90%	75%	71%	85%	94%
A device which brings hot water into a home faster than pipes	8%	6%	7%	10%	10%	13%	4%	5%	4%	8%	17%	6%	3%	16%	7%	3%	3%	10%	9%	5%	2%
A device which uses oil to produce heating for homes	5%	4%	6%	6%	4%	7%	14%	5%	2%	6%	13%	4%	0%	8%	16%	5%	2%	6%	8%	5%	2%
A device that allows smoke from home fireplaces and stoves to be released out of homes more quickly	3%	6%	1%	4%	3%	5%	12%	3%	0%	3%	13%	2%	1%	6%	11%	3%	1%	4%	6%	4%	0%
Don't Know	5%	3%	3%	4%	12%	7%	6%	3%	3%	5%	0%	2%	4%	8%	0%	2%	3%	6%	6%	2%	2%

Note:

BASE: Know what a Heat Pump is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) If you had to guess, which of the following describes a smart meter?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	290	96	67	61	25	15	26	51	32	18	20	15	35	25	14	37	16	10	17
Weighted	309	103	72	65	28	15	26	59	32	18	22	15	32	26	14	36	18	11	26
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	53%	54%	47%	47%	50%	80%	70%	41%	39%	73%	56%	56%	53%	65%	48%	46%	81%	48%	61%
A device that allows people to access a wider range of TV channels	9%	13%	13%	4%	3%	0%	0%	9%	6%	4%	10%	14%	8%	7%	24%	11%	0%	11%	5%
A device that allows people to test how much heat houses are losing through windows and walls	10%	11%	7%	16%	9%	0%	5%	17%	15%	0%	5%	0%	18%	0%	0%	16%	0%	0%	12%
A device which tracks how much people drive, and recommends faster routes	11%	9%	15%	15%	16%	0%	4%	19%	10%	6%	19%	17%	3%	12%	8%	8%	13%	9%	6%
Don't Know	17%	14%	18%	19%	21%	20%	21%	14%	30%	17%	10%	13%	18%	15%	21%	19%	6%	32%	16%

Note:

BASE: Do not know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) If you had to guess, which of the following describes a smart meter?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	290	156	134	85	99	62	69	99	19	4	41	55	106	19	0	0	63	47	7
Weighted	309	163	146	87	105	67	70	104	20	4	45	56	111	20	0	0	69	47	6
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	53%	52%	54%	59%	45%	48%	55%	52%	47%	53%	54%	57%	52%	37%	49%	54%	64%	41%	42%
A device that allows people to access a wider range of TV channels	9%	10%	7%	8%	10%	8%	8%	12%	4%	0%	8%	10%	10%	9%	5%	7%	9%	18%	12%
A device that allows people to test how much heat houses are losing through windows and walls	10%	14%	6%	10%	13%	9%	9%	12%	22%	19%	8%	5%	12%	26%	9%	5%	13%	16%	29%
A device which tracks how much people drive, and recommends faster routes	11%	15%	8%	12%	16%	6%	19%	9%	6%	28%	4%	16%	13%	0%	15%	10%	5%	17%	17%
Don't Know	17%	10%	26%	11%	16%	29%	10%	15%	21%	0%	26%	13%	13%	27%	21%	25%	10%	9%	0%

Note:

BASE: Do not know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.C) If you had to guess, which of the following describes a smart meter?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	290	106	71	43	35	19	16	72	65	0	38	38	62	12	51	90	102	31	16
Weighted	309	112	73	48	36	22	18	73	70	0	41	40	67	14	52	99	109	33	16
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	53%	46%	60%	40%	59%	76%	58%	57%	48%	*	51%	55%	51%	64%	36%	55%	61%	51%	42%
A device that allows people to access a wider range of TV channels	9%	11%	9%	7%	6%	0%	6%	6%	8%	*	22%	0%	9%	9%	18%	9%	6%	4%	0%
A device that allows people to test how much heat houses are losing through windows and walls	10%	14%	7%	14%	7%	0%	0%	7%	11%	*	12%	8%	13%	0%	16%	14%	6%	7%	0%
A device which tracks how much people drive, and recommends faster routes	11%	12%	5%	19%	10%	15%	11%	9%	16%	*	10%	17%	8%	7%	23%	9%	6%	11%	25%
Don't Know	17%	16%	18%	19%	19%	10%	24%	20%	18%	*	5%	20%	19%	21%	6%	13%	21%	27%	33%

Note:

BASE: Do not know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.D) If you had to guess, which of the following describes a smart meter?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	290	9	29	32	26	31	24	24	27	14	11	15	8	7	5	3	12
Weighted	309	9	31	34	28	34	26	26	29	15	12	15	9	8	5	3	11
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	53%	46%	52%	54%	54%	59%	54%	58%	58%	48%	8%	47%	67%	60%	27%	33%	68%
A device that allows people to access a wider range of TV channels	9%	14%	11%	4%	13%	6%	4%	10%	6%	0%	14%	10%	0%	0%	18%	67%	16%
A device that allows people to test how much heat houses are losing through windows and walls	10%	0%	0%	10%	7%	15%	14%	9%	10%	0%	9%	22%	12%	25%	40%	0%	16%
A device which tracks how much people drive, and recommends faster routes	11%	11%	18%	19%	4%	9%	19%	5%	8%	25%	26%	16%	11%	0%	0%	0%	0%
Don't Know	17%	30%	19%	13%	21%	12%	9%	18%	18%	28%	43%	6%	10%	15%	16%	0%	0%

Note:

BASE: Do not know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.E) If you had to guess, which of the following describes a smart meter?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	290	68	80	62	80	179	13	50	30	197	12	47	16	169	6	48	44	185	7	44	29
Weighted	309	66	84	78	81	192	12	54	31	213	11	50	16	182	5	50	47	197	7	47	30
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	53%	52%	59%	61%	40%	54%	21%	60%	66%	54%	29%	61%	63%	51%	34%	52%	74%	52%	43%	64%	66%
A device that allows people to access a wider range of TV channels	9%	8%	14%	5%	7%	10%	21%	8%	0%	8%	39%	9%	0%	11%	16%	12%	0%	11%	11%	7%	3%
A device that allows people to test how much heat houses are losing through windows and walls	10%	20%	7%	10%	5%	12%	29%	8%	0%	11%	32%	6%	0%	12%	50%	9%	0%	11%	30%	11%	0%
A device which tracks how much people drive, and recommends faster routes	11%	6%	8%	14%	17%	10%	29%	16%	11%	12%	0%	13%	0%	11%	0%	20%	10%	13%	16%	13%	12%
Don't Know	17%	14%	12%	11%	31%	14%	0%	8%	23%	14%	0%	11%	37%	15%	0%	8%	16%	13%	0%	4%	19%

Note:

BASE: Do not know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Which of the following describes a smart meter?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1715	167	243	259	307	307	432	204	240	153	154	132	167	136	69	200	154	84	22
Weighted	1696	175	270	276	313	267	395	222	229	142	158	125	149	134	66	185	163	89	34
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	91%	82%	80%	89%	94%	97%	98%	79%	94%	93%	93%	93%	93%	94%	94%	91%	94%	91%	96%
A device that allows people to access a wider range of TV channels	2%	6%	5%	4%	1%	0%	0%	6%	2%	1%	1%	1%	3%	1%	4%	2%	2%	1%	0%
A device that allows people to test how much heat houses are losing through windows and walls	3%	5%	8%	3%	3%	0%	1%	7%	1%	2%	3%	2%	1%	2%	3%	3%	1%	5%	4%
A device which tracks how much people drive, and recommends faster routes	2%	4%	5%	3%	1%	1%	0%	6%	1%	3%	1%	1%	2%	1%	0%	2%	2%	1%	0%
Don't Know	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	0%	2%	0%	2%	0%

Note:

BASE: Know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Which of the following describes a smart meter?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1715	881	832	708	724	196	669	490	133	23	196	452	560	128	0	0	443	200	37
Weighted	1696	826	868	692	712	202	638	495	126	22	195	430	562	123	0	0	438	198	35
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	91%	89%	94%	92%	91%	92%	93%	86%	89%	91%	94%	91%	88%	90%	94%	93%	92%	79%	83%
A device that allows people to access a wider range of TV channels	2%	4%	1%	1%	3%	2%	1%	4%	6%	0%	1%	2%	3%	5%	1%	1%	4%	6%	7%
A device that allows people to test how much heat houses are losing through windows and walls	3%	4%	2%	3%	3%	2%	2%	5%	2%	5%	2%	4%	4%	1%	1%	3%	2%	9%	7%
A device which tracks how much people drive, and recommends faster routes	2%	3%	1%	2%	3%	2%	2%	4%	3%	4%	0%	1%	4%	2%	1%	2%	2%	6%	3%
Don't Know	1%	1%	2%	1%	1%	2%	2%	0%	1%	0%	2%	2%	1%	2%	2%	1%	1%	1%	0%

Note:

BASE: Know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.C) Which of the following describes a smart meter?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1715	326	528	221	331	203	106	743	394	0	117	155	265	31	192	639	582	249	53
Weighted	1696	334	519	226	317	198	102	701	402	0	120	157	274	32	188	623	583	249	53
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	91%	81%	93%	90%	95%	96%	96%	92%	91%	*	84%	91%	94%	88%	75%	92%	95%	93%	96%
A device that allows people to access a wider range of TV channels	2%	6%	1%	3%	0%	1%	2%	3%	2%	*	3%	2%	1%	3%	10%	2%	1%	0%	0%
A device that allows people to test how much heat houses are losing through windows and walls	3%	6%	3%	3%	2%	1%	0%	3%	3%	*	6%	3%	3%	3%	6%	3%	2%	3%	0%
A device which tracks how much people drive, and recommends faster routes	2%	6%	1%	3%	1%	1%	0%	2%	2%	*	5%	3%	2%	0%	7%	2%	1%	2%	4%
Don't Know	1%	1%	1%	1%	2%	1%	2%	1%	2%	*	2%	1%	1%	6%	1%	1%	1%	2%	0%

Note:

BASE: Know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.D) Which of the following describes a smart meter?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1715	9	90	139	165	201	173	162	120	118	81	125	71	54	40	33	50
Weighted	1696	8	85	135	159	200	178	160	125	117	81	126	71	56	37	31	44
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	91%	63%	89%	91%	95%	94%	89%	93%	91%	96%	88%	88%	89%	89%	84%	88%	86%
A device that allows people to access a wider range of TV channels	2%	0%	3%	1%	1%	1%	4%	2%	2%	1%	2%	4%	1%	9%	8%	8%	2%
A device that allows people to test how much heat houses are losing through windows and walls	3%	11%	2%	4%	1%	4%	3%	2%	4%	2%	5%	4%	4%	0%	0%	0%	8%
A device which tracks how much people drive, and recommends faster routes	2%	14%	4%	2%	2%	0%	2%	1%	4%	0%	4%	4%	5%	0%	5%	3%	2%
Don't Know	1%	13%	2%	2%	1%	1%	2%	2%	0%	1%	0%	0%	0%	2%	3%	0%	2%

Note:

BASE: Know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.E) Which of the following describes a smart meter?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1715	523	438	304	449	697	56	408	520	1211	49	221	194	631	37	322	654	1166	82	219	219
Weighted	1696	475	437	363	420	708	58	399	497	1202	50	215	188	644	38	315	623	1161	78	214	213
A device that keeps track of a home's electricity and gas usage, and can allow these to be switched on and off through an app	91%	89%	94%	89%	93%	87%	72%	94%	98%	92%	64%	88%	99%	88%	49%	92%	97%	91%	79%	91%	97%
A device that allows people to access a wider range of TV channels	2%	4%	1%	3%	1%	4%	11%	1%	0%	2%	17%	3%	0%	3%	17%	3%	0%	2%	9%	3%	0%
A device that allows people to test how much heat houses are losing through windows and walls	3%	3%	2%	3%	2%	5%	9%	2%	0%	3%	7%	5%	0%	4%	17%	3%	1%	3%	4%	4%	1%
A device which tracks how much people drive, and recommends faster routes	2%	3%	1%	3%	2%	3%	3%	3%	0%	2%	11%	3%	0%	3%	17%	2%	1%	2%	6%	3%	1%
Don't Know	1%	1%	1%	1%	2%	1%	4%	0%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	2%	0%	1%

Note:

BASE: Know what Smart Meters are

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) If you had to guess, which of the following describes insulation?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	316	96	99	68	25	15	13	66	39	19	23	23	31	20	15	44	18	9	9
Weighted	335	101	108	72	26	14	13	77	41	18	25	24	28	20	16	43	19	9	13
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	46%	43%	41%	43%	48%	83%	77%	38%	43%	58%	36%	58%	48%	45%	40%	52%	44%	56%	55%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	13%	14%	15%	14%	10%	0%	0%	18%	7%	5%	21%	14%	6%	4%	13%	18%	5%	0%	23%
Material which can be used in place of carpets to absorb heat	11%	15%	11%	13%	3%	6%	0%	11%	6%	11%	22%	5%	10%	11%	14%	7%	26%	13%	11%
Material which can be placed in pipes leading into houses to keep them warm	12%	12%	15%	12%	7%	0%	9%	15%	17%	9%	12%	10%	14%	9%	8%	9%	5%	10%	11%
Don't Know	18%	16%	18%	18%	32%	12%	14%	18%	26%	17%	9%	13%	23%	30%	25%	13%	21%	22%	0%

Note:

BASE: Do not know what Insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) If you had to guess, which of the following describes insulation?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	316	166	150	89	111	70	70	122	25	4	46	53	135	24	0	0	73	53	8
Weighted	335	170	165	92	117	77	72	129	27	4	49	55	141	25	0	0	81	53	8
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	46%	50%	41%	49%	52%	33%	56%	44%	48%	19%	33%	55%	46%	37%	46%	45%	52%	41%	25%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	13%	13%	13%	19%	12%	9%	8%	15%	15%	29%	8%	10%	14%	24%	9%	7%	16%	18%	62%
Material which can be used in place of carpets to absorb heat	11%	11%	12%	8%	11%	17%	13%	11%	12%	27%	9%	11%	10%	3%	9%	11%	11%	14%	13%
Material which can be placed in pipes leading into houses to keep them warm	12%	14%	10%	13%	11%	12%	9%	14%	7%	24%	16%	9%	13%	8%	18%	10%	8%	17%	0%
Don't Know	18%	12%	24%	11%	13%	30%	13%	16%	18%	0%	33%	16%	17%	28%	18%	27%	13%	10%	0%

Note:

BASE: Do not know what Insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.C) If you had to guess, which of the following describes insulation?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	316	116	78	56	39	13	14	55	79	0	46	39	80	13	55	96	110	45	10
Weighted	335	124	82	61	39	13	16	55	85	0	48	42	88	14	57	103	119	46	10
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	46%	47%	52%	31%	49%	38%	57%	41%	51%	*	44%	35%	52%	27%	39%	50%	47%	45%	19%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	13%	17%	8%	13%	15%	7%	0%	13%	9%	*	15%	5%	19%	7%	9%	12%	15%	14%	9%
Material which can be used in place of carpets to absorb heat	11%	12%	10%	17%	6%	0%	8%	10%	9%	*	18%	15%	10%	8%	22%	16%	6%	5%	0%
Material which can be placed in pipes leading into houses to keep them warm	12%	6%	9%	27%	8%	24%	20%	18%	12%	*	11%	15%	6%	22%	21%	10%	10%	7%	23%
Don't Know	18%	17%	21%	12%	23%	30%	14%	17%	19%	*	13%	30%	13%	36%	8%	12%	22%	29%	49%

Note:

BASE: Do not know what Insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.D) If you had to guess, which of the following describes insulation?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	316	8	30	36	29	31	29	22	21	19	19	22	6	7	5	4	9
Weighted	335	8	31	38	29	33	32	23	24	21	20	22	7	8	5	3	9
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	46%	11%	44%	38%	47%	40%	45%	62%	40%	64%	39%	57%	68%	58%	19%	0%	61%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	13%	37%	11%	11%	15%	17%	18%	14%	13%	0%	20%	5%	0%	14%	21%	23%	8%
Material which can be used in place of carpets to absorb heat	11%	0%	0%	15%	15%	13%	19%	5%	14%	8%	11%	4%	32%	14%	22%	0%	0%
Material which can be placed in pipes leading into houses to keep them warm	12%	0%	19%	17%	3%	22%	4%	5%	12%	0%	16%	23%	0%	0%	0%	77%	22%
Don't Know	18%	52%	27%	19%	20%	8%	14%	14%	21%	28%	13%	11%	0%	14%	38%	0%	8%

Note:

BASE: Do not know what Insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.E) If you had to guess, which of the following describes insulation?

	Total	Social Grade				Solar Panels			Insulation			Heat Pumps			Smart Meters						
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install				
Unweighted	316	71	80	69	96	217	13	52	20	217	11	50	18	205	10	47	23	236	9	39	13
Weighted	335	68	85	84	97	231	13	55	21	232	10	51	19	218	10	50	24	251	9	41	14
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	46%	52%	46%	46%	41%	44%	42%	60%	61%	48%	24%	45%	59%	44%	30%	52%	64%	46%	10%	59%	48%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	13%	14%	18%	12%	8%	15%	8%	12%	0%	14%	20%	13%	7%	14%	21%	19%	0%	14%	28%	11%	0%
Material which can be used in place of carpets to absorb heat	11%	14%	12%	16%	5%	13%	13%	8%	4%	12%	28%	11%	4%	13%	19%	5%	12%	11%	23%	15%	6%
Material which can be placed in pipes leading into houses to keep them warm	12%	11%	7%	11%	18%	12%	31%	17%	0%	11%	21%	24%	0%	11%	30%	19%	9%	13%	31%	11%	7%
Don't Know	18%	10%	18%	15%	27%	16%	6%	3%	35%	16%	7%	6%	30%	17%	0%	5%	15%	15%	8%	4%	40%

Note:

BASE: Do not know what Insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Which of the following describes insulation?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1689	167	211	252	307	307	445	189	233	152	151	124	171	141	68	193	152	85	30
Weighted	1670	177	234	269	315	268	408	204	220	142	155	116	153	140	64	178	162	91	47
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	88%	75%	76%	86%	93%	94%	96%	76%	92%	93%	89%	92%	89%	86%	90%	89%	90%	90%	93%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	3%	6%	7%	3%	1%	1%	1%	8%	2%	0%	2%	3%	2%	2%	0%	3%	2%	2%	3%
Material which can be used in place of carpets to absorb heat	2%	7%	5%	3%	1%	1%	0%	4%	3%	1%	1%	1%	3%	5%	2%	1%	3%	1%	0%
Material which can be placed in pipes leading into houses to keep them warm	5%	9%	9%	7%	5%	4%	2%	10%	3%	3%	6%	3%	4%	5%	8%	6%	6%	7%	3%
Don't Know	1%	3%	3%	1%	1%	1%	0%	1%	0%	3%	2%	1%	1%	2%	0%	1%	0%	0%	0%

Note:

BASE: Know what insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Which of the following describes insulation?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1689	871	816	704	712	188	668	467	127	23	191	454	531	123	0	0	433	194	36
Weighted	1670	819	849	687	700	193	637	470	119	22	192	431	532	118	0	0	426	192	33
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	88%	86%	91%	89%	87%	88%	88%	86%	88%	96%	93%	85%	87%	88%	91%	90%	89%	79%	79%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	3%	3%	2%	2%	4%	3%	3%	4%	2%	4%	1%	3%	4%	6%	2%	2%	4%	5%	3%
Material which can be used in place of carpets to absorb heat	2%	3%	2%	2%	3%	3%	2%	3%	3%	0%	0%	3%	3%	2%	2%	2%	2%	4%	7%
Material which can be placed in pipes leading into houses to keep them warm	5%	7%	4%	6%	6%	4%	6%	6%	6%	0%	3%	8%	6%	3%	4%	6%	4%	11%	12%
Don't Know	1%	1%	1%	1%	1%	3%	1%	1%	1%	0%	3%	2%	1%	1%	2%	1%	1%	1%	0%

Note:

BASE: Know what insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.C) Which of the following describes insulation?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1689	316	521	208	327	209	108	760	380	0	109	154	247	30	188	633	574	235	59
Weighted	1670	323	510	213	313	207	104	720	388	0	113	155	253	32	183	619	572	236	59
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	88%	75%	90%	88%	92%	98%	92%	90%	91%	*	80%	83%	87%	84%	72%	89%	91%	92%	93%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	3%	7%	2%	3%	2%	0%	0%	3%	1%	*	5%	3%	5%	0%	9%	3%	1%	1%	0%
Material which can be used in place of carpets to absorb heat	2%	6%	1%	3%	2%	0%	2%	2%	2%	*	5%	2%	3%	6%	6%	2%	2%	1%	0%
Material which can be placed in pipes leading into houses to keep them warm	5%	10%	5%	6%	3%	2%	6%	5%	5%	*	9%	9%	3%	7%	13%	5%	4%	5%	7%
Don't Know	1%	2%	1%	1%	1%	0%	0%	0%	1%	*	1%	3%	2%	3%	0%	1%	2%	1%	0%

Note:

BASE: Know what insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.D) Which of the following describes insulation?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1689	10	89	135	162	201	168	164	126	113	73	118	73	54	40	32	53
Weighted	1670	9	84	130	157	201	172	163	129	111	74	119	73	56	37	30	47
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	88%	66%	89%	85%	93%	89%	89%	88%	91%	96%	88%	81%	87%	89%	84%	84%	78%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	3%	0%	4%	4%	2%	1%	3%	2%	3%	0%	4%	7%	2%	2%	3%	4%	7%
Material which can be used in place of carpets to absorb heat	2%	10%	1%	4%	3%	2%	3%	3%	3%	0%	1%	3%	5%	4%	0%	0%	0%
Material which can be placed in pipes leading into houses to keep them warm	5%	12%	6%	4%	2%	6%	4%	5%	4%	4%	6%	9%	7%	5%	13%	12%	14%
Don't Know	1%	12%	0%	3%	0%	2%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%

Note:

BASE: Know what insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.E) Which of the following describes insulation?

	Total	Social Grade				Solar Panels			Insulation			Heat Pumps			Smart Meters						
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install				
Unweighted	1689	520	438	297	433	659	56	406	530	1191	50	218	192	595	33	323	675	1115	80	224	235
Weighted	1670	473	436	357	404	669	57	398	507	1182	51	214	185	608	34	315	646	1107	76	220	229
Material which can be placed in walls, roofs and windows of buildings to keep heat within the building	88%	86%	90%	88%	89%	82%	78%	91%	96%	89%	74%	85%	97%	82%	58%	90%	95%	87%	87%	88%	97%
Material which can be placed around devices like fridges and boilers to make them run more efficiently	3%	4%	2%	3%	2%	5%	5%	2%	0%	3%	8%	3%	0%	5%	6%	1%	1%	3%	2%	4%	0%
Material which can be used in place of carpets to absorb heat	2%	2%	2%	3%	2%	4%	2%	2%	1%	2%	7%	3%	2%	4%	6%	3%	1%	3%	2%	2%	0%
Material which can be placed in pipes leading into houses to keep them warm	5%	8%	5%	5%	4%	8%	13%	5%	2%	5%	11%	9%	1%	8%	30%	5%	3%	6%	8%	6%	2%
Don't Know	1%	0%	1%	1%	2%	2%	2%	1%	0%	1%	0%	1%	0%	2%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: Know what insulation is

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Have you personally installed any of the following in your house? Please select all that apply.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1274	96	154	186	220	233	385	156	179	114	107	102	125	100	47	150	109	56	29
Weighted	1247	101	166	196	225	204	355	165	169	104	109	95	110	97	44	136	115	59	44
Improved insulation - material in walls, roofs and windows to keep more heat in	53%	43%	41%	44%	54%	55%	64%	47%	50%	45%	56%	50%	55%	54%	61%	60%	53%	55%	56%
Heat pump - an electric device that can transfer heat from outside into a building	5%	18%	13%	10%	1%	1%	1%	16%	2%	2%	2%	4%	2%	6%	12%	4%	4%	6%	10%
Smart meter - a device that tracks electricity and/or gas usage, which may link up with a smartphone app	48%	50%	59%	45%	42%	49%	48%	57%	46%	49%	54%	47%	54%	42%	51%	51%	41%	51%	13%
Don't Know	2%	3%	4%	2%	0%	1%	1%	1%	4%	5%	1%	0%	1%	2%	0%	3%	1%	0%	0%
Solar panels - which capture the light from the sun and turn it into electricity	12%	27%	22%	11%	7%	3%	10%	19%	8%	10%	10%	7%	10%	11%	11%	12%	12%	13%	14%
None of the above	23%	18%	18%	27%	26%	26%	20%	19%	27%	24%	20%	28%	18%	24%	20%	16%	34%	21%	21%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Have you personally installed any of the following in your house? Please select all that apply.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1274	687	585	534	587	100	562	313	123	19	108	382	378	104	0	0	347	182	37
Weighted	1247	641	604	519	572	101	531	313	115	18	105	359	374	97	0	0	339	179	33
Improved insulation - material in walls, roofs and windows to keep more heat in	53%	53%	52%	60%	47%	45%	58%	48%	46%	64%	52%	60%	47%	48%	53%	51%	53%	51%	49%
Heat pump - an electric device that can transfer heat from outside into a building	5%	8%	2%	4%	6%	4%	4%	8%	8%	7%	2%	5%	8%	8%	1%	3%	6%	15%	16%
Smart meter - a device that tracks electricity and/or gas usage, which may link up with a smartphone app	48%	49%	47%	47%	51%	36%	48%	53%	47%	51%	39%	48%	52%	43%	45%	49%	47%	52%	58%
Don't Know	2%	2%	2%	1%	1%	6%	1%	1%	3%	0%	6%	1%	1%	3%	2%	2%	1%	1%	0%
Solar panels - which capture the light from the sun and turn it into electricity	12%	14%	9%	9%	14%	12%	9%	16%	17%	9%	9%	9%	16%	17%	7%	8%	13%	22%	23%
None of the above	23%	21%	25%	21%	24%	27%	21%	22%	25%	11%	26%	19%	23%	28%	26%	24%	23%	18%	19%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.C) Have you personally installed any of the following in your house? Please select all that apply.

	Total	Area						Tenure							Perceived Financial Status				
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1274	211	426	139	245	171	82	815	459	0	0	0	0	0	196	559	393	108	18
Weighted	1247	213	415	141	234	166	78	775	472	0	0	0	0	0	187	542	390	111	18
Improved insulation - material in walls, roofs and windows to keep more heat in	53%	45%	53%	57%	56%	54%	50%	58%	44%	*	*	*	*	*	46%	58%	53%	41%	33%
Heat pump - an electric device that can transfer heat from outside into a building	5%	17%	5%	3%	1%	3%	1%	6%	5%	*	*	*	*	*	15%	5%	2%	1%	0%
Smart meter - a device that tracks electricity and/or gas usage, which may link up with a smartphone app	48%	47%	48%	54%	49%	47%	40%	48%	49%	*	*	*	*	*	51%	52%	47%	30%	36%
Don't Know	2%	1%	2%	3%	2%	0%	1%	2%	2%	*	*	*	*	*	2%	2%	2%	1%	6%
Solar panels - which capture the light from the sun and turn it into electricity	12%	25%	9%	6%	7%	11%	13%	14%	8%	*	*	*	*	*	24%	14%	5%	5%	4%
None of the above	23%	19%	24%	16%	24%	26%	27%	20%	27%	*	*	*	*	*	19%	18%	27%	36%	38%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.D) Have you personally installed any of the following in your house? Please select all that apply.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1274	6	36	70	95	125	116	130	98	107	70	108	63	54	43	35	60
Weighted	1247	5	35	68	91	121	117	127	97	105	70	108	63	56	40	33	54
Improved insulation - material in walls, roofs and windows to keep more heat in	53%	31%	60%	41%	55%	50%	55%	54%	56%	56%	56%	52%	59%	40%	44%	47%	54%
Heat pump - an electric device that can transfer heat from outside into a building	5%	0%	3%	3%	0%	1%	3%	4%	3%	2%	10%	17%	4%	6%	5%	16%	23%
Smart meter - a device that tracks electricity and/or gas usage, which may link up with a smartphone app	48%	31%	39%	38%	41%	46%	43%	48%	57%	43%	46%	55%	56%	45%	62%	62%	61%
Don't Know	2%	20%	5%	2%	3%	2%	2%	2%	1%	1%	2%	1%	0%	0%	2%	0%	1%
Solar panels - which capture the light from the sun and turn it into electricity	12%	0%	8%	9%	4%	3%	8%	16%	8%	5%	19%	14%	14%	8%	27%	25%	36%
None of the above	23%	48%	27%	35%	20%	28%	24%	18%	19%	30%	18%	19%	14%	34%	14%	12%	11%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.E) Have you personally installed any of the following in your house? Please select all that apply.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1274	481	357	218	218	145	69	458	550	677	61	268	210	69	43	370	698	620	89	263	248
Weighted	1247	437	354	257	200	142	70	453	528	657	61	266	204	68	43	365	670	601	85	261	243
Improved insulation - material in walls, roofs and windows to keep more heat in	53%	54%	49%	54%	54%	49%	63%	56%	52%	100%	0%	0%	0%	52%	55%	56%	53%	59%	53%	44%	51%
Heat pump - an electric device that can transfer heat from outside into a building	5%	9%	3%	4%	3%	23%	19%	4%	0%	5%	22%	7%	0%	100%	0%	0%	0%	6%	13%	6%	1%
Smart meter - a device that tracks electricity and/or gas usage, which may link up with a smartphone app	48%	51%	45%	49%	46%	54%	61%	52%	44%	54%	58%	50%	32%	52%	57%	55%	46%	100%	0%	0%	0%
Don't Know	2%	1%	1%	2%	4%	0%	3%	0%	1%	0%	0%	1%	2%	0%	0%	0%	1%	0%	1%	1%	2%
Solar panels - which capture the light from the sun and turn it into electricity	12%	17%	7%	9%	10%	100%	0%	0%	0%	11%	37%	16%	3%	47%	52%	15%	4%	13%	19%	13%	7%
None of the above	23%	18%	28%	24%	22%	0%	9%	21%	30%	0%	21%	41%	65%	0%	4%	19%	28%	0%	36%	46%	44%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) You said that you do not have solar panels installed. Have you considered installing this?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1129	71	117	164	206	225	346	127	163	103	95	95	112	90	42	132	96	49	25
Weighted	1105	74	128	175	211	197	320	134	155	94	97	89	99	87	39	120	101	52	38
Yes, I am planning to install this within the next year or two	6%	11%	22%	13%	3%	3%	0%	17%	7%	2%	3%	4%	7%	4%	2%	8%	3%	4%	4%
Yes, I have considered installing but not yet made plans to do so	20%	32%	33%	26%	16%	17%	15%	19%	20%	26%	20%	25%	18%	14%	25%	17%	18%	16%	35%
No, I have not yet considered installing this, but I may do in the future	21%	32%	19%	26%	27%	18%	14%	21%	18%	14%	23%	21%	22%	25%	22%	23%	21%	17%	24%
No, I have not considered installing this, and I do not expect to in the future	48%	15%	20%	31%	51%	58%	68%	41%	47%	55%	51%	48%	50%	48%	47%	46%	54%	52%	28%
Don't Know	5%	10%	6%	6%	3%	5%	4%	1%	7%	3%	3%	3%	4%	9%	4%	6%	3%	11%	8%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) You said that you do not have solar panels installed. Have you considered installing this?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1129	596	531	487	504	88	515	262	102	17	99	348	320	86	0	0	304	141	29
Weighted	1105	552	550	473	490	89	487	262	96	17	96	326	317	81	0	0	297	140	26
Yes, I am planning to install this within the next year or two	6%	7%	5%	6%	7%	6%	5%	10%	5%	0%	1%	6%	8%	6%	3%	4%	8%	14%	14%
Yes, I have considered installing but not yet made plans to do so	20%	23%	17%	18%	22%	19%	18%	22%	14%	30%	18%	14%	22%	20%	14%	24%	17%	27%	40%
No, I have not yet considered installing this, but I may do in the future	21%	23%	18%	18%	22%	19%	16%	28%	22%	18%	17%	18%	28%	17%	15%	20%	29%	23%	8%
No, I have not considered installing this, and I do not expect to in the future	48%	42%	54%	55%	45%	44%	57%	36%	52%	47%	51%	59%	38%	50%	61%	45%	43%	35%	39%
Don't Know	5%	5%	5%	3%	4%	13%	4%	5%	7%	6%	13%	3%	4%	6%	8%	7%	3%	1%	0%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.C) You said that you do not have solar panels installed. Have you considered installing this?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1129	158	390	130	227	153	71	706	423	0	0	0	0	0	149	485	376	102	17
Weighted	1105	161	378	133	217	148	68	671	433	0	0	0	0	0	141	469	372	105	17
Yes, I am planning to install this within the next year or two	6%	17%	3%	9%	4%	5%	4%	5%	9%	*	*	*	*	*	15%	6%	5%	1%	6%
Yes, I have considered installing but not yet made plans to do so	20%	23%	22%	19%	16%	20%	26%	18%	23%	*	*	*	*	*	22%	22%	20%	15%	7%
No, I have not yet considered installing this, but I may do in the future	21%	19%	23%	19%	20%	22%	18%	15%	29%	*	*	*	*	*	12%	22%	19%	31%	18%
No, I have not considered installing this, and I do not expect to in the future	48%	36%	48%	48%	57%	48%	44%	57%	34%	*	*	*	*	*	47%	46%	51%	47%	47%
Don't Know	5%	6%	5%	5%	3%	5%	8%	5%	5%	*	*	*	*	*	4%	4%	5%	6%	22%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.D) You said that you do not have solar panels installed. Have you considered installing this?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1129	6	33	64	91	122	106	109	91	101	57	92	55	50	32	26	40
Weighted	1105	5	32	62	88	118	107	107	90	100	56	93	55	51	29	25	34
Yes, I am planning to install this within the next year or two	6%	0%	6%	4%	5%	4%	8%	1%	8%	6%	9%	10%	2%	8%	9%	33%	9%
Yes, I have considered installing but not yet made plans to do so	20%	14%	6%	15%	16%	26%	19%	20%	23%	19%	23%	22%	30%	30%	14%	24%	20%
No, I have not yet considered installing this, but I may do in the future	21%	0%	18%	16%	19%	14%	14%	25%	18%	23%	25%	24%	41%	29%	25%	11%	26%
No, I have not considered installing this, and I do not expect to in the future	48%	46%	63%	60%	56%	52%	54%	47%	43%	46%	41%	38%	27%	31%	52%	25%	46%
Don't Know	5%	39%	8%	4%	4%	4%	6%	7%	7%	6%	2%	6%	0%	2%	0%	7%	0%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.E) You said that you do not have solar panels installed. Have you considered installing this?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1129	400	334	199	196	0	69	458	550	604	38	227	205	36	20	314	671	542	72	229	232
Weighted	1105	361	330	233	180	0	70	453	528	587	39	224	199	36	21	308	645	523	69	227	227
Yes, I am planning to install this within the next year or two	6%	10%	5%	6%	2%	*	100%	0%	0%	7%	31%	5%	1%	36%	77%	8%	2%	8%	19%	4%	1%
Yes, I have considered installing but not yet made plans to do so	20%	24%	23%	16%	13%	*	0%	49%	0%	21%	26%	28%	10%	43%	23%	34%	14%	22%	21%	25%	13%
No, I have not yet considered installing this, but I may do in the future	21%	21%	18%	26%	18%	*	0%	51%	0%	22%	8%	31%	11%	12%	0%	35%	15%	23%	19%	28%	13%
No, I have not considered installing this, and I do not expect to in the future	48%	44%	48%	45%	59%	*	0%	0%	100%	47%	36%	33%	74%	2%	0%	20%	67%	45%	37%	42%	68%
Don't Know	5%	1%	6%	7%	7%	*	0%	0%	0%	3%	0%	2%	5%	7%	0%	3%	3%	2%	4%	2%	6%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) As far as you are aware, how much would it cost to install solar panels in your home? If you are not sure, please take a guess.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1128	71	117	164	206	225	345	127	163	103	95	95	112	90	42	132	96	48	25
Weighted	1104	74	128	175	211	197	319	134	155	94	97	89	99	87	39	120	101	51	38
It would be free	1%	2%	3%	2%	2%	1%	1%	5%	1%	1%	1%	0%	1%	1%	0%	2%	1%	2%	0%
Less than £500	1%	5%	1%	2%	2%	1%	0%	4%	1%	1%	0%	1%	2%	1%	3%	1%	1%	0%	4%
£500 - £999	2%	8%	3%	3%	2%	0%	0%	2%	3%	1%	3%	2%	1%	1%	4%	1%	0%	2%	0%
£1,000 - £4,999	13%	16%	25%	16%	12%	12%	8%	11%	12%	13%	14%	7%	18%	12%	19%	14%	14%	14%	23%
£5,000 - £9,999	20%	24%	20%	21%	17%	21%	18%	17%	19%	19%	25%	20%	15%	24%	11%	24%	19%	25%	7%
£10,000 - £14,999	12%	9%	11%	15%	14%	9%	13%	9%	13%	15%	12%	18%	13%	14%	12%	9%	13%	12%	9%
£15,000 - £19,999	5%	7%	5%	4%	7%	4%	6%	10%	5%	5%	3%	7%	3%	7%	4%	1%	7%	4%	7%
£20,000 - £24,999	3%	3%	3%	2%	3%	3%	3%	5%	1%	5%	2%	1%	4%	2%	7%	2%	2%	0%	5%
£25,000 - £29,999	1%	1%	3%	1%	2%	1%	1%	2%	1%	0%	2%	1%	2%	2%	2%	1%	1%	0%	0%
£30,000 or more	1%	0%	1%	1%	0%	2%	2%	2%	1%	1%	1%	0%	2%	0%	0%	1%	1%	0%	0%
Don't Know	39%	24%	26%	34%	40%	45%	47%	33%	44%	38%	37%	42%	38%	34%	38%	44%	41%	40%	44%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) As far as you are aware, how much would it cost to install solar panels in your home? If you are not sure, please take a guess.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1128	595	531	487	503	88	514	262	102	17	99	348	319	86	0	0	304	141	29
Weighted	1104	551	550	473	489	89	486	262	96	17	96	326	316	81	0	0	297	140	26
It would be free	1%	2%	1%	1%	1%	4%	1%	2%	1%	6%	2%	1%	2%	0%	1%	2%	1%	1%	4%
Less than £500	1%	2%	1%	2%	1%	1%	1%	2%	1%	6%	1%	1%	2%	1%	1%	2%	2%	0%	0%
£500 - £999	2%	2%	1%	1%	2%	0%	1%	4%	1%	0%	0%	1%	3%	1%	1%	3%	1%	3%	0%
£1,000 - £4,999	13%	13%	13%	13%	14%	11%	11%	17%	13%	23%	8%	12%	17%	9%	9%	14%	15%	18%	6%
£5,000 - £9,999	20%	22%	18%	19%	19%	15%	21%	23%	22%	13%	9%	18%	24%	21%	18%	22%	19%	19%	28%
£10,000 - £14,999	12%	13%	11%	11%	14%	13%	15%	10%	6%	5%	15%	15%	12%	8%	11%	11%	14%	15%	17%
£15,000 - £19,999	5%	5%	5%	7%	5%	3%	7%	3%	5%	0%	5%	6%	5%	7%	5%	4%	6%	8%	4%
£20,000 - £24,999	3%	3%	3%	3%	3%	1%	3%	3%	2%	0%	3%	3%	2%	3%	2%	2%	3%	5%	3%
£25,000 - £29,999	1%	2%	1%	1%	1%	1%	2%	1%	0%	0%	1%	2%	2%	0%	1%	1%	2%	2%	4%
£30,000 or more	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%	3%	1%	1%	0%	2%	1%	1%	1%	6%
Don't Know	39%	35%	44%	40%	38%	48%	37%	33%	49%	46%	54%	39%	30%	49%	49%	38%	37%	27%	29%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.C) As far as you are aware, how much would it cost to install solar panels in your home? If you are not sure, please take a guess.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1128	158	390	130	227	152	71	705	423	0	0	0	0	0	149	484	376	102	17
Weighted	1104	161	378	133	217	147	68	670	433	0	0	0	0	0	141	468	372	105	17
It would be free	1%	3%	1%	2%	1%	2%	0%	1%	2%	*	*	*	*	*	1%	1%	1%	1%	19%
Less than £500	1%	3%	1%	3%	1%	1%	0%	2%	1%	*	*	*	*	*	4%	1%	1%	1%	0%
£500 - £999	2%	5%	1%	2%	1%	2%	1%	1%	3%	*	*	*	*	*	2%	2%	2%	1%	6%
£1,000 - £4,999	13%	16%	14%	12%	12%	13%	12%	12%	16%	*	*	*	*	*	16%	13%	12%	14%	10%
£5,000 - £9,999	20%	19%	20%	19%	18%	22%	19%	19%	20%	*	*	*	*	*	17%	17%	24%	22%	6%
£10,000 - £14,999	12%	12%	9%	19%	13%	12%	16%	12%	14%	*	*	*	*	*	12%	13%	12%	14%	17%
£15,000 - £19,999	5%	7%	5%	6%	5%	6%	7%	6%	5%	*	*	*	*	*	5%	7%	4%	4%	0%
£20,000 - £24,999	3%	4%	3%	2%	2%	4%	0%	3%	2%	*	*	*	*	*	5%	2%	3%	3%	0%
£25,000 - £29,999	1%	4%	1%	1%	1%	0%	4%	1%	1%	*	*	*	*	*	3%	1%	1%	0%	0%
£30,000 or more	1%	2%	1%	1%	1%	1%	2%	2%	0%	*	*	*	*	*	1%	2%	0%	0%	0%
Don't Know	39%	28%	44%	34%	45%	36%	40%	41%	36%	*	*	*	*	*	34%	41%	39%	40%	42%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.D) As far as you are aware, how much would it cost to install solar panels in your home? If you are not sure, please take a guess.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1128	6	33	64	91	122	106	108	91	101	57	92	55	50	32	26	40
Weighted	1104	5	32	62	88	118	107	106	90	100	56	93	55	51	29	25	34
It would be free	1%	19%	0%	4%	2%	1%	1%	1%	1%	1%	0%	2%	2%	2%	0%	0%	0%
Less than £500	1%	0%	3%	2%	1%	1%	0%	4%	1%	2%	3%	1%	0%	0%	0%	0%	3%
£500 - £999	2%	0%	3%	3%	2%	1%	3%	1%	3%	2%	2%	0%	4%	0%	3%	0%	0%
£1,000 - £4,999	13%	14%	12%	19%	13%	19%	14%	10%	15%	10%	13%	14%	19%	11%	10%	19%	5%
£5,000 - £9,999	20%	17%	20%	14%	26%	17%	22%	23%	22%	13%	26%	21%	15%	24%	12%	23%	15%
£10,000 - £14,999	12%	15%	7%	13%	7%	13%	13%	11%	9%	12%	17%	21%	9%	19%	15%	10%	15%
£15,000 - £19,999	5%	0%	3%	1%	3%	3%	7%	6%	6%	7%	8%	4%	7%	10%	15%	0%	7%
£20,000 - £24,999	3%	0%	7%	0%	2%	4%	1%	4%	4%	1%	5%	2%	7%	6%	0%	0%	4%
£25,000 - £29,999	1%	0%	0%	1%	2%	1%	1%	1%	0%	0%	0%	2%	0%	0%	3%	8%	10%
£30,000 or more	1%	14%	3%	1%	0%	1%	0%	2%	1%	1%	0%	1%	1%	0%	0%	3%	5%
Don't Know	39%	20%	41%	40%	41%	38%	37%	38%	38%	51%	26%	32%	36%	28%	42%	38%	37%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.E) As far as you are aware, how much would it cost to install solar panels in your home? If you are not sure, please take a guess.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1128	400	333	199	196	0	69	458	550	604	38	227	204	36	20	314	670	542	72	229	231
Weighted	1104	361	329	233	180	0	70	453	528	587	39	224	198	36	21	308	644	523	69	227	226
It would be free	1%	1%	2%	2%	2%	*	2%	2%	1%	1%	0%	2%	2%	3%	6%	1%	1%	1%	3%	1%	2%
Less than £500	1%	1%	1%	2%	2%	*	4%	2%	0%	2%	0%	2%	1%	9%	14%	2%	1%	1%	4%	1%	1%
£500 - £999	2%	2%	2%	2%	1%	*	9%	2%	1%	2%	5%	1%	2%	0%	8%	4%	0%	2%	1%	3%	0%
£1,000 - £4,999	13%	15%	12%	14%	12%	*	33%	17%	8%	13%	30%	16%	10%	32%	26%	18%	11%	14%	20%	16%	11%
£5,000 - £9,999	20%	23%	19%	18%	17%	*	22%	24%	17%	21%	21%	23%	17%	19%	14%	24%	19%	21%	24%	21%	17%
£10,000 - £14,999	12%	14%	14%	9%	10%	*	4%	16%	11%	12%	15%	14%	11%	16%	9%	15%	12%	13%	8%	12%	13%
£15,000 - £19,999	5%	6%	8%	4%	3%	*	1%	7%	5%	7%	3%	6%	2%	2%	0%	7%	6%	6%	3%	6%	5%
£20,000 - £24,999	3%	4%	2%	3%	2%	*	1%	3%	3%	3%	0%	2%	3%	9%	9%	1%	4%	3%	4%	2%	4%
£25,000 - £29,999	1%	1%	2%	1%	1%	*	3%	1%	2%	1%	5%	2%	2%	3%	5%	1%	1%	2%	3%	0%	1%
£30,000 or more	1%	2%	0%	0%	1%	*	1%	1%	2%	1%	0%	0%	2%	5%	0%	1%	1%	1%	0%	1%	2%
Don't Know	39%	32%	38%	45%	49%	*	20%	28%	50%	37%	22%	32%	47%	3%	9%	28%	44%	36%	30%	37%	43%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) You said that you do not have improved insulation installed. Have you considered installing this?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	597	56	90	105	103	105	138	82	87	62	48	51	54	46	19	60	51	24	13
Weighted	590	58	97	111	104	91	129	87	84	57	48	48	50	45	17	55	54	26	19
Yes, I am planning to install this within the next year or two	10%	12%	19%	15%	7%	3%	6%	21%	4%	4%	6%	7%	12%	7%	21%	9%	8%	17%	22%
Yes, I have considered installing but not yet made plans to do so	21%	30%	29%	22%	12%	21%	15%	23%	21%	21%	16%	26%	19%	13%	17%	21%	17%	19%	38%
No, I have not yet considered installing this, but I may do in the future	24%	37%	16%	26%	24%	24%	25%	21%	19%	31%	31%	22%	33%	22%	25%	24%	27%	23%	7%
No, I have not considered installing this, and I do not expect to in the future	35%	13%	23%	22%	47%	42%	48%	30%	36%	32%	41%	36%	28%	42%	29%	36%	43%	35%	17%
Don't Know	10%	7%	13%	15%	10%	9%	6%	5%	19%	12%	6%	8%	8%	15%	9%	10%	4%	5%	16%

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) You said that you do not have improved insulation installed. Have you considered installing this?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	597	321	275	211	305	55	233	161	65	7	52	152	198	53	0	0	159	88	19
Weighted	590	302	287	206	301	56	223	163	62	7	51	145	198	51	0	0	159	87	17
Yes, I am planning to install this within the next year or two	10%	14%	7%	8%	14%	2%	9%	17%	6%	26%	0%	11%	15%	9%	5%	8%	9%	26%	24%
Yes, I have considered installing but not yet made plans to do so	21%	22%	19%	21%	21%	18%	19%	23%	23%	0%	14%	18%	24%	12%	19%	19%	20%	25%	33%
No, I have not yet considered installing this, but I may do in the future	24%	24%	26%	24%	24%	22%	23%	25%	21%	17%	26%	24%	27%	26%	21%	32%	23%	25%	6%
No, I have not considered installing this, and I do not expect to in the future	35%	32%	37%	38%	33%	38%	37%	29%	40%	43%	38%	36%	27%	43%	41%	32%	37%	22%	32%
Don't Know	10%	9%	12%	9%	9%	20%	12%	5%	10%	14%	21%	10%	7%	10%	14%	10%	11%	1%	5%

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.C) You said that you do not have improved insulation installed. Have you considered installing this?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	597	117	197	59	106	77	41	342	255	0	0	0	0	0	104	234	183	64	12
Weighted	590	118	196	60	102	76	39	326	265	0	0	0	0	0	100	229	184	66	12
Yes, I am planning to install this within the next year or two	10%	25%	7%	10%	6%	4%	10%	12%	8%	*	*	*	*	*	27%	9%	5%	4%	7%
Yes, I have considered installing but not yet made plans to do so	21%	31%	17%	27%	16%	16%	15%	19%	22%	*	*	*	*	*	20%	22%	20%	19%	17%
No, I have not yet considered installing this, but I may do in the future	24%	14%	28%	24%	26%	33%	21%	23%	27%	*	*	*	*	*	13%	27%	27%	26%	36%
No, I have not considered installing this, and I do not expect to in the future	35%	25%	35%	35%	39%	37%	44%	38%	30%	*	*	*	*	*	33%	31%	38%	42%	25%
Don't Know	10%	5%	14%	4%	13%	9%	10%	8%	13%	*	*	*	*	*	8%	10%	11%	9%	15%

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.D) You said that you do not have improved insulation installed. Have you considered installing this?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	597	4	15	40	43	62	51	60	40	46	30	53	26	33	24	18	27
Weighted	590	3	14	40	41	60	52	59	43	47	31	52	26	33	22	17	25
Yes, I am planning to install this within the next year or two	10%	0%	0%	0%	11%	3%	12%	3%	15%	5%	4%	15%	8%	19%	36%	30%	26%
Yes, I have considered installing but not yet made plans to do so	21%	28%	6%	19%	19%	17%	24%	21%	22%	10%	31%	27%	23%	22%	13%	39%	19%
No, I have not yet considered installing this, but I may do in the future	24%	21%	33%	31%	32%	29%	15%	27%	21%	23%	33%	19%	33%	20%	9%	24%	29%
No, I have not considered installing this, and I do not expect to in the future	35%	22%	43%	41%	32%	44%	31%	37%	36%	49%	22%	31%	28%	26%	30%	0%	27%
Don't Know	10%	30%	19%	8%	7%	6%	17%	11%	5%	13%	10%	8%	8%	13%	12%	7%	0%

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.E) You said that you do not have improved insulation installed. Have you considered installing this?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	597	219	178	101	99	72	25	201	263	0	61	268	210	33	20	161	327	249	42	147	120
Weighted	590	199	181	118	92	73	26	201	254	0	61	266	204	33	19	160	317	244	40	146	118
Yes, I am planning to install this within the next year or two	10%	17%	8%	9%	3%	31%	45%	6%	5%	*	100%	0%	0%	41%	79%	13%	3%	14%	31%	7%	2%
Yes, I have considered installing but not yet made plans to do so	21%	20%	22%	20%	19%	38%	35%	28%	9%	*	0%	46%	0%	46%	21%	34%	13%	25%	10%	26%	8%
No, I have not yet considered installing this, but I may do in the future	24%	25%	21%	27%	27%	19%	8%	38%	20%	*	0%	54%	0%	13%	0%	34%	25%	29%	17%	34%	14%
No, I have not considered installing this, and I do not expect to in the future	35%	31%	41%	32%	33%	7%	6%	20%	58%	*	0%	0%	100%	0%	0%	15%	53%	27%	29%	30%	64%
Don't Know	10%	6%	9%	12%	18%	5%	5%	7%	7%	*	0%	0%	0%	0%	0%	3%	5%	5%	14%	3%	12%

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) As far as you are aware, how much would it cost to install improved insulation in your home? If you are not sure, please take a guess.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	597	56	90	105	103	105	138	82	87	62	48	51	54	46	19	60	51	24	13
Weighted	590	58	97	111	104	91	129	87	84	57	48	48	50	45	17	55	54	26	19
It would be free	2%	0%	4%	5%	0%	1%	3%	1%	2%	2%	3%	3%	4%	2%	0%	4%	2%	5%	0%
Less than £500	7%	9%	7%	5%	5%	7%	8%	6%	13%	1%	4%	8%	2%	5%	11%	4%	9%	12%	7%
£500 - £999	12%	13%	16%	15%	10%	6%	10%	15%	11%	7%	9%	11%	11%	11%	16%	13%	19%	3%	7%
£1,000 - £4,999	20%	34%	23%	21%	14%	17%	16%	14%	15%	23%	23%	20%	27%	26%	26%	17%	16%	20%	29%
£5,000 - £9,999	8%	15%	9%	6%	11%	10%	3%	12%	5%	6%	19%	9%	2%	7%	18%	10%	7%	5%	0%
£10,000 - £14,999	3%	5%	7%	5%	2%	1%	2%	10%	1%	2%	2%	2%	9%	2%	0%	5%	0%	0%	0%
£15,000 - £19,999	2%	2%	3%	5%	3%	2%	0%	4%	3%	3%	2%	0%	2%	4%	0%	0%	4%	5%	0%
£20,000 - £24,999	1%	0%	2%	2%	0%	1%	1%	4%	0%	0%	0%	0%	3%	0%	0%	0%	2%	0%	0%
£25,000 - £29,999	0%	2%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	5%	2%	0%	0%	0%
£30,000 or more	1%	1%	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%	2%	2%	0%	3%	0%	0%	0%
Don't Know	43%	20%	27%	36%	54%	54%	55%	34%	50%	54%	39%	47%	39%	41%	23%	43%	41%	51%	57%

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) As far as you are aware, how much would it cost to install improved insulation in your home? If you are not sure, please take a guess.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	597	321	275	211	305	55	233	161	65	7	52	152	198	53	0	0	159	88	19
Weighted	590	302	287	206	301	56	223	163	62	7	51	145	198	51	0	0	159	87	17
It would be free	2%	2%	3%	3%	2%	5%	1%	3%	2%	17%	4%	0%	3%	2%	3%	2%	1%	2%	0%
Less than £500	7%	8%	6%	7%	7%	2%	9%	4%	7%	0%	2%	9%	5%	3%	7%	8%	5%	7%	6%
£500 - £999	12%	13%	10%	13%	12%	8%	11%	14%	15%	14%	10%	11%	15%	10%	9%	11%	11%	21%	4%
£1,000 - £4,999	20%	23%	16%	18%	21%	12%	16%	27%	17%	42%	4%	16%	28%	20%	15%	23%	20%	20%	28%
£5,000 - £9,999	8%	9%	8%	7%	8%	14%	8%	9%	7%	26%	8%	7%	10%	10%	10%	6%	10%	10%	0%
£10,000 - £14,999	3%	4%	3%	3%	4%	2%	4%	5%	1%	0%	0%	4%	4%	2%	2%	3%	3%	6%	11%
£15,000 - £19,999	2%	3%	2%	3%	2%	2%	2%	3%	3%	0%	2%	2%	3%	3%	0%	3%	2%	4%	13%
£20,000 - £24,999	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	0%	1%	1%	2%	1%	0%	1%	3%	0%
£25,000 - £29,999	0%	1%	0%	0%	1%	2%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	2%	0%
£30,000 or more	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	9%
Don't Know	43%	37%	50%	45%	42%	54%	46%	33%	46%	0%	71%	46%	30%	48%	52%	44%	45%	23%	29%

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.C) As far as you are aware, how much would it cost to install improved insulation in your home? If you are not sure, please take a guess.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	597	117	197	59	106	77	41	342	255	0	0	0	0	0	104	234	183	64	12
Weighted	590	118	196	60	102	76	39	326	265	0	0	0	0	0	100	229	184	66	12
It would be free	2%	2%	2%	2%	2%	6%	0%	2%	3%	*	*	*	*	*	1%	1%	3%	5%	18%
Less than £500	7%	7%	6%	4%	12%	6%	3%	6%	7%	*	*	*	*	*	6%	8%	5%	7%	8%
£500 - £999	12%	17%	12%	9%	7%	12%	9%	10%	13%	*	*	*	*	*	19%	8%	12%	12%	16%
£1,000 - £4,999	20%	19%	19%	27%	14%	24%	20%	19%	21%	*	*	*	*	*	15%	24%	16%	26%	7%
£5,000 - £9,999	8%	7%	10%	10%	10%	4%	7%	8%	9%	*	*	*	*	*	9%	8%	8%	9%	17%
£10,000 - £14,999	3%	8%	3%	7%	1%	0%	2%	4%	3%	*	*	*	*	*	9%	3%	2%	0%	0%
£15,000 - £19,999	2%	6%	2%	3%	0%	0%	3%	2%	3%	*	*	*	*	*	4%	3%	1%	4%	0%
£20,000 - £24,999	1%	3%	1%	0%	0%	0%	2%	1%	1%	*	*	*	*	*	2%	1%	0%	0%	0%
£25,000 - £29,999	0%	2%	0%	0%	0%	0%	0%	1%	0%	*	*	*	*	*	2%	0%	0%	0%	0%
£30,000 or more	1%	2%	0%	0%	0%	0%	2%	1%	0%	*	*	*	*	*	2%	1%	0%	0%	0%
Don't Know	43%	28%	44%	39%	54%	49%	52%	46%	40%	*	*	*	*	*	32%	43%	52%	37%	34%

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.D) As far as you are aware, how much would it cost to install improved insulation in your home? If you are not sure, please take a guess.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	597	4	15	40	43	62	51	60	40	46	30	53	26	33	24	18	27
Weighted	590	3	14	40	41	60	52	59	43	47	31	52	26	33	22	17	25
It would be free	2%	0%	8%	2%	5%	4%	5%	0%	2%	0%	4%	4%	0%	0%	0%	0%	0%
Less than £500	7%	48%	0%	13%	3%	10%	7%	10%	5%	2%	10%	5%	3%	6%	3%	0%	13%
£500 - £999	12%	0%	0%	22%	13%	17%	8%	12%	16%	5%	8%	11%	14%	11%	8%	0%	20%
£1,000 - £4,999	20%	0%	20%	14%	31%	19%	21%	19%	18%	13%	23%	25%	13%	21%	21%	39%	15%
£5,000 - £9,999	8%	0%	15%	7%	10%	9%	9%	8%	7%	5%	18%	5%	8%	9%	9%	22%	8%
£10,000 - £14,999	3%	0%	0%	0%	2%	1%	3%	4%	0%	5%	3%	7%	3%	17%	4%	6%	0%
£15,000 - £19,999	2%	0%	0%	3%	0%	2%	2%	0%	2%	0%	6%	6%	13%	0%	4%	0%	3%
£20,000 - £24,999	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	9%	12%	0%
£25,000 - £29,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	6%	4%
£30,000 or more	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	10%
Don't Know	43%	52%	58%	38%	37%	37%	43%	48%	50%	68%	27%	35%	46%	36%	38%	15%	28%

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.E) As far as you are aware, how much would it cost to install improved insulation in your home? If you are not sure, please take a guess.

	Total	Social Grade					Solar Panels				Other	Insulation			Other	Heat Pumps			Other	Smart Meters		
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Planning to install		May install in future	Unlikely to install	Planning to install		May install in future	Unlikely to install	Planning to install		May install in future	Unlikely to install	
Unweighted	597	219	178	101	99	72	25	201	263	0	61	268	210	33	20	161	327	249	42	147	120	
Weighted	590	199	181	118	92	73	26	201	254	0	61	266	204	33	19	160	317	244	40	146	118	
It would be free	2%	1%	2%	6%	2%	0%	0%	2%	3%	*	0%	2%	4%	0%	0%	1%	4%	2%	6%	2%	3%	
Less than £500	7%	6%	7%	8%	5%	8%	6%	8%	6%	*	10%	9%	4%	8%	5%	9%	7%	8%	7%	10%	2%	
£500 - £999	12%	16%	7%	11%	13%	19%	11%	13%	10%	*	19%	14%	8%	21%	29%	12%	11%	14%	10%	12%	11%	
£1,000 - £4,999	20%	23%	21%	16%	15%	26%	28%	25%	15%	*	28%	25%	15%	36%	14%	29%	16%	22%	23%	25%	15%	
£5,000 - £9,999	8%	8%	10%	4%	11%	18%	5%	11%	5%	*	3%	12%	7%	14%	5%	14%	7%	11%	3%	10%	4%	
£10,000 - £14,999	3%	6%	1%	4%	1%	6%	8%	4%	2%	*	15%	3%	2%	6%	26%	4%	2%	4%	7%	3%	2%	
£15,000 - £19,999	2%	2%	3%	2%	1%	2%	0%	4%	1%	*	5%	3%	2%	6%	0%	3%	2%	4%	2%	1%	1%	
£20,000 - £24,999	1%	1%	2%	0%	1%	3%	3%	1%	1%	*	5%	0%	1%	0%	15%	0%	0%	1%	3%	0%	1%	
£25,000 - £29,999	0%	1%	1%	0%	0%	1%	7%	0%	0%	*	3%	0%	0%	5%	5%	0%	0%	1%	2%	0%	0%	
£30,000 or more	1%	2%	1%	0%	0%	2%	0%	1%	0%	*	3%	1%	0%	5%	0%	0%	1%	1%	2%	0%	1%	
Don't Know	43%	34%	46%	49%	50%	15%	31%	31%	57%	*	9%	31%	58%	0%	0%	27%	52%	33%	35%	38%	61%	

Note:

BASE: Homeowners without Improved Insulation

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) You said that you have installed improved insulation in your home. Which of the following have you installed? Select any which apply

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	641	40	64	74	112	116	235	73	88	50	58	47	67	52	27	81	55	27	16
Weighted	623	44	68	78	116	102	215	77	81	45	60	44	57	50	26	73	58	27	25
Insulation in the roof or loft	87%	60%	71%	82%	89%	95%	94%	70%	92%	87%	91%	88%	90%	83%	85%	95%	85%	88%	100%
Insulation in the windows such as double glazing	64%	52%	47%	46%	59%	67%	78%	53%	68%	74%	60%	66%	60%	54%	56%	74%	60%	69%	74%
Insulation in the walls	58%	68%	61%	58%	57%	49%	60%	63%	57%	64%	58%	55%	63%	59%	60%	63%	49%	45%	46%
Insulation in the floors	14%	17%	28%	20%	13%	6%	11%	25%	10%	10%	15%	13%	6%	10%	22%	15%	14%	16%	11%
Other (Please Specify)	1%	0%	0%	1%	0%	0%	3%	1%	1%	2%	0%	2%	1%	0%	7%	1%	0%	0%	0%
None of the above	0%	0%	3%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	1%	5%	0%	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%

Note:

BASE: Have installed improved insulation. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) You said that you have installed improved insulation in your home. Which of the following have you installed? Select any which apply

	Gender		EU 2016 Vote			2019				Voting Intention			Education						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	641	350	290	309	265	40	313	143	56	11	51	219	170	49	0	0	181	89	18
Weighted	623	325	297	299	255	41	294	141	51	11	50	203	167	45	0	0	175	87	16
Insulation in the roof or loft	87%	84%	90%	88%	87%	93%	89%	79%	83%	90%	98%	89%	79%	86%	94%	86%	86%	81%	72%
Insulation in the windows such as double glazing	64%	61%	67%	66%	62%	65%	66%	57%	72%	53%	64%	62%	56%	77%	69%	63%	60%	61%	62%
Insulation in the walls	58%	57%	59%	61%	55%	64%	60%	60%	59%	56%	54%	59%	60%	66%	55%	59%	59%	56%	52%
Insulation in the floors	14%	15%	13%	13%	16%	14%	11%	21%	14%	10%	9%	12%	21%	10%	5%	13%	13%	28%	52%
Other (Please Specify)	1%	1%	2%	1%	2%	0%	1%	3%	0%	0%	0%	1%	1%	0%	0%	1%	3%	1%	0%
None of the above	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%
Don't Know	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	0%

Note:

BASE: Have installed improved insulation. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.C) You said that you have installed improved insulation in your home. Which of the following have you installed? Select any which apply

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	641	91	219	78	132	85	36	447	194	0	0	0	0	0	89	305	198	43	6
Weighted	623	92	210	79	125	82	35	425	198	0	0	0	0	0	84	293	195	44	6
Insulation in the roof or loft	87%	67%	90%	86%	92%	93%	94%	90%	82%	*	*	*	*	*	74%	89%	90%	89%	82%
Insulation in the windows such as double glazing	64%	61%	62%	70%	64%	62%	68%	67%	55%	*	*	*	*	*	54%	67%	65%	58%	45%
Insulation in the walls	58%	60%	58%	64%	62%	42%	59%	57%	60%	*	*	*	*	*	71%	57%	56%	55%	28%
Insulation in the floors	14%	36%	10%	10%	9%	12%	13%	12%	17%	*	*	*	*	*	29%	12%	13%	5%	0%
Other (Please Specify)	1%	1%	1%	0%	0%	3%	3%	1%	0%	*	*	*	*	*	0%	1%	1%	2%	0%
None of the above	0%	1%	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	0%	0%	0%	0%	0%
Don't Know	1%	1%	2%	0%	0%	0%	0%	1%	1%	*	*	*	*	*	0%	1%	1%	0%	18%

Note:

BASE: Have installed improved insulation. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.D) You said that you have installed improved insulation in your home. Which of the following have you installed? Select any which apply

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	641	2	20	28	50	60	58	68	55	57	39	50	35	21	18	16	32
Weighted	623	2	20	25	48	58	58	67	52	55	38	51	35	23	17	15	28
Insulation in the roof or loft	87%	100%	96%	89%	90%	85%	79%	87%	88%	91%	92%	84%	94%	79%	100%	73%	79%
Insulation in the windows such as double glazing	64%	100%	60%	62%	68%	61%	68%	63%	60%	64%	64%	56%	77%	40%	63%	62%	71%
Insulation in the walls	58%	54%	46%	73%	55%	62%	51%	64%	55%	58%	61%	57%	62%	57%	38%	70%	63%
Insulation in the floors	14%	0%	4%	13%	8%	11%	14%	8%	11%	9%	22%	21%	13%	20%	10%	31%	33%
Other (Please Specify)	1%	0%	0%	0%	2%	2%	2%	1%	3%	0%	0%	2%	3%	0%	0%	0%	0%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%	0%	0%	0%	0%	0%
Don't Know	1%	0%	0%	0%	0%	0%	2%	0%	4%	0%	0%	2%	0%	0%	0%	0%	0%

Note:

BASE: Have installed improved insulation. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.E) You said that you have installed improved insulation in your home. Which of the following have you installed? Select any which apply

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	641	245	171	110	115	70	39	242	274	641	0	0	0	34	22	195	353	354	42	110	120
Weighted	623	222	165	131	104	67	39	238	262	623	0	0	0	33	23	191	336	340	41	108	117
Insulation in the roof or loft	87%	86%	88%	87%	88%	81%	73%	87%	91%	87%	*	*	*	70%	74%	84%	92%	88%	80%	84%	90%
Insulation in the windows such as double glazing	64%	64%	62%	65%	65%	70%	55%	61%	67%	64%	*	*	*	53%	45%	61%	68%	65%	54%	66%	65%
Insulation in the walls	58%	59%	62%	57%	52%	69%	64%	55%	57%	58%	*	*	*	69%	65%	58%	58%	61%	54%	57%	56%
Insulation in the floors	14%	20%	12%	9%	10%	27%	37%	14%	8%	14%	*	*	*	57%	45%	13%	9%	15%	19%	10%	12%
Other (Please Specify)	1%	2%	1%	0%	1%	0%	0%	2%	1%	1%	*	*	*	0%	0%	2%	1%	1%	4%	1%	2%
None of the above	0%	1%	0%	0%	0%	0%	5%	0%	0%	0%	*	*	*	3%	4%	0%	0%	1%	0%	0%	0%
Don't Know	1%	0%	0%	1%	2%	2%	3%	1%	0%	1%	*	*	*	3%	0%	1%	0%	1%	0%	0%	0%

Note:

BASE: Have installed improved insulation. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) Have you considered installing any further insulation in your property?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	641	40	64	74	112	116	235	73	88	50	58	47	67	52	27	81	55	27	16
Weighted	623	44	68	78	116	102	215	77	81	45	60	44	57	50	26	73	58	27	25
Yes, I am planning to install more insulation within the next year or two	9%	9%	24%	18%	6%	4%	3%	20%	10%	4%	7%	5%	6%	2%	4%	11%	11%	6%	0%
Yes, I have considered installing more insulation but not yet made plans to do so	15%	23%	26%	18%	13%	12%	10%	20%	12%	23%	10%	8%	14%	16%	16%	14%	11%	12%	21%
No, I have not yet considered installing more insulation, but I may do in the future	25%	45%	18%	15%	23%	30%	25%	26%	26%	19%	20%	38%	21%	25%	29%	30%	20%	25%	15%
No, I have not considered installing more insulation, and I do not expect to in the future	22%	8%	9%	17%	24%	26%	27%	13%	24%	19%	34%	11%	29%	32%	14%	15%	24%	32%	13%
I have checked, and there is no more insulation which I could install in my property	21%	5%	7%	22%	23%	22%	28%	11%	23%	33%	17%	36%	20%	15%	33%	22%	22%	19%	17%
Don't Know	9%	10%	16%	10%	11%	7%	7%	11%	6%	2%	11%	3%	11%	10%	3%	8%	12%	7%	33%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) Have you considered installing any further insulation in your property?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	641	350	290	309	265	40	313	143	56	11	51	219	170	49	0	0	181	89	18
Weighted	623	325	297	299	255	41	294	141	51	11	50	203	167	45	0	0	175	87	16
Yes, I am planning to install more insulation within the next year or two	9%	10%	7%	6%	14%	2%	7%	13%	14%	0%	2%	7%	10%	20%	3%	7%	9%	19%	23%
Yes, I have considered installing more insulation but not yet made plans to do so	15%	14%	15%	13%	16%	17%	15%	19%	9%	8%	15%	14%	18%	13%	12%	14%	14%	18%	24%
No, I have not yet considered installing more insulation, but I may do in the future	25%	27%	21%	20%	27%	27%	24%	27%	30%	28%	16%	26%	28%	26%	22%	25%	31%	18%	27%
No, I have not considered installing more insulation, and I do not expect to in the future	22%	21%	22%	27%	18%	17%	26%	18%	16%	27%	18%	28%	20%	6%	31%	21%	19%	16%	15%
I have checked, and there is no more insulation which I could install in my property	21%	20%	23%	27%	16%	21%	23%	14%	28%	20%	27%	19%	14%	35%	21%	22%	20%	22%	11%
Don't Know	9%	7%	12%	7%	9%	16%	6%	8%	4%	17%	23%	5%	10%	0%	10%	11%	8%	7%	0%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.C) Have you considered installing any further insulation in your property?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	641	91	219	78	132	85	36	447	194	0	0	0	0	0	89	305	198	43	6
Weighted	623	92	210	79	125	82	35	425	198	0	0	0	0	0	84	293	195	44	6
Yes, I am planning to install more insulation within the next year or two	9%	28%	5%	6%	5%	6%	0%	8%	10%	*	*	*	*	*	25%	7%	5%	2%	14%
Yes, I have considered installing more insulation but not yet made plans to do so	15%	11%	17%	24%	13%	9%	10%	13%	17%	*	*	*	*	*	11%	15%	15%	11%	18%
No, I have not yet considered installing more insulation, but I may do in the future	25%	24%	27%	26%	20%	23%	31%	24%	26%	*	*	*	*	*	14%	31%	19%	27%	34%
No, I have not considered installing more insulation, and I do not expect to in the future	22%	19%	22%	20%	23%	27%	17%	23%	19%	*	*	*	*	*	21%	17%	28%	26%	34%
I have checked, and there is no more insulation which I could install in my property	21%	12%	20%	15%	27%	30%	32%	23%	17%	*	*	*	*	*	28%	23%	17%	21%	0%
Don't Know	9%	7%	9%	10%	12%	6%	10%	8%	11%	*	*	*	*	*	1%	7%	15%	14%	0%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.D) Have you considered installing any further insulation in your property?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	641	2	20	28	50	60	58	68	55	57	39	50	35	21	18	16	32
Weighted	623	2	20	25	48	58	58	67	52	55	38	51	35	23	17	15	28
Yes, I am planning to install more insulation within the next year or two	9%	0%	9%	6%	2%	1%	8%	6%	3%	4%	15%	23%	10%	5%	9%	32%	22%
Yes, I have considered installing more insulation but not yet made plans to do so	15%	0%	10%	10%	16%	17%	17%	11%	24%	12%	17%	8%	20%	26%	11%	5%	14%
No, I have not yet considered installing more insulation, but I may do in the future	25%	0%	22%	25%	21%	29%	26%	25%	17%	33%	26%	14%	21%	39%	17%	37%	27%
No, I have not considered installing more insulation, and I do not expect to in the future	22%	100%	24%	31%	34%	23%	20%	23%	17%	19%	15%	32%	18%	4%	29%	0%	19%
I have checked, and there is no more insulation which I could install in my property	21%	0%	10%	20%	17%	24%	25%	17%	29%	24%	20%	14%	25%	9%	23%	20%	13%
Don't Know	9%	0%	24%	8%	10%	6%	4%	17%	10%	8%	6%	8%	6%	16%	11%	6%	6%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.E) Have you considered installing any further insulation in your property?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	641	245	171	110	115	70	39	242	274	641	0	0	0	34	22	195	353	354	42	110	120
Weighted	623	222	165	131	104	67	39	238	262	623	0	0	0	33	23	191	336	340	41	108	117
Yes, I am planning to install more insulation within the next year or two	9%	16%	4%	5%	3%	22%	41%	5%	4%	9%	*	*	*	47%	50%	5%	5%	9%	32%	4%	4%
Yes, I have considered installing more insulation but not yet made plans to do so	15%	15%	15%	15%	13%	20%	23%	22%	6%	15%	*	*	*	23%	24%	25%	9%	14%	16%	22%	10%
No, I have not yet considered installing more insulation, but I may do in the future	25%	24%	24%	24%	27%	23%	11%	34%	19%	25%	*	*	*	13%	9%	37%	20%	25%	19%	30%	22%
No, I have not considered installing more insulation, and I do not expect to in the future	22%	16%	23%	23%	30%	14%	5%	15%	32%	22%	*	*	*	4%	4%	16%	29%	22%	14%	20%	26%
I have checked, and there is no more insulation which I could install in my property	21%	23%	22%	19%	19%	16%	14%	16%	30%	21%	*	*	*	10%	4%	14%	29%	22%	12%	21%	26%
Don't Know	9%	5%	12%	14%	8%	5%	5%	8%	9%	9%	*	*	*	3%	8%	3%	9%	8%	7%	3%	12%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) As far as you are aware, how much would it cost to install more improved insulation in your home? If you are not sure, please take a guess.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	641	40	64	74	112	116	235	73	88	50	58	47	67	52	27	81	55	27	16
Weighted	623	44	68	78	116	102	215	77	81	45	60	44	57	50	26	73	58	27	25
It would be free	2%	0%	2%	3%	2%	3%	2%	1%	2%	0%	2%	0%	2%	0%	8%	4%	5%	0%	0%
Less than £500	8%	13%	11%	4%	11%	6%	6%	11%	4%	11%	7%	15%	4%	10%	17%	7%	4%	0%	12%
£500 - £999	9%	10%	9%	17%	6%	6%	8%	5%	10%	15%	11%	6%	9%	10%	4%	13%	5%	6%	0%
£1,000 - £4,999	20%	18%	20%	29%	22%	24%	15%	29%	18%	13%	17%	15%	25%	19%	25%	13%	22%	26%	32%
£5,000 - £9,999	5%	13%	14%	3%	3%	4%	4%	13%	3%	2%	1%	2%	6%	2%	4%	7%	7%	0%	12%
£10,000 - £14,999	4%	11%	7%	5%	2%	2%	2%	9%	2%	0%	2%	10%	4%	0%	5%	2%	6%	0%	0%
£15,000 - £19,999	1%	2%	5%	1%	1%	1%	0%	2%	1%	2%	0%	0%	3%	5%	0%	0%	2%	0%	0%
£20,000 - £24,999	1%	0%	3%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%	7%	0%
£25,000 - £29,999	1%	2%	0%	2%	0%	0%	1%	1%	1%	0%	2%	0%	0%	2%	0%	2%	0%	0%	0%
£30,000 or more	1%	0%	5%	2%	0%	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	3%	5%	0%
I have checked, and there is no more insulation which I could install in my property	15%	3%	4%	7%	15%	17%	23%	4%	18%	22%	13%	30%	13%	18%	14%	17%	12%	15%	6%
Don't Know	33%	27%	19%	26%	38%	36%	39%	22%	40%	34%	46%	22%	33%	34%	18%	35%	33%	42%	37%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) As far as you are aware, how much would it cost to install more improved insulation in your home? If you are not sure, please take a guess.

	Total	Gender		EU 2016 Vote			2019					Voting Intention			Education				
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	641	350	290	309	265	40	313	143	56	11	51	219	170	49	0	0	181	89	18
Weighted	623	325	297	299	255	41	294	141	51	11	50	203	167	45	0	0	175	87	16
It would be free	2%	2%	2%	2%	2%	3%	3%	1%	4%	0%	0%	3%	1%	7%	4%	2%	1%	1%	0%
Less than £500	8%	10%	6%	7%	8%	12%	9%	9%	3%	10%	4%	9%	8%	12%	8%	10%	6%	6%	0%
£500 - £999	9%	8%	9%	9%	9%	5%	11%	10%	5%	26%	0%	10%	11%	5%	7%	11%	7%	12%	5%
£1,000 - £4,999	20%	22%	19%	19%	23%	18%	19%	23%	22%	9%	15%	20%	27%	11%	11%	21%	28%	21%	12%
£5,000 - £9,999	5%	5%	6%	4%	7%	5%	3%	8%	6%	0%	2%	3%	5%	7%	2%	4%	4%	14%	16%
£10,000 - £14,999	4%	6%	2%	3%	5%	2%	3%	7%	4%	0%	2%	3%	7%	4%	3%	2%	4%	6%	13%
£15,000 - £19,999	1%	1%	1%	1%	2%	0%	1%	3%	0%	0%	0%	1%	3%	0%	1%	0%	1%	4%	0%
£20,000 - £24,999	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	2%	1%	0%	0%	2%	4%
£25,000 - £29,999	1%	1%	1%	0%	2%	0%	1%	0%	4%	0%	0%	1%	0%	2%	0%	1%	1%	2%	5%
£30,000 or more	1%	1%	0%	1%	1%	3%	0%	2%	0%	0%	4%	0%	2%	0%	1%	0%	1%	0%	11%
I have checked, and there is no more insulation which I could install in my property	15%	14%	16%	17%	14%	17%	14%	13%	18%	0%	24%	14%	12%	25%	14%	16%	14%	16%	11%
Don't Know	33%	30%	37%	35%	28%	37%	35%	23%	32%	55%	51%	35%	24%	24%	46%	33%	32%	16%	22%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.C) As far as you are aware, how much would it cost to install more improved insulation in your home? If you are not sure, please take a guess.

	Area							Tenure						Perceived Financial Status					
	Total	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	641	91	219	78	132	85	36	447	194	0	0	0	0	0	89	305	198	43	6
Weighted	623	92	210	79	125	82	35	425	198	0	0	0	0	0	84	293	195	44	6
It would be free	2%	3%	1%	2%	3%	4%	3%	2%	3%	*	*	*	*	*	2%	1%	3%	2%	21%
Less than £500	8%	6%	9%	14%	5%	8%	5%	8%	8%	*	*	*	*	*	6%	8%	7%	14%	0%
£500 - £999	9%	8%	10%	6%	11%	3%	12%	7%	11%	*	*	*	*	*	8%	9%	9%	5%	32%
£1,000 - £4,999	20%	31%	16%	23%	20%	21%	11%	20%	22%	*	*	*	*	*	17%	22%	19%	25%	14%
£5,000 - £9,999	5%	12%	7%	2%	1%	7%	0%	4%	9%	*	*	*	*	*	8%	4%	8%	0%	0%
£10,000 - £14,999	4%	7%	2%	10%	1%	1%	5%	3%	5%	*	*	*	*	*	7%	4%	3%	0%	0%
£15,000 - £19,999	1%	7%	0%	0%	1%	0%	0%	1%	2%	*	*	*	*	*	3%	1%	0%	3%	0%
£20,000 - £24,999	1%	1%	1%	0%	0%	1%	0%	1%	0%	*	*	*	*	*	4%	0%	0%	0%	0%
£25,000 - £29,999	1%	2%	0%	1%	2%	0%	0%	1%	0%	*	*	*	*	*	4%	0%	0%	0%	0%
£30,000 or more	1%	3%	1%	0%	1%	0%	0%	1%	1%	*	*	*	*	*	5%	0%	0%	0%	0%
I have checked, and there is no more insulation which I could install in my property	15%	7%	13%	14%	18%	24%	24%	17%	11%	*	*	*	*	*	15%	18%	12%	11%	0%
Don't Know	33%	14%	40%	28%	40%	31%	41%	35%	29%	*	*	*	*	*	20%	33%	39%	41%	34%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.D) As far as you are aware, how much would it cost to install more improved insulation in your home? If you are not sure, please take a guess.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	641	2	20	28	50	60	58	68	55	57	39	50	35	21	18	16	32
Weighted	623	2	20	25	48	58	58	67	52	55	38	51	35	23	17	15	28
It would be free	2%	0%	4%	4%	4%	1%	0%	3%	0%	2%	2%	4%	3%	0%	0%	0%	0%
Less than £500	8%	0%	20%	15%	14%	9%	7%	7%	8%	12%	10%	2%	5%	4%	13%	7%	0%
£500 - £999	9%	54%	14%	11%	8%	10%	13%	8%	6%	10%	11%	8%	6%	9%	16%	0%	3%
£1,000 - £4,999	20%	0%	8%	23%	16%	28%	26%	16%	12%	20%	19%	35%	24%	21%	10%	27%	13%
£5,000 - £9,999	5%	0%	0%	7%	4%	4%	12%	4%	4%	5%	5%	4%	0%	19%	12%	5%	7%
£10,000 - £14,999	4%	0%	0%	0%	0%	1%	0%	6%	5%	2%	8%	2%	3%	20%	0%	6%	11%
£15,000 - £19,999	1%	0%	0%	0%	0%	0%	1%	3%	2%	2%	0%	5%	0%	0%	0%	5%	0%
£20,000 - £24,999	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	2%	0%	0%	0%	6%
£25,000 - £29,999	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	3%	0%	5%	0%	10%
£30,000 or more	1%	46%	5%	0%	0%	0%	0%	0%	0%	0%	0%	2%	3%	0%	0%	0%	8%
I have checked, and there is no more insulation which I could install in my property	15%	0%	0%	10%	13%	11%	15%	15%	29%	21%	21%	8%	18%	5%	10%	13%	6%
Don't Know	33%	0%	48%	32%	41%	36%	26%	39%	33%	25%	22%	30%	35%	22%	33%	38%	38%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.E) As far as you are aware, how much would it cost to install more improved insulation in your home? If you are not sure, please take a guess.

	Total	Social Grade					Solar Panels				Insulation				Heat Pumps				Smart Meters		
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	641	245	171	110	115	70	39	242	274	641	0	0	0	34	22	195	353	354	42	110	120
Weighted	623	222	165	131	104	67	39	238	262	623	0	0	0	33	23	191	336	340	41	108	117
It would be free	2%	2%	1%	3%	3%	1%	2%	2%	3%	2%	*	*	*	3%	0%	2%	2%	2%	0%	0%	4%
Less than £500	8%	5%	13%	7%	6%	5%	18%	8%	7%	8%	*	*	*	10%	12%	8%	7%	6%	11%	11%	8%
£500 - £999	9%	10%	9%	6%	9%	11%	15%	9%	7%	9%	*	*	*	5%	19%	9%	8%	9%	11%	7%	10%
£1,000 - £4,999	20%	22%	19%	22%	16%	15%	30%	25%	17%	20%	*	*	*	20%	24%	28%	17%	20%	26%	24%	17%
£5,000 - £9,999	5%	7%	7%	3%	3%	8%	10%	8%	2%	5%	*	*	*	13%	13%	8%	4%	6%	6%	5%	4%
£10,000 - £14,999	4%	5%	4%	4%	0%	7%	0%	5%	2%	4%	*	*	*	19%	4%	3%	2%	5%	0%	2%	4%
£15,000 - £19,999	1%	0%	1%	2%	3%	4%	0%	1%	1%	1%	*	*	*	4%	5%	1%	1%	0%	2%	4%	1%
£20,000 - £24,999	1%	2%	0%	0%	0%	3%	0%	0%	0%	1%	*	*	*	5%	4%	0%	0%	1%	0%	0%	0%
£25,000 - £29,999	1%	2%	0%	0%	1%	4%	0%	0%	1%	1%	*	*	*	3%	4%	0%	1%	1%	2%	0%	0%
£30,000 or more	1%	1%	0%	0%	3%	3%	2%	0%	1%	1%	*	*	*	5%	10%	0%	1%	1%	2%	1%	1%
I have checked, and there is no more insulation which I could install in my property	15%	20%	13%	13%	12%	19%	7%	10%	20%	15%	*	*	*	3%	4%	13%	20%	14%	9%	22%	14%
Don't Know	33%	24%	34%	40%	45%	20%	16%	31%	39%	33%	*	*	*	9%	0%	28%	38%	34%	29%	24%	37%

Note:

BASE: Homeowners with insulation installed. Note: This question was added after the first 100 responses in which high rates of insulation installation was claimed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) You said that you do not have a heat pump installed. Have you considered installing this?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1205	80	131	164	217	231	382	128	176	112	105	98	122	95	42	144	105	52	26
Weighted	1179	84	143	175	223	202	352	138	167	102	107	92	108	92	39	131	110	55	40
Yes, I am planning to install this within the next year or two	4%	8%	14%	7%	2%	0%	0%	10%	2%	2%	3%	1%	4%	0%	2%	6%	3%	4%	5%
Yes, I have considered installing but not yet made plans to do so	10%	20%	21%	12%	6%	5%	6%	17%	9%	11%	7%	7%	7%	11%	2%	8%	11%	8%	11%
No, I have not yet considered installing this, but I may do in the future	21%	29%	19%	21%	27%	21%	17%	17%	22%	17%	25%	24%	21%	20%	22%	23%	17%	30%	23%
No, I have not considered installing this, and I do not expect to in the future	57%	34%	32%	44%	56%	68%	73%	47%	53%	62%	59%	60%	59%	60%	71%	57%	65%	52%	38%
Don't Know	9%	9%	13%	16%	9%	6%	4%	9%	14%	8%	6%	8%	8%	9%	2%	7%	4%	6%	24%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) You said that you do not have a heat pump installed. Have you considered installing this?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1205	632	572	512	551	96	541	286	113	18	106	364	347	95	0	0	326	154	31
Weighted	1179	589	589	497	538	96	511	288	105	17	103	341	345	89	0	0	319	151	28
Yes, I am planning to install this within the next year or two	4%	5%	3%	2%	5%	4%	1%	7%	5%	5%	0%	2%	6%	5%	1%	2%	4%	11%	14%
Yes, I have considered installing but not yet made plans to do so	10%	12%	7%	7%	13%	8%	7%	15%	10%	6%	7%	7%	13%	12%	3%	9%	10%	20%	29%
No, I have not yet considered installing this, but I may do in the future	21%	23%	19%	17%	26%	17%	19%	27%	23%	16%	15%	19%	27%	22%	19%	20%	27%	20%	13%
No, I have not considered installing this, and I do not expect to in the future	57%	53%	60%	67%	49%	53%	65%	43%	54%	74%	65%	64%	46%	53%	67%	58%	51%	43%	40%
Don't Know	9%	7%	11%	8%	7%	18%	7%	8%	7%	0%	14%	7%	9%	7%	10%	10%	7%	6%	3%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.C) You said that you do not have a heat pump installed. Have you considered installing this?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1205	172	408	135	243	166	81	769	436	0	0	0	0	0	165	531	384	107	18
Weighted	1179	176	396	137	232	161	77	730	449	0	0	0	0	0	158	513	381	110	18
Yes, I am planning to install this within the next year or two	4%	14%	3%	2%	0%	2%	1%	5%	2%	*	*	*	*	*	15%	3%	1%	0%	4%
Yes, I have considered installing but not yet made plans to do so	10%	18%	9%	10%	7%	9%	5%	8%	12%	*	*	*	*	*	14%	11%	7%	4%	11%
No, I have not yet considered installing this, but I may do in the future	21%	19%	21%	27%	18%	22%	26%	18%	26%	*	*	*	*	*	17%	24%	19%	26%	0%
No, I have not considered installing this, and I do not expect to in the future	57%	41%	57%	56%	68%	60%	56%	63%	47%	*	*	*	*	*	50%	52%	64%	61%	74%
Don't Know	9%	8%	11%	5%	8%	6%	11%	6%	13%	*	*	*	*	*	5%	10%	8%	9%	10%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.D) You said that you do not have a heat pump installed. Have you considered installing this?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1205	6	35	68	95	124	113	125	95	105	63	88	61	51	41	30	47
Weighted	1179	5	34	66	91	120	114	122	94	103	63	90	61	52	38	28	42
Yes, I am planning to install this within the next year or two	4%	0%	0%	4%	2%	1%	1%	5%	4%	0%	3%	6%	2%	7%	14%	21%	10%
Yes, I have considered installing but not yet made plans to do so	10%	19%	6%	5%	8%	5%	12%	7%	10%	6%	14%	11%	14%	24%	9%	26%	12%
No, I have not yet considered installing this, but I may do in the future	21%	31%	16%	15%	17%	19%	21%	21%	22%	31%	26%	25%	27%	14%	18%	19%	27%
No, I have not considered installing this, and I do not expect to in the future	57%	30%	63%	70%	66%	68%	56%	58%	55%	56%	44%	51%	49%	45%	54%	22%	46%
Don't Know	9%	20%	16%	5%	7%	7%	10%	9%	8%	7%	13%	7%	9%	9%	5%	11%	5%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.E) You said that you do not have a heat pump installed. Have you considered installing this?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1205	436	346	210	213	112	55	439	549	641	47	249	210	0	43	370	698	584	77	246	245
Weighted	1179	395	341	248	195	110	57	433	527	621	48	246	204	0	43	365	670	565	74	244	239
Yes, I am planning to install this within the next year or two	4%	7%	2%	2%	1%	20%	28%	1%	0%	4%	32%	2%	0%	*	100%	0%	0%	4%	17%	2%	0%
Yes, I have considered installing but not yet made plans to do so	10%	11%	10%	8%	7%	32%	23%	12%	2%	10%	23%	14%	3%	*	0%	31%	0%	12%	9%	11%	4%
No, I have not yet considered installing this, but I may do in the future	21%	24%	21%	22%	15%	19%	20%	37%	10%	23%	21%	31%	9%	*	0%	69%	0%	23%	16%	30%	13%
No, I have not considered installing this, and I do not expect to in the future	57%	52%	58%	56%	66%	23%	18%	42%	82%	57%	23%	50%	82%	*	0%	0%	100%	54%	49%	52%	77%
Don't Know	9%	5%	8%	12%	11%	6%	11%	8%	6%	6%	0%	4%	6%	*	0%	0%	0%	6%	10%	4%	5%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) As far as you are aware, how much would it cost to install a heat pump in your home? If you are not sure, please take a guess.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1205	80	131	164	217	231	382	128	176	112	105	98	122	95	42	144	105	52	26
Weighted	1179	84	143	175	223	202	352	138	167	102	107	92	108	92	39	131	110	55	40
It would be free	1%	0%	3%	2%	1%	0%	0%	2%	1%	0%	0%	0%	0%	1%	0%	3%	2%	2%	0%
Less than £500	1%	4%	4%	2%	0%	0%	0%	3%	1%	0%	1%	1%	0%	3%	0%	1%	2%	0%	0%
£500 - £999	4%	21%	8%	6%	3%	1%	1%	6%	5%	3%	4%	6%	4%	4%	2%	3%	3%	4%	8%
£1,000 - £4,999	8%	19%	17%	12%	7%	6%	3%	11%	8%	7%	6%	5%	8%	6%	13%	12%	6%	6%	16%
£5,000 - £9,999	15%	10%	12%	14%	19%	14%	16%	12%	18%	18%	20%	15%	12%	12%	21%	14%	14%	16%	3%
£10,000 - £14,999	14%	9%	11%	14%	9%	17%	19%	13%	13%	14%	21%	18%	16%	17%	19%	12%	15%	3%	14%
£15,000 - £19,999	9%	5%	7%	5%	7%	8%	15%	10%	6%	10%	7%	5%	15%	13%	13%	11%	6%	8%	7%
£20,000 - £24,999	4%	1%	3%	2%	4%	7%	3%	3%	3%	2%	5%	2%	6%	3%	2%	5%	7%	7%	0%
£25,000 - £29,999	2%	3%	3%	1%	2%	0%	1%	2%	1%	1%	0%	2%	2%	1%	0%	1%	3%	4%	5%
£30,000 or more	2%	0%	2%	1%	2%	4%	3%	1%	4%	2%	3%	1%	2%	0%	2%	3%	4%	2%	0%
Don't Know	39%	30%	31%	40%	45%	41%	39%	37%	41%	43%	34%	44%	36%	39%	28%	36%	39%	48%	47%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) As far as you are aware, how much would it cost to install a heat pump in your home? If you are not sure, please take a guess.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1205	632	572	512	551	96	541	286	113	18	106	364	347	95	0	0	326	154	31
Weighted	1179	589	589	497	538	96	511	288	105	17	103	341	345	89	0	0	319	151	28
It would be free	1%	1%	1%	1%	1%	3%	1%	1%	2%	0%	2%	1%	1%	3%	1%	1%	0%	3%	4%
Less than £500	1%	1%	1%	1%	1%	1%	2%	1%	2%	0%	0%	1%	1%	2%	0%	1%	1%	4%	4%
£500 - £999	4%	5%	4%	3%	5%	2%	2%	8%	4%	0%	1%	3%	7%	1%	2%	7%	4%	5%	6%
£1,000 - £4,999	8%	9%	8%	6%	9%	10%	5%	13%	9%	6%	4%	6%	14%	8%	4%	10%	10%	10%	8%
£5,000 - £9,999	15%	17%	13%	14%	17%	10%	16%	17%	11%	15%	10%	15%	17%	16%	13%	16%	17%	13%	14%
£10,000 - £14,999	14%	16%	12%	16%	14%	11%	18%	10%	13%	29%	11%	16%	10%	12%	16%	13%	14%	15%	17%
£15,000 - £19,999	9%	8%	10%	10%	9%	8%	10%	9%	10%	10%	8%	10%	9%	9%	9%	8%	9%	10%	10%
£20,000 - £24,999	4%	4%	3%	4%	4%	5%	4%	3%	5%	0%	4%	4%	4%	4%	2%	3%	5%	5%	10%
£25,000 - £29,999	2%	2%	1%	1%	2%	3%	1%	3%	0%	0%	2%	1%	2%	0%	1%	1%	1%	3%	0%
£30,000 or more	2%	3%	2%	3%	2%	1%	4%	1%	3%	0%	3%	3%	2%	4%	2%	2%	2%	2%	10%
Don't Know	39%	33%	45%	40%	36%	46%	38%	34%	41%	39%	55%	40%	33%	42%	48%	37%	38%	30%	17%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.C) As far as you are aware, how much would it cost to install a heat pump in your home? If you are not sure, please take a guess.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1205	172	408	135	243	166	81	769	436	0	0	0	0	0	165	531	384	107	18
Weighted	1179	176	396	137	232	161	77	730	449	0	0	0	0	0	158	513	381	110	18
It would be free	1%	3%	1%	2%	1%	1%	0%	1%	2%	*	*	*	*	*	1%	1%	0%	3%	13%
Less than £500	1%	3%	1%	1%	2%	0%	0%	1%	2%	*	*	*	*	*	3%	1%	1%	0%	0%
£500 - £999	4%	10%	3%	6%	2%	6%	1%	3%	6%	*	*	*	*	*	7%	4%	3%	6%	6%
£1,000 - £4,999	8%	13%	8%	13%	7%	4%	7%	6%	13%	*	*	*	*	*	10%	8%	6%	15%	0%
£5,000 - £9,999	15%	14%	15%	11%	14%	20%	16%	15%	15%	*	*	*	*	*	17%	17%	13%	11%	11%
£10,000 - £14,999	14%	8%	14%	16%	18%	16%	15%	16%	11%	*	*	*	*	*	12%	15%	15%	14%	5%
£15,000 - £19,999	9%	10%	8%	10%	9%	8%	11%	10%	7%	*	*	*	*	*	9%	8%	11%	8%	11%
£20,000 - £24,999	4%	5%	3%	5%	1%	6%	6%	4%	4%	*	*	*	*	*	4%	4%	3%	4%	5%
£25,000 - £29,999	2%	2%	2%	1%	1%	2%	1%	2%	1%	*	*	*	*	*	1%	2%	2%	0%	0%
£30,000 or more	2%	2%	2%	2%	4%	2%	1%	3%	1%	*	*	*	*	*	3%	3%	1%	2%	6%
Don't Know	39%	31%	44%	33%	41%	36%	41%	39%	39%	*	*	*	*	*	32%	38%	44%	38%	45%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.D) As far as you are aware, how much would it cost to install a heat pump in your home? If you are not sure, please take a guess.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1205	6	35	68	95	124	113	125	95	105	63	88	61	51	41	30	47
Weighted	1179	5	34	66	91	120	114	122	94	103	63	90	61	52	38	28	42
It would be free	1%	0%	3%	0%	1%	1%	1%	1%	2%	1%	1%	2%	1%	0%	0%	0%	0%
Less than £500	1%	0%	0%	3%	1%	0%	1%	3%	2%	0%	0%	2%	2%	2%	0%	0%	0%
£500 - £999	4%	0%	3%	6%	4%	8%	7%	2%	3%	4%	7%	3%	8%	2%	3%	0%	8%
£1,000 - £4,999	8%	14%	14%	11%	12%	9%	11%	8%	4%	6%	11%	12%	8%	5%	0%	10%	5%
£5,000 - £9,999	15%	17%	14%	18%	13%	10%	15%	14%	17%	17%	13%	14%	16%	22%	17%	21%	20%
£10,000 - £14,999	14%	15%	13%	11%	14%	16%	17%	14%	13%	10%	20%	18%	8%	23%	22%	13%	11%
£15,000 - £19,999	9%	0%	0%	10%	7%	9%	16%	9%	11%	7%	8%	10%	6%	8%	12%	12%	8%
£20,000 - £24,999	4%	0%	4%	3%	3%	4%	2%	5%	4%	4%	3%	3%	4%	2%	4%	0%	10%
£25,000 - £29,999	2%	0%	0%	0%	0%	0%	2%	0%	5%	1%	3%	4%	1%	4%	3%	7%	0%
£30,000 or more	2%	14%	3%	1%	3%	0%	3%	5%	3%	1%	2%	0%	2%	2%	3%	3%	4%
Don't Know	39%	39%	46%	36%	41%	42%	25%	40%	37%	50%	31%	31%	44%	31%	36%	35%	34%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.E) As far as you are aware, how much would it cost to install a heat pump in your home? If you are not sure, please take a guess.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1205	436	346	210	213	112	55	439	549	641	47	249	210	0	43	370	698	584	77	246	245
Weighted	1179	395	341	248	195	110	57	433	527	621	48	246	204	0	43	365	670	565	74	244	239
It would be free	1%	1%	1%	1%	0%	2%	2%	0%	1%	1%	2%	0%	2%	*	4%	0%	1%	1%	4%	0%	1%
Less than £500	1%	2%	0%	1%	1%	4%	8%	1%	0%	1%	2%	2%	1%	*	6%	2%	1%	1%	2%	2%	0%
£500 - £999	4%	4%	5%	6%	1%	9%	10%	6%	1%	4%	7%	8%	3%	*	13%	8%	2%	4%	3%	8%	2%
£1,000 - £4,999	8%	8%	9%	11%	5%	12%	19%	11%	5%	7%	15%	14%	6%	*	17%	16%	5%	8%	13%	13%	5%
£5,000 - £9,999	15%	17%	14%	12%	15%	20%	10%	17%	14%	17%	22%	15%	11%	*	18%	21%	13%	18%	11%	14%	12%
£10,000 - £14,999	14%	17%	15%	12%	11%	17%	6%	16%	14%	16%	19%	14%	11%	*	9%	13%	17%	14%	14%	16%	14%
£15,000 - £19,999	9%	11%	8%	7%	10%	9%	4%	7%	12%	10%	7%	8%	10%	*	10%	7%	11%	10%	8%	6%	11%
£20,000 - £24,999	4%	4%	6%	1%	2%	4%	3%	5%	3%	4%	0%	3%	5%	*	2%	4%	4%	3%	4%	4%	5%
£25,000 - £29,999	2%	1%	2%	2%	1%	4%	2%	1%	2%	2%	2%	2%	1%	*	11%	1%	2%	2%	6%	0%	2%
£30,000 or more	2%	2%	3%	2%	2%	3%	2%	1%	3%	3%	2%	2%	1%	*	5%	1%	3%	3%	2%	1%	3%
Don't Know	39%	32%	37%	45%	50%	18%	34%	34%	45%	36%	22%	32%	49%	*	6%	27%	41%	36%	32%	36%	44%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) You said that you do not have a smart meter installed. Have you considered installing this?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	654	47	64	102	125	116	200	68	96	58	49	56	57	57	23	73	65	27	25
Weighted	646	50	68	108	132	103	185	71	91	53	50	51	51	57	21	67	67	29	39
Yes, I am planning to install this within the next year or two	13%	9%	22%	16%	12%	11%	11%	15%	11%	11%	12%	8%	13%	6%	17%	20%	18%	19%	9%
Yes, I have considered installing but not yet made plans to do so	21%	36%	23%	23%	19%	14%	19%	26%	18%	10%	27%	30%	17%	21%	15%	18%	19%	25%	24%
No, I have not yet considered installing this, but I may do in the future	20%	29%	13%	22%	20%	22%	16%	19%	21%	22%	23%	23%	22%	20%	19%	19%	15%	18%	10%
No, I have not considered installing this, and I do not expect to in the future	38%	14%	21%	25%	45%	42%	49%	34%	38%	49%	38%	33%	40%	38%	46%	33%	40%	30%	34%
Don't Know	9%	11%	20%	14%	4%	10%	4%	5%	12%	8%	0%	6%	9%	15%	3%	9%	8%	7%	24%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) You said that you do not have a smart meter installed. Have you considered installing this?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	654	345	308	278	286	63	292	149	63	9	64	198	183	58	0	0	180	87	16
Weighted	646	326	320	273	280	64	275	149	61	9	64	185	181	56	0	0	178	86	14
Yes, I am planning to install this within the next year or two	13%	15%	11%	10%	17%	13%	13%	15%	10%	22%	14%	15%	14%	13%	13%	11%	13%	17%	19%
Yes, I have considered installing but not yet made plans to do so	21%	24%	18%	19%	24%	18%	20%	26%	20%	0%	20%	16%	30%	23%	21%	17%	18%	32%	44%
No, I have not yet considered installing this, but I may do in the future	20%	20%	19%	19%	19%	20%	20%	20%	35%	8%	8%	20%	20%	24%	17%	26%	17%	18%	17%
No, I have not considered installing this, and I do not expect to in the future	38%	34%	41%	47%	31%	34%	42%	29%	24%	70%	47%	42%	30%	29%	38%	35%	45%	27%	20%
Don't Know	9%	7%	11%	5%	10%	15%	6%	10%	10%	0%	11%	7%	6%	12%	11%	11%	8%	5%	0%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.C) You said that you do not have a smart meter installed. Have you considered installing this?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	654	111	218	64	123	90	48	421	233	0	0	0	0	0	98	265	204	75	12
Weighted	646	113	215	65	118	88	47	405	241	0	0	0	0	0	92	260	205	78	11
Yes, I am planning to install this within the next year or two	13%	24%	12%	7%	9%	12%	14%	15%	10%	*	*	*	*	*	22%	14%	11%	9%	0%
Yes, I have considered installing but not yet made plans to do so	21%	27%	23%	16%	15%	18%	22%	20%	23%	*	*	*	*	*	23%	24%	16%	21%	7%
No, I have not yet considered installing this, but I may do in the future	20%	22%	17%	25%	21%	21%	14%	17%	25%	*	*	*	*	*	13%	20%	21%	23%	7%
No, I have not considered installing this, and I do not expect to in the future	38%	20%	37%	42%	48%	44%	39%	42%	31%	*	*	*	*	*	37%	35%	41%	40%	34%
Don't Know	9%	7%	12%	11%	7%	5%	11%	8%	11%	*	*	*	*	*	4%	8%	11%	7%	52%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.D) You said that you do not have a smart meter installed. Have you considered installing this?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	654	4	22	42	57	67	66	66	42	59	37	48	27	30	16	14	24
Weighted	646	3	21	42	54	65	66	66	42	60	38	48	28	31	15	13	21
Yes, I am planning to install this within the next year or two	13%	0%	13%	10%	16%	8%	16%	10%	19%	10%	8%	19%	15%	16%	28%	23%	16%
Yes, I have considered installing but not yet made plans to do so	21%	21%	4%	22%	19%	26%	21%	12%	16%	21%	24%	30%	27%	29%	20%	14%	21%
No, I have not yet considered installing this, but I may do in the future	20%	0%	15%	23%	17%	22%	23%	26%	13%	16%	19%	19%	17%	24%	21%	0%	39%
No, I have not considered installing this, and I do not expect to in the future	38%	22%	52%	37%	37%	37%	28%	46%	29%	47%	40%	22%	37%	24%	25%	63%	24%
Don't Know	9%	57%	16%	8%	10%	7%	11%	7%	22%	6%	10%	10%	4%	7%	5%	0%	0%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.E) You said that you do not have a smart meter installed. Have you considered installing this?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	654	234	195	110	115	67	27	216	303	306	27	134	141	33	18	168	374	0	89	263	248
Weighted	646	212	195	132	107	65	27	217	294	300	26	134	138	32	19	166	363	0	85	261	243
Yes, I am planning to install this within the next year or two	13%	17%	10%	8%	16%	25%	49%	12%	9%	15%	47%	8%	8%	34%	67%	11%	10%	*	100%	0%	0%
Yes, I have considered installing but not yet made plans to do so	21%	23%	22%	18%	18%	31%	23%	28%	15%	21%	25%	31%	15%	39%	19%	32%	16%	*	0%	51%	0%
No, I have not yet considered installing this, but I may do in the future	20%	16%	22%	25%	15%	21%	6%	27%	17%	18%	17%	34%	16%	13%	10%	29%	18%	*	0%	49%	0%
No, I have not considered installing this, and I do not expect to in the future	38%	39%	34%	42%	37%	24%	7%	27%	53%	41%	11%	19%	55%	11%	4%	25%	51%	*	0%	0%	100%
Don't Know	9%	5%	12%	7%	14%	0%	15%	5%	7%	5%	0%	7%	6%	3%	0%	3%	4%	*	0%	0%	0%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) As far as you are aware, how much would it cost to install a smart meter in your home? If you are not sure, please take a guess.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	654	47	64	102	125	116	200	68	96	58	49	56	57	57	23	73	65	27	25
Weighted	646	50	68	108	132	103	185	71	91	53	50	51	51	57	21	67	67	29	39
It would be free	62%	19%	35%	50%	69%	72%	81%	57%	69%	65%	76%	65%	75%	59%	73%	57%	69%	68%	7%
Less than £500	9%	28%	19%	5%	8%	5%	4%	9%	6%	5%	11%	8%	9%	14%	4%	12%	1%	11%	17%
£500 - £999	5%	19%	11%	4%	4%	2%	0%	9%	3%	2%	6%	4%	6%	2%	4%	6%	1%	0%	12%
£1,000 - £4,999	3%	9%	8%	5%	1%	0%	1%	6%	2%	0%	0%	5%	2%	0%	6%	5%	3%	0%	4%
£5,000 - £9,999	1%	12%	0%	3%	0%	0%	0%	3%	1%	3%	0%	2%	0%	2%	5%	0%	0%	0%	4%
£10,000 - £14,999	1%	2%	2%	3%	0%	0%	0%	1%	2%	0%	0%	2%	0%	2%	0%	0%	0%	0%	0%
£15,000 - £19,999	1%	0%	4%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	1%	2%	0%	0%
£20,000 - £24,999	0%	0%	0%	2%	0%	1%	0%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%
£25,000 - £29,999	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
£30,000 or more	1%	0%	5%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	3%	0%	0%
Don't Know	17%	12%	17%	25%	17%	20%	13%	11%	16%	24%	7%	15%	7%	19%	8%	13%	21%	21%	56%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) As far as you are aware, how much would it cost to install a smart meter in your home? If you are not sure, please take a guess.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	654	345	308	278	286	63	292	149	63	9	64	198	183	58	0	0	180	87	16
Weighted	646	326	320	273	280	64	275	149	61	9	64	185	181	56	0	0	178	86	14
It would be free	62%	60%	65%	70%	60%	57%	72%	52%	61%	78%	60%	71%	58%	58%	67%	59%	67%	44%	50%
Less than £500	9%	12%	6%	9%	9%	3%	7%	12%	7%	0%	3%	6%	14%	10%	6%	9%	7%	20%	12%
£500 - £999	5%	5%	4%	4%	4%	5%	3%	10%	3%	0%	3%	2%	9%	3%	0%	6%	5%	9%	0%
£1,000 - £4,999	3%	3%	3%	1%	4%	2%	2%	3%	8%	0%	2%	3%	2%	6%	0%	3%	4%	5%	5%
£5,000 - £9,999	1%	2%	1%	0%	1%	5%	1%	2%	2%	10%	0%	0%	2%	0%	1%	3%	1%	1%	0%
£10,000 - £14,999	1%	1%	1%	1%	1%	0%	0%	2%	2%	0%	0%	1%	2%	2%	0%	1%	0%	4%	6%
£15,000 - £19,999	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	4%	0%
£20,000 - £24,999	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	2%	0%
£25,000 - £29,999	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%
£30,000 or more	1%	1%	0%	0%	1%	2%	1%	1%	0%	0%	2%	1%	1%	0%	1%	0%	0%	0%	18%
Don't Know	17%	14%	21%	15%	18%	24%	14%	16%	15%	12%	29%	14%	11%	18%	24%	20%	15%	11%	9%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.C) As far as you are aware, how much would it cost to install a smart meter in your home? If you are not sure, please take a guess.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	654	111	218	64	123	90	48	421	233	0	0	0	0	0	98	265	204	75	12
Weighted	646	113	215	65	118	88	47	405	241	0	0	0	0	0	92	260	205	78	11
It would be free	62%	40%	64%	65%	72%	72%	63%	66%	56%	*	*	*	*	*	44%	63%	68%	66%	66%
Less than £500	9%	13%	9%	7%	5%	11%	6%	9%	9%	*	*	*	*	*	17%	7%	8%	6%	0%
£500 - £999	5%	9%	5%	4%	3%	2%	2%	3%	8%	*	*	*	*	*	5%	5%	3%	9%	0%
£1,000 - £4,999	3%	7%	1%	5%	2%	2%	0%	3%	3%	*	*	*	*	*	4%	4%	1%	1%	0%
£5,000 - £9,999	1%	3%	2%	3%	0%	0%	2%	1%	2%	*	*	*	*	*	2%	3%	0%	0%	0%
£10,000 - £14,999	1%	4%	1%	0%	0%	0%	0%	1%	1%	*	*	*	*	*	4%	0%	0%	2%	0%
£15,000 - £19,999	1%	3%	0%	0%	0%	0%	0%	1%	0%	*	*	*	*	*	3%	0%	0%	0%	0%
£20,000 - £24,999	0%	2%	0%	0%	0%	0%	2%	0%	0%	*	*	*	*	*	1%	0%	0%	0%	0%
£25,000 - £29,999	0%	1%	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	1%	0%	0%	0%	0%
£30,000 or more	1%	3%	0%	0%	0%	0%	0%	1%	1%	*	*	*	*	*	3%	1%	0%	0%	0%
Don't Know	17%	15%	19%	15%	18%	13%	25%	16%	20%	*	*	*	*	*	15%	17%	20%	15%	34%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.D) As far as you are aware, how much would it cost to install a smart meter in your home? If you are not sure, please take a guess.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	654	4	22	42	57	67	66	66	42	59	37	48	27	30	16	14	24
Weighted	646	3	21	42	54	65	66	66	42	60	38	48	28	31	15	13	21
It would be free	62%	43%	56%	76%	65%	74%	57%	71%	54%	65%	59%	58%	65%	41%	49%	55%	26%
Less than £500	9%	0%	9%	13%	10%	7%	10%	8%	8%	3%	9%	5%	11%	14%	12%	14%	21%
£500 - £999	5%	0%	4%	0%	2%	2%	12%	0%	3%	8%	10%	8%	0%	6%	8%	6%	5%
£1,000 - £4,999	3%	0%	0%	2%	2%	1%	1%	4%	3%	2%	3%	4%	5%	12%	0%	6%	0%
£5,000 - £9,999	1%	0%	0%	0%	0%	2%	2%	0%	2%	2%	0%	4%	0%	0%	7%	11%	6%
£10,000 - £14,999	1%	0%	0%	3%	0%	1%	0%	0%	0%	0%	0%	3%	0%	3%	0%	0%	5%
£15,000 - £19,999	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	2%	0%	0%	6%	0%	4%
£20,000 - £24,999	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	4%
£25,000 - £29,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%
£30,000 or more	1%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	12%
Don't Know	17%	57%	26%	5%	21%	10%	18%	15%	30%	20%	19%	17%	15%	23%	11%	7%	13%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.E) As far as you are aware, how much would it cost to install a smart meter in your home? If you are not sure, please take a guess.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	654	234	195	110	115	67	27	216	303	306	27	134	141	33	18	168	374	0	89	263	248
Weighted	646	212	195	132	107	65	27	217	294	300	26	134	138	32	19	166	363	0	85	261	243
It would be free	62%	64%	65%	51%	68%	38%	41%	61%	76%	68%	44%	60%	68%	16%	29%	61%	74%	*	61%	64%	70%
Less than £500	9%	11%	7%	9%	6%	17%	21%	12%	3%	8%	17%	12%	6%	11%	37%	13%	6%	*	12%	13%	4%
£500 - £999	5%	4%	3%	10%	3%	13%	3%	6%	2%	4%	0%	9%	3%	11%	7%	8%	3%	*	3%	8%	3%
£1,000 - £4,999	3%	4%	3%	4%	0%	2%	10%	5%	1%	4%	4%	2%	2%	15%	6%	3%	1%	*	4%	3%	2%
£5,000 - £9,999	1%	2%	2%	1%	1%	7%	0%	2%	0%	1%	10%	2%	0%	24%	5%	1%	0%	*	3%	2%	1%
£10,000 - £14,999	1%	1%	0%	1%	1%	3%	0%	1%	0%	1%	0%	1%	1%	4%	0%	2%	0%	*	0%	2%	0%
£15,000 - £19,999	1%	1%	1%	0%	0%	4%	0%	0%	0%	0%	6%	1%	0%	5%	0%	1%	0%	*	3%	0%	0%
£20,000 - £24,999	0%	1%	0%	0%	1%	2%	3%	0%	0%	0%	4%	0%	0%	3%	6%	0%	0%	*	2%	0%	0%
£25,000 - £29,999	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	*	1%	0%	0%
£30,000 or more	1%	1%	0%	0%	2%	3%	0%	1%	0%	1%	3%	1%	0%	5%	5%	0%	0%	*	2%	1%	0%
Don't Know	17%	11%	19%	24%	19%	11%	23%	12%	17%	11%	13%	13%	21%	3%	6%	11%	16%	*	9%	8%	21%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) Let's focus on solar panels. Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	389	23	46	56	51	88	125	39	58	33	33	44	45	30	10	44	28	14	11
Weighted	382	25	51	60	52	77	116	41	57	30	33	41	41	29	9	39	29	16	17
Very likely	9%	15%	29%	12%	2%	5%	1%	12%	8%	10%	11%	14%	7%	4%	18%	6%	0%	8%	11%
Somewhat likely	31%	52%	48%	45%	30%	21%	18%	37%	32%	24%	50%	31%	21%	35%	19%	16%	28%	36%	42%
Somewhat unlikely	22%	25%	12%	20%	33%	32%	17%	17%	25%	18%	8%	19%	22%	16%	9%	26%	43%	30%	38%
Very unlikely	30%	4%	7%	14%	27%	32%	54%	27%	28%	39%	24%	29%	33%	31%	54%	43%	26%	26%	0%
Don't know	8%	4%	4%	9%	7%	11%	9%	7%	7%	9%	6%	7%	16%	14%	0%	9%	3%	0%	8%
Total Likely:	39%	67%	77%	58%	32%	26%	19%	48%	40%	34%	61%	45%	28%	39%	37%	22%	28%	44%	53%
Total Unlikely:	52%	29%	18%	33%	61%	63%	71%	44%	53%	57%	32%	48%	55%	47%	63%	69%	69%	56%	38%
Net:	-13%	39%	59%	24%	-29%	-38%	-52%	4%	-13%	-23%	29%	-4%	-27%	-8%	-26%	-47%	-41%	-12%	15%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) Let's focus on solar panels. Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	389	200	189	169	170	30	179	75	43	8	29	112	91	36	0	0	119	46	10
Weighted	382	188	194	163	168	30	168	79	40	8	28	106	93	33	0	0	117	48	9
Very likely	9%	10%	8%	9%	7%	13%	7%	9%	7%	0%	7%	9%	8%	11%	3%	8%	11%	14%	18%
Somewhat likely	31%	31%	30%	21%	40%	24%	24%	44%	35%	0%	26%	18%	49%	26%	21%	28%	36%	45%	11%
Somewhat unlikely	22%	22%	22%	22%	22%	28%	22%	19%	19%	25%	23%	25%	15%	23%	30%	23%	18%	22%	32%
Very unlikely	30%	31%	29%	40%	24%	25%	38%	19%	36%	53%	35%	37%	22%	37%	38%	31%	26%	15%	38%
Don't know	8%	5%	11%	8%	8%	10%	9%	9%	3%	22%	10%	11%	7%	3%	8%	11%	9%	4%	0%
Total Likely:	39%	41%	38%	30%	47%	37%	31%	53%	42%	0%	32%	27%	56%	36%	24%	36%	47%	60%	30%
Total Unlikely:	52%	54%	51%	61%	45%	54%	60%	38%	55%	78%	58%	62%	37%	61%	68%	54%	44%	37%	70%
Net:	-13%	-13%	-14%	-31%	1%	-17%	-29%	15%	-13%	-78%	-25%	-34%	20%	-24%	-44%	-18%	3%	23%	-40%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.C) Let's focus on solar panels. Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	389	51	146	44	74	51	23	244	145	0	0	0	0	0	57	166	132	28	6
Weighted	382	52	143	46	70	49	22	232	150	0	0	0	0	0	54	162	130	30	6
Very likely	9%	22%	6%	11%	1%	9%	10%	7%	12%	*	*	*	*	*	20%	8%	6%	4%	0%
Somewhat likely	31%	28%	34%	40%	26%	20%	36%	25%	40%	*	*	*	*	*	25%	32%	29%	40%	32%
Somewhat unlikely	22%	19%	24%	9%	29%	25%	21%	21%	25%	*	*	*	*	*	17%	21%	25%	23%	54%
Very unlikely	30%	25%	30%	24%	38%	32%	28%	39%	16%	*	*	*	*	*	31%	33%	27%	31%	14%
Don't know	8%	6%	6%	16%	7%	14%	5%	9%	8%	*	*	*	*	*	7%	6%	13%	3%	0%
Total Likely:	39%	50%	40%	51%	27%	29%	46%	32%	51%	*	*	*	*	*	45%	40%	35%	44%	32%
Total Unlikely:	52%	44%	54%	33%	66%	57%	49%	60%	41%	*	*	*	*	*	47%	54%	52%	54%	68%
Net:	-13%	6%	-14%	18%	-39%	-28%	-4%	-28%	10%	*	*	*	*	*	-2%	-14%	-16%	-10%	-37%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.D) Let's focus on solar panels. Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	389	2	8	18	31	41	33	36	38	40	18	28	18	24	13	11	13
Weighted	382	2	7	18	30	39	34	36	38	39	16	28	18	26	12	12	12
Very likely	9%	0%	0%	0%	7%	10%	6%	6%	14%	5%	0%	15%	11%	7%	7%	36%	26%
Somewhat likely	31%	0%	41%	21%	24%	33%	31%	27%	33%	25%	36%	21%	58%	54%	24%	23%	17%
Somewhat unlikely	22%	100%	0%	27%	22%	24%	18%	20%	26%	17%	26%	37%	21%	15%	32%	9%	24%
Very unlikely	30%	0%	46%	46%	47%	24%	39%	26%	18%	42%	22%	28%	5%	13%	37%	32%	33%
Don't know	8%	0%	13%	6%	0%	8%	6%	22%	8%	10%	16%	0%	6%	11%	0%	0%	0%
Total Likely:	39%	0%	41%	21%	31%	43%	37%	32%	47%	30%	36%	35%	68%	61%	31%	59%	43%
Total Unlikely:	52%	100%	46%	73%	69%	49%	57%	46%	45%	59%	48%	65%	26%	28%	69%	41%	57%
Net:	-13%	-100%	-5%	-51%	-38%	-5%	-21%	-14%	2%	-29%	-12%	-29%	42%	32%	-38%	18%	-14%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.E) Let's focus on solar panels. Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	389	137	122	76	54	0	29	148	197	202	13	82	70	12	8	101	240	188	24	82	76
Weighted	382	125	120	88	49	0	30	148	188	197	14	81	68	13	9	99	229	183	23	79	75
Very likely	9%	12%	6%	10%	2%	*	62%	8%	1%	10%	37%	5%	5%	39%	89%	10%	4%	11%	27%	6%	1%
Somewhat likely	31%	30%	34%	29%	27%	*	32%	62%	8%	31%	41%	45%	17%	35%	11%	55%	19%	32%	29%	47%	14%
Somewhat unlikely	22%	16%	22%	28%	29%	*	6%	16%	26%	23%	7%	24%	15%	26%	0%	19%	24%	21%	19%	21%	24%
Very unlikely	30%	34%	27%	26%	35%	*	0%	6%	55%	30%	15%	16%	55%	0%	0%	9%	45%	28%	15%	19%	57%
Don't know	8%	8%	10%	7%	7%	*	0%	6%	10%	7%	0%	10%	8%	0%	0%	7%	9%	8%	9%	7%	4%
Total Likely:	39%	42%	41%	39%	29%	*	94%	71%	8%	41%	78%	50%	21%	74%	100%	65%	23%	43%	56%	53%	15%
Total Unlikely:	52%	50%	49%	54%	64%	*	6%	23%	81%	53%	22%	41%	70%	26%	0%	28%	68%	48%	35%	40%	81%
Net:	-13%	-8%	-9%	-15%	-36%	*	88%	48%	-73%	-12%	56%	9%	-49%	47%	100%	36%	-46%	-5%	22%	14%	-66%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) Let's focus on solar panels. Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	365	23	31	57	82	72	100	36	54	41	32	23	41	28	14	45	31	13	7
Weighted	354	24	33	61	83	61	92	39	50	37	34	21	35	27	13	42	33	13	11
Very likely	8%	12%	20%	17%	3%	6%	4%	15%	10%	3%	3%	4%	14%	8%	17%	10%	10%	0%	0%
Somewhat likely	30%	56%	42%	41%	33%	28%	10%	29%	23%	35%	23%	30%	32%	23%	38%	28%	40%	39%	43%
Somewhat unlikely	18%	28%	16%	17%	13%	21%	19%	18%	20%	14%	15%	13%	8%	26%	12%	23%	25%	22%	0%
Very unlikely	30%	4%	8%	16%	32%	33%	51%	25%	31%	35%	55%	43%	26%	31%	21%	19%	18%	23%	43%
Don't know	14%	0%	14%	9%	20%	11%	16%	13%	16%	13%	4%	10%	20%	13%	12%	20%	7%	17%	14%
Total Likely:	38%	68%	62%	59%	36%	34%	14%	44%	33%	38%	26%	34%	46%	31%	55%	37%	49%	39%	43%
Total Unlikely:	48%	32%	24%	33%	45%	54%	70%	43%	51%	50%	70%	56%	34%	57%	33%	42%	43%	45%	43%
Net:	-10%	36%	38%	26%	-9%	-20%	-55%	1%	-18%	-12%	-45%	-22%	12%	-26%	22%	-5%	6%	-6%	0%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) Let's focus on solar panels. Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	365	187	177	154	173	25	157	97	34	4	32	107	117	27	0	0	93	52	6
Weighted	354	171	182	150	165	26	148	94	32	4	31	99	113	26	0	0	89	49	4
Very likely	8%	11%	6%	9%	10%	0%	7%	12%	5%	0%	0%	8%	13%	3%	5%	8%	11%	14%	21%
Somewhat likely	30%	33%	28%	24%	34%	33%	30%	33%	14%	0%	27%	23%	32%	28%	25%	33%	33%	33%	17%
Somewhat unlikely	18%	18%	17%	15%	19%	16%	17%	20%	13%	79%	13%	20%	20%	9%	21%	18%	17%	15%	0%
Very unlikely	30%	28%	33%	37%	25%	33%	37%	19%	43%	0%	33%	40%	19%	49%	38%	27%	24%	25%	46%
Don't know	14%	10%	17%	14%	13%	17%	9%	16%	25%	21%	27%	8%	16%	11%	11%	14%	15%	13%	16%
Total Likely:	38%	44%	34%	34%	43%	33%	37%	45%	19%	0%	27%	32%	45%	31%	30%	41%	44%	47%	38%
Total Unlikely:	48%	46%	50%	52%	43%	49%	55%	39%	56%	79%	46%	61%	39%	58%	59%	46%	41%	40%	46%
Net:	-10%	-2%	-16%	-19%	0%	-16%	-18%	7%	-37%	-79%	-19%	-29%	6%	-27%	-29%	-5%	4%	7%	-9%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.C) Let's focus on solar panels. Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	365	54	124	36	83	45	23	219	146	0	0	0	0	0	42	157	120	39	7
Weighted	354	54	118	36	82	44	21	206	148	0	0	0	0	0	39	150	120	38	7
Very likely	8%	20%	3%	9%	10%	6%	9%	8%	9%	*	*	*	*	*	25%	6%	7%	2%	33%
Somewhat likely	30%	35%	36%	29%	22%	21%	36%	22%	42%	*	*	*	*	*	22%	34%	27%	35%	0%
Somewhat unlikely	18%	20%	20%	24%	17%	13%	0%	20%	15%	*	*	*	*	*	14%	17%	23%	13%	0%
Very unlikely	30%	20%	28%	29%	36%	41%	31%	38%	20%	*	*	*	*	*	36%	32%	29%	22%	26%
Don't know	14%	5%	13%	9%	15%	19%	24%	12%	15%	*	*	*	*	*	3%	11%	14%	28%	40%
Total Likely:	38%	55%	39%	38%	32%	27%	45%	30%	51%	*	*	*	*	*	47%	40%	34%	37%	33%
Total Unlikely:	48%	40%	48%	53%	53%	53%	31%	58%	34%	*	*	*	*	*	49%	49%	52%	35%	26%
Net:	-10%	15%	-9%	-15%	-20%	-26%	14%	-28%	17%	*	*	*	*	*	-2%	-9%	-18%	3%	7%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.D) Let’s focus on solar panels. Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	365	2	15	26	32	37	33	39	26	25	15	31	18	16	9	8	13
Weighted	354	1	14	25	31	36	33	40	26	25	15	32	17	15	8	7	11
Very likely	8%	49%	6%	8%	3%	8%	5%	8%	15%	19%	0%	6%	0%	13%	25%	27%	0%
Somewhat likely	30%	0%	10%	16%	25%	30%	43%	47%	17%	22%	42%	36%	41%	47%	31%	12%	38%
Somewhat unlikely	18%	0%	25%	15%	15%	19%	12%	24%	22%	17%	22%	16%	16%	24%	0%	35%	7%
Very unlikely	30%	51%	42%	49%	35%	32%	17%	12%	31%	30%	31%	32%	37%	16%	21%	13%	41%
Don't know	14%	0%	18%	12%	22%	10%	23%	8%	14%	12%	5%	11%	5%	0%	23%	13%	14%
Total Likely:	38%	49%	16%	24%	27%	39%	48%	55%	33%	41%	42%	42%	41%	60%	56%	39%	38%
Total Unlikely:	48%	51%	66%	64%	50%	51%	29%	36%	53%	47%	53%	47%	54%	40%	21%	48%	48%
Net:	-10%	-3%	-51%	-40%	-23%	-12%	19%	19%	-20%	-6%	-11%	-5%	-12%	20%	34%	-9%	-10%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.E) Let's focus on solar panels. Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	365	134	113	57	61	0	17	155	176	197	16	67	70	10	8	92	222	165	22	76	77
Weighted	354	118	113	66	56	0	17	151	169	189	15	67	68	10	7	90	213	159	20	75	74
Very likely	8%	14%	5%	5%	8%	*	52%	13%	1%	8%	31%	9%	4%	37%	46%	14%	5%	11%	13%	9%	4%
Somewhat likely	30%	27%	39%	34%	14%	*	48%	54%	7%	29%	36%	46%	14%	41%	54%	52%	21%	30%	36%	42%	18%
Somewhat unlikely	18%	17%	14%	17%	26%	*	0%	12%	22%	18%	5%	23%	15%	22%	0%	19%	18%	17%	28%	11%	23%
Very unlikely	30%	28%	30%	30%	37%	*	0%	9%	55%	31%	29%	10%	54%	0%	0%	7%	43%	29%	19%	29%	42%
Don't know	14%	13%	12%	13%	16%	*	0%	12%	15%	13%	0%	13%	13%	0%	0%	8%	13%	13%	5%	9%	13%
Total Likely:	38%	41%	43%	40%	21%	*	100%	67%	8%	38%	67%	55%	18%	78%	100%	66%	26%	41%	49%	51%	22%
Total Unlikely:	48%	45%	44%	47%	62%	*	0%	21%	77%	49%	33%	33%	69%	22%	0%	26%	61%	46%	46%	40%	65%
Net:	-10%	-4%	-1%	-8%	-41%	*	100%	46%	-69%	-12%	33%	22%	-50%	55%	100%	39%	-36%	-5%	3%	12%	-43%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) Let's focus on solar panels. If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	374	25	40	51	73	65	120	52	51	29	30	28	26	32	18	43	37	21	7
Weighted	367	26	44	53	76	58	110	54	48	27	31	27	23	31	17	38	38	22	11
Very likely	12%	13%	25%	17%	6%	13%	6%	16%	11%	11%	6%	8%	7%	6%	12%	15%	11%	15%	28%
Somewhat likely	31%	52%	35%	34%	36%	30%	21%	35%	43%	18%	36%	24%	27%	24%	40%	31%	23%	27%	48%
Somewhat unlikely	18%	17%	21%	22%	17%	19%	17%	16%	21%	18%	31%	19%	19%	10%	19%	16%	16%	21%	13%
Very unlikely	27%	3%	10%	16%	29%	23%	46%	24%	13%	39%	20%	22%	42%	39%	24%	28%	40%	28%	0%
Don't know	12%	16%	9%	11%	12%	15%	9%	8%	11%	14%	7%	27%	5%	21%	5%	11%	9%	9%	11%
Total Likely:	43%	64%	60%	51%	43%	43%	28%	52%	55%	30%	42%	32%	34%	30%	52%	45%	34%	42%	76%
Total Unlikely:	45%	20%	30%	38%	45%	41%	63%	40%	34%	56%	51%	41%	61%	49%	43%	43%	56%	48%	13%
Net:	-2%	44%	30%	13%	-3%	2%	-35%	11%	21%	-27%	-9%	-8%	-26%	-19%	10%	2%	-22%	-6%	63%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) Let's focus on solar panels. If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	374	208	165	164	160	33	178	90	25	5	38	129	111	23	0	0	92	43	13
Weighted	367	193	173	160	156	33	169	89	24	5	37	121	110	22	0	0	91	43	12
Very likely	12%	13%	10%	10%	11%	15%	10%	7%	24%	0%	11%	11%	8%	16%	9%	13%	10%	16%	37%
Somewhat likely	31%	28%	34%	25%	37%	33%	25%	44%	27%	22%	20%	26%	38%	29%	23%	36%	36%	38%	24%
Somewhat unlikely	18%	19%	17%	19%	20%	12%	20%	22%	5%	36%	19%	17%	23%	17%	21%	18%	19%	18%	9%
Very unlikely	27%	27%	28%	37%	21%	20%	37%	19%	14%	20%	22%	39%	20%	14%	27%	25%	27%	25%	15%
Don't know	12%	13%	11%	9%	12%	21%	8%	9%	29%	22%	28%	7%	12%	23%	21%	8%	9%	3%	14%
Total Likely:	43%	42%	44%	36%	47%	47%	35%	51%	52%	22%	31%	37%	45%	46%	32%	48%	45%	54%	62%
Total Unlikely:	45%	46%	45%	55%	41%	31%	57%	40%	20%	56%	41%	56%	43%	31%	47%	43%	46%	43%	24%
Net:	-2%	-4%	-1%	-20%	6%	16%	-22%	10%	32%	-34%	-10%	-19%	3%	15%	-16%	5%	-1%	11%	38%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.C) Let's focus on solar panels. If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	374	53	120	50	70	56	25	242	132	0	0	0	0	0	50	161	124	35	4
Weighted	367	55	117	51	65	54	25	232	135	0	0	0	0	0	48	156	122	37	4
Very likely	12%	24%	5%	11%	11%	14%	16%	10%	15%	*	*	*	*	*	23%	11%	9%	11%	0%
Somewhat likely	31%	34%	31%	42%	25%	27%	29%	29%	34%	*	*	*	*	*	27%	33%	30%	33%	26%
Somewhat unlikely	18%	14%	19%	18%	25%	17%	11%	17%	20%	*	*	*	*	*	9%	21%	20%	15%	0%
Very unlikely	27%	14%	34%	24%	24%	31%	28%	33%	17%	*	*	*	*	*	32%	28%	27%	19%	26%
Don't know	12%	15%	10%	5%	15%	11%	16%	11%	13%	*	*	*	*	*	8%	8%	14%	21%	48%
Total Likely:	43%	58%	36%	53%	36%	41%	45%	40%	49%	*	*	*	*	*	51%	44%	39%	45%	26%
Total Unlikely:	45%	27%	54%	42%	49%	48%	39%	50%	38%	*	*	*	*	*	41%	49%	47%	34%	26%
Net:	-2%	31%	-17%	11%	-12%	-7%	6%	-10%	11%	*	*	*	*	*	10%	-5%	-7%	11%	0%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.D) Let's focus on solar panels. If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	374	2	10	20	28	44	40	33	27	36	24	33	19	10	10	7	14
Weighted	367	2	11	20	27	43	41	31	26	36	25	33	19	10	9	6	12
Very likely	12%	0%	10%	22%	12%	14%	2%	3%	11%	11%	18%	17%	11%	30%	10%	40%	0%
Somewhat likely	31%	0%	35%	25%	28%	22%	36%	27%	24%	48%	30%	36%	31%	18%	31%	41%	46%
Somewhat unlikely	18%	45%	18%	15%	14%	21%	25%	15%	18%	13%	18%	24%	22%	19%	32%	19%	6%
Very unlikely	27%	0%	10%	29%	31%	33%	30%	33%	36%	23%	22%	23%	20%	24%	27%	0%	22%
Don't know	12%	55%	27%	10%	15%	10%	7%	22%	11%	5%	12%	0%	16%	9%	0%	0%	26%
Total Likely:	43%	0%	45%	46%	40%	36%	39%	30%	35%	59%	48%	53%	42%	48%	41%	81%	46%
Total Unlikely:	45%	45%	28%	44%	45%	54%	55%	48%	54%	36%	40%	47%	42%	43%	59%	19%	28%
Net:	-2%	-45%	17%	3%	-6%	-17%	-16%	-18%	-19%	23%	8%	7%	0%	5%	-18%	62%	18%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.E) Let's focus on solar panels. If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	374	129	98	66	81	0	23	155	177	205	9	78	64	14	4	121	208	189	26	71	78
Weighted	367	118	96	79	75	0	23	155	170	201	9	77	62	13	5	120	201	182	25	73	77
Very likely	12%	15%	9%	12%	11%	*	56%	18%	2%	12%	56%	12%	7%	35%	54%	18%	6%	13%	23%	11%	7%
Somewhat likely	31%	34%	41%	27%	19%	*	40%	50%	15%	33%	14%	42%	18%	44%	46%	50%	20%	32%	23%	41%	24%
Somewhat unlikely	18%	15%	18%	26%	16%	*	4%	19%	20%	17%	11%	22%	20%	15%	0%	17%	20%	22%	27%	13%	14%
Very unlikely	27%	28%	26%	24%	30%	*	0%	5%	53%	27%	10%	14%	47%	0%	0%	10%	42%	21%	22%	28%	46%
Don't know	12%	8%	6%	12%	24%	*	0%	9%	10%	10%	8%	9%	9%	6%	0%	5%	13%	13%	5%	8%	8%
Total Likely:	43%	49%	50%	38%	30%	*	96%	68%	16%	46%	71%	54%	24%	79%	100%	68%	26%	44%	46%	51%	31%
Total Unlikely:	45%	43%	44%	50%	46%	*	4%	23%	73%	44%	21%	37%	67%	15%	0%	27%	61%	43%	49%	41%	61%
Net:	-2%	6%	6%	-12%	-16%	*	92%	44%	-57%	2%	50%	18%	-43%	64%	100%	41%	-35%	2%	-3%	10%	-29%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) Let's focus on heat pumps. Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	386	30	48	59	60	69	120	46	52	39	33	24	34	29	14	49	36	22	8
Weighted	377	32	51	61	62	61	110	49	48	36	33	23	30	28	13	44	37	23	12
Very likely	9%	14%	29%	14%	6%	3%	1%	19%	2%	6%	6%	9%	7%	7%	8%	10%	14%	9%	12%
Somewhat likely	20%	61%	31%	21%	18%	12%	9%	27%	25%	20%	21%	17%	11%	24%	13%	15%	17%	28%	12%
Somewhat unlikely	19%	16%	16%	23%	20%	20%	18%	13%	13%	20%	35%	17%	16%	17%	13%	23%	19%	17%	28%
Very unlikely	39%	3%	22%	24%	30%	57%	61%	26%	50%	39%	35%	43%	53%	31%	66%	37%	46%	26%	24%
Don't know	13%	7%	2%	18%	27%	8%	11%	16%	10%	15%	3%	14%	13%	22%	0%	15%	3%	20%	24%
Total Likely:	29%	75%	60%	35%	24%	15%	10%	45%	28%	26%	27%	26%	18%	31%	21%	25%	31%	37%	24%
Total Unlikely:	58%	18%	38%	47%	49%	77%	79%	38%	62%	59%	70%	60%	69%	48%	79%	60%	66%	43%	53%
Net:	-29%	57%	21%	-12%	-25%	-62%	-69%	7%	-35%	-33%	-43%	-34%	-51%	-17%	-57%	-34%	-35%	-6%	-29%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) Let's focus on heat pumps. Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	386	206	180	170	165	36	171	90	34	7	40	108	111	41	0	0	104	50	14
Weighted	377	194	183	166	159	36	161	93	31	7	39	101	112	39	0	0	101	49	12
Very likely	9%	13%	5%	9%	12%	0%	5%	18%	8%	17%	0%	5%	17%	7%	1%	7%	10%	26%	23%
Somewhat likely	20%	20%	21%	12%	24%	32%	13%	28%	18%	0%	20%	12%	31%	15%	15%	25%	21%	25%	14%
Somewhat unlikely	19%	20%	18%	20%	20%	13%	18%	20%	25%	23%	21%	21%	18%	22%	18%	20%	19%	23%	14%
Very unlikely	39%	37%	42%	48%	32%	37%	50%	23%	45%	43%	33%	48%	22%	53%	53%	36%	37%	17%	41%
Don't know	13%	10%	15%	12%	12%	18%	14%	11%	3%	17%	26%	14%	12%	3%	13%	13%	13%	10%	8%
Total Likely:	29%	33%	25%	20%	36%	32%	18%	46%	27%	17%	20%	17%	48%	22%	16%	32%	31%	51%	37%
Total Unlikely:	58%	56%	60%	68%	52%	50%	69%	43%	70%	67%	54%	69%	40%	75%	71%	55%	55%	40%	55%
Net:	-29%	-23%	-34%	-48%	-16%	-19%	-51%	3%	-44%	-50%	-33%	-52%	8%	-54%	-55%	-24%	-24%	11%	-18%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.C) Let's focus on heat pumps. Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	386	57	132	40	77	54	26	249	137	0	0	0	0	0	60	165	120	37	4
Weighted	377	57	127	42	74	53	24	235	141	0	0	0	0	0	56	160	117	40	4
Very likely	9%	35%	6%	8%	3%	5%	0%	9%	9%	*	*	*	*	*	21%	9%	5%	5%	0%
Somewhat likely	20%	26%	18%	32%	17%	17%	14%	16%	28%	*	*	*	*	*	14%	22%	18%	24%	28%
Somewhat unlikely	19%	15%	19%	16%	17%	28%	19%	16%	24%	*	*	*	*	*	16%	20%	18%	24%	0%
Very unlikely	39%	11%	45%	33%	51%	37%	55%	49%	24%	*	*	*	*	*	42%	36%	46%	27%	48%
Don't know	13%	13%	13%	12%	12%	13%	12%	11%	15%	*	*	*	*	*	7%	12%	13%	20%	25%
Total Likely:	29%	61%	24%	39%	20%	22%	14%	25%	37%	*	*	*	*	*	35%	32%	24%	29%	28%
Total Unlikely:	58%	26%	64%	49%	68%	65%	74%	64%	47%	*	*	*	*	*	58%	56%	64%	51%	48%
Net:	-29%	35%	-40%	-10%	-48%	-43%	-59%	-40%	-10%	*	*	*	*	*	-22%	-24%	-40%	-22%	-20%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.D) Let's focus on heat pumps. Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	386	2	10	16	43	38	37	38	32	34	22	28	15	12	15	9	18
Weighted	377	2	10	16	40	37	39	37	32	33	21	28	16	11	14	8	16
Very likely	9%	0%	9%	0%	15%	3%	0%	6%	14%	5%	0%	17%	19%	0%	32%	37%	13%
Somewhat likely	20%	0%	0%	17%	10%	23%	30%	22%	14%	23%	34%	29%	22%	16%	6%	20%	33%
Somewhat unlikely	19%	0%	14%	0%	19%	16%	24%	14%	28%	16%	19%	26%	31%	32%	7%	32%	10%
Very unlikely	39%	42%	57%	83%	42%	42%	32%	51%	34%	37%	33%	28%	14%	44%	42%	0%	23%
Don't know	13%	58%	19%	0%	14%	16%	15%	6%	9%	20%	14%	0%	14%	8%	13%	11%	23%
Total Likely:	29%	0%	9%	17%	25%	26%	30%	28%	28%	28%	34%	45%	42%	16%	38%	57%	45%
Total Unlikely:	58%	42%	72%	83%	61%	58%	55%	66%	63%	52%	52%	55%	45%	76%	49%	32%	32%
Net:	-29%	-42%	-63%	-67%	-36%	-32%	-26%	-38%	-35%	-24%	-18%	-10%	-3%	-61%	-11%	25%	13%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.E) Let’s focus on heat pumps. Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	386	146	131	53	56	45	20	140	164	192	23	85	71	0	18	114	224	184	28	72	86
Weighted	377	134	128	62	52	44	20	138	157	186	23	83	69	0	18	112	214	179	26	72	82
Very likely	9%	13%	7%	11%	4%	30%	26%	11%	1%	7%	45%	11%	3%	*	69%	16%	1%	14%	19%	5%	1%
Somewhat likely	20%	22%	22%	21%	12%	28%	43%	27%	9%	16%	21%	40%	8%	*	21%	42%	9%	23%	20%	26%	8%
Somewhat unlikely	19%	22%	17%	19%	15%	24%	12%	25%	14%	23%	13%	14%	15%	*	5%	23%	19%	22%	14%	23%	13%
Very unlikely	39%	34%	41%	37%	51%	18%	10%	23%	64%	40%	18%	26%	64%	*	0%	5%	63%	31%	33%	33%	63%
Don't know	13%	10%	13%	12%	18%	0%	8%	14%	12%	14%	4%	10%	10%	*	5%	15%	7%	10%	14%	12%	15%
Total Likely:	29%	34%	28%	33%	16%	58%	69%	38%	10%	23%	66%	51%	11%	*	90%	58%	11%	37%	39%	32%	9%
Total Unlikely:	58%	55%	58%	56%	66%	42%	23%	48%	78%	63%	30%	40%	79%	*	5%	27%	82%	53%	47%	56%	76%
Net:	-29%	-21%	-30%	-23%	-50%	16%	46%	-10%	-68%	-40%	35%	11%	-69%	*	85%	31%	-71%	-17%	-8%	-24%	-67%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) Let's focus on heat pumps. Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	400	26	44	49	88	83	110	43	64	35	33	28	50	33	12	47	33	13	9
Weighted	394	27	49	55	89	74	101	45	61	31	35	27	44	32	12	43	35	14	14
Very likely	6%	10%	11%	11%	2%	7%	2%	7%	1%	6%	3%	6%	10%	0%	10%	8%	6%	0%	24%
Somewhat likely	24%	48%	48%	21%	23%	23%	9%	30%	33%	20%	21%	29%	13%	22%	17%	23%	21%	23%	31%
Somewhat unlikely	21%	18%	15%	26%	24%	24%	19%	20%	22%	24%	21%	25%	21%	9%	11%	30%	32%	7%	10%
Very unlikely	36%	16%	13%	24%	35%	37%	57%	29%	29%	33%	42%	32%	41%	60%	54%	29%	31%	54%	11%
Don't know	13%	8%	12%	17%	15%	10%	13%	14%	15%	16%	13%	8%	14%	9%	9%	11%	10%	15%	24%
Total Likely:	30%	58%	60%	32%	26%	29%	11%	36%	34%	26%	24%	35%	23%	22%	27%	31%	27%	23%	55%
Total Unlikely:	57%	34%	28%	51%	59%	61%	76%	49%	51%	57%	63%	57%	62%	70%	64%	58%	63%	62%	21%
Net:	-27%	24%	32%	-18%	-33%	-32%	-65%	-13%	-17%	-31%	-39%	-22%	-39%	-48%	-38%	-28%	-35%	-39%	34%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Let's focus on heat pumps. Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Gender		EU 2016 Vote			2019				Voting Intention			Education						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	400	201	199	167	192	32	181	93	39	5	37	134	117	25	0	0	117	41	11
Weighted	394	186	207	164	186	34	172	92	37	5	37	127	115	23	0	0	114	39	10
Very likely	6%	8%	4%	5%	6%	13%	2%	9%	9%	0%	12%	3%	7%	4%	6%	6%	7%	3%	9%
Somewhat likely	24%	25%	23%	16%	32%	16%	21%	32%	26%	0%	14%	18%	33%	39%	15%	25%	24%	35%	50%
Somewhat unlikely	21%	20%	23%	20%	23%	21%	21%	22%	18%	43%	21%	20%	21%	20%	23%	19%	24%	23%	8%
Very unlikely	36%	37%	35%	46%	28%	34%	45%	25%	29%	39%	39%	49%	27%	29%	42%	37%	31%	32%	26%
Don't know	13%	10%	16%	14%	12%	15%	11%	11%	17%	18%	14%	10%	13%	8%	14%	13%	15%	7%	7%
Total Likely:	30%	33%	27%	21%	37%	29%	23%	41%	36%	0%	26%	21%	40%	44%	21%	31%	31%	37%	59%
Total Unlikely:	57%	56%	58%	65%	50%	56%	66%	48%	47%	82%	60%	69%	48%	48%	65%	56%	55%	55%	34%
Net:	-27%	-23%	-31%	-45%	-13%	-26%	-43%	-6%	-11%	-82%	-34%	-49%	-8%	-4%	-44%	-24%	-24%	-18%	25%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.C) Let's focus on heat pumps. Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	400	55	129	41	94	53	28	248	152	0	0	0	0	0	43	180	140	31	6
Weighted	394	55	127	42	91	51	28	236	157	0	0	0	0	0	41	175	140	32	5
Very likely	6%	16%	4%	0%	4%	8%	6%	5%	6%	*	*	*	*	*	18%	6%	2%	0%	22%
Somewhat likely	24%	34%	26%	23%	23%	15%	18%	21%	29%	*	*	*	*	*	23%	29%	18%	21%	28%
Somewhat unlikely	21%	13%	23%	25%	22%	17%	31%	18%	26%	*	*	*	*	*	11%	22%	22%	31%	17%
Very unlikely	36%	32%	31%	46%	41%	38%	26%	43%	24%	*	*	*	*	*	40%	32%	39%	34%	18%
Don't know	13%	5%	16%	6%	10%	22%	18%	13%	14%	*	*	*	*	*	8%	10%	18%	14%	15%
Total Likely:	30%	50%	29%	23%	27%	23%	25%	26%	36%	*	*	*	*	*	41%	36%	20%	21%	50%
Total Unlikely:	57%	45%	54%	71%	63%	55%	58%	61%	50%	*	*	*	*	*	51%	54%	61%	65%	36%
Net:	-27%	5%	-25%	-48%	-36%	-32%	-33%	-35%	-15%	*	*	*	*	*	-9%	-19%	-41%	-43%	14%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.D) Let's focus on heat pumps. Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	400	2	10	23	29	40	33	48	33	37	22	30	22	15	14	11	10
Weighted	394	2	10	23	29	38	33	48	33	37	22	29	22	15	12	10	9
Very likely	6%	0%	0%	12%	6%	8%	0%	2%	5%	8%	8%	7%	0%	7%	12%	18%	0%
Somewhat likely	24%	47%	16%	13%	18%	20%	40%	25%	19%	22%	43%	23%	24%	36%	29%	9%	20%
Somewhat unlikely	21%	53%	26%	20%	7%	21%	17%	23%	32%	32%	14%	23%	26%	31%	7%	24%	17%
Very unlikely	36%	0%	20%	43%	59%	34%	31%	35%	32%	32%	21%	38%	32%	20%	37%	49%	45%
Don't know	13%	0%	39%	13%	10%	17%	11%	15%	12%	5%	14%	9%	18%	6%	15%	0%	18%
Total Likely:	30%	47%	16%	24%	24%	28%	40%	26%	24%	30%	52%	30%	24%	43%	41%	27%	20%
Total Unlikely:	57%	53%	45%	63%	66%	56%	49%	58%	64%	65%	34%	61%	58%	51%	43%	73%	62%
Net:	-27%	-6%	-29%	-39%	-42%	-28%	-9%	-32%	-40%	-35%	17%	-31%	-34%	-8%	-2%	-47%	-41%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.E) Let's focus on heat pumps. Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	400	145	101	81	73	31	20	145	183	214	9	92	64	0	9	136	219	178	27	91	83
Weighted	394	129	102	95	67	30	21	144	177	209	9	93	61	0	9	135	211	173	27	91	80
Very likely	6%	8%	1%	10%	4%	16%	34%	7%	1%	7%	45%	3%	3%	*	78%	10%	1%	7%	12%	5%	1%
Somewhat likely	24%	24%	28%	20%	25%	33%	25%	39%	11%	23%	14%	37%	10%	*	22%	48%	10%	26%	23%	33%	11%
Somewhat unlikely	21%	25%	23%	20%	13%	19%	24%	25%	18%	21%	20%	22%	20%	*	0%	25%	20%	20%	25%	23%	22%
Very unlikely	36%	34%	35%	35%	42%	25%	9%	18%	56%	38%	20%	20%	58%	*	0%	8%	59%	35%	35%	28%	51%
Don't know	13%	10%	13%	15%	16%	7%	8%	12%	14%	11%	0%	17%	9%	*	0%	9%	10%	12%	4%	11%	15%
Total Likely:	30%	31%	29%	29%	29%	49%	59%	46%	12%	30%	59%	40%	13%	*	100%	58%	10%	34%	35%	38%	11%
Total Unlikely:	57%	59%	58%	56%	54%	44%	33%	43%	74%	60%	41%	42%	78%	*	0%	33%	79%	55%	60%	51%	73%
Net:	-27%	-28%	-28%	-26%	-25%	4%	26%	3%	-62%	-30%	18%	-2%	-65%	*	100%	25%	-69%	-21%	-25%	-13%	-62%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) Let's focus on heat pumps. If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	419	24	39	56	69	79	152	39	60	38	39	46	38	33	16	48	36	17	9
Weighted	409	25	43	59	72	68	141	43	58	35	39	42	33	32	13	44	38	18	14
Very likely	8%	16%	30%	11%	5%	3%	3%	7%	4%	10%	2%	9%	7%	12%	13%	14%	11%	0%	13%
Somewhat likely	25%	35%	36%	32%	30%	15%	18%	27%	36%	19%	24%	14%	18%	29%	14%	20%	25%	41%	30%
Somewhat unlikely	19%	34%	21%	23%	14%	17%	16%	9%	17%	25%	19%	35%	16%	14%	13%	15%	20%	11%	24%
Very unlikely	37%	11%	8%	23%	36%	47%	51%	40%	30%	39%	49%	40%	42%	31%	43%	40%	38%	28%	0%
Don't know	11%	3%	6%	11%	14%	17%	11%	17%	13%	6%	5%	2%	17%	13%	18%	11%	5%	20%	33%
Total Likely:	33%	52%	65%	43%	35%	18%	22%	34%	40%	29%	27%	23%	25%	41%	26%	34%	37%	41%	43%
Total Unlikely:	55%	45%	29%	47%	50%	65%	67%	49%	47%	64%	68%	75%	58%	46%	55%	55%	58%	39%	24%
Net:	-22%	6%	36%	-4%	-15%	-47%	-45%	-15%	-7%	-35%	-41%	-52%	-33%	-5%	-29%	-21%	-22%	2%	20%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) Let's focus on heat pumps. If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	419	225	193	175	194	28	189	103	40	6	29	122	119	29	0	0	105	63	6
Weighted	409	209	199	167	192	27	178	103	37	6	27	113	118	27	0	0	104	63	6
Very likely	8%	9%	8%	5%	11%	10%	5%	14%	4%	15%	4%	7%	12%	4%	5%	8%	7%	18%	19%
Somewhat likely	25%	26%	24%	15%	33%	18%	18%	38%	28%	0%	14%	14%	35%	31%	15%	21%	40%	28%	53%
Somewhat unlikely	19%	20%	16%	14%	21%	26%	18%	19%	20%	0%	12%	17%	21%	17%	14%	21%	23%	16%	0%
Very unlikely	37%	34%	40%	55%	25%	24%	48%	23%	36%	67%	50%	51%	24%	35%	47%	37%	23%	34%	27%
Don't know	11%	11%	12%	11%	10%	23%	11%	6%	11%	17%	21%	10%	8%	13%	19%	14%	6%	4%	0%
Total Likely:	33%	35%	32%	20%	45%	27%	23%	52%	32%	15%	18%	22%	47%	35%	20%	28%	47%	46%	73%
Total Unlikely:	55%	55%	56%	69%	46%	50%	65%	42%	57%	67%	62%	69%	45%	52%	61%	57%	47%	50%	27%
Net:	-22%	-20%	-25%	-49%	-1%	-23%	-42%	9%	-25%	-52%	-44%	-47%	2%	-17%	-42%	-29%	1%	-4%	46%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) Let's focus on heat pumps. If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	419	60	147	54	72	59	27	272	147	0	0	0	0	0	62	186	124	39	8
Weighted	409	64	142	54	67	57	25	259	150	0	0	0	0	0	61	178	124	38	8
Very likely	8%	18%	7%	8%	5%	5%	8%	8%	9%	*	*	*	*	*	23%	6%	6%	7%	0%
Somewhat likely	25%	30%	25%	30%	16%	25%	19%	21%	31%	*	*	*	*	*	23%	30%	16%	35%	13%
Somewhat unlikely	19%	17%	15%	22%	26%	17%	17%	16%	22%	*	*	*	*	*	14%	20%	21%	10%	23%
Very unlikely	37%	28%	38%	30%	41%	39%	53%	44%	26%	*	*	*	*	*	34%	34%	43%	34%	49%
Don't know	11%	7%	14%	10%	12%	14%	3%	11%	12%	*	*	*	*	*	7%	10%	15%	14%	15%
Total Likely:	33%	48%	32%	38%	21%	30%	27%	29%	41%	*	*	*	*	*	46%	36%	21%	42%	13%
Total Unlikely:	55%	45%	53%	52%	67%	56%	70%	60%	48%	*	*	*	*	*	47%	54%	64%	44%	72%
Net:	-22%	4%	-21%	-14%	-46%	-26%	-43%	-31%	-7%	*	*	*	*	*	-2%	-18%	-43%	-2%	-59%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.D) Let's focus on heat pumps. If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	419	2	15	29	23	46	43	39	30	34	19	30	24	24	12	10	19
Weighted	409	1	13	27	22	44	41	37	30	33	19	32	22	26	12	10	17
Very likely	8%	49%	0%	9%	0%	12%	4%	9%	14%	6%	5%	3%	11%	20%	9%	18%	12%
Somewhat likely	25%	0%	8%	17%	13%	20%	31%	17%	14%	33%	26%	25%	39%	33%	41%	54%	32%
Somewhat unlikely	19%	0%	13%	13%	8%	19%	18%	19%	32%	13%	27%	23%	17%	19%	26%	0%	17%
Very unlikely	37%	51%	39%	57%	65%	45%	30%	39%	25%	37%	22%	35%	26%	25%	25%	16%	34%
Don't know	11%	0%	40%	3%	14%	4%	16%	15%	15%	11%	19%	14%	8%	4%	0%	12%	4%
Total Likely:	33%	49%	8%	26%	13%	32%	36%	26%	28%	39%	31%	28%	50%	53%	50%	72%	44%
Total Unlikely:	55%	51%	52%	71%	73%	65%	49%	58%	57%	50%	50%	58%	42%	44%	50%	16%	52%
Net:	-22%	-3%	-44%	-45%	-60%	-33%	-13%	-32%	-29%	-11%	-18%	-31%	7%	9%	-1%	55%	-8%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.E) Let's focus on heat pumps. If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	419	145	114	76	84	36	15	154	202	235	15	72	75	0	16	120	255	222	22	83	76
Weighted	409	131	112	90	76	36	15	152	193	227	16	70	73	0	16	118	244	213	21	81	77
Very likely	8%	12%	7%	9%	3%	30%	13%	12%	2%	9%	46%	7%	4%	*	69%	16%	1%	10%	27%	7%	1%
Somewhat likely	25%	32%	17%	26%	20%	40%	55%	38%	10%	28%	29%	33%	9%	*	26%	59%	8%	27%	31%	31%	14%
Somewhat unlikely	19%	16%	27%	15%	14%	9%	7%	22%	19%	17%	13%	25%	17%	*	5%	14%	22%	20%	12%	21%	14%
Very unlikely	37%	32%	38%	34%	47%	8%	10%	19%	59%	38%	12%	26%	55%	*	0%	4%	59%	30%	26%	35%	65%
Don't know	11%	8%	10%	16%	15%	12%	15%	9%	10%	9%	0%	10%	15%	*	0%	7%	11%	12%	4%	6%	6%
Total Likely:	33%	44%	24%	35%	24%	70%	68%	50%	12%	36%	75%	40%	13%	*	95%	75%	9%	37%	58%	38%	15%
Total Unlikely:	55%	48%	65%	49%	61%	18%	17%	40%	78%	55%	25%	50%	72%	*	5%	18%	80%	51%	38%	56%	79%
Net:	-22%	-4%	-41%	-14%	-38%	52%	51%	10%	-66%	-19%	50%	-11%	-60%	*	90%	57%	-72%	-14%	20%	-18%	-63%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) Let's focus on smart meters. Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	201	23	13	23	40	39	63	18	26	23	14	23	16	16	7	21	17	12	8
Weighted	197	25	14	24	42	36	58	18	24	21	14	21	14	16	6	20	19	13	12
Very likely	18%	22%	19%	30%	27%	6%	13%	22%	16%	17%	14%	46%	20%	12%	15%	9%	23%	10%	0%
Somewhat likely	23%	34%	27%	32%	25%	28%	11%	15%	20%	25%	17%	16%	19%	21%	27%	24%	42%	41%	15%
Somewhat unlikely	18%	26%	13%	17%	15%	13%	23%	27%	18%	4%	23%	8%	26%	20%	0%	38%	11%	7%	35%
Very unlikely	30%	14%	24%	13%	28%	33%	45%	29%	39%	39%	32%	19%	22%	42%	46%	29%	24%	17%	28%
Don't know	10%	5%	17%	9%	5%	20%	7%	7%	7%	15%	15%	11%	13%	5%	13%	0%	0%	25%	22%
Total Likely:	41%	55%	46%	61%	52%	33%	24%	37%	36%	42%	31%	62%	39%	33%	42%	33%	65%	51%	15%
Total Unlikely:	49%	40%	37%	29%	43%	46%	69%	56%	57%	44%	55%	27%	48%	62%	46%	67%	35%	24%	63%
Net:	-7%	15%	9%	32%	8%	-13%	-45%	-19%	-21%	-2%	-24%	35%	-8%	-29%	-4%	-35%	30%	27%	-49%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) Let's focus on smart meters. Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	201	103	98	72	97	18	91	47	13	3	24	59	61	11	0	0	65	21	5
Weighted	197	98	99	69	94	19	84	46	12	3	24	54	61	10	0	0	63	20	4
Very likely	18%	21%	15%	11%	24%	21%	17%	24%	30%	0%	21%	18%	18%	24%	19%	14%	18%	27%	40%
Somewhat likely	23%	21%	26%	18%	27%	6%	22%	26%	23%	0%	8%	19%	31%	21%	21%	28%	27%	6%	16%
Somewhat unlikely	18%	20%	17%	19%	16%	18%	18%	12%	23%	36%	30%	22%	16%	28%	12%	19%	22%	31%	0%
Very unlikely	30%	31%	29%	42%	27%	30%	33%	29%	24%	64%	27%	33%	26%	27%	26%	33%	26%	31%	43%
Don't know	10%	7%	13%	10%	6%	25%	10%	9%	0%	0%	14%	7%	8%	0%	22%	6%	6%	6%	0%
Total Likely:	41%	42%	41%	29%	51%	27%	39%	50%	53%	0%	29%	37%	49%	45%	40%	42%	46%	33%	57%
Total Unlikely:	49%	51%	46%	61%	43%	48%	51%	41%	47%	100%	57%	56%	42%	55%	38%	52%	48%	62%	43%
Net:	-7%	-9%	-5%	-32%	8%	-21%	-13%	8%	6%	-100%	-28%	-18%	7%	-10%	2%	-10%	-2%	-29%	13%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.C) Let's focus on smart meters. Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	201	38	59	20	30	37	17	132	69	0	0	0	0	0	29	80	65	23	4
Weighted	197	40	59	20	27	35	16	127	70	0	0	0	0	0	27	77	65	24	4
Very likely	18%	40%	9%	4%	9%	22%	23%	15%	23%	*	*	*	*	*	37%	11%	16%	29%	0%
Somewhat likely	23%	18%	25%	24%	29%	14%	41%	21%	27%	*	*	*	*	*	14%	30%	22%	12%	48%
Somewhat unlikely	18%	19%	21%	9%	22%	25%	0%	19%	18%	*	*	*	*	*	14%	22%	17%	17%	0%
Very unlikely	30%	17%	35%	33%	37%	33%	24%	34%	23%	*	*	*	*	*	32%	30%	31%	24%	52%
Don't know	10%	6%	11%	30%	4%	5%	12%	10%	9%	*	*	*	*	*	3%	6%	15%	18%	0%
Total Likely:	41%	58%	33%	28%	38%	36%	64%	37%	50%	*	*	*	*	*	51%	42%	37%	41%	48%
Total Unlikely:	49%	36%	56%	42%	58%	59%	24%	53%	41%	*	*	*	*	*	46%	52%	48%	42%	52%
Net:	-7%	22%	-22%	-14%	-21%	-23%	41%	-16%	9%	*	*	*	*	*	4%	-11%	-11%	-1%	-3%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.D) Let's focus on smart meters. Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	201	0	5	16	15	25	18	22	11	23	14	9	5	8	9	3	8
Weighted	197	0	5	16	15	25	18	22	11	23	13	10	4	8	9	2	6
Very likely	18%	*	0%	15%	20%	15%	16%	13%	18%	33%	13%	0%	38%	25%	40%	34%	23%
Somewhat likely	23%	*	34%	18%	14%	37%	27%	18%	16%	0%	35%	35%	45%	39%	33%	0%	27%
Somewhat unlikely	18%	*	0%	15%	13%	15%	20%	18%	26%	20%	31%	34%	0%	0%	14%	66%	0%
Very unlikely	30%	*	16%	45%	46%	24%	23%	46%	7%	42%	7%	31%	18%	14%	13%	0%	50%
Don't know	10%	*	50%	8%	6%	8%	14%	5%	34%	4%	13%	0%	0%	22%	0%	0%	0%
Total Likely:	41%	*	34%	33%	35%	53%	43%	30%	34%	33%	49%	35%	82%	64%	73%	34%	50%
Total Unlikely:	49%	*	16%	60%	59%	39%	43%	65%	32%	62%	38%	65%	18%	14%	27%	66%	50%
Net:	-7%	*	18%	-27%	-25%	13%	0%	-35%	2%	-29%	11%	-30%	64%	50%	46%	-31%	-1%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.E) Let's focus on smart meters. Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	201	72	61	33	35	26	7	65	85	92	7	44	48	7	5	65	105	0	22	86	79
Weighted	197	64	60	41	33	26	7	64	82	91	6	43	47	7	5	63	102	0	22	85	76
Very likely	18%	25%	12%	18%	16%	45%	27%	18%	12%	15%	73%	28%	12%	38%	57%	30%	8%	*	69%	24%	0%
Somewhat likely	23%	17%	28%	28%	22%	8%	43%	31%	21%	18%	14%	46%	14%	0%	17%	23%	24%	*	18%	38%	7%
Somewhat unlikely	18%	24%	16%	13%	19%	23%	0%	18%	16%	20%	0%	20%	16%	48%	0%	17%	17%	*	0%	17%	25%
Very unlikely	30%	25%	38%	29%	27%	20%	11%	22%	42%	38%	13%	4%	42%	0%	0%	23%	40%	*	7%	11%	61%
Don't know	10%	9%	6%	12%	17%	4%	19%	11%	9%	10%	0%	2%	16%	13%	25%	7%	10%	*	6%	9%	7%
Total Likely:	41%	42%	40%	46%	38%	53%	70%	49%	34%	33%	87%	74%	26%	38%	75%	53%	33%	*	87%	63%	7%
Total Unlikely:	49%	49%	54%	42%	46%	44%	11%	40%	57%	58%	13%	24%	58%	48%	0%	41%	57%	*	7%	28%	86%
Net:	-7%	-7%	-14%	4%	-8%	9%	59%	9%	-24%	-25%	73%	50%	-32%	-10%	75%	12%	-24%	*	81%	34%	-79%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) Let's focus on smart meters. Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	232	13	31	42	38	34	74	30	33	18	19	19	13	20	8	25	27	11	9
Weighted	232	14	34	44	40	30	69	32	32	17	20	17	11	20	7	23	28	12	14
Very likely	22%	30%	32%	25%	22%	19%	15%	26%	12%	11%	16%	39%	14%	13%	35%	25%	31%	8%	38%
Somewhat likely	20%	47%	29%	22%	8%	17%	17%	18%	16%	23%	29%	10%	24%	15%	17%	35%	15%	9%	30%
Somewhat unlikely	13%	9%	16%	19%	16%	8%	9%	9%	27%	5%	7%	20%	16%	15%	0%	8%	11%	0%	21%
Very unlikely	34%	7%	6%	28%	41%	47%	47%	36%	28%	55%	29%	31%	30%	34%	49%	29%	43%	46%	0%
Don't know	11%	7%	17%	7%	15%	9%	11%	11%	17%	5%	18%	0%	16%	23%	0%	3%	0%	37%	11%
Total Likely:	42%	77%	61%	47%	29%	36%	33%	44%	28%	35%	46%	49%	38%	28%	51%	60%	46%	17%	68%
Total Unlikely:	47%	16%	22%	46%	56%	55%	56%	45%	56%	60%	36%	51%	46%	49%	49%	37%	54%	46%	21%
Net:	-5%	60%	39%	0%	-27%	-19%	-23%	-2%	-28%	-25%	10%	-2%	-8%	-21%	3%	23%	-8%	-29%	47%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) Let's focus on smart meters. Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	232	117	114	96	107	22	96	48	30	2	24	68	52	29	0	0	55	40	8
Weighted	232	110	121	94	108	22	92	48	30	2	23	65	51	29	0	0	55	40	7
Very likely	22%	25%	20%	14%	30%	16%	18%	34%	12%	0%	20%	21%	32%	24%	24%	20%	12%	39%	24%
Somewhat likely	20%	20%	20%	20%	18%	16%	15%	17%	26%	0%	13%	11%	19%	27%	25%	20%	16%	24%	27%
Somewhat unlikely	13%	13%	12%	13%	13%	13%	15%	11%	18%	0%	13%	16%	9%	16%	6%	19%	22%	2%	27%
Very unlikely	34%	34%	34%	45%	25%	43%	41%	21%	27%	100%	51%	42%	28%	23%	35%	28%	36%	28%	13%
Don't know	11%	8%	14%	7%	14%	12%	11%	17%	17%	0%	4%	11%	12%	11%	11%	13%	14%	7%	10%
Total Likely:	42%	45%	39%	34%	47%	32%	33%	51%	38%	0%	32%	32%	51%	51%	49%	41%	28%	63%	50%
Total Unlikely:	47%	47%	46%	58%	38%	56%	56%	32%	45%	100%	64%	57%	37%	39%	40%	47%	58%	30%	40%
Net:	-5%	-1%	-7%	-24%	9%	-24%	-23%	18%	-8%	-100%	-31%	-25%	14%	12%	8%	-6%	-30%	33%	11%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.C) Let's focus on smart meters. Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	232	37	82	26	39	30	18	153	79	0	0	0	0	0	35	102	63	28	4
Weighted	232	38	82	27	38	31	18	149	83	0	0	0	0	0	34	101	65	29	4
Very likely	22%	33%	20%	27%	7%	32%	11%	24%	19%	*	*	*	*	*	24%	29%	9%	28%	0%
Somewhat likely	20%	23%	25%	11%	13%	14%	29%	19%	22%	*	*	*	*	*	25%	20%	22%	11%	0%
Somewhat unlikely	13%	9%	14%	20%	17%	3%	13%	8%	21%	*	*	*	*	*	8%	15%	12%	8%	52%
Very unlikely	34%	24%	26%	33%	55%	36%	41%	40%	24%	*	*	*	*	*	36%	28%	41%	32%	48%
Don't know	11%	10%	14%	9%	7%	15%	6%	10%	14%	*	*	*	*	*	6%	8%	16%	21%	0%
Total Likely:	42%	57%	45%	38%	20%	47%	40%	42%	41%	*	*	*	*	*	50%	49%	31%	39%	0%
Total Unlikely:	47%	33%	41%	53%	72%	38%	54%	48%	45%	*	*	*	*	*	44%	43%	53%	40%	100%
Net:	-5%	24%	5%	-15%	-52%	8%	-15%	-5%	-3%	*	*	*	*	*	6%	5%	-21%	-1%	-100%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.D) Let's focus on smart meters. Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	232	3	13	13	23	23	26	24	18	13	9	16	8	14	4	5	9
Weighted	232	3	13	13	22	22	26	24	19	14	10	16	8	14	4	4	9
Very likely	22%	27%	15%	10%	36%	19%	18%	8%	29%	25%	26%	30%	45%	28%	28%	17%	20%
Somewhat likely	20%	0%	7%	16%	17%	9%	25%	25%	24%	8%	24%	29%	43%	20%	0%	0%	51%
Somewhat unlikely	13%	35%	11%	14%	9%	29%	4%	22%	10%	7%	0%	22%	0%	25%	0%	21%	0%
Very unlikely	34%	0%	42%	51%	35%	39%	36%	32%	27%	34%	18%	19%	11%	27%	50%	62%	21%
Don't know	11%	38%	25%	9%	4%	4%	18%	14%	10%	27%	31%	0%	0%	0%	22%	0%	8%
Total Likely:	42%	27%	22%	26%	53%	28%	43%	33%	53%	33%	50%	59%	89%	48%	28%	17%	71%
Total Unlikely:	47%	35%	53%	65%	43%	68%	40%	53%	37%	40%	18%	41%	11%	52%	50%	83%	21%
Net:	-5%	-9%	-31%	-39%	10%	-39%	3%	-20%	16%	-7%	32%	18%	78%	-4%	-23%	-66%	51%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.E) Let's focus on smart meters. Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	232	85	74	29	44	23	10	78	105	103	9	47	50	11	10	50	137	0	33	83	91
Weighted	232	79	76	34	42	22	10	79	103	100	9	49	51	11	10	49	134	0	31	83	89
Very likely	22%	21%	19%	26%	25%	26%	70%	29%	13%	28%	66%	12%	15%	50%	83%	25%	15%	*	82%	24%	2%
Somewhat likely	20%	19%	20%	19%	23%	41%	17%	23%	16%	18%	12%	39%	7%	38%	10%	26%	16%	*	12%	37%	5%
Somewhat unlikely	13%	14%	14%	7%	12%	13%	0%	17%	9%	10%	0%	17%	18%	12%	0%	17%	13%	*	3%	20%	8%
Very unlikely	34%	39%	31%	30%	33%	15%	0%	26%	52%	39%	22%	17%	50%	0%	8%	23%	48%	*	3%	9%	78%
Don't know	11%	7%	16%	17%	7%	5%	14%	5%	11%	5%	0%	15%	11%	0%	0%	9%	9%	*	0%	9%	8%
Total Likely:	42%	40%	39%	45%	48%	67%	86%	52%	28%	46%	78%	51%	22%	88%	92%	51%	30%	*	94%	61%	6%
Total Unlikely:	47%	53%	45%	37%	45%	28%	0%	43%	61%	49%	22%	34%	68%	12%	8%	40%	61%	*	6%	29%	86%
Net:	-5%	-13%	-6%	8%	3%	39%	86%	9%	-33%	-3%	57%	17%	-46%	76%	85%	11%	-30%	*	88%	32%	-80%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) Let's focus on smart meters. If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	221	11	20	37	47	43	63	20	37	17	16	14	28	21	8	27	21	4	8
Weighted	217	11	21	40	50	37	58	21	36	16	16	13	25	21	8	25	21	4	13
Very likely	21%	26%	39%	25%	16%	22%	14%	31%	26%	7%	21%	7%	12%	21%	31%	30%	15%	53%	14%
Somewhat likely	27%	51%	40%	29%	24%	20%	22%	19%	30%	6%	43%	29%	26%	34%	40%	17%	30%	0%	35%
Somewhat unlikely	17%	15%	6%	21%	25%	16%	13%	5%	11%	23%	13%	23%	23%	15%	16%	11%	34%	0%	26%
Very unlikely	26%	0%	5%	11%	23%	32%	46%	29%	27%	52%	23%	24%	32%	16%	13%	33%	13%	47%	0%
Don't know	10%	7%	10%	15%	11%	9%	5%	16%	5%	11%	0%	17%	6%	14%	0%	9%	9%	0%	25%
Total Likely:	48%	77%	79%	54%	41%	42%	36%	50%	57%	13%	64%	36%	38%	55%	71%	48%	44%	53%	48%
Total Unlikely:	43%	15%	11%	32%	48%	48%	58%	34%	38%	76%	36%	47%	56%	31%	29%	43%	47%	47%	26%
Net:	5%	62%	68%	22%	-7%	-6%	-22%	16%	19%	-63%	28%	-11%	-18%	25%	42%	4%	-2%	5%	22%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Let's focus on smart meters. If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	221	125	96	110	82	23	105	54	20	4	16	71	70	18	0	0	60	26	3
Weighted	217	118	99	110	78	23	100	54	19	4	16	66	70	17	0	0	60	26	2
Very likely	21%	21%	21%	16%	26%	23%	18%	28%	25%	0%	33%	21%	26%	22%	15%	28%	13%	27%	66%
Somewhat likely	27%	32%	20%	20%	35%	22%	25%	33%	35%	30%	12%	20%	35%	34%	26%	22%	32%	32%	34%
Somewhat unlikely	17%	15%	20%	16%	16%	25%	15%	15%	20%	70%	14%	17%	17%	23%	14%	15%	22%	15%	0%
Very unlikely	26%	20%	32%	37%	16%	11%	34%	18%	14%	0%	22%	36%	15%	21%	31%	27%	24%	17%	0%
Don't know	10%	12%	7%	11%	6%	19%	8%	5%	5%	0%	19%	6%	7%	0%	15%	8%	9%	9%	0%
Total Likely:	48%	53%	41%	36%	62%	46%	43%	62%	60%	30%	45%	42%	61%	56%	40%	50%	45%	59%	100%
Total Unlikely:	43%	35%	51%	53%	33%	36%	49%	33%	34%	70%	35%	53%	32%	44%	45%	42%	47%	32%	0%
Net:	5%	18%	-10%	-17%	29%	10%	-7%	28%	26%	-40%	10%	-11%	29%	13%	-5%	8%	-2%	26%	100%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.C) Let's focus on smart meters. If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	221	36	77	18	54	23	13	136	85	0	0	0	0	0	34	83	76	24	4
Weighted	217	36	75	18	53	23	13	130	88	0	0	0	0	0	31	82	75	25	4
Very likely	21%	30%	21%	10%	18%	10%	45%	22%	20%	*	*	*	*	*	35%	22%	16%	15%	20%
Somewhat likely	27%	23%	29%	29%	28%	25%	20%	24%	31%	*	*	*	*	*	24%	24%	28%	35%	22%
Somewhat unlikely	17%	13%	13%	23%	23%	25%	7%	16%	18%	*	*	*	*	*	5%	16%	20%	29%	0%
Very unlikely	26%	24%	28%	21%	23%	32%	20%	32%	17%	*	*	*	*	*	21%	31%	25%	14%	30%
Don't know	10%	11%	10%	17%	7%	8%	8%	7%	14%	*	*	*	*	*	14%	6%	11%	6%	28%
Total Likely:	48%	52%	50%	39%	46%	35%	65%	46%	51%	*	*	*	*	*	59%	47%	43%	50%	42%
Total Unlikely:	43%	37%	41%	44%	47%	57%	27%	48%	35%	*	*	*	*	*	26%	47%	45%	43%	30%
Net:	5%	15%	9%	-6%	-1%	-22%	38%	-2%	16%	*	*	*	*	*	33%	0%	-2%	7%	12%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.D) Let's focus on smart meters. If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	221	1	4	13	19	19	22	20	13	23	14	23	14	8	3	6	7
Weighted	217	1	3	13	17	18	22	19	12	23	16	22	15	9	3	6	6
Very likely	21%	0%	23%	26%	20%	15%	35%	8%	17%	14%	15%	32%	21%	15%	37%	15%	58%
Somewhat likely	27%	0%	25%	36%	32%	29%	28%	18%	30%	28%	14%	28%	14%	24%	63%	54%	32%
Somewhat unlikely	17%	0%	0%	7%	5%	9%	21%	38%	32%	20%	24%	12%	25%	36%	0%	0%	0%
Very unlikely	26%	100%	26%	24%	33%	27%	17%	23%	21%	39%	22%	18%	39%	10%	0%	14%	11%
Don't know	10%	0%	26%	8%	10%	20%	0%	13%	0%	0%	26%	9%	0%	15%	0%	17%	0%
Total Likely:	48%	0%	48%	62%	53%	43%	63%	26%	47%	41%	28%	60%	35%	38%	100%	69%	89%
Total Unlikely:	43%	100%	26%	30%	38%	37%	37%	61%	53%	59%	46%	30%	65%	46%	0%	14%	11%
Net:	5%	-100%	22%	32%	15%	7%	25%	-35%	-6%	-17%	-17%	30%	-30%	-8%	100%	55%	79%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.E) Let's focus on smart meters. If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	221	77	60	48	36	18	10	73	113	111	11	43	43	15	3	53	132	0	34	94	78
Weighted	217	69	59	57	31	17	10	74	109	109	11	42	41	14	3	53	127	0	32	93	78
Very likely	21%	24%	22%	15%	23%	32%	51%	27%	13%	20%	58%	17%	20%	56%	71%	24%	16%	*	65%	24%	1%
Somewhat likely	27%	21%	34%	27%	25%	16%	21%	35%	23%	25%	35%	40%	18%	30%	0%	44%	22%	*	32%	41%	8%
Somewhat unlikely	17%	15%	21%	15%	17%	20%	12%	24%	12%	25%	7%	11%	8%	6%	29%	21%	18%	*	3%	19%	24%
Very unlikely	26%	33%	13%	30%	24%	22%	6%	7%	41%	24%	0%	21%	44%	0%	0%	10%	36%	*	0%	7%	59%
Don't know	10%	6%	10%	13%	11%	10%	10%	6%	11%	5%	0%	11%	10%	7%	0%	2%	8%	*	0%	10%	8%
Total Likely:	48%	45%	56%	42%	48%	48%	71%	63%	36%	46%	93%	57%	38%	86%	71%	68%	38%	*	97%	65%	10%
Total Unlikely:	43%	49%	34%	45%	41%	42%	18%	32%	53%	50%	7%	32%	52%	6%	29%	31%	54%	*	3%	26%	82%
Net:	5%	-4%	22%	-3%	7%	6%	53%	31%	-17%	-4%	87%	25%	-14%	80%	43%	37%	-16%	*	95%	39%	-73%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) Let's focus on insulation. Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	540	44	81	76	88	92	159	80	74	45	41	43	56	44	15	59	44	26	13
Weighted	533	48	87	80	92	80	146	86	70	41	42	41	49	43	15	54	47	27	20
Very likely	17%	23%	29%	22%	14%	15%	9%	26%	10%	18%	15%	26%	10%	19%	16%	16%	19%	14%	10%
Somewhat likely	40%	49%	51%	48%	32%	37%	35%	40%	35%	32%	46%	36%	43%	31%	54%	46%	42%	42%	60%
Somewhat unlikely	17%	14%	12%	17%	16%	20%	19%	11%	27%	15%	13%	15%	16%	10%	14%	18%	22%	18%	16%
Very unlikely	16%	12%	7%	8%	20%	17%	23%	16%	19%	22%	18%	18%	19%	21%	5%	13%	11%	4%	0%
Don't know	10%	2%	2%	5%	18%	12%	14%	7%	8%	13%	8%	6%	11%	19%	11%	7%	5%	22%	15%
Total Likely:	58%	72%	79%	70%	46%	51%	44%	66%	45%	50%	61%	61%	53%	50%	70%	62%	62%	56%	69%
Total Unlikely:	32%	26%	19%	25%	35%	37%	42%	27%	46%	37%	31%	33%	36%	31%	19%	31%	34%	22%	16%
Net:	26%	47%	61%	45%	11%	15%	2%	40%	-1%	13%	30%	28%	18%	19%	51%	31%	28%	34%	53%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) Let's focus on insulation. Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	540	302	237	223	252	43	228	151	46	8	45	151	179	41	0	0	138	81	17
Weighted	533	285	247	218	248	43	213	154	43	7	45	140	178	39	0	0	138	80	14
Very likely	17%	19%	15%	17%	18%	9%	15%	22%	9%	13%	14%	15%	19%	20%	11%	15%	19%	27%	27%
Somewhat likely	40%	41%	40%	39%	42%	36%	40%	41%	35%	52%	34%	42%	45%	35%	38%	38%	43%	46%	42%
Somewhat unlikely	17%	16%	17%	15%	16%	23%	18%	13%	25%	21%	20%	18%	13%	12%	21%	17%	16%	12%	20%
Very unlikely	16%	16%	15%	19%	13%	21%	17%	15%	18%	0%	17%	16%	14%	22%	17%	18%	13%	13%	11%
Don't know	10%	8%	12%	10%	10%	11%	9%	9%	12%	13%	15%	9%	9%	11%	13%	12%	8%	1%	0%
Total Likely:	58%	61%	55%	55%	60%	45%	55%	63%	44%	65%	48%	56%	64%	54%	49%	53%	62%	73%	69%
Total Unlikely:	32%	32%	33%	34%	29%	44%	35%	28%	43%	21%	37%	34%	27%	35%	38%	35%	29%	26%	31%
Net:	26%	29%	22%	21%	31%	1%	20%	35%	1%	44%	11%	22%	37%	19%	12%	18%	33%	48%	38%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.C) Let's focus on insulation. Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	540	98	189	56	100	68	29	349	191	0	0	0	0	0	77	236	164	54	9
Weighted	533	99	187	57	95	68	28	335	199	0	0	0	0	0	73	233	161	56	9
Very likely	17%	27%	19%	13%	8%	17%	14%	14%	22%	*	*	*	*	*	34%	17%	10%	18%	13%
Somewhat likely	40%	37%	45%	36%	36%	36%	54%	40%	42%	*	*	*	*	*	29%	47%	39%	28%	56%
Somewhat unlikely	17%	15%	16%	26%	20%	11%	10%	16%	17%	*	*	*	*	*	9%	13%	25%	20%	0%
Very unlikely	16%	15%	12%	17%	27%	14%	6%	18%	11%	*	*	*	*	*	23%	15%	14%	14%	21%
Don't know	10%	5%	8%	8%	9%	22%	17%	11%	8%	*	*	*	*	*	5%	8%	11%	20%	9%
Total Likely:	58%	64%	64%	50%	44%	53%	67%	54%	64%	*	*	*	*	*	63%	64%	50%	46%	70%
Total Unlikely:	32%	30%	28%	43%	47%	24%	16%	34%	29%	*	*	*	*	*	32%	27%	39%	34%	21%
Net:	26%	34%	36%	7%	-3%	29%	51%	20%	35%	*	*	*	*	*	31%	37%	11%	11%	49%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.D) Let’s focus on insulation. Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	540	4	21	33	45	50	47	55	36	46	32	49	21	24	16	13	27
Weighted	533	3	20	33	43	49	48	54	37	45	31	50	23	26	16	11	25
Very likely	17%	22%	9%	20%	12%	19%	14%	9%	23%	14%	6%	29%	27%	25%	19%	38%	24%
Somewhat likely	40%	0%	29%	21%	46%	31%	48%	48%	43%	45%	60%	35%	44%	48%	33%	30%	42%
Somewhat unlikely	17%	23%	12%	23%	9%	24%	11%	21%	11%	15%	20%	18%	8%	14%	20%	25%	22%
Very unlikely	16%	24%	23%	31%	22%	18%	10%	8%	13%	21%	14%	9%	13%	12%	17%	7%	10%
Don't know	10%	32%	27%	6%	11%	9%	17%	15%	10%	5%	0%	9%	9%	0%	12%	0%	3%
Total Likely:	58%	22%	38%	40%	59%	50%	62%	57%	65%	59%	66%	64%	71%	73%	52%	68%	65%
Total Unlikely:	32%	46%	35%	54%	31%	42%	21%	28%	24%	36%	34%	27%	20%	27%	36%	32%	32%
Net:	26%	-24%	2%	-14%	28%	8%	41%	28%	41%	23%	31%	37%	51%	47%	15%	36%	34%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.E) Let's focus on insulation. Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	540	184	158	95	103	63	27	197	232	262	27	123	100	29	23	160	278	237	47	115	110
Weighted	533	168	157	113	96	63	27	199	224	259	26	124	96	27	23	159	270	234	45	114	106
Very likely	17%	25%	13%	16%	14%	34%	26%	22%	9%	18%	58%	19%	6%	54%	30%	21%	12%	21%	34%	18%	6%
Somewhat likely	40%	41%	43%	41%	35%	44%	58%	49%	31%	46%	39%	52%	12%	28%	64%	51%	33%	47%	42%	43%	24%
Somewhat unlikely	17%	15%	17%	16%	18%	8%	9%	16%	19%	16%	3%	17%	20%	14%	0%	16%	20%	13%	10%	19%	25%
Very unlikely	16%	13%	18%	15%	17%	10%	7%	5%	28%	10%	0%	2%	53%	5%	5%	5%	24%	9%	8%	15%	35%
Don't know	10%	6%	9%	12%	16%	5%	0%	7%	13%	9%	0%	10%	9%	0%	0%	7%	11%	11%	6%	5%	9%
Total Likely:	58%	65%	56%	57%	49%	77%	84%	71%	40%	65%	97%	71%	18%	82%	95%	72%	45%	68%	75%	61%	31%
Total Unlikely:	32%	29%	35%	31%	35%	18%	16%	22%	47%	27%	3%	19%	73%	18%	5%	21%	44%	22%	18%	34%	60%
Net:	26%	36%	21%	27%	13%	60%	67%	50%	-7%	38%	95%	52%	-55%	63%	89%	51%	1%	46%	57%	27%	-30%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) Let's focus on insulation. Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	557	50	68	87	102	103	147	67	81	50	55	37	52	46	22	64	50	20	13
Weighted	546	51	74	92	102	91	137	70	77	47	55	35	47	44	20	58	52	22	20
Very likely	18%	17%	31%	21%	18%	6%	17%	26%	17%	15%	15%	19%	16%	6%	23%	15%	21%	28%	24%
Somewhat likely	43%	62%	38%	50%	39%	46%	34%	40%	39%	39%	46%	43%	39%	52%	55%	43%	46%	35%	42%
Somewhat unlikely	16%	14%	11%	15%	12%	21%	20%	12%	14%	25%	15%	22%	25%	17%	9%	16%	14%	7%	8%
Very unlikely	14%	3%	10%	6%	13%	18%	21%	12%	16%	17%	16%	10%	13%	15%	9%	11%	12%	25%	0%
Don't know	10%	3%	9%	8%	17%	10%	7%	10%	14%	5%	7%	6%	7%	9%	4%	14%	8%	5%	26%
Total Likely:	61%	79%	69%	71%	58%	52%	51%	66%	56%	54%	62%	62%	55%	58%	78%	58%	67%	64%	66%
Total Unlikely:	30%	18%	22%	21%	25%	38%	41%	24%	30%	42%	32%	32%	38%	33%	17%	27%	26%	32%	8%
Net:	31%	61%	47%	50%	32%	14%	10%	41%	26%	12%	30%	29%	17%	25%	61%	31%	41%	32%	58%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) Let's focus on insulation. Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	557	297	259	212	274	43	246	133	59	8	43	177	166	43	0	0	164	76	18
Weighted	546	277	268	207	266	44	237	131	56	8	42	168	164	41	0	0	160	75	17
Very likely	18%	18%	17%	16%	21%	11%	18%	18%	17%	0%	11%	19%	17%	22%	11%	17%	19%	27%	42%
Somewhat likely	43%	43%	43%	37%	46%	44%	37%	53%	46%	38%	36%	38%	53%	47%	37%	45%	47%	41%	33%
Somewhat unlikely	16%	18%	15%	19%	14%	11%	20%	16%	12%	24%	6%	19%	13%	9%	20%	14%	14%	19%	6%
Very unlikely	14%	12%	15%	17%	11%	17%	17%	8%	11%	11%	26%	18%	10%	11%	18%	13%	10%	11%	14%
Don't know	10%	9%	10%	10%	8%	17%	8%	5%	14%	27%	21%	7%	7%	11%	14%	11%	10%	2%	5%
Total Likely:	61%	61%	60%	53%	67%	55%	55%	71%	62%	38%	47%	57%	69%	69%	48%	62%	66%	68%	75%
Total Unlikely:	30%	30%	29%	36%	25%	28%	37%	24%	23%	35%	33%	37%	23%	20%	38%	27%	24%	30%	20%
Net:	31%	31%	31%	17%	42%	27%	18%	47%	39%	3%	14%	20%	46%	49%	10%	34%	43%	38%	56%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.C) Let's focus on insulation. Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	557	99	182	69	104	67	36	334	223	0	0	0	0	0	91	232	181	44	9
Weighted	546	100	176	71	98	65	35	316	230	0	0	0	0	0	87	223	184	45	9
Very likely	18%	34%	14%	18%	10%	15%	22%	20%	15%	*	*	*	*	*	36%	18%	13%	5%	11%
Somewhat likely	43%	44%	46%	41%	45%	44%	21%	39%	48%	*	*	*	*	*	29%	53%	36%	49%	32%
Somewhat unlikely	16%	11%	16%	18%	19%	17%	19%	18%	14%	*	*	*	*	*	19%	13%	18%	18%	23%
Very unlikely	14%	5%	14%	14%	15%	17%	26%	16%	10%	*	*	*	*	*	11%	11%	19%	13%	10%
Don't know	10%	6%	11%	10%	12%	7%	11%	7%	14%	*	*	*	*	*	5%	5%	15%	15%	24%
Total Likely:	61%	78%	60%	58%	55%	59%	43%	60%	63%	*	*	*	*	*	65%	71%	49%	54%	43%
Total Unlikely:	30%	16%	30%	32%	33%	34%	46%	34%	24%	*	*	*	*	*	29%	24%	36%	31%	33%
Net:	31%	62%	30%	27%	21%	25%	-3%	26%	39%	*	*	*	*	*	36%	47%	13%	23%	11%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.D) Let's focus on insulation. Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	557	2	12	29	39	57	48	60	42	43	29	46	31	28	22	18	28
Weighted	546	2	11	28	38	55	48	60	42	44	30	46	30	28	20	18	25
Very likely	18%	47%	18%	13%	17%	15%	7%	10%	8%	18%	21%	23%	24%	29%	27%	41%	37%
Somewhat likely	43%	0%	40%	46%	37%	43%	51%	48%	58%	41%	53%	36%	39%	35%	38%	43%	33%
Somewhat unlikely	16%	53%	17%	13%	15%	23%	17%	17%	20%	14%	10%	17%	17%	22%	14%	4%	9%
Very unlikely	14%	0%	9%	18%	25%	11%	15%	16%	4%	15%	7%	12%	11%	6%	18%	0%	17%
Don't know	10%	0%	16%	11%	6%	8%	9%	9%	9%	12%	9%	12%	9%	7%	4%	12%	3%
Total Likely:	61%	47%	58%	59%	54%	58%	58%	58%	67%	59%	75%	59%	62%	64%	64%	84%	70%
Total Unlikely:	30%	53%	26%	30%	40%	34%	32%	33%	24%	29%	16%	29%	28%	29%	31%	4%	27%
Net:	31%	-6%	32%	29%	14%	24%	26%	25%	43%	30%	58%	30%	34%	36%	33%	80%	44%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.E) Let's focus on insulation. Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	557	222	152	95	88	67	31	207	223	238	34	145	110	35	18	168	297	287	32	118	98
Weighted	546	202	152	111	81	67	33	203	214	230	35	142	108	36	18	166	285	276	31	117	99
Very likely	18%	26%	14%	14%	12%	34%	47%	20%	9%	24%	67%	11%	3%	62%	74%	19%	10%	23%	41%	13%	9%
Somewhat likely	43%	42%	44%	43%	43%	43%	47%	55%	31%	45%	27%	66%	15%	36%	26%	60%	34%	44%	35%	53%	28%
Somewhat unlikely	16%	14%	16%	20%	14%	9%	7%	13%	22%	12%	4%	16%	29%	3%	0%	11%	22%	16%	6%	16%	21%
Very unlikely	14%	11%	16%	9%	21%	9%	0%	6%	25%	11%	2%	2%	39%	0%	0%	5%	23%	11%	10%	12%	27%
Don't know	10%	7%	9%	13%	11%	6%	0%	7%	13%	7%	0%	5%	13%	0%	0%	5%	11%	7%	9%	6%	16%
Total Likely:	61%	67%	58%	57%	55%	77%	93%	74%	40%	69%	94%	77%	18%	97%	100%	79%	44%	67%	75%	66%	37%
Total Unlikely:	30%	26%	32%	29%	35%	17%	7%	19%	47%	23%	6%	18%	69%	3%	0%	16%	45%	27%	16%	28%	47%
Net:	31%	41%	26%	28%	20%	60%	87%	56%	-6%	46%	87%	59%	-50%	95%	100%	63%	-1%	40%	60%	38%	-10%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Let's focus on solar panels. The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	410	22	42	52	69	87	138	41	66	38	30	33	39	34	14	45	35	26	9
Weighted	395	23	45	56	69	76	126	43	62	34	30	31	34	32	12	39	37	27	13
Very likely	7%	4%	16%	18%	5%	4%	4%	13%	8%	3%	14%	0%	2%	0%	23%	6%	9%	8%	14%
Somewhat likely	21%	45%	40%	23%	27%	17%	7%	23%	15%	20%	24%	34%	18%	19%	18%	15%	19%	19%	40%
Somewhat unlikely	22%	38%	17%	19%	25%	26%	18%	19%	23%	36%	20%	13%	16%	11%	20%	31%	17%	27%	35%
Very unlikely	39%	8%	15%	26%	37%	37%	63%	37%	40%	31%	29%	46%	53%	44%	39%	44%	49%	34%	0%
Don't know	11%	4%	12%	14%	7%	17%	8%	7%	14%	11%	13%	7%	11%	26%	0%	4%	6%	12%	11%
Total Likely:	28%	50%	55%	41%	31%	21%	11%	36%	23%	23%	37%	34%	20%	19%	40%	21%	28%	27%	53%
Total Unlikely:	61%	46%	32%	45%	62%	62%	81%	56%	63%	66%	49%	59%	69%	55%	60%	75%	66%	62%	35%
Net:	-33%	4%	23%	-4%	-30%	-41%	-70%	-20%	-41%	-43%	-12%	-25%	-48%	-35%	-19%	-54%	-37%	-35%	18%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) Let's focus on solar panels. The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider. Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Gender		EU 2016 Vote			2019				Voting Intention			Education						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	410	218	191	187	179	26	192	95	37	5	33	129	108	29	0	0	114	52	10
Weighted	395	200	194	179	172	26	180	94	35	5	32	119	107	27	0	0	110	51	9
Very likely	7%	9%	6%	7%	8%	7%	6%	9%	5%	0%	6%	7%	11%	12%	5%	7%	8%	8%	33%
Somewhat likely	21%	21%	20%	14%	25%	15%	16%	27%	21%	20%	12%	17%	27%	3%	16%	21%	21%	32%	30%
Somewhat unlikely	22%	21%	22%	21%	22%	28%	21%	25%	25%	18%	16%	19%	20%	38%	20%	21%	30%	15%	0%
Very unlikely	39%	38%	41%	48%	33%	43%	46%	30%	26%	61%	48%	46%	32%	33%	48%	39%	32%	39%	37%
Don't know	11%	11%	11%	10%	11%	8%	10%	9%	22%	0%	18%	11%	10%	14%	11%	12%	9%	6%	0%
Total Likely:	28%	30%	26%	21%	33%	22%	22%	36%	27%	20%	18%	24%	37%	15%	21%	28%	29%	40%	63%
Total Unlikely:	61%	60%	63%	69%	55%	70%	68%	55%	51%	80%	64%	65%	52%	72%	68%	59%	62%	54%	37%
Net:	-33%	-30%	-37%	-48%	-22%	-49%	-45%	-19%	-24%	-59%	-46%	-41%	-15%	-57%	-47%	-31%	-33%	-14%	25%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.C) Let's focus on solar panels. The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	410	55	139	48	88	51	29	250	160	0	0	0	0	0	52	174	143	35	6
Weighted	395	54	133	49	83	48	27	233	162	0	0	0	0	0	49	167	139	35	5
Very likely	7%	15%	5%	11%	6%	2%	11%	6%	9%	*	*	*	*	*	17%	7%	5%	4%	13%
Somewhat likely	21%	30%	21%	26%	16%	17%	14%	13%	32%	*	*	*	*	*	22%	24%	17%	14%	37%
Somewhat unlikely	22%	19%	26%	14%	24%	23%	17%	20%	24%	*	*	*	*	*	15%	18%	24%	45%	20%
Very unlikely	39%	25%	37%	38%	46%	45%	51%	49%	25%	*	*	*	*	*	39%	44%	39%	21%	31%
Don't know	11%	11%	11%	11%	9%	13%	8%	11%	10%	*	*	*	*	*	6%	8%	15%	15%	0%
Total Likely:	28%	45%	26%	37%	21%	19%	24%	19%	41%	*	*	*	*	*	40%	31%	22%	18%	50%
Total Unlikely:	61%	44%	63%	52%	70%	68%	67%	70%	49%	*	*	*	*	*	54%	61%	63%	67%	50%
Net:	-33%	1%	-37%	-16%	-48%	-49%	-43%	-51%	-9%	*	*	*	*	*	-14%	-31%	-41%	-49%	-1%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.D) Let’s focus on solar panels. The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider. Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	410	2	12	25	32	50	34	40	31	45	19	34	23	15	10	4	15
Weighted	395	2	11	24	31	46	34	39	29	44	18	35	23	15	10	4	13
Very likely	7%	0%	17%	0%	11%	7%	6%	7%	7%	12%	0%	11%	5%	0%	19%	28%	0%
Somewhat likely	21%	0%	0%	17%	5%	14%	18%	25%	25%	21%	24%	35%	25%	28%	13%	20%	29%
Somewhat unlikely	22%	0%	26%	25%	31%	28%	23%	21%	21%	21%	19%	13%	24%	46%	21%	0%	10%
Very unlikely	39%	43%	33%	50%	44%	40%	44%	33%	33%	37%	51%	35%	29%	21%	37%	52%	53%
Don't know	11%	57%	24%	8%	8%	12%	10%	14%	14%	9%	5%	6%	16%	6%	11%	0%	7%
Total Likely:	28%	0%	17%	17%	17%	21%	24%	32%	32%	33%	24%	46%	30%	28%	32%	48%	29%
Total Unlikely:	61%	43%	59%	74%	75%	67%	66%	54%	55%	57%	70%	48%	54%	66%	58%	52%	63%
Net:	-33%	-43%	-42%	-57%	-58%	-46%	-42%	-21%	-23%	-24%	-46%	-2%	-23%	-39%	-26%	-4%	-34%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.E) Let's focus on solar panels. The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	410	161	121	56	72	0	19	163	204	210	15	79	81	14	6	113	241	190	28	78	94
Weighted	395	145	121	64	65	0	19	160	192	203	15	76	77	14	6	109	228	181	26	76	90
Very likely	7%	11%	4%	6%	7%	*	48%	12%	0%	8%	31%	7%	3%	34%	61%	9%	4%	8%	14%	6%	3%
Somewhat likely	21%	25%	23%	16%	12%	*	45%	40%	3%	22%	14%	31%	11%	52%	18%	40%	9%	25%	24%	27%	9%
Somewhat unlikely	22%	17%	26%	23%	22%	*	7%	25%	20%	22%	13%	22%	20%	6%	21%	25%	21%	18%	42%	28%	19%
Very unlikely	39%	40%	35%	42%	43%	*	0%	12%	69%	40%	35%	27%	60%	9%	0%	17%	57%	38%	20%	36%	59%
Don't know	11%	7%	12%	12%	16%	*	0%	11%	8%	8%	8%	15%	6%	0%	0%	9%	9%	11%	0%	4%	10%
Total Likely:	28%	36%	26%	22%	19%	*	93%	53%	3%	30%	45%	37%	14%	85%	79%	49%	13%	33%	38%	33%	12%
Total Unlikely:	61%	58%	61%	66%	65%	*	7%	37%	89%	62%	47%	48%	80%	15%	21%	42%	78%	56%	62%	64%	77%
Net:	-33%	-22%	-35%	-44%	-46%	*	87%	16%	-87%	-32%	-3%	-11%	-67%	70%	57%	6%	-65%	-23%	-24%	-31%	-65%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Let's focus on solar panels. The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500. Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	351	25	38	48	69	72	99	42	43	34	28	41	38	24	14	42	23	11	11
Weighted	346	26	43	51	72	62	92	45	41	31	30	38	33	23	13	38	24	13	18
Very likely	7%	4%	22%	10%	3%	9%	0%	10%	6%	0%	7%	7%	13%	4%	0%	11%	0%	0%	10%
Somewhat likely	16%	17%	39%	25%	16%	11%	4%	20%	17%	16%	12%	10%	9%	17%	6%	21%	19%	19%	27%
Somewhat unlikely	25%	48%	18%	39%	23%	18%	20%	22%	28%	24%	20%	33%	28%	23%	29%	11%	34%	27%	28%
Very unlikely	50%	28%	19%	25%	56%	61%	72%	45%	44%	58%	56%	50%	45%	56%	65%	53%	48%	54%	36%
Don't know	2%	3%	2%	2%	2%	1%	4%	2%	5%	2%	4%	0%	5%	0%	0%	4%	0%	0%	0%
Total Likely:	23%	21%	62%	34%	18%	19%	4%	31%	24%	16%	19%	17%	21%	21%	6%	32%	19%	19%	36%
Total Unlikely:	75%	76%	37%	64%	80%	79%	92%	67%	72%	82%	77%	83%	74%	79%	94%	64%	81%	81%	64%
Net:	-52%	-55%	25%	-29%	-62%	-60%	-88%	-36%	-48%	-66%	-58%	-66%	-52%	-58%	-87%	-33%	-63%	-63%	-27%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Let's focus on solar panels. The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500. Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Gender		EU 2016 Vote			2019				Voting Intention			Education						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	351	182	169	146	154	32	166	81	32	1	33	110	101	24	0	0	89	44	8
Weighted	346	167	179	141	152	33	158	83	28	1	33	105	99	22	0	0	87	44	7
Very likely	7%	8%	5%	9%	4%	12%	6%	6%	6%	0%	5%	10%	5%	5%	4%	7%	6%	15%	0%
Somewhat likely	16%	21%	12%	10%	23%	9%	13%	20%	16%	0%	8%	12%	16%	24%	7%	19%	10%	35%	38%
Somewhat unlikely	25%	28%	22%	22%	24%	32%	22%	27%	22%	100%	22%	23%	24%	29%	27%	21%	28%	30%	16%
Very unlikely	50%	42%	58%	57%	47%	45%	55%	46%	49%	0%	64%	52%	53%	34%	60%	50%	52%	20%	36%
Don't know	2%	2%	3%	2%	3%	3%	3%	2%	7%	0%	0%	3%	3%	8%	2%	3%	3%	0%	10%
Total Likely:	23%	29%	17%	19%	26%	20%	20%	25%	22%	0%	14%	22%	21%	29%	11%	26%	17%	50%	38%
Total Unlikely:	75%	70%	80%	79%	71%	77%	77%	73%	72%	100%	86%	75%	76%	63%	87%	71%	80%	50%	52%
Net:	-52%	-41%	-63%	-59%	-44%	-57%	-58%	-47%	-50%	-100%	-73%	-53%	-55%	-34%	-76%	-45%	-63%	0%	-15%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.C) Let's focus on solar panels. The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	351	47	120	39	65	51	29	231	120	0	0	0	0	0	44	157	114	31	5
Weighted	346	49	118	41	61	50	28	221	125	0	0	0	0	0	42	151	116	33	5
Very likely	7%	12%	6%	8%	1%	7%	9%	5%	10%	*	*	*	*	*	10%	6%	7%	3%	0%
Somewhat likely	16%	23%	13%	20%	12%	11%	28%	15%	17%	*	*	*	*	*	23%	18%	12%	13%	21%
Somewhat unlikely	25%	18%	33%	23%	23%	21%	19%	23%	28%	*	*	*	*	*	24%	26%	22%	23%	63%
Very unlikely	50%	45%	48%	44%	59%	57%	44%	54%	43%	*	*	*	*	*	42%	47%	56%	57%	17%
Don't know	2%	1%	1%	4%	4%	4%	0%	3%	2%	*	*	*	*	*	0%	3%	3%	3%	0%
Total Likely:	23%	35%	19%	29%	14%	18%	37%	20%	27%	*	*	*	*	*	34%	24%	19%	16%	21%
Total Unlikely:	75%	63%	81%	67%	82%	77%	63%	77%	71%	*	*	*	*	*	66%	73%	79%	81%	79%
Net:	-52%	-28%	-62%	-39%	-69%	-59%	-26%	-57%	-44%	*	*	*	*	*	-33%	-49%	-60%	-65%	-59%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.D) Let's focus on solar panels. The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500. Based on this information, how likely or unlikely would you be to consider installing solar panels?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	351	2	11	10	31	34	37	31	31	31	20	25	18	13	12	11	9
Weighted	346	2	12	10	29	33	37	30	31	33	19	25	17	14	11	10	7
Very likely	7%	0%	0%	14%	3%	12%	5%	0%	3%	5%	14%	7%	0%	7%	0%	37%	8%
Somewhat likely	16%	0%	20%	0%	15%	14%	15%	22%	5%	9%	30%	11%	24%	51%	0%	31%	45%
Somewhat unlikely	25%	57%	40%	0%	26%	21%	22%	19%	16%	19%	41%	32%	49%	23%	36%	15%	25%
Very unlikely	50%	43%	30%	86%	57%	50%	55%	55%	72%	64%	5%	49%	27%	19%	64%	16%	12%
Don't know	2%	0%	9%	0%	0%	2%	2%	4%	3%	3%	9%	0%	0%	0%	0%	0%	10%
Total Likely:	23%	0%	20%	14%	18%	27%	21%	22%	9%	14%	45%	18%	24%	58%	0%	68%	54%
Total Unlikely:	75%	100%	71%	86%	82%	71%	77%	74%	89%	83%	47%	82%	76%	42%	100%	32%	37%
Net:	-52%	-100%	-50%	-71%	-65%	-44%	-56%	-52%	-80%	-69%	-2%	-63%	-52%	16%	-100%	37%	17%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.E) Let’s focus on solar panels. The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500. Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	351	126	104	65	56	0	28	136	169	192	11	66	70	12	6	101	207	172	23	72	70
Weighted	346	112	103	78	53	0	29	136	163	187	13	64	69	12	7	102	197	168	23	70	71
Very likely	7%	9%	4%	9%	3%	*	60%	4%	0%	10%	23%	0%	1%	47%	74%	8%	2%	6%	21%	9%	1%
Somewhat likely	16%	19%	18%	12%	12%	*	20%	31%	2%	15%	50%	25%	5%	44%	26%	26%	9%	17%	27%	17%	10%
Somewhat unlikely	25%	23%	25%	26%	27%	*	14%	34%	17%	25%	10%	31%	21%	9%	0%	33%	23%	29%	10%	21%	23%
Very unlikely	50%	44%	50%	52%	59%	*	6%	26%	80%	47%	17%	43%	71%	0%	0%	30%	65%	48%	42%	46%	64%
Don't know	2%	5%	2%	2%	0%	*	0%	5%	0%	2%	0%	2%	1%	0%	0%	4%	0%	1%	0%	8%	1%
Total Likely:	23%	28%	22%	21%	15%	*	80%	36%	2%	25%	73%	25%	6%	91%	100%	33%	11%	23%	48%	26%	12%
Total Unlikely:	75%	67%	76%	78%	85%	*	20%	59%	98%	72%	27%	73%	92%	9%	0%	62%	88%	76%	52%	66%	87%
Net:	-52%	-39%	-54%	-57%	-71%	*	60%	-23%	-95%	-47%	46%	-48%	-86%	82%	100%	-29%	-77%	-53%	-4%	-41%	-75%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Let's focus on solar panels. Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	367	24	37	64	68	66	108	44	54	31	37	21	35	32	14	45	38	11	5
Weighted	362	25	40	68	70	59	101	46	51	28	38	21	32	32	13	42	40	12	7
Very likely	8%	19%	18%	12%	1%	4%	5%	10%	3%	10%	6%	8%	9%	6%	13%	8%	8%	9%	0%
Somewhat likely	29%	57%	31%	44%	20%	23%	20%	37%	37%	10%	25%	30%	28%	38%	36%	26%	22%	17%	19%
Somewhat unlikely	20%	8%	24%	12%	21%	36%	16%	6%	23%	20%	26%	6%	13%	14%	30%	32%	20%	8%	62%
Very unlikely	33%	7%	13%	24%	43%	25%	50%	29%	27%	47%	40%	41%	36%	30%	21%	23%	41%	28%	19%
Don't know	11%	10%	14%	9%	15%	12%	9%	17%	9%	13%	3%	15%	14%	12%	0%	11%	8%	37%	0%
Total Likely:	36%	75%	49%	55%	22%	27%	24%	48%	40%	20%	31%	38%	37%	44%	49%	34%	31%	26%	19%
Total Unlikely:	52%	15%	37%	35%	64%	61%	66%	35%	50%	67%	67%	46%	49%	44%	51%	55%	61%	37%	81%
Net:	-16%	60%	12%	20%	-42%	-34%	-42%	12%	-10%	-47%	-36%	-8%	-12%	0%	-2%	-21%	-30%	-10%	-62%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Let's focus on solar panels. Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	367	195	171	154	170	30	156	86	33	11	33	109	110	33	0	0	101	45	11
Weighted	362	184	177	153	166	30	148	86	33	11	31	102	110	32	0	0	100	45	10
Very likely	8%	10%	5%	6%	8%	9%	7%	11%	6%	0%	6%	8%	8%	6%	2%	10%	8%	15%	9%
Somewhat likely	29%	31%	26%	20%	36%	18%	20%	48%	14%	10%	24%	15%	48%	24%	17%	29%	35%	41%	21%
Somewhat unlikely	20%	17%	23%	20%	21%	17%	19%	19%	31%	20%	15%	20%	18%	30%	20%	22%	19%	15%	17%
Very unlikely	33%	34%	32%	44%	22%	40%	45%	14%	38%	53%	41%	48%	17%	31%	48%	32%	23%	23%	33%
Don't know	11%	8%	15%	10%	12%	16%	9%	7%	11%	18%	14%	9%	9%	8%	14%	8%	15%	6%	20%
Total Likely:	36%	41%	31%	27%	44%	28%	27%	59%	21%	10%	30%	23%	56%	30%	19%	38%	43%	56%	30%
Total Unlikely:	52%	51%	54%	64%	44%	56%	64%	34%	69%	72%	56%	67%	35%	62%	67%	54%	42%	38%	50%
Net:	-16%	-10%	-23%	-37%	0%	-28%	-37%	25%	-48%	-62%	-26%	-44%	21%	-32%	-48%	-15%	1%	18%	-20%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.C) Let's focus on solar panels. Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	367	56	131	43	74	50	13	224	143	0	0	0	0	0	53	153	119	36	6
Weighted	362	58	127	43	73	49	12	216	146	0	0	0	0	0	51	150	118	37	7
Very likely	8%	20%	5%	2%	6%	8%	0%	7%	9%	*	*	*	*	*	26%	5%	6%	2%	0%
Somewhat likely	29%	37%	31%	24%	26%	19%	34%	25%	34%	*	*	*	*	*	25%	31%	23%	41%	18%
Somewhat unlikely	20%	18%	16%	28%	24%	17%	20%	17%	24%	*	*	*	*	*	8%	22%	22%	18%	33%
Very unlikely	33%	21%	41%	35%	28%	32%	17%	40%	22%	*	*	*	*	*	34%	32%	37%	24%	16%
Don't know	11%	4%	7%	10%	15%	23%	29%	11%	12%	*	*	*	*	*	7%	10%	13%	14%	33%
Total Likely:	36%	57%	36%	26%	32%	27%	34%	32%	43%	*	*	*	*	*	51%	36%	29%	43%	18%
Total Unlikely:	52%	39%	57%	63%	53%	50%	37%	57%	46%	*	*	*	*	*	42%	54%	59%	42%	49%
Net:	-16%	18%	-21%	-37%	-21%	-23%	-3%	-25%	-3%	*	*	*	*	*	9%	-18%	-30%	1%	-30%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.D) Let’s focus on solar panels. Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	367	2	10	29	28	38	35	37	29	25	18	33	14	22	10	11	16
Weighted	362	2	9	28	27	38	35	37	30	23	19	33	14	22	9	11	14
Very likely	8%	46%	17%	10%	0%	12%	6%	2%	11%	9%	5%	7%	6%	5%	10%	28%	6%
Somewhat likely	29%	0%	10%	20%	29%	16%	38%	23%	35%	26%	52%	26%	37%	42%	19%	46%	34%
Somewhat unlikely	20%	54%	11%	28%	3%	16%	19%	28%	7%	17%	29%	44%	0%	17%	22%	8%	16%
Very unlikely	33%	0%	54%	42%	45%	43%	20%	33%	41%	45%	5%	19%	35%	28%	40%	10%	38%
Don't know	11%	0%	9%	0%	24%	13%	17%	15%	6%	4%	9%	4%	22%	9%	9%	8%	5%
Total Likely:	36%	46%	27%	30%	29%	28%	44%	25%	46%	35%	57%	33%	43%	46%	29%	74%	40%
Total Unlikely:	52%	54%	64%	70%	48%	59%	39%	61%	48%	62%	34%	63%	35%	45%	62%	18%	54%
Net:	-16%	-8%	-38%	-41%	-19%	-31%	6%	-36%	-2%	-27%	24%	-30%	8%	1%	-33%	57%	-14%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.E) Let's focus on solar panels. Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive Based on this information, how likely or unlikely would you be to consider installingsolar panels?

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	367	113	108	78	68	0	22	159	177	202	12	82	53	10	8	100	222	180	21	79	67
Weighted	362	104	105	91	62	0	23	158	173	197	11	84	51	10	8	97	219	175	20	81	65
Very likely	8%	12%	5%	7%	5%	*	33%	12%	1%	7%	44%	7%	7%	20%	48%	10%	5%	12%	9%	5%	2%
Somewhat likely	29%	33%	27%	36%	14%	*	52%	49%	7%	28%	8%	45%	11%	40%	52%	50%	18%	28%	38%	40%	13%
Somewhat unlikely	20%	19%	17%	23%	20%	*	5%	17%	23%	22%	7%	20%	16%	33%	0%	18%	20%	17%	8%	22%	25%
Very unlikely	33%	26%	41%	27%	39%	*	4%	10%	58%	34%	33%	18%	56%	8%	0%	9%	48%	30%	36%	24%	54%
Don't know	11%	9%	11%	7%	21%	*	6%	12%	10%	10%	9%	11%	9%	0%	0%	13%	9%	13%	10%	9%	6%
Total Likely:	36%	45%	31%	43%	19%	*	85%	60%	9%	34%	52%	51%	18%	60%	100%	60%	22%	40%	47%	45%	15%
Total Unlikely:	52%	45%	58%	50%	60%	*	9%	27%	81%	56%	40%	38%	73%	40%	0%	27%	69%	48%	44%	47%	79%
Net:	-16%	0%	-26%	-7%	-40%	*	76%	33%	-72%	-21%	12%	14%	-55%	19%	100%	32%	-46%	-8%	3%	-2%	-65%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) Let's focus on heat pumps. The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	403	21	45	62	80	68	127	40	60	34	28	29	46	30	12	52	45	19	8
Weighted	393	23	47	65	82	60	117	44	56	32	29	27	39	29	10	47	47	20	13
Very likely	6%	4%	20%	8%	4%	5%	2%	9%	2%	6%	4%	4%	9%	4%	7%	9%	5%	4%	13%
Somewhat likely	18%	34%	38%	25%	14%	6%	11%	22%	15%	14%	20%	15%	9%	26%	17%	18%	18%	21%	23%
Somewhat unlikely	23%	49%	25%	17%	25%	23%	19%	34%	22%	18%	20%	27%	14%	27%	8%	28%	21%	20%	25%
Very unlikely	43%	8%	4%	38%	46%	58%	59%	27%	46%	52%	42%	45%	54%	30%	60%	39%	54%	49%	12%
Don't know	10%	4%	12%	12%	11%	8%	9%	8%	15%	8%	14%	9%	13%	13%	8%	5%	2%	6%	26%
Total Likely:	24%	39%	58%	33%	18%	11%	13%	31%	17%	21%	24%	19%	19%	30%	24%	27%	23%	25%	37%
Total Unlikely:	66%	57%	29%	55%	71%	81%	78%	61%	68%	71%	62%	72%	68%	57%	68%	67%	75%	69%	37%
Net:	-42%	-18%	29%	-22%	-54%	-70%	-65%	-30%	-51%	-50%	-37%	-54%	-49%	-28%	-44%	-40%	-52%	-44%	0%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Let's focus on heat pumps. The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Gender		EU 2016 Vote			2019				Voting Intention			Education						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	403	213	190	149	211	29	164	105	45	7	34	111	127	36	0	0	123	53	11
Weighted	393	197	197	144	206	28	155	105	42	7	33	104	125	33	0	0	119	50	10
Very likely	6%	6%	6%	5%	7%	9%	5%	9%	4%	0%	5%	7%	8%	6%	2%	5%	7%	5%	49%
Somewhat likely	18%	23%	13%	11%	23%	10%	13%	27%	10%	0%	6%	11%	26%	17%	9%	22%	24%	16%	8%
Somewhat unlikely	23%	23%	23%	20%	22%	31%	18%	30%	17%	41%	19%	16%	27%	24%	19%	23%	27%	31%	0%
Very unlikely	43%	39%	48%	55%	38%	34%	57%	28%	48%	46%	50%	56%	31%	31%	56%	41%	34%	44%	34%
Don't know	10%	9%	11%	9%	9%	16%	7%	6%	21%	13%	20%	9%	8%	22%	14%	9%	8%	3%	9%
Total Likely:	24%	29%	19%	16%	30%	19%	18%	36%	15%	0%	11%	18%	34%	23%	11%	27%	30%	22%	58%
Total Unlikely:	66%	62%	71%	75%	60%	64%	75%	58%	65%	87%	69%	73%	58%	55%	75%	64%	61%	75%	34%
Net:	-42%	-33%	-52%	-60%	-30%	-45%	-57%	-21%	-50%	-87%	-57%	-55%	-24%	-33%	-64%	-37%	-31%	-54%	24%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.C) Let's focus on heat pumps. The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	403	60	139	52	78	45	29	241	162	0	0	0	0	0	55	182	128	34	4
Weighted	393	62	131	55	74	43	28	226	167	0	0	0	0	0	52	174	129	34	4
Very likely	6%	13%	5%	6%	4%	2%	6%	6%	5%	*	*	*	*	*	24%	4%	2%	0%	20%
Somewhat likely	18%	30%	15%	17%	13%	20%	13%	15%	22%	*	*	*	*	*	22%	21%	14%	11%	0%
Somewhat unlikely	23%	24%	25%	30%	18%	16%	21%	20%	26%	*	*	*	*	*	10%	28%	25%	13%	0%
Very unlikely	43%	26%	43%	40%	51%	51%	56%	49%	35%	*	*	*	*	*	41%	39%	47%	52%	80%
Don't know	10%	6%	12%	6%	14%	11%	3%	9%	11%	*	*	*	*	*	4%	8%	11%	24%	0%
Total Likely:	24%	44%	20%	24%	17%	22%	19%	21%	27%	*	*	*	*	*	46%	25%	16%	11%	20%
Total Unlikely:	66%	50%	68%	70%	69%	67%	77%	70%	62%	*	*	*	*	*	51%	66%	73%	65%	80%
Net:	-42%	-6%	-48%	-47%	-52%	-44%	-58%	-48%	-34%	*	*	*	*	*	-5%	-41%	-57%	-53%	-61%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.D) Let's focus on heat pumps. The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	403	1	8	17	23	41	36	49	29	32	27	37	24	19	11	12	19
Weighted	393	1	7	16	22	40	35	48	29	33	26	39	23	19	10	11	16
Very likely	6%	0%	10%	0%	9%	3%	5%	3%	10%	6%	4%	6%	0%	16%	9%	18%	0%
Somewhat likely	18%	0%	13%	12%	6%	11%	17%	19%	25%	3%	41%	26%	25%	18%	9%	35%	20%
Somewhat unlikely	23%	0%	0%	11%	26%	26%	22%	25%	7%	33%	24%	21%	34%	21%	22%	14%	28%
Very unlikely	43%	0%	51%	65%	42%	45%	47%	43%	50%	53%	18%	46%	28%	34%	61%	25%	48%
Don't know	10%	100%	27%	11%	18%	16%	8%	10%	8%	6%	13%	0%	13%	11%	0%	8%	5%
Total Likely:	24%	0%	22%	12%	14%	14%	22%	22%	35%	8%	45%	33%	25%	34%	18%	53%	20%
Total Unlikely:	66%	0%	51%	77%	68%	70%	69%	68%	57%	86%	42%	67%	62%	55%	82%	39%	75%
Net:	-42%	0%	-29%	-65%	-53%	-56%	-47%	-46%	-22%	-78%	3%	-35%	-37%	-20%	-65%	14%	-55%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.E) Let’s focus on heat pumps. The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	403	159	118	68	58	38	13	145	187	218	18	77	70	0	15	123	239	176	18	87	101
Weighted	393	143	117	81	52	36	13	144	180	210	18	75	70	0	14	123	229	171	17	86	98
Very likely	6%	10%	2%	8%	3%	13%	35%	8%	1%	7%	34%	2%	2%	*	58%	7%	2%	8%	21%	6%	0%
Somewhat likely	18%	22%	16%	16%	11%	38%	26%	26%	8%	21%	11%	25%	2%	*	28%	47%	3%	24%	6%	19%	10%
Somewhat unlikely	23%	22%	25%	26%	18%	27%	28%	28%	18%	20%	27%	31%	23%	*	14%	29%	20%	23%	22%	30%	18%
Very unlikely	43%	43%	44%	42%	46%	18%	0%	23%	70%	42%	28%	30%	68%	*	0%	5%	68%	36%	42%	37%	66%
Don't know	10%	4%	13%	8%	22%	4%	11%	14%	3%	10%	0%	12%	5%	*	0%	11%	7%	10%	10%	8%	5%
Total Likely:	24%	32%	18%	24%	14%	51%	61%	35%	9%	28%	45%	27%	4%	*	86%	54%	5%	31%	26%	25%	10%
Total Unlikely:	66%	64%	69%	68%	64%	45%	28%	51%	88%	62%	55%	61%	91%	*	14%	34%	89%	58%	63%	67%	84%
Net:	-42%	-32%	-51%	-44%	-49%	7%	33%	-17%	-79%	-35%	-10%	-34%	-87%	*	71%	20%	-84%	-27%	-37%	-42%	-74%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) Let's focus on heat pumps. The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	422	30	54	59	75	84	120	50	51	50	38	39	40	38	12	44	36	16	8
Weighted	416	32	61	63	77	73	111	53	50	46	38	37	36	36	11	39	38	17	13
Very likely	5%	9%	14%	3%	3%	2%	3%	13%	2%	2%	2%	7%	7%	3%	7%	0%	8%	0%	0%
Somewhat likely	10%	30%	19%	11%	8%	8%	2%	9%	17%	16%	12%	7%	5%	7%	0%	5%	5%	13%	25%
Somewhat unlikely	19%	23%	20%	22%	22%	18%	14%	14%	15%	30%	18%	21%	18%	23%	18%	22%	22%	12%	0%
Very unlikely	61%	35%	41%	57%	61%	67%	79%	54%	57%	46%	67%	60%	65%	63%	75%	71%	61%	75%	75%
Don't know	5%	3%	6%	7%	6%	5%	3%	10%	9%	6%	0%	6%	5%	4%	0%	2%	3%	0%	0%
Total Likely:	15%	39%	33%	14%	11%	10%	4%	22%	20%	18%	15%	14%	12%	10%	7%	5%	13%	13%	25%
Total Unlikely:	80%	58%	61%	79%	83%	85%	93%	68%	72%	76%	85%	80%	83%	86%	93%	93%	84%	87%	75%
Net:	-65%	-19%	-28%	-65%	-72%	-76%	-88%	-46%	-52%	-58%	-71%	-67%	-71%	-76%	-85%	-88%	-70%	-73%	-50%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) Let's focus on heat pumps. The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Gender		EU 2016 Vote			2019				Voting Intention			Education						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	422	226	196	197	170	36	200	98	37	8	40	131	122	35	0	0	109	58	8
Weighted	416	212	204	193	167	37	191	99	35	8	40	123	123	32	0	0	108	57	8
Very likely	5%	8%	2%	4%	6%	3%	4%	7%	2%	0%	0%	5%	5%	0%	2%	4%	4%	11%	27%
Somewhat likely	10%	9%	12%	8%	12%	11%	7%	15%	5%	11%	8%	6%	15%	5%	2%	10%	13%	22%	14%
Somewhat unlikely	19%	21%	17%	15%	25%	8%	16%	22%	32%	28%	10%	16%	20%	22%	17%	22%	13%	31%	23%
Very unlikely	61%	57%	66%	67%	54%	71%	69%	53%	54%	61%	72%	71%	53%	69%	73%	62%	66%	32%	22%
Don't know	5%	6%	4%	6%	3%	8%	4%	5%	6%	0%	10%	3%	7%	3%	7%	3%	4%	4%	14%
Total Likely:	15%	16%	13%	12%	18%	13%	11%	21%	7%	11%	8%	11%	20%	5%	4%	14%	17%	33%	41%
Total Unlikely:	80%	78%	83%	82%	79%	78%	85%	74%	87%	89%	82%	86%	73%	92%	89%	83%	79%	63%	45%
Net:	-65%	-62%	-69%	-69%	-61%	-65%	-74%	-53%	-80%	-77%	-74%	-75%	-53%	-87%	-85%	-69%	-62%	-31%	-4%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.C) Let's focus on heat pumps. The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	422	63	148	53	76	55	27	269	153	0	0	0	0	0	61	185	135	35	6
Weighted	416	65	146	52	73	53	26	259	156	0	0	0	0	0	58	181	133	37	6
Very likely	5%	17%	3%	4%	2%	0%	4%	4%	6%	*	*	*	*	*	18%	5%	0%	0%	0%
Somewhat likely	10%	12%	7%	23%	10%	7%	6%	8%	13%	*	*	*	*	*	16%	10%	10%	5%	0%
Somewhat unlikely	19%	17%	18%	17%	25%	18%	19%	17%	23%	*	*	*	*	*	13%	25%	14%	14%	36%
Very unlikely	61%	52%	67%	50%	58%	72%	63%	67%	51%	*	*	*	*	*	52%	56%	69%	75%	48%
Don't know	5%	2%	6%	6%	5%	3%	8%	4%	6%	*	*	*	*	*	2%	4%	7%	5%	16%
Total Likely:	15%	29%	9%	27%	12%	7%	11%	12%	19%	*	*	*	*	*	33%	15%	10%	5%	0%
Total Unlikely:	80%	69%	85%	67%	83%	90%	82%	84%	74%	*	*	*	*	*	65%	81%	84%	90%	84%
Net:	-65%	-40%	-75%	-40%	-72%	-82%	-71%	-72%	-55%	*	*	*	*	*	-31%	-66%	-74%	-84%	-84%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.D) Let's focus on heat pumps. The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	422	2	15	29	34	45	39	35	36	46	18	29	18	18	12	11	17
Weighted	416	2	15	29	33	44	41	33	35	44	18	30	19	20	11	10	15
Very likely	5%	0%	0%	4%	3%	11%	4%	3%	0%	2%	0%	7%	5%	6%	19%	18%	8%
Somewhat likely	10%	0%	0%	8%	6%	9%	10%	16%	15%	4%	0%	10%	17%	17%	8%	27%	25%
Somewhat unlikely	19%	0%	29%	6%	8%	15%	21%	17%	13%	20%	26%	34%	21%	36%	10%	25%	39%
Very unlikely	61%	43%	65%	78%	75%	59%	65%	62%	65%	73%	67%	45%	46%	41%	56%	31%	29%
Don't know	5%	57%	5%	4%	9%	6%	0%	3%	7%	2%	7%	4%	10%	0%	8%	0%	0%
Total Likely:	15%	0%	0%	13%	9%	20%	14%	19%	15%	5%	0%	16%	23%	23%	27%	44%	33%
Total Unlikely:	80%	43%	95%	83%	83%	74%	86%	79%	78%	93%	93%	80%	68%	77%	65%	56%	67%
Net:	-65%	-43%	-95%	-71%	-74%	-54%	-72%	-60%	-63%	-87%	-93%	-63%	-45%	-53%	-38%	-11%	-35%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.E) Let's focus on heat pumps. The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	422	134	123	78	87	43	19	165	178	224	11	90	72	0	13	129	240	213	34	86	68
Weighted	416	123	120	92	81	42	18	164	174	219	12	89	69	0	14	125	233	205	33	87	68
Very likely	5%	5%	3%	7%	4%	22%	6%	5%	1%	4%	43%	4%	4%	*	37%	9%	1%	6%	17%	1%	0%
Somewhat likely	10%	16%	11%	5%	6%	19%	33%	14%	1%	10%	0%	18%	1%	*	51%	23%	1%	12%	11%	11%	3%
Somewhat unlikely	19%	22%	19%	16%	17%	31%	15%	24%	12%	19%	21%	24%	12%	*	6%	27%	15%	19%	14%	29%	10%
Very unlikely	61%	53%	64%	65%	65%	29%	47%	48%	83%	63%	36%	49%	79%	*	7%	35%	81%	60%	56%	54%	84%
Don't know	5%	5%	2%	6%	7%	0%	0%	8%	2%	4%	0%	5%	3%	*	0%	5%	2%	3%	2%	5%	3%
Total Likely:	15%	20%	14%	12%	11%	40%	39%	20%	2%	14%	43%	22%	5%	*	87%	33%	2%	18%	28%	12%	3%
Total Unlikely:	80%	75%	83%	82%	83%	60%	61%	72%	96%	82%	57%	73%	91%	*	13%	63%	96%	79%	70%	83%	94%
Net:	-65%	-55%	-69%	-70%	-72%	-19%	-23%	-53%	-94%	-68%	-14%	-51%	-86%	*	75%	-30%	-94%	-61%	-42%	-71%	-91%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) Let's focus on heat pumps. Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	380	29	32	43	62	79	135	38	65	28	39	30	36	27	18	48	24	17	10
Weighted	370	29	36	47	64	70	124	40	60	25	39	27	32	26	17	45	26	18	14
Very likely	7%	9%	26%	14%	3%	1%	3%	13%	6%	0%	5%	6%	2%	8%	7%	5%	17%	0%	10%
Somewhat likely	20%	42%	21%	26%	26%	17%	11%	13%	24%	7%	17%	25%	14%	26%	5%	29%	26%	23%	18%
Somewhat unlikely	20%	24%	20%	21%	14%	30%	15%	25%	16%	15%	20%	22%	25%	9%	36%	12%	17%	41%	18%
Very unlikely	41%	11%	19%	30%	42%	41%	58%	33%	37%	63%	47%	36%	47%	47%	35%	45%	32%	37%	22%
Don't know	13%	15%	15%	8%	15%	11%	13%	15%	17%	15%	11%	11%	12%	11%	17%	9%	8%	0%	31%
Total Likely:	27%	51%	47%	41%	29%	18%	14%	27%	30%	7%	23%	31%	16%	34%	12%	34%	43%	23%	28%
Total Unlikely:	61%	34%	39%	51%	56%	71%	73%	58%	54%	78%	66%	58%	72%	56%	71%	57%	49%	77%	41%
Net:	-34%	16%	8%	-11%	-28%	-53%	-59%	-31%	-24%	-71%	-44%	-28%	-56%	-22%	-59%	-23%	-6%	-54%	-13%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) Let's focus on heat pumps. Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	380	193	186	166	170	31	177	83	31	3	32	122	98	24	0	0	94	43	12
Weighted	370	180	189	161	165	31	165	83	29	3	31	113	97	24	0	0	92	43	10
Very likely	7%	9%	5%	4%	11%	0%	3%	18%	9%	0%	0%	4%	14%	12%	3%	5%	10%	10%	19%
Somewhat likely	20%	24%	16%	13%	24%	31%	15%	19%	29%	0%	20%	19%	22%	21%	15%	26%	14%	32%	23%
Somewhat unlikely	20%	17%	23%	18%	23%	10%	20%	26%	20%	0%	6%	19%	25%	23%	20%	17%	24%	22%	7%
Very unlikely	41%	41%	40%	55%	29%	38%	49%	27%	37%	100%	48%	46%	26%	44%	47%	41%	36%	32%	40%
Don't know	13%	9%	16%	10%	13%	22%	13%	11%	6%	0%	26%	13%	13%	0%	14%	12%	16%	5%	11%
Total Likely:	27%	33%	21%	17%	35%	31%	18%	37%	37%	0%	20%	23%	36%	33%	18%	31%	25%	42%	41%
Total Unlikely:	61%	58%	63%	74%	52%	48%	70%	52%	57%	100%	54%	65%	51%	67%	67%	58%	60%	54%	47%
Net:	-34%	-25%	-42%	-57%	-18%	-17%	-52%	-16%	-19%	-100%	-34%	-42%	-16%	-35%	-49%	-27%	-35%	-12%	-6%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.C) Let's focus on heat pumps. Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	380	49	121	30	89	66	25	259	121	0	0	0	0	0	49	164	121	38	8
Weighted	370	48	119	31	84	65	23	245	125	0	0	0	0	0	47	158	118	39	8
Very likely	7%	26%	6%	3%	2%	4%	0%	7%	7%	*	*	*	*	*	15%	7%	1%	10%	27%
Somewhat likely	20%	20%	19%	12%	21%	20%	30%	14%	31%	*	*	*	*	*	23%	23%	15%	21%	10%
Somewhat unlikely	20%	15%	20%	26%	18%	21%	24%	19%	21%	*	*	*	*	*	14%	18%	24%	22%	10%
Very unlikely	41%	26%	40%	48%	53%	38%	30%	49%	25%	*	*	*	*	*	40%	42%	46%	25%	24%
Don't know	13%	13%	16%	12%	5%	16%	16%	11%	16%	*	*	*	*	*	8%	10%	14%	23%	28%
Total Likely:	27%	46%	24%	15%	24%	24%	30%	21%	38%	*	*	*	*	*	38%	30%	16%	31%	38%
Total Unlikely:	61%	41%	60%	74%	71%	60%	54%	68%	46%	*	*	*	*	*	54%	60%	70%	46%	34%
Net:	-34%	5%	-36%	-59%	-47%	-35%	-24%	-48%	-8%	*	*	*	*	*	-16%	-31%	-55%	-16%	4%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.D) Let's focus on heat pumps. Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	380	3	12	22	38	38	38	41	30	27	18	22	19	14	18	7	11
Weighted	370	2	11	21	37	35	37	40	31	26	18	22	19	14	17	7	10
Very likely	7%	31%	0%	13%	0%	2%	8%	2%	10%	8%	0%	10%	11%	0%	23%	48%	0%
Somewhat likely	20%	36%	25%	14%	21%	14%	16%	21%	14%	28%	31%	18%	16%	45%	20%	0%	37%
Somewhat unlikely	20%	0%	7%	14%	14%	22%	29%	28%	24%	20%	12%	30%	23%	20%	18%	0%	8%
Very unlikely	41%	33%	41%	59%	52%	43%	29%	39%	41%	35%	42%	34%	41%	29%	22%	52%	36%
Don't know	13%	0%	27%	0%	13%	19%	18%	10%	11%	8%	15%	9%	10%	6%	17%	0%	18%
Total Likely:	27%	67%	25%	27%	21%	17%	23%	23%	24%	36%	31%	27%	27%	45%	43%	48%	37%
Total Unlikely:	61%	33%	48%	73%	65%	65%	58%	67%	65%	55%	54%	64%	63%	49%	40%	52%	44%
Net:	-34%	35%	-23%	-46%	-44%	-48%	-35%	-44%	-41%	-19%	-22%	-37%	-37%	-3%	3%	-4%	-7%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.E) Let's focus on heat pumps. Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive. Based on this information, how likely or unlikely would you be to consider installing a heat pump?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	380	143	105	64	68	31	23	129	184	199	18	82	68	0	15	118	219	195	25	73	76
Weighted	370	129	104	74	62	32	26	126	173	192	17	82	65	0	15	116	208	189	24	71	73
Very likely	7%	9%	5%	7%	5%	23%	32%	6%	1%	8%	30%	4%	1%	*	56%	12%	1%	9%	15%	5%	1%
Somewhat likely	20%	22%	22%	17%	16%	41%	30%	30%	7%	20%	27%	26%	9%	*	28%	44%	7%	23%	16%	29%	6%
Somewhat unlikely	20%	22%	17%	23%	17%	12%	19%	25%	18%	19%	21%	25%	16%	*	11%	22%	19%	22%	13%	19%	16%
Very unlikely	41%	38%	41%	39%	48%	20%	6%	20%	66%	42%	11%	28%	67%	*	0%	6%	66%	36%	45%	34%	64%
Don't know	13%	10%	15%	14%	14%	3%	13%	19%	8%	11%	10%	17%	6%	*	6%	16%	7%	11%	11%	13%	13%
Total Likely:	27%	31%	27%	23%	21%	65%	62%	36%	8%	28%	58%	30%	10%	*	84%	56%	8%	31%	31%	34%	8%
Total Unlikely:	61%	60%	58%	63%	65%	33%	25%	44%	84%	61%	32%	52%	84%	*	11%	28%	85%	58%	58%	53%	79%
Net:	-34%	-29%	-31%	-39%	-44%	32%	37%	-8%	-76%	-34%	26%	-22%	-73%	*	73%	28%	-78%	-26%	-28%	-19%	-72%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) Let's focus on smart meters. Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	324	19	33	51	59	56	106	33	44	28	26	23	32	25	14	37	38	11	13
Weighted	319	22	35	54	61	50	99	35	41	25	26	20	28	25	13	34	39	12	20
Very likely	17%	10%	30%	23%	14%	17%	14%	21%	12%	18%	19%	22%	3%	12%	27%	24%	25%	9%	18%
Somewhat likely	27%	50%	43%	29%	27%	20%	17%	24%	39%	14%	20%	24%	25%	22%	31%	33%	26%	17%	33%
Somewhat unlikely	14%	25%	12%	19%	17%	9%	9%	9%	10%	11%	11%	14%	27%	16%	0%	17%	17%	19%	15%
Very unlikely	33%	12%	4%	28%	32%	36%	50%	46%	31%	50%	32%	41%	33%	34%	36%	18%	33%	38%	7%
Don't know	9%	4%	10%	2%	8%	18%	9%	0%	9%	7%	18%	0%	12%	15%	6%	8%	0%	17%	28%
Total Likely:	44%	60%	74%	51%	42%	37%	31%	45%	50%	32%	39%	46%	28%	34%	58%	57%	50%	26%	50%
Total Unlikely:	47%	37%	17%	47%	50%	45%	59%	55%	41%	61%	43%	54%	60%	50%	36%	35%	50%	57%	22%
Net:	-3%	23%	57%	4%	-8%	-8%	-28%	-9%	10%	-29%	-4%	-9%	-32%	-16%	22%	22%	0%	-31%	28%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) Let's focus on smart meters. Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	324	170	153	148	135	29	153	69	25	3	30	105	84	25	0	0	91	41	8
Weighted	319	159	159	145	130	30	144	68	24	3	31	98	82	23	0	0	90	40	7
Very likely	17%	21%	15%	13%	24%	16%	14%	22%	17%	38%	22%	14%	21%	18%	16%	17%	14%	25%	53%
Somewhat likely	27%	27%	27%	23%	31%	19%	21%	37%	44%	0%	15%	21%	33%	42%	25%	29%	25%	35%	22%
Somewhat unlikely	14%	14%	14%	15%	11%	17%	15%	10%	13%	24%	11%	15%	13%	14%	13%	14%	19%	9%	14%
Very unlikely	33%	34%	33%	42%	25%	37%	42%	23%	16%	37%	41%	43%	25%	22%	36%	29%	35%	26%	11%
Don't know	9%	5%	12%	7%	9%	11%	8%	9%	9%	0%	11%	7%	7%	4%	10%	10%	7%	4%	0%
Total Likely:	44%	47%	41%	36%	55%	35%	35%	59%	61%	38%	37%	35%	55%	60%	41%	47%	39%	61%	75%
Total Unlikely:	47%	47%	46%	57%	36%	54%	57%	32%	30%	62%	52%	58%	38%	36%	49%	43%	54%	35%	25%
Net:	-3%	0%	-5%	-21%	19%	-19%	-22%	26%	32%	-23%	-15%	-23%	17%	24%	-8%	4%	-15%	26%	50%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.C) Let's focus on smart meters. Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	324	63	94	29	65	47	26	219	105	0	0	0	0	0	53	130	97	37	7
Weighted	319	65	92	30	61	45	26	213	106	0	0	0	0	0	49	129	97	38	6
Very likely	17%	28%	15%	11%	11%	16%	26%	18%	16%	*	*	*	*	*	33%	17%	16%	2%	11%
Somewhat likely	27%	35%	33%	34%	13%	12%	31%	21%	38%	*	*	*	*	*	18%	31%	28%	18%	42%
Somewhat unlikely	14%	11%	11%	13%	24%	13%	10%	12%	17%	*	*	*	*	*	7%	12%	16%	25%	13%
Very unlikely	33%	21%	32%	32%	47%	44%	19%	40%	20%	*	*	*	*	*	38%	35%	27%	39%	17%
Don't know	9%	5%	10%	10%	4%	15%	13%	9%	9%	*	*	*	*	*	4%	5%	13%	16%	17%
Total Likely:	44%	63%	47%	45%	25%	28%	58%	39%	54%	*	*	*	*	*	51%	48%	44%	20%	54%
Total Unlikely:	47%	32%	42%	45%	71%	57%	30%	52%	37%	*	*	*	*	*	45%	47%	43%	64%	30%
Net:	-3%	31%	5%	0%	-46%	-29%	28%	-13%	17%	*	*	*	*	*	6%	1%	1%	-44%	24%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.D) Let's focus on smart meters. Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	324	1	12	17	33	35	31	38	18	29	20	19	12	17	5	9	13
Weighted	319	1	12	18	31	34	32	37	18	29	21	20	11	18	4	9	11
Very likely	17%	0%	6%	16%	20%	15%	11%	8%	23%	12%	9%	24%	49%	23%	81%	19%	29%
Somewhat likely	27%	0%	23%	25%	23%	14%	35%	25%	32%	28%	35%	38%	16%	29%	19%	36%	19%
Somewhat unlikely	14%	0%	0%	15%	3%	18%	17%	17%	11%	20%	18%	15%	26%	9%	0%	22%	20%
Very unlikely	33%	100%	53%	44%	43%	45%	26%	42%	15%	34%	26%	23%	9%	23%	0%	23%	31%
Don't know	9%	0%	18%	0%	11%	8%	11%	9%	19%	6%	11%	0%	0%	16%	0%	0%	0%
Total Likely:	44%	0%	29%	41%	43%	29%	46%	33%	56%	40%	44%	61%	65%	52%	100%	55%	49%
Total Unlikely:	47%	100%	53%	59%	46%	63%	42%	59%	25%	54%	44%	39%	35%	32%	0%	45%	51%
Net:	-3%	-100%	-24%	-18%	-3%	-34%	4%	-26%	30%	-14%	0%	23%	30%	20%	100%	11%	-2%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.E) Let’s focus on smart meters. Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	324	121	102	49	52	40	13	100	154	159	13	72	60	16	13	81	191	0	51	120	126
Weighted	319	109	101	59	49	39	12	101	149	157	13	72	58	16	14	80	184	0	51	118	122
Very likely	17%	25%	10%	17%	18%	32%	52%	23%	9%	17%	50%	24%	6%	33%	63%	26%	10%	*	67%	16%	2%
Somewhat likely	27%	24%	32%	23%	25%	32%	35%	33%	22%	25%	38%	35%	14%	26%	32%	35%	22%	*	28%	47%	5%
Somewhat unlikely	14%	14%	11%	18%	16%	16%	8%	20%	10%	17%	12%	11%	12%	35%	6%	12%	14%	*	2%	17%	18%
Very unlikely	33%	31%	35%	36%	31%	18%	5%	17%	49%	35%	0%	15%	59%	0%	0%	20%	45%	*	3%	11%	71%
Don't know	9%	6%	12%	6%	11%	2%	0%	8%	10%	6%	0%	14%	9%	6%	0%	7%	9%	*	0%	9%	4%
Total Likely:	44%	49%	42%	40%	43%	64%	87%	55%	31%	42%	88%	60%	20%	59%	94%	60%	32%	*	95%	62%	7%
Total Unlikely:	47%	45%	46%	54%	46%	33%	13%	37%	59%	51%	12%	26%	71%	35%	6%	33%	58%	*	5%	28%	89%
Net:	-3%	4%	-4%	-14%	-3%	31%	73%	19%	-28%	-9%	77%	34%	-51%	25%	89%	28%	-26%	*	89%	34%	-82%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) Let's focus on smart meters. A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	330	28	31	51	66	60	94	35	52	30	23	33	25	32	9	36	27	16	12
Weighted	327	29	33	54	71	53	87	36	50	28	24	31	22	31	8	33	28	17	18
Very likely	17%	20%	24%	18%	16%	15%	15%	27%	23%	9%	12%	31%	13%	16%	10%	15%	12%	13%	0%
Somewhat likely	26%	44%	26%	37%	29%	18%	16%	18%	11%	33%	36%	21%	25%	23%	58%	35%	37%	20%	30%
Somewhat unlikely	17%	21%	11%	12%	16%	20%	17%	15%	17%	18%	18%	12%	16%	12%	13%	14%	21%	12%	34%
Very unlikely	31%	11%	19%	22%	30%	34%	48%	25%	40%	33%	30%	25%	38%	31%	19%	34%	26%	32%	26%
Don't know	9%	4%	20%	10%	9%	14%	4%	15%	9%	7%	4%	11%	7%	17%	0%	3%	3%	23%	10%
Total Likely:	43%	64%	50%	56%	44%	32%	30%	45%	34%	42%	48%	51%	38%	39%	68%	50%	49%	33%	30%
Total Unlikely:	48%	32%	30%	34%	46%	54%	65%	40%	57%	51%	48%	37%	54%	44%	32%	48%	47%	44%	60%
Net:	-5%	32%	20%	21%	-2%	-22%	-35%	4%	-23%	-8%	0%	14%	-16%	-5%	36%	2%	2%	-11%	-30%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) Let's focus on smart meters. A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	330	175	155	130	151	34	139	80	38	6	34	93	99	33	0	0	89	46	8
Weighted	327	166	161	127	150	34	132	81	37	6	33	87	99	32	0	0	88	46	7
Very likely	17%	19%	15%	16%	19%	10%	20%	22%	13%	14%	8%	22%	20%	18%	17%	17%	13%	24%	21%
Somewhat likely	26%	28%	24%	19%	30%	24%	26%	23%	33%	0%	26%	22%	31%	26%	28%	30%	23%	23%	27%
Somewhat unlikely	17%	17%	16%	13%	16%	27%	11%	16%	18%	36%	27%	13%	13%	11%	8%	17%	20%	24%	12%
Very unlikely	31%	26%	37%	41%	29%	16%	36%	29%	23%	49%	27%	35%	27%	32%	33%	30%	35%	23%	26%
Don't know	9%	9%	10%	10%	6%	23%	7%	10%	13%	0%	12%	8%	8%	12%	15%	6%	10%	6%	14%
Total Likely:	43%	47%	38%	35%	49%	34%	46%	45%	46%	14%	34%	44%	51%	44%	45%	47%	36%	47%	48%
Total Unlikely:	48%	43%	52%	55%	45%	43%	47%	45%	41%	86%	54%	48%	41%	43%	40%	47%	54%	47%	38%
Net:	-5%	4%	-14%	-19%	5%	-8%	0%	-1%	4%	-72%	-21%	-3%	10%	1%	4%	0%	-18%	0%	10%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.C) Let's focus on smart meters. A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	330	48	124	35	58	43	22	202	128	0	0	0	0	0	45	135	107	38	5
Weighted	327	48	123	35	57	43	21	192	135	0	0	0	0	0	42	131	109	40	5
Very likely	17%	27%	16%	14%	16%	13%	13%	18%	16%	*	*	*	*	*	25%	17%	9%	32%	0%
Somewhat likely	26%	19%	26%	25%	29%	27%	32%	23%	30%	*	*	*	*	*	29%	27%	28%	19%	0%
Somewhat unlikely	17%	22%	17%	11%	11%	26%	7%	18%	15%	*	*	*	*	*	14%	17%	17%	16%	21%
Very unlikely	31%	26%	28%	41%	37%	29%	33%	35%	26%	*	*	*	*	*	30%	31%	34%	21%	60%
Don't know	9%	6%	13%	8%	7%	4%	14%	7%	12%	*	*	*	*	*	2%	8%	12%	12%	19%
Total Likely:	43%	46%	42%	39%	45%	40%	46%	40%	46%	*	*	*	*	*	54%	44%	37%	51%	0%
Total Unlikely:	48%	48%	45%	53%	48%	55%	40%	52%	41%	*	*	*	*	*	44%	48%	51%	37%	81%
Net:	-5%	-2%	-3%	-13%	-4%	-15%	6%	-12%	5%	*	*	*	*	*	10%	-4%	-14%	13%	-81%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.D) Let’s focus on smart meters. A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	330	3	10	25	24	32	35	28	24	30	17	29	15	13	11	5	11
Weighted	327	3	10	25	23	32	35	29	24	31	17	29	16	13	11	4	10
Very likely	17%	27%	11%	13%	33%	11%	16%	9%	25%	24%	10%	22%	18%	19%	10%	22%	25%
Somewhat likely	26%	0%	8%	21%	13%	42%	25%	33%	21%	17%	36%	30%	30%	44%	16%	0%	56%
Somewhat unlikely	17%	0%	15%	19%	28%	3%	9%	28%	17%	3%	29%	16%	23%	13%	39%	18%	0%
Very unlikely	31%	0%	16%	38%	26%	25%	38%	26%	32%	46%	9%	29%	29%	24%	27%	61%	19%
Don't know	9%	73%	50%	9%	0%	19%	12%	3%	5%	10%	16%	3%	0%	0%	8%	0%	0%
Total Likely:	43%	27%	19%	34%	46%	53%	41%	42%	46%	41%	46%	52%	48%	63%	26%	22%	81%
Total Unlikely:	48%	0%	31%	58%	54%	28%	47%	54%	49%	48%	38%	45%	52%	37%	66%	78%	19%
Net:	-5%	27%	-12%	-24%	-8%	25%	-5%	-12%	-3%	-7%	7%	6%	-5%	26%	-40%	-57%	62%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.E) Let's focus on smart meters. A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy. Based on this information, how likely or unlikely would you be to consider installing a smart meter?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	330	113	93	61	63	27	14	116	149	147	14	62	81	17	5	87	183	0	38	143	122
Weighted	327	103	94	73	58	27	15	116	145	143	13	62	80	17	5	86	179	0	34	143	121
Very likely	17%	18%	15%	14%	23%	24%	54%	19%	12%	19%	62%	10%	17%	46%	61%	20%	14%	*	70%	21%	1%
Somewhat likely	26%	24%	25%	32%	23%	28%	31%	34%	19%	25%	24%	47%	12%	26%	39%	35%	21%	*	20%	42%	8%
Somewhat unlikely	17%	13%	19%	20%	15%	14%	0%	16%	18%	17%	0%	20%	18%	20%	0%	18%	16%	*	2%	17%	20%
Very unlikely	31%	39%	29%	26%	27%	24%	5%	25%	43%	36%	15%	15%	42%	8%	0%	19%	43%	*	5%	15%	63%
Don't know	9%	6%	12%	9%	11%	10%	10%	5%	8%	3%	0%	8%	11%	0%	0%	8%	6%	*	3%	6%	9%
Total Likely:	43%	41%	40%	46%	46%	52%	85%	54%	31%	44%	85%	57%	29%	72%	100%	55%	35%	*	90%	62%	9%
Total Unlikely:	48%	52%	48%	45%	42%	38%	5%	41%	61%	53%	15%	35%	60%	28%	0%	37%	59%	*	7%	31%	83%
Net:	-5%	-11%	-8%	1%	4%	14%	80%	13%	-30%	-9%	71%	22%	-31%	43%	100%	18%	-25%	*	83%	31%	-74%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) Let's focus on insulation. The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	524	45	79	74	86	96	144	72	62	47	37	36	59	36	19	61	52	29	14
Weighted	517	48	84	79	89	84	133	77	59	42	38	34	52	35	17	56	54	31	21
Very likely	15%	15%	31%	21%	13%	11%	6%	21%	11%	10%	18%	21%	13%	12%	26%	16%	13%	7%	20%
Somewhat likely	40%	53%	41%	52%	40%	32%	34%	41%	41%	40%	43%	34%	34%	30%	34%	40%	47%	43%	57%
Somewhat unlikely	16%	21%	11%	11%	16%	22%	18%	15%	17%	16%	16%	13%	20%	22%	9%	14%	21%	9%	16%
Very unlikely	18%	4%	9%	11%	16%	23%	31%	14%	25%	21%	8%	25%	21%	15%	16%	21%	16%	23%	7%
Don't know	10%	7%	8%	6%	15%	12%	11%	8%	7%	13%	15%	7%	12%	22%	15%	9%	4%	18%	0%
Total Likely:	55%	68%	71%	72%	53%	43%	40%	63%	51%	49%	62%	55%	47%	42%	59%	56%	60%	50%	77%
Total Unlikely:	34%	25%	21%	22%	32%	45%	49%	29%	42%	37%	24%	38%	41%	37%	25%	35%	37%	32%	23%
Net:	21%	43%	50%	51%	21%	-2%	-9%	34%	9%	12%	38%	17%	6%	5%	34%	21%	23%	18%	54%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) Let's focus on insulation. The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	524	290	233	207	253	39	227	134	49	8	40	164	155	41	0	0	149	75	18
Weighted	517	274	242	201	248	41	216	133	45	8	40	155	153	39	0	0	149	74	16
Very likely	15%	18%	12%	15%	18%	8%	15%	18%	14%	24%	2%	16%	16%	19%	11%	10%	17%	29%	27%
Somewhat likely	40%	40%	40%	34%	45%	41%	38%	45%	34%	38%	36%	38%	45%	47%	33%	40%	48%	39%	36%
Somewhat unlikely	16%	17%	15%	18%	12%	22%	17%	12%	15%	38%	17%	16%	14%	10%	23%	12%	18%	13%	10%
Very unlikely	18%	15%	22%	24%	15%	12%	23%	15%	21%	0%	21%	23%	16%	13%	23%	24%	9%	15%	20%
Don't know	10%	9%	11%	10%	10%	17%	7%	10%	17%	0%	24%	7%	9%	11%	10%	14%	8%	4%	6%
Total Likely:	55%	58%	52%	49%	63%	49%	53%	63%	48%	62%	38%	54%	61%	66%	44%	51%	64%	68%	63%
Total Unlikely:	34%	32%	37%	42%	27%	34%	40%	27%	36%	38%	38%	39%	30%	23%	46%	35%	28%	28%	30%
Net:	21%	26%	15%	7%	36%	14%	14%	35%	12%	25%	1%	15%	30%	43%	-2%	15%	37%	40%	33%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) Let's focus on insulation. The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	524	100	176	55	88	71	34	326	198	0	0	0	0	0	88	208	176	45	7
Weighted	517	100	173	57	83	70	34	312	205	0	0	0	0	0	85	203	175	46	7
Very likely	15%	30%	11%	21%	7%	8%	16%	14%	18%	*	*	*	*	*	39%	13%	7%	12%	14%
Somewhat likely	40%	36%	43%	38%	36%	45%	43%	38%	44%	*	*	*	*	*	23%	48%	37%	44%	57%
Somewhat unlikely	16%	15%	16%	17%	23%	13%	12%	16%	16%	*	*	*	*	*	8%	15%	21%	20%	14%
Very unlikely	18%	14%	17%	18%	23%	25%	12%	21%	14%	*	*	*	*	*	21%	14%	22%	17%	15%
Don't know	10%	5%	13%	7%	10%	10%	17%	12%	8%	*	*	*	*	*	9%	10%	13%	7%	0%
Total Likely:	55%	66%	54%	59%	44%	53%	59%	51%	62%	*	*	*	*	*	62%	62%	44%	56%	71%
Total Unlikely:	34%	29%	33%	34%	46%	38%	24%	37%	30%	*	*	*	*	*	29%	29%	43%	37%	29%
Net:	21%	37%	22%	24%	-2%	15%	35%	14%	32%	*	*	*	*	*	33%	33%	2%	18%	41%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.D) Let’s focus on insulation. The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	524	3	13	27	37	51	44	69	36	41	26	45	21	28	19	15	26
Weighted	517	2	12	27	36	49	44	68	36	42	25	46	21	29	18	15	23
Very likely	15%	33%	8%	10%	10%	10%	16%	7%	11%	14%	13%	20%	28%	25%	31%	19%	32%
Somewhat likely	40%	0%	49%	33%	47%	36%	46%	34%	45%	46%	53%	39%	30%	38%	39%	54%	44%
Somewhat unlikely	16%	34%	36%	24%	11%	15%	6%	22%	15%	16%	20%	23%	12%	18%	6%	14%	5%
Very unlikely	18%	33%	0%	22%	26%	24%	19%	19%	21%	21%	11%	9%	16%	16%	24%	7%	9%
Don't know	10%	0%	6%	11%	5%	14%	12%	18%	8%	2%	4%	8%	14%	4%	0%	6%	10%
Total Likely:	55%	33%	58%	43%	57%	47%	63%	41%	56%	61%	66%	60%	58%	62%	70%	73%	76%
Total Unlikely:	34%	67%	36%	46%	37%	39%	26%	41%	36%	37%	31%	32%	28%	34%	30%	21%	14%
Net:	21%	-35%	22%	-3%	20%	7%	37%	0%	19%	23%	35%	28%	30%	28%	40%	53%	62%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.E) Let’s focus on insulation. The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer. Based on this information, how likely or unlikely would you be to consider installing moreimproved insulation?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	524	193	151	95	85	72	34	180	207	260	34	127	82	32	24	158	276	243	42	116	96
Weighted	517	176	149	113	79	72	35	179	199	255	34	125	81	31	24	157	267	236	41	112	96
Very likely	15%	22%	12%	10%	16%	34%	42%	15%	6%	14%	71%	11%	5%	54%	57%	15%	7%	18%	32%	13%	5%
Somewhat likely	40%	43%	44%	40%	29%	43%	43%	50%	32%	45%	29%	53%	12%	40%	37%	53%	33%	43%	40%	45%	28%
Somewhat unlikely	16%	14%	16%	18%	18%	12%	6%	16%	20%	18%	0%	14%	24%	6%	7%	14%	20%	17%	7%	13%	22%
Very unlikely	18%	17%	15%	20%	24%	9%	5%	7%	32%	15%	0%	11%	48%	0%	0%	6%	30%	13%	13%	17%	36%
Don't know	10%	5%	14%	12%	13%	1%	4%	12%	10%	8%	0%	12%	11%	0%	0%	11%	9%	9%	7%	12%	9%
Total Likely:	55%	64%	56%	50%	44%	77%	85%	65%	38%	60%	100%	63%	17%	94%	93%	68%	41%	61%	73%	58%	33%
Total Unlikely:	34%	31%	31%	39%	43%	22%	11%	23%	52%	32%	0%	25%	72%	6%	7%	21%	50%	30%	20%	30%	58%
Net:	21%	33%	25%	11%	1%	56%	74%	42%	-14%	28%	100%	39%	-55%	87%	86%	48%	-9%	31%	52%	28%	-25%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) Let's focus on insulation. Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	573	49	70	89	104	99	162	75	93	48	59	44	49	54	18	62	42	17	12
Weighted	563	51	77	93	105	87	150	78	88	45	60	42	44	53	17	56	45	18	19
Very likely	10%	16%	19%	16%	3%	5%	7%	22%	7%	2%	7%	9%	9%	7%	28%	7%	8%	11%	9%
Somewhat likely	26%	34%	43%	24%	24%	24%	20%	26%	24%	20%	31%	26%	25%	31%	18%	29%	26%	21%	34%
Somewhat unlikely	21%	25%	17%	23%	21%	25%	18%	13%	19%	26%	29%	31%	21%	13%	11%	24%	24%	24%	15%
Very unlikely	32%	23%	15%	24%	37%	34%	46%	27%	35%	44%	26%	21%	30%	40%	27%	32%	35%	37%	32%
Don't know	10%	2%	7%	13%	15%	12%	10%	12%	14%	9%	6%	12%	15%	9%	16%	8%	7%	6%	9%
Total Likely:	36%	50%	62%	40%	27%	29%	27%	48%	31%	22%	38%	36%	34%	38%	46%	37%	33%	33%	43%
Total Unlikely:	53%	48%	31%	47%	58%	58%	64%	40%	54%	70%	56%	52%	51%	53%	38%	56%	60%	61%	48%
Net:	-17%	2%	31%	-8%	-31%	-29%	-37%	8%	-23%	-48%	-17%	-16%	-17%	-14%	8%	-19%	-26%	-29%	-5%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) Let's focus on insulation. Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Gender		EU 2016 Vote			2019				Voting Intention				Education					
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	573	309	263	228	273	47	247	150	56	8	48	164	190	43	0	0	153	82	17
Weighted	563	288	273	224	266	47	234	151	53	7	47	154	189	41	0	0	149	81	15
Very likely	10%	13%	6%	9%	12%	8%	7%	16%	9%	13%	6%	7%	14%	9%	6%	7%	10%	23%	17%
Somewhat likely	26%	27%	26%	19%	34%	16%	24%	32%	28%	13%	18%	30%	32%	25%	18%	29%	26%	37%	37%
Somewhat unlikely	21%	22%	20%	20%	19%	29%	23%	19%	21%	22%	17%	22%	19%	22%	18%	23%	24%	17%	17%
Very unlikely	32%	27%	37%	43%	23%	34%	36%	25%	23%	52%	42%	30%	24%	28%	44%	32%	32%	12%	10%
Don't know	10%	10%	11%	9%	11%	13%	10%	8%	20%	0%	18%	11%	10%	16%	13%	9%	8%	12%	19%
Total Likely:	36%	40%	32%	27%	46%	24%	31%	48%	37%	26%	24%	37%	47%	34%	24%	36%	36%	59%	54%
Total Unlikely:	53%	50%	57%	63%	43%	63%	59%	44%	44%	74%	58%	52%	43%	50%	62%	55%	57%	29%	27%
Net:	-17%	-9%	-25%	-36%	3%	-39%	-28%	4%	-7%	-48%	-35%	-15%	3%	-15%	-38%	-19%	-21%	31%	27%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.C) Let's focus on insulation. Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	573	97	195	70	116	64	31	357	216	0	0	0	0	0	80	260	169	53	11
Weighted	563	99	190	71	110	63	29	339	224	0	0	0	0	0	75	253	170	54	10
Very likely	10%	21%	8%	11%	5%	6%	6%	10%	10%	*	*	*	*	*	29%	8%	6%	2%	18%
Somewhat likely	26%	36%	23%	20%	27%	28%	25%	26%	27%	*	*	*	*	*	31%	32%	19%	16%	37%
Somewhat unlikely	21%	12%	23%	29%	17%	23%	28%	20%	23%	*	*	*	*	*	14%	22%	25%	18%	0%
Very unlikely	32%	23%	31%	33%	40%	33%	34%	35%	28%	*	*	*	*	*	21%	28%	38%	51%	36%
Don't know	10%	7%	14%	6%	11%	10%	7%	10%	12%	*	*	*	*	*	6%	10%	12%	13%	9%
Total Likely:	36%	58%	31%	32%	32%	34%	31%	35%	38%	*	*	*	*	*	60%	40%	25%	18%	55%
Total Unlikely:	53%	35%	55%	62%	57%	55%	62%	55%	51%	*	*	*	*	*	35%	49%	63%	70%	36%
Net:	-17%	22%	-24%	-31%	-25%	-21%	-31%	-20%	-13%	*	*	*	*	*	25%	-9%	-38%	-52%	18%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.D) Let's focus on insulation. Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	573	3	20	35	47	56	51	46	42	48	35	50	31	24	19	16	29
Weighted	563	3	19	34	45	55	52	46	43	46	35	50	31	25	18	14	26
Very likely	10%	0%	4%	9%	8%	7%	9%	8%	12%	7%	9%	15%	11%	12%	21%	26%	7%
Somewhat likely	26%	0%	9%	6%	20%	22%	26%	35%	32%	21%	29%	28%	47%	48%	16%	51%	25%
Somewhat unlikely	21%	30%	10%	25%	16%	21%	17%	23%	22%	30%	31%	25%	10%	21%	10%	10%	24%
Very unlikely	32%	0%	54%	53%	47%	41%	35%	27%	22%	27%	18%	27%	23%	16%	43%	7%	31%
Don't know	10%	70%	24%	7%	9%	10%	13%	7%	12%	15%	13%	6%	9%	3%	9%	6%	14%
Total Likely:	36%	0%	13%	15%	29%	29%	35%	43%	44%	28%	38%	43%	58%	60%	37%	77%	31%
Total Unlikely:	53%	30%	63%	78%	62%	62%	52%	50%	44%	57%	50%	52%	33%	37%	53%	17%	55%
Net:	-17%	-30%	-50%	-63%	-34%	-33%	-17%	-7%	0%	-29%	-12%	-9%	25%	23%	-16%	60%	-24%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.E) Let's focus on insulation. Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these. Based on this information, how likely or unlikely would you be to consider installing more improved insulation?

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	573	213	159	95	106	58	24	224	248	240	27	141	128	32	17	170	299	281	37	117	112
Weighted	563	194	159	112	98	57	24	223	238	234	27	140	123	31	17	168	289	274	34	119	109
Very likely	10%	17%	4%	7%	9%	24%	35%	11%	4%	12%	50%	5%	4%	41%	49%	11%	5%	13%	23%	9%	1%
Somewhat likely	26%	30%	26%	26%	19%	44%	52%	34%	13%	30%	34%	40%	5%	41%	51%	42%	16%	30%	31%	31%	15%
Somewhat unlikely	21%	20%	24%	24%	16%	11%	5%	24%	21%	19%	4%	31%	16%	14%	0%	25%	20%	22%	17%	23%	17%
Very unlikely	32%	22%	36%	35%	44%	10%	4%	21%	52%	27%	9%	14%	70%	0%	0%	13%	51%	27%	19%	29%	57%
Don't know	10%	11%	9%	8%	13%	11%	4%	10%	10%	12%	4%	9%	4%	3%	0%	9%	8%	9%	10%	8%	10%
Total Likely:	36%	48%	30%	33%	28%	68%	87%	45%	17%	42%	84%	46%	10%	82%	100%	53%	21%	42%	53%	40%	17%
Total Unlikely:	53%	41%	60%	59%	59%	21%	9%	46%	73%	46%	13%	45%	86%	14%	0%	37%	71%	49%	36%	52%	74%
Net:	-17%	6%	-30%	-25%	-32%	46%	79%	-1%	-56%	-4%	71%	1%	-77%	68%	100%	16%	-50%	-6%	17%	-12%	-57%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) Do you agree or disagree with the following?: I like the look of the solar panels

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1274	96	154	186	220	233	385	156	179	114	107	102	125	100	47	150	109	56	29
Weighted	1247	101	166	196	225	204	355	165	169	104	109	95	110	97	44	136	115	59	44
Strongly agree	12%	15%	22%	18%	8%	7%	9%	21%	11%	5%	14%	9%	8%	8%	21%	13%	14%	7%	11%
Slightly agree	21%	33%	33%	23%	19%	19%	15%	31%	15%	18%	24%	18%	16%	27%	10%	23%	14%	24%	40%
Neither agree nor disagree	33%	30%	27%	26%	37%	35%	37%	22%	31%	45%	32%	37%	35%	30%	39%	35%	35%	36%	32%
Slightly disagree	16%	15%	11%	15%	19%	18%	17%	16%	21%	15%	10%	15%	18%	20%	20%	13%	17%	17%	14%
Strongly disagree	16%	8%	7%	15%	16%	18%	22%	10%	21%	16%	20%	21%	21%	13%	11%	14%	18%	15%	0%
Don't know	1%	0%	0%	2%	1%	2%	0%	0%	1%	1%	0%	0%	2%	1%	0%	1%	3%	0%	3%
Total Agree:	34%	48%	55%	41%	27%	26%	24%	52%	26%	23%	38%	27%	24%	35%	31%	37%	28%	31%	50%
Total Disagree:	32%	22%	18%	31%	35%	36%	39%	26%	42%	31%	30%	36%	39%	34%	30%	27%	35%	33%	14%
Net:	1%	26%	37%	11%	-8%	-10%	-15%	26%	-16%	-8%	8%	-9%	-15%	2%	1%	10%	-7%	-1%	36%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) Do you agree or disagree with the following?: I like the look of the solar panels

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1274	687	585	534	587	100	562	313	123	19	108	382	378	104	0	0	347	182	37
Weighted	1247	641	604	519	572	101	531	313	115	18	105	359	374	97	0	0	339	179	33
Strongly agree	12%	15%	9%	10%	15%	9%	11%	17%	15%	4%	6%	12%	16%	15%	7%	9%	13%	24%	18%
Slightly agree	21%	24%	18%	17%	24%	19%	17%	27%	22%	17%	14%	17%	27%	23%	19%	22%	22%	27%	28%
Neither agree nor disagree	33%	33%	34%	36%	31%	34%	31%	31%	35%	42%	41%	34%	29%	38%	37%	33%	33%	25%	29%
Slightly disagree	16%	15%	18%	15%	18%	17%	18%	15%	14%	25%	15%	16%	17%	11%	17%	18%	18%	11%	7%
Strongly disagree	16%	13%	20%	20%	12%	20%	21%	9%	13%	11%	24%	21%	11%	13%	19%	17%	14%	12%	15%
Don't know	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	3%
Total Agree:	34%	39%	28%	27%	39%	29%	28%	44%	37%	21%	20%	28%	42%	37%	26%	31%	35%	51%	46%
Total Disagree:	32%	28%	37%	36%	29%	37%	40%	24%	27%	37%	39%	37%	28%	24%	36%	34%	32%	24%	22%
Net:	1%	11%	-9%	-8%	10%	-8%	-12%	20%	10%	-15%	-19%	-9%	14%	14%	-10%	-4%	3%	27%	24%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.C) Do you agree or disagree with the following?: I like the look of the solar panels

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1274	211	426	139	245	171	82	815	459	0	0	0	0	0	196	559	393	108	18
Weighted	1247	213	415	141	234	166	78	775	472	0	0	0	0	0	187	542	390	111	18
Strongly agree	12%	27%	8%	12%	7%	10%	13%	14%	10%	*	*	*	*	*	30%	11%	7%	6%	21%
Slightly agree	21%	29%	25%	24%	14%	14%	17%	18%	26%	*	*	*	*	*	22%	23%	18%	24%	10%
Neither agree nor disagree	33%	23%	34%	33%	37%	38%	35%	35%	31%	*	*	*	*	*	19%	36%	34%	39%	38%
Slightly disagree	16%	14%	17%	16%	17%	20%	12%	15%	19%	*	*	*	*	*	11%	16%	19%	15%	20%
Strongly disagree	16%	6%	16%	15%	23%	17%	22%	18%	13%	*	*	*	*	*	17%	13%	21%	13%	11%
Don't know	1%	1%	0%	1%	1%	1%	1%	1%	1%	*	*	*	*	*	1%	1%	1%	2%	0%
Total Agree:	34%	56%	33%	35%	21%	24%	29%	32%	36%	*	*	*	*	*	52%	34%	25%	30%	32%
Total Disagree:	32%	20%	33%	31%	40%	36%	34%	33%	32%	*	*	*	*	*	27%	30%	40%	28%	30%
Net:	1%	36%	0%	5%	-19%	-12%	-5%	0%	4%	*	*	*	*	*	25%	4%	-15%	2%	2%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.D) Do you agree or disagree with the following?: I like the look of the solar panels

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1274	6	36	70	95	125	116	130	98	107	70	108	63	54	43	35	60
Weighted	1247	5	35	68	91	121	117	127	97	105	70	108	63	56	40	33	54
Strongly agree	12%	14%	9%	10%	13%	14%	11%	10%	9%	7%	10%	18%	12%	11%	18%	25%	22%
Slightly agree	21%	0%	10%	18%	10%	18%	26%	26%	26%	23%	31%	25%	15%	19%	23%	27%	23%
Neither agree nor disagree	33%	69%	52%	42%	37%	35%	31%	32%	41%	31%	29%	22%	34%	35%	24%	22%	20%
Slightly disagree	16%	17%	13%	14%	16%	19%	13%	13%	13%	23%	18%	18%	21%	19%	16%	17%	18%
Strongly disagree	16%	0%	14%	14%	22%	14%	17%	17%	11%	13%	13%	16%	18%	16%	18%	10%	17%
Don't know	1%	0%	2%	1%	1%	0%	2%	2%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Total Agree:	34%	14%	19%	28%	23%	32%	37%	36%	35%	30%	40%	43%	27%	30%	42%	51%	45%
Total Disagree:	32%	17%	27%	28%	38%	33%	30%	30%	24%	36%	31%	35%	39%	35%	34%	27%	35%
Net:	1%	-2%	-8%	0%	-15%	-2%	7%	6%	11%	-6%	9%	8%	-12%	-6%	8%	24%	11%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.E) Do you agree or disagree with the following?: I like the look of the solar panels

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1274	481	357	218	218	145	69	458	550	677	61	268	210	69	43	370	698	620	89	263	248
Weighted	1247	437	354	257	200	142	70	453	528	657	61	266	204	68	43	365	670	601	85	261	243
Strongly agree	12%	17%	10%	8%	11%	41%	32%	11%	4%	12%	38%	12%	7%	47%	52%	15%	6%	15%	22%	11%	5%
Slightly agree	21%	23%	22%	23%	14%	22%	31%	31%	12%	21%	25%	28%	14%	32%	30%	29%	16%	22%	25%	26%	13%
Neither agree nor disagree	33%	29%	35%	30%	43%	32%	23%	31%	36%	33%	12%	33%	37%	14%	17%	32%	35%	33%	28%	31%	34%
Slightly disagree	16%	17%	16%	18%	14%	5%	10%	18%	19%	17%	12%	13%	19%	3%	0%	17%	19%	14%	12%	19%	20%
Strongly disagree	16%	14%	17%	19%	16%	1%	4%	9%	28%	16%	13%	13%	21%	4%	0%	7%	23%	15%	12%	13%	26%
Don't know	1%	0%	1%	2%	2%	0%	0%	0%	2%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	1%
Total Agree:	34%	40%	32%	31%	25%	63%	64%	42%	15%	34%	63%	41%	22%	79%	83%	44%	22%	37%	47%	36%	18%
Total Disagree:	32%	31%	32%	37%	30%	5%	14%	27%	47%	33%	25%	26%	40%	7%	0%	24%	42%	29%	24%	32%	46%
Net:	1%	9%	-1%	-6%	-5%	58%	50%	15%	-32%	1%	38%	15%	-19%	72%	83%	20%	-20%	8%	23%	5%	-28%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) Do you agree or disagree with the following?: The appearance of solar panels makes me less interested in installing one myself

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1274	96	154	186	220	233	385	156	179	114	107	102	125	100	47	150	109	56	29
Weighted	1247	101	166	196	225	204	355	165	169	104	109	95	110	97	44	136	115	59	44
Strongly agree	15%	14%	22%	18%	9%	11%	17%	24%	16%	12%	14%	13%	15%	10%	14%	15%	15%	16%	10%
Slightly agree	18%	27%	23%	23%	18%	15%	11%	16%	21%	15%	21%	19%	19%	13%	23%	19%	13%	12%	20%
Neither agree nor disagree	28%	18%	23%	21%	23%	35%	37%	25%	25%	29%	30%	33%	30%	30%	23%	28%	30%	30%	24%
Slightly disagree	17%	20%	16%	20%	21%	17%	11%	16%	18%	15%	15%	15%	15%	26%	4%	16%	14%	21%	21%
Strongly disagree	21%	21%	16%	18%	26%	21%	23%	20%	20%	27%	17%	21%	20%	18%	36%	21%	23%	19%	25%
Don't know	1%	0%	1%	1%	2%	2%	1%	0%	1%	2%	3%	0%	1%	2%	0%	1%	4%	2%	0%
Total Agree:	33%	41%	45%	41%	28%	26%	28%	40%	37%	27%	35%	32%	34%	24%	37%	34%	29%	28%	30%
Total Disagree:	38%	42%	32%	37%	47%	38%	34%	35%	38%	42%	32%	36%	35%	44%	40%	37%	37%	40%	45%
Net:	-5%	-1%	13%	3%	-19%	-12%	-6%	4%	-1%	-15%	2%	-4%	-1%	-21%	-3%	-3%	-8%	-12%	-15%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) Do you agree or disagree with the following?: The appearance of solar panels makes me less interested in installing one myself

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1274	687	585	534	587	100	562	313	123	19	108	382	378	104	0	0	347	182	37
Weighted	1247	641	604	519	572	101	531	313	115	18	105	359	374	97	0	0	339	179	33
Strongly agree	15%	17%	14%	18%	14%	9%	18%	14%	15%	11%	11%	19%	15%	13%	13%	13%	13%	26%	31%
Slightly agree	18%	17%	18%	17%	18%	21%	20%	18%	14%	20%	22%	21%	21%	14%	16%	16%	17%	24%	20%
Neither agree nor disagree	28%	29%	27%	28%	28%	27%	27%	28%	27%	42%	26%	28%	24%	30%	32%	29%	27%	20%	21%
Slightly disagree	17%	17%	16%	15%	16%	23%	15%	14%	20%	10%	17%	12%	16%	18%	16%	17%	18%	16%	12%
Strongly disagree	21%	19%	23%	20%	23%	20%	19%	24%	23%	17%	23%	18%	23%	26%	22%	22%	25%	15%	12%
Don't know	1%	1%	2%	1%	1%	0%	2%	1%	1%	0%	1%	1%	2%	0%	1%	2%	0%	0%	3%
Total Agree:	33%	34%	32%	36%	32%	30%	37%	33%	29%	30%	33%	40%	36%	26%	29%	29%	30%	50%	51%
Total Disagree:	38%	36%	39%	35%	39%	43%	34%	39%	43%	27%	40%	30%	39%	44%	38%	39%	43%	30%	25%
Net:	-5%	-2%	-8%	1%	-7%	-12%	4%	-6%	-14%	3%	-7%	10%	-3%	-17%	-9%	-10%	-12%	19%	27%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.C) Do you agree or disagree with the following?: The appearance of solar panels makes me less interested in installing one myself

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1274	211	426	139	245	171	82	815	459	0	0	0	0	0	196	559	393	108	18
Weighted	1247	213	415	141	234	166	78	775	472	0	0	0	0	0	187	542	390	111	18
Strongly agree	15%	24%	12%	10%	17%	13%	17%	18%	11%	*	*	*	*	*	35%	13%	11%	8%	5%
Slightly agree	18%	19%	20%	15%	18%	13%	16%	15%	23%	*	*	*	*	*	18%	17%	19%	16%	14%
Neither agree nor disagree	28%	26%	31%	27%	29%	27%	21%	31%	23%	*	*	*	*	*	16%	30%	30%	29%	39%
Slightly disagree	17%	15%	16%	21%	13%	21%	16%	13%	22%	*	*	*	*	*	11%	16%	17%	26%	11%
Strongly disagree	21%	15%	21%	25%	21%	23%	28%	23%	19%	*	*	*	*	*	20%	23%	21%	18%	32%
Don't know	1%	0%	1%	1%	2%	2%	3%	1%	1%	*	*	*	*	*	1%	1%	2%	2%	0%
Total Agree:	33%	43%	31%	25%	36%	27%	32%	32%	34%	*	*	*	*	*	52%	30%	30%	25%	18%
Total Disagree:	38%	31%	37%	46%	34%	44%	44%	36%	41%	*	*	*	*	*	31%	39%	38%	45%	43%
Net:	-5%	12%	-6%	-21%	2%	-17%	-12%	-3%	-7%	*	*	*	*	*	22%	-8%	-8%	-20%	-25%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.D) Do you agree or disagree with the following?: The appearance of solar panels makes me less interested in installing one myself

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1274	6	36	70	95	125	116	130	98	107	70	108	63	54	43	35	60
Weighted	1247	5	35	68	91	121	117	127	97	105	70	108	63	56	40	33	54
Strongly agree	15%	0%	8%	10%	16%	9%	17%	12%	16%	9%	16%	23%	12%	23%	20%	15%	31%
Slightly agree	18%	0%	6%	12%	12%	15%	17%	16%	18%	19%	18%	25%	28%	21%	19%	11%	26%
Neither agree nor disagree	28%	65%	39%	29%	36%	28%	32%	31%	37%	27%	26%	20%	13%	27%	24%	25%	12%
Slightly disagree	17%	20%	15%	17%	10%	18%	15%	16%	15%	17%	22%	16%	29%	10%	14%	28%	12%
Strongly disagree	21%	14%	31%	32%	25%	29%	18%	21%	15%	25%	18%	15%	18%	19%	24%	22%	18%
Don't know	1%	0%	2%	0%	1%	1%	1%	4%	0%	2%	0%	1%	0%	0%	0%	0%	2%
Total Agree:	33%	0%	14%	22%	28%	24%	34%	28%	34%	28%	34%	48%	40%	44%	39%	26%	57%
Total Disagree:	38%	35%	45%	49%	35%	48%	33%	37%	29%	43%	40%	31%	47%	29%	38%	49%	30%
Net:	-5%	-35%	-31%	-27%	-7%	-24%	1%	-9%	4%	-15%	-6%	18%	-7%	15%	1%	-23%	27%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.E) Do you agree or disagree with the following?: The appearance of solar panels makes me less interested in installing one myself

	Total	Social Grade				Solar Panels				Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1274	481	357	218	218	145	69	458	550	677	61	268	210	69	43	370	698	620	89	263	248
Weighted	1247	437	354	257	200	142	70	453	528	657	61	266	204	68	43	365	670	601	85	261	243
Strongly agree	15%	18%	15%	13%	14%	21%	24%	9%	19%	14%	43%	14%	13%	44%	46%	9%	15%	16%	24%	12%	17%
Slightly agree	18%	20%	16%	21%	12%	21%	16%	21%	13%	18%	15%	21%	12%	26%	22%	18%	16%	17%	16%	23%	15%
Neither agree nor disagree	28%	25%	30%	27%	34%	11%	28%	22%	36%	28%	19%	25%	34%	9%	7%	26%	32%	25%	22%	28%	34%
Slightly disagree	17%	17%	16%	18%	15%	12%	9%	21%	15%	17%	8%	18%	16%	6%	9%	21%	15%	17%	12%	18%	14%
Strongly disagree	21%	20%	23%	19%	23%	35%	23%	26%	15%	23%	16%	21%	24%	14%	16%	25%	21%	24%	25%	18%	19%
Don't know	1%	0%	1%	2%	3%	0%	0%	0%	2%	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%
Total Agree:	33%	38%	30%	34%	26%	42%	40%	30%	32%	32%	58%	35%	25%	71%	69%	27%	31%	33%	40%	35%	32%
Total Disagree:	38%	37%	39%	37%	37%	47%	32%	47%	30%	39%	23%	38%	40%	20%	25%	46%	36%	41%	38%	36%	33%
Net:	-5%	0%	-9%	-3%	-12%	-4%	8%	-17%	2%	-7%	34%	-3%	-16%	50%	44%	-19%	-4%	-8%	2%	-2%	-2%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) Do you agree or disagree with the following?: I like the look of the heat pump

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1274	96	154	186	220	233	385	156	179	114	107	102	125	100	47	150	109	56	29
Weighted	1247	101	166	196	225	204	355	165	169	104	109	95	110	97	44	136	115	59	44
Strongly agree	7%	9%	16%	14%	5%	1%	4%	19%	6%	2%	6%	6%	4%	4%	8%	9%	5%	5%	11%
Slightly agree	11%	14%	18%	12%	14%	9%	6%	20%	11%	9%	8%	8%	11%	9%	8%	11%	7%	14%	18%
Neither agree nor disagree	26%	19%	25%	20%	26%	30%	29%	19%	24%	27%	23%	30%	32%	24%	13%	22%	29%	34%	45%
Slightly disagree	22%	23%	19%	24%	22%	23%	20%	14%	22%	23%	25%	18%	14%	28%	28%	30%	26%	16%	10%
Strongly disagree	33%	32%	20%	28%	31%	36%	40%	27%	37%	36%	38%	35%	36%	33%	43%	26%	31%	31%	17%
Don't know	1%	2%	1%	3%	1%	1%	1%	1%	1%	3%	0%	2%	3%	3%	0%	2%	1%	0%	0%
Total Agree:	19%	23%	35%	26%	20%	10%	10%	38%	16%	11%	14%	15%	15%	13%	17%	20%	13%	19%	28%
Total Disagree:	54%	56%	39%	52%	53%	59%	60%	42%	59%	59%	63%	53%	50%	60%	70%	55%	57%	47%	27%
Net:	-35%	-33%	-4%	-26%	-34%	-49%	-50%	-3%	-43%	-48%	-49%	-39%	-35%	-47%	-54%	-35%	-45%	-28%	1%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) Do you agree or disagree with the following?: I like the look of the heat pump

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1274	687	585	534	587	100	562	313	123	19	108	382	378	104	0	0	347	182	37
Weighted	1247	641	604	519	572	101	531	313	115	18	105	359	374	97	0	0	339	179	33
Strongly agree	7%	10%	4%	6%	9%	6%	6%	11%	9%	0%	2%	7%	10%	11%	3%	4%	10%	18%	9%
Slightly agree	11%	15%	8%	10%	13%	9%	10%	17%	9%	0%	7%	12%	15%	11%	9%	11%	11%	18%	18%
Neither agree nor disagree	26%	27%	24%	25%	25%	36%	21%	26%	29%	42%	34%	20%	25%	36%	27%	27%	23%	23%	36%
Slightly disagree	22%	22%	21%	19%	25%	16%	23%	20%	21%	16%	18%	22%	20%	16%	19%	22%	26%	18%	19%
Strongly disagree	33%	25%	41%	39%	27%	32%	38%	25%	31%	39%	36%	38%	28%	24%	40%	35%	29%	22%	15%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	4%	1%	2%	1%	2%	2%	0%	2%	3%
Total Agree:	19%	25%	12%	16%	22%	15%	17%	28%	19%	0%	8%	19%	26%	22%	12%	14%	21%	36%	27%
Total Disagree:	54%	46%	62%	57%	52%	48%	61%	45%	52%	54%	54%	61%	48%	41%	59%	57%	56%	40%	34%
Net:	-35%	-21%	-50%	-41%	-30%	-33%	-45%	-17%	-33%	-54%	-46%	-42%	-22%	-18%	-46%	-43%	-35%	-4%	-6%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.C) Do you agree or disagree with the following?: I like the look of the heat pump

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1274	211	426	139	245	171	82	815	459	0	0	0	0	0	196	559	393	108	18
Weighted	1247	213	415	141	234	166	78	775	472	0	0	0	0	0	187	542	390	111	18
Strongly agree	7%	22%	6%	6%	2%	5%	1%	9%	6%	*	*	*	*	*	25%	6%	2%	4%	6%
Slightly agree	11%	19%	11%	11%	10%	6%	10%	10%	13%	*	*	*	*	*	17%	12%	9%	8%	6%
Neither agree nor disagree	26%	21%	27%	20%	26%	28%	38%	25%	26%	*	*	*	*	*	16%	26%	29%	28%	32%
Slightly disagree	22%	15%	22%	22%	25%	27%	18%	19%	25%	*	*	*	*	*	11%	24%	22%	26%	17%
Strongly disagree	33%	21%	34%	39%	36%	35%	31%	36%	28%	*	*	*	*	*	30%	31%	36%	33%	40%
Don't know	1%	2%	1%	2%	1%	1%	1%	1%	2%	*	*	*	*	*	2%	1%	2%	1%	0%
Total Agree:	19%	41%	17%	17%	11%	11%	11%	19%	18%	*	*	*	*	*	42%	18%	11%	12%	11%
Total Disagree:	54%	36%	55%	61%	61%	61%	49%	55%	53%	*	*	*	*	*	41%	55%	58%	59%	57%
Net:	-35%	5%	-39%	-43%	-50%	-51%	-38%	-36%	-35%	*	*	*	*	*	0%	-37%	-47%	-47%	-46%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.D) Do you agree or disagree with the following?: I like the look of the heat pump

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1274	6	36	70	95	125	116	130	98	107	70	108	63	54	43	35	60
Weighted	1247	5	35	68	91	121	117	127	97	105	70	108	63	56	40	33	54
Strongly agree	7%	0%	7%	2%	9%	6%	5%	6%	6%	2%	9%	10%	7%	13%	20%	15%	19%
Slightly agree	11%	14%	6%	6%	8%	14%	6%	10%	11%	13%	16%	17%	12%	8%	18%	24%	17%
Neither agree nor disagree	26%	39%	34%	32%	26%	30%	31%	26%	27%	27%	26%	20%	26%	21%	14%	14%	15%
Slightly disagree	22%	32%	14%	18%	18%	21%	25%	20%	21%	25%	30%	21%	28%	23%	15%	15%	21%
Strongly disagree	33%	14%	34%	41%	37%	27%	33%	37%	35%	31%	19%	32%	26%	36%	33%	32%	27%
Don't know	1%	0%	5%	2%	2%	2%	1%	1%	1%	3%	0%	0%	2%	0%	0%	0%	0%
Total Agree:	19%	14%	12%	8%	17%	20%	10%	16%	16%	14%	25%	27%	19%	21%	38%	40%	37%
Total Disagree:	54%	46%	48%	59%	55%	48%	58%	57%	56%	55%	48%	53%	54%	58%	48%	47%	49%
Net:	-35%	-32%	-36%	-51%	-38%	-27%	-48%	-41%	-40%	-41%	-23%	-25%	-35%	-38%	-10%	-7%	-12%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.E) Do you agree or disagree with the following?: I like the look of the heat pump

	Total	Social Grade				Solar Panels			Insulation			Heat Pumps			Smart Meters						
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install				
Unweighted	1274	481	357	218	218	145	69	458	550	677	61	268	210	69	43	370	698	620	89	263	248
Weighted	1247	437	354	257	200	142	70	453	528	657	61	266	204	68	43	365	670	601	85	261	243
Strongly agree	7%	12%	5%	6%	4%	25%	26%	7%	2%	7%	38%	5%	5%	42%	51%	6%	3%	9%	19%	6%	2%
Slightly agree	11%	13%	11%	11%	11%	20%	21%	13%	7%	11%	18%	16%	6%	26%	20%	19%	5%	14%	11%	12%	5%
Neither agree nor disagree	26%	23%	26%	25%	33%	19%	17%	31%	22%	26%	17%	26%	23%	12%	15%	28%	26%	26%	21%	25%	25%
Slightly disagree	22%	23%	22%	19%	19%	17%	17%	25%	21%	21%	9%	26%	24%	7%	3%	26%	22%	21%	21%	26%	19%
Strongly disagree	33%	28%	36%	36%	31%	19%	18%	23%	47%	34%	18%	26%	41%	10%	11%	21%	43%	29%	26%	31%	47%
Don't know	1%	1%	1%	3%	3%	0%	1%	1%	1%	1%	0%	1%	1%	3%	0%	0%	2%	1%	2%	1%	2%
Total Agree:	19%	25%	15%	16%	15%	45%	47%	19%	8%	18%	56%	21%	11%	68%	71%	24%	8%	23%	30%	17%	7%
Total Disagree:	54%	52%	58%	56%	50%	36%	35%	49%	68%	55%	27%	52%	65%	17%	14%	48%	65%	50%	47%	56%	66%
Net:	-35%	-27%	-43%	-39%	-35%	9%	12%	-29%	-60%	-36%	29%	-30%	-54%	51%	57%	-23%	-57%	-27%	-17%	-39%	-58%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) Do you agree or disagree with the following?: The appearance of heat pumps makes me less interested in installing one myself

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1274	96	154	186	220	233	385	156	179	114	107	102	125	100	47	150	109	56	29
Weighted	1247	101	166	196	225	204	355	165	169	104	109	95	110	97	44	136	115	59	44
Strongly agree	21%	18%	22%	21%	15%	18%	26%	24%	20%	20%	20%	23%	26%	24%	23%	19%	20%	20%	3%
Slightly agree	25%	42%	28%	28%	27%	20%	19%	29%	29%	21%	29%	20%	19%	22%	28%	27%	24%	24%	20%
Neither agree nor disagree	28%	14%	31%	21%	27%	34%	32%	26%	24%	31%	30%	28%	24%	28%	30%	33%	27%	30%	33%
Slightly disagree	13%	10%	9%	13%	17%	15%	11%	12%	15%	19%	9%	12%	13%	7%	4%	12%	16%	15%	12%
Strongly disagree	12%	12%	9%	14%	13%	13%	11%	8%	12%	6%	11%	14%	15%	15%	16%	8%	12%	9%	32%
Don't know	2%	3%	1%	3%	2%	1%	1%	1%	1%	3%	0%	2%	3%	5%	0%	1%	1%	2%	0%
Total Agree:	46%	60%	50%	49%	42%	38%	45%	53%	49%	41%	49%	43%	45%	45%	50%	46%	43%	44%	23%
Total Disagree:	25%	22%	18%	27%	29%	28%	23%	20%	27%	25%	21%	27%	28%	22%	20%	20%	29%	24%	44%
Net:	21%	38%	32%	22%	13%	10%	22%	33%	22%	16%	28%	17%	17%	24%	30%	26%	14%	20%	-21%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) Do you agree or disagree with the following?: The appearance of heat pumps makes me less interested in installing one myself

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1274	687	585	534	587	100	562	313	123	19	108	382	378	104	0	0	347	182	37
Weighted	1247	641	604	519	572	101	531	313	115	18	105	359	374	97	0	0	339	179	33
Strongly agree	21%	18%	24%	27%	17%	13%	27%	16%	17%	27%	17%	27%	20%	15%	22%	20%	18%	21%	20%
Slightly agree	25%	25%	25%	22%	27%	16%	23%	30%	25%	12%	19%	23%	27%	25%	22%	24%	28%	31%	25%
Neither agree nor disagree	28%	28%	28%	28%	27%	38%	27%	23%	32%	46%	34%	29%	23%	34%	29%	30%	26%	24%	23%
Slightly disagree	13%	14%	11%	12%	13%	16%	12%	13%	12%	5%	14%	12%	14%	12%	12%	12%	14%	14%	17%
Strongly disagree	12%	13%	11%	9%	15%	13%	10%	16%	11%	6%	11%	9%	13%	13%	12%	11%	14%	9%	12%
Don't know	2%	2%	1%	1%	1%	3%	1%	2%	2%	4%	5%	1%	2%	2%	2%	2%	0%	2%	3%
Total Agree:	46%	43%	48%	49%	44%	29%	49%	46%	42%	39%	36%	50%	48%	39%	44%	44%	47%	51%	45%
Total Disagree:	25%	27%	22%	21%	27%	29%	23%	29%	24%	11%	25%	21%	27%	25%	25%	23%	28%	23%	29%
Net:	21%	16%	26%	28%	17%	0%	27%	17%	18%	27%	11%	30%	21%	14%	19%	21%	19%	29%	16%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) Do you agree or disagree with the following?: The appearance of heat pumps makes me less interested in installing one myself

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1274	211	426	139	245	171	82	815	459	0	0	0	0	0	196	559	393	108	18
Weighted	1247	213	415	141	234	166	78	775	472	0	0	0	0	0	187	542	390	111	18
Strongly agree	21%	24%	18%	22%	22%	23%	20%	24%	15%	*	*	*	*	*	31%	18%	20%	20%	17%
Slightly agree	25%	26%	29%	27%	19%	22%	18%	21%	31%	*	*	*	*	*	25%	25%	25%	23%	24%
Neither agree nor disagree	28%	26%	28%	25%	32%	29%	26%	28%	27%	*	*	*	*	*	19%	32%	26%	31%	33%
Slightly disagree	13%	12%	12%	11%	14%	13%	16%	12%	14%	*	*	*	*	*	8%	13%	14%	14%	18%
Strongly disagree	12%	9%	12%	12%	11%	13%	19%	13%	11%	*	*	*	*	*	15%	11%	12%	10%	9%
Don't know	2%	3%	1%	2%	2%	1%	1%	1%	2%	*	*	*	*	*	2%	1%	2%	3%	0%
Total Agree:	46%	50%	47%	50%	42%	44%	38%	46%	46%	*	*	*	*	*	57%	43%	45%	43%	41%
Total Disagree:	25%	21%	24%	23%	25%	27%	34%	25%	25%	*	*	*	*	*	23%	24%	27%	24%	27%
Net:	21%	29%	23%	26%	17%	17%	4%	21%	22%	*	*	*	*	*	33%	20%	19%	19%	14%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.D) Do you agree or disagree with the following?: The appearance of heat pumps makes me less interested in installing one myself

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1274	6	36	70	95	125	116	130	98	107	70	108	63	54	43	35	60
Weighted	1247	5	35	68	91	121	117	127	97	105	70	108	63	56	40	33	54
Strongly agree	21%	14%	18%	28%	21%	19%	23%	23%	24%	14%	15%	22%	12%	19%	26%	13%	26%
Slightly agree	25%	17%	23%	19%	15%	21%	30%	26%	22%	26%	28%	29%	33%	37%	25%	18%	29%
Neither agree nor disagree	28%	19%	24%	29%	30%	29%	28%	26%	32%	31%	31%	29%	31%	17%	18%	21%	23%
Slightly disagree	13%	15%	18%	7%	16%	13%	11%	11%	12%	18%	14%	10%	15%	7%	15%	26%	12%
Strongly disagree	12%	14%	15%	14%	15%	14%	6%	13%	8%	9%	11%	10%	6%	19%	14%	21%	10%
Don't know	2%	20%	2%	2%	2%	3%	2%	1%	1%	2%	0%	0%	3%	0%	2%	0%	0%
Total Agree:	46%	31%	41%	48%	37%	40%	53%	48%	46%	40%	43%	51%	45%	56%	51%	31%	55%
Total Disagree:	25%	29%	33%	21%	31%	27%	17%	24%	20%	27%	26%	20%	21%	27%	29%	47%	22%
Net:	21%	2%	9%	26%	5%	13%	36%	25%	26%	13%	17%	32%	24%	30%	22%	-16%	33%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.E) Do you agree or disagree with the following?: The appearance of heat pumps makes me less interested in installing one myself

	Total	Social Grade				Solar Panels				Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1274	481	357	218	218	145	69	458	550	677	61	268	210	69	43	370	698	620	89	263	248
Weighted	1247	437	354	257	200	142	70	453	528	657	61	266	204	68	43	365	670	601	85	261	243
Strongly agree	21%	22%	17%	23%	23%	26%	24%	12%	27%	21%	32%	16%	23%	39%	25%	9%	27%	19%	27%	14%	33%
Slightly agree	25%	26%	28%	23%	18%	27%	29%	29%	21%	23%	25%	32%	21%	30%	30%	29%	21%	24%	29%	31%	17%
Neither agree nor disagree	28%	27%	26%	27%	35%	26%	23%	28%	28%	27%	23%	29%	28%	14%	14%	29%	29%	27%	20%	31%	26%
Slightly disagree	13%	13%	14%	12%	11%	8%	11%	16%	12%	13%	12%	13%	12%	6%	11%	18%	10%	14%	12%	13%	12%
Strongly disagree	12%	11%	14%	12%	10%	12%	11%	14%	11%	14%	9%	7%	15%	10%	19%	15%	10%	14%	10%	9%	10%
Don't know	2%	1%	1%	2%	3%	1%	2%	1%	2%	2%	0%	2%	1%	2%	3%	1%	2%	1%	1%	1%	2%
Total Agree:	46%	48%	45%	47%	41%	53%	53%	42%	48%	44%	57%	49%	44%	69%	54%	37%	48%	43%	56%	46%	50%
Total Disagree:	25%	24%	28%	25%	21%	21%	22%	30%	22%	27%	20%	20%	26%	15%	29%	33%	21%	28%	22%	22%	22%
Net:	21%	25%	17%	22%	20%	32%	31%	12%	26%	18%	36%	29%	18%	54%	25%	4%	28%	15%	34%	24%	28%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) Do you agree or disagree with the following?: I like the look of the smart meter

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1274	96	154	186	220	233	385	156	179	114	107	102	125	100	47	150	109	56	29
Weighted	1247	101	166	196	225	204	355	165	169	104	109	95	110	97	44	136	115	59	44
Strongly agree	23%	45%	34%	29%	19%	13%	15%	29%	20%	15%	22%	21%	24%	17%	27%	21%	24%	23%	37%
Slightly agree	31%	31%	38%	34%	34%	34%	25%	33%	31%	20%	28%	36%	31%	33%	25%	40%	30%	39%	29%
Neither agree nor disagree	32%	15%	21%	26%	33%	38%	40%	28%	30%	45%	36%	30%	28%	33%	37%	26%	31%	30%	34%
Slightly disagree	7%	7%	4%	4%	9%	7%	9%	4%	9%	11%	5%	7%	11%	10%	6%	4%	9%	5%	0%
Strongly disagree	6%	3%	2%	5%	4%	8%	11%	7%	10%	9%	9%	5%	4%	6%	5%	6%	5%	2%	0%
Don't know	1%	0%	1%	2%	0%	1%	1%	0%	1%	1%	0%	1%	2%	1%	0%	4%	1%	0%	0%
Total Agree:	54%	76%	72%	63%	53%	47%	40%	61%	51%	35%	50%	56%	56%	50%	52%	61%	54%	62%	66%
Total Disagree:	14%	9%	5%	9%	13%	15%	20%	11%	19%	19%	15%	12%	14%	16%	11%	10%	14%	8%	0%
Net:	40%	67%	67%	54%	39%	31%	19%	50%	32%	15%	35%	44%	41%	34%	41%	51%	40%	54%	66%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) Do you agree or disagree with the following?: I like the look of the smart meter

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1274	687	585	534	587	100	562	313	123	19	108	382	378	104	0	0	347	182	37
Weighted	1247	641	604	519	572	101	531	313	115	18	105	359	374	97	0	0	339	179	33
Strongly agree	23%	24%	21%	20%	25%	16%	20%	30%	15%	6%	16%	21%	30%	23%	19%	21%	21%	36%	38%
Slightly agree	31%	33%	30%	28%	34%	35%	28%	35%	40%	26%	31%	30%	34%	32%	30%	35%	30%	33%	23%
Neither agree nor disagree	32%	29%	34%	34%	29%	36%	36%	25%	29%	52%	35%	33%	24%	30%	36%	32%	34%	20%	24%
Slightly disagree	7%	7%	8%	8%	7%	4%	8%	5%	6%	11%	9%	8%	6%	5%	7%	7%	8%	7%	8%
Strongly disagree	6%	6%	7%	8%	5%	7%	7%	5%	8%	5%	7%	7%	4%	9%	8%	4%	8%	4%	5%
Don't know	1%	1%	1%	1%	1%	2%	1%	1%	2%	0%	3%	1%	1%	2%	1%	2%	0%	1%	3%
Total Agree:	54%	57%	51%	49%	58%	51%	48%	65%	54%	32%	46%	51%	65%	55%	49%	56%	51%	69%	60%
Total Disagree:	14%	13%	14%	16%	12%	11%	16%	10%	15%	15%	16%	15%	11%	13%	15%	11%	16%	11%	13%
Net:	40%	44%	36%	33%	47%	39%	32%	55%	40%	17%	30%	35%	54%	41%	34%	45%	35%	58%	48%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) Do you agree or disagree with the following?: I like the look of the smart meter

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1274	211	426	139	245	171	82	815	459	0	0	0	0	0	196	559	393	108	18
Weighted	1247	213	415	141	234	166	78	775	472	0	0	0	0	0	187	542	390	111	18
Strongly agree	23%	37%	20%	27%	19%	15%	16%	22%	24%	*	*	*	*	*	38%	23%	17%	15%	17%
Slightly agree	31%	33%	37%	23%	26%	32%	30%	27%	38%	*	*	*	*	*	28%	29%	34%	38%	34%
Neither agree nor disagree	32%	22%	27%	34%	41%	38%	35%	35%	26%	*	*	*	*	*	15%	35%	35%	34%	20%
Slightly disagree	7%	3%	9%	9%	6%	6%	9%	8%	6%	*	*	*	*	*	7%	7%	8%	6%	0%
Strongly disagree	6%	4%	6%	7%	7%	8%	8%	8%	4%	*	*	*	*	*	11%	5%	5%	6%	22%
Don't know	1%	1%	1%	1%	2%	0%	2%	1%	2%	*	*	*	*	*	1%	1%	1%	1%	6%
Total Agree:	54%	70%	57%	49%	45%	48%	46%	49%	62%	*	*	*	*	*	66%	52%	52%	53%	51%
Total Disagree:	14%	7%	15%	16%	13%	14%	17%	16%	10%	*	*	*	*	*	18%	13%	13%	12%	22%
Net:	40%	63%	41%	34%	32%	33%	29%	33%	52%	*	*	*	*	*	48%	39%	39%	41%	29%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.D) Do you agree or disagree with the following?: I like the look of the smart meter

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1274	6	36	70	95	125	116	130	98	107	70	108	63	54	43	35	60
Weighted	1247	5	35	68	91	121	117	127	97	105	70	108	63	56	40	33	54
Strongly agree	23%	14%	16%	23%	13%	25%	24%	12%	26%	20%	19%	33%	26%	26%	27%	38%	29%
Slightly agree	31%	17%	17%	34%	30%	28%	38%	35%	25%	35%	44%	25%	39%	35%	23%	27%	45%
Neither agree nor disagree	32%	54%	48%	33%	33%	34%	31%	33%	40%	28%	22%	28%	23%	30%	39%	26%	12%
Slightly disagree	7%	0%	9%	3%	11%	8%	0%	9%	3%	10%	9%	9%	6%	7%	10%	2%	11%
Strongly disagree	6%	15%	8%	8%	11%	5%	6%	10%	7%	4%	5%	4%	3%	3%	2%	7%	3%
Don't know	1%	0%	2%	0%	1%	0%	1%	1%	0%	2%	2%	1%	3%	0%	0%	0%	0%
Total Agree:	54%	31%	33%	56%	44%	53%	62%	48%	51%	55%	62%	58%	65%	60%	49%	66%	74%
Total Disagree:	14%	15%	17%	10%	23%	13%	6%	19%	10%	15%	14%	13%	9%	10%	12%	9%	14%
Net:	40%	16%	16%	46%	21%	40%	56%	29%	41%	40%	48%	45%	56%	51%	37%	57%	60%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.E) Do you agree or disagree with the following?: I like the look of the smart meter

	Total	Social Grade				Solar Panels			Insulation			Heat Pumps			Smart Meters						
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install				
Unweighted	1274	481	357	218	218	145	69	458	550	677	61	268	210	69	43	370	698	620	89	263	248
Weighted	1247	437	354	257	200	142	70	453	528	657	61	266	204	68	43	365	670	601	85	261	243
Strongly agree	23%	26%	20%	26%	15%	35%	43%	26%	14%	23%	48%	22%	17%	49%	57%	27%	16%	30%	37%	21%	6%
Slightly agree	31%	30%	32%	30%	34%	32%	28%	38%	27%	30%	23%	41%	27%	29%	32%	35%	31%	33%	31%	40%	18%
Neither agree nor disagree	32%	29%	32%	32%	35%	24%	25%	25%	39%	33%	24%	26%	34%	17%	9%	27%	36%	30%	23%	27%	41%
Slightly disagree	7%	8%	8%	5%	5%	5%	1%	7%	9%	8%	0%	7%	9%	1%	0%	8%	8%	4%	4%	8%	14%
Strongly disagree	6%	6%	7%	5%	9%	5%	3%	3%	10%	6%	4%	3%	12%	3%	2%	3%	9%	3%	4%	3%	19%
Don't know	1%	1%	1%	2%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	3%
Total Agree:	54%	56%	52%	56%	50%	67%	71%	65%	41%	53%	71%	63%	44%	79%	89%	62%	46%	62%	68%	62%	24%
Total Disagree:	14%	14%	15%	10%	14%	10%	4%	10%	19%	13%	4%	10%	21%	4%	2%	11%	17%	7%	8%	11%	33%
Net:	40%	41%	37%	47%	36%	57%	67%	54%	22%	40%	67%	53%	23%	74%	87%	51%	30%	55%	60%	50%	-9%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) Do you agree or disagree with the following?: The appearance of smart meters makes me less interested in installing one myself

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1274	96	154	186	220	233	385	156	179	114	107	102	125	100	47	150	109	56	29
Weighted	1247	101	166	196	225	204	355	165	169	104	109	95	110	97	44	136	115	59	44
Strongly agree	11%	19%	19%	14%	9%	6%	8%	19%	10%	8%	13%	13%	8%	7%	16%	9%	12%	11%	7%
Slightly agree	14%	21%	24%	13%	15%	11%	8%	14%	18%	12%	15%	12%	16%	15%	11%	15%	10%	10%	8%
Neither agree nor disagree	33%	10%	19%	23%	37%	38%	46%	31%	32%	38%	38%	30%	36%	33%	33%	28%	32%	39%	27%
Slightly disagree	17%	23%	20%	16%	16%	20%	14%	15%	15%	15%	14%	20%	16%	24%	14%	21%	17%	12%	26%
Strongly disagree	24%	25%	16%	31%	23%	24%	23%	21%	23%	26%	19%	24%	22%	18%	25%	25%	29%	28%	32%
Don't know	1%	2%	1%	2%	0%	1%	1%	1%	2%	1%	1%	1%	2%	2%	0%	1%	1%	0%	0%
Total Agree:	25%	39%	43%	28%	23%	17%	17%	33%	28%	20%	28%	24%	24%	22%	27%	24%	22%	21%	15%
Total Disagree:	41%	48%	36%	47%	39%	44%	37%	35%	38%	41%	33%	45%	38%	42%	40%	47%	45%	40%	58%
Net:	-16%	-9%	8%	-19%	-16%	-26%	-20%	-2%	-10%	-21%	-5%	-20%	-14%	-20%	-12%	-22%	-24%	-19%	-43%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) Do you agree or disagree with the following?: The appearance of smart meters makes me less interested in installing one myself

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1274	687	585	534	587	100	562	313	123	19	108	382	378	104	0	0	347	182	37
Weighted	1247	641	604	519	572	101	531	313	115	18	105	359	374	97	0	0	339	179	33
Strongly agree	11%	14%	9%	13%	11%	8%	10%	16%	13%	0%	7%	10%	16%	15%	9%	9%	10%	19%	17%
Slightly agree	14%	15%	13%	12%	16%	12%	14%	16%	11%	15%	13%	15%	15%	13%	11%	14%	13%	21%	21%
Neither agree nor disagree	33%	32%	33%	36%	30%	41%	37%	23%	38%	52%	41%	35%	25%	31%	36%	33%	33%	22%	29%
Slightly disagree	17%	18%	16%	16%	17%	17%	16%	20%	14%	5%	13%	15%	20%	16%	15%	20%	21%	15%	13%
Strongly disagree	24%	19%	28%	23%	24%	22%	23%	25%	21%	29%	23%	23%	23%	23%	28%	23%	24%	22%	14%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	3%	0%	2%	1%	1%	3%	2%	1%	0%	1%	6%
Total Agree:	25%	29%	22%	25%	27%	19%	23%	32%	24%	15%	20%	25%	31%	27%	20%	23%	22%	40%	38%
Total Disagree:	41%	38%	44%	39%	42%	39%	39%	44%	35%	34%	37%	38%	43%	39%	42%	43%	44%	37%	27%
Net:	-16%	-9%	-22%	-15%	-15%	-20%	-16%	-13%	-11%	-19%	-16%	-13%	-13%	-12%	-23%	-20%	-22%	3%	12%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) Do you agree or disagree with the following?: The appearance of smart meters makes me less interested in installing one myself

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1274	211	426	139	245	171	82	815	459	0	0	0	0	0	196	559	393	108	18
Weighted	1247	213	415	141	234	166	78	775	472	0	0	0	0	0	187	542	390	111	18
Strongly agree	11%	19%	10%	12%	10%	9%	6%	12%	11%	*	*	*	*	*	26%	9%	9%	6%	11%
Slightly agree	14%	19%	17%	14%	8%	10%	10%	12%	17%	*	*	*	*	*	21%	12%	14%	10%	11%
Neither agree nor disagree	33%	25%	33%	31%	38%	38%	34%	38%	25%	*	*	*	*	*	18%	35%	35%	36%	43%
Slightly disagree	17%	17%	15%	16%	20%	21%	16%	15%	21%	*	*	*	*	*	13%	16%	21%	18%	13%
Strongly disagree	24%	19%	24%	26%	23%	24%	32%	23%	25%	*	*	*	*	*	19%	27%	21%	27%	23%
Don't know	1%	1%	1%	1%	2%	0%	2%	1%	2%	*	*	*	*	*	3%	1%	1%	2%	0%
Total Agree:	25%	38%	27%	25%	18%	18%	16%	24%	28%	*	*	*	*	*	47%	21%	23%	16%	21%
Total Disagree:	41%	36%	39%	42%	43%	44%	48%	38%	46%	*	*	*	*	*	32%	42%	42%	46%	36%
Net:	-16%	2%	-12%	-17%	-25%	-26%	-32%	-14%	-18%	*	*	*	*	*	15%	-21%	-19%	-30%	-15%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.D) Do you agree or disagree with the following?: The appearance of smart meters makes me less interested in installing one myself

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1274	6	36	70	95	125	116	130	98	107	70	108	63	54	43	35	60
Weighted	1247	5	35	68	91	121	117	127	97	105	70	108	63	56	40	33	54
Strongly agree	11%	0%	5%	14%	11%	7%	14%	13%	11%	4%	16%	13%	11%	14%	12%	11%	19%
Slightly agree	14%	0%	10%	13%	17%	14%	9%	15%	12%	11%	14%	16%	20%	16%	7%	13%	26%
Neither agree nor disagree	33%	34%	50%	34%	30%	31%	41%	34%	41%	33%	36%	25%	20%	30%	43%	19%	19%
Slightly disagree	17%	17%	11%	17%	18%	20%	17%	17%	13%	22%	16%	17%	18%	13%	16%	29%	14%
Strongly disagree	24%	29%	19%	21%	24%	28%	17%	20%	23%	29%	19%	29%	28%	25%	20%	28%	22%
Don't know	1%	20%	5%	0%	0%	0%	2%	1%	0%	2%	0%	0%	3%	2%	2%	0%	0%
Total Agree:	25%	0%	15%	27%	28%	21%	23%	28%	23%	15%	30%	30%	31%	30%	19%	24%	45%
Total Disagree:	41%	46%	30%	39%	42%	49%	34%	37%	36%	51%	35%	45%	46%	38%	36%	57%	36%
Net:	-16%	-46%	-16%	-12%	-14%	-28%	-10%	-9%	-13%	-36%	-5%	-16%	-15%	-8%	-17%	-33%	8%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.E) Do you agree or disagree with the following?: The appearance of smart meters makes me less interested in installing one myself

	Total	Social Grade				Solar Panels			Insulation			Heat Pumps			Smart Meters						
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install				
Unweighted	1274	481	357	218	218	145	69	458	550	677	61	268	210	69	43	370	698	620	89	263	248
Weighted	1247	437	354	257	200	142	70	453	528	657	61	266	204	68	43	365	670	601	85	261	243
Strongly agree	11%	14%	9%	12%	9%	25%	22%	9%	8%	11%	29%	12%	8%	36%	41%	10%	9%	10%	18%	10%	15%
Slightly agree	14%	15%	15%	12%	11%	19%	16%	17%	10%	12%	17%	20%	14%	24%	20%	16%	12%	12%	17%	22%	8%
Neither agree nor disagree	33%	32%	33%	33%	35%	24%	22%	25%	42%	34%	13%	28%	36%	11%	10%	23%	40%	28%	21%	30%	49%
Slightly disagree	17%	15%	19%	16%	21%	14%	17%	19%	16%	16%	18%	20%	17%	11%	12%	20%	17%	17%	17%	18%	16%
Strongly disagree	24%	23%	23%	27%	22%	19%	20%	30%	22%	26%	22%	20%	24%	16%	17%	31%	21%	32%	25%	19%	10%
Don't know	1%	1%	1%	1%	2%	0%	3%	0%	1%	1%	0%	0%	1%	2%	0%	0%	1%	0%	2%	0%	2%
Total Agree:	25%	29%	24%	24%	20%	43%	38%	26%	18%	23%	46%	32%	22%	60%	61%	26%	21%	22%	34%	32%	23%
Total Disagree:	41%	38%	42%	43%	43%	33%	37%	49%	38%	42%	40%	40%	41%	27%	29%	51%	38%	49%	42%	38%	25%
Net:	-16%	-9%	-17%	-19%	-22%	10%	1%	-23%	-20%	-20%	6%	-8%	-19%	33%	32%	-25%	-17%	-27%	-8%	-5%	-2%

Note:

BASE: Homeowners

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) Which of the following would you say is the most convincing argument for installing solar panels? Please read each argument carefully.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1128	71	117	164	206	225	345	127	163	103	95	95	112	90	42	132	96	48	25
Weighted	1104	74	128	175	211	197	319	134	155	94	97	89	99	87	39	120	101	51	38
Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills.	42%	34%	40%	47%	46%	44%	36%	30%	39%	44%	45%	50%	46%	47%	40%	37%	42%	46%	43%
Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed.	16%	37%	17%	18%	15%	13%	12%	27%	12%	14%	13%	15%	13%	14%	21%	13%	17%	14%	23%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	20%	21%	30%	21%	17%	17%	21%	22%	22%	21%	17%	17%	19%	15%	23%	28%	19%	18%	21%
None of the above are convincing	15%	3%	7%	9%	18%	17%	23%	15%	17%	16%	21%	14%	17%	11%	15%	16%	16%	15%	0%
Don't Know	7%	5%	6%	6%	4%	9%	8%	6%	10%	6%	3%	3%	5%	14%	2%	6%	5%	7%	13%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) Which of the following would you say is the most convincing argument for installing solar panels? Please read each argument carefully.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1128	595	531	487	503	88	514	262	102	17	99	348	319	86	0	0	304	141	29
Weighted	1104	551	550	473	489	89	486	262	96	17	96	326	316	81	0	0	297	140	26
Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills.	42%	39%	44%	41%	44%	39%	40%	46%	42%	35%	36%	41%	46%	44%	40%	40%	46%	41%	38%
Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed.	16%	17%	14%	12%	19%	16%	14%	20%	16%	19%	15%	13%	19%	19%	11%	16%	18%	24%	20%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	20%	21%	20%	23%	19%	16%	21%	18%	18%	12%	20%	21%	20%	17%	20%	22%	20%	21%	26%
None of the above are convincing	15%	17%	14%	18%	13%	17%	20%	10%	18%	22%	16%	19%	11%	15%	18%	16%	12%	11%	13%
Don't Know	7%	6%	8%	6%	5%	11%	5%	5%	6%	11%	14%	6%	5%	5%	10%	7%	4%	3%	4%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.C) Which of the following would you say is the most convincing argument for installing solar panels? Please read each argument carefully.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1128	158	390	130	227	152	71	705	423	0	0	0	0	0	149	484	376	102	17
Weighted	1104	161	378	133	217	147	68	670	433	0	0	0	0	0	141	468	372	105	17
Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills.	42%	39%	40%	38%	42%	51%	45%	40%	45%	*	*	*	*	*	33%	41%	43%	52%	24%
Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed.	16%	21%	16%	24%	11%	12%	14%	15%	18%	*	*	*	*	*	20%	17%	15%	12%	13%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	20%	22%	20%	21%	24%	14%	20%	19%	22%	*	*	*	*	*	20%	21%	21%	17%	17%
None of the above are convincing	15%	13%	17%	14%	17%	14%	11%	19%	10%	*	*	*	*	*	21%	15%	14%	13%	29%
Don't Know	7%	5%	7%	4%	6%	8%	10%	7%	6%	*	*	*	*	*	6%	7%	6%	6%	16%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.D) Which of the following would you say is the most convincing argument for installing solar panels? Please read each argument carefully.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1128	6	33	64	91	122	106	108	91	101	57	92	55	50	32	26	40
Weighted	1104	5	32	62	88	118	107	106	90	100	56	93	55	51	29	25	34
Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills.	42%	17%	45%	39%	40%	46%	49%	42%	48%	40%	40%	33%	41%	34%	54%	44%	33%
Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed.	16%	14%	12%	16%	12%	12%	13%	17%	13%	17%	21%	16%	24%	22%	9%	28%	30%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	20%	14%	18%	22%	23%	28%	16%	24%	18%	17%	24%	26%	19%	28%	15%	17%	15%
None of the above are convincing	15%	15%	9%	15%	18%	7%	18%	13%	13%	21%	13%	17%	12%	13%	12%	11%	23%
Don't Know	7%	39%	17%	9%	7%	7%	4%	5%	8%	4%	2%	8%	4%	3%	9%	0%	0%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.E) Which of the following would you say is the most convincing argument for installing solar panels? Please read each argument carefully.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1128	400	333	199	196	0	69	458	550	604	38	227	204	36	20	314	670	542	72	229	231
Weighted	1104	361	329	233	180	0	70	453	528	587	39	224	198	36	21	308	644	523	69	227	226
Homes that install solar panels can save money on their electricity bills. A person who is at home all day could save around £480 each year on these bills.	42%	43%	42%	40%	39%	*	30%	47%	40%	43%	32%	43%	40%	26%	34%	47%	41%	43%	38%	46%	40%
Homes with installed solar panels have a reduced impact on the environment. An average home could contribute three-quarters of a tonne less in CO2 (carbon dioxide) each year with solar panels installed.	16%	19%	15%	15%	12%	*	30%	20%	12%	15%	40%	17%	15%	46%	28%	20%	13%	17%	24%	17%	12%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	20%	20%	20%	23%	19%	*	32%	24%	16%	21%	20%	28%	13%	25%	33%	23%	19%	24%	22%	21%	14%
None of the above are convincing	15%	15%	15%	14%	19%	*	3%	6%	26%	16%	8%	7%	25%	0%	5%	5%	22%	11%	14%	13%	28%
Don't Know	7%	3%	7%	9%	11%	*	4%	3%	6%	4%	0%	5%	7%	3%	0%	4%	5%	5%	2%	3%	6%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Which of the following would you say is the most convincing argument against installing solar panels? Please read each argument carefully.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1128	71	117	164	206	225	345	127	163	103	95	95	112	90	42	132	96	48	25
Weighted	1104	74	128	175	211	197	319	134	155	94	97	89	99	87	39	120	101	51	38
The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider.	11%	13%	21%	13%	11%	7%	8%	17%	16%	7%	8%	13%	8%	6%	5%	13%	12%	6%	12%
The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500.	58%	57%	46%	55%	63%	61%	59%	55%	48%	61%	57%	59%	52%	60%	74%	53%	62%	74%	79%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	8%	16%	17%	12%	5%	4%	6%	10%	8%	8%	10%	7%	15%	7%	6%	7%	7%	9%	4%
None of the above are convincing	15%	9%	9%	13%	15%	18%	20%	12%	18%	16%	21%	17%	18%	15%	13%	17%	15%	7%	0%
Don't Know	7%	6%	8%	7%	6%	10%	6%	7%	10%	9%	4%	3%	7%	12%	2%	9%	5%	4%	4%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Which of the following would you say is the most convincing argument against installing solar panels? Please read each argument carefully.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1128	595	531	487	503	88	514	262	102	17	99	348	319	86	0	0	304	141	29
Weighted	1104	551	550	473	489	89	486	262	96	17	96	326	316	81	0	0	297	140	26
The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider.	11%	12%	10%	12%	10%	14%	11%	13%	11%	20%	11%	11%	13%	14%	10%	8%	11%	19%	15%
The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500.	58%	58%	57%	59%	59%	48%	57%	55%	70%	65%	54%	53%	58%	68%	61%	58%	61%	52%	50%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	8%	9%	8%	6%	11%	10%	7%	14%	3%	0%	6%	8%	11%	3%	5%	10%	9%	13%	11%
None of the above are convincing	15%	14%	16%	16%	15%	17%	18%	12%	11%	5%	17%	20%	12%	10%	17%	14%	14%	12%	20%
Don't Know	7%	6%	8%	7%	5%	12%	6%	7%	5%	11%	12%	8%	6%	5%	7%	10%	5%	4%	4%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) Which of the following would you say is the most convincing argument against installing solar panels? Please read each argument carefully.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1128	158	390	130	227	152	71	705	423	0	0	0	0	0	149	484	376	102	17
Weighted	1104	161	378	133	217	147	68	670	433	0	0	0	0	0	141	468	372	105	17
The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider.	11%	18%	9%	15%	9%	9%	9%	10%	13%	*	*	*	*	*	20%	11%	8%	9%	6%
The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500.	58%	52%	60%	58%	60%	61%	51%	58%	58%	*	*	*	*	*	43%	57%	63%	65%	41%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	8%	9%	7%	14%	8%	6%	11%	6%	11%	*	*	*	*	*	13%	8%	6%	10%	12%
None of the above are convincing	15%	15%	17%	10%	14%	18%	15%	18%	11%	*	*	*	*	*	16%	16%	15%	9%	25%
Don't Know	7%	6%	7%	3%	9%	6%	15%	7%	6%	*	*	*	*	*	7%	7%	7%	8%	16%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.D) Which of the following would you say is the most convincing argument against installing solar panels? Please read each argument carefully.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1128	6	33	64	91	122	106	108	91	101	57	92	55	50	32	26	40
Weighted	1104	5	32	62	88	118	107	106	90	100	56	93	55	51	29	25	34
The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider.	11%	0%	3%	11%	8%	12%	8%	13%	14%	10%	19%	11%	16%	18%	7%	12%	20%
The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500.	58%	31%	62%	57%	69%	55%	63%	60%	51%	59%	51%	57%	64%	54%	70%	61%	48%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	8%	0%	6%	9%	8%	11%	9%	4%	6%	7%	16%	11%	10%	6%	6%	13%	9%
None of the above are convincing	15%	29%	12%	13%	10%	14%	15%	18%	21%	19%	6%	14%	9%	14%	9%	13%	22%
Don't Know	7%	39%	17%	10%	6%	8%	6%	4%	8%	5%	8%	6%	2%	7%	8%	0%	2%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.E) Which of the following would you say is the most convincing argument against installing solar panels? Please read each argument carefully.

	Total	Social Grade					Solar Panels			Insulation			Heat Pumps			Smart Meters					
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1128	400	333	199	196	0	69	458	550	604	38	227	204	36	20	314	670	542	72	229	231
Weighted	1104	361	329	233	180	0	70	453	528	587	39	224	198	36	21	308	644	523	69	227	226
The process of installing solar panels can take weeks, with consultations and assessments of the property, installation and contacting your utilities provider.	11%	14%	9%	12%	9%	*	25%	15%	7%	11%	22%	13%	9%	36%	23%	14%	8%	12%	13%	13%	6%
The upfront cost of installing solar panels can be expensive, with the average cost for a panel around £6,500.	58%	57%	62%	55%	56%	*	29%	61%	62%	60%	40%	60%	58%	29%	24%	62%	61%	60%	48%	62%	60%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	8%	9%	7%	9%	8%	*	26%	9%	6%	8%	27%	12%	4%	27%	37%	12%	6%	9%	13%	10%	6%
None of the above are convincing	15%	16%	14%	16%	16%	*	10%	10%	20%	14%	9%	11%	23%	5%	5%	9%	20%	13%	19%	12%	24%
Don't Know	7%	4%	7%	8%	11%	*	10%	4%	6%	6%	2%	4%	6%	3%	11%	4%	5%	6%	7%	3%	5%

Note:

BASE: Homeowners without solar panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) Which of the following would you say is the most convincing argument for installing heat pumps? Please read each argument carefully.

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1205	80	131	164	217	231	382	128	176	112	105	98	122	95	42	144	105	52	26
Weighted	1179	84	143	175	223	202	352	138	167	102	107	92	108	92	39	131	110	55	40
Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump.	36%	49%	39%	41%	44%	32%	26%	34%	33%	34%	28%	39%	33%	39%	44%	35%	42%	47%	36%
Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year.	14%	15%	23%	15%	13%	14%	12%	21%	13%	13%	17%	19%	12%	7%	15%	15%	18%	8%	8%
If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia	18%	25%	23%	21%	17%	13%	17%	17%	17%	12%	24%	12%	20%	27%	9%	19%	14%	20%	34%
None of the above are convincing	23%	5%	8%	13%	20%	30%	35%	19%	26%	28%	28%	26%	26%	15%	29%	21%	23%	17%	7%
Don't Know	9%	6%	7%	10%	6%	10%	10%	9%	12%	13%	3%	4%	10%	13%	4%	10%	3%	8%	16%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) Which of the following would you say is the most convincing argument for installing heat pumps? Please read each argument carefully.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1205	632	572	512	551	96	541	286	113	18	106	364	347	95	0	0	326	154	31
Weighted	1179	589	589	497	538	96	511	288	105	17	103	341	345	89	0	0	319	151	28
Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump.	36%	32%	40%	32%	40%	27%	32%	39%	37%	35%	33%	31%	42%	47%	36%	35%	42%	30%	20%
Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year.	14%	17%	11%	11%	17%	20%	13%	19%	18%	0%	14%	12%	17%	18%	7%	16%	15%	23%	36%
If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia	18%	19%	17%	17%	20%	16%	16%	23%	14%	22%	13%	15%	23%	12%	18%	16%	18%	28%	14%
None of the above are convincing	23%	23%	22%	30%	17%	20%	30%	14%	23%	21%	22%	32%	13%	18%	27%	21%	21%	14%	27%
Don't Know	9%	8%	9%	10%	6%	18%	9%	5%	8%	22%	17%	10%	6%	5%	12%	11%	5%	5%	4%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) Which of the following would you say is the most convincing argument for installing heat pumps? Please read each argument carefully.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1205	172	408	135	243	166	81	769	436	0	0	0	0	0	165	531	384	107	18
Weighted	1179	176	396	137	232	161	77	730	449	0	0	0	0	0	158	513	381	110	18
Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump.	36%	41%	33%	40%	36%	36%	30%	32%	41%	*	*	*	*	*	25%	37%	34%	53%	24%
Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year.	14%	17%	15%	14%	11%	17%	13%	13%	17%	*	*	*	*	*	18%	16%	12%	13%	11%
If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia	18%	22%	19%	17%	17%	17%	18%	17%	20%	*	*	*	*	*	23%	18%	19%	11%	28%
None of the above are convincing	23%	15%	23%	21%	28%	23%	23%	28%	14%	*	*	*	*	*	27%	22%	24%	19%	23%
Don't Know	9%	5%	10%	8%	9%	7%	16%	9%	8%	*	*	*	*	*	7%	8%	11%	6%	15%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.D) Which of the following would you say is the most convincing argument for installing heat pumps? Please read each argument carefully.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1205	6	35	68	95	124	113	125	95	105	63	88	61	51	41	30	47
Weighted	1179	5	34	66	91	120	114	122	94	103	63	90	61	52	38	28	42
Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump.	36%	17%	43%	38%	34%	39%	42%	33%	32%	38%	39%	38%	41%	27%	36%	35%	27%
Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year.	14%	0%	14%	11%	13%	12%	10%	16%	9%	20%	18%	11%	22%	18%	15%	26%	26%
If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia	18%	29%	14%	15%	23%	13%	19%	18%	20%	12%	19%	22%	16%	33%	23%	27%	21%
None of the above are convincing	23%	15%	19%	26%	24%	24%	21%	25%	28%	26%	14%	22%	15%	14%	22%	6%	20%
Don't Know	9%	39%	11%	10%	6%	11%	8%	8%	11%	5%	10%	7%	5%	7%	4%	6%	5%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.E) Which of the following would you say is the most convincing argument for installing heat pumps? Please read each argument carefully.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1205	436	346	210	213	112	55	439	549	641	47	249	210	0	43	370	698	584	77	246	245
Weighted	1179	395	341	248	195	110	57	433	527	621	48	246	204	0	43	365	670	565	74	244	239
Homes with an air-source heat pump installed can save money on their monthly gas bills. Someone who currently uses an old gas boiler could save around £900 a year by installing a heat pump.	36%	35%	36%	37%	36%	32%	35%	45%	31%	36%	41%	42%	32%	*	35%	43%	34%	38%	42%	37%	32%
Homes with a heat pump installed have a greatly reduced impact on the environment, saving around 5.5 tonnes of CO2 (carbon dioxide) each year.	14%	18%	12%	12%	13%	22%	16%	18%	11%	14%	30%	19%	11%	*	22%	23%	10%	17%	14%	17%	10%
If homes in the UK had heat pumps, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia	18%	19%	18%	20%	16%	29%	26%	19%	15%	19%	28%	18%	16%	*	39%	23%	15%	20%	18%	24%	9%
None of the above are convincing	23%	23%	25%	19%	23%	14%	13%	13%	33%	24%	0%	14%	33%	*	2%	8%	33%	18%	20%	17%	42%
Don't Know	9%	5%	8%	12%	13%	3%	10%	6%	9%	7%	2%	7%	8%	*	2%	4%	8%	8%	6%	6%	6%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) Which of the following would you say is the most convincing argument against installing heat pumps? Please read each argument carefully.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1205	80	131	164	217	231	382	128	176	112	105	98	122	95	42	144	105	52	26
Weighted	1179	84	143	175	223	202	352	138	167	102	107	92	108	92	39	131	110	55	40
The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself.	12%	24%	19%	18%	9%	7%	10%	19%	12%	9%	14%	11%	15%	6%	9%	13%	10%	17%	11%
The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000.	58%	44%	44%	49%	66%	65%	64%	49%	61%	62%	57%	65%	47%	65%	65%	57%	59%	63%	69%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	9%	18%	21%	14%	6%	5%	3%	13%	6%	7%	7%	9%	13%	7%	14%	7%	11%	8%	4%
None of the above are convincing	12%	11%	9%	8%	12%	13%	16%	8%	13%	13%	18%	11%	18%	10%	11%	13%	16%	5%	4%
Don't Know	8%	4%	6%	11%	8%	9%	7%	10%	9%	9%	4%	4%	7%	13%	2%	10%	4%	7%	13%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) Which of the following would you say is the most convincing argument against installing heat pumps? Please read each argument carefully.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1205	632	572	512	551	96	541	286	113	18	106	364	347	95	0	0	326	154	31
Weighted	1179	589	589	497	538	96	511	288	105	17	103	341	345	89	0	0	319	151	28
The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself.	12%	12%	13%	11%	14%	11%	10%	17%	17%	10%	12%	11%	15%	16%	8%	13%	14%	18%	15%
The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000.	58%	60%	57%	61%	59%	47%	61%	56%	58%	63%	55%	58%	55%	67%	59%	62%	58%	57%	47%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	9%	9%	9%	8%	9%	12%	8%	13%	5%	5%	2%	8%	12%	4%	6%	8%	11%	9%	10%
None of the above are convincing	12%	11%	14%	13%	12%	13%	14%	10%	12%	0%	13%	15%	11%	7%	16%	8%	12%	8%	24%
Don't Know	8%	8%	8%	8%	6%	18%	6%	5%	8%	22%	18%	8%	7%	5%	10%	9%	4%	7%	4%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) Which of the following would you say is the most convincing argument against installing heat pumps? Please read each argument carefully.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1205	172	408	135	243	166	81	769	436	0	0	0	0	0	165	531	384	107	18
Weighted	1179	176	396	137	232	161	77	730	449	0	0	0	0	0	158	513	381	110	18
The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself.	12%	23%	11%	15%	9%	9%	11%	12%	14%	*	*	*	*	*	22%	13%	11%	5%	12%
The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000.	58%	47%	61%	59%	57%	67%	57%	61%	55%	*	*	*	*	*	42%	61%	60%	69%	43%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	9%	15%	6%	9%	10%	6%	8%	6%	12%	*	*	*	*	*	12%	8%	8%	10%	7%
None of the above are convincing	12%	11%	13%	11%	15%	12%	11%	14%	10%	*	*	*	*	*	18%	11%	12%	11%	23%
Don't Know	8%	5%	9%	5%	9%	6%	14%	7%	9%	*	*	*	*	*	7%	7%	9%	5%	15%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.D) Which of the following would you say is the most convincing argument against installing heat pumps? Please read each argument carefully.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1205	6	35	68	95	124	113	125	95	105	63	88	61	51	41	30	47
Weighted	1179	5	34	66	91	120	114	122	94	103	63	90	61	52	38	28	42
The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself.	12%	0%	11%	10%	10%	7%	10%	16%	16%	14%	13%	15%	11%	13%	13%	26%	26%
The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000.	58%	45%	65%	65%	68%	68%	57%	55%	50%	59%	54%	58%	65%	55%	63%	45%	53%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	9%	0%	6%	8%	6%	6%	15%	7%	13%	5%	9%	9%	9%	15%	5%	14%	6%
None of the above are convincing	12%	15%	8%	9%	10%	11%	12%	14%	12%	17%	14%	11%	9%	11%	15%	9%	10%
Don't Know	8%	39%	10%	8%	5%	8%	6%	7%	9%	6%	10%	6%	6%	7%	4%	6%	5%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.E) Which of the following would you say is the most convincing argument against installing heat pumps? Please read each argument carefully.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1205	436	346	210	213	112	55	439	549	641	47	249	210	0	43	370	698	584	77	246	245
Weighted	1179	395	341	248	195	110	57	433	527	621	48	246	204	0	43	365	670	565	74	244	239
The process of installing a heat pump can be disruptive, requiring heating to be turned off for a few days, space for a water tank inside the property and a space outside for the heat pump itself.	12%	15%	14%	10%	7%	22%	19%	14%	9%	11%	34%	15%	10%	*	40%	18%	9%	14%	13%	14%	8%
The upfront cost of installing a heat pump can be expensive, ranging from £7,000 - £13,000.	58%	59%	59%	57%	59%	51%	44%	64%	60%	63%	46%	59%	57%	*	37%	59%	64%	61%	56%	59%	60%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	9%	9%	8%	10%	9%	15%	23%	10%	5%	7%	15%	14%	7%	*	16%	14%	5%	8%	14%	14%	4%
None of the above are convincing	12%	13%	12%	13%	13%	8%	4%	7%	19%	13%	2%	5%	21%	*	5%	5%	17%	11%	13%	8%	21%
Don't Know	8%	5%	7%	10%	12%	3%	11%	6%	7%	6%	2%	6%	6%	*	2%	4%	5%	6%	5%	4%	7%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) Which of the following would you say is the most convincing argument for installing a smart meter? Please read each argument carefully.

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	654	47	64	102	125	116	200	68	96	58	49	56	57	57	23	73	65	27	25
Weighted	646	50	68	108	132	103	185	71	91	53	50	51	51	57	21	67	67	29	39
Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money.	25%	31%	30%	19%	23%	26%	27%	21%	27%	19%	20%	28%	22%	32%	33%	23%	33%	29%	22%
Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035.	18%	30%	19%	23%	19%	19%	8%	22%	11%	15%	17%	25%	10%	9%	15%	23%	18%	11%	39%
If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity.	18%	25%	30%	27%	19%	10%	10%	16%	15%	15%	17%	15%	23%	17%	25%	22%	17%	11%	27%
None of the above are convincing	32%	6%	9%	21%	32%	37%	50%	34%	36%	41%	45%	25%	37%	27%	25%	29%	30%	41%	0%
Don't Know	7%	8%	12%	10%	7%	8%	4%	7%	11%	11%	0%	8%	7%	16%	3%	3%	2%	8%	12%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) Which of the following would you say is the most convincing argument for installing a smart meter? Please read each argument carefully.

	Gender		EU 2016 Vote			2019				Voting Intention			Education						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	654	345	308	278	286	63	292	149	63	9	64	198	183	58	0	0	180	87	16
Weighted	646	326	320	273	280	64	275	149	61	9	64	185	181	56	0	0	178	86	14
Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money.	25%	27%	24%	25%	25%	25%	26%	29%	23%	21%	26%	23%	29%	30%	22%	26%	25%	36%	26%
Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035.	18%	20%	16%	14%	21%	20%	14%	18%	21%	32%	17%	14%	20%	15%	19%	15%	22%	16%	19%
If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity.	18%	17%	19%	14%	22%	13%	14%	21%	18%	24%	14%	17%	19%	20%	15%	20%	17%	23%	18%
None of the above are convincing	32%	31%	33%	40%	26%	31%	40%	25%	28%	0%	33%	40%	26%	30%	33%	30%	32%	20%	37%
Don't Know	7%	6%	9%	7%	6%	11%	6%	7%	9%	23%	9%	6%	6%	5%	11%	9%	5%	5%	0%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.C) Which of the following would you say is the most convincing argument for installing a smart meter? Please read each argument carefully.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	654	111	218	64	123	90	48	421	233	0	0	0	0	0	98	265	204	75	12
Weighted	646	113	215	65	118	88	47	405	241	0	0	0	0	0	92	260	205	78	11
Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money.	25%	23%	27%	21%	30%	22%	25%	21%	32%	*	*	*	*	*	24%	27%	23%	32%	7%
Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035.	18%	21%	17%	21%	15%	16%	16%	16%	20%	*	*	*	*	*	17%	16%	18%	21%	16%
If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity.	18%	33%	14%	16%	11%	18%	19%	16%	21%	*	*	*	*	*	20%	19%	16%	16%	17%
None of the above are convincing	32%	20%	31%	31%	38%	41%	30%	40%	18%	*	*	*	*	*	32%	32%	33%	27%	36%
Don't Know	7%	3%	11%	10%	5%	3%	11%	6%	10%	*	*	*	*	*	6%	6%	10%	4%	24%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.D) Which of the following would you say is the most convincing argument for installing a smart meter? Please read each argument carefully.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	654	4	22	42	57	67	66	66	42	59	37	48	27	30	16	14	24
Weighted	646	3	21	42	54	65	66	66	42	60	38	48	28	31	15	13	21
Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money.	25%	0%	5%	23%	23%	28%	31%	24%	34%	26%	20%	22%	25%	31%	46%	37%	13%
Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035.	18%	0%	16%	12%	14%	18%	19%	19%	9%	22%	43%	19%	17%	18%	17%	0%	15%
If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity.	18%	21%	16%	19%	19%	17%	13%	19%	19%	6%	16%	23%	22%	30%	12%	35%	44%
None of the above are convincing	32%	22%	47%	38%	43%	30%	27%	34%	22%	41%	17%	28%	32%	18%	20%	28%	28%
Don't Know	7%	57%	16%	8%	2%	8%	11%	5%	16%	4%	5%	8%	4%	3%	5%	0%	0%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.E) Which of the following would you say is the most convincing argument for installing a smart meter? Please read each argument carefully.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	654	234	195	110	115	67	27	216	303	306	27	134	141	33	18	168	374	0	89	263	248
Weighted	646	212	195	132	107	65	27	217	294	300	26	134	138	32	19	166	363	0	85	261	243
Smart meters can provide you with useful insights on when and how you use energy in your home, and make it easier for you to work out when to switch off lights or heating to save on money.	25%	28%	25%	23%	25%	25%	26%	29%	25%	23%	39%	33%	24%	17%	29%	32%	25%	*	39%	36%	12%
Smart meters make it easier to make environmentally friendly decisions on heating, with some estimates suggesting that this could reduce the impact which homes have on the environment by 25% by 2035.	18%	18%	15%	21%	17%	23%	18%	25%	13%	17%	30%	23%	14%	32%	30%	24%	14%	*	20%	22%	12%
If homes in the UK had smart meters installed then people in the UK would be able to make better decisions on how to avoid wasting heating and electricity.	18%	18%	16%	19%	19%	29%	42%	19%	13%	21%	23%	21%	11%	47%	41%	17%	14%	*	26%	25%	9%
None of the above are convincing	32%	33%	36%	26%	28%	21%	6%	23%	44%	36%	7%	17%	44%	0%	0%	22%	43%	*	15%	15%	60%
Don't Know	7%	3%	8%	10%	11%	3%	9%	4%	5%	2%	0%	6%	7%	3%	0%	4%	4%	*	1%	2%	7%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) Which of the following would you say is the most convincing argument against installing a smart meter? Please read each argument carefully.

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	654	47	64	102	125	116	200	68	96	58	49	56	57	57	23	73	65	27	25
Weighted	646	50	68	108	132	103	185	71	91	53	50	51	51	57	21	67	67	29	39
Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device	20%	38%	33%	24%	20%	14%	11%	37%	17%	16%	14%	24%	18%	16%	37%	19%	13%	4%	28%
A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy.	31%	48%	30%	40%	27%	34%	24%	26%	33%	27%	39%	26%	36%	23%	27%	33%	38%	38%	32%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	38%	8%	22%	21%	44%	39%	57%	30%	38%	45%	45%	39%	39%	39%	32%	39%	44%	47%	15%
Don't Know	11%	6%	15%	15%	9%	13%	8%	8%	12%	13%	2%	11%	7%	22%	3%	9%	5%	11%	25%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) Which of the following would you say is the most convincing argument against installing a smart meter? Please read each argument carefully.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	654	345	308	278	286	63	292	149	63	9	64	198	183	58	0	0	180	87	16
Weighted	646	326	320	273	280	64	275	149	61	9	64	185	181	56	0	0	178	86	14
Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device	20%	22%	18%	14%	26%	18%	15%	28%	27%	24%	11%	14%	24%	31%	13%	18%	24%	34%	13%
A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy.	31%	33%	30%	31%	31%	33%	29%	35%	30%	31%	33%	32%	36%	30%	31%	34%	28%	36%	44%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	38%	37%	39%	44%	36%	34%	47%	28%	31%	33%	40%	44%	32%	33%	42%	36%	40%	22%	38%
Don't Know	11%	8%	13%	12%	7%	16%	9%	9%	12%	12%	16%	10%	8%	5%	14%	12%	8%	8%	5%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.C) Which of the following would you say is the most convincing argument against installing a smart meter? Please read each argument carefully.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	654	111	218	64	123	90	48	421	233	0	0	0	0	0	98	265	204	75	12
Weighted	646	113	215	65	118	88	47	405	241	0	0	0	0	0	92	260	205	78	11
Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device	20%	35%	16%	20%	19%	15%	12%	18%	23%	*	*	*	*	*	27%	19%	15%	27%	26%
A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy.	31%	34%	32%	28%	32%	27%	36%	30%	34%	*	*	*	*	*	33%	33%	30%	31%	16%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	0%	0%	0%	0%	0%
None of the above are convincing	38%	26%	36%	37%	41%	54%	39%	42%	31%	*	*	*	*	*	33%	38%	41%	36%	34%
Don't Know	11%	5%	15%	14%	9%	4%	13%	10%	12%	*	*	*	*	*	7%	10%	13%	7%	24%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.D) Which of the following would you say is the most convincing argument against installing a smart meter? Please read each argument carefully.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	654	4	22	42	57	67	66	66	42	59	37	48	27	30	16	14	24
Weighted	646	3	21	42	54	65	66	66	42	60	38	48	28	31	15	13	21
Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device	20%	0%	30%	22%	20%	19%	19%	13%	17%	16%	17%	21%	16%	27%	44%	32%	46%
A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy.	31%	0%	15%	32%	37%	37%	22%	35%	30%	27%	31%	30%	45%	42%	38%	42%	24%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	38%	43%	29%	40%	35%	31%	47%	42%	35%	50%	42%	41%	35%	25%	13%	26%	26%
Don't Know	11%	57%	25%	6%	9%	13%	12%	10%	18%	7%	10%	8%	4%	6%	5%	0%	4%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.E) Which of the following would you say is the most convincing argument against installing a smart meter? Please read each argument carefully.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	654	234	195	110	115	67	27	216	303	306	27	134	141	33	18	168	374	0	89	263	248
Weighted	646	212	195	132	107	65	27	217	294	300	26	134	138	32	19	166	363	0	85	261	243
Installing a smart meter may take a few weeks depending on your utilities provider, and will likely require an engineer to install the device	20%	22%	14%	31%	12%	32%	27%	26%	14%	20%	35%	26%	16%	39%	60%	28%	15%	*	24%	27%	14%
A smart meter allows you to keep track of your energy usage, but also allows your provider to do this. Some have argued that this makes it too easy for providers to see how people are using their energy.	31%	35%	30%	28%	30%	33%	54%	37%	28%	32%	28%	42%	28%	49%	31%	30%	33%	*	36%	37%	28%
Air-Source Heat Pumps look like boxes which sit outside the property. Some have said this looks unattractive.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%
None of the above are convincing	38%	37%	44%	29%	40%	28%	10%	31%	49%	40%	34%	26%	47%	6%	9%	38%	44%	*	38%	32%	49%
Don't Know	11%	6%	12%	11%	17%	6%	9%	6%	10%	8%	3%	6%	9%	6%	0%	4%	8%	*	3%	5%	9%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) Which of the following would you say is the most convincing argument for installing improved insulation? Please read each argument carefully.

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1097	94	149	163	190	195	306	147	155	95	96	80	108	90	37	123	94	46	26
Weighted	1080	99	161	171	194	171	283	155	147	87	97	76	96	88	34	112	99	48	40
Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows.	58%	56%	49%	54%	64%	62%	59%	56%	53%	62%	63%	60%	56%	57%	59%	57%	59%	66%	51%
Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year.	21%	32%	31%	26%	16%	16%	14%	27%	19%	14%	19%	22%	18%	17%	27%	23%	24%	19%	24%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	13%	7%	12%	9%	14%	13%	17%	10%	16%	15%	14%	12%	19%	8%	10%	15%	13%	9%	4%
Don't Know	8%	5%	8%	11%	6%	9%	9%	7%	12%	10%	4%	7%	6%	17%	4%	5%	4%	7%	21%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) Which of the following would you say is the most convincing argument for installing improved insulation? Please read each argument carefully.

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1097	599	496	435	526	86	474	284	105	16	88	328	345	84	0	0	302	157	35
Weighted	1080	562	515	425	514	87	450	285	99	15	87	309	342	80	0	0	298	155	31
Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows.	58%	54%	62%	58%	59%	49%	60%	56%	60%	41%	54%	59%	58%	60%	58%	55%	63%	55%	50%
Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year.	21%	24%	17%	18%	25%	13%	18%	28%	21%	23%	6%	19%	25%	24%	11%	22%	22%	32%	39%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	13%	13%	13%	15%	10%	20%	15%	11%	9%	13%	20%	15%	11%	10%	17%	13%	11%	9%	8%
Don't Know	8%	9%	8%	9%	6%	18%	7%	5%	10%	24%	19%	8%	6%	6%	15%	9%	4%	5%	3%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.C) Which of the following would you say is the most convincing argument for installing improved insulation? Please read each argument carefully.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1097	197	371	125	204	135	65	683	414	0	0	0	0	0	168	468	345	98	18
Weighted	1080	199	363	128	194	133	63	651	429	0	0	0	0	0	160	456	345	101	18
Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows.	58%	53%	56%	59%	58%	67%	58%	56%	60%	*	*	*	*	*	45%	61%	59%	59%	53%
Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year.	21%	31%	21%	18%	18%	14%	22%	22%	20%	*	*	*	*	*	31%	21%	17%	20%	9%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	0%	0%	0%	0%	0%
None of the above are convincing	13%	9%	14%	14%	15%	13%	11%	14%	11%	*	*	*	*	*	16%	11%	13%	14%	17%
Don't Know	8%	7%	9%	9%	9%	6%	9%	8%	9%	*	*	*	*	*	7%	6%	11%	6%	21%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.D) Which of the following would you say is the most convincing argument for installing improved insulation? Please read each argument carefully.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1097	6	33	62	84	107	95	115	78	89	61	95	52	52	38	31	55
Weighted	1080	5	32	61	81	104	96	114	80	88	61	96	52	54	35	29	49
Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows.	58%	31%	64%	61%	61%	59%	64%	62%	54%	64%	52%	47%	66%	61%	58%	48%	53%
Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year.	21%	14%	14%	19%	16%	18%	15%	18%	24%	13%	22%	33%	25%	23%	20%	41%	35%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	13%	15%	9%	14%	14%	13%	10%	12%	12%	21%	15%	13%	7%	5%	16%	8%	10%
Don't Know	8%	39%	13%	6%	8%	10%	11%	8%	10%	3%	11%	7%	2%	11%	5%	3%	2%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.E) Which of the following would you say is the most convincing argument for installing improved insulation? Please read each argument carefully.

	Total	Social Grade					Solar Panels				Insulation				Heat Pumps			Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1097	406	310	190	191	130	58	404	455	500	61	268	210	64	41	328	575	524	79	233	208
Weighted	1080	370	309	224	177	129	60	401	438	489	61	266	204	63	41	325	555	510	76	231	205
Improving insulation in homes can save houses money on heating. A typical semi-detached house could save around £940 each year with properly upgraded insulation in the walls, roof and windows.	58%	59%	53%	62%	58%	54%	55%	60%	61%	63%	53%	62%	50%	51%	43%	60%	62%	62%	55%	61%	54%
Homes with insulation installed have a greatly reduced impact on the environment, saving around 3.4 tonnes of CO2 (carbon dioxide) each year.	21%	26%	20%	17%	16%	36%	29%	26%	12%	22%	44%	23%	15%	41%	55%	29%	14%	23%	34%	24%	13%
If homes in the UK had solar panels, it would reduce our dependence as a country on oil and gas which we often import from countries like Russia.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	13%	12%	18%	11%	10%	7%	7%	7%	20%	11%	2%	9%	26%	5%	2%	6%	18%	10%	9%	10%	24%
Don't Know	8%	3%	8%	11%	16%	3%	9%	6%	7%	5%	0%	7%	9%	2%	0%	5%	6%	6%	1%	5%	9%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) Which of the following would you say is the most convincing argument against installing improved insulation? Please read each argument carefully.

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1097	94	149	163	190	195	306	147	155	95	96	80	108	90	37	123	94	46	26
Weighted	1080	99	161	171	194	171	283	155	147	87	97	76	96	88	34	112	99	48	40
The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer.	17%	20%	29%	22%	16%	9%	10%	27%	11%	14%	21%	19%	12%	15%	18%	16%	11%	17%	15%
Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these.	55%	66%	52%	53%	61%	60%	46%	51%	53%	57%	55%	50%	52%	53%	64%	52%	63%	61%	61%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	20%	9%	13%	14%	19%	22%	32%	15%	26%	21%	22%	20%	27%	15%	13%	25%	20%	16%	7%
Don't Know	8%	5%	5%	11%	5%	9%	12%	7%	10%	8%	2%	11%	10%	16%	4%	7%	6%	6%	17%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) Which of the following would you say is the most convincing argument against installing improved insulation? Please read each argument carefully.

	Total	Gender		EU 2016 Vote			2019				Voting Intention			Education					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1097	599	496	435	526	86	474	284	105	16	88	328	345	84	0	0	302	157	35
Weighted	1080	562	515	425	514	87	450	285	99	15	87	309	342	80	0	0	298	155	31
The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer.	17%	22%	10%	15%	18%	17%	17%	22%	19%	19%	8%	19%	20%	24%	12%	14%	18%	27%	23%
Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these.	55%	51%	59%	54%	55%	48%	51%	57%	50%	51%	53%	45%	59%	45%	50%	59%	57%	51%	53%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	20%	19%	22%	22%	20%	18%	24%	16%	22%	13%	19%	25%	15%	26%	25%	17%	21%	17%	21%
Don't Know	8%	8%	9%	8%	7%	17%	8%	6%	8%	18%	19%	11%	5%	6%	14%	10%	4%	4%	3%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.C) Which of the following would you say is the most convincing argument against installing improved insulation? Please read each argument carefully.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1097	197	371	125	204	135	65	683	414	0	0	0	0	0	168	468	345	98	18
Weighted	1080	199	363	128	194	133	63	651	429	0	0	0	0	0	160	456	345	101	18
The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer.	17%	33%	12%	12%	14%	13%	13%	16%	17%	*	*	*	*	*	34%	14%	13%	13%	7%
Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these.	55%	49%	57%	60%	54%	56%	51%	51%	60%	*	*	*	*	*	41%	55%	58%	68%	40%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	0%	0%	0%	0%	0%
None of the above are convincing	20%	12%	21%	20%	22%	25%	25%	24%	15%	*	*	*	*	*	18%	23%	19%	13%	32%
Don't Know	8%	6%	10%	7%	10%	6%	11%	9%	8%	*	*	*	*	*	7%	8%	10%	5%	21%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.D) Which of the following would you say is the most convincing argument against installing improved insulation? Please read each argument carefully.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1097	6	33	62	84	107	95	115	78	89	61	95	52	52	38	31	55
Weighted	1080	5	32	61	81	104	96	114	80	88	61	96	52	54	35	29	49
The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer.	17%	0%	20%	9%	12%	12%	19%	14%	19%	9%	19%	28%	14%	21%	19%	26%	31%
Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these.	55%	45%	57%	69%	57%	56%	47%	52%	54%	60%	61%	49%	64%	57%	51%	60%	51%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	20%	15%	15%	16%	22%	22%	23%	27%	17%	22%	13%	15%	22%	11%	28%	11%	17%
Don't Know	8%	39%	8%	6%	9%	10%	11%	7%	10%	9%	8%	8%	0%	11%	2%	3%	0%

Note:

BASE: Homeowners without a smart meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.E) Which of the following would you say is the most convincing argument against installing improved insulation? Please read each argument carefully.

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1097	406	310	190	191	130	58	404	455	500	61	268	210	64	41	328	575	524	79	233	208
Weighted	1080	370	309	224	177	129	60	401	438	489	61	266	204	63	41	325	555	510	76	231	205
The process of installing insulation can take some time depending on the size of the property. Loft insulation in the roof area can take a few days to install, some wall insulation can take longer.	17%	22%	15%	14%	12%	32%	35%	19%	9%	17%	38%	20%	8%	49%	32%	21%	11%	18%	25%	20%	9%
Insulation can be expensive, depending on the type of home you have. Loft insulation could cost £530, double glazing could cost £7,500, and if your property has solid walls it could cost £10,000 or more to insulate these.	55%	50%	56%	61%	54%	52%	46%	60%	55%	55%	54%	61%	53%	42%	62%	60%	56%	55%	57%	58%	56%
Solar panels sit on the roof of a property, which can cover up the tiling with blue panels. Some have said this looks unattractive	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above are convincing	20%	24%	21%	15%	19%	15%	9%	16%	27%	21%	6%	14%	30%	7%	6%	15%	26%	19%	14%	17%	30%
Don't Know	8%	4%	8%	10%	16%	1%	10%	6%	9%	7%	2%	5%	9%	2%	0%	5%	7%	7%	5%	5%	6%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) Based on what you have heard, which of the following are the main barriers to you installing a solar panel? Please select all that apply.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1128	71	117	164	206	225	345	127	163	103	95	95	112	90	42	132	96	48	25
Weighted	1104	74	128	175	211	197	319	134	155	94	97	89	99	87	39	120	101	51	38
It sounds too complicated to install	9%	11%	14%	10%	11%	7%	5%	14%	7%	5%	11%	6%	10%	6%	10%	13%	6%	9%	5%
I don't have enough information on what difference these changes make	8%	6%	8%	13%	7%	10%	6%	10%	7%	4%	12%	6%	12%	8%	5%	6%	6%	12%	14%
I don't have enough information on how to make these changes	7%	21%	10%	5%	8%	6%	4%	13%	7%	3%	7%	4%	8%	7%	5%	9%	4%	8%	9%
The upfront cost of installation	63%	54%	49%	57%	69%	70%	66%	49%	64%	59%	65%	70%	66%	66%	69%	68%	64%	70%	57%
Don't Know	6%	7%	7%	8%	4%	6%	5%	5%	9%	3%	3%	7%	8%	11%	2%	2%	8%	5%	4%
I don't like the way it would look	18%	12%	16%	17%	17%	19%	20%	14%	18%	17%	21%	20%	19%	17%	18%	20%	19%	21%	12%
It is too much of a hassle to install	17%	22%	20%	17%	16%	16%	17%	24%	12%	10%	16%	14%	22%	20%	10%	21%	14%	22%	26%
There is not a clear enough benefit of installing it	16%	20%	8%	13%	12%	18%	22%	21%	18%	19%	19%	18%	10%	14%	12%	13%	18%	8%	16%
It would not be viable for my property	15%	6%	13%	13%	16%	16%	20%	25%	11%	18%	17%	14%	17%	14%	11%	15%	15%	12%	4%
It would make it harder to have repair work done	13%	14%	12%	14%	11%	15%	13%	15%	15%	12%	12%	14%	10%	11%	21%	14%	14%	9%	12%
The time it takes to install	12%	19%	19%	13%	11%	10%	9%	15%	14%	6%	16%	13%	15%	12%	13%	8%	11%	14%	9%
I worry it would have a negative impact on the value of my property	11%	11%	11%	12%	9%	13%	11%	17%	14%	8%	10%	5%	12%	14%	11%	10%	8%	8%	11%
Other (Please Specify)	7%	1%	0%	3%	7%	7%	14%	4%	6%	16%	8%	6%	7%	6%	9%	4%	6%	10%	4%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) Based on what you have heard, which of the following are the main barriers to you installing a solar panel? Please select all that apply.

	Total	Gender		EU 2016 Vote			2019					Voting Intention			Education				
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1128	595	531	487	503	88	514	262	102	17	99	348	319	86	0	0	304	141	29
Weighted	1104	551	550	473	489	89	486	262	96	17	96	326	316	81	0	0	297	140	26
It sounds too complicated to install	9%	9%	9%	10%	9%	6%	11%	9%	4%	0%	6%	8%	12%	2%	8%	7%	12%	8%	7%
I don't have enough information on what difference these changes make	8%	9%	8%	10%	7%	6%	8%	9%	7%	0%	8%	8%	9%	7%	10%	7%	6%	11%	3%
I don't have enough information on how to make these changes	7%	8%	7%	6%	8%	7%	5%	11%	8%	0%	8%	5%	11%	7%	6%	10%	7%	5%	3%
The upfront cost of installation	63%	62%	65%	66%	62%	52%	64%	61%	64%	66%	61%	60%	65%	62%	68%	64%	64%	56%	39%
Don't Know	6%	6%	6%	4%	6%	12%	4%	6%	6%	11%	12%	5%	5%	7%	6%	6%	5%	4%	20%
I don't like the way it would look	18%	16%	20%	22%	14%	16%	21%	15%	15%	6%	21%	21%	16%	12%	21%	16%	17%	20%	15%
It is too much of a hassle to install	17%	17%	17%	19%	16%	16%	16%	19%	14%	17%	18%	18%	18%	18%	15%	14%	20%	21%	28%
There is not a clear enough benefit of installing it	16%	21%	12%	20%	14%	15%	20%	12%	18%	17%	16%	19%	14%	15%	17%	15%	16%	18%	15%
It would not be viable for my property	15%	17%	14%	15%	15%	23%	15%	16%	21%	17%	18%	17%	14%	17%	16%	13%	16%	17%	19%
It would make it harder to have repair work done	13%	14%	12%	16%	12%	9%	14%	11%	20%	22%	14%	14%	13%	15%	14%	13%	12%	13%	18%
The time it takes to install	12%	12%	13%	12%	12%	12%	12%	15%	12%	11%	12%	10%	16%	13%	12%	10%	13%	16%	14%
I worry it would have a negative impact on the value of my property	11%	12%	10%	11%	11%	8%	13%	7%	18%	6%	11%	9%	11%	13%	12%	9%	12%	12%	12%
Other (Please Specify)	7%	7%	7%	9%	6%	3%	10%	5%	7%	0%	3%	9%	4%	8%	8%	4%	10%	5%	10%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.C) Based on what you have heard, which of the following are the main barriers to you installing a solar panel? Please select all that apply.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1128	158	390	130	227	152	71	705	423	0	0	0	0	0	149	484	376	102	17
Weighted	1104	161	378	133	217	147	68	670	433	0	0	0	0	0	141	468	372	105	17
It sounds too complicated to install	9%	10%	10%	14%	7%	3%	4%	8%	11%	*	*	*	*	*	12%	7%	10%	10%	5%
I don't have enough information on what difference these changes make	8%	10%	8%	6%	7%	10%	9%	8%	9%	*	*	*	*	*	10%	7%	8%	12%	13%
I don't have enough information on how to make these changes	7%	12%	6%	9%	7%	5%	3%	6%	8%	*	*	*	*	*	11%	7%	5%	10%	0%
The upfront cost of installation	63%	47%	66%	63%	68%	68%	63%	64%	62%	*	*	*	*	*	43%	61%	71%	74%	52%
Don't Know	6%	6%	7%	5%	6%	4%	8%	6%	6%	*	*	*	*	*	7%	6%	5%	4%	22%
I don't like the way it would look	18%	16%	17%	14%	24%	18%	20%	18%	18%	*	*	*	*	*	22%	16%	21%	15%	12%
It is too much of a hassle to install	17%	23%	19%	15%	20%	10%	9%	18%	17%	*	*	*	*	*	21%	16%	17%	21%	11%
There is not a clear enough benefit of installing it	16%	19%	15%	15%	18%	15%	16%	19%	12%	*	*	*	*	*	19%	19%	15%	9%	13%
It would not be viable for my property	15%	20%	14%	15%	17%	15%	15%	17%	13%	*	*	*	*	*	17%	15%	18%	10%	5%
It would make it harder to have repair work done	13%	11%	13%	14%	17%	12%	10%	13%	13%	*	*	*	*	*	14%	13%	12%	17%	18%
The time it takes to install	12%	14%	14%	13%	11%	9%	13%	11%	14%	*	*	*	*	*	15%	12%	12%	12%	6%
I worry it would have a negative impact on the value of my property	11%	14%	10%	10%	14%	7%	12%	12%	10%	*	*	*	*	*	13%	11%	12%	6%	5%
Other (Please Specify)	7%	3%	6%	6%	8%	12%	13%	10%	3%	*	*	*	*	*	7%	9%	5%	5%	0%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.D) Based on what you have heard, which of the following are the main barriers to you installing a solar panel? Please select all that apply.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1128	6	33	64	91	122	106	108	91	101	57	92	55	50	32	26	40
Weighted	1104	5	32	62	88	118	107	106	90	100	56	93	55	51	29	25	34
It sounds too complicated to install	9%	0%	14%	6%	7%	13%	6%	5%	8%	14%	15%	6%	8%	9%	10%	5%	2%
I don't have enough information on what difference these changes make	8%	14%	7%	10%	8%	5%	8%	6%	15%	7%	3%	11%	9%	5%	4%	14%	15%
I don't have enough information on how to make these changes	7%	0%	3%	5%	8%	11%	6%	7%	7%	11%	9%	4%	2%	4%	7%	10%	9%
The upfront cost of installation	63%	45%	77%	74%	67%	63%	57%	63%	61%	68%	61%	61%	66%	62%	76%	47%	48%
Don't Know	6%	39%	8%	2%	2%	6%	6%	5%	6%	7%	5%	8%	6%	2%	13%	7%	0%
I don't like the way it would look	18%	0%	12%	14%	22%	15%	17%	14%	16%	20%	19%	21%	10%	25%	30%	9%	25%
It is too much of a hassle to install	17%	45%	15%	18%	17%	15%	17%	13%	15%	21%	25%	19%	12%	22%	18%	14%	19%
There is not a clear enough benefit of installing it	16%	14%	8%	20%	18%	10%	13%	18%	15%	14%	26%	21%	16%	13%	25%	17%	25%
It would not be viable for my property	15%	17%	15%	19%	19%	13%	22%	9%	19%	11%	10%	15%	11%	20%	13%	15%	19%
It would make it harder to have repair work done	13%	31%	11%	19%	15%	11%	12%	13%	14%	20%	14%	9%	13%	9%	24%	3%	12%
The time it takes to install	12%	14%	15%	4%	16%	9%	9%	16%	15%	10%	12%	10%	22%	14%	19%	11%	7%
I worry it would have a negative impact on the value of my property	11%	14%	3%	5%	16%	12%	8%	7%	9%	12%	15%	17%	14%	8%	12%	4%	16%
Other (Please Specify)	7%	15%	3%	8%	12%	7%	7%	12%	5%	9%	7%	4%	3%	5%	3%	0%	8%

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.E) Based on what you have heard, which of the following are the main barriers to you installing a solar panel? Please select all that apply.

	Total	Social Grade					Solar Panels				Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	
Unweighted	1128	400	333	199	196	0	69	458	550	604	38	227	204	36	20	314	670	542	72	229	231	
Weighted	1104	361	329	233	180	0	70	453	528	587	39	224	198	36	21	308	644	523	69	227	226	
It sounds too complicated to install	9%	9%	10%	6%	9%	*	13%	10%	8%	9%	10%	8%	9%	5%	13%	11%	8%	9%	10%	7%	10%	
I don't have enough information on what difference these changes make	8%	7%	7%	11%	8%	*	22%	9%	6%	9%	16%	9%	5%	11%	20%	11%	6%	9%	7%	9%	5%	
I don't have enough information on how to make these changes	7%	6%	7%	11%	4%	*	12%	9%	5%	8%	11%	8%	5%	24%	15%	11%	4%	7%	6%	8%	8%	
The upfront cost of installation	63%	59%	67%	61%	67%	*	28%	67%	68%	67%	46%	63%	64%	26%	21%	61%	71%	64%	59%	65%	67%	
Don't Know	6%	4%	5%	7%	9%	*	6%	4%	4%	4%	0%	3%	7%	3%	5%	5%	3%	4%	3%	3%	6%	
I don't like the way it would look	18%	16%	16%	25%	18%	*	14%	12%	24%	19%	19%	18%	15%	27%	0%	13%	21%	17%	13%	21%	23%	
It is too much of a hassle to install	17%	16%	20%	19%	14%	*	7%	17%	19%	18%	22%	20%	17%	18%	9%	15%	19%	16%	12%	21%	20%	
There is not a clear enough benefit of installing it	16%	20%	16%	13%	16%	*	17%	15%	18%	17%	5%	18%	14%	23%	16%	15%	18%	15%	15%	17%	19%	
It would not be viable for my property	15%	17%	18%	9%	17%	*	11%	11%	21%	15%	25%	11%	19%	15%	14%	14%	17%	14%	15%	21%	15%	
It would make it harder to have repair work done	13%	11%	15%	12%	16%	*	11%	14%	14%	14%	16%	14%	9%	19%	9%	12%	14%	13%	10%	17%	14%	
The time it takes to install	12%	13%	11%	15%	10%	*	17%	14%	10%	13%	18%	13%	11%	14%	21%	17%	11%	13%	9%	10%	13%	
I worry it would have a negative impact on the value of my property	11%	13%	11%	11%	7%	*	10%	10%	13%	12%	8%	10%	10%	19%	19%	11%	11%	11%	8%	12%	12%	
Other (Please Specify)	7%	11%	6%	3%	6%	*	1%	4%	10%	6%	2%	7%	10%	2%	0%	7%	9%	6%	9%	7%	10%	

Note:

BASE: Homeowners without Solar Panels

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) Based on what you have heard, which of the following are the main barriers to you installing a heat pump? Please select all that apply.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1205	80	131	164	217	231	382	128	176	112	105	98	122	95	42	144	105	52	26
Weighted	1179	84	143	175	223	202	352	138	167	102	107	92	108	92	39	131	110	55	40
I don't have enough information on how to make these changes	9%	10%	13%	5%	5%	10%	10%	15%	7%	10%	6%	5%	4%	6%	6%	14%	6%	8%	14%
It would make it harder to have repair work done	7%	15%	12%	9%	5%	6%	5%	13%	7%	4%	3%	10%	11%	12%	7%	3%	6%	9%	3%
Don't Know	7%	8%	9%	10%	7%	8%	4%	6%	10%	6%	3%	7%	7%	12%	4%	7%	6%	7%	8%
The upfront cost of installation	62%	41%	44%	54%	66%	69%	70%	50%	63%	59%	59%	65%	61%	67%	74%	61%	66%	73%	57%
I don't like the way it would look	23%	30%	15%	25%	21%	22%	25%	23%	22%	21%	30%	22%	29%	24%	23%	21%	24%	24%	4%
It is too much of a hassle to install	19%	19%	15%	21%	17%	19%	22%	22%	14%	16%	19%	16%	22%	25%	23%	22%	26%	18%	4%
There is not a clear enough benefit of installing it	19%	14%	13%	10%	13%	21%	29%	19%	20%	22%	23%	15%	18%	22%	13%	16%	16%	20%	15%
It would not be viable for my property	16%	14%	11%	10%	14%	17%	21%	23%	16%	16%	17%	12%	18%	12%	8%	16%	18%	8%	6%
It sounds too complicated to install	15%	15%	12%	15%	11%	17%	16%	18%	11%	13%	18%	12%	11%	19%	12%	18%	9%	18%	19%
The time it takes to install	14%	27%	11%	9%	14%	14%	14%	19%	11%	14%	13%	10%	17%	18%	5%	15%	14%	15%	7%
I don't have enough information on what difference these changes make	13%	19%	14%	10%	12%	14%	12%	14%	13%	13%	10%	12%	9%	11%	6%	16%	11%	23%	15%
I worry it would have a negative impact on the value of my property	10%	14%	11%	8%	6%	11%	10%	13%	9%	8%	9%	8%	9%	11%	10%	10%	6%	10%	9%
Other (Please Specify)	7%	0%	0%	4%	5%	6%	14%	8%	7%	13%	10%	4%	6%	2%	2%	8%	6%	4%	0%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) Based on what you have heard, which of the following are the main barriers to you installing a heat pump? Please select all that apply.

	Total	Gender		EU 2016 Vote			2019					Voting Intention			Education				
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1205	632	572	512	551	96	541	286	113	18	106	364	347	95	0	0	326	154	31
Weighted	1179	589	589	497	538	96	511	288	105	17	103	341	345	89	0	0	319	151	28
I don't have enough information on how to make these changes	9%	10%	7%	9%	7%	7%	9%	6%	6%	6%	9%	10%	8%	5%	9%	11%	6%	8%	5%
It would make it harder to have repair work done	7%	9%	6%	7%	7%	6%	6%	10%	5%	26%	5%	7%	8%	5%	6%	6%	7%	15%	14%
Don't Know	7%	7%	7%	6%	6%	12%	5%	6%	6%	11%	11%	6%	6%	7%	9%	7%	7%	5%	11%
The upfront cost of installation	62%	60%	63%	65%	60%	59%	63%	62%	67%	58%	62%	61%	63%	59%	67%	61%	62%	54%	47%
I don't like the way it would look	23%	18%	27%	25%	20%	27%	29%	18%	15%	17%	23%	31%	20%	17%	24%	26%	21%	18%	16%
It is too much of a hassle to install	19%	21%	18%	22%	18%	17%	22%	16%	21%	26%	18%	20%	18%	19%	17%	17%	25%	21%	10%
There is not a clear enough benefit of installing it	19%	21%	17%	21%	16%	21%	22%	14%	19%	11%	20%	23%	14%	19%	18%	17%	20%	21%	9%
It would not be viable for my property	16%	16%	16%	18%	16%	11%	17%	14%	17%	23%	14%	15%	13%	17%	16%	14%	16%	18%	20%
It sounds too complicated to install	15%	14%	15%	15%	15%	10%	16%	11%	17%	25%	14%	15%	14%	10%	12%	16%	14%	17%	16%
The time it takes to install	14%	14%	14%	14%	13%	7%	14%	17%	16%	17%	9%	15%	16%	13%	13%	14%	16%	12%	12%
I don't have enough information on what difference these changes make	13%	12%	13%	14%	12%	7%	12%	14%	12%	6%	11%	10%	15%	9%	12%	13%	12%	14%	10%
I worry it would have a negative impact on the value of my property	10%	10%	9%	11%	9%	9%	11%	7%	11%	6%	11%	10%	10%	9%	10%	9%	9%	9%	10%
Other (Please Specify)	7%	6%	7%	8%	7%	4%	8%	4%	11%	0%	5%	8%	4%	6%	5%	5%	8%	5%	16%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.C) Based on what you have heard, which of the following are the main barriers to you installing a heat pump? Please select all that apply.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1205	172	408	135	243	166	81	769	436	0	0	0	0	0	165	531	384	107	18
Weighted	1179	176	396	137	232	161	77	730	449	0	0	0	0	0	158	513	381	110	18
I don't have enough information on how to make these changes	9%	11%	7%	9%	9%	7%	14%	9%	7%	*	*	*	*	*	9%	10%	7%	6%	17%
It would make it harder to have repair work done	7%	12%	8%	6%	7%	2%	7%	7%	9%	*	*	*	*	*	12%	6%	7%	10%	0%
Don't Know	7%	7%	9%	7%	6%	4%	10%	6%	8%	*	*	*	*	*	9%	7%	6%	7%	21%
The upfront cost of installation	62%	43%	64%	60%	67%	71%	57%	63%	60%	*	*	*	*	*	40%	60%	69%	75%	63%
I don't like the way it would look	23%	20%	24%	20%	25%	24%	22%	25%	20%	*	*	*	*	*	27%	23%	23%	19%	0%
It is too much of a hassle to install	19%	21%	19%	21%	24%	13%	14%	20%	18%	*	*	*	*	*	21%	19%	21%	13%	11%
There is not a clear enough benefit of installing it	19%	13%	17%	21%	23%	22%	18%	22%	13%	*	*	*	*	*	20%	21%	18%	10%	12%
It would not be viable for my property	16%	18%	14%	16%	18%	17%	10%	17%	13%	*	*	*	*	*	17%	15%	18%	12%	9%
It sounds too complicated to install	15%	15%	16%	12%	16%	14%	8%	17%	11%	*	*	*	*	*	16%	14%	16%	13%	11%
The time it takes to install	14%	19%	14%	14%	15%	8%	11%	16%	11%	*	*	*	*	*	14%	13%	15%	14%	10%
I don't have enough information on what difference these changes make	13%	13%	12%	12%	14%	14%	7%	14%	11%	*	*	*	*	*	13%	13%	12%	12%	6%
I worry it would have a negative impact on the value of my property	10%	12%	11%	12%	7%	7%	8%	9%	10%	*	*	*	*	*	12%	9%	9%	11%	0%
Other (Please Specify)	7%	4%	6%	2%	7%	10%	15%	10%	2%	*	*	*	*	*	7%	9%	5%	4%	0%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.D) Based on what you have heard, which of the following are the main barriers to you installing a heat pump? Please select all that apply.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1205	6	35	68	95	124	113	125	95	105	63	88	61	51	41	30	47
Weighted	1179	5	34	66	91	120	114	122	94	103	63	90	61	52	38	28	42
I don't have enough information on how to make these changes	9%	45%	5%	9%	10%	9%	9%	8%	2%	13%	10%	4%	7%	6%	8%	9%	15%
It would make it harder to have repair work done	7%	14%	3%	12%	3%	7%	5%	9%	9%	6%	7%	8%	3%	8%	19%	10%	10%
Don't Know	7%	39%	8%	9%	3%	9%	6%	8%	7%	6%	7%	10%	7%	2%	7%	9%	0%
The upfront cost of installation	62%	61%	75%	75%	67%	65%	60%	59%	62%	57%	63%	60%	61%	52%	66%	48%	54%
I don't like the way it would look	23%	0%	20%	18%	26%	19%	23%	18%	20%	25%	32%	23%	22%	27%	29%	23%	16%
It is too much of a hassle to install	19%	14%	22%	17%	24%	23%	21%	15%	19%	12%	20%	17%	29%	17%	16%	9%	23%
There is not a clear enough benefit of installing it	19%	14%	16%	18%	21%	11%	14%	24%	22%	16%	21%	16%	14%	21%	43%	12%	13%
It would not be viable for my property	16%	0%	6%	13%	21%	15%	19%	16%	10%	19%	17%	11%	13%	22%	14%	11%	16%
It sounds too complicated to install	15%	0%	29%	14%	14%	12%	13%	12%	18%	17%	19%	16%	11%	8%	22%	3%	25%
The time it takes to install	14%	14%	28%	5%	12%	15%	16%	10%	13%	15%	14%	16%	16%	5%	20%	14%	14%
I don't have enough information on what difference these changes make	13%	14%	13%	8%	17%	13%	14%	13%	14%	8%	18%	8%	16%	13%	8%	10%	15%
I worry it would have a negative impact on the value of my property	10%	0%	3%	11%	11%	5%	14%	10%	13%	11%	7%	8%	6%	4%	14%	5%	14%
Other (Please Specify)	7%	15%	8%	4%	7%	7%	6%	13%	5%	7%	5%	4%	6%	0%	14%	4%	11%

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.E) Based on what you have heard, which of the following are the main barriers to you installing a heat pump? Please select all that apply.

	Total	Social Grade					Solar Panels				Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	
Unweighted	1205	436	346	210	213	112	55	439	549	641	47	249	210	0	43	370	698	584	77	246	245	
Weighted	1179	395	341	248	195	110	57	433	527	621	48	246	204	0	43	365	670	565	74	244	239	
I don't have enough information on how to make these changes	9%	7%	8%	11%	10%	9%	16%	8%	9%	9%	9%	7%	9%	*	11%	10%	8%	8%	9%	11%	8%	
It would make it harder to have repair work done	7%	10%	5%	8%	6%	18%	12%	8%	5%	7%	24%	8%	4%	*	26%	7%	7%	8%	9%	7%	6%	
Don't Know	7%	4%	7%	9%	11%	2%	8%	6%	6%	5%	0%	6%	6%	*	2%	5%	5%	7%	3%	2%	6%	
The upfront cost of installation	62%	60%	62%	60%	66%	51%	37%	63%	68%	67%	41%	60%	60%	*	17%	60%	69%	62%	65%	61%	68%	
I don't like the way it would look	23%	24%	22%	23%	22%	23%	19%	16%	30%	23%	11%	26%	22%	*	16%	18%	27%	20%	23%	26%	31%	
It is too much of a hassle to install	19%	20%	21%	16%	18%	22%	13%	17%	23%	21%	21%	20%	19%	*	22%	16%	23%	18%	15%	23%	22%	
There is not a clear enough benefit of installing it	19%	21%	19%	16%	19%	21%	16%	16%	21%	21%	15%	17%	19%	*	12%	14%	23%	15%	17%	21%	24%	
It would not be viable for my property	16%	17%	14%	14%	18%	15%	16%	11%	21%	16%	22%	13%	19%	*	20%	10%	19%	16%	18%	16%	16%	
It sounds too complicated to install	15%	17%	15%	10%	14%	13%	16%	13%	17%	16%	16%	15%	10%	*	24%	12%	16%	16%	12%	12%	15%	
The time it takes to install	14%	15%	14%	14%	11%	21%	20%	12%	14%	16%	22%	14%	8%	*	16%	16%	13%	15%	13%	12%	13%	
I don't have enough information on what difference these changes make	13%	10%	16%	13%	11%	15%	17%	15%	9%	14%	14%	15%	9%	*	18%	16%	10%	13%	9%	15%	12%	
I worry it would have a negative impact on the value of my property	10%	10%	9%	11%	8%	13%	9%	8%	11%	9%	11%	12%	8%	*	14%	9%	10%	7%	9%	15%	11%	
Other (Please Specify)	7%	10%	6%	4%	5%	11%	3%	4%	9%	6%	2%	5%	13%	*	4%	4%	9%	6%	4%	4%	13%	

Note:

BASE: Homeowners without a Heat Pump

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Based on what you have heard, which of the following are the main barriers to you installing more improved insulation? Please select all that apply.

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1097	94	149	163	190	195	306	147	155	95	96	80	108	90	37	123	94	46	26
Weighted	1080	99	161	171	194	171	283	155	147	87	97	76	96	88	34	112	99	48	40
It sounds too complicated to install	9%	16%	12%	13%	6%	4%	6%	16%	5%	9%	6%	6%	7%	11%	14%	7%	8%	6%	6%
I don't have enough information on what difference these changes make	8%	15%	12%	7%	6%	7%	4%	13%	7%	7%	8%	8%	4%	12%	3%	8%	1%	7%	7%
I don't have enough information on how to make these changes	7%	14%	9%	9%	6%	2%	4%	12%	6%	4%	2%	2%	11%	7%	11%	6%	5%	6%	4%
It would make it harder to have repair work done	6%	11%	14%	9%	4%	5%	2%	12%	7%	3%	7%	8%	7%	3%	3%	4%	4%	4%	6%
I worry it would have a negative impact on the value of my property	5%	9%	9%	8%	3%	3%	2%	10%	5%	6%	2%	2%	6%	5%	5%	3%	1%	2%	11%
The upfront cost of installation	42%	34%	33%	43%	52%	48%	39%	33%	35%	43%	45%	34%	43%	49%	54%	37%	50%	52%	56%
I don't like the way it would look	4%	9%	9%	4%	3%	2%	2%	7%	3%	1%	4%	6%	4%	3%	11%	3%	1%	7%	6%
Don't Know	16%	5%	16%	14%	17%	21%	19%	10%	21%	15%	16%	22%	19%	21%	7%	18%	15%	12%	13%
The time it takes to install	15%	27%	19%	21%	12%	10%	9%	19%	11%	9%	16%	11%	15%	12%	11%	17%	16%	15%	25%
It is too much of a hassle to install	15%	26%	15%	18%	12%	14%	13%	21%	12%	16%	10%	12%	16%	14%	28%	14%	15%	15%	18%
It would not be viable for my property	11%	11%	11%	9%	13%	9%	12%	19%	14%	10%	5%	11%	10%	6%	8%	8%	12%	9%	0%
There is not a clear enough benefit of installing it	10%	8%	9%	10%	8%	11%	12%	15%	13%	4%	11%	7%	5%	10%	12%	9%	9%	13%	12%
Other (Please Specify)	6%	0%	0%	1%	4%	6%	16%	2%	7%	9%	10%	4%	5%	5%	5%	9%	7%	9%	0%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Based on what you have heard, which of the following are the main barriers to you installing more improved insulation? Please select all that apply.

	Total	Gender		EU 2016 Vote			2019					Voting Intention			Education				
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1097	599	496	435	526	86	474	284	105	16	88	328	345	84	0	0	302	157	35
Weighted	1080	562	515	425	514	87	450	285	99	15	87	309	342	80	0	0	298	155	31
It sounds too complicated to install	9%	10%	6%	7%	9%	12%	7%	11%	10%	10%	8%	7%	12%	7%	6%	7%	7%	19%	15%
I don't have enough information on what difference these changes make	8%	8%	7%	8%	6%	7%	8%	9%	6%	0%	10%	8%	10%	6%	5%	9%	8%	11%	10%
I don't have enough information on how to make these changes	7%	8%	5%	6%	6%	7%	6%	8%	7%	12%	6%	7%	10%	6%	3%	5%	7%	13%	6%
It would make it harder to have repair work done	6%	9%	3%	6%	7%	5%	6%	9%	6%	0%	2%	5%	10%	6%	5%	4%	7%	12%	14%
I worry it would have a negative impact on the value of my property	5%	6%	4%	4%	6%	5%	4%	8%	4%	0%	5%	4%	6%	8%	4%	6%	4%	9%	8%
The upfront cost of installation	42%	37%	47%	40%	44%	36%	38%	45%	44%	58%	38%	37%	47%	38%	48%	38%	48%	31%	21%
I don't like the way it would look	4%	4%	4%	3%	5%	2%	4%	6%	4%	13%	3%	4%	6%	2%	4%	3%	3%	9%	6%
Don't Know	16%	17%	16%	16%	17%	20%	17%	11%	19%	18%	25%	18%	11%	17%	20%	18%	13%	11%	22%
The time it takes to install	15%	16%	12%	14%	14%	16%	13%	15%	12%	19%	16%	12%	17%	14%	11%	18%	12%	19%	22%
It is too much of a hassle to install	15%	18%	13%	12%	18%	18%	14%	18%	19%	6%	14%	15%	16%	17%	12%	15%	17%	20%	13%
It would not be viable for my property	11%	13%	9%	11%	10%	10%	11%	11%	16%	0%	11%	12%	8%	12%	9%	9%	11%	14%	16%
There is not a clear enough benefit of installing it	10%	12%	9%	9%	13%	6%	10%	12%	14%	0%	10%	11%	11%	13%	7%	11%	12%	11%	11%
Other (Please Specify)	6%	6%	6%	9%	4%	7%	8%	3%	6%	7%	9%	7%	4%	4%	7%	5%	7%	3%	8%

Notes:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.C) Based on what you have heard, which of the following are the main barriers to you installing more improved insulation? Please select all that apply.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1097	197	371	125	204	135	65	683	414	0	0	0	0	0	168	468	345	98	18
Weighted	1080	199	363	128	194	133	63	651	429	0	0	0	0	0	160	456	345	101	18
It sounds too complicated to install	9%	17%	10%	2%	6%	5%	3%	9%	8%	*	*	*	*	*	13%	7%	8%	7%	13%
I don't have enough information on what difference these changes make	8%	12%	8%	8%	7%	5%	1%	7%	8%	*	*	*	*	*	11%	7%	7%	7%	0%
I don't have enough information on how to make these changes	7%	14%	6%	4%	3%	3%	7%	7%	6%	*	*	*	*	*	9%	7%	4%	7%	0%
It would make it harder to have repair work done	6%	14%	5%	7%	4%	4%	3%	7%	5%	*	*	*	*	*	15%	5%	6%	1%	0%
I worry it would have a negative impact on the value of my property	5%	13%	5%	2%	2%	3%	1%	5%	6%	*	*	*	*	*	13%	4%	4%	2%	6%
The upfront cost of installation	42%	35%	44%	43%	38%	52%	40%	40%	44%	*	*	*	*	*	26%	38%	47%	67%	50%
I don't like the way it would look	4%	5%	5%	6%	3%	1%	2%	4%	4%	*	*	*	*	*	9%	4%	3%	4%	0%
Don't Know	16%	12%	18%	14%	19%	15%	21%	17%	16%	*	*	*	*	*	15%	19%	15%	11%	34%
The time it takes to install	15%	16%	17%	11%	15%	12%	9%	13%	17%	*	*	*	*	*	16%	15%	15%	10%	27%
It is too much of a hassle to install	15%	18%	17%	18%	15%	9%	9%	16%	14%	*	*	*	*	*	19%	13%	17%	16%	5%
It would not be viable for my property	11%	19%	11%	8%	11%	3%	9%	11%	10%	*	*	*	*	*	12%	10%	12%	9%	6%
There is not a clear enough benefit of installing it	10%	11%	9%	13%	10%	9%	10%	12%	8%	*	*	*	*	*	18%	8%	11%	8%	0%
Other (Please Specify)	6%	1%	5%	3%	10%	11%	11%	9%	2%	*	*	*	*	*	3%	9%	6%	0%	0%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.D) Based on what you have heard, which of the following are the main barriers to you installing more improved insulation? Please select all that apply.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1097	6	33	62	84	107	95	115	78	89	61	95	52	52	38	31	55
Weighted	1080	5	32	61	81	104	96	114	80	88	61	96	52	54	35	29	49
It sounds too complicated to install	9%	0%	11%	3%	10%	1%	9%	5%	6%	8%	6%	13%	11%	11%	18%	17%	16%
I don't have enough information on what difference these changes make	8%	14%	5%	6%	6%	7%	4%	9%	8%	6%	10%	11%	10%	8%	9%	0%	11%
I don't have enough information on how to make these changes	7%	0%	3%	6%	1%	3%	2%	7%	3%	9%	13%	8%	5%	9%	11%	10%	19%
It would make it harder to have repair work done	6%	14%	3%	2%	6%	7%	6%	6%	10%	4%	8%	9%	6%	7%	10%	0%	11%
I worry it would have a negative impact on the value of my property	5%	0%	0%	6%	4%	3%	5%	2%	10%	4%	11%	6%	0%	9%	8%	0%	13%
The upfront cost of installation	42%	29%	58%	47%	40%	47%	34%	46%	48%	45%	37%	34%	52%	38%	45%	27%	28%
I don't like the way it would look	4%	0%	3%	6%	0%	5%	4%	3%	2%	1%	3%	7%	2%	9%	2%	6%	14%
Don't Know	16%	55%	16%	11%	22%	16%	18%	13%	12%	20%	15%	17%	10%	12%	18%	15%	13%
The time it takes to install	15%	14%	18%	16%	15%	10%	14%	9%	18%	12%	21%	15%	17%	19%	15%	27%	15%
It is too much of a hassle to install	15%	14%	18%	12%	20%	12%	20%	10%	16%	14%	16%	19%	17%	8%	16%	18%	26%
It would not be viable for my property	11%	17%	9%	14%	7%	9%	10%	15%	5%	10%	9%	9%	18%	9%	10%	4%	23%
There is not a clear enough benefit of installing it	10%	14%	8%	7%	11%	12%	7%	9%	12%	15%	12%	9%	7%	8%	12%	21%	16%
Other (Please Specify)	6%	17%	8%	6%	8%	4%	11%	8%	9%	3%	4%	3%	5%	2%	4%	3%	5%

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.E) Based on what you have heard, which of the following are the main barriers to you installing more improved insulation? Please select all that apply.

	Total	Social Grade					Solar Panels				Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	
Unweighted	1097	406	310	190	191	130	58	404	455	500	61	268	210	64	41	328	575	524	79	233	208	
Weighted	1080	370	309	224	177	129	60	401	438	489	61	266	204	63	41	325	555	510	76	231	205	
It sounds too complicated to install	9%	10%	9%	6%	8%	19%	17%	8%	6%	7%	21%	10%	4%	27%	17%	8%	6%	9%	6%	10%	9%	
I don't have enough information on what difference these changes make	8%	7%	6%	9%	8%	15%	7%	9%	4%	7%	7%	9%	9%	24%	12%	8%	5%	7%	4%	12%	6%	
I don't have enough information on how to make these changes	7%	9%	5%	6%	6%	19%	5%	7%	3%	6%	14%	10%	2%	26%	22%	7%	3%	6%	9%	9%	4%	
It would make it harder to have repair work done	6%	9%	6%	6%	3%	15%	12%	6%	3%	6%	17%	7%	4%	24%	15%	7%	4%	7%	10%	9%	2%	
I worry it would have a negative impact on the value of my property	5%	6%	6%	4%	4%	17%	7%	4%	2%	5%	13%	4%	5%	13%	17%	6%	3%	5%	5%	6%	4%	
The upfront cost of installation	42%	35%	48%	43%	43%	32%	17%	47%	44%	42%	28%	48%	43%	20%	17%	42%	47%	41%	42%	41%	50%	
I don't like the way it would look	4%	6%	3%	4%	3%	11%	7%	4%	2%	4%	10%	6%	2%	9%	14%	6%	2%	5%	4%	4%	3%	
Don't Know	16%	16%	14%	16%	23%	4%	15%	13%	20%	19%	4%	11%	13%	2%	4%	13%	17%	16%	14%	11%	15%	
The time it takes to install	15%	15%	15%	15%	12%	21%	28%	17%	10%	14%	27%	18%	8%	23%	23%	19%	11%	16%	17%	15%	10%	
It is too much of a hassle to install	15%	18%	16%	11%	14%	20%	15%	17%	14%	14%	17%	18%	17%	31%	17%	16%	15%	14%	13%	17%	19%	
It would not be viable for my property	11%	13%	11%	8%	9%	21%	8%	8%	11%	9%	12%	11%	17%	23%	14%	9%	11%	11%	11%	14%	10%	
There is not a clear enough benefit of installing it	10%	15%	7%	9%	8%	12%	17%	9%	10%	10%	6%	11%	12%	19%	10%	12%	10%	11%	9%	8%	14%	
Other (Please Specify)	6%	7%	4%	7%	7%	6%	0%	4%	9%	7%	3%	3%	10%	4%	2%	5%	8%	6%	8%	5%	8%	

Note:

BASE: Homeowners without all possible insulation installed

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) Based on what you have heard, which of the following are the main barriers to you installing a smart meter? Please select all that apply.

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	654	47	64	102	125	116	200	68	96	58	49	56	57	57	23	73	65	27	25
Weighted	646	50	68	108	132	103	185	71	91	53	50	51	51	21	67	67	29	39	
The time it takes to install	8%	21%	12%	14%	5%	3%	5%	17%	6%	2%	10%	8%	9%	8%	10%	4%	8%	7%	12%
It sounds too complicated to install	7%	14%	10%	15%	7%	3%	1%	13%	3%	8%	2%	9%	10%	6%	9%	11%	8%	0%	4%
I don't like the way it would look	6%	13%	2%	8%	5%	7%	4%	7%	5%	4%	4%	9%	7%	5%	5%	6%	6%	0%	7%
It would not be viable for my property	6%	11%	11%	5%	6%	6%	4%	9%	8%	7%	0%	9%	7%	6%	11%	4%	4%	4%	7%
I don't have enough information on how to make these changes	6%	16%	9%	2%	6%	9%	2%	12%	4%	3%	4%	10%	0%	8%	5%	5%	4%	0%	12%
It would make it harder to have repair work done	5%	14%	13%	8%	2%	3%	1%	12%	2%	2%	4%	5%	2%	8%	9%	6%	4%	0%	3%
I worry it would have a negative impact on the value of my property	3%	9%	3%	3%	1%	5%	2%	2%	2%	3%	2%	3%	4%	4%	0%	3%	3%	3%	10%
There is not a clear enough benefit of installing it	26%	7%	9%	15%	28%	23%	44%	26%	31%	30%	33%	21%	23%	32%	14%	19%	23%	40%	15%
Don't Know	25%	15%	19%	30%	32%	26%	20%	19%	26%	29%	23%	24%	32%	32%	26%	23%	22%	20%	18%
It is too much of a hassle to install	11%	18%	19%	13%	7%	14%	8%	18%	15%	7%	4%	13%	8%	12%	5%	12%	11%	12%	7%
The upfront cost of installation	10%	8%	19%	12%	9%	12%	4%	6%	7%	1%	14%	3%	5%	5%	10%	11%	12%	7%	44%
I don't have enough information on what difference these changes make	10%	6%	12%	10%	7%	12%	11%	5%	12%	8%	8%	16%	8%	5%	13%	11%	7%	18%	14%
Other (Please Specify)	14%	4%	3%	8%	10%	16%	27%	13%	15%	23%	16%	21%	14%	5%	17%	13%	19%	7%	0%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) Based on what you have heard, which of the following are the main barriers to you installing a smart meter? Please select all that apply.

	Total	Gender		EU 2016 Vote			2019					Voting Intention			Education				
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	654	345	308	278	286	63	292	149	63	9	64	198	183	58	0	0	180	87	16
Weighted	646	326	320	273	280	64	275	149	61	9	64	185	181	56	0	0	178	86	14
The time it takes to install	8%	9%	8%	7%	9%	7%	7%	12%	7%	20%	7%	6%	12%	6%	8%	7%	7%	18%	8%
It sounds too complicated to install	7%	9%	5%	7%	7%	7%	6%	9%	7%	31%	6%	7%	8%	8%	5%	7%	7%	14%	0%
I don't like the way it would look	6%	5%	6%	7%	5%	4%	5%	5%	8%	0%	4%	6%	6%	5%	6%	4%	5%	11%	6%
It would not be viable for my property	6%	6%	6%	6%	7%	7%	4%	10%	6%	21%	6%	3%	8%	5%	9%	6%	4%	9%	6%
I don't have enough information on how to make these changes	6%	7%	5%	5%	6%	4%	4%	10%	5%	0%	5%	4%	9%	1%	7%	6%	4%	7%	15%
It would make it harder to have repair work done	5%	6%	3%	6%	4%	5%	4%	9%	1%	20%	3%	4%	7%	2%	2%	4%	4%	14%	8%
I worry it would have a negative impact on the value of my property	3%	3%	3%	2%	3%	4%	3%	3%	3%	0%	4%	4%	3%	3%	4%	2%	2%	6%	7%
There is not a clear enough benefit of installing it	26%	25%	27%	29%	25%	24%	33%	23%	18%	29%	23%	30%	25%	24%	26%	24%	26%	28%	35%
Don't Know	25%	25%	25%	24%	25%	26%	24%	22%	32%	12%	29%	24%	25%	29%	29%	26%	26%	13%	15%
It is too much of a hassle to install	11%	12%	11%	11%	11%	13%	10%	12%	16%	22%	14%	8%	12%	17%	10%	11%	14%	11%	10%
The upfront cost of installation	10%	10%	10%	11%	9%	6%	7%	9%	9%	36%	5%	8%	9%	9%	11%	9%	10%	9%	11%
I don't have enough information on what difference these changes make	10%	11%	9%	9%	10%	10%	8%	11%	9%	13%	11%	7%	12%	7%	13%	8%	11%	8%	12%
Other (Please Specify)	14%	15%	14%	17%	12%	15%	16%	9%	18%	0%	14%	18%	9%	18%	10%	15%	12%	14%	19%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.C) Based on what you have heard, which of the following are the main barriers to you installing a smart meter? Please select all that apply.

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	654	111	218	64	123	90	48	421	233	0	0	0	0	0	98	265	204	75	12
Weighted	646	113	215	65	118	88	47	405	241	0	0	0	0	0	92	260	205	78	11
The time it takes to install	8%	17%	10%	2%	6%	5%	0%	8%	9%	*	*	*	*	*	16%	6%	7%	9%	7%
It sounds too complicated to install	7%	19%	4%	2%	9%	2%	5%	7%	7%	*	*	*	*	*	13%	6%	6%	10%	0%
I don't like the way it would look	6%	7%	8%	2%	4%	6%	2%	5%	7%	*	*	*	*	*	12%	3%	7%	3%	10%
It would not be viable for my property	6%	12%	6%	4%	5%	5%	2%	7%	6%	*	*	*	*	*	6%	4%	8%	8%	10%
I don't have enough information on how to make these changes	6%	9%	7%	6%	3%	2%	7%	4%	9%	*	*	*	*	*	7%	7%	6%	2%	0%
It would make it harder to have repair work done	5%	12%	3%	8%	3%	2%	2%	5%	5%	*	*	*	*	*	13%	5%	2%	1%	10%
I worry it would have a negative impact on the value of my property	3%	5%	3%	3%	3%	0%	6%	3%	3%	*	*	*	*	*	3%	4%	3%	0%	0%
There is not a clear enough benefit of installing it	26%	17%	27%	33%	28%	28%	25%	32%	16%	*	*	*	*	*	22%	27%	28%	22%	24%
Don't Know	25%	16%	27%	35%	25%	23%	20%	21%	30%	*	*	*	*	*	14%	25%	25%	32%	42%
It is too much of a hassle to install	11%	17%	13%	9%	13%	4%	4%	11%	13%	*	*	*	*	*	15%	10%	9%	16%	17%
The upfront cost of installation	10%	14%	7%	6%	11%	10%	15%	10%	10%	*	*	*	*	*	10%	7%	10%	18%	10%
I don't have enough information on what difference these changes make	10%	10%	12%	3%	9%	11%	8%	9%	10%	*	*	*	*	*	9%	9%	9%	14%	17%
Other (Please Specify)	14%	7%	12%	7%	21%	22%	18%	18%	7%	*	*	*	*	*	16%	16%	15%	5%	7%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.D) Based on what you have heard, which of the following are the main barriers to you installing a smart meter? Please select all that apply.

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	654	4	22	42	57	67	66	66	42	59	37	48	27	30	16	14	24
Weighted	646	3	21	42	54	65	66	66	42	60	38	48	28	31	15	13	21
The time it takes to install	8%	0%	13%	14%	5%	12%	7%	3%	9%	2%	3%	14%	12%	7%	18%	18%	20%
It sounds too complicated to install	7%	0%	0%	4%	3%	10%	6%	4%	9%	7%	9%	10%	14%	11%	18%	7%	14%
I don't like the way it would look	6%	0%	0%	9%	9%	4%	5%	3%	5%	6%	7%	2%	7%	6%	0%	13%	14%
It would not be viable for my property	6%	0%	7%	7%	7%	4%	8%	4%	16%	3%	3%	7%	3%	3%	0%	0%	21%
I don't have enough information on how to make these changes	6%	0%	5%	0%	0%	6%	5%	5%	10%	12%	10%	0%	11%	7%	0%	7%	17%
It would make it harder to have repair work done	5%	0%	0%	8%	4%	3%	5%	7%	10%	1%	2%	8%	7%	0%	19%	0%	9%
I worry it would have a negative impact on the value of my property	3%	0%	5%	5%	0%	3%	3%	1%	8%	2%	0%	4%	4%	4%	0%	7%	8%
There is not a clear enough benefit of installing it	26%	0%	22%	27%	35%	23%	27%	30%	19%	20%	24%	22%	41%	18%	11%	28%	35%
Don't Know	25%	57%	21%	24%	32%	27%	26%	23%	22%	25%	22%	32%	22%	26%	16%	6%	3%
It is too much of a hassle to install	11%	0%	15%	13%	8%	12%	17%	5%	12%	14%	11%	8%	3%	16%	28%	25%	4%
The upfront cost of installation	10%	0%	15%	6%	5%	5%	12%	10%	17%	9%	14%	9%	6%	13%	7%	13%	19%
I don't have enough information on what difference these changes make	10%	21%	8%	14%	6%	10%	7%	7%	22%	3%	8%	2%	10%	18%	12%	8%	24%
Other (Please Specify)	14%	22%	20%	13%	12%	15%	9%	22%	13%	23%	9%	10%	9%	13%	20%	7%	8%

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.E) Based on what you have heard, which of the following are the main barriers to you installing a smart meter? Please select all that apply.

	Total	Social Grade					Solar Panels				Insulation				Heat Pumps				Smart Meters			
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	
Unweighted	654	234	195	110	115	67	27	216	303	306	27	134	141	33	18	168	374	0	89	263	248	
Weighted	646	212	195	132	107	65	27	217	294	300	26	134	138	32	19	166	363	0	85	261	243	
The time it takes to install	8%	8%	10%	7%	6%	17%	17%	7%	6%	7%	27%	13%	5%	29%	0%	10%	7%	*	14%	9%	6%	
It sounds too complicated to install	7%	9%	7%	5%	6%	20%	10%	10%	3%	8%	11%	11%	3%	19%	15%	10%	5%	*	11%	9%	4%	
I don't like the way it would look	6%	6%	6%	4%	8%	15%	5%	4%	6%	5%	4%	9%	5%	9%	8%	6%	4%	*	3%	7%	5%	
It would not be viable for my property	6%	5%	5%	6%	11%	17%	6%	4%	5%	6%	10%	5%	6%	17%	16%	4%	5%	*	3%	7%	6%	
I don't have enough information on how to make these changes	6%	6%	5%	9%	3%	8%	9%	8%	4%	6%	12%	8%	4%	10%	5%	8%	5%	*	4%	8%	5%	
It would make it harder to have repair work done	5%	6%	4%	3%	7%	22%	15%	5%	1%	6%	11%	7%	1%	27%	32%	6%	2%	*	6%	8%	2%	
I worry it would have a negative impact on the value of my property	3%	3%	4%	1%	5%	9%	12%	2%	2%	3%	11%	5%	0%	2%	5%	4%	3%	*	4%	3%	3%	
There is not a clear enough benefit of installing it	26%	35%	25%	19%	19%	16%	9%	24%	34%	32%	24%	19%	25%	11%	15%	25%	32%	*	12%	25%	37%	
Don't Know	25%	18%	24%	31%	30%	10%	21%	22%	27%	20%	8%	22%	28%	3%	9%	21%	24%	*	27%	23%	19%	
It is too much of a hassle to install	11%	9%	13%	12%	11%	11%	13%	11%	12%	13%	7%	9%	13%	19%	10%	10%	12%	*	15%	11%	11%	
The upfront cost of installation	10%	7%	11%	15%	6%	11%	20%	12%	6%	11%	9%	13%	5%	21%	10%	10%	8%	*	10%	8%	10%	
I don't have enough information on what difference these changes make	10%	10%	11%	7%	11%	9%	7%	12%	8%	9%	20%	14%	7%	23%	9%	12%	8%	*	11%	12%	8%	
Other (Please Specify)	14%	17%	13%	9%	16%	14%	0%	13%	17%	14%	11%	11%	22%	0%	10%	12%	18%	*	13%	10%	22%	

Note:

BASE: Homeowners without a Smart Meter

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1035	132	151	162	189	168	233	134	131	93	77	83	99	80	47	122	96	50	23
Weighted	1032	141	164	173	194	147	213	148	125	84	79	79	88	78	45	113	103	54	35
1 - completely ineffective	10%	2%	6%	7%	13%	10%	17%	8%	10%	13%	4%	10%	8%	16%	15%	5%	14%	13%	8%
2	13%	5%	12%	14%	13%	15%	17%	5%	16%	19%	19%	12%	15%	7%	17%	15%	11%	12%	17%
3	39%	46%	37%	29%	42%	39%	41%	40%	40%	35%	39%	34%	45%	43%	30%	43%	40%	37%	30%
4	25%	28%	25%	33%	25%	25%	17%	29%	26%	22%	21%	32%	26%	21%	22%	25%	19%	26%	37%
5 - extremely effective	13%	19%	19%	16%	7%	11%	9%	18%	9%	11%	18%	12%	7%	13%	16%	13%	15%	12%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1035	549	484	402	447	126	375	313	78	12	119	254	349	78	0	0	267	129	21
Weighted	1032	524	506	392	447	130	360	314	75	12	122	244	351	76	0	0	268	125	19
1 - completely ineffective	10%	12%	8%	14%	7%	7%	13%	7%	1%	34%	14%	14%	5%	6%	14%	10%	8%	6%	3%
2	13%	13%	13%	13%	14%	14%	14%	12%	19%	16%	13%	12%	13%	17%	14%	11%	14%	13%	21%
3	39%	35%	43%	40%	37%	42%	37%	40%	44%	42%	41%	38%	40%	42%	45%	40%	34%	30%	28%
4	25%	27%	24%	20%	28%	27%	24%	25%	27%	8%	25%	24%	26%	26%	18%	27%	30%	32%	19%
5 - extremely effective	13%	13%	13%	12%	14%	10%	12%	15%	9%	0%	8%	12%	16%	10%	9%	11%	14%	20%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.C) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1035	222	317	130	179	120	67	402	245	0	92	91	181	21	121	373	366	147	28
Weighted	1032	232	311	133	174	118	65	381	251	0	95	94	186	23	119	368	368	149	28
1 - completely ineffective	10%	7%	11%	9%	12%	13%	6%	14%	6%	*	13%	6%	7%	3%	15%	7%	9%	15%	9%
2	13%	7%	15%	12%	16%	17%	14%	16%	13%	*	6%	15%	10%	15%	8%	14%	14%	12%	13%
3	39%	42%	38%	42%	37%	33%	42%	37%	36%	*	49%	47%	39%	28%	27%	39%	44%	37%	38%
4	25%	24%	25%	23%	26%	28%	28%	21%	33%	*	20%	18%	27%	32%	27%	26%	24%	24%	28%
5 - extremely effective	13%	20%	11%	14%	9%	10%	11%	12%	10%	*	13%	13%	17%	21%	22%	13%	10%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.D) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1035	9	56	91	105	121	104	100	83	70	50	59	42	33	27	18	32
Weighted	1032	9	55	89	104	120	108	101	86	71	50	59	43	34	25	16	28
1 - completely ineffective	10%	0%	13%	13%	15%	10%	7%	11%	12%	10%	6%	6%	4%	3%	7%	5%	12%
2	13%	0%	16%	10%	11%	10%	19%	17%	12%	7%	25%	8%	22%	8%	28%	13%	3%
3	39%	51%	42%	42%	37%	45%	39%	42%	36%	42%	17%	36%	44%	31%	31%	40%	33%
4	25%	30%	18%	20%	26%	20%	27%	19%	24%	30%	45%	35%	8%	38%	24%	37%	35%
5 - extremely effective	13%	19%	11%	15%	12%	16%	8%	12%	15%	11%	8%	15%	22%	19%	10%	4%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.E) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Social Grade						Solar Panels			Insulation				Heat Pumps			Smart Meters				
	Total	AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1035	308	276	176	275	451	32	246	284	737	24	130	111	412	20	188	367	717	46	132	114
Weighted	1032	280	279	212	261	464	32	242	271	738	25	128	106	425	19	184	351	718	44	130	112
1 - completely ineffective	10%	7%	12%	11%	9%	7%	2%	6%	19%	9%	4%	5%	23%	8%	0%	3%	18%	9%	13%	7%	22%
2	13%	15%	14%	12%	11%	12%	8%	13%	17%	13%	12%	15%	15%	10%	13%	12%	19%	12%	9%	18%	18%
3	39%	36%	34%	42%	46%	41%	24%	34%	40%	39%	26%	39%	31%	42%	17%	35%	37%	40%	30%	32%	41%
4	25%	29%	27%	22%	21%	24%	30%	35%	18%	25%	26%	32%	21%	24%	31%	37%	20%	25%	28%	31%	15%
5 - extremely effective	13%	13%	13%	13%	13%	16%	36%	12%	6%	13%	33%	9%	10%	17%	39%	13%	6%	14%	19%	12%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1035	132	151	162	189	168	233	134	131	93	77	83	99	80	47	122	96	50	23
Weighted	1032	141	164	173	194	147	213	148	125	84	79	79	88	78	45	113	103	54	35
1 - completely ineffective	10%	4%	7%	7%	11%	11%	16%	8%	8%	13%	9%	10%	8%	16%	12%	10%	8%	12%	12%
2	13%	6%	8%	12%	13%	17%	18%	6%	19%	20%	12%	12%	8%	8%	23%	12%	15%	12%	10%
3	38%	38%	31%	35%	48%	40%	38%	42%	34%	32%	41%	33%	47%	43%	28%	37%	37%	45%	35%
4	26%	35%	32%	31%	19%	20%	20%	29%	27%	30%	24%	28%	26%	15%	22%	27%	23%	23%	26%
5 - extremely effective	14%	17%	22%	15%	9%	11%	8%	15%	12%	5%	14%	17%	11%	18%	15%	15%	17%	8%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1035	549	484	402	447	126	375	313	78	12	119	254	349	78	0	0	267	129	21
Weighted	1032	524	506	392	447	130	360	314	75	12	122	244	351	76	0	0	268	125	19
1 - completely ineffective	10%	11%	8%	14%	7%	9%	13%	7%	1%	34%	13%	14%	6%	6%	12%	10%	9%	7%	8%
2	13%	13%	12%	14%	13%	9%	14%	12%	17%	15%	14%	12%	12%	14%	14%	11%	12%	13%	27%
3	38%	35%	41%	38%	36%	48%	36%	37%	35%	44%	47%	38%	39%	34%	42%	40%	35%	30%	29%
4	26%	28%	23%	21%	29%	25%	23%	28%	34%	8%	18%	25%	27%	31%	22%	24%	30%	35%	21%
5 - extremely effective	14%	12%	15%	12%	15%	9%	13%	16%	14%	0%	9%	11%	17%	15%	10%	15%	15%	15%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.C) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1035	222	317	130	179	120	67	402	245	0	92	91	181	21	121	373	366	147	28
Weighted	1032	232	311	133	174	118	65	381	251	0	95	94	186	23	119	368	368	149	28
1 - completely ineffective	10%	6%	12%	11%	9%	14%	6%	15%	5%	*	8%	10%	8%	5%	17%	8%	8%	12%	24%
2	13%	8%	12%	11%	17%	19%	11%	15%	15%	*	10%	9%	7%	24%	9%	14%	14%	11%	6%
3	38%	38%	41%	40%	35%	37%	37%	36%	37%	*	40%	49%	40%	28%	25%	38%	41%	44%	39%
4	26%	25%	25%	26%	29%	18%	33%	23%	32%	*	22%	16%	28%	27%	26%	27%	26%	19%	26%
5 - extremely effective	14%	23%	10%	12%	10%	12%	12%	11%	11%	*	21%	16%	17%	17%	23%	14%	11%	14%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.D) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1035	9	56	91	105	121	104	100	83	70	50	59	42	33	27	18	32
Weighted	1032	9	55	89	104	120	108	101	86	71	50	59	43	34	25	16	28
1 - completely ineffective	10%	0%	15%	12%	14%	10%	10%	11%	11%	10%	5%	3%	4%	6%	7%	5%	12%
2	13%	0%	8%	11%	14%	11%	13%	17%	10%	8%	14%	9%	24%	9%	32%	5%	19%
3	38%	59%	49%	34%	38%	41%	39%	37%	33%	39%	40%	38%	36%	32%	34%	44%	33%
4	26%	22%	15%	25%	19%	24%	27%	24%	30%	33%	33%	24%	21%	46%	20%	31%	22%
5 - extremely effective	14%	19%	13%	17%	15%	14%	11%	10%	16%	10%	8%	25%	15%	7%	7%	16%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.E) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1035	308	276	176	275	451	32	246	284	737	24	130	111	412	20	188	367	717	46	132	114
Weighted	1032	280	279	212	261	464	32	242	271	738	25	128	106	425	19	184	351	718	44	130	112
1 - completely ineffective	10%	9%	13%	9%	9%	7%	2%	7%	18%	10%	8%	6%	19%	8%	0%	2%	18%	9%	11%	7%	21%
2	13%	15%	10%	13%	12%	10%	3%	13%	18%	12%	3%	14%	18%	9%	8%	14%	18%	12%	12%	17%	18%
3	38%	37%	36%	37%	44%	40%	27%	31%	40%	39%	20%	32%	35%	40%	25%	32%	37%	40%	20%	33%	41%
4	26%	28%	25%	28%	22%	25%	36%	36%	16%	24%	31%	40%	17%	25%	30%	38%	20%	25%	30%	30%	15%
5 - extremely effective	14%	11%	17%	13%	13%	17%	32%	13%	7%	15%	37%	8%	10%	18%	38%	13%	7%	14%	27%	12%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1035	132	151	162	189	168	233	134	131	93	77	83	99	80	47	122	96	50	23
Weighted	1032	141	164	173	194	147	213	148	125	84	79	79	88	78	45	113	103	54	35
1 - completely ineffective	19%	11%	7%	13%	20%	26%	30%	14%	17%	24%	13%	23%	14%	25%	22%	17%	21%	21%	18%
2	19%	18%	12%	16%	20%	22%	23%	18%	20%	21%	11%	18%	31%	18%	13%	22%	14%	12%	26%
3	34%	39%	34%	36%	35%	32%	27%	33%	33%	28%	47%	31%	33%	29%	37%	33%	34%	37%	35%
4	18%	16%	28%	22%	19%	12%	14%	20%	21%	18%	18%	20%	15%	17%	11%	20%	19%	22%	9%
5 - extremely effective	10%	15%	18%	13%	7%	7%	5%	14%	10%	9%	10%	9%	8%	11%	16%	7%	12%	9%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1035	549	484	402	447	126	375	313	78	12	119	254	349	78	0	0	267	129	21
Weighted	1032	524	506	392	447	130	360	314	75	12	122	244	351	76	0	0	268	125	19
1 - completely ineffective	19%	18%	19%	25%	15%	12%	24%	15%	6%	43%	21%	21%	15%	11%	27%	17%	14%	10%	12%
2	19%	20%	17%	21%	18%	9%	18%	17%	27%	25%	16%	17%	17%	27%	19%	17%	20%	19%	13%
3	34%	32%	36%	28%	35%	51%	30%	34%	37%	24%	43%	33%	34%	38%	32%	37%	36%	26%	60%
4	18%	19%	17%	16%	21%	17%	18%	21%	18%	8%	14%	18%	21%	16%	15%	17%	19%	32%	5%
5 - extremely effective	10%	10%	11%	9%	11%	11%	10%	12%	11%	0%	6%	11%	12%	8%	7%	12%	12%	13%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.C) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1035	222	317	130	179	120	67	402	245	0	92	91	181	21	121	373	366	147	28
Weighted	1032	232	311	133	174	118	65	381	251	0	95	94	186	23	119	368	368	149	28
1 - completely ineffective	19%	11%	19%	17%	21%	23%	31%	26%	12%	*	19%	16%	13%	18%	19%	18%	19%	19%	16%
2	19%	16%	20%	25%	16%	21%	9%	21%	18%	*	16%	13%	20%	24%	14%	18%	19%	25%	9%
3	34%	32%	36%	30%	39%	30%	30%	31%	34%	*	32%	39%	37%	45%	29%	35%	34%	34%	39%
4	18%	26%	15%	17%	17%	18%	16%	15%	24%	*	21%	19%	19%	4%	21%	18%	19%	13%	26%
5 - extremely effective	10%	15%	10%	10%	6%	8%	14%	8%	13%	*	12%	14%	11%	9%	18%	11%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.D) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1035	9	56	91	105	121	104	100	83	70	50	59	42	33	27	18	32
Weighted	1032	9	55	89	104	120	108	101	86	71	50	59	43	34	25	16	28
1 - completely ineffective	19%	0%	18%	28%	20%	19%	18%	23%	13%	20%	13%	11%	17%	18%	20%	9%	15%
2	19%	30%	13%	14%	20%	25%	20%	16%	11%	13%	31%	16%	20%	17%	29%	22%	19%
3	34%	46%	42%	24%	40%	27%	29%	39%	40%	41%	20%	35%	35%	38%	31%	35%	26%
4	18%	0%	17%	23%	9%	14%	21%	18%	25%	18%	30%	17%	21%	15%	4%	24%	34%
5 - extremely effective	10%	23%	10%	10%	10%	15%	12%	4%	11%	8%	6%	21%	8%	12%	16%	10%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.E) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1035	308	276	176	275	451	32	246	284	737	24	130	111	412	20	188	367	717	46	132	114
Weighted	1032	280	279	212	261	464	32	242	271	738	25	128	106	425	19	184	351	718	44	130	112
1 - completely ineffective	19%	17%	19%	18%	21%	15%	2%	15%	31%	17%	20%	14%	31%	15%	4%	11%	28%	17%	25%	14%	33%
2	19%	20%	20%	17%	18%	18%	3%	22%	20%	19%	4%	22%	19%	17%	13%	18%	23%	18%	12%	25%	18%
3	34%	30%	34%	33%	38%	37%	22%	26%	35%	34%	28%	27%	32%	37%	32%	32%	28%	34%	31%	29%	35%
4	18%	23%	17%	18%	16%	19%	39%	25%	11%	18%	9%	31%	10%	19%	26%	25%	15%	20%	17%	19%	11%
5 - extremely effective	10%	10%	11%	13%	8%	12%	34%	12%	4%	11%	39%	6%	7%	13%	26%	13%	6%	11%	14%	13%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1035	132	151	162	189	168	233	134	131	93	77	83	99	80	47	122	96	50	23
Weighted	1032	141	164	173	194	147	213	148	125	84	79	79	88	78	45	113	103	54	35
1 - completely ineffective	4%	2%	1%	6%	4%	5%	7%	7%	5%	4%	3%	4%	3%	6%	2%	2%	5%	2%	4%
2	6%	8%	8%	4%	5%	6%	7%	4%	8%	6%	10%	4%	8%	2%	7%	9%	8%	2%	5%
3	23%	34%	26%	22%	23%	21%	16%	30%	19%	14%	26%	15%	26%	22%	21%	26%	29%	16%	17%
4	27%	25%	29%	28%	24%	25%	31%	19%	27%	39%	24%	35%	29%	28%	34%	27%	19%	32%	30%
5 - extremely effective	39%	31%	36%	40%	45%	43%	39%	40%	41%	37%	37%	42%	35%	42%	35%	37%	39%	48%	44%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.B) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1035	549	484	402	447	126	375	313	78	12	119	254	349	78	0	0	267	129	21
Weighted	1032	524	506	392	447	130	360	314	75	12	122	244	351	76	0	0	268	125	19
1 - completely ineffective	4%	5%	3%	6%	4%	2%	6%	3%	2%	0%	4%	6%	3%	1%	6%	4%	4%	1%	4%
2	6%	8%	5%	7%	5%	8%	7%	5%	8%	0%	6%	8%	5%	6%	7%	5%	6%	8%	4%
3	23%	24%	22%	21%	20%	37%	20%	24%	23%	34%	25%	21%	24%	25%	24%	23%	23%	19%	33%
4	27%	26%	29%	28%	30%	19%	31%	28%	27%	30%	22%	31%	28%	24%	25%	29%	28%	32%	25%
5 - extremely effective	39%	37%	41%	38%	42%	34%	35%	38%	40%	36%	43%	33%	39%	44%	38%	40%	39%	40%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.C) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1035	222	317	130	179	120	67	402	245	0	92	91	181	21	121	373	366	147	28
Weighted	1032	232	311	133	174	118	65	381	251	0	95	94	186	23	119	368	368	149	28
1 - completely ineffective	4%	5%	5%	2%	3%	5%	3%	7%	2%	*	3%	5%	1%	5%	10%	3%	4%	4%	3%
2	6%	4%	6%	8%	6%	8%	7%	7%	5%	*	10%	9%	4%	0%	7%	5%	7%	3%	11%
3	23%	25%	25%	24%	22%	18%	17%	20%	22%	*	25%	22%	28%	24%	29%	22%	23%	23%	14%
4	27%	26%	27%	26%	27%	32%	27%	24%	35%	*	28%	27%	23%	26%	23%	28%	29%	25%	22%
5 - extremely effective	39%	39%	37%	40%	42%	37%	46%	41%	36%	*	36%	36%	44%	44%	31%	41%	37%	44%	50%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.D) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1035	9	56	91	105	121	104	100	83	70	50	59	42	33	27	18	32
Weighted	1032	9	55	89	104	120	108	101	86	71	50	59	43	34	25	16	28
1 - completely ineffective	4%	12%	2%	3%	4%	3%	6%	2%	5%	4%	3%	2%	3%	9%	4%	8%	9%
2	6%	0%	7%	5%	8%	3%	9%	7%	6%	7%	7%	3%	7%	6%	7%	0%	6%
3	23%	29%	26%	20%	20%	24%	23%	21%	25%	27%	23%	17%	32%	17%	25%	34%	8%
4	27%	21%	30%	35%	24%	21%	27%	28%	26%	28%	24%	29%	19%	41%	22%	43%	37%
5 - extremely effective	39%	38%	35%	36%	44%	50%	35%	43%	39%	34%	42%	49%	39%	28%	42%	16%	40%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.E) There are a number of ways in which the Government could look to encourage people to install solar panels. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Social Grade						Solar Panels			Insulation				Heat Pumps			Smart Meters				
	Total	AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1035	308	276	176	275	451	32	246	284	737	24	130	111	412	20	188	367	717	46	132	114
Weighted	1032	280	279	212	261	464	32	242	271	738	25	128	106	425	19	184	351	718	44	130	112
1 - completely ineffective	4%	3%	5%	4%	5%	3%	6%	2%	8%	3%	8%	5%	10%	3%	0%	2%	7%	4%	4%	4%	9%
2	6%	7%	4%	9%	6%	7%	3%	4%	7%	6%	3%	10%	6%	7%	9%	5%	6%	6%	4%	9%	5%
3	23%	21%	21%	25%	26%	26%	17%	16%	22%	24%	19%	13%	19%	26%	20%	20%	19%	24%	17%	10%	28%
4	27%	28%	30%	25%	25%	25%	31%	30%	29%	26%	19%	45%	23%	26%	14%	36%	26%	27%	20%	37%	22%
5 - extremely effective	39%	41%	41%	37%	38%	39%	43%	48%	34%	41%	51%	27%	42%	39%	57%	37%	42%	39%	54%	40%	36%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1020	146	167	159	164	160	224	133	150	79	101	62	101	73	36	122	92	54	17
Weighted	1025	154	185	169	172	139	206	149	143	76	104	60	91	72	35	114	97	56	26
1 - completely ineffective	11%	5%	6%	7%	12%	15%	18%	7%	11%	16%	11%	12%	8%	14%	20%	4%	13%	13%	11%
2	11%	9%	10%	9%	13%	10%	15%	10%	14%	6%	9%	18%	10%	15%	13%	9%	15%	8%	6%
3	42%	44%	40%	44%	45%	46%	36%	40%	40%	48%	42%	41%	52%	36%	44%	47%	42%	38%	18%
4	22%	24%	24%	24%	20%	18%	23%	23%	22%	19%	18%	15%	21%	25%	16%	25%	25%	25%	35%
5 - extremely effective	14%	19%	20%	16%	10%	11%	8%	19%	14%	10%	19%	14%	9%	10%	8%	14%	6%	15%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1020	507	513	392	417	139	369	292	81	13	117	253	329	73	0	0	255	127	26
Weighted	1025	483	542	389	413	146	356	298	77	12	121	244	334	71	0	0	257	127	24
1 - completely ineffective	11%	12%	9%	14%	8%	12%	13%	8%	4%	16%	18%	11%	9%	5%	9%	11%	8%	13%	10%
2	11%	12%	10%	14%	10%	8%	14%	9%	18%	15%	6%	12%	9%	13%	12%	12%	9%	13%	9%
3	42%	42%	43%	41%	42%	46%	39%	44%	42%	29%	48%	40%	43%	46%	49%	43%	40%	30%	54%
4	22%	22%	22%	17%	27%	21%	22%	26%	22%	8%	16%	25%	25%	20%	18%	21%	27%	27%	26%
5 - extremely effective	14%	12%	16%	14%	13%	13%	12%	14%	14%	31%	12%	12%	14%	17%	12%	13%	15%	17%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.C) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1020	233	305	130	182	116	54	389	242	0	72	121	165	26	120	349	363	151	37
Weighted	1025	243	305	136	174	116	52	369	250	0	76	123	175	27	119	348	369	152	37
1 - completely ineffective	11%	8%	10%	10%	13%	12%	16%	17%	7%	*	9%	7%	6%	11%	16%	9%	9%	13%	19%
2	11%	12%	11%	9%	11%	13%	12%	11%	15%	*	11%	9%	8%	10%	6%	11%	12%	14%	10%
3	42%	39%	45%	45%	43%	44%	24%	37%	43%	*	40%	48%	49%	39%	31%	39%	47%	47%	37%
4	22%	23%	19%	23%	21%	25%	32%	23%	24%	*	21%	24%	17%	20%	27%	27%	20%	15%	8%
5 - extremely effective	14%	18%	15%	12%	12%	6%	16%	12%	11%	*	19%	12%	19%	19%	20%	14%	12%	10%	25%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.D) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1020	10	74	87	81	117	103	93	68	64	47	83	31	29	24	19	34
Weighted	1025	9	71	87	78	120	108	92	73	64	49	83	32	30	23	18	31
1 - completely ineffective	11%	8%	11%	13%	14%	7%	10%	8%	5%	13%	14%	11%	13%	4%	26%	0%	14%
2	11%	11%	9%	13%	8%	13%	9%	13%	11%	7%	9%	16%	20%	17%	10%	0%	11%
3	42%	54%	47%	42%	42%	44%	48%	46%	41%	46%	39%	25%	37%	33%	26%	49%	33%
4	22%	10%	13%	17%	25%	26%	20%	24%	22%	23%	25%	27%	27%	22%	22%	39%	26%
5 - extremely effective	14%	18%	19%	14%	11%	9%	13%	8%	21%	11%	12%	21%	3%	25%	17%	12%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.E) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on how to make these changes

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1020	303	265	190	262	468	36	221	269	713	31	139	110	421	26	191	337	681	49	137	127
Weighted	1025	279	269	232	246	483	36	224	257	720	31	139	108	437	26	191	323	691	46	138	124
1 - completely ineffective	11%	12%	10%	9%	12%	8%	3%	7%	20%	9%	17%	8%	25%	7%	8%	6%	20%	7%	12%	10%	31%
2	11%	11%	15%	10%	8%	8%	11%	12%	16%	11%	9%	12%	12%	8%	3%	10%	16%	10%	9%	16%	14%
3	42%	38%	41%	46%	44%	45%	37%	38%	41%	44%	14%	41%	38%	45%	27%	37%	41%	44%	30%	38%	40%
4	22%	25%	20%	22%	22%	22%	28%	30%	14%	21%	37%	27%	17%	22%	23%	31%	16%	24%	16%	25%	14%
5 - extremely effective	14%	14%	14%	13%	14%	17%	22%	13%	9%	15%	23%	11%	9%	18%	39%	15%	8%	15%	33%	11%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1020	146	167	159	164	160	224	133	150	79	101	62	101	73	36	122	92	54	17
Weighted	1025	154	185	169	172	139	206	149	143	76	104	60	91	72	35	114	97	56	26
1 - completely ineffective	10%	6%	6%	9%	11%	14%	16%	8%	9%	15%	10%	12%	10%	17%	20%	4%	15%	9%	0%
2	12%	10%	10%	7%	12%	13%	17%	10%	17%	15%	13%	11%	12%	11%	17%	9%	12%	7%	0%
3	38%	32%	35%	43%	41%	43%	36%	38%	42%	39%	37%	37%	38%	33%	31%	38%	45%	33%	36%
4	24%	27%	28%	26%	23%	21%	21%	27%	21%	25%	16%	18%	23%	25%	25%	33%	21%	32%	30%
5 - extremely effective	15%	25%	21%	15%	12%	10%	11%	17%	11%	6%	24%	22%	17%	14%	7%	16%	7%	19%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1020	507	513	392	417	139	369	292	81	13	117	253	329	73	0	0	255	127	26
Weighted	1025	483	542	389	413	146	356	298	77	12	121	244	334	71	0	0	257	127	24
1 - completely ineffective	10%	11%	9%	14%	7%	12%	13%	8%	4%	16%	15%	12%	9%	6%	10%	10%	9%	9%	10%
2	12%	13%	10%	14%	10%	12%	14%	8%	21%	16%	12%	13%	8%	18%	12%	10%	13%	13%	17%
3	38%	35%	41%	38%	39%	40%	36%	36%	42%	29%	43%	37%	37%	39%	44%	41%	33%	31%	44%
4	24%	26%	23%	20%	30%	20%	24%	33%	18%	24%	13%	24%	31%	18%	20%	25%	27%	32%	29%
5 - extremely effective	15%	14%	16%	14%	14%	16%	14%	15%	15%	15%	17%	13%	16%	19%	14%	15%	18%	15%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.C) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1020	233	305	130	182	116	54	389	242	0	72	121	165	26	120	349	363	151	37
Weighted	1025	243	305	136	174	116	52	369	250	0	76	123	175	27	119	348	369	152	37
1 - completely ineffective	10%	6%	12%	9%	13%	10%	16%	16%	6%	*	14%	8%	5%	14%	15%	9%	9%	13%	17%
2	12%	10%	12%	9%	15%	14%	13%	13%	15%	*	8%	8%	9%	18%	7%	12%	12%	15%	10%
3	38%	35%	40%	41%	36%	44%	29%	35%	40%	*	41%	37%	44%	27%	25%	37%	45%	36%	34%
4	24%	25%	21%	29%	25%	25%	25%	23%	26%	*	11%	30%	25%	29%	30%	27%	21%	25%	10%
5 - extremely effective	15%	24%	15%	12%	12%	7%	18%	13%	13%	*	27%	17%	17%	12%	23%	15%	13%	12%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.D) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1020	10	74	87	81	117	103	93	68	64	47	83	31	29	24	19	34
Weighted	1025	9	71	87	78	120	108	92	73	64	49	83	32	30	23	18	31
1 - completely ineffective	10%	8%	13%	11%	13%	8%	6%	12%	5%	17%	6%	12%	13%	4%	21%	0%	14%
2	12%	11%	7%	15%	9%	16%	11%	15%	11%	11%	21%	7%	18%	9%	12%	0%	11%
3	38%	44%	48%	39%	38%	38%	44%	36%	40%	31%	34%	30%	45%	24%	32%	38%	34%
4	24%	10%	10%	16%	29%	27%	26%	22%	25%	26%	28%	32%	21%	38%	18%	37%	29%
5 - extremely effective	15%	27%	22%	19%	11%	12%	14%	15%	18%	14%	12%	19%	3%	26%	16%	25%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.E) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided more information on the impact which these changes would have

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1020	303	265	190	262	468	36	221	269	713	31	139	110	421	26	191	337	681	49	137	127
Weighted	1025	279	269	232	246	483	36	224	257	720	31	139	108	437	26	191	323	691	46	138	124
1 - completely ineffective	10%	11%	9%	10%	12%	8%	3%	6%	19%	9%	14%	9%	21%	8%	8%	5%	19%	7%	10%	10%	27%
2	12%	15%	11%	12%	9%	9%	8%	14%	15%	11%	13%	12%	13%	8%	3%	12%	17%	10%	8%	15%	17%
3	38%	35%	39%	40%	40%	38%	26%	33%	42%	39%	2%	35%	38%	38%	10%	33%	41%	38%	23%	39%	42%
4	24%	25%	27%	21%	23%	25%	45%	33%	14%	24%	41%	30%	16%	26%	51%	33%	15%	27%	32%	25%	8%
5 - extremely effective	15%	14%	15%	16%	16%	19%	19%	14%	10%	16%	30%	14%	11%	20%	28%	17%	8%	18%	26%	11%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.A) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Age							Region											
	Total	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1020	146	167	159	164	160	224	133	150	79	101	62	101	73	36	122	92	54	17
Weighted	1025	154	185	169	172	139	206	149	143	76	104	60	91	72	35	114	97	56	26
1 - completely ineffective	19%	7%	11%	12%	22%	27%	34%	15%	22%	28%	16%	23%	16%	19%	21%	16%	23%	15%	19%
2	17%	21%	12%	12%	16%	23%	21%	15%	23%	11%	15%	20%	12%	28%	19%	19%	18%	10%	7%
3	34%	35%	32%	39%	43%	30%	27%	38%	29%	34%	37%	33%	43%	25%	28%	38%	30%	40%	28%
4	18%	24%	25%	23%	15%	11%	12%	22%	16%	17%	18%	16%	20%	20%	24%	16%	14%	17%	28%
5 - extremely effective	11%	12%	21%	14%	4%	9%	6%	11%	9%	10%	14%	8%	10%	8%	7%	11%	15%	17%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)		
Unweighted	1020	507	513	392	417	139	369	292	81	13	117	253	329	73	0	0	255	127	26
Weighted	1025	483	542	389	413	146	356	298	77	12	121	244	334	71	0	0	257	127	24
1 - completely ineffective	19%	18%	20%	23%	16%	21%	23%	14%	18%	16%	29%	22%	15%	17%	20%	16%	19%	16%	14%
2	17%	20%	14%	16%	18%	16%	14%	19%	31%	29%	17%	15%	19%	25%	18%	19%	15%	19%	17%
3	34%	34%	35%	33%	33%	40%	33%	33%	30%	23%	38%	32%	34%	29%	37%	36%	35%	24%	43%
4	18%	17%	20%	17%	20%	15%	19%	21%	14%	17%	9%	18%	21%	16%	15%	21%	20%	24%	10%
5 - extremely effective	11%	11%	11%	10%	13%	9%	10%	13%	8%	15%	6%	13%	12%	13%	10%	8%	11%	17%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.C) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1020	233	305	130	182	116	54	389	242	0	72	121	165	26	120	349	363	151	37
Weighted	1025	243	305	136	174	116	52	369	250	0	76	123	175	27	119	348	369	152	37
1 - completely ineffective	19%	12%	20%	15%	24%	23%	39%	27%	12%	*	13%	17%	18%	11%	18%	18%	16%	27%	32%
2	17%	16%	19%	16%	17%	20%	7%	17%	18%	*	19%	18%	14%	26%	11%	16%	20%	21%	11%
3	34%	31%	36%	38%	35%	33%	31%	29%	39%	*	28%	31%	43%	43%	29%	34%	39%	32%	20%
4	18%	22%	18%	19%	15%	18%	14%	17%	19%	*	16%	25%	16%	21%	23%	21%	17%	13%	15%
5 - extremely effective	11%	18%	8%	12%	9%	7%	8%	10%	12%	*	24%	9%	10%	0%	19%	12%	8%	7%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.D) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1020	10	74	87	81	117	103	93	68	64	47	83	31	29	24	19	34
Weighted	1025	9	71	87	78	120	108	92	73	64	49	83	32	30	23	18	31
1 - completely ineffective	19%	8%	26%	26%	21%	19%	18%	19%	18%	15%	10%	16%	16%	14%	30%	9%	11%
2	17%	27%	14%	17%	16%	19%	16%	23%	25%	21%	16%	9%	28%	7%	13%	4%	22%
3	34%	30%	36%	31%	34%	42%	36%	29%	26%	38%	42%	36%	27%	27%	31%	38%	18%
4	18%	8%	12%	12%	24%	12%	21%	19%	22%	13%	19%	22%	22%	33%	14%	21%	28%
5 - extremely effective	11%	27%	12%	14%	5%	8%	9%	10%	8%	12%	13%	17%	6%	19%	12%	27%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.E) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided loans, which would need to be paid back, to help people cover the upfront costs

	Social Grade						Solar Panels			Insulation				Heat Pumps			Smart Meters				
	Total	AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1020	303	265	190	262	468	36	221	269	713	31	139	110	421	26	191	337	681	49	137	127
Weighted	1025	279	269	232	246	483	36	224	257	720	31	139	108	437	26	191	323	691	46	138	124
1 - completely ineffective	19%	17%	18%	19%	23%	16%	12%	13%	31%	19%	13%	14%	30%	16%	7%	12%	32%	17%	14%	15%	43%
2	17%	18%	17%	17%	17%	17%	21%	15%	21%	17%	11%	21%	16%	16%	12%	19%	19%	16%	18%	24%	15%
3	34%	27%	40%	38%	33%	35%	17%	35%	33%	37%	9%	28%	29%	36%	17%	35%	32%	35%	27%	31%	33%
4	18%	23%	16%	19%	15%	19%	19%	26%	9%	16%	37%	25%	19%	20%	27%	22%	11%	20%	22%	18%	6%
5 - extremely effective	11%	14%	10%	8%	12%	13%	32%	11%	7%	11%	31%	12%	6%	13%	37%	13%	6%	12%	20%	11%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Total	Age						Region											
		18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1020	146	167	159	164	160	224	133	150	79	101	62	101	73	36	122	92	54	17
Weighted	1025	154	185	169	172	139	206	149	143	76	104	60	91	72	35	114	97	56	26
1 - completely ineffective	6%	4%	4%	4%	5%	6%	11%	7%	3%	5%	7%	9%	4%	10%	9%	2%	7%	3%	0%
2	7%	9%	9%	6%	7%	7%	6%	8%	12%	9%	6%	5%	6%	10%	15%	3%	4%	4%	7%
3	26%	37%	31%	27%	25%	17%	19%	31%	24%	25%	30%	23%	31%	15%	19%	25%	30%	22%	17%
4	28%	21%	29%	32%	25%	34%	24%	27%	26%	18%	24%	34%	34%	32%	23%	33%	25%	33%	17%
5 - extremely effective	34%	30%	27%	31%	38%	36%	40%	27%	34%	43%	34%	31%	25%	34%	34%	37%	33%	38%	59%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Total	Gender		EU 2016 Vote			2019				Voting Intention				Education				
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)		
Unweighted	1020	507	513	392	417	139	369	292	81	13	117	253	329	73	0	0	255	127	26
Weighted	1025	483	542	389	413	146	356	298	77	12	121	244	334	71	0	0	257	127	24
1 - completely ineffective	6%	5%	7%	6%	5%	5%	8%	3%	5%	0%	8%	5%	5%	3%	6%	3%	6%	7%	7%
2	7%	9%	6%	7%	5%	10%	6%	8%	6%	22%	10%	6%	8%	7%	9%	8%	7%	5%	3%
3	26%	26%	26%	26%	24%	30%	25%	25%	23%	22%	28%	26%	24%	23%	27%	31%	20%	24%	37%
4	28%	30%	26%	27%	31%	24%	29%	31%	37%	15%	25%	31%	29%	32%	24%	26%	35%	30%	24%
5 - extremely effective	34%	31%	36%	34%	35%	30%	32%	33%	30%	41%	30%	31%	34%	36%	34%	32%	32%	34%	29%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.C) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Total	Area						Tenure						Perceived Financial Status					
		Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free	Very comfortable	Relatively comfortable	Comfortable, no money for luxuries	Struggle to make ends meet	Cannot afford costs
Unweighted	1020	233	305	130	182	116	54	389	242	0	72	121	165	26	120	349	363	151	37
Weighted	1025	243	305	136	174	116	52	369	250	0	76	123	175	27	119	348	369	152	37
1 - completely ineffective	6%	5%	5%	5%	5%	6%	14%	10%	3%	*	5%	2%	4%	0%	10%	4%	6%	4%	10%
2	7%	8%	6%	9%	6%	8%	5%	8%	6%	*	8%	8%	7%	13%	5%	7%	6%	9%	19%
3	26%	25%	30%	31%	22%	21%	19%	21%	28%	*	27%	31%	26%	43%	25%	24%	30%	22%	21%
4	28%	29%	26%	29%	32%	23%	18%	25%	33%	*	24%	32%	26%	18%	30%	30%	27%	27%	14%
5 - extremely effective	34%	33%	32%	27%	35%	42%	44%	36%	30%	*	35%	27%	38%	26%	29%	35%	31%	39%	36%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.D) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Total	Income															
		No annual income	Less than £10,000	£10,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £59,999	£60,000 - £69,999	£70,000 - £79,999	£80,000 - £89,999	£90,000 - £99,999	£100,000 or more
Unweighted	1020	10	74	87	81	117	103	93	68	64	47	83	31	29	24	19	34
Weighted	1025	9	71	87	78	120	108	92	73	64	49	83	32	30	23	18	31
1 - completely ineffective	6%	0%	8%	4%	8%	8%	4%	4%	3%	6%	2%	3%	6%	7%	14%	4%	8%
2	7%	11%	7%	10%	8%	6%	6%	7%	11%	6%	5%	8%	6%	7%	8%	4%	8%
3	26%	44%	36%	30%	24%	32%	22%	25%	23%	25%	20%	23%	16%	23%	9%	22%	14%
4	28%	20%	18%	23%	26%	22%	33%	31%	35%	21%	28%	27%	32%	35%	37%	47%	43%
5 - extremely effective	34%	25%	31%	34%	34%	32%	35%	34%	28%	43%	45%	39%	40%	28%	33%	22%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.E) There are a number of ways in which the Government could look to encourage people to install heat pumps. Looking at the following proposals, do you think these would be effective or ineffective at encouraging people to make these changes? Please rate on a scale of 1 to 5, where 1 indicates that this would be completely ineffective, and 5 indicates that it would be extremely effective: If the Government provided grants, which would not need to be paid back, to help people cover the upfront costs

	Total	Social Grade					Solar Panels			Insulation				Heat Pumps			Smart Meters				
		AB	C1	C2	DE	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install	Other	Planning to install	May install in future	Unlikely to install
Unweighted	1020	303	265	190	262	468	36	221	269	713	31	139	110	421	26	191	337	681	49	137	127
Weighted	1025	279	269	232	246	483	36	224	257	720	31	139	108	437	26	191	323	691	46	138	124
1 - completely ineffective	6%	8%	4%	4%	6%	4%	7%	2%	11%	4%	12%	6%	11%	3%	11%	4%	11%	4%	8%	4%	14%
2	7%	5%	10%	8%	6%	7%	7%	5%	8%	6%	3%	7%	12%	7%	8%	6%	8%	7%	6%	7%	10%
3	26%	18%	27%	31%	29%	28%	23%	22%	23%	26%	14%	25%	27%	29%	18%	19%	23%	25%	16%	27%	26%
4	28%	32%	28%	24%	26%	28%	24%	30%	27%	27%	41%	32%	24%	27%	39%	30%	27%	29%	31%	27%	22%
5 - extremely effective	34%	36%	31%	34%	34%	33%	40%	41%	30%	37%	30%	31%	26%	34%	24%	42%	32%	35%	39%	35%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th May - 18th May 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions