

Public First Poll for ECF

Fieldwork: 2nd Aug - 10th Aug 2021
Interview method: Online Survey
Population represented: UK Adults
Sample size: 2012

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 Seb Wride (seb@publicfirst.co.uk)

List of Tables

1 Which do you think are the most important issues facing the country at this time? Please tick up to three 6

2 How long have you lived in the property that you currently live in? 10

3 And how long do you expect to stay in the property that you currently live in? 14

4 Are you planning to move house in the next 5 years? 18

5 Which of the following best describes the property you live in? 22

6 What do you use for central heating in your home? 26

7 Do you use a gas or electric hob for cooking in your home? 30

8 How much do you spend on an average monthly heating bill?If you do not pay on a monthly basis, please give your best guess to the monthly amount . 33

9 And how much do you think is the maximum you would be able to spend on a monthly heating bill? 37

10 Imagine your boiler broke down. How much would you expect to spend on a replacement?If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect a replacement boiler to cost 41

11 And how much would you say is the maximum you would be willing and able to spend on a replacement?If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect to be your maximum if you were 45

12 In your view, what are the main disadvantages to a gas boiler, if there are any?Please select up to three 49

13 Have you ever needed to turn the heating off in your house to save money? 53

14 How much outdoor space does the property you live in have?Please select ALL which applyPlease think only about private outdoor space 57

15 The Government is planning to reach “Net Zero” by 2050.Prior to taking this survey, had you heard of “Net Zero”? 61

16 “Net Zero” refers to having zero carbon emissions as a country, with any emissions made being offset by carbon reducing methods such as planting trees. Based on what you know about this, would you say you support or oppose the Government’s plan to reach “Net Zero” by 2050? 65

17 Which of the following descriptions about the issue of climate do you agree with most? 69

18 How worried, if at all, are you about climate change? 73

19 Which of the following environmental issues are you most worried about?Please select up to three of the following 77

20 Which of the following have you heard of before?: Hydrogen boilers 81

21 Which of the following have you heard of before?: Air-source heat pumps 84

22 Which of the following have you heard of before?: Ground-source heat pumps 87

23 Which of the following have you heard of before?: Solar Panels 90

24 Which of the following have you heard of before?: Induction hobs 93

25 You said you have heard of air-source heat pumps before. Based on what you know about air-source heat pumps, would you or would you not consider getting one installed in your property? 96

26 You said you have heard of air-source heat pumps before. Based on what you know, which of the following words would you use to describe them?Please select ALL of the words you would use to describe air-source heat pumps 100

27 An air-source heat pump is a technology used to heat homes, which is better for the environment than traditional gas boilers, which use fossil fuels. In general, do you think you would be interested or uninterested in having an air-source heat pump installed where you live, based on this information? . . . 104

28 An air-source heat pump lasts for 15-25 years, compared to 10-15 years for an average boiler 108

29 An air-source heat pump takes about 2 days to install, compared to 1 day for an average boiler 112

30 An air-source heat pump sits outside the property 116

31 An air-source heat pump requires space for a hot water storage tank inside, like some gas boilers do 120

32 An air-source heat pump has efficiency of 320% compared to 95or an average boiler; for every unit of energy used by the pump you get over 3 units out . 124

33 A house with an air-source heat pump emits 0.7 tonnes of carbon each year, compared to 2.7 tonnes for a gas boiler 128

34 An air-source heat pump does not give off any air pollution, whereas a gas boiler emits nitrous oxide 132

35 This is how an air source heat-pump looks: 136

36 Based on this information, do you think you would or would not be interested in having a heat pump installed where you live? 140

37 Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live? 144

38 You said you would not be interested in an air-source heat pump. What are the main reasons for this?Please select up to three 148

39 You said you would be interested in an air-source heat pump. What are the main reasons for this?Please select up to three 152

40 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £2,000 less than a regular gas boiler to buy and install, which do you think you would choose? 156

41 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £1,000 less than a regular gas boiler to buy and install, which do you think you would choose? 160

42 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £500 less than a regular gas boiler to buy and install, which do you think you would choose? 164

43 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost the same amount as a regular gas boiler to buy and install, which do you think you would choose? 168

44 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £500 more than a regular gas boiler to buy and install, which do you think you would choose? 172

45 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £1,000 more than a regular gas boiler to buy and install, which do you think you would choose? 176

46 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £2,000 more than a regular gas boiler to buy and install, which do you think you would choose? 180

47 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £100 less than a regular gas boiler in yearly running costs, which do you think you would choose? 184

48 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £50 less than a regular gas boiler in yearly running costs, which do you think you would choose? 188

49 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £10 less than a regular gas boiler in yearly running costs, which do you think you would choose? 192

50 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump costs the same as a regular gas boiler in yearly running costs, which do you think you would choose? 196

51 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump costs £10 more than a regular gas boiler in yearly running costs, which do you think you would choose? 200

52 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump costs £50 more than a regular gas boiler in yearly running costs, which do you think you would choose? 204

53 Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump costs £100 more than a regular gas boiler in yearly running costs, which do you think you would choose? 208

54 Imagine you were picking between a boiler and an air-source heat pump for your property.The air-source pump costs £100 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance: . 212

55 Imagine you were picking between a boiler and an air-source heat pump for your property.The air-source pump costs £50 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance: . 216

56 Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance: . 220

57 Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs the same as a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance: . . 224

58 Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance: . 228

59 Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £50 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance: . 232

60 Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £100 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance: . 236

61 As it stands, air-source heat pumps will cost between £4,000 and £10,000. Gas boilers will tend to cost between £500 and £2,500. Air-source heat pumps cost around £500 a year to run, whilst gas boilers cost around £400. However, air source heat pumps produce around 4 times less carbon, so are much better for the environment, and do not emit harmful air pollution. Given this, and the information you saw earlier on heat pumps, do you think you would or would not be interested in having a heat pump installed where you live? 240

62 By 2023 air-source heat pumps could cost much less - between £2,500 and £5,500. They are expected to also cost the same each year to run as a gas boiler at this point. Given this, do you think you would or would not be interested in having a heat pump installed where you live in 2023? 244

63 If the Government was to try and encourage people in the UK to use an air-source heat pump in their property, which of the following do you think is most important? 248

64 The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live? 252

65 The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live? 256

66 The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which made the cost of installing the air-source heat pump cheaper than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live? 260

67 The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live? 264

68 The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live? 268

69 The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live? 272

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71 The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating.If the Government was to provide a grant (which would not have to be repaid) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live? 280

72 It has been suggested that the Government could decide to phase out gas boilers entirely, by giving an end date for when they can be sold. Do you support or oppose the Government doing this? 284

73 If the Government was to introduce this phase out date for gas boilers, when do you think it should be introduced: 288

74 Considering the policy options which the Government could introduce to encourage people to adopt air-source heat pumps in their home, which of the following would you support the Government introducing, if any?Please select ALL which you would support 292

75 Rank Summary: And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference (Ordered Left to Right by Rank) 296

76 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: A loan with no interest to help with the upfront cost 297

77 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: A grant to help with the upfront cost 301

78 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: Gas boilers not being possible to purchase and install from a certain date 305

79 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: A reduction in council tax for houses which install an air-source heat pump 309

80 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: A reduction in stamp duty for those buying a house, if they install an air-source heat pump 313

81 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: Houses undergoing major renovations being required to install an air-source heat pump 317

82 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: Those selling their home needing to install an air-source heat pump in order to sell it 321

83 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: A requirement on house-builders to install air-source heat pumps 325

84 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: A requirement on private landlords to install air-source heat pumps 329

85 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: A requirement on social housing providers and landlords to install air-source heat pumps 333

86 And of those which would you most prefer for the Government to introduce?Please rank up to three of the following in order of preference: A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall 337

87 Please indicate if you support or oppose the following:: The Government providing grants to help cover the upfront cost of a heat pump, either in full or partially 341

88 Please indicate if you support or oppose the following:: The Government introducing a requirement that people must replace their gas boilers before being able to sell their property 345

89 Please indicate if you support or oppose the following:: The Government introducing a requirement that people must replace their gas boilers when making a major renovation to their property 349

90 Please indicate if you support or oppose the following:: The Government requiring all newly built properties to have environmentally friendly heating, such as a heat pump 353

91 Please indicate if you support or oppose the following:: The Government introduces a tax on gas boilers which makes them more expensive to run than environmentally friendly options 357

92 In your view, what are the most important areas to prioritise when trying to make the UK more environmentally friendly?Please select up to three . . . 361

93 Which of the following changes would you be willing to make in your own life to help tackle climate change, if any?Please select all which apply 365

94 Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets no matter what we do 369

95 Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets at the current pace, so we will need to accelerate changes to do so 373

96 Do you agree or disagree with the following:: Being environmentally friendly is currently too expensive for most people without help from the Government 377

97 Do you agree or disagree with the following:: We should prioritise the economy over the environment 381

98 And finally, do you agree or disagree with the following:: I would install an air-source heat pump if it was the same price as a gas boiler 385

99 And finally, do you agree or disagree with the following:: I would wait for other people to install an air-source heat pump before I trusted them 389

100 And finally, do you agree or disagree with the following:: If an air-source heat pump significantly reduced my own emissions, I would install one 393

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

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Britain leaving the EU	26%	24%	26%	29%	28%	20%	25%	32%	29%	20%	20%	22%	29%	25%	24%	21%	31%	37%
Levels of crime	22%	24%	21%	22%	18%	30%	22%	19%	24%	25%	21%	22%	24%	17%	24%	30%	17%	21%
Quality of and access to schools / universities	8%	14%	11%	9%	5%	5%	4%	10%	5%	9%	8%	8%	8%	7%	8%	8%	8%	12%
Quality of the NHS	46%	41%	39%	44%	46%	51%	52%	45%	46%	45%	46%	48%	45%	33%	44%	46%	41%	52%
Availability of housing	18%	22%	21%	20%	17%	14%	14%	16%	17%	19%	20%	14%	11%	28%	23%	26%	33%	12%
Levels of immigration	26%	11%	15%	17%	30%	39%	41%	19%	22%	34%	31%	32%	24%	11%	22%	26%	18%	18%
Access to good pensions	7%	6%	6%	8%	5%	8%	8%	8%	5%	8%	6%	7%	8%	11%	5%	4%	5%	4%
Level of taxation	9%	12%	15%	10%	10%	5%	2%	11%	10%	8%	7%	8%	10%	14%	9%	5%	11%	6%
State of the economy	43%	31%	36%	44%	48%	43%	51%	45%	49%	39%	37%	44%	46%	54%	38%	38%	39%	39%
Threat of climate change	35%	30%	32%	34%	38%	38%	36%	36%	36%	31%	36%	33%	37%	37%	33%	28%	40%	42%
Quality / cost of public transport	5%	9%	4%	7%	5%	3%	3%	5%	5%	5%	5%	4%	4%	0%	9%	6%	7%	10%
Number of people on welfare	14%	13%	14%	12%	13%	12%	18%	12%	15%	14%	15%	15%	11%	11%	15%	16%	13%	6%
Threat of terrorism	12%	11%	13%	13%	10%	13%	11%	13%	9%	14%	12%	14%	11%	14%	10%	10%	9%	8%
State of Britain's Armed Forces	4%	3%	7%	5%	4%	3%	5%	6%	3%	3%	5%	5%	5%	0%	3%	5%	3%	1%
None of the above	1%	1%	2%	0%	1%	1%	0%	1%	0%	0%	2%	0%	1%	0%	2%	2%	1%	0%
Don't know	2%	4%	3%	2%	2%	1%	0%	1%	2%	2%	2%	1%	2%	0%	3%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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 tick up to three

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Britain leaving the EU	26%	21%	24%	25%	24%	28%	24%	18%	18%	26%	40%	30%	40%	23%	26%	32%	29%	31%
Levels of crime	22%	27%	26%	19%	22%	26%	26%	22%	24%	23%	14%	17%	11%	23%	22%	18%	21%	25%
Quality of and access to schools / universities	8%	9%	7%	6%	5%	8%	9%	9%	6%	11%	8%	9%	5%	5%	11%	8%	12%	16%
Quality of the NHS	46%	33%	42%	45%	50%	49%	51%	43%	40%	47%	48%	65%	55%	45%	47%	49%	37%	40%
Availability of housing	18%	22%	19%	22%	23%	11%	18%	15%	19%	13%	16%	21%	5%	19%	18%	19%	14%	19%
Levels of immigration	26%	18%	36%	32%	30%	31%	23%	28%	32%	24%	17%	20%	21%	34%	21%	19%	18%	13%
Access to good pensions	7%	7%	9%	6%	4%	10%	9%	4%	6%	8%	5%	1%	12%	6%	7%	7%	5%	12%
Level of taxation	9%	11%	7%	2%	6%	12%	9%	14%	14%	8%	7%	12%	15%	7%	9%	11%	15%	2%
State of the economy	43%	36%	43%	42%	45%	37%	43%	41%	48%	47%	50%	43%	40%	40%	43%	47%	42%	31%
Threat of climate change	35%	31%	32%	42%	39%	33%	33%	33%	30%	37%	35%	34%	44%	32%	38%	37%	35%	31%
Quality / cost of public transport	5%	10%	4%	6%	4%	3%	6%	7%	5%	3%	5%	2%	0%	3%	4%	6%	8%	13%
Number of people on welfare	14%	13%	14%	13%	12%	10%	11%	17%	20%	13%	16%	15%	19%	16%	13%	12%	11%	17%
Threat of terrorism	12%	15%	10%	8%	12%	7%	15%	11%	10%	14%	9%	12%	22%	12%	9%	12%	15%	18%
State of Britain's Armed Forces	4%	5%	6%	5%	3%	4%	3%	7%	7%	3%	3%	2%	3%	5%	4%	3%	7%	12%
None of the above	1%	1%	1%	0%	0%	1%	0%	2%	1%	1%	1%	0%	0%	2%	1%	1%	0%	0%
Don't know	2%	2%	2%	2%	1%	3%	1%	5%	4%	1%	3%	1%	0%	2%	1%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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 tick up to three

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Britain leaving the EU	26%	18%	19%	21%	21%	27%	22%	29%	28%	24%	26%	40%	37%	34%	25%	27%	26%
Levels of crime	22%	21%	21%	25%	22%	22%	26%	22%	25%	22%	22%	20%	25%	21%	12%	10%	18%
Quality of and access to schools / universities	8%	14%	5%	9%	5%	6%	7%	10%	10%	7%	6%	12%	5%	12%	12%	17%	14%
Quality of the NHS	46%	51%	50%	47%	47%	46%	47%	47%	44%	43%	43%	50%	44%	49%	47%	39%	34%
Availability of housing	18%	19%	21%	23%	20%	19%	23%	16%	18%	17%	11%	21%	19%	7%	16%	7%	13%
Levels of immigration	26%	17%	24%	34%	30%	32%	29%	21%	26%	20%	31%	21%	12%	17%	16%	20%	17%
Access to good pensions	7%	7%	8%	4%	8%	5%	7%	7%	4%	7%	8%	5%	11%	3%	5%	4%	13%
Level of taxation	9%	18%	9%	4%	10%	8%	8%	10%	7%	12%	9%	5%	11%	8%	19%	11%	20%
State of the economy	43%	33%	34%	37%	42%	46%	43%	46%	48%	45%	54%	44%	41%	52%	39%	47%	33%
Threat of climate change	35%	21%	31%	36%	32%	38%	33%	40%	38%	31%	34%	27%	40%	33%	47%	42%	32%
Quality / cost of public transport	5%	17%	8%	5%	6%	5%	3%	3%	4%	4%	5%	5%	2%	9%	7%	8%	5%
Number of people on welfare	14%	11%	17%	18%	13%	15%	14%	13%	11%	14%	12%	15%	14%	9%	16%	6%	9%
Threat of terrorism	12%	4%	9%	14%	14%	11%	10%	9%	14%	12%	9%	15%	15%	11%	9%	34%	12%
State of Britain's Armed Forces	4%	0%	6%	2%	3%	2%	6%	6%	9%	3%	2%	5%	1%	9%	5%	14%	9%
None of the above	1%	5%	2%	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	4%	3%	1%	3%	1%	1%	1%	1%	3%	3%	1%	0%	0%	0%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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 tick up to three

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Britain leaving the EU	26%	27%	24%	14%	38%	20%	18%	33%	39%	19%	20%	26%	25%	25%	28%	26%	21%
Levels of crime	22%	23%	22%	27%	18%	24%	27%	19%	14%	16%	26%	22%	24%	26%	20%	22%	19%
Quality of and access to schools / universities	8%	8%	8%	7%	7%	8%	6%	12%	5%	6%	6%	11%	7%	10%	6%	6%	5%
Quality of the NHS	46%	42%	50%	45%	49%	45%	43%	51%	48%	38%	48%	34%	48%	51%	47%	51%	53%
Availability of housing	18%	18%	18%	16%	19%	21%	12%	24%	18%	27%	19%	20%	20%	16%	16%	16%	16%
Levels of immigration	26%	26%	26%	44%	12%	23%	42%	10%	6%	51%	26%	16%	27%	25%	31%	34%	29%
Access to good pensions	7%	7%	6%	8%	6%	6%	8%	6%	9%	0%	6%	9%	7%	5%	6%	6%	7%
Level of taxation	9%	10%	7%	9%	8%	12%	7%	13%	8%	7%	10%	13%	8%	8%	7%	8%	6%
State of the economy	43%	43%	42%	41%	47%	37%	46%	39%	52%	50%	40%	36%	45%	40%	50%	46%	35%
Threat of climate change	35%	34%	36%	28%	42%	30%	29%	39%	50%	19%	30%	30%	36%	34%	34%	38%	44%
Quality / cost of public transport	5%	5%	5%	3%	7%	4%	4%	7%	4%	10%	5%	9%	5%	4%	5%	2%	1%
Number of people on welfare	14%	11%	17%	16%	12%	10%	18%	11%	12%	14%	12%	15%	14%	11%	15%	13%	17%
Threat of terrorism	12%	13%	11%	15%	10%	9%	15%	10%	5%	15%	9%	13%	10%	11%	11%	11%	20%
State of Britain's Armed Forces	4%	6%	3%	6%	4%	1%	6%	4%	5%	3%	1%	5%	4%	5%	5%	4%	5%
None of the above	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%	2%	2%	1%	1%	0%	0%	0%
Don't know	2%	2%	2%	1%	0%	8%	0%	1%	1%	0%	7%	3%	2%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(2.A) How long have you lived in the property that you currently live in?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
A year or less	6%	15%	8%	5%	5%	4%	3%	5%	8%	6%	7%	4%	3%	7%	7%	10%	16%	4%
1 - 2 years	10%	19%	20%	10%	6%	4%	3%	11%	10%	10%	10%	5%	12%	11%	11%	12%	20%	6%
3 - 5 years	18%	20%	35%	27%	10%	12%	5%	18%	17%	18%	18%	10%	20%	51%	21%	20%	28%	16%
6 - 10 years	18%	16%	22%	25%	21%	12%	11%	21%	17%	16%	16%	14%	23%	15%	18%	21%	17%	23%
11 - 20 years	19%	19%	5%	18%	27%	20%	22%	18%	19%	18%	19%	18%	22%	17%	23%	18%	12%	18%
Over 20 years	29%	9%	10%	14%	31%	47%	57%	27%	28%	31%	30%	48%	19%	0%	20%	20%	7%	31%
Don't Know	1%	2%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(2.B) How long have you lived in the property that you currently live in?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
A year or less	6%	6%	5%	10%	5%	7%	6%	7%	5%	10%	6%	5%	0%	6%	6%	7%	8%	5%
1 - 2 years	10%	15%	11%	9%	6%	11%	10%	9%	17%	7%	7%	13%	3%	9%	12%	13%	10%	7%
3 - 5 years	18%	18%	15%	19%	18%	17%	20%	18%	20%	16%	16%	21%	17%	15%	18%	18%	26%	18%
6 - 10 years	18%	20%	16%	16%	10%	24%	24%	20%	15%	18%	15%	14%	16%	15%	19%	19%	21%	31%
11 - 20 years	19%	15%	20%	20%	26%	14%	16%	17%	12%	23%	18%	18%	23%	18%	22%	18%	13%	19%
Over 20 years	29%	24%	32%	25%	33%	27%	24%	28%	30%	27%	37%	29%	41%	37%	23%	25%	21%	21%
Don't Know	1%	2%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(2.C) How long have you lived in the property that you currently 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
A year or less	6%	22%	12%	7%	4%	8%	4%	6%	9%	9%	3%	3%	7%	5%	0%	0%	6%
1 - 2 years	10%	11%	10%	10%	7%	10%	11%	14%	8%	15%	10%	17%	10%	13%	9%	8%	7%
3 - 5 years	18%	10%	16%	17%	21%	21%	20%	16%	20%	15%	21%	17%	13%	6%	20%	10%	24%
6 - 10 years	18%	20%	14%	17%	19%	14%	14%	14%	17%	20%	25%	20%	20%	25%	30%	29%	31%
11 - 20 years	19%	14%	19%	21%	17%	13%	19%	22%	15%	18%	17%	23%	19%	22%	28%	25%	15%
Over 20 years	29%	19%	29%	29%	32%	34%	33%	26%	30%	23%	24%	20%	30%	29%	13%	28%	14%
Don't Know	1%	4%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(2.D) How long have you lived in the property that you currently live in?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
A year or less	6%	6%	7%	5%	6%	9%	5%	8%	3%	3%	9%	7%	5%	7%	8%	6%	6%
1 - 2 years	10%	10%	10%	8%	11%	16%	7%	14%	6%	20%	12%	14%	10%	10%	9%	8%	5%
3 - 5 years	18%	18%	17%	16%	17%	25%	15%	21%	16%	16%	20%	25%	15%	17%	18%	13%	13%
6 - 10 years	18%	19%	16%	17%	20%	15%	19%	18%	25%	6%	15%	23%	14%	21%	16%	15%	16%
11 - 20 years	19%	18%	19%	18%	19%	19%	17%	18%	27%	22%	20%	11%	21%	19%	19%	23%	22%
Over 20 years	29%	28%	30%	36%	27%	16%	37%	21%	23%	29%	23%	18%	34%	27%	30%	33%	36%
Don't Know	1%	1%	1%	0%	0%	1%	0%	0%	0%	3%	1%	2%	1%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(3.A) And how long do you expect to stay in the property that you currently live in?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
A year or less	6%	13%	8%	7%	5%	5%	3%	6%	7%	5%	6%	3%	5%	11%	7%	7%	15%	8%
1 - 2 years	12%	19%	18%	14%	10%	10%	3%	14%	11%	12%	10%	7%	12%	32%	9%	11%	23%	17%
3 - 5 years	17%	24%	29%	19%	13%	7%	9%	20%	16%	16%	15%	12%	21%	22%	13%	10%	26%	13%
6 - 10 years	11%	16%	15%	11%	9%	9%	9%	13%	11%	11%	10%	12%	15%	15%	17%	8%	6%	7%
11 - 20 years	7%	3%	4%	6%	9%	7%	12%	9%	7%	8%	5%	9%	8%	7%	5%	8%	2%	3%
Over 20 years	18%	5%	8%	17%	25%	28%	27%	17%	16%	21%	20%	24%	20%	0%	19%	17%	5%	14%
Don't Know	28%	20%	19%	27%	31%	34%	37%	21%	32%	27%	33%	32%	19%	14%	30%	38%	23%	38%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(3.B) And how long do you expect to stay in the property that you currently live in?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
A year or less	6%	5%	9%	6%	4%	7%	9%	7%	7%	5%	4%	8%	9%	6%	8%	8%	9%	2%
1 - 2 years	12%	16%	12%	12%	14%	13%	13%	12%	7%	9%	9%	10%	6%	8%	10%	16%	12%	14%
3 - 5 years	17%	22%	18%	15%	17%	15%	18%	16%	20%	11%	18%	11%	12%	12%	21%	18%	23%	25%
6 - 10 years	11%	15%	9%	6%	15%	12%	12%	11%	15%	11%	10%	10%	8%	11%	10%	12%	13%	19%
11 - 20 years	7%	5%	7%	6%	7%	8%	7%	5%	6%	9%	10%	5%	9%	7%	6%	8%	8%	7%
Over 20 years	18%	15%	16%	23%	16%	13%	17%	22%	20%	20%	22%	16%	35%	23%	18%	14%	15%	12%
Don't Know	28%	22%	30%	31%	27%	31%	25%	26%	25%	35%	27%	39%	21%	34%	27%	24%	19%	21%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(3.C) And how long do you expect to stay in the property that you currently 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
A year or less	6%	7%	14%	5%	7%	8%	5%	5%	9%	7%	2%	6%	8%	4%	9%	2%	8%
1 - 2 years	12%	15%	15%	10%	10%	11%	16%	12%	15%	14%	9%	10%	11%	16%	17%	15%	13%
3 - 5 years	17%	14%	12%	12%	14%	15%	19%	21%	15%	18%	17%	28%	16%	20%	25%	10%	22%
6 - 10 years	11%	0%	9%	11%	9%	12%	12%	8%	13%	19%	15%	6%	14%	10%	10%	21%	18%
11 - 20 years	7%	0%	4%	6%	9%	5%	4%	12%	8%	7%	7%	7%	9%	6%	12%	12%	10%
Over 20 years	18%	12%	15%	23%	21%	15%	18%	15%	16%	16%	22%	21%	24%	23%	12%	12%	22%
Don't Know	28%	52%	31%	33%	30%	34%	26%	27%	24%	19%	27%	22%	19%	21%	15%	27%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(3.D) And how long do you expect to stay in the property that you currently live in?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
A year or less	6%	6%	7%	5%	6%	10%	4%	7%	6%	8%	9%	7%	6%	6%	7%	7%	5%
1 - 2 years	12%	12%	12%	8%	14%	14%	10%	15%	10%	10%	13%	16%	12%	11%	11%	9%	6%
3 - 5 years	17%	18%	15%	16%	17%	17%	14%	22%	22%	15%	10%	23%	14%	20%	13%	15%	12%
6 - 10 years	11%	12%	10%	11%	13%	8%	12%	13%	14%	13%	5%	16%	9%	9%	12%	10%	11%
11 - 20 years	7%	8%	6%	9%	7%	4%	9%	5%	7%	17%	5%	6%	8%	6%	7%	8%	7%
Over 20 years	18%	17%	20%	22%	17%	17%	20%	14%	23%	28%	22%	14%	21%	15%	19%	23%	22%
Don't Know	28%	26%	30%	30%	25%	31%	31%	24%	18%	10%	36%	20%	29%	33%	30%	28%	37%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(4.A) Are you planning to move house in the next 5 years?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Yes, definitely planning to move house in the next 5 years	20%	32%	30%	24%	14%	14%	9%	25%	20%	18%	17%	15%	19%	36%	15%	18%	36%	21%
Yes, probably planning to move house in the next 5 years	15%	23%	25%	18%	14%	8%	6%	19%	15%	16%	11%	11%	21%	24%	16%	11%	19%	10%
Not sure either way	20%	26%	22%	22%	18%	19%	17%	18%	22%	21%	21%	17%	23%	30%	24%	20%	23%	20%
No, probably planning not to move house in the next 5 years	12%	7%	7%	9%	17%	13%	14%	11%	12%	11%	11%	14%	13%	4%	12%	12%	5%	11%
No, definitely planning not to move house in the next 5 years	26%	5%	11%	18%	29%	38%	47%	22%	22%	27%	32%	36%	21%	3%	27%	29%	9%	23%
Don't Know	7%	7%	5%	9%	8%	7%	7%	5%	9%	7%	8%	7%	4%	3%	7%	10%	9%	16%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(4.B) Are you planning to move house in the next 5 years?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Yes, definitely planning to move house in the next 5 years	20%	26%	22%	17%	20%	20%	25%	17%	21%	19%	14%	12%	20%	14%	20%	25%	28%	38%
Yes, probably planning to move house in the next 5 years	15%	26%	13%	14%	14%	18%	12%	16%	17%	10%	15%	15%	6%	10%	17%	18%	23%	21%
Not sure either way	20%	19%	22%	15%	23%	19%	23%	23%	22%	20%	19%	21%	13%	20%	22%	19%	19%	16%
No, probably planning not to move house in the next 5 years	12%	9%	12%	11%	13%	11%	13%	11%	7%	13%	12%	10%	15%	14%	11%	13%	8%	3%
No, definitely planning not to move house in the next 5 years	26%	15%	24%	30%	24%	24%	22%	29%	23%	29%	32%	33%	41%	35%	23%	19%	19%	18%
Don't Know	7%	5%	7%	12%	7%	8%	5%	4%	11%	8%	9%	9%	6%	7%	7%	6%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(4.C) Are you planning to move house in the next 5 years?

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Yes, definitely planning to move house in the next 5 years	20%	21%	24%	13%	16%	17%	19%	21%	20%	23%	17%	21%	21%	24%	29%	32%	49%
Yes, probably planning to move house in the next 5 years	15%	10%	15%	12%	10%	16%	16%	19%	14%	15%	18%	26%	20%	13%	14%	11%	17%
Not sure either way	20%	29%	19%	27%	21%	19%	25%	18%	20%	21%	22%	16%	8%	21%	34%	15%	11%
No, probably planning not to move house in the next 5 years	12%	3%	9%	12%	15%	10%	11%	11%	13%	15%	13%	14%	12%	9%	12%	15%	6%
No, definitely planning not to move house in the next 5 years	26%	16%	25%	31%	30%	26%	22%	27%	27%	22%	23%	20%	36%	25%	12%	25%	15%
Don't Know	7%	21%	7%	6%	8%	11%	7%	5%	5%	5%	7%	3%	4%	7%	0%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(4.D) Are you planning to move house in the next 5 years?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Yes, definitely planning to move house in the next 5 years	20%	20%	20%	16%	21%	23%	17%	22%	21%	20%	20%	30%	18%	18%	17%	15%	16%
Yes, probably planning to move house in the next 5 years	15%	17%	14%	12%	18%	15%	14%	21%	18%	3%	10%	21%	14%	19%	13%	12%	5%
Not sure either way	20%	20%	20%	21%	19%	20%	20%	22%	20%	26%	18%	20%	19%	23%	20%	19%	21%
No, probably planning not to move house in the next 5 years	12%	12%	11%	12%	12%	13%	12%	11%	11%	13%	11%	7%	15%	9%	14%	11%	11%
No, definitely planning not to move house in the next 5 years	26%	24%	27%	33%	23%	20%	31%	17%	28%	35%	27%	15%	26%	24%	29%	34%	35%
Don't Know	7%	7%	8%	6%	6%	9%	6%	6%	2%	3%	13%	7%	7%	7%	7%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(5.A) Which of the following best describes the property you live in?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
A new build house	23%	28%	29%	24%	22%	14%	21%	32%	23%	19%	17%	26%	29%	28%	12%	20%	14%	15%
A post-war house (1960s/1970s)	28%	20%	22%	27%	30%	34%	34%	26%	26%	28%	33%	31%	31%	25%	31%	17%	18%	34%
An Edwardian house (1900s)	12%	10%	9%	11%	16%	14%	11%	12%	11%	13%	11%	14%	13%	7%	7%	8%	9%	14%
A Victorian house (1800s)	7%	6%	5%	9%	9%	8%	8%	8%	7%	10%	4%	7%	9%	12%	4%	4%	9%	6%
A new build flat/apartment	7%	10%	12%	6%	5%	5%	5%	7%	8%	6%	7%	4%	6%	21%	9%	16%	10%	4%
A flat in an older tower block	2%	5%	1%	3%	2%	1%	1%	2%	2%	2%	3%	1%	2%	3%	6%	5%	3%	1%
A flat in an older mansion block	2%	1%	2%	0%	1%	3%	3%	1%	2%	1%	3%	1%	1%	0%	5%	4%	1%	0%
A flat conversion in a large house	3%	4%	3%	3%	2%	3%	2%	3%	3%	3%	3%	1%	1%	0%	2%	7%	9%	2%
Other	10%	4%	6%	9%	7%	16%	14%	6%	9%	11%	12%	11%	5%	0%	13%	12%	10%	11%
Don't Know	6%	13%	11%	6%	5%	3%	2%	3%	9%	7%	6%	3%	2%	4%	10%	8%	15%	13%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(5.B) Which of the following best describes the property you live in?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
A new build house	23%	20%	20%	21%	26%	32%	28%	19%	20%	26%	19%	22%	35%	21%	24%	26%	35%	37%
A post-war house (1960s/1970s)	28%	17%	32%	26%	32%	28%	27%	35%	41%	26%	25%	34%	29%	31%	33%	25%	18%	23%
An Edwardian house (1900s)	12%	15%	12%	8%	12%	10%	14%	9%	4%	17%	9%	16%	3%	11%	10%	13%	10%	7%
A Victorian house (1800s)	7%	6%	7%	11%	8%	5%	4%	9%	11%	7%	9%	11%	0%	6%	7%	9%	10%	7%
A new build flat/apartment	7%	15%	6%	4%	4%	5%	5%	6%	4%	6%	9%	4%	10%	5%	6%	7%	8%	15%
A flat in an older tower block	2%	6%	1%	2%	1%	1%	2%	0%	0%	1%	6%	2%	0%	2%	2%	2%	2%	2%
A flat in an older mansion block	2%	2%	2%	2%	2%	1%	1%	1%	0%	0%	5%	1%	0%	2%	2%	1%	2%	0%
A flat conversion in a large house	3%	5%	3%	8%	1%	1%	4%	2%	2%	2%	1%	1%	0%	2%	2%	3%	4%	2%
Other	10%	7%	10%	12%	11%	11%	10%	10%	9%	9%	7%	8%	15%	13%	7%	6%	8%	4%
Don't Know	6%	6%	6%	6%	4%	5%	6%	9%	8%	7%	9%	1%	8%	6%	6%	8%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(5.C) Which of the following best describes the property 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
A new build house	23%	15%	15%	14%	19%	14%	22%	27%	19%	27%	21%	34%	26%	35%	38%	61%	52%
A post-war house (1960s/1970s)	28%	28%	21%	33%	22%	37%	26%	32%	34%	29%	29%	25%	32%	29%	27%	16%	6%
An Edwardian house (1900s)	12%	6%	12%	11%	11%	10%	15%	13%	11%	12%	10%	12%	18%	18%	10%	7%	9%
A Victorian house (1800s)	7%	3%	5%	6%	11%	8%	8%	7%	8%	6%	12%	12%	3%	6%	7%	9%	9%
A new build flat/apartment	7%	0%	7%	8%	9%	9%	7%	7%	7%	9%	2%	6%	4%	3%	7%	3%	12%
A flat in an older tower block	2%	7%	4%	3%	3%	2%	4%	2%	2%	2%	3%	1%	0%	0%	3%	0%	1%
A flat in an older mansion block	2%	0%	5%	3%	4%	2%	3%	0%	0%	1%	2%	1%	2%	1%	0%	0%	1%
A flat conversion in a large house	3%	4%	3%	5%	5%	3%	3%	0%	3%	4%	2%	1%	4%	3%	3%	0%	0%
Other	10%	26%	17%	13%	8%	7%	8%	8%	12%	7%	15%	5%	10%	5%	0%	2%	5%
Don't Know	6%	10%	11%	6%	9%	7%	5%	5%	3%	3%	4%	5%	1%	0%	5%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(5.D) Which of the following best describes the property you live in?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
A new build house	23%	26%	20%	22%	26%	19%	25%	24%	22%	7%	15%	26%	21%	23%	24%	24%	20%
A post-war house (1960s/1970s)	28%	27%	29%	32%	25%	28%	31%	24%	25%	47%	33%	16%	33%	31%	29%	37%	22%
An Edwardian house (1900s)	12%	12%	12%	13%	12%	10%	12%	14%	14%	6%	8%	11%	14%	13%	11%	10%	6%
A Victorian house (1800s)	7%	6%	9%	7%	9%	5%	7%	9%	10%	12%	4%	8%	5%	8%	6%	8%	18%
A new build flat/apartment	7%	9%	5%	6%	7%	8%	6%	8%	5%	15%	7%	15%	6%	7%	4%	2%	1%
A flat in an older tower block	2%	2%	3%	1%	2%	5%	2%	2%	2%	0%	3%	4%	2%	4%	2%	0%	1%
A flat in an older mansion block	2%	2%	2%	2%	2%	1%	2%	1%	1%	0%	1%	2%	3%	1%	2%	1%	0%
A flat conversion in a large house	3%	3%	3%	2%	3%	4%	1%	3%	5%	3%	4%	5%	2%	3%	4%	0%	1%
Other	10%	8%	11%	11%	9%	9%	11%	8%	10%	6%	11%	4%	9%	4%	12%	15%	23%
Don't Know	6%	5%	7%	4%	5%	11%	3%	7%	4%	3%	13%	8%	6%	6%	6%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(6.A) What do you use for central heating in your home?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Gas (e.g. a combi boiler)	73%	54%	71%	70%	80%	80%	82%	73%	75%	72%	74%	75%	77%	62%	76%	72%	68%	64%
Oil or LGP / LNG	6%	3%	4%	8%	9%	7%	6%	7%	5%	7%	6%	9%	6%	3%	2%	1%	4%	8%
Biomass	2%	5%	4%	1%	0%	0%	0%	1%	1%	3%	2%	1%	2%	7%	3%	1%	1%	1%
Solid fuel e.g. coal	2%	4%	2%	2%	1%	1%	2%	2%	1%	2%	3%	2%	1%	11%	3%	1%	2%	1%
Electric boiler or storage heaters	12%	19%	16%	15%	8%	8%	7%	12%	12%	11%	12%	9%	9%	14%	11%	20%	17%	16%
Another form of energy	2%	2%	1%	2%	1%	2%	3%	2%	1%	2%	2%	2%	1%	0%	1%	2%	3%	0%
Don't Know	3%	13%	3%	3%	1%	1%	1%	3%	5%	3%	3%	2%	3%	3%	3%	3%	4%	9%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(6.B) What do you use for central heating in your home?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Gas (e.g. a combi boiler)	73%	57%	80%	67%	78%	79%	79%	77%	83%	81%	77%	74%	30%	76%	69%	75%	64%	79%
Oil or LPG / LNG	6%	5%	4%	8%	5%	3%	3%	3%	2%	1%	9%	11%	58%	7%	6%	5%	7%	7%
Biomass	2%	5%	2%	2%	1%	2%	3%	1%	0%	0%	1%	0%	0%	2%	2%	1%	3%	2%
Solid fuel e.g. coal	2%	1%	2%	4%	1%	1%	4%	2%	1%	0%	1%	3%	5%	1%	3%	1%	3%	0%
Electric boiler or storage heaters	12%	24%	9%	13%	12%	9%	8%	12%	6%	13%	9%	10%	0%	10%	13%	14%	17%	10%
Another form of energy	2%	2%	1%	2%	3%	1%	0%	2%	2%	2%	2%	1%	3%	2%	1%	2%	3%	2%
Don't Know	3%	6%	2%	4%	1%	4%	3%	5%	5%	3%	2%	1%	3%	2%	7%	3%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(6.C) What do you use for central heating in 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Gas (e.g. a combi boiler)	73%	67%	66%	72%	77%	70%	79%	74%	82%	71%	73%	78%	71%	76%	68%	68%	61%
Oil or LGP / LNG	6%	0%	5%	7%	4%	8%	4%	7%	6%	7%	6%	8%	8%	8%	8%	9%	8%
Biomass	2%	0%	3%	1%	1%	3%	1%	1%	1%	2%	5%	2%	1%	3%	0%	2%	4%
Solid fuel e.g. coal	2%	4%	2%	2%	4%	1%	2%	2%	2%	2%	0%	0%	1%	1%	2%	2%	1%
Electric boiler or storage heaters	12%	14%	17%	11%	11%	14%	9%	13%	7%	16%	10%	7%	12%	11%	20%	12%	14%
Another form of energy	2%	0%	1%	3%	1%	1%	3%	1%	1%	1%	1%	1%	3%	0%	3%	3%	6%
Don't Know	3%	15%	5%	4%	1%	2%	2%	2%	2%	2%	6%	4%	4%	2%	0%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(6.D) What do you use for central heating in your home?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Gas (e.g. a combi boiler)	73%	73%	74%	76%	74%	72%	78%	71%	76%	74%	77%	63%	81%	77%	81%	73%	48%
Oil or LGP / LNG	6%	6%	6%	6%	7%	4%	6%	4%	8%	6%	6%	4%	3%	4%	3%	11%	28%
Biomass	2%	2%	1%	1%	2%	0%	1%	3%	1%	3%	1%	3%	1%	3%	1%	1%	1%
Solid fuel e.g. coal	2%	1%	2%	2%	2%	1%	1%	2%	1%	3%	1%	2%	1%	3%	1%	1%	7%
Electric boiler or storage heaters	12%	13%	11%	11%	10%	15%	11%	13%	12%	10%	10%	21%	10%	8%	9%	11%	8%
Another form of energy	2%	1%	2%	1%	2%	1%	2%	2%	2%	3%	0%	1%	1%	2%	2%	2%	5%
Don't Know	3%	3%	4%	1%	2%	6%	1%	5%	1%	0%	5%	7%	3%	3%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(7.A) Do you use a gas or electric hob for cooking in your home?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Gas	54%	53%	54%	53%	54%	57%	55%	57%	58%	57%	45%	57%	61%	61%	40%	35%	54%	51%
Electric / induction	43%	40%	42%	45%	44%	43%	44%	41%	40%	41%	51%	41%	37%	36%	54%	62%	45%	37%
Other	1%	3%	2%	1%	1%	0%	1%	1%	1%	1%	3%	1%	1%	4%	4%	3%	1%	4%
Don't Know	1%	5%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(7.B) Do you use a gas or electric hob for cooking in your home?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Gas	54%	55%	58%	47%	49%	68%	62%	59%	41%	62%	51%	40%	21%	49%	55%	62%	53%	65%
Electric / induction	43%	41%	39%	48%	50%	31%	33%	40%	56%	36%	46%	57%	79%	48%	41%	36%	44%	35%
Other	1%	2%	1%	3%	0%	0%	2%	0%	1%	1%	2%	3%	0%	2%	1%	1%	2%	0%
Don't Know	1%	2%	1%	3%	0%	1%	2%	1%	2%	1%	1%	0%	0%	1%	2%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(7.C) Do you use a gas or electric hob for cooking in 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Gas	54%	42%	48%	46%	50%	47%	65%	57%	62%	56%	52%	65%	56%	64%	63%	54%	61%
Electric / induction	43%	49%	49%	51%	46%	51%	33%	43%	37%	42%	44%	35%	44%	33%	37%	36%	32%
Other	1%	5%	2%	1%	3%	1%	1%	1%	0%	0%	1%	0%	0%	2%	0%	10%	2%
Don't Know	1%	4%	1%	2%	1%	1%	1%	0%	1%	2%	2%	1%	0%	2%	0%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(7.D) Do you use a gas or electric hob for cooking in your home?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Gas	54%	56%	53%	54%	57%	43%	58%	56%	63%	37%	47%	57%	59%	57%	53%	46%	39%
Electric / induction	43%	41%	45%	44%	41%	53%	41%	40%	34%	60%	51%	39%	39%	41%	45%	51%	55%
Other	1%	1%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%	0%	1%	2%	1%	4%
Don't Know	1%	2%	1%	1%	1%	2%	1%	2%	1%	0%	1%	2%	2%	1%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(8.A) How much do you spend on an average monthly heating bill? If you do not pay on a monthly basis, please give your best guess to the monthly amount

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
I do not pay my heating bills	9%	31%	8%	7%	4%	5%	3%	8%	9%	6%	12%	5%	5%	14%	10%	9%	12%	49%
Less than £20	4%	7%	4%	4%	4%	5%	2%	3%	4%	4%	6%	3%	2%	10%	6%	12%	7%	0%
£20 - £29	9%	10%	10%	9%	8%	7%	7%	5%	9%	8%	12%	6%	7%	8%	14%	14%	13%	4%
£30 - £39	13%	11%	16%	15%	11%	15%	9%	9%	15%	15%	13%	11%	13%	32%	15%	14%	14%	6%
£40 - £49	12%	9%	16%	13%	13%	11%	10%	11%	13%	12%	12%	10%	14%	7%	17%	14%	15%	0%
£50 - £59	9%	7%	8%	9%	8%	10%	10%	9%	10%	9%	9%	8%	11%	14%	8%	9%	9%	7%
£60 - £69	7%	4%	7%	6%	8%	7%	11%	8%	7%	7%	8%	7%	9%	11%	8%	7%	5%	5%
£70 - £79	6%	2%	5%	7%	7%	8%	7%	9%	7%	6%	3%	8%	7%	0%	2%	2%	6%	4%
£80 - £89	5%	2%	5%	5%	5%	6%	8%	6%	5%	7%	4%	7%	7%	0%	3%	3%	4%	2%
£90 - £99	4%	1%	4%	6%	5%	3%	6%	6%	4%	4%	3%	6%	6%	4%	2%	2%	1%	0%
£100 - £124	7%	3%	5%	6%	10%	9%	10%	11%	6%	6%	6%	11%	7%	0%	3%	3%	4%	8%
£125 - £149	2%	1%	2%	2%	3%	3%	4%	4%	2%	3%	2%	4%	3%	0%	1%	1%	0%	0%
£150 - £174	1%	0%	1%	1%	2%	2%	0%	2%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%
£175 - £199	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%
£200 or more	1%	1%	0%	1%	2%	1%	1%	2%	0%	1%	1%	2%	1%	0%	1%	0%	0%	1%
Don't Know	9%	11%	8%	8%	10%	8%	11%	6%	10%	9%	11%	10%	6%	0%	10%	7%	9%	13%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(8.B) How much do you spend on an average monthly heating bill? If you do not pay on a monthly basis, please give your best guess to the monthly amount

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
I do not pay my heating bills	9%	11%	11%	8%	5%	8%	11%	11%	6%	10%	5%	9%	9%	10%	12%	10%	3%	6%
Less than £20	4%	6%	4%	3%	5%	5%	5%	2%	2%	2%	7%	3%	2%	5%	6%	3%	3%	0%
£20 - £29	9%	6%	9%	7%	13%	10%	11%	8%	9%	8%	6%	8%	9%	9%	10%	6%	8%	7%
£30 - £39	13%	13%	13%	17%	11%	14%	15%	14%	11%	10%	10%	14%	9%	11%	13%	14%	8%	15%
£40 - £49	12%	8%	13%	11%	12%	14%	12%	16%	13%	15%	7%	10%	17%	12%	8%	14%	12%	10%
£50 - £59	9%	10%	7%	8%	7%	9%	10%	10%	10%	8%	9%	14%	15%	6%	11%	8%	14%	12%
£60 - £69	7%	7%	6%	7%	8%	8%	5%	8%	11%	8%	11%	3%	9%	8%	7%	5%	10%	10%
£70 - £79	6%	7%	5%	5%	11%	7%	3%	6%	4%	7%	6%	5%	0%	5%	5%	7%	6%	4%
£80 - £89	5%	5%	5%	8%	4%	5%	4%	5%	9%	6%	7%	2%	0%	6%	3%	6%	5%	7%
£90 - £99	4%	4%	4%	4%	6%	4%	2%	5%	4%	6%	4%	4%	5%	3%	3%	5%	6%	8%
£100 - £124	7%	9%	8%	8%	5%	4%	8%	4%	7%	5%	12%	9%	12%	7%	8%	8%	8%	8%
£125 - £149	2%	2%	2%	2%	4%	2%	2%	2%	4%	2%	5%	1%	0%	2%	2%	3%	5%	4%
£150 - £174	1%	2%	2%	0%	1%	0%	2%	1%	0%	1%	0%	0%	0%	1%	1%	1%	2%	0%
£175 - £199	1%	0%	1%	1%	0%	2%	0%	0%	3%	0%	0%	0%	3%	0%	1%	0%	2%	4%
£200 or more	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	3%	0%	1%	1%	1%	2%	3%
Don't Know	9%	10%	10%	9%	7%	10%	7%	8%	6%	10%	10%	15%	10%	14%	10%	7%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(8.C) How much do you spend on an average monthly heating bill? If you do not pay on a monthly basis, please give your best guess to the monthly amount

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
I do not pay my heating bills	9%	44%	14%	9%	8%	6%	6%	9%	11%	6%	5%	11%	3%	5%	4%	3%	8%
Less than £20	4%	4%	14%	9%	5%	3%	5%	4%	2%	1%	1%	5%	4%	0%	0%	0%	3%
£20 - £29	9%	7%	11%	10%	18%	8%	10%	7%	7%	4%	6%	9%	3%	4%	0%	5%	4%
£30 - £39	13%	15%	18%	13%	14%	19%	12%	14%	12%	20%	12%	7%	8%	7%	9%	9%	9%
£40 - £49	12%	4%	8%	13%	12%	17%	15%	16%	11%	14%	12%	8%	12%	7%	14%	8%	5%
£50 - £59	9%	3%	6%	16%	8%	11%	8%	10%	9%	7%	8%	7%	10%	10%	10%	2%	14%
£60 - £69	7%	3%	6%	8%	10%	8%	8%	6%	9%	7%	10%	5%	6%	6%	11%	4%	7%
£70 - £79	6%	0%	4%	3%	4%	5%	6%	10%	6%	13%	11%	10%	8%	4%	0%	5%	8%
£80 - £89	5%	4%	3%	3%	4%	4%	8%	5%	7%	7%	7%	7%	1%	12%	2%	3%	8%
£90 - £99	4%	3%	1%	4%	2%	2%	5%	2%	7%	4%	8%	5%	8%	16%	8%	9%	5%
£100 - £124	7%	0%	3%	2%	2%	6%	8%	10%	7%	9%	9%	16%	11%	11%	14%	23%	8%
£125 - £149	2%	0%	0%	2%	2%	0%	3%	2%	5%	1%	3%	3%	9%	5%	6%	8%	3%
£150 - £174	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	2%	6%	3%	5%	0%	3%
£175 - £199	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	4%	2%	8%
£200 or more	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	2%	0%	2%	0%	3%	6%	7%
Don't Know	9%	14%	10%	9%	9%	9%	5%	6%	7%	7%	4%	3%	8%	11%	10%	14%	1%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(8.D) How much do you spend on an average monthly heating bill? If you do not pay on a monthly basis, please give your best guess to the monthly amount

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
I do not pay my heating bills	9%	7%	10%	5%	6%	13%	4%	10%	5%	3%	15%	10%	7%	10%	9%	8%	9%
Less than £20	4%	4%	4%	4%	4%	6%	3%	6%	4%	3%	5%	5%	4%	5%	3%	3%	3%
£20 - £29	9%	8%	9%	8%	9%	11%	7%	12%	6%	11%	13%	8%	8%	9%	9%	9%	7%
£30 - £39	13%	13%	12%	12%	13%	12%	13%	14%	12%	21%	10%	14%	14%	12%	11%	9%	15%
£40 - £49	12%	12%	13%	11%	14%	12%	12%	14%	13%	14%	12%	11%	13%	13%	11%	15%	9%
£50 - £59	9%	9%	9%	9%	9%	11%	8%	9%	12%	13%	7%	7%	10%	9%	9%	8%	11%
£60 - £69	7%	8%	6%	9%	7%	5%	9%	6%	5%	3%	7%	6%	7%	9%	9%	8%	3%
£70 - £79	6%	8%	5%	7%	7%	6%	8%	6%	5%	3%	4%	7%	6%	6%	7%	6%	4%
£80 - £89	5%	5%	6%	7%	5%	2%	7%	5%	6%	7%	2%	6%	5%	4%	7%	4%	4%
£90 - £99	4%	5%	3%	4%	5%	3%	5%	4%	7%	7%	2%	3%	5%	4%	4%	6%	4%
£100 - £124	7%	7%	7%	8%	8%	4%	9%	5%	12%	9%	4%	7%	7%	5%	6%	10%	13%
£125 - £149	2%	2%	2%	4%	2%	1%	4%	1%	2%	0%	1%	2%	3%	2%	2%	3%	4%
£150 - £174	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	2%	1%	1%	1%	0%	0%
£175 - £199	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%
£200 or more	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	0%	1%	1%	1%	0%	2%	3%
Don't Know	9%	7%	11%	8%	7%	12%	8%	6%	8%	3%	16%	9%	9%	9%	10%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(9.A) And how much do you think is the maximum you would be able to spend on a monthly heating bill?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
I do not pay my heating bills	7%	26%	6%	6%	4%	4%	2%	7%	7%	6%	9%	4%	4%	7%	7%	8%	10%	42%
Less than £20	2%	3%	1%	3%	2%	3%	1%	1%	2%	2%	4%	1%	1%	4%	4%	6%	4%	1%
£20 - £29	5%	7%	7%	5%	5%	6%	3%	3%	5%	5%	9%	4%	3%	10%	8%	10%	8%	3%
£30 - £39	8%	13%	11%	9%	9%	6%	4%	7%	8%	10%	10%	6%	8%	8%	16%	16%	10%	5%
£40 - £49	10%	9%	13%	12%	8%	11%	6%	5%	11%	12%	11%	7%	10%	3%	16%	11%	14%	6%
£50 - £59	10%	9%	12%	13%	8%	10%	8%	9%	10%	9%	12%	7%	10%	22%	15%	11%	15%	10%
£60 - £69	9%	8%	10%	9%	9%	8%	10%	8%	8%	9%	11%	8%	12%	17%	7%	13%	8%	2%
£70 - £79	5%	3%	7%	5%	5%	5%	4%	5%	6%	4%	4%	5%	7%	11%	6%	3%	3%	0%
£80 - £89	5%	3%	5%	5%	5%	5%	7%	5%	6%	7%	3%	5%	7%	7%	3%	3%	5%	3%
£90 - £99	6%	3%	4%	5%	6%	7%	7%	6%	6%	7%	4%	8%	6%	4%	2%	3%	3%	2%
£100 - £124	8%	3%	5%	7%	12%	9%	13%	11%	9%	8%	6%	11%	11%	4%	5%	4%	4%	3%
£125 - £149	4%	1%	2%	6%	4%	4%	5%	6%	3%	4%	3%	5%	6%	4%	1%	2%	1%	6%
£150 - £174	2%	1%	2%	3%	3%	1%	2%	4%	2%	1%	1%	3%	3%	0%	0%	1%	2%	3%
£175 - £199	1%	0%	1%	2%	1%	1%	1%	2%	1%	1%	0%	2%	2%	0%	0%	1%	0%	0%
£200 or more	4%	2%	2%	3%	4%	5%	6%	9%	2%	2%	1%	7%	4%	0%	0%	1%	1%	0%
Don't Know	13%	10%	10%	10%	13%	14%	19%	11%	15%	12%	14%	17%	8%	0%	9%	9%	13%	14%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(9.B) And how much do you think is the maximum you would be able to spend on a monthly heating bill?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
I do not pay my heating bills	7%	7%	9%	9%	5%	8%	8%	10%	4%	8%	4%	7%	9%	8%	10%	8%	4%	6%
Less than £20	2%	4%	2%	2%	2%	4%	1%	2%	1%	2%	1%	1%	0%	2%	3%	2%	1%	2%
£20 - £29	5%	7%	6%	5%	7%	5%	11%	4%	4%	2%	2%	6%	5%	7%	5%	4%	6%	2%
£30 - £39	8%	9%	8%	12%	9%	10%	10%	7%	10%	6%	6%	10%	9%	9%	11%	7%	6%	9%
£40 - £49	10%	10%	8%	9%	13%	10%	8%	13%	9%	10%	11%	4%	9%	10%	8%	8%	13%	6%
£50 - £59	10%	10%	9%	8%	11%	8%	14%	13%	3%	11%	7%	13%	17%	9%	9%	11%	11%	10%
£60 - £69	9%	6%	7%	12%	9%	8%	6%	8%	15%	12%	11%	9%	17%	9%	9%	8%	8%	5%
£70 - £79	5%	6%	5%	4%	3%	2%	4%	5%	10%	4%	6%	7%	3%	3%	4%	6%	7%	7%
£80 - £89	5%	5%	3%	7%	6%	7%	7%	6%	5%	5%	5%	3%	0%	5%	5%	5%	5%	9%
£90 - £99	6%	6%	7%	4%	8%	5%	5%	6%	6%	7%	4%	2%	3%	6%	3%	6%	8%	5%
£100 - £124	8%	5%	8%	9%	8%	9%	9%	6%	4%	9%	13%	10%	13%	8%	8%	9%	6%	11%
£125 - £149	4%	5%	4%	5%	6%	3%	3%	2%	4%	3%	6%	2%	0%	3%	3%	5%	8%	6%
£150 - £174	2%	2%	2%	3%	1%	1%	2%	2%	5%	2%	3%	3%	6%	1%	2%	3%	3%	6%
£175 - £199	1%	2%	1%	1%	1%	0%	1%	1%	4%	1%	1%	0%	0%	1%	1%	2%	1%	4%
£200 or more	4%	5%	6%	2%	3%	4%	4%	2%	2%	3%	5%	4%	0%	3%	4%	5%	8%	6%
Don't Know	13%	11%	15%	11%	10%	17%	9%	13%	13%	14%	15%	17%	8%	16%	14%	11%	7%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(9.C) And how much do you think is the maximum you would be able to spend on a monthly heating bill?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
I do not pay my heating bills	7%	39%	9%	6%	6%	5%	5%	7%	11%	3%	5%	9%	6%	4%	4%	3%	8%
Less than £20	2%	8%	6%	3%	4%	2%	3%	1%	1%	0%	3%	0%	0%	2%	0%	3%	0%
£20 - £29	5%	0%	15%	5%	14%	5%	5%	2%	5%	3%	1%	4%	2%	0%	0%	2%	4%
£30 - £39	8%	21%	18%	11%	10%	11%	10%	6%	4%	10%	1%	3%	5%	2%	3%	3%	8%
£40 - £49	10%	8%	9%	14%	10%	13%	11%	11%	12%	12%	10%	6%	5%	6%	3%	6%	7%
£50 - £59	10%	6%	9%	15%	12%	15%	7%	13%	7%	11%	7%	7%	5%	3%	14%	11%	10%
£60 - £69	9%	3%	4%	12%	8%	11%	11%	12%	13%	9%	8%	8%	10%	5%	11%	0%	5%
£70 - £79	5%	0%	4%	4%	4%	7%	3%	6%	4%	3%	4%	6%	8%	9%	12%	12%	2%
£80 - £89	5%	3%	6%	6%	4%	6%	9%	5%	4%	4%	9%	5%	2%	2%	2%	2%	2%
£90 - £99	6%	0%	3%	3%	4%	3%	9%	5%	9%	7%	9%	6%	10%	6%	2%	8%	7%
£100 - £124	8%	0%	4%	4%	8%	7%	9%	8%	10%	14%	18%	13%	9%	13%	2%	9%	13%
£125 - £149	4%	0%	1%	1%	4%	1%	3%	5%	3%	8%	10%	5%	6%	12%	13%	13%	3%
£150 - £174	2%	0%	1%	1%	0%	1%	3%	4%	2%	3%	1%	1%	7%	8%	2%	3%	8%
£175 - £199	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	2%	4%	5%	6%	1%	0%	4%
£200 or more	4%	0%	1%	1%	1%	1%	2%	3%	3%	2%	3%	10%	13%	13%	20%	13%	15%
Don't Know	13%	11%	11%	15%	12%	11%	10%	11%	12%	11%	10%	15%	7%	11%	11%	13%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(9.D) And how much do you think is the maximum you would be able to spend on a monthly heating bill?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
I do not pay my heating bills	7%	6%	8%	3%	5%	12%	3%	8%	5%	3%	13%	7%	6%	8%	9%	6%	7%
Less than £20	2%	2%	2%	2%	2%	3%	2%	3%	1%	0%	3%	3%	2%	2%	2%	2%	2%
£20 - £29	5%	5%	6%	7%	5%	4%	5%	7%	2%	8%	6%	8%	6%	4%	3%	4%	5%
£30 - £39	8%	9%	8%	9%	8%	9%	6%	13%	8%	3%	8%	9%	7%	11%	8%	7%	8%
£40 - £49	10%	9%	11%	9%	10%	10%	10%	11%	10%	21%	10%	11%	9%	10%	11%	6%	10%
£50 - £59	10%	10%	10%	10%	10%	13%	10%	10%	10%	15%	10%	11%	7%	11%	12%	11%	9%
£60 - £69	9%	9%	9%	10%	9%	8%	8%	12%	7%	23%	7%	8%	9%	11%	10%	7%	9%
£70 - £79	5%	4%	5%	4%	5%	5%	5%	5%	5%	0%	6%	5%	6%	5%	4%	3%	2%
£80 - £89	5%	5%	5%	5%	6%	6%	6%	5%	4%	3%	5%	5%	5%	6%	7%	4%	2%
£90 - £99	6%	7%	5%	7%	6%	2%	8%	4%	6%	3%	3%	5%	7%	4%	6%	6%	3%
£100 - £124	8%	9%	8%	9%	10%	4%	10%	7%	11%	9%	5%	8%	7%	6%	10%	10%	14%
£125 - £149	4%	3%	5%	4%	5%	3%	5%	3%	10%	7%	3%	3%	5%	3%	3%	6%	5%
£150 - £174	2%	3%	2%	2%	3%	1%	3%	1%	5%	0%	0%	3%	2%	1%	2%	4%	1%
£175 - £199	1%	1%	1%	2%	1%	1%	2%	1%	0%	0%	0%	1%	2%	0%	1%	2%	1%
£200 or more	4%	5%	2%	3%	5%	3%	5%	3%	6%	0%	1%	4%	6%	3%	2%	5%	4%
Don't Know	13%	12%	14%	13%	11%	17%	13%	9%	10%	6%	19%	10%	14%	12%	11%	17%	17%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(10.A) Imagine your boiler broke down. How much would you expect to spend on a replacement? If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect a replacement boiler to cost

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Less than £500	7%	16%	9%	6%	6%	6%	3%	5%	7%	8%	9%	5%	5%	18%	14%	11%	11%	8%
£500 - £999	13%	22%	16%	14%	10%	9%	8%	12%	10%	16%	14%	10%	12%	11%	14%	19%	17%	18%
£1,000 - £1,499	14%	13%	17%	15%	16%	13%	10%	9%	15%	16%	15%	12%	19%	21%	16%	11%	11%	11%
£1,500 - £1,999	11%	9%	9%	9%	11%	13%	14%	12%	9%	13%	10%	14%	12%	6%	8%	4%	10%	4%
£2,000 - £2,499	11%	5%	12%	9%	9%	14%	13%	12%	12%	11%	7%	13%	11%	4%	8%	7%	8%	6%
£2,500 - £2,999	8%	4%	5%	10%	9%	11%	9%	11%	8%	8%	6%	10%	11%	15%	5%	3%	4%	2%
£3,000 - £3,499	5%	3%	4%	6%	6%	6%	7%	6%	6%	4%	5%	8%	7%	3%	2%	1%	2%	3%
£3,500 - £3,999	3%	2%	3%	1%	3%	2%	6%	4%	4%	1%	1%	3%	5%	3%	1%	3%	1%	2%
£4,000 - £4,499	2%	0%	1%	3%	2%	3%	4%	4%	2%	1%	1%	4%	2%	3%	2%	1%	0%	0%
£4,500 - £4,999	1%	1%	1%	2%	1%	1%	2%	3%	2%	1%	1%	2%	1%	0%	0%	1%	1%	0%
£5,000 - £5,999	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	0%	2%	1%	3%	1%	0%	1%	0%
£6,000 - £6,999	1%	0%	1%	1%	0%	1%	1%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%
£7,000 - £7,999	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
£8,000 - £8,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
£9,000 - £9,999	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
£10,000 - £14,999	1%	1%	1%	1%	0%	0%	1%	2%	0%	0%	1%	1%	0%	0%	0%	0%	0%	3%
£15,000 - £19,999	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
£20,000 or more	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't Know	21%	22%	17%	21%	24%	18%	20%	15%	22%	17%	29%	13%	11%	7%	27%	39%	35%	42%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(10.B) Imagine your boiler broke down. How much would you expect to spend on a replacement? If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect a replacement boiler to cost

	Total	Region												Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Less than £500	7%	10%	6%	8%	7%	6%	9%	11%	7%	5%	6%	6%	3%	8%	9%	7%	4%	11%
£500 - £999	13%	14%	13%	10%	16%	9%	14%	17%	9%	12%	9%	14%	17%	13%	14%	14%	11%	10%
£1,000 - £1,499	14%	13%	12%	14%	11%	18%	13%	17%	8%	16%	13%	10%	22%	14%	12%	15%	11%	10%
£1,500 - £1,999	11%	12%	9%	10%	10%	11%	12%	10%	16%	13%	8%	11%	14%	11%	12%	11%	9%	12%
£2,000 - £2,499	11%	5%	11%	10%	13%	11%	14%	13%	9%	14%	9%	10%	3%	8%	11%	9%	16%	1%
£2,500 - £2,999	8%	8%	10%	10%	8%	8%	7%	6%	8%	6%	11%	6%	9%	7%	8%	10%	9%	6%
£3,000 - £3,499	5%	6%	4%	7%	6%	5%	3%	5%	11%	4%	5%	8%	6%	5%	5%	4%	6%	6%
£3,500 - £3,999	3%	3%	4%	2%	2%	4%	4%	2%	3%	2%	2%	6%	0%	2%	3%	2%	4%	7%
£4,000 - £4,499	2%	2%	3%	3%	3%	4%	1%	0%	2%	1%	3%	3%	0%	1%	1%	2%	4%	0%
£4,500 - £4,999	1%	2%	3%	2%	0%	1%	2%	1%	0%	1%	3%	1%	0%	1%	2%	1%	2%	4%
£5,000 - £5,999	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	2%	2%	2%
£6,000 - £6,999	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	2%	1%	0%	1%	1%	0%	2%	2%
£7,000 - £7,999	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	7%
£8,000 - £8,999	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
£9,000 - £9,999	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	4%
£10,000 - £14,999	1%	2%	0%	0%	0%	1%	0%	0%	2%	1%	0%	0%	0%	0%	0%	2%	2%	2%
£15,000 - £19,999	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	8%
£20,000 or more	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't Know	21%	18%	23%	23%	20%	20%	16%	17%	18%	21%	26%	24%	21%	27%	22%	21%	13%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(10.C) Imagine your boiler broke down. How much would you expect to spend on a replacement? If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect a replacement boiler to cost

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Less than £500	7%	38%	20%	8%	12%	7%	6%	5%	6%	5%	5%	6%	0%	0%	3%	2%	2%
£500 - £999	13%	3%	18%	17%	14%	16%	15%	10%	16%	11%	11%	10%	7%	3%	17%	14%	11%
£1,000 - £1,499	14%	6%	13%	19%	17%	13%	13%	18%	16%	14%	11%	8%	7%	12%	6%	8%	12%
£1,500 - £1,999	11%	0%	5%	9%	13%	11%	16%	8%	14%	15%	17%	9%	15%	15%	10%	7%	7%
£2,000 - £2,499	11%	8%	4%	8%	6%	9%	10%	17%	12%	11%	15%	15%	15%	17%	3%	9%	9%
£2,500 - £2,999	8%	0%	2%	3%	7%	8%	12%	12%	11%	9%	13%	10%	8%	9%	4%	11%	9%
£3,000 - £3,499	5%	0%	4%	2%	2%	6%	5%	7%	7%	7%	6%	6%	7%	17%	4%	10%	6%
£3,500 - £3,999	3%	0%	1%	1%	4%	2%	2%	3%	1%	5%	1%	5%	10%	9%	10%	0%	1%
£4,000 - £4,499	2%	0%	1%	2%	2%	2%	2%	1%	1%	3%	3%	5%	8%	0%	4%	4%	2%
£4,500 - £4,999	1%	0%	1%	1%	0%	2%	0%	1%	2%	3%	1%	1%	0%	4%	6%	3%	6%
£5,000 - £5,999	1%	0%	0%	0%	0%	1%	1%	1%	1%	4%	3%	3%	3%	0%	5%	3%	4%
£6,000 - £6,999	1%	0%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	2%	1%	7%	0%	0%
£7,000 - £7,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	1%	0%	0%	3%	0%
£8,000 - £8,999	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	1%
£9,000 - £9,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	4%	3%	0%
£10,000 - £14,999	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	6%	10%
£15,000 - £19,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	5%
£20,000 or more	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%
Don't Know	21%	45%	29%	29%	22%	22%	16%	16%	13%	14%	12%	17%	12%	13%	4%	23%	12%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(10.D) Imagine your boiler broke down. How much would you expect to spend on a replacement? If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect a replacement boiler to cost

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Less than £500	7%	6%	8%	5%	8%	13%	5%	10%	5%	3%	11%	9%	6%	7%	8%	6%	9%
£500 - £999	13%	13%	13%	11%	12%	15%	10%	17%	11%	13%	16%	15%	13%	13%	12%	11%	12%
£1,000 - £1,499	14%	13%	14%	15%	13%	14%	11%	15%	11%	25%	18%	13%	12%	16%	15%	10%	16%
£1,500 - £1,999	11%	13%	9%	12%	12%	10%	12%	12%	13%	3%	8%	9%	12%	12%	11%	12%	10%
£2,000 - £2,499	11%	11%	10%	10%	12%	8%	13%	10%	13%	14%	7%	9%	11%	11%	13%	11%	4%
£2,500 - £2,999	8%	9%	7%	10%	9%	3%	10%	7%	12%	20%	3%	8%	10%	9%	6%	9%	8%
£3,000 - £3,499	5%	6%	5%	6%	6%	3%	7%	4%	7%	0%	4%	5%	5%	4%	6%	6%	7%
£3,500 - £3,999	3%	4%	2%	4%	2%	4%	5%	2%	1%	4%	2%	2%	3%	2%	4%	3%	2%
£4,000 - £4,499	2%	2%	2%	3%	3%	1%	3%	1%	4%	6%	0%	2%	2%	2%	2%	4%	3%
£4,500 - £4,999	1%	2%	1%	2%	2%	2%	2%	1%	2%	3%	1%	2%	3%	0%	0%	2%	1%
£5,000 - £5,999	1%	2%	1%	2%	1%	0%	2%	1%	3%	0%	0%	3%	1%	2%	1%	1%	1%
£6,000 - £6,999	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	2%	0%
£7,000 - £7,999	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%
£8,000 - £8,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
£9,000 - £9,999	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%
£10,000 - £14,999	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%	1%	0%
£15,000 - £19,999	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
£20,000 or more	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	21%	16%	25%	19%	18%	27%	16%	20%	14%	9%	29%	18%	21%	19%	21%	21%	27%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(11.A) And how much would you say is the maximum you would be willing and able to spend on a replacement? If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect to be your maximum if you were

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Less than £500	9%	14%	12%	10%	10%	8%	4%	4%	9%	9%	14%	4%	6%	10%	23%	18%	17%	12%
£500 - £999	11%	21%	14%	13%	7%	8%	7%	10%	8%	14%	14%	8%	11%	19%	14%	18%	15%	13%
£1,000 - £1,499	12%	15%	15%	10%	12%	12%	8%	9%	11%	17%	11%	11%	13%	15%	14%	13%	10%	7%
£1,500 - £1,999	11%	11%	11%	10%	11%	12%	9%	9%	11%	11%	12%	10%	13%	7%	12%	3%	11%	4%
£2,000 - £2,499	11%	5%	9%	10%	12%	14%	13%	10%	12%	12%	8%	11%	14%	14%	7%	5%	8%	7%
£2,500 - £2,999	8%	3%	6%	9%	7%	11%	9%	9%	9%	7%	6%	10%	10%	7%	0%	3%	5%	2%
£3,000 - £3,499	6%	3%	6%	6%	6%	6%	8%	8%	6%	6%	5%	8%	8%	3%	2%	4%	3%	5%
£3,500 - £3,999	3%	4%	3%	2%	4%	3%	5%	5%	4%	4%	2%	5%	4%	10%	0%	1%	1%	4%
£4,000 - £4,499	3%	1%	1%	3%	2%	3%	4%	5%	2%	2%	2%	4%	4%	0%	2%	0%	0%	1%
£4,500 - £4,999	3%	1%	2%	3%	4%	1%	5%	4%	4%	1%	2%	4%	3%	4%	1%	2%	0%	0%
£5,000 - £5,999	2%	1%	2%	1%	1%	3%	4%	4%	2%	1%	1%	4%	1%	0%	1%	1%	1%	0%
£6,000 - £6,999	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	0%	2%	1%	3%	1%	0%	0%	0%
£7,000 - £7,999	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%
£8,000 - £8,999	1%	1%	2%	0%	0%	0%	1%	2%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%
£9,000 - £9,999	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
£10,000 - £14,999	1%	0%	1%	1%	1%	0%	1%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%
£15,000 - £19,999	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
£20,000 or more	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't Know	18%	19%	14%	18%	22%	17%	19%	16%	19%	14%	24%	14%	10%	7%	21%	32%	27%	42%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(11.B) And how much would you say is the maximum you would be willing and able to spend on a replacement? If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect to be your maximum if you were

	Total	Region												Education				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Less than £500	9%	10%	11%	7%	12%	8%	11%	14%	7%	7%	7%	7%	3%	12%	11%	8%	4%	6%
£500 - £999	11%	13%	9%	11%	9%	6%	16%	17%	10%	11%	8%	9%	17%	11%	11%	11%	11%	15%
£1,000 - £1,499	12%	13%	10%	10%	11%	11%	13%	12%	7%	15%	9%	11%	20%	12%	12%	12%	10%	4%
£1,500 - £1,999	11%	9%	9%	11%	12%	12%	10%	11%	8%	12%	11%	8%	16%	13%	9%	11%	9%	8%
£2,000 - £2,499	11%	8%	9%	14%	10%	11%	10%	16%	12%	12%	10%	7%	9%	9%	11%	10%	11%	5%
£2,500 - £2,999	8%	8%	7%	7%	6%	9%	7%	4%	9%	7%	9%	10%	12%	6%	8%	7%	11%	1%
£3,000 - £3,499	6%	6%	8%	4%	7%	9%	7%	5%	8%	7%	4%	9%	0%	5%	4%	6%	9%	10%
£3,500 - £3,999	3%	3%	3%	3%	4%	4%	1%	3%	5%	4%	5%	7%	0%	5%	3%	4%	1%	7%
£4,000 - £4,499	3%	3%	3%	3%	2%	1%	4%	2%	3%	3%	2%	2%	3%	2%	3%	3%	5%	3%
£4,500 - £4,999	3%	3%	2%	5%	3%	3%	3%	1%	0%	2%	3%	3%	0%	1%	2%	3%	4%	4%
£5,000 - £5,999	2%	1%	4%	1%	4%	2%	2%	2%	1%	0%	3%	1%	0%	1%	2%	2%	3%	4%
£6,000 - £6,999	1%	1%	2%	2%	1%	1%	0%	0%	1%	1%	0%	2%	0%	0%	1%	1%	3%	2%
£7,000 - £7,999	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%	2%
£8,000 - £8,999	1%	2%	1%	1%	1%	0%	1%	0%	0%	1%	2%	0%	5%	1%	1%	1%	1%	7%
£9,000 - £9,999	0%	1%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	1%	1%	0%
£10,000 - £14,999	1%	2%	0%	0%	0%	1%	2%	0%	0%	1%	0%	0%	0%	0%	1%	1%	3%	4%
£15,000 - £19,999	0%	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	8%
£20,000 or more	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't Know	18%	16%	21%	20%	18%	21%	12%	13%	22%	16%	25%	24%	15%	21%	21%	19%	12%	10%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(11.C) And how much would you say is the maximum you would be willing and able to spend on a replacement? If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect to be your maximum if you were

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Less than £500	9%	43%	22%	14%	15%	11%	11%	4%	8%	4%	8%	3%	2%	0%	0%	0%	4%
£500 - £999	11%	12%	21%	13%	14%	12%	11%	14%	12%	9%	11%	5%	7%	3%	10%	10%	8%
£1,000 - £1,499	12%	0%	13%	15%	12%	14%	12%	13%	13%	17%	9%	10%	2%	11%	6%	3%	7%
£1,500 - £1,999	11%	4%	7%	12%	13%	9%	12%	11%	12%	9%	10%	10%	11%	6%	19%	14%	4%
£2,000 - £2,499	11%	7%	4%	11%	8%	13%	15%	9%	12%	7%	19%	12%	15%	9%	4%	4%	10%
£2,500 - £2,999	8%	0%	4%	2%	7%	6%	7%	11%	13%	9%	11%	10%	8%	15%	14%	9%	7%
£3,000 - £3,499	6%	0%	1%	6%	3%	6%	7%	10%	5%	8%	10%	8%	10%	9%	3%	11%	6%
£3,500 - £3,999	3%	0%	1%	0%	3%	3%	2%	6%	6%	7%	3%	4%	9%	5%	0%	3%	6%
£4,000 - £4,499	3%	0%	1%	1%	2%	3%	2%	2%	1%	5%	1%	3%	3%	14%	9%	5%	3%
£4,500 - £4,999	3%	0%	1%	1%	2%	1%	4%	2%	2%	5%	4%	4%	6%	7%	5%	3%	6%
£5,000 - £5,999	2%	0%	0%	1%	2%	3%	1%	2%	3%	1%	1%	5%	9%	4%	3%	2%	3%
£6,000 - £6,999	1%	0%	1%	0%	0%	1%	1%	1%	0%	2%	1%	1%	3%	0%	6%	0%	2%
£7,000 - £7,999	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%	1%	2%	0%	2%	0%	0%	2%
£8,000 - £8,999	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	4%	0%	1%	5%	3%	3%
£9,000 - £9,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	3%	2%	0%	2%
£10,000 - £14,999	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	2%	2%	3%	7%	5%
£15,000 - £19,999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	5%
£20,000 or more	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%
Don't Know	18%	35%	22%	23%	19%	16%	15%	15%	13%	14%	9%	18%	8%	9%	9%	25%	12%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(11.D) And how much would you say is the maximum you would be willing and able to spend on a replacement? If you are not responsible for your boiler replacement (e.g. you are renting your property) please answer for how much you would expect to be your maximum if you were

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Less than £500	9%	6%	12%	8%	8%	15%	5%	12%	6%	12%	17%	9%	9%	9%	11%	7%	10%
£500 - £999	11%	11%	12%	10%	11%	18%	9%	14%	10%	12%	14%	13%	11%	13%	11%	8%	11%
£1,000 - £1,499	12%	11%	13%	12%	11%	11%	9%	16%	11%	16%	11%	14%	12%	14%	10%	7%	11%
£1,500 - £1,999	11%	11%	10%	12%	10%	11%	9%	12%	10%	19%	11%	10%	8%	15%	11%	10%	15%
£2,000 - £2,499	11%	12%	9%	11%	11%	8%	12%	10%	9%	10%	8%	9%	13%	10%	11%	9%	9%
£2,500 - £2,999	8%	8%	7%	7%	10%	3%	11%	5%	10%	3%	4%	7%	7%	9%	8%	9%	6%
£3,000 - £3,499	6%	7%	5%	7%	7%	4%	8%	6%	11%	3%	2%	6%	8%	4%	5%	9%	5%
£3,500 - £3,999	3%	4%	3%	4%	3%	4%	5%	3%	1%	3%	3%	4%	3%	3%	4%	4%	2%
£4,000 - £4,499	3%	3%	2%	3%	3%	1%	3%	2%	3%	3%	1%	3%	3%	2%	3%	2%	1%
£4,500 - £4,999	3%	3%	2%	3%	4%	1%	3%	2%	7%	3%	0%	3%	3%	2%	3%	4%	2%
£5,000 - £5,999	2%	2%	2%	2%	2%	1%	3%	2%	2%	4%	1%	2%	2%	1%	2%	2%	1%
£6,000 - £6,999	1%	1%	1%	1%	1%	0%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%
£7,000 - £7,999	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
£8,000 - £8,999	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	2%	0%	0%	1%	1%	1%
£9,000 - £9,999	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%
£10,000 - £14,999	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	2%	0%	1%	1%	1%	0%
£15,000 - £19,999	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%
£20,000 or more	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't Know	18%	15%	21%	18%	15%	22%	16%	15%	14%	9%	26%	16%	18%	16%	17%	24%	25%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(12.A) In your view, what are the main disadvantages to a gas boiler, if there are any? Please select up to three

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
They don't look very nice	14%	20%	18%	15%	12%	12%	9%	14%	12%	16%	14%	12%	14%	14%	21%	12%	15%	16%
They are unreliable	7%	17%	11%	9%	3%	2%	2%	9%	6%	6%	8%	6%	7%	7%	13%	6%	7%	8%
They are expensive to install	22%	24%	27%	27%	23%	19%	17%	24%	23%	22%	22%	20%	25%	43%	22%	16%	28%	20%
They are bad for the environment	28%	35%	23%	28%	26%	33%	26%	32%	28%	24%	27%	28%	27%	46%	27%	23%	29%	33%
They are not very efficient	10%	17%	17%	11%	8%	5%	3%	14%	10%	7%	8%	8%	11%	32%	9%	10%	13%	9%
They take up space	22%	24%	28%	26%	19%	19%	17%	23%	24%	23%	18%	22%	22%	51%	27%	17%	22%	23%
They are expensive to run	18%	20%	23%	23%	20%	12%	10%	15%	18%	18%	20%	14%	16%	14%	24%	20%	26%	17%
They can leak	19%	35%	25%	22%	15%	11%	9%	20%	18%	18%	20%	17%	16%	28%	24%	28%	20%	25%
Other (Please Specify)	1%	0%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	0%	0%	0%	2%	2%	0%
There are no disadvantages to a gas boiler	20%	2%	9%	10%	20%	27%	42%	17%	19%	23%	20%	27%	18%	4%	14%	18%	10%	9%
Don't Know	15%	15%	14%	16%	18%	14%	12%	13%	16%	12%	17%	13%	15%	0%	11%	18%	17%	23%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(12.B) In your view, what are the main disadvantages to a gas boiler, if there are any? Please select up to three

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
They don't look very nice	14%	18%	14%	13%	13%	13%	12%	13%	13%	17%	14%	11%	14%	14%	14%	13%	16%	16%
They are unreliable	7%	13%	5%	8%	5%	8%	9%	5%	4%	5%	6%	9%	6%	6%	9%	9%	9%	10%
They are expensive to install	22%	23%	21%	21%	23%	20%	23%	23%	22%	24%	21%	22%	30%	17%	22%	24%	27%	24%
They are bad for the environment	28%	31%	33%	28%	29%	20%	26%	28%	26%	20%	35%	27%	20%	22%	30%	32%	31%	44%
They are not very efficient	10%	13%	11%	5%	7%	13%	10%	11%	15%	9%	8%	14%	6%	6%	10%	13%	15%	22%
They take up space	22%	24%	16%	18%	23%	21%	25%	24%	28%	25%	25%	14%	24%	20%	21%	25%	28%	21%
They are expensive to run	18%	22%	16%	12%	14%	19%	17%	25%	16%	18%	17%	19%	17%	14%	21%	19%	22%	17%
They can leak	19%	21%	18%	15%	17%	13%	23%	21%	24%	17%	18%	22%	31%	18%	22%	18%	21%	32%
Other (Please Specify)	1%	0%	2%	3%	1%	0%	1%	0%	1%	2%	1%	3%	0%	2%	0%	1%	1%	4%
There are no disadvantages to a gas boiler	20%	10%	24%	24%	22%	28%	23%	17%	17%	21%	16%	16%	11%	26%	17%	15%	11%	5%
Don't Know	15%	15%	11%	15%	14%	15%	12%	17%	14%	15%	18%	19%	17%	16%	19%	14%	10%	9%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(12.C) In your view, what are the main disadvantages to a gas boiler, if there are any? 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
They don't look very nice	14%	31%	11%	11%	13%	12%	17%	12%	18%	16%	21%	16%	13%	6%	12%	17%	19%
They are unreliable	7%	8%	10%	8%	7%	7%	7%	6%	7%	7%	8%	5%	4%	9%	12%	5%	12%
They are expensive to install	22%	16%	26%	21%	22%	25%	24%	26%	25%	21%	17%	25%	16%	28%	21%	19%	19%
They are bad for the environment	28%	39%	26%	27%	22%	25%	27%	31%	33%	23%	32%	34%	38%	40%	21%	18%	29%
They are not very efficient	10%	11%	9%	10%	7%	6%	12%	10%	13%	8%	14%	10%	11%	13%	16%	5%	21%
They take up space	22%	36%	25%	15%	18%	25%	25%	19%	22%	32%	19%	20%	21%	13%	32%	15%	35%
They are expensive to run	18%	33%	17%	20%	24%	16%	23%	18%	18%	16%	20%	10%	10%	18%	17%	22%	13%
They can leak	19%	27%	20%	21%	14%	18%	18%	27%	16%	10%	21%	19%	15%	21%	27%	14%	35%
Other (Please Specify)	1%	0%	1%	3%	2%	1%	0%	1%	2%	0%	1%	1%	1%	0%	2%	3%	0%
There are no disadvantages to a gas boiler	20%	7%	16%	24%	24%	20%	17%	17%	20%	17%	21%	20%	15%	22%	16%	26%	11%
Don't Know	15%	13%	16%	15%	14%	16%	11%	14%	9%	16%	13%	14%	17%	6%	11%	16%	12%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(12.D) In your view, what are the main disadvantages to a gas boiler, if there are any? Please select up to three

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
They don't look very nice	14%	13%	15%	12%	15%	18%	13%	17%	13%	10%	15%	19%	13%	14%	13%	9%	12%
They are unreliable	7%	9%	6%	6%	8%	4%	5%	11%	8%	3%	2%	12%	6%	8%	5%	5%	6%
They are expensive to install	22%	24%	21%	22%	23%	24%	21%	26%	25%	16%	21%	23%	22%	24%	23%	26%	14%
They are bad for the environment	28%	29%	26%	23%	33%	21%	25%	31%	36%	17%	25%	27%	28%	25%	30%	28%	32%
They are not very efficient	10%	12%	8%	8%	12%	9%	8%	13%	10%	11%	9%	13%	8%	11%	10%	6%	10%
They take up space	22%	21%	23%	21%	22%	22%	21%	23%	25%	30%	21%	25%	23%	24%	22%	17%	12%
They are expensive to run	18%	19%	17%	18%	19%	12%	15%	22%	22%	29%	14%	22%	18%	21%	15%	16%	9%
They can leak	19%	20%	17%	18%	19%	17%	16%	24%	16%	22%	16%	23%	18%	19%	17%	18%	17%
Other (Please Specify)	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	5%
There are no disadvantages to a gas boiler	20%	19%	20%	28%	16%	12%	30%	12%	14%	20%	14%	12%	22%	15%	23%	27%	22%
Don't Know	15%	12%	17%	11%	13%	31%	10%	13%	10%	6%	28%	13%	14%	14%	14%	16%	21%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(13.A) Have you ever needed to turn the heating off in your house to save money?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Yes, frequently	15%	17%	21%	20%	15%	14%	6%	14%	14%	14%	18%	13%	13%	7%	16%	23%	22%	11%
Yes, on occasion	19%	26%	25%	21%	19%	11%	11%	18%	19%	15%	22%	14%	21%	25%	26%	24%	21%	13%
Yes, but rarely	18%	24%	24%	19%	15%	15%	12%	15%	18%	20%	19%	14%	21%	35%	26%	17%	16%	20%
No, never	45%	26%	26%	36%	49%	59%	70%	50%	44%	48%	39%	57%	43%	33%	30%	32%	37%	42%
Don't Know	2%	4%	3%	3%	1%	1%	0%	2%	3%	1%	2%	1%	1%	0%	1%	2%	3%	8%
Prefer not to say	1%	3%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%	1%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(13.B) Have you ever needed to turn the heating off in your house to save money?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Yes, frequently	15%	21%	12%	16%	13%	12%	15%	11%	22%	15%	16%	15%	19%	11%	12%	15%	26%	42%
Yes, on occasion	19%	23%	11%	17%	20%	22%	19%	21%	21%	19%	18%	15%	17%	16%	21%	21%	23%	14%
Yes, but rarely	18%	20%	18%	16%	18%	14%	19%	18%	17%	20%	17%	21%	8%	18%	22%	15%	17%	12%
No, never	45%	33%	55%	49%	49%	49%	42%	46%	38%	44%	45%	47%	49%	50%	42%	46%	30%	32%
Don't Know	2%	2%	4%	2%	1%	1%	4%	2%	0%	1%	2%	1%	6%	2%	3%	2%	3%	0%
Prefer not to say	1%	2%	1%	1%	0%	1%	1%	2%	3%	1%	1%	2%	0%	2%	0%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(13.C) Have you ever needed to turn the heating off in your house to save money?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Yes, frequently	15%	19%	22%	20%	19%	14%	15%	12%	10%	13%	10%	9%	8%	16%	10%	20%	40%
Yes, on occasion	19%	22%	29%	22%	16%	24%	22%	18%	16%	14%	24%	15%	15%	11%	21%	4%	12%
Yes, but rarely	18%	19%	22%	19%	17%	17%	19%	22%	16%	16%	16%	19%	16%	19%	33%	14%	13%
No, never	45%	28%	26%	34%	47%	42%	43%	48%	57%	55%	47%	55%	60%	51%	34%	59%	30%
Don't Know	2%	7%	1%	3%	2%	3%	0%	1%	1%	2%	3%	2%	1%	0%	3%	3%	5%
Prefer not to say	1%	4%	1%	1%	0%	0%	0%	0%	1%	1%	0%	1%	0%	3%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(13.D) Have you ever needed to turn the heating off in your house to save money?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Yes, frequently	15%	14%	16%	14%	16%	13%	13%	17%	15%	21%	15%	22%	13%	18%	13%	8%	16%
Yes, on occasion	19%	17%	20%	18%	18%	18%	14%	25%	18%	21%	21%	23%	19%	15%	19%	14%	16%
Yes, but rarely	18%	17%	18%	18%	19%	12%	17%	21%	17%	25%	12%	20%	17%	20%	18%	16%	16%
No, never	45%	49%	42%	48%	45%	48%	55%	34%	48%	34%	46%	31%	49%	42%	48%	58%	51%
Don't Know	2%	2%	2%	1%	1%	6%	1%	1%	1%	0%	4%	2%	2%	4%	2%	0%	1%
Prefer not to say	1%	1%	1%	0%	1%	3%	0%	1%	1%	0%	2%	2%	1%	0%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(14.A) How much outdoor space does the property you live in have? Please select ALL which apply. Please think only about private outdoor space

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
A small patio or garden at the front	30%	25%	29%	29%	33%	30%	33%	31%	34%	27%	28%	32%	31%	18%	32%	27%	24%	35%
A small patio or garden at the back	33%	28%	38%	33%	33%	32%	36%	30%	37%	31%	36%	32%	32%	22%	32%	31%	40%	39%
A small patio or garden on the side	9%	11%	11%	10%	7%	10%	9%	12%	7%	10%	9%	10%	8%	18%	10%	8%	9%	11%
A large patio or garden at the front	15%	12%	15%	12%	9%	20%	21%	20%	8%	18%	15%	21%	16%	7%	13%	5%	7%	11%
A large patio or garden at the back	37%	32%	30%	33%	39%	42%	46%	43%	36%	38%	31%	45%	43%	18%	30%	26%	18%	48%
A large patio or garden at the side	8%	6%	11%	10%	5%	7%	5%	10%	6%	9%	6%	9%	8%	11%	8%	4%	5%	1%
A large outdoor space connected to the property (such as a field, or woodland area)	7%	10%	11%	9%	5%	5%	4%	10%	5%	9%	6%	8%	7%	4%	8%	7%	7%	3%
A balcony	8%	12%	12%	12%	6%	4%	3%	11%	7%	7%	7%	7%	7%	17%	14%	8%	8%	8%
A roof terrace	4%	5%	8%	6%	1%	1%	1%	7%	2%	3%	2%	5%	3%	7%	4%	1%	3%	3%
Other (Please Specify)	2%	3%	1%	1%	2%	2%	3%	1%	2%	2%	3%	2%	2%	0%	2%	4%	2%	0%
None of the above - the property has no private outdoor space	7%	5%	9%	8%	8%	5%	6%	5%	10%	5%	9%	3%	5%	18%	11%	14%	17%	0%
Don't Know	1%	4%	1%	3%	1%	0%	0%	1%	2%	2%	1%	1%	1%	0%	0%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(14.B) How much outdoor space does the property you live in have? Please select ALL which apply. Please think only about private outdoor space

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
A small patio or garden at the front	30%	19%	29%	29%	33%	27%	34%	36%	32%	38%	25%	33%	44%	31%	31%	30%	27%	29%
A small patio or garden at the back	33%	25%	35%	31%	38%	30%	39%	35%	38%	42%	28%	33%	29%	34%	33%	38%	24%	22%
A small patio or garden on the side	9%	12%	7%	11%	6%	12%	9%	8%	11%	13%	5%	10%	8%	10%	7%	8%	16%	19%
A large patio or garden at the front	15%	12%	12%	16%	12%	15%	20%	14%	17%	13%	20%	17%	20%	15%	14%	13%	22%	15%
A large patio or garden at the back	37%	26%	41%	36%	40%	44%	36%	42%	40%	36%	35%	42%	38%	36%	38%	35%	38%	33%
A large patio or garden at the side	8%	8%	5%	6%	4%	9%	7%	9%	7%	8%	10%	6%	14%	5%	8%	6%	11%	21%
A large outdoor space connected to the property (such as a field, or woodland area)	7%	11%	5%	10%	5%	8%	6%	4%	9%	4%	10%	9%	8%	4%	7%	7%	13%	18%
A balcony	8%	26%	4%	9%	3%	3%	5%	4%	8%	8%	4%	2%	3%	7%	6%	8%	18%	21%
A roof terrace	4%	9%	4%	1%	1%	2%	5%	1%	5%	4%	1%	4%	3%	2%	4%	4%	9%	5%
Other (Please Specify)	2%	2%	2%	2%	1%	2%	2%	4%	5%	2%	1%	2%	0%	2%	2%	1%	1%	5%
None of the above - the property has no private outdoor space	7%	10%	8%	7%	7%	7%	5%	4%	4%	3%	15%	5%	2%	6%	7%	9%	4%	5%
Don't Know	1%	2%	3%	2%	0%	1%	2%	2%	0%	0%	1%	0%	3%	1%	3%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(14.C) How much outdoor space does the property you live in have? Please select ALL which apply. Please think only about private outdoor space

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
A small patio or garden at the front	30%	13%	26%	28%	29%	34%	28%	33%	37%	33%	36%	28%	32%	31%	22%	25%	33%
A small patio or garden at the back	33%	21%	43%	43%	34%	35%	30%	37%	27%	33%	30%	27%	38%	27%	14%	35%	17%
A small patio or garden on the side	9%	18%	4%	9%	6%	11%	8%	11%	7%	7%	10%	7%	11%	14%	7%	15%	19%
A large patio or garden at the front	15%	4%	9%	13%	12%	15%	11%	17%	16%	14%	13%	21%	18%	21%	24%	26%	18%
A large patio or garden at the back	37%	30%	21%	25%	30%	33%	40%	38%	40%	41%	46%	55%	42%	48%	60%	45%	42%
A large patio or garden at the side	8%	3%	4%	7%	3%	5%	8%	12%	6%	7%	10%	12%	5%	9%	13%	9%	19%
A large outdoor space connected to the property (such as a field, or woodland area)	7%	11%	7%	5%	6%	6%	4%	6%	9%	7%	4%	3%	9%	22%	14%	20%	25%
A balcony	8%	4%	8%	7%	5%	6%	7%	6%	6%	7%	9%	4%	13%	15%	18%	19%	25%
A roof terrace	4%	0%	2%	5%	1%	2%	2%	3%	3%	3%	4%	4%	7%	9%	7%	14%	14%
Other (Please Specify)	2%	3%	5%	4%	2%	3%	1%	1%	1%	2%	0%	1%	0%	0%	0%	0%	0%
None of the above - the property has no private outdoor space	7%	19%	9%	10%	12%	9%	11%	3%	6%	6%	1%	3%	5%	2%	5%	0%	0%
Don't Know	1%	4%	3%	1%	1%	0%	0%	0%	2%	0%	2%	1%	1%	2%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(14.D) How much outdoor space does the property you live in have? Please select ALL which apply. Please think only about private outdoor space

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
A small patio or garden at the front	30%	31%	29%	31%	30%	30%	31%	28%	34%	28%	31%	23%	37%	28%	31%	33%	22%
A small patio or garden at the back	33%	33%	34%	33%	34%	37%	33%	33%	38%	34%	44%	25%	35%	39%	38%	33%	28%
A small patio or garden on the side	9%	11%	8%	9%	10%	10%	9%	9%	11%	13%	10%	13%	7%	7%	9%	12%	11%
A large patio or garden at the front	15%	16%	14%	17%	16%	8%	17%	13%	17%	3%	9%	13%	15%	15%	12%	22%	18%
A large patio or garden at the back	37%	35%	39%	40%	37%	29%	42%	35%	35%	31%	29%	28%	41%	35%	39%	47%	32%
A large patio or garden at the side	8%	9%	6%	8%	8%	6%	8%	8%	7%	7%	4%	9%	8%	7%	5%	10%	8%
A large outdoor space connected to the property (such as a field, or woodland area)	7%	8%	6%	7%	8%	5%	7%	9%	7%	11%	4%	11%	5%	3%	3%	7%	21%
A balcony	8%	10%	6%	7%	9%	8%	8%	10%	5%	0%	5%	19%	5%	8%	4%	4%	4%
A roof terrace	4%	5%	2%	3%	5%	1%	3%	6%	4%	0%	1%	9%	2%	4%	3%	0%	2%
Other (Please Specify)	2%	2%	2%	3%	1%	1%	2%	2%	0%	0%	2%	2%	2%	2%	1%	2%	5%
None of the above - the property has no private outdoor space	7%	7%	7%	6%	7%	10%	5%	7%	10%	8%	8%	12%	7%	6%	7%	2%	3%
Don't Know	1%	2%	1%	1%	1%	3%	1%	1%	0%	0%	3%	3%	1%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(15.A) The Government is planning to reach “Net Zero” by 2050. Prior to taking this survey, had you heard of “Net Zero”?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Yes, definitely heard of it	34%	21%	37%	34%	33%	37%	40%	45%	34%	28%	28%	40%	37%	28%	21%	25%	28%	35%
Yes, pretty sure I have heard of it	34%	32%	30%	33%	37%	33%	39%	34%	39%	34%	30%	36%	33%	50%	34%	32%	34%	30%
No, pretty sure I have not heard of it	12%	22%	13%	12%	12%	7%	9%	8%	9%	15%	17%	9%	12%	14%	16%	17%	16%	10%
No, definitely not heard of it	16%	19%	17%	17%	15%	19%	10%	11%	15%	18%	20%	12%	16%	7%	19%	21%	19%	21%
Don't Know	4%	6%	3%	4%	3%	4%	3%	3%	3%	4%	5%	3%	3%	0%	10%	5%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(15.B) The Government is planning to reach “Net Zero” by 2050. Prior to taking this survey, had you heard of “Net Zero”?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Yes, definitely heard of it	34%	33%	29%	30%	35%	30%	39%	33%	38%	37%	44%	33%	29%	25%	29%	43%	42%	47%
Yes, pretty sure I have heard of it	34%	36%	39%	39%	34%	30%	29%	28%	30%	34%	30%	39%	41%	33%	37%	30%	35%	27%
No, pretty sure I have not heard of it	12%	13%	11%	11%	12%	14%	14%	14%	17%	10%	9%	13%	12%	14%	17%	10%	8%	8%
No, definitely not heard of it	16%	13%	17%	17%	16%	19%	16%	20%	13%	15%	14%	13%	18%	23%	14%	15%	10%	11%
Don't Know	4%	5%	4%	4%	3%	6%	3%	5%	2%	4%	3%	2%	0%	5%	4%	2%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(15.C) The Government is planning to reach “Net Zero” by 2050. Prior to taking this survey, had you heard of “Net Zero”?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Yes, definitely heard of it	34%	33%	27%	28%	31%	30%	27%	34%	34%	31%	38%	43%	57%	57%	41%	55%	57%
Yes, pretty sure I have heard of it	34%	27%	35%	33%	27%	39%	40%	42%	40%	37%	27%	36%	20%	26%	37%	28%	26%
No, pretty sure I have not heard of it	12%	4%	16%	15%	17%	10%	12%	12%	11%	12%	17%	7%	11%	7%	14%	7%	4%
No, definitely not heard of it	16%	32%	18%	19%	20%	18%	17%	10%	10%	17%	16%	13%	11%	10%	5%	8%	8%
Don't Know	4%	4%	4%	6%	4%	3%	4%	2%	5%	3%	2%	1%	0%	0%	3%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(15.D) The Government is planning to reach “Net Zero” by 2050. Prior to taking this survey, had you heard of “Net Zero”?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Yes, definitely heard of it	34%	43%	26%	33%	42%	16%	37%	34%	44%	40%	20%	36%	38%	29%	29%	33%	41%
Yes, pretty sure I have heard of it	34%	33%	35%	35%	35%	31%	35%	37%	38%	28%	30%	34%	34%	38%	32%	36%	32%
No, pretty sure I have not heard of it	12%	10%	14%	12%	10%	14%	10%	14%	9%	13%	14%	13%	10%	11%	16%	13%	7%
No, definitely not heard of it	16%	10%	21%	16%	11%	30%	15%	13%	9%	13%	29%	12%	14%	19%	20%	15%	15%
Don't Know	4%	4%	4%	3%	2%	8%	3%	3%	1%	6%	6%	5%	4%	3%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(16.A) “Net Zero” refers to having zero carbon emissions as a country, with any emissions made being offset by carbon reducing methods such as planting trees. Based on what you know about this, would you say you support or oppose the Government’s plan to reach “Net Zero” by 2050?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Support	31%	37%	36%	38%	30%	26%	23%	36%	31%	25%	32%	29%	31%	24%	29%	28%	39%	41%
Support	38%	33%	40%	36%	35%	36%	43%	38%	40%	38%	34%	38%	42%	40%	31%	40%	36%	25%
Neither Support nor Oppose	21%	20%	15%	18%	23%	23%	24%	18%	18%	24%	22%	22%	18%	33%	25%	20%	16%	19%
Oppose	3%	2%	2%	3%	4%	5%	3%	3%	3%	3%	3%	4%	3%	0%	3%	4%	3%	4%
Strongly Oppose	3%	1%	1%	2%	3%	4%	4%	2%	3%	4%	2%	3%	2%	0%	4%	3%	2%	0%
Don't Know	5%	7%	6%	5%	4%	4%	3%	2%	4%	5%	7%	4%	4%	3%	8%	5%	3%	11%
Total Support:	69%	70%	76%	73%	66%	63%	66%	74%	71%	63%	66%	67%	73%	64%	60%	68%	75%	66%
Total Oppose:	6%	3%	3%	5%	7%	10%	8%	5%	6%	7%	5%	7%	5%	0%	6%	7%	5%	4%
Net:	63%	67%	73%	69%	59%	53%	58%	68%	66%	57%	60%	60%	68%	64%	54%	61%	71%	62%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(16.B) “Net Zero” refers to having zero carbon emissions as a country, with any emissions made being offset by carbon reducing methods such as planting trees. Based on what you know about this, would you say you support or oppose the Government’s plan to reach “Net Zero” by 2050?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Support	31%	41%	24%	28%	28%	27%	34%	27%	36%	35%	34%	26%	29%	26%	32%	37%	37%	49%
Support	38%	31%	42%	41%	34%	42%	37%	41%	35%	35%	33%	45%	49%	35%	38%	38%	37%	36%
Neither Support nor Oppose	21%	19%	21%	21%	25%	19%	20%	20%	20%	21%	23%	16%	19%	25%	20%	16%	19%	8%
Oppose	3%	2%	4%	5%	5%	3%	1%	2%	6%	3%	4%	6%	0%	4%	4%	4%	2%	0%
Strongly Oppose	3%	2%	4%	1%	2%	2%	3%	4%	2%	2%	2%	3%	3%	3%	1%	1%	2%	2%
Don't Know	5%	5%	5%	5%	5%	7%	6%	7%	1%	3%	5%	5%	0%	7%	4%	4%	3%	5%
Total Support:	69%	72%	67%	69%	62%	69%	71%	68%	71%	71%	67%	71%	78%	61%	71%	75%	75%	86%
Total Oppose:	6%	4%	8%	6%	8%	5%	4%	6%	8%	5%	5%	9%	3%	7%	5%	5%	4%	2%
Net:	63%	67%	59%	63%	54%	64%	68%	61%	62%	66%	62%	63%	75%	55%	66%	69%	71%	84%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(16.C) “Net Zero” refers to having zero carbon emissions as a country, with any emissions made being offset by carbon reducing methods such as planting trees. Based on what you know about this, would you say you support or oppose the Government’s plan to reach “Net Zero” by 2050?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Support	31%	50%	30%	34%	26%	30%	27%	30%	34%	33%	35%	31%	25%	44%	32%	36%	57%
Support	38%	21%	40%	31%	34%	36%	42%	44%	38%	44%	39%	43%	47%	30%	49%	43%	21%
Neither Support nor Oppose	21%	11%	17%	23%	27%	24%	24%	20%	16%	17%	14%	16%	17%	17%	16%	13%	15%
Oppose	3%	7%	3%	5%	5%	2%	2%	1%	5%	3%	6%	7%	2%	3%	2%	0%	1%
Strongly Oppose	3%	0%	2%	4%	3%	1%	3%	2%	2%	2%	3%	2%	6%	4%	2%	2%	2%
Don't Know	5%	10%	8%	4%	6%	6%	3%	4%	5%	2%	3%	1%	3%	2%	0%	4%	4%
Total Support:	69%	71%	70%	64%	59%	67%	69%	74%	72%	77%	74%	74%	73%	74%	80%	80%	78%
Total Oppose:	6%	7%	5%	9%	8%	3%	4%	3%	7%	4%	9%	9%	8%	7%	4%	2%	3%
Net:	63%	65%	65%	55%	51%	63%	64%	71%	65%	72%	64%	65%	65%	67%	76%	78%	74%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(16.D) “Net Zero” refers to having zero carbon emissions as a country, with any emissions made being offset by carbon reducing methods such as planting trees. Based on what you know about this, would you say you support or oppose the Government’s plan to reach “Net Zero” by 2050?

	Gender		EU 2016 Vote			2019					Area						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Support	31%	34%	29%	25%	38%	28%	25%	37%	36%	14%	29%	41%	31%	31%	25%	25%	32%
Support	38%	37%	39%	38%	39%	35%	39%	38%	46%	46%	33%	32%	38%	40%	38%	47%	36%
Neither Support nor Oppose	21%	18%	23%	24%	16%	25%	23%	18%	13%	16%	26%	19%	23%	18%	24%	17%	18%
Oppose	3%	3%	3%	5%	2%	3%	6%	2%	1%	7%	1%	2%	2%	4%	5%	4%	5%
Strongly Oppose	3%	4%	1%	4%	2%	1%	4%	1%	1%	7%	2%	2%	3%	2%	3%	2%	2%
Don't Know	5%	4%	5%	5%	3%	8%	4%	4%	3%	9%	8%	5%	3%	5%	6%	4%	8%
Total Support:	69%	70%	67%	62%	77%	63%	64%	76%	83%	61%	62%	72%	69%	70%	63%	72%	68%
Total Oppose:	6%	7%	4%	9%	4%	4%	10%	3%	2%	13%	3%	4%	6%	6%	7%	6%	7%
Net:	63%	63%	63%	53%	73%	59%	54%	73%	81%	47%	59%	68%	63%	64%	56%	66%	61%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(17.A) Which of the following descriptions about the issue of climate do you agree with most?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Climate change is the single most important issue at the moment	17%	15%	20%	22%	16%	17%	13%	21%	17%	14%	16%	19%	15%	25%	17%	16%	18%	18%
Climate change is one of the most pressing issues of our time	48%	54%	49%	46%	47%	47%	47%	46%	51%	47%	49%	46%	52%	40%	47%	43%	53%	48%
Climate change is a concern but other issues are more important at the moment	25%	21%	20%	23%	24%	28%	33%	25%	24%	27%	25%	28%	23%	27%	25%	32%	20%	16%
Climate change is not that much of a concern	4%	4%	3%	3%	4%	3%	3%	3%	3%	4%	4%	3%	3%	4%	3%	3%	4%	8%
Climate change is not a concern at all	3%	1%	2%	3%	4%	3%	3%	2%	3%	4%	2%	2%	4%	4%	4%	2%	2%	4%
Don't know	3%	4%	5%	2%	5%	2%	1%	3%	3%	4%	4%	2%	3%	0%	4%	5%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(17.B) Which of the following descriptions about the issue of climate do you agree with most?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Climate change is the single most important issue at the moment	17%	23%	13%	16%	14%	17%	19%	13%	22%	17%	18%	17%	21%	13%	13%	22%	26%	37%
Climate change is one of the most pressing issues of our time	48%	45%	48%	51%	52%	44%	49%	51%	41%	51%	52%	42%	47%	46%	54%	49%	44%	44%
Climate change is a concern but other issues are more important at the moment	25%	20%	27%	22%	23%	32%	23%	28%	29%	23%	24%	33%	26%	30%	23%	21%	21%	13%
Climate change is not that much of a concern	4%	6%	6%	4%	6%	1%	3%	1%	4%	3%	1%	3%	0%	2%	5%	3%	4%	2%
Climate change is not a concern at all	3%	2%	3%	2%	2%	4%	2%	3%	1%	3%	2%	3%	3%	4%	2%	3%	2%	0%
Don't know	3%	4%	3%	4%	2%	2%	5%	4%	3%	3%	3%	1%	3%	4%	3%	3%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(17.C) Which of the following descriptions about the issue of climate do you agree with most?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Climate change is the single most important issue at the moment	17%	14%	14%	22%	15%	17%	18%	19%	13%	15%	18%	9%	15%	17%	23%	30%	41%
Climate change is one of the most pressing issues of our time	48%	54%	53%	42%	41%	48%	46%	51%	54%	52%	47%	60%	50%	44%	56%	42%	32%
Climate change is a concern but other issues are more important at the moment	25%	17%	21%	25%	31%	27%	27%	22%	26%	27%	25%	24%	29%	29%	14%	26%	17%
Climate change is not that much of a concern	4%	7%	4%	4%	5%	4%	4%	2%	4%	3%	5%	2%	4%	2%	4%	2%	4%
Climate change is not a concern at all	3%	0%	5%	4%	2%	2%	2%	4%	1%	1%	2%	2%	2%	6%	3%	0%	0%
Don't know	3%	8%	3%	2%	6%	3%	3%	3%	2%	2%	2%	3%	0%	2%	0%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(17.D) Which of the following descriptions about the issue of climate do you agree with most?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Climate change is the single most important issue at the moment	17%	20%	15%	14%	24%	10%	14%	23%	25%	3%	10%	24%	14%	15%	17%	13%	19%
Climate change is one of the most pressing issues of our time	48%	47%	50%	45%	50%	50%	45%	51%	53%	41%	46%	48%	51%	53%	41%	50%	49%
Climate change is a concern but other issues are more important at the moment	25%	23%	27%	31%	20%	25%	32%	19%	19%	33%	28%	18%	27%	23%	31%	29%	21%
Climate change is not that much of a concern	4%	4%	3%	4%	3%	3%	4%	3%	0%	13%	2%	3%	3%	5%	4%	2%	3%
Climate change is not a concern at all	3%	3%	2%	4%	1%	3%	3%	2%	1%	10%	5%	2%	2%	2%	4%	3%	2%
Don't know	3%	2%	4%	2%	2%	9%	2%	2%	1%	0%	9%	5%	3%	2%	3%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(18.A) How worried, if at all, are you about climate change?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Extremely worried	19%	23%	20%	21%	16%	16%	16%	20%	20%	15%	18%	18%	16%	21%	19%	16%	26%	14%
Very worried	25%	27%	30%	28%	28%	22%	18%	28%	27%	22%	24%	23%	29%	26%	27%	23%	26%	24%
Somewhat worried	35%	34%	30%	36%	33%	35%	41%	32%	37%	37%	36%	35%	38%	39%	36%	31%	31%	39%
Not very worried	14%	10%	12%	10%	13%	17%	20%	13%	11%	16%	15%	16%	11%	8%	11%	23%	10%	11%
Not at all worried	6%	3%	5%	5%	8%	8%	6%	6%	5%	7%	6%	6%	5%	7%	5%	6%	5%	9%
Don't Know	2%	3%	3%	1%	1%	1%	0%	2%	1%	2%	2%	2%	2%	0%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(18.B) How worried, if at all, are you about climate change?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Extremely worried	19%	24%	17%	17%	17%	17%	21%	12%	16%	23%	19%	14%	15%	15%	16%	22%	28%	30%
Very worried	25%	27%	27%	26%	28%	22%	26%	22%	21%	20%	26%	26%	29%	23%	26%	30%	27%	26%
Somewhat worried	35%	29%	32%	40%	32%	40%	33%	42%	43%	35%	38%	37%	28%	37%	40%	29%	30%	15%
Not very worried	14%	12%	16%	12%	16%	14%	15%	13%	11%	15%	9%	15%	15%	16%	12%	12%	10%	11%
Not at all worried	6%	6%	7%	4%	6%	5%	3%	7%	8%	5%	5%	7%	14%	7%	5%	5%	4%	19%
Don't Know	2%	2%	1%	1%	1%	1%	2%	3%	1%	1%	2%	1%	0%	2%	1%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(18.C) How worried, if at all, are you about climate change?

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Extremely worried	19%	23%	19%	24%	17%	19%	16%	22%	15%	14%	19%	10%	17%	19%	25%	22%	33%
Very worried	25%	26%	30%	18%	18%	26%	25%	26%	28%	23%	22%	36%	32%	33%	32%	29%	24%
Somewhat worried	35%	34%	30%	36%	37%	35%	37%	35%	36%	44%	37%	36%	30%	22%	34%	41%	16%
Not very worried	14%	9%	10%	14%	21%	14%	16%	10%	12%	16%	14%	11%	16%	17%	5%	6%	11%
Not at all worried	6%	0%	8%	7%	5%	6%	3%	5%	7%	2%	7%	6%	6%	7%	5%	2%	11%
Don't Know	2%	8%	3%	0%	1%	0%	2%	2%	1%	1%	1%	1%	0%	2%	0%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(18.D) How worried, if at all, are you about climate change?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Extremely worried	19%	17%	19%	14%	25%	10%	15%	24%	21%	17%	11%	23%	18%	21%	14%	16%	22%
Very worried	25%	25%	26%	21%	29%	26%	21%	31%	31%	20%	24%	30%	23%	28%	22%	25%	24%
Somewhat worried	35%	33%	37%	36%	33%	37%	37%	34%	37%	34%	36%	28%	40%	32%	38%	37%	35%
Not very worried	14%	15%	13%	19%	9%	18%	18%	8%	8%	6%	20%	11%	13%	13%	17%	17%	12%
Not at all worried	6%	8%	3%	8%	4%	6%	8%	3%	3%	23%	6%	6%	5%	5%	7%	5%	5%
Don't Know	2%	1%	2%	1%	1%	4%	1%	1%	0%	0%	3%	2%	1%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(19.A) Which of the following environmental issues are you most worried about? Please select up to three of the following

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Plastics and pollution getting into seas and rivers	46%	37%	34%	44%	42%	56%	63%	43%	44%	50%	49%	51%	42%	37%	41%	47%	47%	41%
Risk of flooding	23%	25%	23%	25%	23%	20%	23%	25%	25%	23%	20%	23%	25%	36%	29%	22%	19%	14%
Climate change	42%	44%	45%	44%	44%	37%	39%	49%	43%	36%	39%	40%	47%	54%	38%	35%	45%	47%
More extreme weather	42%	36%	39%	42%	43%	44%	48%	40%	46%	43%	40%	43%	42%	47%	39%	43%	43%	52%
Air pollution	25%	36%	31%	25%	21%	21%	18%	29%	23%	26%	22%	23%	26%	32%	28%	24%	27%	22%
Important global sites like the Amazon rainforest being destroyed	37%	32%	31%	32%	37%	44%	43%	37%	38%	37%	35%	40%	38%	25%	31%	33%	33%	37%
Wildlife being killed off or going extinct	40%	41%	41%	41%	39%	45%	37%	34%	39%	44%	44%	40%	36%	34%	42%	47%	44%	33%
Other (Please Specify)	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%
None of the above	3%	1%	3%	3%	4%	4%	3%	2%	3%	3%	4%	2%	3%	0%	3%	4%	3%	7%
Don't know	2%	3%	4%	2%	2%	1%	0%	2%	2%	2%	3%	2%	2%	0%	2%	3%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(19.B) Which of the following environmental issues are you most worried about? Please select up to three of the following

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Plastics and pollution getting into seas and rivers	46%	36%	53%	54%	41%	48%	47%	47%	50%	47%	50%	42%	45%	48%	42%	43%	42%	42%
Risk of flooding	23%	28%	21%	20%	26%	30%	17%	21%	16%	25%	22%	29%	20%	23%	23%	23%	23%	21%
Climate change	42%	40%	36%	43%	45%	40%	46%	34%	46%	48%	45%	43%	49%	37%	45%	50%	45%	53%
More extreme weather	42%	36%	48%	47%	42%	44%	38%	45%	40%	41%	43%	40%	44%	46%	42%	39%	40%	38%
Air pollution	25%	31%	25%	29%	26%	25%	28%	23%	28%	20%	14%	24%	28%	22%	29%	27%	28%	27%
Important global sites like the Amazon rainforest being destroyed	37%	32%	36%	32%	41%	34%	41%	38%	37%	41%	38%	34%	37%	31%	36%	37%	39%	31%
Wildlife being killed off or going extinct	40%	36%	37%	44%	40%	36%	39%	40%	45%	41%	43%	46%	45%	42%	43%	37%	32%	38%
Other (Please Specify)	1%	1%	1%	2%	2%	0%	0%	1%	0%	2%	0%	1%	0%	1%	0%	1%	0%	0%
None of the above	3%	2%	4%	2%	3%	3%	3%	5%	2%	2%	3%	2%	3%	5%	2%	4%	1%	2%
Don't know	2%	3%	2%	1%	1%	2%	3%	3%	3%	1%	2%	2%	3%	3%	2%	2%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(19.C) Which of the following environmental issues are you most worried about? Please select up to three of the following

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Plastics and pollution getting into seas and rivers	46%	46%	45%	49%	43%	51%	47%	50%	48%	41%	44%	49%	39%	40%	54%	43%	34%
Risk of flooding	23%	24%	21%	23%	23%	25%	28%	26%	16%	22%	24%	22%	23%	26%	27%	28%	18%
Climate change	42%	39%	34%	44%	41%	37%	40%	44%	50%	45%	46%	42%	40%	63%	50%	49%	45%
More extreme weather	42%	31%	35%	42%	45%	47%	51%	41%	44%	41%	36%	35%	48%	52%	29%	42%	40%
Air pollution	25%	42%	26%	24%	26%	22%	26%	24%	19%	25%	16%	33%	37%	19%	29%	28%	33%
Important global sites like the Amazon rainforest being destroyed	37%	33%	35%	38%	32%	31%	36%	39%	47%	36%	44%	40%	31%	30%	42%	37%	37%
Wildlife being killed off or going extinct	40%	47%	39%	41%	43%	42%	38%	42%	46%	37%	45%	36%	41%	25%	42%	34%	23%
Other (Please Specify)	1%	0%	1%	0%	2%	1%	1%	0%	2%	1%	3%	0%	2%	0%	0%	0%	0%
None of the above	3%	4%	6%	2%	3%	4%	2%	2%	2%	2%	2%	3%	5%	6%	0%	2%	1%
Don't know	2%	4%	3%	2%	2%	1%	2%	2%	1%	2%	1%	3%	0%	2%	0%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(19.D) Which of the following environmental issues are you most worried about? Please select up to three of the following

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Plastics and pollution getting into seas and rivers	46%	42%	51%	53%	41%	46%	53%	37%	44%	57%	49%	38%	47%	53%	46%	50%	50%
Risk of flooding	23%	23%	24%	21%	26%	21%	25%	24%	27%	16%	19%	23%	24%	18%	26%	24%	23%
Climate change	42%	45%	40%	34%	50%	39%	36%	52%	46%	30%	36%	43%	42%	41%	42%	44%	43%
More extreme weather	42%	41%	44%	40%	45%	42%	41%	41%	51%	31%	47%	37%	44%	38%	49%	45%	40%
Air pollution	25%	26%	24%	23%	25%	28%	21%	29%	27%	28%	24%	31%	25%	27%	20%	24%	19%
Important global sites like the Amazon rainforest being destroyed	37%	37%	36%	38%	38%	30%	39%	32%	46%	47%	29%	33%	37%	42%	36%	35%	42%
Wildlife being killed off or going extinct	40%	36%	44%	43%	37%	41%	40%	39%	37%	39%	41%	38%	39%	43%	40%	41%	44%
Other (Please Specify)	1%	1%	1%	1%	1%	0%	1%	1%	0%	3%	1%	1%	1%	1%	1%	1%	1%
None of the above	3%	4%	2%	4%	2%	3%	4%	2%	1%	3%	4%	2%	4%	3%	4%	3%	2%
Don't know	2%	2%	2%	2%	1%	6%	2%	2%	0%	0%	5%	3%	3%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(20.A) Which of the following have you heard of before?: Hydrogen boilers

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Have heard of these	37%	36%	45%	34%	31%	36%	37%	50%	31%	34%	29%	42%	37%	43%	32%	31%	31%	26%
Have not heard of these	56%	55%	46%	58%	63%	57%	58%	45%	62%	58%	61%	52%	57%	50%	58%	61%	61%	70%
Don't Know	7%	10%	9%	8%	6%	7%	5%	5%	7%	8%	10%	6%	7%	7%	10%	9%	9%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(20.B) Which of the following have you heard of before?: Hydrogen boilers

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Have heard of these	37%	45%	36%	31%	32%	37%	34%	33%	43%	36%	39%	36%	34%	29%	30%	43%	55%	51%
Have not heard of these	56%	48%	57%	63%	62%	55%	57%	59%	52%	58%	52%	55%	66%	63%	63%	51%	37%	47%
Don't Know	7%	8%	8%	5%	6%	8%	9%	8%	5%	6%	9%	10%	0%	8%	7%	6%	8%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(20.C) Which of the following have you heard of before?: 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Have heard of these	37%	21%	43%	33%	25%	25%	35%	39%	37%	38%	31%	41%	58%	54%	60%	43%	59%
Have not heard of these	56%	50%	49%	55%	68%	71%	58%	54%	57%	61%	64%	53%	40%	42%	33%	50%	31%
Don't Know	7%	29%	8%	12%	7%	4%	7%	7%	6%	2%	5%	6%	2%	4%	7%	8%	10%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(20.D) Which of the following have you heard of before?: Hydrogen boilers

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Have heard of these	37%	45%	28%	37%	41%	24%	38%	41%	48%	46%	17%	45%	35%	36%	33%	35%	30%
Have not heard of these	56%	48%	64%	57%	53%	64%	55%	52%	50%	47%	70%	45%	59%	57%	59%	61%	62%
Don't Know	7%	7%	8%	7%	6%	12%	7%	7%	2%	7%	12%	9%	6%	7%	8%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(21.A) Which of the following have you heard of before?: Air-source heat pumps

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Have heard of these	45%	34%	43%	40%	45%	49%	54%	55%	40%	48%	36%	55%	46%	54%	33%	32%	33%	28%
Have not heard of these	49%	56%	51%	52%	47%	45%	42%	39%	52%	47%	57%	40%	49%	35%	61%	59%	56%	68%
Don't Know	7%	10%	7%	8%	8%	6%	4%	6%	8%	5%	8%	5%	6%	10%	6%	8%	11%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(21.B) Which of the following have you heard of before?: Air-source heat pumps

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Have heard of these	45%	42%	43%	53%	48%	48%	39%	40%	39%	42%	48%	52%	45%	36%	34%	50%	61%	38%
Have not heard of these	49%	50%	52%	43%	44%	45%	55%	52%	56%	49%	43%	43%	52%	56%	59%	43%	35%	49%
Don't Know	7%	8%	5%	4%	8%	8%	7%	8%	5%	9%	9%	5%	3%	8%	7%	8%	4%	13%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(21.C) Which of the following have you heard of before?: Air-source heat pumps

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Have heard of these	45%	32%	36%	36%	37%	40%	44%	47%	46%	46%	43%	48%	66%	56%	60%	65%	72%
Have not heard of these	49%	54%	55%	53%	56%	53%	50%	45%	52%	50%	49%	47%	33%	38%	37%	35%	23%
Don't Know	7%	14%	9%	11%	7%	7%	6%	8%	3%	4%	8%	5%	1%	6%	3%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(21.D) Which of the following have you heard of before?: Air-source heat pumps

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Have heard of these	45%	53%	37%	47%	50%	30%	51%	43%	55%	33%	28%	44%	42%	39%	44%	54%	54%
Have not heard of these	49%	41%	56%	48%	43%	58%	43%	50%	40%	64%	62%	48%	51%	54%	48%	43%	40%
Don't Know	7%	6%	8%	5%	7%	12%	6%	7%	4%	3%	10%	8%	6%	7%	8%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(22.A) Which of the following have you heard of before?: Ground-source heat pumps

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Have heard of these	50%	35%	45%	44%	47%	61%	63%	61%	46%	52%	40%	62%	48%	47%	38%	38%	37%	40%
Have not heard of these	43%	57%	45%	48%	45%	35%	33%	34%	46%	42%	52%	33%	46%	42%	51%	53%	55%	54%
Don't Know	7%	9%	9%	8%	7%	5%	4%	5%	8%	6%	8%	5%	6%	11%	11%	9%	8%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(22.B) Which of the following have you heard of before?: Ground-source heat pumps

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Have heard of these	50%	46%	52%	52%	53%	51%	45%	46%	46%	49%	49%	63%	53%	38%	43%	57%	56%	54%
Have not heard of these	43%	48%	44%	41%	40%	41%	46%	48%	49%	44%	43%	30%	40%	53%	50%	37%	38%	40%
Don't Know	7%	6%	5%	7%	7%	8%	9%	7%	5%	8%	8%	7%	6%	9%	7%	6%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(22.C) Which of the following have you heard of before?: Ground-source heat pumps

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Have heard of these	50%	14%	51%	42%	41%	46%	49%	53%	52%	56%	39%	55%	67%	64%	57%	69%	64%
Have not heard of these	43%	66%	39%	46%	52%	46%	43%	41%	44%	42%	53%	40%	32%	36%	40%	31%	32%
Don't Know	7%	20%	10%	12%	7%	7%	8%	6%	4%	2%	8%	5%	1%	0%	3%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(22.D) Which of the following have you heard of?: Ground-source heat pumps

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Have heard of these	50%	58%	41%	53%	55%	29%	55%	46%	67%	69%	28%	46%	51%	46%	47%	56%	62%
Have not heard of these	43%	35%	52%	41%	38%	57%	40%	47%	29%	22%	59%	45%	43%	48%	45%	40%	33%
Don't Know	7%	7%	7%	6%	6%	14%	5%	8%	4%	9%	13%	9%	6%	6%	9%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(23.A) Which of the following have you heard of before?: Solar Panels

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Have heard of these	93%	88%	87%	89%	95%	98%	99%	92%	95%	93%	93%	95%	93%	85%	88%	92%	93%	95%
Have not heard of these	5%	9%	10%	8%	4%	1%	1%	6%	3%	6%	5%	4%	6%	7%	11%	5%	4%	3%
Don't Know	2%	3%	3%	3%	1%	1%	0%	2%	2%	1%	2%	1%	1%	7%	1%	3%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(23.B) Which of the following have you heard of before?: Solar Panels

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Have heard of these	93%	86%	95%	95%	95%	95%	93%	93%	96%	93%	94%	95%	89%	94%	92%	95%	87%	77%
Have not heard of these	5%	12%	3%	4%	3%	4%	5%	4%	4%	5%	5%	5%	11%	5%	6%	3%	9%	21%
Don't Know	2%	3%	2%	1%	2%	1%	2%	3%	0%	2%	2%	0%	0%	1%	2%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(23.C) Which of the following have you heard of before?: 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Have heard of these	93%	85%	88%	94%	95%	95%	94%	94%	93%	92%	91%	89%	96%	93%	97%	94%	81%
Have not heard of these	5%	7%	8%	4%	3%	4%	6%	4%	6%	7%	8%	8%	3%	7%	3%	0%	12%
Don't Know	2%	8%	4%	2%	1%	1%	0%	2%	1%	1%	1%	3%	1%	0%	0%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(23.D) Which of the following have you heard of?: Solar Panels

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Have heard of these	93%	92%	94%	95%	92%	90%	95%	89%	96%	93%	93%	88%	94%	93%	94%	97%	97%
Have not heard of these	5%	6%	5%	4%	6%	6%	4%	8%	3%	3%	3%	8%	5%	6%	4%	3%	2%
Don't Know	2%	2%	2%	1%	2%	4%	1%	2%	1%	3%	4%	4%	1%	1%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(24.A) Which of the following have you heard of before?: Induction hobs

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Have heard of these	70%	52%	65%	65%	74%	78%	81%	76%	68%	73%	63%	76%	74%	68%	62%	61%	63%	56%
Have not heard of these	26%	40%	28%	30%	23%	19%	16%	21%	28%	22%	31%	21%	23%	28%	31%	31%	32%	39%
Don't Know	4%	7%	7%	5%	3%	3%	2%	3%	5%	5%	5%	4%	3%	4%	7%	7%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(24.B) Which of the following have you heard of before?: Induction hobs

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Have heard of these	70%	60%	74%	74%	74%	66%	62%	74%	69%	68%	73%	80%	77%	64%	68%	73%	70%	72%
Have not heard of these	26%	34%	23%	24%	23%	26%	32%	20%	30%	26%	22%	19%	23%	29%	28%	23%	26%	22%
Don't Know	4%	6%	3%	2%	3%	7%	5%	7%	1%	6%	5%	1%	0%	6%	4%	4%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(24.C) Which of the following have you heard of before?: Induction hobs

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Have heard of these	70%	38%	64%	68%	69%	70%	67%	77%	73%	67%	66%	71%	87%	71%	73%	80%	71%
Have not heard of these	26%	47%	29%	28%	26%	27%	28%	23%	22%	29%	32%	25%	10%	29%	24%	20%	23%
Don't Know	4%	16%	7%	4%	4%	3%	5%	0%	5%	3%	2%	4%	3%	0%	3%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(24.D) Which of the following have you heard of before?: Induction hobs

		Gender		EU 2016 Vote			2019					Area					
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Have heard of these	70%	69%	71%	74%	72%	58%	76%	66%	75%	81%	58%	62%	72%	64%	75%	76%	76%
Have not heard of these	26%	26%	25%	23%	24%	33%	21%	30%	22%	19%	35%	31%	25%	30%	21%	23%	21%
Don't Know	4%	5%	4%	3%	4%	9%	3%	5%	3%	0%	8%	7%	3%	6%	4%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(25.A) You said you have heard of air-source heat pumps before. Based on what you know about air-source heat pumps, would you or would you not consider getting one installed in your property?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	894	102	124	136	158	143	231	289	199	216	188	436	216	15	52	50	99	18
Weighted	899	99	146	137	154	138	226	297	210	210	180	432	223	15	51	48	101	19
Yes, definitely would consider getting one installed	20%	30%	40%	33%	11%	9%	6%	26%	15%	19%	15%	19%	18%	13%	22%	20%	25%	18%
Yes, probably would consider getting one installed	25%	38%	34%	29%	27%	15%	16%	28%	30%	20%	20%	20%	32%	40%	25%	22%	31%	20%
Not sure either way	32%	23%	15%	23%	38%	45%	39%	24%	33%	37%	37%	32%	31%	27%	36%	32%	28%	47%
No, probably would not consider getting one installed	9%	5%	6%	7%	11%	12%	12%	10%	6%	11%	9%	10%	10%	13%	3%	8%	9%	0%
No, definitely would not consider getting one installed	10%	3%	5%	3%	8%	13%	21%	10%	11%	9%	10%	15%	5%	0%	6%	9%	4%	10%
Don't Know	4%	1%	0%	4%	6%	6%	6%	2%	6%	3%	8%	4%	3%	7%	8%	8%	3%	5%

Note:

BASE: Question displayed when the Question "Air-source heat pumps" is one of the following answers ("Have heard of these")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(25.B) You said you have heard of air-source heat pumps before. Based on what you know about air-source heat pumps, would you or would you not consider getting one installed in your property?

	Region													Education				
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	894	132	127	88	86	68	68	66	32	89	78	45	15	165	114	233	137	18
Weighted	899	120	113	86	87	67	70	64	31	93	88	53	27	163	114	239	140	15
Yes, definitely would consider getting one installed	20%	36%	10%	15%	14%	10%	25%	22%	28%	25%	14%	11%	27%	13%	18%	21%	36%	53%
Yes, probably would consider getting one installed	25%	33%	20%	23%	18%	26%	22%	30%	22%	27%	21%	31%	26%	13%	26%	30%	31%	22%
Not sure either way	32%	18%	40%	32%	42%	40%	27%	28%	32%	24%	40%	24%	40%	43%	38%	28%	18%	4%
No, probably would not consider getting one installed	9%	5%	16%	12%	13%	12%	7%	9%	6%	7%	8%	7%	0%	11%	6%	11%	5%	10%
No, definitely would not consider getting one installed	10%	3%	11%	10%	12%	8%	11%	9%	6%	12%	15%	21%	0%	13%	9%	8%	7%	11%
Don't Know	4%	4%	3%	8%	1%	4%	7%	1%	6%	4%	3%	6%	7%	6%	3%	3%	1%	0%

Note:

BASE: Question displayed when the Question "Air-source heat pumps" is one of the following answers ("Have heard of these")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(25.C) You said you have heard of air-source heat pumps before. Based on what you know about air-source heat pumps, would you or would you not consider getting one installed 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	894	9	56	71	74	80	84	82	58	53	39	51	47	32	24	25	53
Weighted	899	9	53	69	75	82	85	85	60	54	39	56	52	32	23	24	49
Yes, definitely would consider getting one installed	20%	0%	29%	23%	13%	11%	18%	16%	11%	11%	21%	21%	17%	36%	25%	25%	65%
Yes, probably would consider getting one installed	25%	41%	23%	22%	18%	24%	20%	26%	31%	36%	24%	28%	35%	17%	36%	29%	18%
Not sure either way	32%	38%	22%	39%	41%	43%	33%	39%	26%	31%	29%	31%	25%	28%	22%	22%	7%
No, probably would not consider getting one installed	9%	9%	10%	4%	11%	15%	17%	7%	11%	5%	13%	3%	9%	10%	9%	4%	2%
No, definitely would not consider getting one installed	10%	0%	9%	8%	11%	6%	6%	9%	16%	17%	13%	11%	14%	9%	8%	19%	1%
Don't Know	4%	12%	7%	4%	6%	2%	6%	3%	5%	0%	0%	5%	0%	0%	0%	0%	6%

Note:

BASE: Question displayed when the Question "Air-source heat pumps" is one of the following answers ("Have heard of these")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(25.D) You said you have heard of air-source heat pumps before. Based on what you know about air-source heat pumps, would you or would you not consider getting one installed in your property?

	Gender		EU 2016 Vote			2019					Area						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	894	512	377	379	423	64	404	226	84	10	63	189	226	106	173	122	76
Weighted	899	523	371	376	429	65	399	227	84	10	63	188	224	109	176	121	79
Yes, definitely would consider getting one installed	20%	24%	14%	13%	25%	17%	16%	26%	18%	18%	14%	36%	19%	17%	10%	13%	18%
Yes, probably would consider getting one installed	25%	28%	21%	21%	28%	29%	18%	38%	36%	0%	24%	31%	19%	37%	26%	18%	21%
Not sure either way	32%	27%	38%	33%	29%	38%	33%	26%	28%	52%	40%	20%	35%	28%	36%	40%	36%
No, probably would not consider getting one installed	9%	8%	11%	12%	8%	4%	12%	6%	11%	10%	8%	5%	12%	8%	13%	9%	5%
No, definitely would not consider getting one installed	10%	10%	10%	14%	7%	8%	16%	2%	3%	19%	7%	6%	9%	8%	10%	15%	19%
Don't Know	4%	3%	6%	6%	3%	4%	6%	1%	4%	0%	8%	2%	6%	3%	6%	5%	1%

Note:

BASE: Question displayed when the Question "Air-source heat pumps" is one of the following answers ("Have heard of these")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(26.A) You said you have heard of air-source heat pumps before. Based on what you know, which of the following words would you use to describe them? Please select ALL of the words you would use to describe air-source heat pumps

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	893	102	124	136	157	143	231	288	199	216	188	436	215	15	52	50	99	18
Weighted	898	99	146	137	153	138	226	296	210	210	180	432	222	15	51	48	101	19
Expensive	37%	23%	16%	36%	45%	45%	46%	42%	37%	35%	30%	43%	36%	14%	24%	25%	30%	31%
Cheap	5%	4%	12%	6%	3%	2%	4%	6%	4%	5%	4%	4%	4%	0%	4%	10%	7%	10%
Environmentally friendly	36%	29%	31%	34%	35%	41%	42%	42%	34%	33%	32%	39%	36%	35%	37%	30%	35%	36%
Bad for the environment	3%	8%	7%	4%	1%	1%	0%	4%	4%	1%	3%	1%	4%	0%	5%	2%	6%	5%
Attractive	7%	12%	16%	16%	2%	0%	2%	12%	5%	6%	4%	6%	10%	7%	4%	8%	8%	0%
Unattractive	8%	6%	4%	7%	10%	10%	8%	8%	8%	6%	8%	10%	7%	13%	7%	2%	4%	0%
Modern	29%	23%	30%	33%	27%	30%	29%	33%	28%	26%	26%	30%	30%	27%	18%	29%	31%	35%
Out of date	2%	4%	5%	4%	1%	1%	1%	3%	0%	3%	1%	3%	2%	0%	3%	2%	4%	0%
Big	12%	9%	15%	8%	15%	15%	11%	13%	13%	13%	9%	14%	13%	14%	9%	6%	8%	0%
Small	3%	9%	6%	5%	1%	1%	1%	4%	3%	3%	3%	2%	5%	0%	7%	2%	3%	5%
Safe	15%	14%	17%	26%	12%	12%	11%	18%	16%	11%	13%	13%	17%	7%	15%	15%	18%	20%
Dangerous	3%	5%	8%	3%	1%	1%	0%	4%	3%	2%	1%	2%	4%	6%	2%	0%	1%	10%
Futuristic	15%	21%	11%	12%	11%	16%	19%	16%	14%	14%	15%	16%	15%	20%	16%	10%	11%	0%
Polluting	3%	12%	5%	3%	2%	1%	0%	3%	3%	3%	4%	2%	2%	7%	8%	4%	6%	15%
Efficient	23%	20%	27%	24%	27%	18%	21%	28%	25%	19%	18%	22%	26%	32%	16%	33%	21%	15%
Inefficient	9%	8%	7%	5%	9%	13%	9%	9%	11%	8%	6%	10%	6%	7%	8%	8%	9%	5%
Noisy	9%	8%	9%	9%	9%	8%	10%	12%	12%	5%	5%	9%	10%	14%	12%	6%	5%	10%
Quiet	8%	9%	11%	12%	10%	7%	5%	11%	7%	7%	8%	8%	10%	0%	9%	12%	8%	8%
Reliable	14%	12%	24%	25%	11%	7%	7%	18%	15%	10%	9%	12%	16%	20%	14%	20%	14%	5%
Unreliable	7%	7%	4%	7%	9%	7%	7%	6%	7%	7%	7%	9%	5%	14%	2%	4%	9%	0%
Don't Know	16%	8%	9%	11%	17%	23%	24%	9%	15%	20%	26%	16%	12%	13%	26%	20%	20%	26%

Note:
 BASE: Question displayed when the Question "Air-source heat pumps" is one of the following answers ("Have heard of these")
 Fieldwork: 2nd Aug - 10th Aug 2021
 Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) You said you have heard of air-source heat pumps before. Based on what you know, which of the following words would you use to describe them? Please select ALL of the words you would use to describe air-source heat pumps

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	893	132	127	87	86	68	68	66	32	89	78	45	15	165	114	233	136	18
Weighted	898	120	113	85	87	67	70	64	31	93	88	53	27	163	114	239	139	15
Expensive	37%	24%	50%	29%	32%	38%	42%	41%	43%	37%	42%	36%	32%	23%	38%	42%	36%	31%
Cheap	5%	7%	2%	8%	2%	3%	4%	11%	19%	4%	3%	5%	0%	3%	6%	3%	9%	30%
Environmentally friendly	36%	36%	35%	33%	43%	27%	41%	32%	34%	39%	38%	47%	21%	23%	41%	43%	35%	38%
Bad for the environment	3%	8%	3%	0%	1%	1%	0%	7%	3%	3%	3%	0%	0%	2%	4%	3%	6%	4%
Attractive	7%	8%	4%	9%	6%	4%	5%	8%	13%	13%	5%	7%	14%	4%	9%	7%	15%	20%
Unattractive	8%	6%	7%	7%	6%	4%	6%	12%	9%	10%	10%	10%	6%	4%	8%	8%	8%	0%
Modern	29%	26%	33%	28%	33%	30%	26%	25%	25%	27%	31%	28%	41%	22%	31%	28%	34%	49%
Out of date	2%	5%	2%	2%	2%	0%	1%	4%	0%	1%	5%	2%	0%	3%	2%	2%	5%	6%
Big	12%	11%	8%	16%	12%	9%	17%	10%	7%	9%	23%	14%	7%	9%	11%	15%	14%	24%
Small	3%	8%	3%	3%	2%	0%	7%	6%	0%	2%	0%	1%	0%	2%	5%	2%	5%	0%
Safe	15%	21%	11%	10%	10%	13%	20%	19%	18%	19%	13%	16%	0%	10%	13%	16%	26%	12%
Dangerous	3%	6%	3%	3%	0%	6%	1%	4%	5%	1%	0%	0%	0%	2%	5%	2%	4%	23%
Futuristic	15%	17%	15%	9%	11%	14%	16%	16%	9%	17%	19%	13%	14%	11%	16%	18%	14%	15%
Polluting	3%	8%	3%	4%	3%	0%	1%	6%	3%	4%	0%	0%	0%	4%	5%	3%	6%	4%
Efficient	23%	26%	19%	22%	20%	23%	28%	18%	23%	27%	25%	22%	20%	14%	23%	30%	25%	30%
Inefficient	9%	2%	9%	7%	13%	7%	6%	13%	13%	8%	13%	13%	0%	7%	10%	11%	6%	6%
Noisy	9%	6%	14%	11%	11%	10%	7%	12%	7%	10%	6%	8%	0%	7%	4%	13%	7%	4%
Quiet	8%	11%	6%	7%	10%	7%	8%	11%	8%	8%	5%	12%	13%	3%	7%	8%	14%	7%
Reliable	14%	23%	7%	12%	12%	15%	12%	11%	14%	21%	7%	14%	14%	5%	16%	18%	22%	22%
Unreliable	7%	4%	6%	9%	12%	7%	7%	8%	10%	4%	8%	6%	0%	6%	8%	8%	8%	9%
Don't Know	16%	10%	18%	17%	18%	19%	9%	16%	15%	19%	19%	17%	20%	35%	12%	9%	6%	11%

Note:

BASE: Question displayed when the Question "Air-source heat pumps" is one of the following answers ("Have heard of these")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(26.C) You said you have heard of air-source heat pumps before. Based on what you know, which of the following words would you use to describe them? Please select ALL of the words you would use to describe air-source heat pumps

	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	893	9	56	71	74	80	84	82	58	53	39	50	47	32	24	25	53
Weighted	898	9	53	69	75	82	85	85	60	54	39	55	52	32	23	24	49
Expensive	37%	29%	33%	41%	43%	27%	33%	35%	47%	50%	44%	39%	34%	51%	39%	25%	32%
Cheap	5%	0%	3%	3%	3%	6%	2%	7%	3%	3%	8%	6%	7%	9%	0%	3%	13%
Environmentally friendly	36%	10%	33%	32%	35%	34%	27%	43%	45%	32%	44%	43%	38%	37%	50%	29%	39%
Bad for the environment	3%	0%	5%	5%	0%	3%	2%	3%	0%	0%	10%	6%	2%	0%	3%	2%	4%
Attractive	7%	11%	10%	1%	1%	5%	3%	5%	6%	10%	16%	5%	11%	8%	23%	4%	23%
Unattractive	8%	0%	7%	2%	7%	7%	8%	10%	11%	8%	18%	12%	12%	3%	0%	5%	3%
Modern	29%	21%	22%	24%	30%	26%	22%	28%	29%	29%	28%	37%	41%	28%	40%	46%	39%
Out of date	2%	0%	3%	7%	0%	1%	1%	2%	0%	2%	0%	6%	2%	3%	0%	10%	3%
Big	12%	0%	13%	8%	6%	11%	15%	20%	9%	16%	8%	13%	10%	16%	16%	6%	16%
Small	3%	12%	2%	7%	1%	1%	6%	2%	0%	4%	2%	2%	0%	10%	9%	3%	3%
Safe	15%	11%	13%	15%	10%	16%	9%	15%	10%	14%	18%	7%	18%	16%	38%	22%	31%
Dangerous	3%	0%	0%	0%	1%	2%	2%	1%	3%	7%	11%	4%	0%	9%	0%	0%	5%
Futuristic	15%	0%	16%	13%	19%	16%	17%	13%	20%	23%	5%	12%	11%	16%	13%	16%	13%
Polluting	3%	0%	3%	3%	3%	2%	2%	4%	0%	2%	8%	2%	4%	0%	5%	2%	11%
Efficient	23%	34%	21%	25%	15%	16%	22%	25%	25%	31%	21%	18%	32%	22%	39%	34%	25%
Inefficient	9%	0%	7%	12%	7%	8%	12%	6%	17%	5%	22%	4%	20%	3%	0%	5%	2%
Noisy	9%	11%	7%	12%	7%	8%	9%	7%	16%	9%	17%	12%	17%	5%	5%	7%	4%
Quiet	8%	0%	5%	4%	6%	7%	9%	10%	11%	11%	9%	8%	14%	0%	13%	13%	14%
Reliable	14%	11%	10%	19%	8%	9%	11%	9%	10%	19%	26%	11%	27%	14%	29%	15%	21%
Unreliable	7%	0%	5%	3%	11%	5%	13%	10%	10%	8%	2%	3%	5%	8%	3%	5%	7%
Don't Know	16%	37%	27%	20%	22%	31%	14%	14%	14%	0%	7%	15%	6%	0%	4%	19%	11%

Note:

BASE: Question displayed when the Question "Air-source heat pumps" is one of the following answers ("Have heard of these")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(26.D) You said you have heard of air-source heat pumps before. Based on what you know, which of the following words would you use to describe them? Please select ALL of the words you would use to describe air-source heat pumps

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	893	511	377	379	422	64	403	226	84	10	63	189	226	106	173	121	76
Weighted	898	521	371	376	428	65	398	227	84	10	63	188	224	109	176	120	79
Expensive	37%	39%	33%	37%	38%	30%	39%	31%	42%	48%	31%	29%	36%	38%	41%	41%	37%
Cheap	5%	6%	4%	6%	4%	4%	6%	5%	3%	0%	4%	9%	4%	8%	4%	1%	4%
Environmentally friendly	36%	39%	32%	33%	40%	27%	34%	39%	45%	28%	34%	30%	37%	35%	35%	48%	35%
Bad for the environment	3%	3%	2%	2%	4%	1%	2%	5%	1%	0%	0%	6%	2%	4%	1%	1%	2%
Attractive	7%	9%	4%	6%	9%	3%	6%	9%	11%	0%	0%	17%	8%	4%	4%	3%	3%
Unattractive	8%	9%	6%	9%	7%	10%	8%	7%	10%	0%	10%	7%	9%	3%	10%	10%	5%
Modern	29%	32%	24%	27%	33%	24%	28%	31%	37%	40%	13%	31%	29%	25%	30%	30%	28%
Out of date	2%	3%	2%	2%	3%	3%	2%	3%	1%	0%	1%	6%	1%	1%	1%	0%	5%
Big	12%	13%	11%	14%	12%	11%	14%	13%	10%	20%	8%	15%	13%	12%	12%	9%	9%
Small	3%	2%	4%	4%	2%	1%	4%	4%	1%	0%	1%	5%	3%	6%	1%	2%	3%
Safe	15%	18%	10%	12%	18%	11%	15%	15%	14%	0%	9%	22%	13%	16%	10%	14%	12%
Dangerous	3%	3%	2%	3%	3%	1%	3%	4%	2%	0%	0%	6%	1%	4%	1%	1%	2%
Futuristic	15%	15%	14%	15%	16%	6%	15%	16%	17%	22%	3%	17%	16%	15%	13%	13%	14%
Polluting	3%	3%	3%	3%	3%	3%	2%	6%	0%	10%	0%	6%	2%	4%	2%	2%	2%
Efficient	23%	26%	19%	20%	27%	20%	20%	28%	29%	21%	14%	26%	23%	26%	20%	23%	16%
Inefficient	9%	10%	7%	11%	7%	6%	12%	8%	6%	21%	3%	8%	7%	12%	9%	10%	10%
Noisy	9%	10%	8%	11%	8%	6%	11%	9%	8%	20%	9%	10%	7%	13%	7%	11%	9%
Quiet	8%	10%	7%	9%	8%	12%	9%	9%	7%	10%	6%	10%	7%	10%	7%	5%	13%
Reliable	14%	15%	11%	12%	16%	11%	13%	16%	18%	0%	10%	23%	9%	20%	11%	10%	9%
Unreliable	7%	7%	7%	9%	5%	7%	9%	5%	2%	29%	6%	10%	5%	4%	8%	6%	7%
Don't Know	16%	13%	22%	18%	13%	30%	17%	12%	11%	20%	36%	7%	20%	11%	21%	18%	24%

Note:

BASE: Question displayed when the Question "Air-source heat pumps" is one of the following answers ("Have heard of these")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(27.A) An air-source heat pump is a technology used to heat homes, which is better for the environment than traditional gas boilers, which use fossil fuels. In general, do you think you would be interested or uninterested in having an air-source heat pump installed where you live, based on this information?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Would definitely be interested	17%	20%	27%	21%	12%	12%	10%	24%	13%	16%	12%	19%	16%	7%	13%	18%	17%	7%
Would probably be interested	35%	40%	39%	40%	34%	33%	29%	36%	39%	34%	33%	31%	43%	50%	36%	31%	40%	28%
Not sure either way	30%	27%	26%	26%	32%	33%	37%	25%	31%	31%	34%	30%	29%	30%	34%	33%	28%	41%
Would probably not be interested	6%	5%	2%	6%	8%	7%	6%	6%	6%	7%	5%	7%	5%	4%	3%	5%	4%	10%
Would definitely not be interested	6%	1%	2%	4%	7%	11%	13%	5%	5%	7%	9%	9%	4%	0%	7%	8%	5%	3%
Don't Know	5%	7%	5%	4%	6%	5%	5%	4%	5%	5%	7%	4%	3%	10%	7%	5%	6%	11%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(27.B) An air-source heat pump is a technology used to heat homes, which is better for the environment than traditional gas boilers, which use fossil fuels. In general, do you think you would be interested or uninterested in having an air-source heat pump installed where you live, based on this information?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Would definitely be interested	17%	25%	16%	12%	12%	16%	18%	16%	20%	16%	13%	15%	16%	11%	14%	20%	27%	44%
Would probably be interested	35%	37%	30%	36%	39%	31%	37%	35%	29%	36%	37%	41%	40%	29%	36%	38%	40%	31%
Not sure either way	30%	24%	36%	35%	32%	35%	26%	29%	38%	30%	29%	26%	26%	38%	33%	26%	20%	15%
Would probably not be interested	6%	5%	8%	4%	9%	5%	6%	3%	1%	7%	6%	6%	6%	6%	6%	6%	5%	7%
Would definitely not be interested	6%	5%	5%	8%	6%	9%	6%	8%	8%	5%	9%	8%	0%	9%	5%	5%	5%	2%
Don't Know	5%	5%	4%	3%	3%	4%	7%	9%	5%	4%	5%	5%	11%	7%	5%	5%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(27.C) An air-source heat pump is a technology used to heat homes, which is better for the environment than traditional gas boilers, which use fossil fuels. In general, do you think you would be interested or uninterested in having an air-source heat pump installed where you live, based on this information?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Would definitely be interested	17%	10%	15%	17%	10%	12%	13%	18%	15%	18%	22%	15%	21%	20%	23%	28%	54%
Would probably be interested	35%	42%	34%	30%	30%	35%	39%	39%	46%	42%	31%	52%	30%	34%	53%	29%	19%
Not sure either way	30%	37%	32%	33%	42%	38%	32%	26%	20%	27%	30%	23%	28%	31%	18%	26%	8%
Would probably not be interested	6%	0%	3%	6%	3%	6%	6%	4%	8%	7%	10%	4%	7%	10%	2%	6%	11%
Would definitely not be interested	6%	0%	12%	7%	8%	5%	5%	8%	8%	4%	5%	3%	11%	5%	0%	8%	1%
Don't Know	5%	11%	4%	7%	7%	5%	4%	4%	4%	2%	3%	3%	2%	1%	4%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(27.D) An air-source heat pump is a technology used to heat homes, which is better for the environment than traditional gas boilers, which use fossil fuels. In general, do you think you would be interested or uninterested in having an air-source heat pump installed where you live, based on this information?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Would definitely be interested	17%	20%	13%	15%	21%	11%	15%	19%	23%	29%	14%	26%	16%	16%	10%	14%	16%
Would probably be interested	35%	36%	34%	31%	39%	36%	33%	43%	36%	23%	30%	39%	32%	42%	34%	34%	29%
Not sure either way	30%	26%	35%	32%	28%	35%	30%	30%	27%	22%	35%	22%	34%	26%	37%	30%	31%
Would probably not be interested	6%	5%	7%	7%	5%	6%	8%	3%	5%	16%	5%	3%	6%	7%	6%	8%	6%
Would definitely not be interested	6%	8%	5%	11%	4%	2%	10%	3%	5%	9%	6%	5%	6%	4%	7%	9%	11%
Don't Know	5%	4%	6%	5%	3%	10%	5%	2%	5%	0%	11%	5%	5%	5%	5%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(28.A) An air-source heat pump lasts for 15-25 years, compared to 10-15 years for an average boiler

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	755	96	115	132	139	108	165	188	196	176	193	307	176	10	57	57	125	17
Weighted	750	93	133	127	135	104	158	190	200	171	186	302	179	10	57	55	123	18
This greatly increases my interest in air-source heat pumps	24%	31%	26%	25%	21%	29%	18%	31%	22%	24%	21%	22%	29%	30%	24%	25%	26%	5%
This somewhat increases my interest in air-source heat pumps	37%	39%	42%	39%	38%	33%	33%	39%	43%	33%	34%	39%	36%	40%	24%	35%	41%	54%
This has no real impact on my interest in air-source heat pumps	24%	13%	20%	22%	20%	25%	37%	22%	21%	26%	26%	27%	22%	0%	32%	16%	20%	30%
This somewhat reduces my interest in air-source heat pumps	2%	5%	1%	3%	1%	2%	1%	2%	1%	3%	3%	2%	2%	10%	3%	1%	1%	5%
This greatly reduces my interest in air-source heat pumps	2%	4%	3%	2%	3%	0%	1%	1%	2%	2%	3%	2%	2%	0%	3%	2%	3%	0%
Don't Know	10%	7%	9%	8%	16%	11%	10%	5%	11%	12%	14%	8%	10%	21%	14%	21%	9%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(28.B) An air-source heat pump lasts for 15-25 years, compared to 10-15 years for an average boiler

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	755	124	121	55	65	43	69	50	38	94	51	35	10	168	135	167	78	19
Weighted	750	112	111	54	64	41	70	47	38	97	56	42	17	164	134	172	77	17
This greatly increases my interest in air-source heat pumps	24%	32%	21%	9%	12%	28%	28%	35%	21%	32%	15%	21%	50%	23%	28%	22%	28%	49%
This somewhat increases my interest in air-source heat pumps	37%	31%	34%	36%	57%	30%	42%	21%	49%	37%	38%	50%	20%	32%	35%	44%	41%	25%
This has no real impact on my interest in air-source heat pumps	24%	22%	26%	41%	26%	21%	14%	26%	20%	19%	31%	18%	20%	22%	20%	26%	22%	27%
This somewhat reduces my interest in air-source heat pumps	2%	2%	3%	0%	0%	4%	0%	2%	0%	2%	6%	3%	0%	2%	4%	2%	2%	0%
This greatly reduces my interest in air-source heat pumps	2%	3%	3%	2%	0%	2%	7%	1%	0%	1%	2%	0%	0%	4%	1%	1%	3%	0%
Don't Know	10%	10%	13%	12%	5%	16%	9%	14%	10%	8%	8%	8%	10%	16%	12%	5%	4%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(28.C) An air-source heat pump lasts for 15-25 years, compared to 10-15 years for an average boiler

	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	755	8	66	75	65	77	76	69	37	50	37	37	27	22	13	15	29
Weighted	750	8	62	72	66	79	76	73	37	52	35	39	27	21	12	14	25
This greatly increases my interest in air-source heat pumps	24%	25%	24%	26%	20%	19%	21%	26%	26%	23%	21%	17%	40%	10%	58%	35%	59%
This somewhat increases my interest in air-source heat pumps	37%	23%	45%	30%	27%	32%	47%	40%	53%	37%	48%	54%	20%	58%	17%	44%	26%
This has no real impact on my interest in air-source heat pumps	24%	24%	16%	27%	29%	41%	19%	20%	11%	29%	22%	22%	19%	32%	17%	8%	9%
This somewhat reduces my interest in air-source heat pumps	2%	15%	1%	2%	1%	2%	5%	0%	0%	0%	3%	0%	11%	0%	0%	0%	0%
This greatly reduces my interest in air-source heat pumps	2%	0%	5%	3%	1%	1%	1%	3%	0%	3%	3%	0%	0%	0%	8%	0%	2%
Don't Know	10%	13%	10%	12%	21%	5%	7%	11%	10%	7%	3%	7%	10%	0%	0%	13%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(28.D) An air-source heat pump lasts for 15-25 years, compared to 10-15 years for an average boiler

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	755	364	387	314	322	73	301	206	58	9	72	161	203	96	158	77	59
Weighted	750	368	378	308	324	73	296	202	58	9	73	157	201	95	160	76	60
This greatly increases my interest in air-source heat pumps	24%	24%	25%	21%	28%	22%	26%	23%	23%	30%	22%	34%	22%	25%	22%	19%	21%
This somewhat increases my interest in air-source heat pumps	37%	40%	35%	35%	40%	37%	36%	42%	39%	31%	31%	35%	37%	37%	42%	36%	38%
This has no real impact on my interest in air-source heat pumps	24%	24%	23%	27%	21%	22%	27%	19%	27%	30%	24%	17%	26%	25%	25%	27%	25%
This somewhat reduces my interest in air-source heat pumps	2%	3%	2%	1%	3%	3%	1%	4%	0%	9%	3%	1%	2%	0%	3%	5%	0%
This greatly reduces my interest in air-source heat pumps	2%	2%	2%	2%	2%	3%	2%	3%	3%	0%	3%	4%	1%	2%	2%	3%	2%
Don't Know	10%	7%	13%	13%	6%	14%	8%	9%	8%	0%	17%	10%	12%	12%	6%	10%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(29.A) An air-source heat pump takes about 2 days to install, compared to 1 day for an average boiler

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	756	110	118	130	124	111	163	196	184	188	185	281	176	12	54	71	125	29
Weighted	750	105	133	129	119	106	158	197	190	180	179	275	179	12	52	67	124	33
This greatly increases my interest in air-source heat pumps	7%	9%	13%	9%	3%	5%	2%	12%	3%	5%	6%	9%	5%	7%	8%	6%	5%	0%
This somewhat increases my interest in air-source heat pumps	17%	23%	23%	23%	14%	11%	8%	21%	16%	17%	13%	19%	20%	9%	12%	16%	13%	2%
This has no real impact on my interest in air-source heat pumps	52%	41%	45%	46%	57%	55%	62%	47%	56%	58%	47%	53%	52%	26%	47%	43%	55%	77%
This somewhat reduces my interest in air-source heat pumps	9%	15%	10%	10%	7%	6%	10%	7%	13%	6%	12%	6%	9%	33%	11%	15%	11%	4%
This greatly reduces my interest in air-source heat pumps	5%	4%	4%	5%	3%	8%	7%	5%	6%	4%	7%	5%	5%	9%	0%	8%	6%	12%
Don't Know	10%	8%	6%	6%	16%	15%	11%	7%	8%	12%	14%	7%	9%	15%	22%	12%	10%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(29.B) An air-source heat pump takes about 2 days to install, compared to 1 day for an average boiler

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	756	118	105	66	68	55	73	58	31	83	63	27	9	150	132	190	86	22
Weighted	750	107	95	63	68	51	77	55	32	86	69	32	15	147	132	192	86	19
This greatly increases my interest in air-source heat pumps	7%	11%	4%	3%	5%	1%	11%	13%	20%	4%	2%	7%	0%	7%	4%	5%	16%	26%
This somewhat increases my interest in air-source heat pumps	17%	25%	12%	17%	14%	16%	29%	20%	6%	15%	11%	10%	0%	10%	15%	14%	35%	34%
This has no real impact on my interest in air-source heat pumps	52%	39%	62%	57%	60%	54%	44%	42%	43%	52%	59%	52%	77%	51%	52%	57%	35%	31%
This somewhat reduces my interest in air-source heat pumps	9%	9%	8%	6%	10%	13%	8%	8%	16%	9%	12%	11%	0%	10%	16%	9%	4%	5%
This greatly reduces my interest in air-source heat pumps	5%	6%	8%	3%	6%	6%	1%	5%	0%	5%	6%	16%	0%	6%	4%	7%	5%	4%
Don't Know	10%	10%	6%	14%	5%	10%	7%	13%	15%	16%	11%	4%	23%	15%	10%	9%	5%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(29.C) An air-source heat pump takes about 2 days to install, compared to 1 day for an average boiler

	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	11	69	70	70	79	68	69	54	45	42	29	26	21	11	17	25
Weighted	750	11	65	67	72	81	69	70	53	45	41	28	26	22	11	16	24
This greatly increases my interest in air-source heat pumps	7%	0%	6%	7%	5%	5%	4%	5%	3%	8%	7%	5%	8%	11%	18%	17%	36%
This somewhat increases my interest in air-source heat pumps	17%	19%	13%	15%	13%	7%	19%	19%	17%	18%	24%	41%	10%	19%	27%	11%	31%
This has no real impact on my interest in air-source heat pumps	52%	44%	52%	53%	59%	63%	49%	54%	44%	48%	51%	45%	70%	53%	31%	66%	23%
This somewhat reduces my interest in air-source heat pumps	9%	18%	9%	9%	12%	9%	5%	15%	17%	12%	4%	7%	2%	10%	8%	0%	0%
This greatly reduces my interest in air-source heat pumps	5%	0%	6%	8%	5%	2%	9%	2%	8%	3%	9%	0%	4%	7%	17%	0%	0%
Don't Know	10%	19%	14%	8%	6%	14%	13%	6%	11%	10%	4%	2%	7%	0%	0%	6%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(29.D) An air-source heat pump takes about 2 days to install, compared to 1 day for an average boiler

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	756	354	394	309	326	72	286	205	66	14	80	159	200	107	148	84	57
Weighted	750	359	382	300	334	69	279	203	66	15	79	160	197	105	147	83	57
This greatly increases my interest in air-source heat pumps	7%	9%	5%	4%	8%	12%	5%	8%	13%	16%	7%	14%	6%	6%	1%	2%	11%
This somewhat increases my interest in air-source heat pumps	17%	16%	17%	16%	19%	11%	17%	25%	17%	19%	6%	23%	13%	22%	16%	14%	7%
This has no real impact on my interest in air-source heat pumps	52%	51%	51%	54%	53%	40%	52%	43%	63%	44%	51%	38%	58%	48%	58%	55%	56%
This somewhat reduces my interest in air-source heat pumps	9%	8%	11%	9%	8%	14%	9%	10%	3%	15%	12%	8%	11%	12%	9%	8%	3%
This greatly reduces my interest in air-source heat pumps	5%	5%	5%	6%	4%	7%	8%	4%	3%	0%	8%	4%	6%	4%	7%	6%	4%
Don't Know	10%	10%	10%	11%	8%	16%	10%	10%	2%	6%	16%	12%	6%	9%	9%	14%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(30.A) An air-source heat pump sits outside the property

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	793	117	125	130	148	118	155	209	194	181	208	316	182	11	63	61	122	24
Weighted	795	114	143	129	143	115	152	210	203	173	208	313	187	11	62	59	122	25
This greatly increases my interest in air-source heat pumps	13%	13%	12%	17%	10%	12%	13%	16%	11%	12%	11%	15%	12%	10%	11%	15%	10%	4%
This somewhat increases my interest in air-source heat pumps	25%	24%	40%	27%	22%	20%	16%	27%	26%	24%	22%	20%	31%	19%	24%	22%	32%	22%
This has no real impact on my interest in air-source heat pumps	36%	33%	26%	32%	37%	42%	47%	34%	34%	38%	38%	40%	35%	36%	34%	30%	33%	34%
This somewhat reduces my interest in air-source heat pumps	9%	15%	6%	9%	9%	10%	9%	8%	9%	10%	10%	11%	8%	25%	11%	11%	6%	11%
This greatly reduces my interest in air-source heat pumps	5%	5%	2%	5%	4%	5%	7%	5%	5%	4%	5%	4%	5%	10%	0%	5%	6%	12%
Don't Know	12%	10%	15%	10%	18%	11%	9%	10%	14%	11%	14%	10%	10%	0%	20%	17%	13%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(30.B) An air-source heat pump sits outside the property

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	793	120	114	66	77	54	71	71	23	77	69	34	17	169	132	180	97	15
Weighted	795	111	103	65	77	53	73	67	22	77	77	40	30	166	136	182	98	14
This greatly increases my interest in air-source heat pumps	13%	23%	13%	6%	9%	14%	10%	14%	9%	15%	7%	6%	16%	9%	12%	11%	24%	37%
This somewhat increases my interest in air-source heat pumps	25%	33%	17%	22%	26%	15%	30%	15%	13%	26%	26%	39%	35%	21%	25%	24%	38%	13%
This has no real impact on my interest in air-source heat pumps	36%	19%	43%	43%	47%	43%	36%	39%	39%	38%	31%	33%	27%	40%	37%	40%	19%	25%
This somewhat reduces my interest in air-source heat pumps	9%	10%	10%	11%	7%	15%	3%	10%	18%	10%	10%	3%	11%	10%	9%	10%	7%	6%
This greatly reduces my interest in air-source heat pumps	5%	3%	6%	5%	6%	2%	9%	6%	0%	4%	3%	9%	0%	4%	6%	2%	4%	7%
Don't Know	12%	11%	11%	14%	6%	12%	12%	16%	21%	7%	23%	11%	12%	17%	10%	13%	8%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(30.C) An air-source heat pump sits outside the 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	793	10	67	73	74	69	73	68	49	52	42	48	32	20	13	17	27
Weighted	795	10	66	71	76	71	74	68	48	53	41	51	35	19	12	17	24
This greatly increases my interest in air-source heat pumps	13%	0%	12%	22%	7%	4%	7%	16%	23%	10%	21%	15%	3%	10%	25%	31%	24%
This somewhat increases my interest in air-source heat pumps	25%	28%	25%	22%	24%	23%	31%	26%	15%	31%	25%	25%	30%	49%	39%	28%	20%
This has no real impact on my interest in air-source heat pumps	36%	42%	28%	37%	42%	41%	32%	35%	43%	34%	36%	36%	42%	34%	26%	29%	32%
This somewhat reduces my interest in air-source heat pumps	9%	0%	7%	10%	13%	11%	13%	11%	7%	7%	8%	6%	11%	3%	5%	5%	4%
This greatly reduces my interest in air-source heat pumps	5%	11%	9%	5%	5%	4%	3%	5%	2%	0%	5%	10%	9%	0%	0%	0%	3%
Don't Know	12%	19%	19%	4%	10%	18%	14%	7%	11%	18%	6%	8%	5%	5%	5%	6%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(30.D) An air-source heat pump sits outside the property

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	793	388	399	304	342	92	307	214	58	7	87	173	208	110	159	86	56
Weighted	795	397	392	302	348	90	301	214	58	7	87	173	206	111	159	85	60
This greatly increases my interest in air-source heat pumps	13%	16%	9%	11%	14%	12%	13%	14%	9%	14%	8%	21%	10%	12%	10%	8%	13%
This somewhat increases my interest in air-source heat pumps	25%	28%	22%	24%	28%	19%	21%	31%	33%	14%	20%	31%	24%	27%	22%	15%	28%
This has no real impact on my interest in air-source heat pumps	36%	34%	38%	37%	36%	32%	38%	34%	35%	43%	39%	25%	37%	31%	42%	51%	39%
This somewhat reduces my interest in air-source heat pumps	9%	8%	11%	9%	9%	11%	10%	9%	12%	29%	5%	8%	13%	11%	8%	6%	6%
This greatly reduces my interest in air-source heat pumps	5%	4%	5%	8%	2%	8%	8%	3%	4%	0%	4%	2%	6%	5%	5%	6%	4%
Don't Know	12%	10%	14%	11%	11%	18%	11%	9%	7%	0%	24%	13%	10%	14%	13%	13%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(31.A) An air-source heat pump requires space for a hot water storage tank inside, like some gas boilers do

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	788	113	114	142	127	123	169	203	198	176	206	303	193	9	66	67	115	26
Weighted	786	105	130	137	126	119	169	209	205	170	197	301	199	9	63	64	118	25
This greatly increases my interest in air-source heat pumps	8%	9%	10%	18%	5%	3%	2%	14%	3%	6%	7%	11%	5%	0%	6%	3%	11%	0%
This somewhat increases my interest in air-source heat pumps	18%	27%	32%	17%	17%	8%	12%	23%	20%	18%	12%	12%	23%	21%	17%	26%	24%	16%
This has no real impact on my interest in air-source heat pumps	44%	37%	35%	38%	46%	60%	49%	41%	50%	44%	43%	46%	45%	67%	42%	31%	43%	53%
This somewhat reduces my interest in air-source heat pumps	13%	15%	14%	11%	10%	13%	15%	13%	13%	13%	13%	14%	16%	0%	10%	11%	11%	18%
This greatly reduces my interest in air-source heat pumps	6%	2%	4%	4%	9%	5%	12%	5%	8%	7%	6%	8%	8%	0%	5%	6%	0%	4%
Don't Know	10%	10%	6%	13%	13%	11%	10%	5%	7%	12%	19%	10%	4%	12%	20%	23%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(31.B) An air-source heat pump requires space for a hot water storage tank inside, like some gas boilers do

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	788	123	110	75	70	54	65	58	36	80	75	32	10	193	125	187	86	15
Weighted	786	108	102	73	71	53	66	56	35	82	84	38	18	190	124	194	88	13
This greatly increases my interest in air-source heat pumps	8%	14%	4%	2%	7%	4%	10%	3%	10%	15%	8%	6%	11%	6%	2%	9%	20%	20%
This somewhat increases my interest in air-source heat pumps	18%	23%	18%	23%	10%	19%	22%	20%	21%	20%	11%	17%	10%	17%	16%	21%	27%	20%
This has no real impact on my interest in air-source heat pumps	44%	34%	49%	55%	57%	49%	41%	37%	54%	29%	43%	42%	71%	47%	55%	45%	32%	39%
This somewhat reduces my interest in air-source heat pumps	13%	10%	10%	12%	5%	17%	14%	17%	5%	20%	17%	24%	0%	10%	13%	12%	12%	9%
This greatly reduces my interest in air-source heat pumps	6%	4%	9%	3%	12%	3%	6%	5%	6%	6%	10%	3%	0%	6%	4%	6%	2%	8%
Don't Know	10%	16%	10%	5%	9%	8%	7%	17%	5%	10%	12%	9%	8%	14%	10%	6%	6%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(31.C) An air-source heat pump requires space for a hot water storage tank inside, like some gas boilers do

	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	788	13	48	70	92	85	85	54	54	35	38	39	29	24	19	15	30
Weighted	786	12	46	66	93	87	85	57	53	35	39	42	30	26	18	13	27
This greatly increases my interest in air-source heat pumps	8%	8%	8%	8%	4%	5%	7%	6%	5%	9%	8%	0%	10%	8%	18%	20%	40%
This somewhat increases my interest in air-source heat pumps	18%	14%	18%	12%	11%	15%	29%	8%	13%	30%	26%	24%	28%	21%	28%	29%	26%
This has no real impact on my interest in air-source heat pumps	44%	57%	45%	43%	45%	45%	39%	52%	56%	44%	42%	53%	32%	52%	42%	40%	21%
This somewhat reduces my interest in air-source heat pumps	13%	0%	16%	17%	15%	17%	10%	25%	11%	11%	11%	12%	14%	8%	12%	4%	6%
This greatly reduces my interest in air-source heat pumps	6%	0%	6%	10%	10%	4%	3%	7%	7%	6%	4%	10%	10%	0%	0%	0%	4%
Don't Know	10%	22%	7%	10%	16%	14%	12%	3%	9%	0%	8%	1%	6%	11%	0%	7%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(31.D) An air-source heat pump requires space for a hot water storage tank inside, like some gas boilers do

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	788	384	400	326	325	85	311	192	61	10	101	188	203	97	148	99	52
Weighted	786	388	394	322	329	86	310	190	58	10	99	184	202	96	148	100	55
This greatly increases my interest in air-source heat pumps	8%	10%	5%	7%	10%	8%	9%	8%	10%	11%	6%	19%	5%	6%	5%	2%	4%
This somewhat increases my interest in air-source heat pumps	18%	21%	15%	14%	22%	19%	18%	22%	26%	22%	14%	22%	17%	18%	17%	16%	19%
This has no real impact on my interest in air-source heat pumps	44%	42%	47%	44%	46%	40%	44%	46%	43%	39%	45%	33%	46%	47%	47%	51%	52%
This somewhat reduces my interest in air-source heat pumps	13%	12%	14%	13%	12%	14%	12%	13%	2%	9%	12%	11%	13%	13%	14%	18%	8%
This greatly reduces my interest in air-source heat pumps	6%	5%	8%	7%	5%	7%	7%	4%	9%	10%	9%	4%	9%	7%	7%	5%	2%
Don't Know	10%	9%	11%	14%	5%	12%	9%	7%	10%	9%	14%	12%	10%	8%	8%	9%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(32.A) An air-source heat pump has efficiency of 320% compared to 95% for an average boiler; for every unit of energy used by the pump you get over 3 units out

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	720	114	102	121	129	105	149	196	172	168	182	293	181	15	44	52	105	24
Weighted	721	109	116	119	126	101	150	205	177	160	176	293	187	15	42	48	108	23
This greatly increases my interest in air-source heat pumps	26%	25%	27%	29%	24%	21%	29%	32%	23%	22%	25%	25%	33%	33%	11%	21%	24%	30%
This somewhat increases my interest in air-source heat pumps	36%	36%	41%	34%	36%	38%	33%	36%	43%	39%	27%	36%	38%	41%	32%	39%	39%	9%
This has no real impact on my interest in air-source heat pumps	23%	19%	18%	20%	28%	26%	25%	21%	23%	24%	24%	26%	17%	6%	34%	20%	20%	34%
This somewhat reduces my interest in air-source heat pumps	3%	9%	4%	3%	2%	1%	1%	3%	2%	3%	5%	2%	2%	20%	6%	4%	3%	9%
This greatly reduces my interest in air-source heat pumps	2%	1%	3%	2%	0%	3%	1%	2%	1%	1%	2%	2%	2%	0%	1%	0%	1%	0%
Don't Know	10%	10%	6%	12%	11%	11%	11%	6%	8%	11%	16%	8%	8%	0%	16%	16%	14%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(32.B) An air-source heat pump has efficiency of 320% compared to 95% for an average boiler; for every unit of energy used by the pump you get over 3 units out

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	720	123	100	45	62	50	67	61	34	79	52	30	17	162	116	172	76	19
Weighted	721	110	91	45	61	49	68	59	34	81	59	35	31	162	114	176	78	19
This greatly increases my interest in air-source heat pumps	26%	23%	28%	13%	31%	29%	31%	27%	23%	32%	17%	22%	33%	23%	25%	30%	31%	14%
This somewhat increases my interest in air-source heat pumps	36%	39%	33%	46%	41%	26%	33%	31%	29%	30%	43%	44%	42%	33%	33%	38%	32%	56%
This has no real impact on my interest in air-source heat pumps	23%	20%	24%	21%	22%	31%	20%	19%	35%	24%	28%	15%	12%	26%	26%	20%	29%	23%
This somewhat reduces my interest in air-source heat pumps	3%	4%	2%	7%	2%	4%	5%	5%	0%	1%	2%	3%	0%	2%	4%	2%	2%	0%
This greatly reduces my interest in air-source heat pumps	2%	1%	2%	2%	0%	0%	2%	0%	0%	4%	0%	3%	6%	1%	2%	1%	1%	0%
Don't Know	10%	12%	10%	11%	4%	10%	9%	18%	13%	8%	9%	13%	6%	14%	11%	9%	4%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(32.C) An air-source heat pump has efficiency of 320% compared to 95% for an average boiler; for every unit of energy used by the pump you get over 3 units out

	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	720	10	51	72	65	78	67	63	50	51	24	41	24	19	13	14	25
Weighted	721	10	47	73	64	79	67	67	50	52	22	46	25	19	11	15	24
This greatly increases my interest in air-source heat pumps	26%	8%	16%	24%	22%	27%	27%	30%	33%	27%	28%	35%	21%	28%	18%	13%	59%
This somewhat increases my interest in air-source heat pumps	36%	17%	37%	35%	34%	29%	48%	39%	38%	34%	32%	43%	34%	23%	73%	35%	29%
This has no real impact on my interest in air-source heat pumps	23%	47%	24%	28%	27%	27%	14%	16%	23%	20%	21%	15%	32%	28%	9%	38%	5%
This somewhat reduces my interest in air-source heat pumps	3%	0%	4%	4%	4%	4%	1%	6%	2%	5%	0%	0%	0%	5%	0%	0%	7%
This greatly reduces my interest in air-source heat pumps	2%	0%	2%	0%	3%	3%	0%	0%	2%	0%	4%	4%	8%	5%	0%	0%	0%
Don't Know	10%	28%	17%	9%	11%	10%	10%	9%	2%	14%	15%	3%	5%	11%	0%	14%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(32.D) An air-source heat pump has efficiency of 320% compared to 95% for an average boiler; for every unit of energy used by the pump you get over 3 units out

	Gender		EU 2016 Vote			2019					Area						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	720	347	365	294	292	85	287	194	49	17	82	174	198	109	115	73	49
Weighted	721	355	359	293	297	84	283	193	48	18	83	171	200	109	118	73	49
This greatly increases my interest in air-source heat pumps	26%	28%	24%	26%	27%	21%	27%	26%	39%	35%	22%	21%	31%	26%	19%	36%	26%
This somewhat increases my interest in air-source heat pumps	36%	37%	35%	36%	38%	32%	35%	38%	36%	21%	34%	40%	37%	32%	39%	33%	29%
This has no real impact on my interest in air-source heat pumps	23%	22%	24%	23%	22%	28%	25%	21%	21%	27%	23%	21%	23%	24%	23%	20%	29%
This somewhat reduces my interest in air-source heat pumps	3%	3%	3%	3%	4%	3%	2%	4%	3%	11%	2%	3%	2%	4%	7%	1%	0%
This greatly reduces my interest in air-source heat pumps	2%	1%	2%	2%	1%	2%	2%	1%	0%	0%	2%	3%	1%	1%	2%	1%	0%
Don't Know	10%	9%	11%	10%	7%	15%	10%	9%	2%	5%	17%	11%	8%	12%	10%	9%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(33.A) A house with an air-source heat pump emits 0.7 tonnes of carbon each year, compared to 2.7 tonnes for a gas boiler

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	756	114	97	130	136	119	160	198	184	177	194	305	183	10	60	49	107	30
Weighted	756	111	111	132	131	116	155	203	190	170	189	301	191	10	59	47	109	29
This greatly increases my interest in air-source heat pumps	22%	23%	24%	25%	20%	23%	16%	24%	23%	17%	21%	20%	25%	0%	18%	23%	24%	20%
This somewhat increases my interest in air-source heat pumps	39%	38%	36%	40%	40%	39%	41%	38%	40%	42%	37%	43%	39%	59%	35%	19%	41%	38%
This has no real impact on my interest in air-source heat pumps	26%	20%	27%	21%	26%	28%	31%	27%	23%	28%	26%	29%	24%	21%	26%	38%	19%	18%
This somewhat reduces my interest in air-source heat pumps	3%	6%	2%	3%	1%	1%	2%	2%	2%	3%	3%	1%	3%	0%	3%	5%	3%	7%
This greatly reduces my interest in air-source heat pumps	1%	1%	0%	1%	0%	3%	1%	0%	1%	1%	2%	1%	1%	0%	0%	2%	2%	6%
Don't Know	10%	11%	10%	10%	13%	5%	9%	7%	12%	9%	11%	6%	9%	20%	18%	14%	10%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(33.B) A house with an air-source heat pump emits 0.7 tonnes of carbon each year, compared to 2.7 tonnes for a gas boiler

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	756	108	98	65	69	62	69	71	29	83	49	38	15	177	123	170	83	15
Weighted	756	95	89	65	68	63	70	70	28	85	54	44	27	176	123	175	83	12
This greatly increases my interest in air-source heat pumps	22%	24%	24%	11%	20%	17%	16%	23%	28%	34%	20%	17%	21%	22%	20%	29%	25%	21%
This somewhat increases my interest in air-source heat pumps	39%	36%	29%	45%	45%	39%	45%	44%	29%	33%	34%	42%	61%	38%	36%	37%	46%	29%
This has no real impact on my interest in air-source heat pumps	26%	26%	30%	31%	29%	28%	20%	18%	34%	24%	24%	30%	11%	23%	28%	23%	21%	37%
This somewhat reduces my interest in air-source heat pumps	3%	1%	3%	5%	0%	6%	4%	0%	6%	1%	4%	3%	0%	2%	5%	2%	2%	0%
This greatly reduces my interest in air-source heat pumps	1%	2%	1%	0%	0%	0%	1%	0%	0%	2%	2%	0%	7%	0%	2%	2%	0%	0%
Don't Know	10%	11%	13%	8%	5%	10%	13%	14%	3%	6%	16%	9%	0%	14%	9%	8%	7%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(33.C) A house with an air-source heat pump emits 0.7 tonnes of carbon each year, compared to 2.7 tonnes for a gas boiler

	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	14	47	77	83	74	63	73	51	40	31	48	25	16	19	16	31
Weighted	756	14	44	75	83	76	65	74	53	41	30	49	28	17	19	14	30
This greatly increases my interest in air-source heat pumps	22%	26%	15%	27%	16%	24%	19%	27%	19%	11%	20%	24%	17%	22%	28%	30%	29%
This somewhat increases my interest in air-source heat pumps	39%	20%	37%	31%	27%	39%	52%	45%	47%	49%	52%	35%	43%	43%	40%	34%	38%
This has no real impact on my interest in air-source heat pumps	26%	17%	32%	25%	34%	26%	25%	23%	27%	19%	22%	36%	22%	18%	32%	23%	16%
This somewhat reduces my interest in air-source heat pumps	3%	7%	2%	3%	5%	1%	0%	1%	2%	4%	3%	0%	4%	0%	0%	0%	7%
This greatly reduces my interest in air-source heat pumps	1%	0%	0%	3%	2%	0%	1%	0%	2%	0%	3%	0%	0%	6%	0%	0%	0%
Don't Know	10%	30%	13%	11%	14%	10%	4%	3%	4%	17%	0%	5%	14%	11%	0%	13%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(33.D) A house with an air-source heat pump emits 0.7 tonnes of carbon each year, compared to 2.7 tonnes for a gas boiler

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	756	358	394	319	296	86	319	194	58	7	88	140	203	102	161	89	61
Weighted	756	367	385	318	299	86	316	193	57	9	88	138	198	103	164	91	63
This greatly increases my interest in air-source heat pumps	22%	21%	21%	17%	26%	23%	20%	23%	27%	18%	23%	28%	19%	24%	19%	19%	19%
This somewhat increases my interest in air-source heat pumps	39%	39%	40%	39%	42%	31%	42%	34%	52%	56%	25%	32%	36%	42%	43%	44%	39%
This has no real impact on my interest in air-source heat pumps	26%	28%	24%	31%	21%	28%	26%	29%	17%	12%	30%	24%	29%	22%	24%	27%	27%
This somewhat reduces my interest in air-source heat pumps	3%	2%	3%	3%	3%	2%	2%	4%	2%	0%	4%	2%	3%	1%	3%	4%	2%
This greatly reduces my interest in air-source heat pumps	1%	2%	1%	2%	1%	0%	2%	1%	0%	0%	2%	1%	0%	2%	2%	1%	0%
Don't Know	10%	8%	11%	9%	8%	15%	8%	9%	2%	14%	16%	12%	13%	8%	8%	4%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(34.A) An air-source heat pump does not give off any air pollution, whereas a gas boiler emits nitrous oxide

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	715	113	113	111	128	96	154	188	184	152	188	282	160	10	62	61	100	29
Weighted	722	109	132	112	125	92	152	200	191	146	182	285	167	10	62	58	100	29
This greatly increases my interest in air-source heat pumps	25%	23%	30%	28%	26%	20%	22%	29%	25%	25%	19%	24%	25%	20%	27%	25%	31%	15%
This somewhat increases my interest in air-source heat pumps	40%	40%	36%	35%	44%	49%	40%	35%	46%	40%	41%	42%	42%	70%	31%	31%	42%	40%
This has no real impact on my interest in air-source heat pumps	22%	21%	18%	24%	21%	18%	30%	22%	19%	24%	25%	23%	21%	10%	23%	31%	17%	30%
This somewhat reduces my interest in air-source heat pumps	2%	2%	4%	1%	2%	0%	0%	2%	1%	1%	3%	1%	2%	0%	6%	0%	1%	4%
This greatly reduces my interest in air-source heat pumps	2%	3%	3%	5%	1%	1%	1%	4%	0%	1%	3%	1%	3%	0%	5%	3%	3%	3%
Don't Know	9%	12%	9%	8%	6%	12%	7%	8%	8%	9%	9%	8%	7%	0%	9%	10%	7%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(34.B) An air-source heat pump does not give off any air pollution, whereas a gas boiler emits nitrous oxide

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	715	100	107	55	69	64	59	69	23	67	59	29	14	179	125	158	72	13
Weighted	722	91	99	54	70	63	62	68	22	68	67	35	24	176	125	167	77	11
This greatly increases my interest in air-source heat pumps	25%	23%	29%	16%	24%	25%	28%	27%	22%	19%	28%	23%	40%	20%	25%	33%	27%	31%
This somewhat increases my interest in air-source heat pumps	40%	34%	34%	43%	47%	43%	38%	39%	31%	59%	39%	38%	29%	44%	39%	34%	41%	25%
This has no real impact on my interest in air-source heat pumps	22%	24%	21%	29%	24%	24%	14%	24%	30%	18%	22%	22%	16%	21%	22%	22%	19%	19%
This somewhat reduces my interest in air-source heat pumps	2%	3%	3%	0%	0%	4%	3%	2%	0%	0%	0%	3%	0%	3%	1%	1%	3%	17%
This greatly reduces my interest in air-source heat pumps	2%	3%	3%	2%	1%	0%	3%	2%	4%	2%	1%	5%	8%	2%	2%	1%	2%	0%
Don't Know	9%	14%	10%	11%	4%	4%	13%	6%	14%	3%	10%	9%	7%	11%	10%	8%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(34.C) An air-source heat pump does not give off any air pollution, whereas a gas boiler emits nitrous oxide

	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	715	8	55	76	70	61	76	71	50	29	30	36	32	26	16	5	25
Weighted	722	8	55	73	69	62	75	71	50	31	31	40	35	25	18	5	26
This greatly increases my interest in air-source heat pumps	25%	46%	26%	25%	20%	30%	19%	20%	33%	18%	22%	18%	25%	23%	54%	24%	38%
This somewhat increases my interest in air-source heat pumps	40%	28%	42%	39%	39%	38%	45%	53%	42%	36%	34%	44%	26%	42%	30%	54%	29%
This has no real impact on my interest in air-source heat pumps	22%	13%	13%	21%	31%	22%	23%	20%	19%	16%	44%	27%	30%	23%	6%	22%	15%
This somewhat reduces my interest in air-source heat pumps	2%	0%	2%	4%	0%	3%	2%	1%	0%	3%	0%	0%	5%	0%	0%	0%	4%
This greatly reduces my interest in air-source heat pumps	2%	0%	7%	3%	4%	0%	2%	1%	0%	5%	0%	5%	0%	0%	10%	0%	0%
Don't Know	9%	13%	11%	8%	7%	8%	8%	5%	5%	21%	0%	6%	14%	11%	0%	0%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(34.D) An air-source heat pump does not give off any air pollution, whereas a gas boiler emits nitrous oxide

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	715	344	367	268	301	90	275	176	56	13	82	151	192	105	143	79	44
Weighted	722	355	363	269	306	90	273	176	55	13	84	150	192	107	148	79	46
This greatly increases my interest in air-source heat pumps	25%	25%	25%	23%	27%	21%	19%	29%	24%	34%	21%	28%	23%	25%	23%	25%	27%
This somewhat increases my interest in air-source heat pumps	40%	41%	39%	40%	42%	35%	44%	40%	39%	43%	37%	36%	42%	40%	43%	39%	40%
This has no real impact on my interest in air-source heat pumps	22%	26%	19%	28%	19%	22%	27%	18%	30%	22%	22%	20%	23%	25%	19%	27%	24%
This somewhat reduces my interest in air-source heat pumps	2%	1%	2%	0%	2%	4%	1%	3%	0%	0%	1%	2%	2%	2%	2%	1%	0%
This greatly reduces my interest in air-source heat pumps	2%	2%	3%	2%	3%	4%	2%	3%	0%	0%	4%	1%	2%	3%	4%	2%	0%
Don't Know	9%	5%	12%	7%	7%	14%	7%	7%	7%	0%	15%	13%	8%	5%	9%	6%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(35.A) This is how an air source heat-pump looks:

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	758	129	107	144	119	90	169	203	202	156	195	301	165	7	65	56	127	25
Weighted	761	124	124	145	119	88	161	207	211	152	188	300	171	7	66	53	127	25
This greatly increases my interest in air-source heat pumps	10%	19%	16%	15%	3%	5%	2%	13%	6%	10%	10%	10%	8%	14%	13%	16%	10%	8%
This somewhat increases my interest in air-source heat pumps	19%	21%	21%	23%	17%	15%	17%	18%	19%	18%	21%	20%	19%	0%	23%	21%	16%	20%
This has no real impact on my interest in air-source heat pumps	36%	28%	31%	34%	37%	50%	41%	33%	38%	40%	34%	38%	33%	43%	33%	30%	44%	24%
This somewhat reduces my interest in air-source heat pumps	16%	19%	16%	10%	17%	15%	18%	16%	16%	17%	15%	16%	19%	0%	18%	9%	15%	7%
This greatly reduces my interest in air-source heat pumps	11%	8%	9%	11%	12%	9%	15%	14%	10%	10%	9%	10%	13%	28%	6%	8%	12%	23%
Don't Know	8%	6%	7%	6%	14%	6%	8%	5%	11%	4%	10%	6%	8%	15%	8%	16%	5%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(35.B) This is how an air source heat-pump looks:

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	758	123	106	65	66	50	60	63	29	85	68	33	10	170	126	182	94	17
Weighted	761	111	94	64	65	50	62	62	29	87	78	39	19	170	125	189	95	17
This greatly increases my interest in air-source heat pumps	10%	21%	13%	3%	2%	9%	14%	5%	3%	13%	6%	6%	9%	9%	11%	9%	19%	0%
This somewhat increases my interest in air-source heat pumps	19%	23%	15%	17%	14%	13%	29%	16%	25%	18%	23%	17%	19%	14%	18%	21%	27%	38%
This has no real impact on my interest in air-source heat pumps	36%	30%	31%	55%	43%	42%	17%	37%	40%	38%	29%	49%	42%	32%	43%	40%	21%	40%
This somewhat reduces my interest in air-source heat pumps	16%	11%	18%	11%	19%	16%	20%	20%	22%	19%	16%	8%	0%	20%	12%	13%	17%	18%
This greatly reduces my interest in air-source heat pumps	11%	9%	15%	3%	13%	13%	11%	13%	3%	8%	18%	6%	10%	15%	9%	9%	12%	0%
Don't Know	8%	6%	7%	10%	9%	6%	8%	9%	6%	4%	9%	14%	19%	11%	7%	9%	4%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(35.C) This is how an air source heat-pump looks:

	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	758	10	56	78	75	77	73	61	51	46	35	40	27	23	16	18	24
Weighted	761	10	54	75	77	82	73	64	50	45	34	42	29	22	16	17	23
This greatly increases my interest in air-source heat pumps	10%	11%	16%	8%	8%	5%	8%	11%	16%	7%	3%	7%	17%	18%	12%	19%	35%
This somewhat increases my interest in air-source heat pumps	19%	29%	19%	20%	14%	27%	26%	12%	17%	24%	6%	14%	11%	16%	37%	22%	24%
This has no real impact on my interest in air-source heat pumps	36%	9%	42%	39%	44%	41%	35%	35%	30%	43%	31%	40%	36%	31%	19%	43%	18%
This somewhat reduces my interest in air-source heat pumps	16%	29%	7%	19%	19%	9%	17%	18%	16%	22%	25%	18%	19%	15%	18%	16%	8%
This greatly reduces my interest in air-source heat pumps	11%	0%	11%	11%	6%	7%	8%	18%	12%	3%	23%	17%	14%	11%	13%	0%	11%
Don't Know	8%	22%	6%	4%	9%	10%	6%	6%	8%	0%	11%	4%	4%	9%	0%	0%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(35.D) This is how an air source heat-pump looks:

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	758	364	387	287	325	82	284	212	56	10	77	153	194	108	168	85	48
Weighted	761	375	378	287	332	80	280	213	55	11	75	153	193	110	171	84	48
This greatly increases my interest in air-source heat pumps	10%	14%	6%	8%	10%	13%	11%	11%	5%	9%	9%	25%	6%	6%	7%	6%	7%
This somewhat increases my interest in air-source heat pumps	19%	21%	17%	19%	20%	19%	16%	22%	33%	15%	10%	18%	17%	28%	18%	16%	20%
This has no real impact on my interest in air-source heat pumps	36%	35%	37%	35%	39%	29%	36%	37%	31%	59%	38%	30%	35%	39%	42%	35%	37%
This somewhat reduces my interest in air-source heat pumps	16%	15%	17%	16%	16%	14%	14%	17%	18%	9%	20%	11%	19%	13%	17%	21%	13%
This greatly reduces my interest in air-source heat pumps	11%	10%	12%	15%	8%	13%	17%	6%	4%	8%	9%	8%	14%	8%	8%	16%	11%
Don't Know	8%	5%	11%	7%	6%	11%	6%	6%	9%	0%	13%	8%	9%	6%	8%	5%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(36.A) Based on this information, do you think you would or would not be interested in having a heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Would definitely be interested	16%	16%	25%	19%	11%	13%	10%	22%	14%	12%	12%	17%	15%	21%	14%	14%	17%	8%
Would probably be interested	33%	39%	37%	34%	32%	29%	27%	34%	37%	32%	28%	31%	36%	29%	32%	30%	36%	27%
Not sure either way	30%	28%	25%	30%	30%	34%	33%	25%	27%	34%	35%	28%	31%	39%	33%	32%	27%	33%
Would probably not be interested	9%	10%	6%	7%	12%	9%	12%	9%	11%	9%	10%	10%	9%	3%	9%	10%	7%	20%
Would definitely not be interested	7%	2%	4%	4%	7%	12%	15%	5%	7%	9%	9%	10%	5%	0%	5%	10%	7%	4%
Don't Know	5%	5%	4%	5%	8%	4%	3%	4%	5%	5%	5%	3%	4%	8%	6%	5%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(36.B) Based on this information, do you think you would or would not be interested in having a heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Would definitely be interested	16%	25%	14%	7%	9%	13%	18%	17%	20%	20%	10%	13%	13%	9%	14%	19%	25%	43%
Would probably be interested	33%	31%	32%	33%	38%	27%	32%	29%	27%	35%	30%	44%	46%	27%	35%	36%	37%	35%
Not sure either way	30%	24%	31%	40%	35%	33%	28%	32%	32%	25%	32%	19%	35%	36%	30%	26%	21%	10%
Would probably not be interested	9%	9%	11%	7%	10%	18%	11%	6%	8%	9%	11%	7%	6%	12%	12%	8%	7%	7%
Would definitely not be interested	7%	6%	7%	11%	5%	7%	7%	9%	4%	7%	10%	12%	0%	10%	5%	6%	5%	2%
Don't Know	5%	6%	5%	3%	3%	3%	3%	6%	9%	4%	7%	5%	0%	6%	4%	5%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(36.C) Based on this information, do you think you would or would not be interested in having a heat pump installed where you live?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Would definitely be interested	16%	13%	15%	17%	12%	10%	10%	17%	16%	15%	17%	16%	17%	19%	33%	33%	47%
Would probably be interested	33%	39%	29%	27%	25%	34%	38%	33%	43%	40%	35%	43%	26%	31%	37%	28%	27%
Not sure either way	30%	41%	31%	31%	37%	36%	33%	33%	19%	30%	31%	26%	25%	30%	20%	21%	11%
Would probably not be interested	9%	3%	8%	13%	13%	8%	8%	11%	9%	5%	9%	5%	12%	12%	8%	3%	7%
Would definitely not be interested	7%	4%	10%	10%	9%	6%	5%	5%	8%	6%	7%	8%	15%	5%	0%	6%	1%
Don't Know	5%	0%	6%	2%	4%	5%	6%	1%	6%	3%	0%	2%	5%	2%	3%	8%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(36.D) Based on this information, do you think you would or would not be interested in having a heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Would definitely be interested	16%	19%	12%	14%	19%	10%	15%	17%	19%	23%	9%	26%	12%	15%	10%	12%	16%
Would probably be interested	33%	34%	32%	28%	36%	32%	29%	38%	38%	38%	30%	34%	31%	36%	32%	35%	29%
Not sure either way	30%	27%	33%	31%	29%	33%	29%	30%	24%	26%	34%	23%	35%	28%	32%	30%	29%
Would probably not be interested	9%	9%	10%	12%	8%	7%	12%	8%	11%	4%	6%	6%	10%	9%	12%	9%	11%
Would definitely not be interested	7%	8%	7%	12%	5%	6%	12%	3%	3%	9%	8%	4%	7%	7%	9%	10%	11%
Don't Know	5%	4%	6%	3%	4%	12%	3%	4%	5%	0%	13%	6%	5%	4%	5%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(37.A) Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Would definitely be interested	19%	21%	25%	23%	16%	17%	13%	24%	19%	16%	16%	18%	20%	15%	20%	17%	20%	14%
Would probably be interested	35%	38%	38%	38%	32%	33%	30%	36%	37%	35%	31%	33%	41%	42%	29%	33%	36%	31%
Not sure either way	24%	23%	20%	22%	26%	25%	26%	22%	23%	23%	27%	22%	22%	33%	31%	24%	26%	30%
Would probably not be interested	10%	10%	8%	9%	13%	10%	12%	10%	9%	13%	11%	13%	9%	7%	6%	13%	6%	16%
Would definitely not be interested	9%	3%	5%	6%	10%	12%	16%	7%	9%	10%	11%	12%	6%	4%	8%	11%	9%	3%
Don't Know	3%	5%	4%	2%	4%	2%	2%	2%	3%	3%	4%	3%	2%	0%	5%	1%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(37.B) Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Would definitely be interested	19%	28%	14%	15%	16%	12%	20%	21%	20%	22%	16%	15%	23%	13%	18%	22%	27%	39%
Would probably be interested	35%	35%	32%	36%	39%	34%	32%	32%	24%	38%	30%	46%	47%	29%	38%	38%	37%	37%
Not sure either way	24%	20%	28%	24%	27%	29%	24%	24%	37%	19%	24%	14%	18%	30%	23%	20%	21%	16%
Would probably not be interested	10%	9%	14%	11%	10%	12%	10%	8%	9%	11%	13%	8%	3%	11%	12%	8%	8%	2%
Would definitely not be interested	9%	7%	9%	12%	4%	11%	11%	9%	8%	7%	12%	12%	9%	13%	6%	8%	6%	6%
Don't Know	3%	2%	2%	2%	3%	2%	3%	6%	2%	3%	5%	5%	0%	4%	3%	3%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(37.C) Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Would definitely be interested	19%	11%	20%	19%	12%	18%	15%	16%	20%	25%	20%	15%	22%	19%	33%	31%	50%
Would probably be interested	35%	52%	32%	32%	28%	34%	36%	41%	38%	36%	40%	52%	26%	34%	41%	34%	24%
Not sure either way	24%	26%	23%	27%	28%	27%	28%	24%	19%	22%	20%	14%	29%	24%	13%	13%	11%
Would probably not be interested	10%	3%	8%	8%	15%	12%	12%	10%	13%	6%	12%	10%	8%	14%	7%	3%	10%
Would definitely not be interested	9%	0%	15%	11%	13%	8%	6%	7%	9%	11%	7%	7%	12%	8%	3%	16%	1%
Don't Know	3%	8%	3%	2%	3%	2%	3%	1%	1%	0%	2%	2%	3%	2%	4%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(37.D) Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Would definitely be interested	19%	22%	16%	17%	22%	15%	18%	20%	21%	37%	14%	30%	16%	20%	12%	15%	16%
Would probably be interested	35%	38%	32%	31%	39%	35%	31%	39%	39%	25%	33%	35%	33%	37%	35%	35%	36%
Not sure either way	24%	22%	26%	26%	21%	27%	24%	24%	20%	19%	25%	19%	26%	19%	27%	28%	22%
Would probably not be interested	10%	9%	12%	12%	9%	10%	13%	9%	12%	10%	8%	7%	11%	13%	12%	12%	9%
Would definitely not be interested	9%	8%	10%	13%	7%	7%	12%	5%	7%	9%	12%	6%	11%	8%	10%	8%	12%
Don't Know	3%	2%	4%	2%	2%	6%	2%	3%	1%	0%	8%	3%	3%	3%	4%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(38.A) You said you would not be interested in an air-source heat pump. What are the main reasons for this? Please select up to three

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	397	39	41	51	79	64	123	87	93	105	112	196	75	3	22	37	46	13
Weighted	391	38	44	51	78	62	119	89	94	100	108	191	76	3	22	35	46	13
I don't like that it goes outside the house	32%	21%	40%	27%	35%	25%	35%	30%	35%	30%	31%	38%	26%	38%	28%	14%	25%	39%
I don't like how it looks	29%	44%	25%	24%	36%	24%	26%	36%	24%	32%	25%	29%	37%	38%	28%	22%	23%	30%
I don't have the space for it outside	27%	22%	33%	38%	22%	18%	29%	20%	28%	19%	38%	27%	25%	66%	32%	19%	31%	23%
I don't have space for a water tank inside	26%	16%	18%	21%	32%	30%	27%	26%	22%	30%	26%	28%	30%	28%	19%	13%	22%	25%
It takes too long to install	5%	10%	11%	4%	3%	8%	2%	3%	6%	7%	5%	4%	5%	0%	5%	9%	4%	7%
It does not look safe	5%	5%	8%	6%	8%	5%	2%	5%	12%	1%	4%	4%	7%	0%	9%	8%	5%	7%
It looks like it would be noisy	24%	45%	40%	25%	21%	16%	16%	21%	31%	22%	22%	22%	25%	34%	36%	11%	29%	32%
I think it would reduce the value of the property	8%	9%	8%	4%	7%	5%	11%	6%	8%	8%	8%	9%	9%	34%	4%	0%	5%	16%
I don't trust that it will work as well as a boiler	25%	17%	11%	21%	15%	40%	32%	32%	22%	24%	21%	32%	19%	0%	22%	19%	14%	17%
I'm not sure who I would go to for maintenance	7%	16%	8%	7%	7%	6%	3%	8%	7%	8%	5%	5%	4%	34%	13%	9%	11%	0%
I'm not interested in the environmental aspects	6%	8%	4%	5%	5%	5%	9%	5%	7%	5%	9%	6%	6%	28%	9%	2%	8%	16%
Other (Please Specify)	15%	3%	5%	18%	10%	20%	23%	19%	16%	15%	12%	17%	8%	0%	8%	28%	13%	24%
Don't Know	4%	3%	3%	4%	8%	4%	2%	1%	5%	5%	5%	4%	2%	0%	0%	5%	9%	0%

Note:

BASE: Question displayed when the Question "Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?" is one of the following answers ("Would probably not be interested", "Would definitely not be interested")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(38.B) You said you would not be interested in an air-source heat pump. What are the main reasons for this? Please select up to three

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	397	48	68	38	27	33	38	28	15	41	40	17	4	113	63	76	33	4
Weighted	391	43	62	37	26	32	38	27	14	41	45	20	7	111	61	79	32	3
I don't like that it goes outside the house	32%	28%	34%	18%	40%	50%	28%	37%	54%	25%	21%	25%	76%	32%	36%	30%	33%	20%
I don't like how it looks	29%	35%	28%	23%	18%	44%	19%	49%	15%	31%	22%	18%	73%	31%	30%	27%	24%	57%
I don't have the space for it outside	27%	24%	26%	24%	22%	24%	32%	37%	37%	10%	46%	12%	27%	23%	23%	21%	35%	0%
I don't have space for a water tank inside	26%	26%	25%	32%	27%	34%	19%	20%	20%	23%	33%	18%	27%	25%	29%	24%	26%	0%
It takes too long to install	5%	2%	8%	3%	7%	6%	6%	0%	0%	8%	3%	16%	0%	4%	3%	7%	0%	0%
It does not look safe	5%	6%	8%	5%	4%	0%	11%	0%	14%	5%	3%	6%	0%	5%	3%	7%	3%	0%
It looks like it would be noisy	24%	18%	26%	26%	35%	18%	15%	31%	19%	32%	15%	24%	49%	21%	16%	35%	23%	48%
I think it would reduce the value of the property	8%	11%	7%	5%	0%	12%	13%	4%	0%	12%	2%	16%	0%	10%	6%	2%	12%	0%
I don't trust that it will work as well as a boiler	25%	8%	25%	18%	33%	24%	24%	39%	21%	28%	36%	24%	0%	29%	16%	25%	27%	43%
I'm not sure who I would go to for maintenance	7%	6%	11%	0%	15%	6%	8%	4%	0%	10%	5%	5%	0%	4%	10%	3%	5%	28%
I'm not interested in the environmental aspects	6%	6%	8%	3%	0%	3%	8%	24%	0%	7%	7%	0%	0%	7%	5%	8%	5%	0%
Other (Please Specify)	15%	15%	13%	24%	23%	9%	9%	10%	19%	19%	13%	23%	0%	15%	9%	22%	19%	0%
Don't Know	4%	4%	3%	5%	4%	3%	7%	0%	8%	2%	7%	0%	0%	4%	8%	1%	3%	0%

Note:

BASE: Question displayed when the Question "Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?" is one of the following answers ("Would probably not be interested", "Would definitely not be interested")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(38.C) You said you would not be interested in an air-source heat pump. What are the main reasons for this? 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	397	1	35	38	56	40	34	30	28	20	17	19	15	14	4	7	9
Weighted	391	1	33	37	56	40	34	32	29	19	17	19	16	12	4	7	8
I don't like that it goes outside the house	32%	100%	24%	19%	32%	32%	31%	31%	29%	15%	34%	51%	31%	31%	0%	38%	30%
I don't like how it looks	29%	0%	23%	23%	32%	21%	22%	34%	15%	29%	29%	41%	41%	38%	42%	26%	28%
I don't have the space for it outside	27%	0%	26%	27%	32%	27%	35%	29%	32%	21%	12%	15%	28%	25%	58%	0%	14%
I don't have space for a water tank inside	26%	0%	22%	28%	21%	36%	33%	25%	39%	16%	31%	32%	8%	32%	31%	12%	25%
It takes too long to install	5%	0%	12%	5%	2%	12%	3%	9%	4%	6%	5%	0%	0%	0%	0%	0%	8%
It does not look safe	5%	0%	6%	7%	7%	8%	6%	3%	0%	5%	6%	5%	8%	0%	0%	0%	0%
It looks like it would be noisy	24%	100%	14%	28%	22%	20%	20%	26%	37%	24%	17%	30%	31%	24%	24%	12%	7%
I think it would reduce the value of the property	8%	0%	5%	13%	9%	8%	6%	0%	7%	10%	6%	14%	13%	0%	0%	12%	7%
I don't trust that it will work as well as a boiler	25%	100%	21%	16%	28%	22%	31%	26%	29%	14%	36%	18%	40%	9%	0%	17%	35%
I'm not sure who I would go to for maintenance	7%	0%	5%	6%	3%	14%	3%	3%	0%	5%	22%	11%	6%	20%	24%	0%	13%
I'm not interested in the environmental aspects	6%	0%	5%	14%	7%	5%	8%	0%	3%	4%	16%	0%	6%	21%	0%	0%	0%
Other (Please Specify)	15%	0%	12%	17%	11%	7%	12%	18%	28%	27%	7%	21%	20%	15%	0%	35%	0%
Don't Know	4%	0%	19%	3%	2%	2%	3%	0%	0%	10%	0%	0%	0%	0%	0%	13%	0%

Note:

BASE: Question displayed when the Question "Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?" is one of the following answers ("Would probably not be interested", "Would definitely not be interested")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(38.D) You said you would not be interested in an air-source heat pump. What are the main reasons for this? Please select up to three

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	397	168	228	204	137	39	200	76	27	6	46	56	115	58	92	46	30
Weighted	391	165	226	197	139	38	194	73	28	6	45	55	111	58	90	46	31
I don't like that it goes outside the house	32%	27%	35%	34%	31%	18%	37%	23%	31%	16%	19%	29%	36%	27%	34%	27%	29%
I don't like how it looks	29%	27%	31%	29%	29%	26%	32%	29%	23%	16%	35%	27%	35%	22%	28%	27%	31%
I don't have the space for it outside	27%	25%	28%	25%	26%	36%	24%	29%	24%	15%	33%	27%	27%	29%	32%	21%	18%
I don't have space for a water tank inside	26%	23%	27%	24%	31%	23%	26%	24%	30%	34%	28%	19%	26%	20%	38%	30%	7%
It takes too long to install	5%	4%	6%	3%	7%	13%	3%	6%	4%	0%	13%	5%	4%	3%	9%	0%	8%
It does not look safe	5%	5%	6%	7%	5%	2%	5%	7%	0%	0%	2%	9%	7%	2%	6%	0%	7%
It looks like it would be noisy	24%	21%	25%	24%	25%	19%	24%	30%	22%	19%	20%	29%	18%	31%	18%	25%	35%
I think it would reduce the value of the property	8%	6%	9%	11%	4%	5%	9%	11%	0%	0%	4%	10%	9%	9%	4%	7%	6%
I don't trust that it will work as well as a boiler	25%	26%	23%	30%	22%	18%	29%	20%	18%	36%	20%	14%	25%	19%	22%	41%	37%
I'm not sure who I would go to for maintenance	7%	5%	8%	4%	11%	5%	6%	16%	8%	15%	0%	2%	7%	14%	4%	11%	3%
I'm not interested in the environmental aspects	6%	9%	4%	10%	3%	3%	9%	4%	4%	16%	6%	13%	3%	8%	4%	6%	10%
Other (Please Specify)	15%	19%	13%	19%	12%	8%	18%	7%	15%	18%	13%	14%	13%	15%	17%	14%	21%
Don't Know	4%	4%	4%	3%	3%	11%	2%	4%	0%	0%	7%	3%	4%	5%	6%	0%	3%

Note:

BASE: Question displayed when the Question "Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?" is one of the following answers ("Would probably not be interested", "Would definitely not be interested")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(39.A) You said you would be interested in an air-source heat pump. What are the main reasons for this? Please select up to three

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	1071	182	183	214	165	144	183	317	277	231	243	406	282	16	78	80	171	29
Weighted	1081	173	215	210	163	141	179	324	290	224	239	405	293	16	77	76	173	31
The reduction in emissions	47%	40%	39%	41%	57%	55%	53%	45%	51%	49%	42%	47%	48%	31%	48%	50%	48%	32%
The reduction in air pollution	40%	43%	30%	38%	40%	52%	41%	39%	40%	43%	38%	43%	34%	62%	39%	42%	36%	56%
The efficiency	50%	35%	45%	42%	60%	61%	61%	46%	55%	50%	48%	51%	51%	63%	34%	46%	55%	48%
It lasts longer	34%	33%	34%	30%	39%	39%	32%	28%	39%	33%	38%	33%	33%	31%	41%	35%	36%	42%
I like the appearance	8%	10%	10%	14%	4%	2%	4%	12%	6%	6%	6%	9%	8%	6%	6%	6%	6%	6%
I think it would add value to the property	10%	8%	10%	12%	11%	8%	9%	13%	7%	11%	8%	10%	13%	0%	8%	7%	8%	3%
I don't like gas boilers	5%	5%	6%	6%	1%	5%	4%	7%	3%	3%	6%	5%	3%	0%	7%	9%	6%	0%
I like that it goes outside the house	16%	17%	18%	19%	13%	13%	17%	13%	19%	13%	21%	16%	16%	19%	19%	19%	17%	13%
I expect it will work better than a boiler	19%	21%	22%	16%	15%	16%	20%	18%	19%	15%	22%	18%	18%	19%	16%	20%	23%	21%
I expect it will be a normal thing to have in the future	25%	21%	26%	25%	22%	26%	31%	26%	23%	25%	27%	27%	23%	26%	31%	24%	21%	35%
It looks safer than a boiler	14%	23%	23%	14%	9%	4%	9%	16%	11%	18%	14%	11%	16%	32%	20%	16%	13%	21%
Other (Please Specify)	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	8%
Don't Know	1%	1%	0%	1%	0%	2%	0%	0%	0%	2%	1%	1%	1%	0%	0%	0%	1%	0%

Note:

BASE: Question displayed when the Question "Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?" is one of the following answers ("Would definitely be interested", "Would probably be interested")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(39.B) You said you would be interested in an air-source heat pump. What are the main reasons for this? Please select up to three

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	1071	198	132	83	98	66	92	89	35	127	74	53	24	188	189	280	145	33
Weighted	1081	179	121	82	100	65	94	85	35	132	83	63	42	190	189	289	145	31
The reduction in emissions	47%	39%	50%	41%	51%	45%	51%	47%	57%	56%	51%	40%	29%	49%	47%	51%	37%	41%
The reduction in air pollution	40%	38%	40%	37%	40%	41%	39%	44%	44%	39%	38%	48%	37%	44%	39%	43%	31%	39%
The efficiency	50%	39%	56%	59%	52%	43%	46%	53%	50%	56%	50%	50%	50%	43%	51%	51%	49%	31%
It lasts longer	34%	28%	36%	39%	42%	31%	39%	37%	18%	29%	35%	33%	47%	35%	44%	31%	27%	30%
I like the appearance	8%	16%	3%	7%	7%	3%	12%	6%	10%	6%	4%	6%	12%	5%	5%	5%	20%	17%
I think it would add value to the property	10%	11%	14%	8%	8%	10%	9%	4%	10%	12%	6%	13%	9%	6%	10%	9%	17%	5%
I don't like gas boilers	5%	9%	4%	3%	5%	7%	3%	2%	0%	3%	4%	7%	9%	4%	2%	6%	6%	12%
I like that it goes outside the house	16%	15%	15%	16%	18%	19%	10%	23%	15%	16%	16%	19%	19%	18%	15%	15%	16%	12%
I expect it will work better than a boiler	19%	23%	16%	17%	21%	18%	17%	21%	20%	14%	20%	15%	22%	20%	19%	17%	12%	32%
I expect it will be a normal thing to have in the future	25%	18%	30%	17%	24%	40%	26%	25%	37%	22%	30%	29%	25%	28%	22%	24%	24%	24%
It looks safer than a boiler	14%	21%	10%	27%	7%	18%	11%	10%	13%	14%	17%	15%	4%	15%	16%	15%	15%	13%
Other (Please Specify)	1%	1%	1%	1%	0%	2%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	1%	3%
Don't Know	1%	0%	2%	3%	0%	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: Question displayed when the Question "Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?" is one of the following answers ("Would definitely be interested", "Would probably be interested")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(39.C) You said you would be interested in an air-source heat pump. What are the main reasons for this? 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	1071	18	77	99	78	101	97	102	76	69	56	71	37	29	31	26	52
Weighted	1081	17	75	98	81	107	100	104	76	72	55	76	38	30	29	24	50
The reduction in emissions	47%	28%	37%	49%	46%	46%	52%	48%	61%	48%	46%	46%	47%	40%	52%	39%	33%
The reduction in air pollution	40%	33%	45%	34%	39%	44%	39%	49%	33%	27%	42%	34%	38%	38%	71%	37%	31%
The efficiency	50%	48%	35%	43%	52%	49%	47%	60%	61%	48%	53%	61%	58%	33%	40%	38%	35%
It lasts longer	34%	33%	34%	44%	41%	32%	36%	25%	38%	34%	27%	30%	35%	26%	22%	31%	36%
I like the appearance	8%	18%	4%	8%	7%	8%	4%	6%	13%	5%	6%	6%	5%	12%	2%	20%	28%
I think it would add value to the property	10%	5%	10%	5%	10%	7%	8%	7%	15%	8%	20%	12%	12%	28%	2%	14%	12%
I don't like gas boilers	5%	17%	3%	7%	11%	4%	1%	5%	3%	7%	2%	3%	7%	3%	3%	3%	6%
I like that it goes outside the house	16%	23%	18%	16%	18%	20%	17%	13%	17%	8%	13%	12%	6%	23%	23%	27%	22%
I expect it will work better than a boiler	19%	16%	16%	24%	14%	24%	21%	21%	16%	15%	20%	15%	11%	20%	9%	34%	14%
I expect it will be a normal thing to have in the future	25%	22%	24%	26%	20%	32%	19%	33%	19%	29%	25%	29%	21%	27%	13%	33%	29%
It looks safer than a boiler	14%	6%	17%	13%	11%	14%	19%	17%	5%	24%	13%	13%	12%	10%	22%	9%	14%
Other (Please Specify)	1%	4%	0%	2%	0%	0%	0%	0%	1%	1%	0%	1%	3%	0%	2%	0%	0%
Don't Know	1%	0%	3%	0%	0%	0%	1%	0%	0%	1%	0%	0%	2%	0%	4%	0%	0%

Note:
 BASE: Question displayed when the Question "Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?" is one of the following answers ("Would definitely be interested","Would probably be interested")
 Fieldwork: 2nd Aug - 10th Aug 2021
 Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.D) You said you would be interested in an air-source heat pump. What are the main reasons for this? Please select up to three

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	1071	567	492	376	508	109	383	314	94	17	105	280	261	158	185	111	73
Weighted	1081	587	482	380	518	108	383	314	91	19	105	279	260	160	190	113	76
The reduction in emissions	47%	44%	50%	40%	49%	59%	43%	47%	47%	27%	61%	39%	48%	50%	46%	50%	58%
The reduction in air pollution	40%	38%	41%	37%	40%	41%	38%	37%	38%	24%	44%	39%	44%	33%	40%	38%	42%
The efficiency	50%	49%	50%	48%	51%	52%	51%	49%	60%	43%	48%	38%	56%	56%	50%	55%	52%
It lasts longer	34%	33%	36%	37%	31%	42%	35%	32%	31%	27%	42%	29%	35%	34%	37%	39%	41%
I like the appearance	8%	10%	6%	7%	10%	5%	9%	8%	15%	10%	4%	16%	5%	7%	4%	4%	7%
I think it would add value to the property	10%	13%	6%	13%	10%	5%	11%	12%	9%	10%	3%	13%	10%	9%	9%	9%	5%
I don't like gas boilers	5%	5%	5%	5%	5%	4%	5%	5%	3%	10%	5%	8%	2%	7%	2%	5%	5%
I like that it goes outside the house	16%	16%	17%	20%	15%	12%	16%	17%	18%	26%	14%	17%	16%	13%	17%	12%	25%
I expect it will work better than a boiler	19%	20%	17%	20%	18%	16%	19%	17%	17%	43%	15%	20%	16%	18%	20%	20%	14%
I expect it will be a normal thing to have in the future	25%	25%	25%	26%	26%	23%	24%	27%	19%	34%	23%	21%	27%	24%	31%	29%	15%
It looks safer than a boiler	14%	15%	14%	14%	13%	15%	13%	16%	10%	24%	18%	20%	11%	16%	14%	10%	10%
Other (Please Specify)	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%
Don't Know	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	2%	2%	0%

Note:

BASE: Question displayed when the Question "Based on all the information you have seen, do you think you would or would not be interested in having a heat pump installed where you live?" is one of the following answers ("Would definitely be interested", "Would probably be interested")

Fieldwork: 2nd Aug - 10th Aug 2021

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

(40.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £2,000 less than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	570	77	89	89	105	73	137	160	144	137	127	253	112	7	35	46	96	19
Weighted	567	73	103	85	101	71	134	160	151	131	123	249	115	7	35	44	97	19
I would buy a regular gas boiler	20%	22%	31%	30%	18%	11%	11%	26%	16%	22%	16%	24%	24%	15%	11%	17%	11%	18%
I would pay £2,000 less and get the air-source heat pump	60%	71%	51%	57%	55%	68%	64%	58%	66%	57%	60%	56%	62%	70%	74%	53%	62%	75%
Don't Know	20%	7%	19%	13%	27%	21%	26%	16%	18%	22%	24%	19%	14%	15%	15%	30%	27%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(40.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £2,000 less than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	570	85	80	52	55	41	51	46	27	64	38	23	8	124	95	125	73	17
Weighted	567	74	73	51	54	39	52	45	27	66	43	27	15	125	92	128	73	16
I would buy a regular gas boiler	20%	31%	13%	19%	13%	12%	28%	19%	26%	25%	16%	16%	19%	20%	17%	18%	35%	53%
I would pay £2,000 less and get the air-source heat pump	60%	60%	64%	58%	61%	64%	56%	54%	45%	63%	63%	62%	81%	59%	67%	63%	53%	44%
Don't Know	20%	10%	24%	23%	25%	24%	16%	27%	30%	12%	21%	22%	0%	21%	16%	19%	12%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(40.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £2,000 less than a regular gas boiler to buy and install, which do you think you would choose?

	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	570	3	48	62	62	43	47	36	39	38	24	30	28	15	13	13	23
Weighted	567	3	46	59	63	44	48	37	39	39	23	32	29	14	11	13	22
I would buy a regular gas boiler	20%	0%	20%	14%	12%	20%	22%	18%	24%	18%	19%	25%	24%	27%	35%	26%	55%
I would pay £2,000 less and get the air-source heat pump	60%	35%	60%	67%	65%	62%	61%	59%	62%	59%	60%	72%	51%	64%	46%	48%	36%
Don't Know	20%	65%	20%	19%	23%	18%	17%	23%	14%	22%	21%	3%	25%	9%	19%	27%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(40.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £2,000 less than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	570	269	299	230	248	57	229	158	55	8	57	135	137	77	116	70	35
Weighted	567	275	291	228	250	56	225	157	53	9	57	131	133	79	118	70	36
I would buy a regular gas boiler	20%	22%	19%	16%	27%	14%	23%	24%	20%	10%	7%	34%	16%	28%	13%	10%	12%
I would pay £2,000 less and get the air-source heat pump	60%	62%	58%	60%	59%	56%	55%	64%	68%	90%	58%	52%	67%	52%	64%	63%	68%
Don't Know	20%	16%	23%	24%	14%	29%	22%	13%	11%	0%	35%	15%	17%	21%	23%	26%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(41.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £1,000 less than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	597	90	104	95	99	85	124	168	144	130	154	236	143	7	45	46	88	21
Weighted	594	84	114	95	95	83	123	171	148	124	151	234	146	7	44	44	88	22
I would buy a regular gas boiler	21%	26%	31%	24%	19%	12%	16%	23%	14%	28%	21%	26%	18%	12%	23%	16%	20%	17%
I would pay £1,000 less and get the air-source heat pump	59%	64%	51%	58%	57%	59%	64%	62%	68%	46%	57%	54%	64%	88%	50%	57%	66%	57%
Don't Know	20%	11%	18%	18%	24%	28%	20%	15%	19%	26%	22%	20%	18%	0%	27%	27%	14%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(41.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £1,000 less than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	597	98	91	43	41	36	54	52	25	66	51	28	12	137	100	132	73	16
Weighted	594	88	85	41	39	35	56	49	25	65	56	33	21	135	97	137	74	13
I would buy a regular gas boiler	21%	21%	26%	16%	20%	23%	34%	21%	15%	24%	19%	14%	0%	21%	25%	15%	37%	17%
I would pay £1,000 less and get the air-source heat pump	59%	62%	52%	56%	56%	64%	49%	57%	65%	60%	61%	61%	83%	55%	66%	64%	43%	69%
Don't Know	20%	17%	22%	27%	24%	13%	16%	22%	20%	17%	20%	25%	17%	25%	8%	21%	20%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(41.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £1,000 less than a regular gas boiler to buy and install, which do you think you would choose?

	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	12	39	53	51	69	60	71	34	31	25	38	19	10	11	9	26
Weighted	594	12	37	52	51	69	61	73	34	32	25	38	19	11	12	7	24
I would buy a regular gas boiler	21%	34%	27%	16%	19%	26%	28%	15%	8%	25%	31%	15%	38%	31%	16%	30%	32%
I would pay £1,000 less and get the air-source heat pump	59%	47%	55%	57%	59%	56%	52%	71%	80%	59%	61%	59%	53%	52%	84%	57%	44%
Don't Know	20%	19%	19%	27%	22%	18%	21%	13%	12%	17%	8%	26%	9%	17%	0%	13%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(41.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £1,000 less than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	597	270	324	228	247	78	220	164	39	8	73	129	164	80	108	66	48
Weighted	594	273	318	230	246	76	217	156	38	9	73	125	163	81	110	65	49
I would buy a regular gas boiler	21%	27%	16%	23%	23%	18%	25%	25%	19%	21%	13%	27%	19%	19%	18%	21%	24%
I would pay £1,000 less and get the air-source heat pump	59%	58%	60%	55%	63%	51%	56%	59%	62%	79%	50%	52%	62%	62%	62%	60%	53%
Don't Know	20%	15%	24%	22%	14%	30%	19%	16%	19%	0%	37%	21%	19%	19%	20%	19%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(42.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £500 less than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	565	89	80	91	100	88	117	138	144	137	145	219	137	7	48	39	86	18
Weighted	568	85	92	91	98	85	116	142	149	134	142	219	142	7	47	37	86	18
I would buy a regular gas boiler	24%	26%	31%	24%	19%	22%	22%	25%	21%	26%	24%	31%	21%	29%	21%	18%	14%	14%
I would pay £500 less and get the air-source heat pump	59%	63%	63%	64%	57%	61%	52%	60%	60%	58%	59%	54%	60%	71%	59%	63%	72%	54%
Don't Know	17%	11%	7%	12%	25%	17%	27%	15%	19%	17%	17%	15%	19%	0%	20%	18%	14%	33%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(42.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £500 less than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	565	80	80	37	59	47	54	49	20	59	48	20	12	123	93	136	64	7
Weighted	568	74	71	37	59	48	55	46	20	61	52	24	21	121	94	139	66	7
I would buy a regular gas boiler	24%	29%	21%	16%	13%	37%	24%	26%	43%	30%	22%	8%	8%	28%	29%	13%	31%	68%
I would pay £500 less and get the air-source heat pump	59%	57%	60%	57%	73%	56%	58%	50%	44%	59%	53%	78%	74%	51%	62%	71%	59%	22%
Don't Know	17%	14%	18%	27%	14%	8%	18%	24%	13%	11%	26%	14%	18%	21%	9%	15%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(42.C) Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £500 less than a regular gas boiler to buy and install, which do you think you would choose?

	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	565	7	43	57	56	60	53	40	33	42	25	22	23	20	12	10	13
Weighted	568	7	40	56	58	63	55	44	32	42	25	22	25	21	10	10	12
I would buy a regular gas boiler	24%	16%	34%	30%	25%	23%	27%	17%	12%	25%	22%	35%	23%	19%	19%	33%	42%
I would pay £500 less and get the air-source heat pump	59%	57%	50%	50%	65%	54%	61%	64%	77%	60%	67%	61%	54%	72%	76%	44%	51%
Don't Know	17%	26%	17%	20%	10%	23%	13%	19%	11%	15%	11%	4%	24%	9%	5%	23%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(42.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £500 less than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	565	272	287	233	225	65	214	156	41	11	63	109	150	91	120	52	42
Weighted	568	279	283	234	231	63	216	156	40	12	61	109	149	92	120	53	44
I would buy a regular gas boiler	24%	25%	23%	30%	20%	16%	32%	24%	19%	7%	13%	25%	28%	26%	19%	20%	18%
I would pay £500 less and get the air-source heat pump	59%	59%	59%	52%	67%	52%	53%	64%	70%	60%	55%	60%	50%	59%	67%	59%	68%
Don't Know	17%	16%	18%	17%	13%	32%	16%	11%	10%	33%	32%	15%	22%	14%	15%	20%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(43.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost the same amount as a regular gas boiler to buy and install, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	555	76	75	97	96	82	129	145	141	120	147	220	140	7	40	46	81	15
Weighted	558	74	87	97	93	79	127	153	145	115	143	224	141	7	39	44	81	14
I would buy a regular gas boiler	24%	25%	32%	26%	23%	13%	24%	30%	23%	22%	22%	31%	19%	0%	20%	18%	24%	20%
I would pay the same and get the air-source heat pump	54%	62%	54%	49%	50%	56%	55%	53%	54%	52%	58%	48%	61%	100%	50%	57%	51%	67%
Don't Know	22%	13%	13%	25%	27%	31%	20%	18%	24%	27%	20%	21%	20%	0%	30%	25%	25%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(43.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost the same amount as a regular gas boiler to buy and install, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	555	87	87	54	50	31	47	43	17	57	47	26	9	127	89	119	60	13
Weighted	558	80	81	53	50	30	47	41	17	59	53	29	17	123	91	123	61	14
I would buy a regular gas boiler	24%	29%	18%	18%	16%	25%	30%	19%	25%	27%	32%	19%	37%	24%	20%	24%	39%	37%
I would pay the same and get the air-source heat pump	54%	52%	59%	61%	60%	54%	50%	60%	41%	59%	44%	53%	32%	46%	62%	59%	46%	56%
Don't Know	22%	19%	23%	20%	23%	22%	21%	21%	34%	14%	24%	27%	32%	30%	18%	17%	15%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(43.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost the same amount as a regular gas boiler to buy and install, which do you think you would choose?

	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	555	7	39	55	67	56	44	52	40	27	21	31	14	11	5	14	26
Weighted	558	7	38	54	68	58	43	51	40	28	21	37	15	12	4	14	26
I would buy a regular gas boiler	24%	14%	20%	26%	31%	15%	14%	22%	16%	27%	14%	25%	35%	34%	15%	44%	49%
I would pay the same and get the air-source heat pump	54%	70%	61%	49%	54%	63%	60%	54%	65%	59%	81%	45%	31%	32%	60%	28%	42%
Don't Know	22%	15%	19%	25%	15%	22%	27%	24%	19%	14%	5%	30%	34%	34%	26%	28%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(43.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost the same amount as a regular gas boiler to buy and install, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	555	266	285	233	230	56	229	123	50	12	60	128	144	72	113	60	37
Weighted	558	273	281	228	236	59	229	121	51	11	63	131	141	70	117	59	38
I would buy a regular gas boiler	24%	27%	21%	27%	26%	15%	30%	24%	22%	25%	16%	33%	21%	23%	20%	20%	26%
I would pay the same and get the air-source heat pump	54%	56%	52%	55%	54%	52%	48%	66%	62%	49%	49%	49%	57%	62%	54%	54%	48%
Don't Know	22%	17%	26%	18%	20%	32%	22%	10%	16%	26%	36%	18%	21%	15%	26%	27%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(44.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £500 more than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	598	98	87	104	109	75	125	160	160	118	159	237	152	10	42	47	82	21
Weighted	595	94	99	102	108	73	120	163	164	114	153	232	155	10	42	44	83	22
I would buy a regular gas boiler	29%	32%	31%	35%	25%	26%	22%	32%	29%	23%	28%	30%	35%	41%	22%	21%	18%	27%
I would pay £500 more and get the air-source heat pump	46%	50%	43%	46%	44%	49%	47%	47%	47%	49%	42%	45%	49%	29%	45%	48%	49%	30%
Don't Know	25%	18%	25%	19%	31%	25%	31%	21%	23%	28%	30%	25%	15%	30%	33%	31%	33%	43%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(44.B) Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £500 more than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	598	99	83	44	52	48	51	52	23	58	49	31	8	130	107	152	63	11
Weighted	595	88	76	43	52	47	52	50	22	59	56	36	14	128	109	155	62	8
I would buy a regular gas boiler	29%	26%	23%	26%	40%	44%	26%	28%	31%	24%	33%	25%	13%	32%	28%	24%	33%	19%
I would pay £500 more and get the air-source heat pump	46%	51%	44%	43%	49%	33%	54%	47%	31%	48%	39%	47%	79%	42%	45%	52%	50%	81%
Don't Know	25%	23%	33%	30%	11%	23%	20%	26%	38%	28%	29%	28%	8%	26%	27%	24%	17%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(44.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £500 more than a regular gas boiler to buy and install, which do you think you would choose?

	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	598	9	49	53	58	66	62	50	34	40	25	30	27	17	13	9	24
Weighted	595	8	48	52	58	67	61	52	33	41	24	33	29	17	11	8	21
I would buy a regular gas boiler	29%	31%	24%	24%	27%	33%	28%	31%	28%	31%	29%	30%	47%	35%	15%	25%	21%
I would pay £500 more and get the air-source heat pump	46%	34%	40%	50%	38%	38%	50%	52%	43%	59%	42%	59%	34%	40%	65%	64%	64%
Don't Know	25%	35%	36%	26%	35%	28%	22%	17%	29%	9%	29%	11%	19%	25%	20%	11%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(44.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £500 more than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	598	301	294	219	267	67	236	154	50	10	64	123	153	88	127	67	40
Weighted	595	306	286	213	272	65	229	152	52	10	63	120	154	88	127	66	41
I would buy a regular gas boiler	29%	27%	31%	34%	25%	23%	34%	26%	26%	29%	24%	28%	31%	32%	31%	23%	15%
I would pay £500 more and get the air-source heat pump	46%	51%	41%	46%	48%	40%	45%	50%	45%	71%	44%	55%	45%	43%	41%	46%	47%
Don't Know	25%	22%	28%	20%	28%	37%	21%	23%	29%	0%	32%	16%	24%	25%	28%	31%	39%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(45.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £1,000 more than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	599	98	80	105	114	81	121	148	145	146	158	218	142	8	54	43	105	18
Weighted	595	94	92	105	110	78	117	152	150	139	152	212	148	8	52	40	106	18
I would buy a regular gas boiler	38%	36%	46%	46%	37%	29%	36%	41%	38%	39%	36%	41%	38%	40%	31%	33%	36%	46%
I would pay £1,000 more and get the air-source heat pump	36%	48%	33%	35%	29%	35%	37%	44%	34%	36%	30%	36%	37%	48%	42%	26%	35%	44%
Don't Know	25%	15%	21%	20%	34%	36%	27%	15%	28%	25%	33%	22%	24%	13%	26%	41%	29%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(45.B) Imagine you were picking between a boiler and an air-source heat pump for your property.If the air-source pump cost £1,000 more than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	599	96	83	45	55	55	48	49	29	63	45	22	9	146	105	137	57	14
Weighted	595	88	74	44	56	53	49	49	28	64	50	26	16	144	104	139	59	13
I would buy a regular gas boiler	38%	32%	41%	39%	45%	42%	56%	31%	41%	38%	32%	27%	34%	40%	42%	38%	41%	29%
I would pay £1,000 more and get the air-source heat pump	36%	48%	28%	30%	34%	31%	22%	46%	30%	37%	36%	51%	56%	31%	31%	42%	47%	56%
Don't Know	25%	21%	31%	31%	21%	27%	23%	23%	29%	25%	31%	23%	10%	29%	27%	20%	12%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(45.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £1,000 more than a regular gas boiler to buy and install, which do you think you would choose?

	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	599	11	52	61	48	50	56	54	51	29	35	32	21	25	12	12	16
Weighted	595	11	49	58	47	50	56	55	52	30	35	33	23	23	13	11	16
I would buy a regular gas boiler	38%	37%	47%	31%	43%	38%	24%	36%	42%	23%	41%	54%	53%	38%	30%	29%	54%
I would pay £1,000 more and get the air-source heat pump	36%	26%	15%	42%	29%	32%	43%	39%	34%	54%	41%	37%	33%	37%	59%	57%	36%
Don't Know	25%	37%	38%	26%	28%	29%	32%	25%	24%	23%	18%	9%	14%	24%	11%	13%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(45.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £1,000 more than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	599	287	308	250	228	71	233	163	33	5	69	134	155	69	128	67	46
Weighted	595	292	299	244	232	72	225	166	32	5	69	133	153	67	127	67	48
I would buy a regular gas boiler	38%	38%	39%	43%	36%	34%	41%	37%	45%	39%	37%	41%	42%	34%	37%	36%	32%
I would pay £1,000 more and get the air-source heat pump	36%	40%	32%	33%	39%	33%	31%	44%	32%	40%	29%	41%	33%	41%	31%	42%	34%
Don't Know	25%	21%	29%	24%	25%	33%	27%	19%	23%	21%	34%	18%	25%	25%	32%	23%	33%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(46.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £2,000 more than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	545	76	79	109	82	96	103	140	128	128	144	209	118	10	50	49	81	24
Weighted	551	75	95	106	83	93	99	146	135	126	139	209	126	10	50	46	80	26
I would buy a regular gas boiler	47%	49%	51%	49%	47%	47%	40%	54%	45%	46%	43%	50%	51%	30%	40%	40%	44%	46%
I would pay £2,000 more and get the air-source heat pump	23%	32%	29%	24%	22%	16%	18%	24%	25%	24%	20%	23%	22%	39%	22%	21%	29%	15%
Don't Know	30%	20%	20%	27%	31%	37%	42%	22%	30%	30%	37%	27%	27%	31%	37%	39%	27%	39%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(46.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £2,000 more than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	545	81	70	53	52	30	47	43	26	65	46	22	10	130	87	133	58	12
Weighted	551	72	63	53	52	31	50	42	25	69	52	27	17	130	87	140	60	10
I would buy a regular gas boiler	47%	52%	46%	42%	50%	55%	45%	40%	41%	45%	49%	46%	60%	47%	42%	52%	51%	48%
I would pay £2,000 more and get the air-source heat pump	23%	24%	22%	29%	30%	19%	29%	19%	26%	22%	18%	20%	10%	17%	29%	28%	26%	24%
Don't Know	30%	24%	32%	29%	20%	26%	25%	41%	33%	33%	33%	35%	30%	36%	30%	20%	23%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(46.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £2,000 more than a regular gas boiler to buy and install, which do you think you would choose?

	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	545	7	41	53	54	56	62	49	33	25	31	29	16	16	14	11	16
Weighted	551	7	40	50	55	61	62	52	32	24	31	30	17	17	15	11	14
I would buy a regular gas boiler	47%	36%	42%	62%	30%	48%	41%	48%	52%	56%	48%	44%	58%	57%	48%	69%	58%
I would pay £2,000 more and get the air-source heat pump	23%	30%	18%	9%	19%	32%	24%	32%	25%	21%	37%	21%	13%	26%	27%	25%	28%
Don't Know	30%	34%	39%	29%	51%	20%	35%	20%	22%	23%	16%	35%	30%	18%	26%	6%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(46.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £2,000 more than a regular gas boiler to buy and install, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	545	267	270	221	241	51	219	144	40	4	65	113	161	79	88	66	36
Weighted	551	275	268	223	248	50	218	147	37	4	63	111	163	81	90	68	37
I would buy a regular gas boiler	47%	49%	45%	47%	50%	36%	51%	44%	54%	51%	44%	47%	50%	46%	51%	42%	41%
I would pay £2,000 more and get the air-source heat pump	23%	27%	19%	21%	25%	24%	21%	32%	17%	25%	17%	28%	19%	23%	20%	25%	26%
Don't Know	30%	23%	36%	32%	24%	40%	28%	24%	29%	24%	40%	25%	31%	32%	29%	33%	33%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(47.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £100 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	568	88	90	95	103	76	116	145	158	126	136	221	141	11	49	46	71	20
Weighted	571	84	106	94	97	74	115	149	165	122	132	224	147	11	47	44	71	19
I would buy a regular gas boiler	20%	20%	30%	17%	18%	18%	17%	26%	16%	24%	16%	26%	18%	19%	17%	11%	15%	34%
I would pay £100 less each year and get the air-source heat pump	62%	71%	54%	60%	56%	63%	66%	58%	70%	55%	62%	57%	69%	72%	54%	60%	68%	44%
Don't Know	18%	9%	16%	22%	26%	20%	16%	16%	14%	21%	22%	18%	13%	9%	29%	28%	17%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(47.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £100 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	568	82	73	42	62	41	50	59	26	66	36	21	10	144	87	129	65	11
Weighted	571	74	68	41	61	41	50	56	26	68	41	25	18	143	86	133	64	12
I would buy a regular gas boiler	20%	18%	25%	17%	27%	17%	32%	14%	33%	12%	16%	21%	15%	19%	18%	17%	36%	45%
I would pay £100 less each year and get the air-source heat pump	62%	64%	59%	72%	55%	64%	56%	63%	45%	72%	44%	70%	85%	59%	65%	63%	47%	42%
Don't Know	18%	18%	16%	12%	19%	19%	12%	23%	22%	16%	39%	10%	0%	22%	18%	21%	17%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(47.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £100 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	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	568	8	37	51	71	56	43	49	46	40	26	25	20	16	12	9	25
Weighted	571	8	33	49	71	60	44	49	47	39	26	28	22	16	12	9	23
I would buy a regular gas boiler	20%	12%	19%	10%	24%	23%	22%	7%	11%	19%	25%	39%	18%	35%	20%	14%	39%
I would pay £100 less each year and get the air-source heat pump	62%	59%	68%	66%	56%	70%	49%	77%	69%	76%	62%	50%	55%	49%	63%	64%	47%
Don't Know	18%	29%	13%	24%	21%	7%	29%	16%	20%	5%	13%	11%	27%	16%	17%	22%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(47.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £100 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	568	271	293	226	232	61	230	148	43	9	60	131	157	73	110	59	38
Weighted	571	283	283	228	235	60	229	148	44	10	60	131	156	75	113	57	39
I would buy a regular gas boiler	20%	20%	20%	24%	19%	12%	28%	20%	12%	20%	11%	26%	19%	14%	21%	17%	17%
I would pay £100 less each year and get the air-source heat pump	62%	64%	59%	58%	64%	60%	57%	62%	70%	70%	60%	59%	57%	77%	59%	60%	70%
Don't Know	18%	16%	21%	17%	16%	28%	15%	18%	17%	9%	29%	15%	24%	9%	20%	23%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(48.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £50 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	546	82	90	85	82	78	129	152	141	118	133	212	118	10	38	52	95	16
Weighted	547	80	102	84	81	74	125	154	146	115	130	210	121	10	37	51	97	15
I would buy a regular gas boiler	23%	26%	24%	18%	26%	22%	21%	29%	22%	21%	18%	25%	26%	29%	12%	16%	19%	28%
I would pay £50 less each year and get the air-source heat pump	55%	63%	56%	62%	50%	45%	55%	54%	63%	56%	47%	57%	54%	60%	42%	53%	59%	54%
Don't Know	22%	11%	20%	19%	24%	33%	24%	18%	14%	23%	35%	18%	20%	10%	46%	31%	22%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(48.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £50 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	546	95	76	37	37	41	44	43	25	57	58	27	6	120	94	128	60	11
Weighted	547	88	67	37	37	40	45	43	23	56	66	34	10	121	94	132	61	9
I would buy a regular gas boiler	23%	24%	23%	27%	8%	23%	35%	19%	24%	24%	22%	20%	0%	24%	21%	21%	32%	39%
I would pay £50 less each year and get the air-source heat pump	55%	56%	58%	48%	68%	59%	52%	55%	38%	60%	51%	59%	49%	47%	61%	64%	52%	48%
Don't Know	22%	20%	18%	25%	24%	18%	13%	26%	37%	16%	27%	21%	51%	30%	17%	14%	16%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(48.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £50 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	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	546	6	37	59	57	53	56	46	28	33	25	25	24	17	7	13	14
Weighted	547	6	35	58	59	55	54	49	27	34	24	26	25	18	6	12	14
I would buy a regular gas boiler	23%	34%	25%	21%	12%	22%	17%	22%	30%	32%	20%	22%	45%	28%	52%	22%	47%
I would pay £50 less each year and get the air-source heat pump	55%	49%	44%	53%	65%	48%	66%	45%	63%	58%	68%	72%	44%	56%	24%	52%	53%
Don't Know	22%	17%	31%	26%	23%	30%	17%	33%	8%	10%	12%	6%	11%	16%	23%	26%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(48.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £50 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	546	266	276	218	223	56	203	141	41	6	63	132	147	81	90	60	35
Weighted	547	270	273	216	227	56	199	141	41	6	62	133	145	81	91	61	36
I would buy a regular gas boiler	23%	23%	22%	22%	26%	10%	29%	19%	27%	15%	14%	27%	25%	24%	16%	14%	25%
I would pay £50 less each year and get the air-source heat pump	55%	58%	52%	54%	54%	63%	53%	59%	58%	69%	56%	58%	51%	57%	55%	60%	54%
Don't Know	22%	19%	26%	24%	20%	27%	18%	22%	15%	16%	30%	15%	24%	19%	29%	26%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(49.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £10 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	602	91	93	97	104	92	125	167	140	140	154	244	141	7	37	48	100	16
Weighted	605	89	111	95	101	88	121	175	143	135	150	243	145	7	37	47	100	16
I would buy a regular gas boiler	23%	27%	24%	21%	23%	14%	25%	24%	22%	24%	20%	25%	24%	31%	19%	18%	16%	42%
I would pay £10 less each year and get the air-source heat pump	56%	62%	52%	64%	54%	52%	53%	63%	57%	47%	55%	54%	56%	69%	45%	57%	67%	51%
Don't Know	21%	11%	24%	14%	23%	33%	22%	13%	21%	28%	25%	22%	19%	0%	36%	25%	17%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(49.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £10 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	Region													Education				
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	602	92	86	51	65	49	54	43	16	64	45	23	14	138	108	146	62	15
Weighted	605	85	78	50	64	48	55	41	15	67	49	28	25	136	107	148	66	15
I would buy a regular gas boiler	23%	22%	32%	16%	19%	34%	25%	30%	24%	19%	15%	14%	14%	23%	23%	20%	32%	7%
I would pay £10 less each year and get the air-source heat pump	56%	59%	47%	58%	61%	42%	59%	44%	35%	62%	64%	73%	60%	51%	61%	66%	47%	83%
Don't Know	21%	19%	21%	27%	19%	24%	16%	25%	40%	19%	21%	14%	26%	26%	17%	13%	21%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(49.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £10 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	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	602	13	53	57	56	55	62	44	39	35	29	37	19	16	13	9	21
Weighted	605	12	52	55	58	55	62	45	39	37	28	40	21	15	13	8	20
I would buy a regular gas boiler	23%	8%	22%	19%	25%	25%	14%	18%	26%	15%	45%	30%	13%	37%	20%	25%	24%
I would pay £10 less each year and get the air-source heat pump	56%	53%	49%	56%	59%	48%	66%	64%	61%	62%	42%	58%	67%	52%	72%	49%	61%
Don't Know	21%	39%	29%	26%	16%	27%	19%	17%	13%	24%	13%	12%	21%	11%	7%	26%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(49.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump cost £10 less than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	602	279	319	238	250	76	231	167	38	10	73	130	146	82	131	69	44
Weighted	605	285	316	236	255	76	229	167	37	11	75	131	144	81	134	69	46
I would buy a regular gas boiler	23%	25%	21%	27%	19%	25%	27%	21%	18%	36%	23%	22%	22%	24%	27%	21%	12%
I would pay £10 less each year and get the air-source heat pump	56%	59%	54%	49%	64%	43%	52%	63%	72%	64%	45%	60%	53%	52%	54%	58%	64%
Don't Know	21%	17%	26%	24%	17%	31%	22%	17%	10%	0%	32%	17%	25%	25%	19%	21%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(50.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs the same as a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	589	80	75	111	98	98	127	134	151	140	162	241	123	7	50	34	100	22
Weighted	590	78	89	108	95	96	124	140	157	134	157	239	127	7	50	32	99	24
I would buy a regular gas boiler	26%	29%	26%	31%	26%	20%	23%	29%	20%	32%	23%	29%	28%	14%	18%	17%	17%	33%
I would pay the same each year and get the air-source heat pump	55%	57%	59%	53%	53%	60%	50%	52%	61%	47%	58%	52%	57%	86%	55%	56%	65%	35%
Don't Know	20%	14%	15%	17%	22%	19%	27%	18%	19%	22%	19%	19%	16%	0%	27%	27%	18%	32%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(50.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs the same as a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	589	92	96	56	51	41	53	40	19	64	47	18	12	138	97	134	62	11
Weighted	590	87	87	55	52	39	53	39	18	65	51	21	22	136	99	137	65	9
I would buy a regular gas boiler	26%	32%	22%	28%	22%	34%	37%	32%	16%	19%	17%	17%	17%	24%	21%	24%	45%	35%
I would pay the same each year and get the air-source heat pump	55%	41%	57%	60%	68%	47%	42%	48%	59%	62%	58%	74%	65%	53%	63%	59%	39%	65%
Don't Know	20%	27%	21%	12%	10%	19%	21%	20%	26%	19%	25%	10%	18%	24%	16%	17%	17%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(50.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs the same as a regular gas boiler in yearly running costs, which do you think you would choose?

	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	589	7	45	56	58	64	51	59	36	32	27	30	14	16	12	11	23
Weighted	590	7	45	55	57	66	52	61	36	31	27	31	14	16	11	10	24
I would buy a regular gas boiler	26%	31%	34%	21%	29%	26%	16%	28%	10%	22%	41%	21%	42%	17%	31%	36%	50%
I would pay the same each year and get the air-source heat pump	55%	42%	44%	65%	50%	52%	62%	52%	67%	66%	48%	60%	52%	62%	61%	53%	40%
Don't Know	20%	27%	22%	14%	21%	22%	22%	21%	22%	12%	12%	18%	6%	21%	8%	11%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(50.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs the same as a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	589	295	289	241	240	70	226	160	49	11	62	124	155	82	115	72	40
Weighted	590	301	284	240	244	69	221	160	47	11	60	122	155	84	115	73	41
I would buy a regular gas boiler	26%	30%	21%	30%	22%	21%	32%	23%	29%	37%	27%	29%	23%	30%	25%	26%	17%
I would pay the same each year and get the air-source heat pump	55%	56%	53%	51%	58%	58%	52%	61%	49%	37%	48%	51%	51%	52%	61%	58%	63%
Don't Know	20%	14%	25%	18%	20%	20%	16%	17%	22%	27%	26%	20%	26%	18%	14%	15%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(51.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £10 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	555	91	76	100	103	73	112	155	131	121	147	200	150	8	45	50	77	21
Weighted	552	85	83	98	102	72	111	158	136	116	141	199	155	8	44	46	74	22
I would buy a regular gas boiler	28%	23%	32%	27%	28%	34%	25%	32%	24%	30%	24%	30%	34%	50%	27%	14%	17%	28%
I would pay £10 more each year and get the air-source heat pump	55%	65%	64%	53%	46%	49%	52%	59%	54%	51%	54%	54%	53%	37%	56%	54%	60%	51%
Don't Know	18%	13%	4%	19%	26%	17%	23%	10%	21%	19%	22%	16%	13%	13%	17%	32%	23%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(51.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £10 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	555	90	78	46	46	35	52	43	28	51	48	29	9	114	98	134	66	13
Weighted	552	78	72	45	45	34	54	42	28	52	54	33	16	113	97	137	65	12
I would buy a regular gas boiler	28%	30%	24%	15%	20%	40%	38%	25%	40%	34%	26%	17%	24%	26%	23%	33%	35%	46%
I would pay £10 more each year and get the air-source heat pump	55%	54%	47%	65%	63%	42%	44%	55%	57%	49%	60%	66%	76%	50%	60%	55%	55%	48%
Don't Know	18%	16%	30%	21%	18%	18%	17%	19%	4%	17%	14%	17%	0%	25%	17%	13%	10%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(51.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £10 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	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	555	7	43	61	41	53	53	52	39	34	26	22	28	17	13	18	22
Weighted	552	6	40	57	41	54	53	55	38	37	27	23	29	18	14	18	19
I would buy a regular gas boiler	28%	14%	37%	27%	16%	19%	30%	33%	31%	33%	28%	38%	29%	35%	18%	28%	29%
I would pay £10 more each year and get the air-source heat pump	55%	34%	38%	57%	61%	60%	52%	58%	49%	53%	62%	58%	60%	58%	68%	53%	66%
Don't Know	18%	52%	25%	16%	23%	22%	18%	9%	20%	13%	11%	5%	10%	7%	15%	19%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(51.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £10 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	555	260	291	209	250	54	224	132	45	6	61	115	135	87	113	67	36
Weighted	552	264	283	206	256	51	222	130	44	7	60	112	136	86	114	66	37
I would buy a regular gas boiler	28%	27%	28%	34%	28%	14%	36%	23%	23%	13%	18%	32%	32%	22%	27%	28%	16%
I would pay £10 more each year and get the air-source heat pump	55%	58%	51%	48%	59%	52%	46%	66%	58%	87%	51%	50%	53%	64%	54%	48%	66%
Don't Know	18%	15%	20%	19%	14%	34%	17%	11%	19%	0%	31%	18%	15%	13%	19%	23%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(52.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £50 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	602	86	87	101	114	81	133	164	153	143	140	256	142	6	46	45	77	21
Weighted	601	81	97	103	113	77	130	170	160	136	133	252	145	6	45	43	80	22
I would buy a regular gas boiler	36%	33%	45%	39%	28%	37%	35%	39%	29%	43%	33%	41%	31%	18%	38%	30%	32%	36%
I would pay £50 more each year and get the air-source heat pump	44%	51%	44%	45%	46%	36%	43%	45%	49%	44%	39%	42%	49%	82%	41%	34%	50%	34%
Don't Know	20%	15%	11%	16%	25%	27%	22%	16%	22%	14%	28%	17%	19%	0%	21%	36%	18%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(52.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £50 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	Region													Education				
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	602	90	83	41	55	40	53	56	27	69	46	31	11	136	101	142	65	14
Weighted	601	77	76	41	55	40	55	54	27	70	50	36	19	132	98	148	68	12
I would buy a regular gas boiler	36%	42%	35%	38%	32%	35%	35%	35%	34%	42%	36%	30%	19%	40%	40%	31%	41%	19%
I would pay £50 more each year and get the air-source heat pump	44%	43%	43%	51%	50%	42%	49%	47%	38%	38%	42%	41%	53%	40%	40%	50%	38%	70%
Don't Know	20%	15%	21%	10%	18%	23%	17%	18%	27%	20%	22%	29%	28%	20%	20%	19%	21%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(52.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £50 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	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	602	9	44	58	63	59	58	50	31	32	34	40	22	19	9	9	23
Weighted	601	8	41	56	63	61	59	53	31	32	33	44	23	19	9	8	21
I would buy a regular gas boiler	36%	20%	33%	34%	39%	35%	35%	32%	29%	49%	34%	36%	39%	32%	18%	29%	53%
I would pay £50 more each year and get the air-source heat pump	44%	47%	34%	46%	42%	48%	49%	49%	56%	29%	47%	51%	37%	44%	58%	44%	42%
Don't Know	20%	33%	32%	20%	19%	17%	15%	20%	15%	22%	19%	13%	24%	24%	24%	27%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(52.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £50 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	602	294	305	244	264	59	242	164	48	6	67	121	168	75	130	59	48
Weighted	601	299	299	241	268	60	239	163	47	6	67	117	166	75	132	62	49
I would buy a regular gas boiler	36%	37%	35%	39%	32%	43%	44%	31%	28%	14%	34%	43%	38%	36%	34%	30%	26%
I would pay £50 more each year and get the air-source heat pump	44%	45%	44%	43%	51%	26%	38%	53%	48%	86%	34%	44%	41%	40%	47%	48%	51%
Don't Know	20%	18%	22%	19%	17%	30%	18%	16%	24%	0%	32%	13%	21%	24%	19%	22%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(53.A) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £100 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	562	86	83	101	96	82	114	137	132	128	162	218	129	7	49	41	94	20
Weighted	559	82	95	100	93	80	110	137	134	124	161	212	133	7	48	39	96	20
I would buy a regular gas boiler	40%	36%	38%	51%	37%	38%	39%	43%	38%	39%	41%	45%	42%	85%	22%	42%	35%	33%
I would pay £100 more each year and get the air-source heat pump	38%	51%	44%	30%	35%	35%	33%	36%	46%	34%	34%	34%	37%	15%	53%	24%	45%	41%
Don't Know	22%	13%	18%	20%	28%	27%	27%	21%	15%	27%	25%	21%	21%	0%	25%	34%	20%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(53.B) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £100 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	562	85	82	55	48	41	46	50	21	61	44	23	6	122	91	121	68	15
Weighted	559	75	76	53	48	41	49	46	22	63	50	26	9	120	92	126	66	14
I would buy a regular gas boiler	40%	36%	38%	41%	40%	44%	51%	46%	35%	41%	34%	40%	37%	43%	36%	39%	40%	68%
I would pay £100 more each year and get the air-source heat pump	38%	41%	41%	32%	39%	45%	33%	36%	23%	45%	36%	26%	28%	34%	45%	42%	38%	32%
Don't Know	22%	23%	21%	27%	21%	11%	16%	18%	43%	14%	29%	35%	35%	23%	19%	19%	21%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(53.C) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £100 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	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	562	6	47	52	50	60	61	52	45	26	19	33	21	13	14	9	16
Weighted	559	7	46	51	52	61	62	52	44	26	18	33	21	12	12	9	15
I would buy a regular gas boiler	40%	15%	41%	44%	43%	47%	32%	37%	41%	16%	57%	34%	50%	34%	36%	62%	54%
I would pay £100 more each year and get the air-source heat pump	38%	32%	34%	37%	39%	33%	33%	50%	35%	53%	23%	41%	46%	60%	51%	24%	20%
Don't Know	22%	53%	24%	19%	18%	20%	35%	12%	23%	31%	20%	25%	4%	6%	12%	14%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(53.D) Imagine you were picking between a boiler and an air-source heat pump for your property. If the air-source pump costs £100 more than a regular gas boiler in yearly running costs, which do you think you would choose?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	562	267	289	238	227	64	224	150	44	10	60	113	156	76	111	62	43
Weighted	559	270	283	235	228	64	221	147	43	10	61	112	154	76	111	61	44
I would buy a regular gas boiler	40%	41%	40%	48%	37%	33%	46%	39%	41%	40%	31%	38%	40%	38%	43%	39%	45%
I would pay £100 more each year and get the air-source heat pump	38%	42%	33%	29%	42%	44%	31%	44%	30%	50%	39%	44%	36%	43%	37%	36%	20%
Don't Know	22%	17%	27%	23%	20%	23%	23%	17%	29%	10%	30%	18%	24%	19%	20%	26%	35%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(54.A) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £100 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	573	99	91	81	93	92	117	144	157	140	131	224	135	6	50	39	95	18
Weighted	568	93	99	81	90	89	116	146	162	133	126	223	141	6	47	36	94	16
I would not be willing to install the air-source heat pump	16%	18%	8%	15%	18%	20%	18%	20%	10%	21%	14%	21%	8%	0%	15%	25%	14%	9%
It would have to be at least £2,000 cheaper to install than a boiler	12%	19%	20%	11%	8%	8%	8%	12%	13%	11%	13%	10%	19%	0%	12%	12%	8%	12%
It would have to be at least £1,000 cheaper to install than a boiler	12%	12%	12%	17%	9%	8%	16%	15%	11%	11%	12%	13%	15%	18%	7%	8%	13%	0%
It would have to be at least £500 cheaper to install than a boiler	9%	11%	7%	12%	8%	7%	11%	8%	10%	10%	9%	8%	10%	15%	14%	12%	6%	13%
It would have be about the same price to install as the boiler	18%	15%	20%	14%	25%	22%	10%	13%	22%	19%	17%	15%	17%	50%	21%	13%	26%	11%
I would pay at most £500 more to install the heat pump	7%	7%	7%	5%	6%	11%	6%	6%	8%	4%	10%	6%	7%	17%	6%	7%	7%	17%
I would pay at most £1,000 more to install the heat pump	5%	4%	8%	6%	4%	2%	5%	4%	5%	6%	4%	5%	6%	0%	2%	3%	3%	18%
I would pay at most £2,000 more to install the heat pump	2%	0%	5%	1%	1%	2%	1%	3%	3%	1%	0%	1%	2%	0%	2%	0%	4%	0%
I would be willing to pay more than £2,000 more to install the heat pump	3%	4%	3%	4%	1%	1%	3%	4%	2%	2%	2%	3%	3%	0%	2%	0%	3%	0%
Don't Know	16%	10%	10%	14%	20%	19%	21%	15%	15%	14%	20%	18%	13%	0%	18%	20%	15%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(54.B) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £100 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	573	96	78	54	51	51	49	50	21	55	40	19	9	121	106	122	66	13
Weighted	568	86	71	53	49	49	50	50	21	56	45	22	16	118	104	126	64	10
I would not be willing to install the air-source heat pump	16%	22%	20%	9%	5%	16%	22%	15%	24%	11%	23%	11%	9%	18%	19%	15%	16%	5%
It would have to be at least £2,000 cheaper to install than a boiler	12%	19%	11%	6%	10%	5%	15%	17%	23%	18%	5%	6%	0%	12%	11%	10%	16%	32%
It would have to be at least £1,000 cheaper to install than a boiler	12%	12%	6%	16%	20%	15%	12%	14%	0%	5%	5%	22%	36%	11%	10%	14%	12%	6%
It would have to be at least £500 cheaper to install than a boiler	9%	5%	4%	11%	18%	13%	8%	17%	14%	9%	5%	4%	9%	10%	9%	8%	7%	0%
It would have to be about the same price to install as the boiler	18%	12%	16%	22%	12%	34%	15%	12%	8%	21%	18%	18%	33%	16%	23%	18%	11%	19%
I would pay at most £500 more to install the heat pump	7%	8%	7%	2%	9%	6%	9%	5%	0%	16%	7%	5%	0%	8%	9%	5%	5%	7%
I would pay at most £1,000 more to install the heat pump	5%	3%	7%	5%	4%	2%	2%	5%	5%	7%	8%	13%	0%	4%	6%	7%	5%	6%
I would pay at most £2,000 more to install the heat pump	2%	2%	3%	2%	2%	0%	2%	3%	7%	2%	0%	0%	0%	0%	2%	2%	5%	6%
I would be willing to pay more than £2,000 more to install the heat pump	3%	4%	3%	0%	2%	0%	4%	4%	0%	6%	2%	0%	0%	2%	1%	2%	10%	6%
Don't Know	16%	15%	22%	28%	17%	9%	12%	9%	18%	5%	26%	20%	12%	18%	10%	17%	14%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(54.C) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £100 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	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	9	46	65	58	62	54	50	33	30	29	22	17	14	13	15	18
Weighted	568	9	43	62	57	65	53	52	35	31	28	22	18	13	12	15	18
I would not be willing to install the air-source heat pump	16%	10%	12%	17%	19%	16%	14%	15%	17%	8%	20%	14%	25%	26%	11%	7%	21%
It would have to be at least £2,000 cheaper to install than a boiler	12%	12%	13%	9%	10%	9%	21%	8%	6%	15%	19%	20%	4%	24%	8%	18%	25%
It would have to be at least £1,000 cheaper to install than a boiler	12%	10%	16%	6%	16%	21%	11%	10%	17%	19%	11%	16%	12%	7%	0%	0%	8%
It would have to be at least £500 cheaper to install than a boiler	9%	33%	15%	17%	9%	6%	12%	7%	9%	9%	3%	14%	11%	0%	5%	7%	5%
It would have be about the same price to install as the boiler	18%	15%	13%	16%	14%	19%	24%	27%	21%	18%	22%	15%	0%	14%	8%	14%	8%
I would pay at most £500 more to install the heat pump	7%	9%	11%	14%	7%	6%	2%	8%	6%	0%	0%	0%	9%	15%	20%	6%	5%
I would pay at most £1,000 more to install the heat pump	5%	0%	2%	6%	9%	6%	2%	4%	7%	9%	6%	0%	6%	8%	11%	7%	0%
I would pay at most £2,000 more to install the heat pump	2%	0%	0%	0%	2%	2%	0%	5%	0%	3%	4%	3%	7%	7%	0%	0%	5%
I would be willing to pay more than £2,000 more to install the heat pump	3%	0%	2%	0%	0%	0%	0%	5%	0%	7%	0%	9%	0%	0%	15%	20%	9%
Don't Know	16%	11%	15%	16%	15%	15%	15%	12%	17%	12%	14%	10%	25%	0%	21%	23%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(54.D) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £100 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	573	278	290	238	220	63	233	166	33	8	59	130	140	85	120	55	42
Weighted	568	283	280	236	219	62	230	159	34	8	58	127	138	84	120	54	44
I would not be willing to install the air-source heat pump	16%	14%	18%	18%	16%	16%	20%	12%	20%	22%	17%	16%	13%	16%	21%	16%	12%
It would have to be at least £2,000 cheaper to install than a boiler	12%	15%	10%	13%	11%	8%	13%	16%	14%	0%	6%	13%	14%	11%	14%	11%	5%
It would have to be at least £1,000 cheaper to install than a boiler	12%	11%	14%	12%	15%	9%	10%	16%	9%	22%	9%	8%	16%	8%	14%	13%	17%
It would have to be at least £500 cheaper to install than a boiler	9%	8%	11%	13%	7%	8%	11%	11%	9%	0%	8%	6%	10%	13%	7%	13%	12%
It would have be about the same price to install as the boiler	18%	19%	16%	16%	18%	20%	16%	16%	22%	11%	23%	22%	13%	12%	20%	16%	25%
I would pay at most £500 more to install the heat pump	7%	9%	5%	6%	6%	10%	7%	6%	6%	15%	13%	6%	9%	8%	5%	7%	7%
I would pay at most £1,000 more to install the heat pump	5%	5%	5%	2%	7%	7%	3%	6%	6%	0%	3%	1%	5%	10%	5%	6%	4%
I would pay at most £2,000 more to install the heat pump	2%	2%	2%	3%	2%	0%	2%	2%	0%	19%	0%	3%	2%	1%	1%	1%	2%
I would be willing to pay more than £2,000 more to install the heat pump	3%	4%	1%	2%	3%	2%	4%	3%	0%	11%	0%	7%	0%	2%	3%	2%	0%
Don't Know	16%	13%	18%	15%	15%	21%	15%	14%	14%	0%	21%	18%	18%	19%	10%	16%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(55.A) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £50 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	602	89	78	103	117	82	133	158	147	127	166	248	148	15	39	50	75	21
Weighted	602	86	85	103	116	81	132	160	152	123	163	246	154	15	38	48	75	21
I would not be willing to install the air-source heat pump	19%	18%	23%	15%	17%	22%	22%	17%	16%	21%	24%	22%	15%	21%	24%	24%	19%	10%
It would have to be at least £2,000 cheaper to install than a boiler	13%	16%	23%	17%	14%	10%	5%	17%	9%	17%	12%	13%	15%	7%	25%	4%	12%	17%
It would have to be at least £1,000 cheaper to install than a boiler	10%	10%	9%	8%	10%	11%	13%	8%	11%	14%	9%	10%	14%	12%	0%	13%	6%	9%
It would have to be at least £500 cheaper to install than a boiler	8%	12%	8%	13%	7%	3%	4%	6%	10%	7%	8%	6%	10%	19%	0%	10%	9%	17%
It would have be about the same price to install as the boiler	16%	11%	11%	13%	18%	19%	20%	14%	20%	16%	13%	17%	16%	14%	12%	14%	15%	23%
I would pay at most £500 more to install the heat pump	9%	10%	10%	8%	9%	7%	8%	14%	10%	5%	5%	6%	13%	8%	15%	5%	9%	0%
I would pay at most £1,000 more to install the heat pump	4%	5%	0%	7%	4%	5%	5%	3%	8%	4%	3%	6%	2%	0%	2%	2%	7%	5%
I would pay at most £2,000 more to install the heat pump	1%	4%	0%	0%	2%	0%	1%	2%	1%	0%	1%	1%	1%	0%	0%	0%	2%	0%
I would be willing to pay more than £2,000 more to install the heat pump	2%	5%	1%	3%	1%	0%	3%	4%	1%	2%	1%	2%	2%	13%	2%	0%	1%	0%
Don't Know	17%	10%	14%	16%	18%	23%	20%	16%	15%	14%	24%	17%	12%	7%	19%	28%	20%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(55.B) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £50 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	602	96	85	45	52	37	61	44	25	61	53	32	11	141	93	141	71	13
Weighted	602	85	77	44	52	35	63	43	24	63	60	36	19	143	94	141	73	13
I would not be willing to install the air-source heat pump	19%	20%	13%	22%	13%	19%	32%	18%	8%	16%	30%	20%	9%	26%	20%	15%	13%	7%
It would have to be at least £2,000 cheaper to install than a boiler	13%	23%	16%	10%	10%	4%	19%	12%	14%	3%	7%	10%	36%	11%	11%	13%	24%	28%
It would have to be at least £1,000 cheaper to install than a boiler	10%	11%	14%	9%	8%	14%	9%	19%	11%	8%	4%	6%	10%	8%	10%	8%	14%	0%
It would have to be at least £500 cheaper to install than a boiler	8%	8%	6%	7%	9%	8%	7%	14%	12%	8%	5%	6%	10%	8%	7%	8%	6%	15%
It would have to be about the same price to install as the boiler	16%	11%	20%	11%	18%	15%	12%	14%	16%	22%	13%	14%	36%	16%	18%	14%	12%	16%
I would pay at most £500 more to install the heat pump	9%	6%	11%	11%	10%	14%	9%	0%	4%	9%	10%	12%	0%	3%	13%	15%	9%	13%
I would pay at most £1,000 more to install the heat pump	4%	4%	3%	8%	7%	0%	3%	2%	4%	6%	5%	3%	0%	6%	3%	4%	2%	8%
I would pay at most £2,000 more to install the heat pump	1%	2%	0%	2%	0%	0%	2%	0%	0%	2%	1%	3%	0%	1%	2%	1%	1%	7%
I would be willing to pay more than £2,000 more to install the heat pump	2%	2%	3%	0%	2%	0%	3%	0%	0%	5%	4%	0%	0%	0%	1%	5%	4%	0%
Don't Know	17%	12%	13%	19%	23%	26%	5%	21%	32%	19%	21%	26%	0%	21%	15%	16%	13%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(55.C) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £50 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	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	602	6	46	55	70	60	56	52	41	40	28	34	23	16	10	9	22
Weighted	602	6	43	54	73	61	56	55	42	39	27	33	26	15	11	8	21
I would not be willing to install the air-source heat pump	19%	0%	40%	25%	27%	20%	17%	10%	19%	14%	8%	18%	18%	13%	0%	12%	21%
It would have to be at least £2,000 cheaper to install than a boiler	13%	21%	15%	10%	8%	14%	10%	16%	18%	15%	21%	17%	20%	13%	0%	12%	26%
It would have to be at least £1,000 cheaper to install than a boiler	10%	17%	4%	10%	11%	13%	9%	9%	16%	10%	4%	5%	8%	18%	24%	10%	5%
It would have to be at least £500 cheaper to install than a boiler	8%	17%	4%	11%	13%	7%	15%	5%	7%	11%	0%	0%	7%	11%	8%	0%	4%
It would have be about the same price to install as the boiler	16%	0%	15%	14%	8%	10%	22%	20%	23%	21%	37%	18%	15%	12%	0%	7%	8%
I would pay at most £500 more to install the heat pump	9%	0%	7%	4%	10%	3%	4%	12%	7%	10%	11%	18%	16%	26%	18%	0%	3%
I would pay at most £1,000 more to install the heat pump	4%	0%	0%	6%	3%	3%	4%	7%	0%	5%	11%	5%	6%	0%	10%	12%	5%
I would pay at most £2,000 more to install the heat pump	1%	0%	0%	2%	0%	0%	2%	2%	0%	2%	0%	3%	0%	0%	10%	0%	4%
I would be willing to pay more than £2,000 more to install the heat pump	2%	0%	0%	0%	3%	0%	2%	0%	0%	2%	0%	3%	0%	8%	11%	34%	11%
Don't Know	17%	45%	15%	18%	17%	29%	17%	19%	10%	10%	9%	12%	9%	0%	19%	12%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(55.D) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £50 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	602	288	310	248	259	54	246	156	43	6	47	122	166	88	101	81	43
Weighted	602	294	304	248	262	53	242	156	40	7	48	119	166	90	102	81	44
I would not be willing to install the air-source heat pump	19%	21%	18%	21%	18%	23%	22%	24%	9%	15%	15%	23%	16%	18%	23%	18%	20%
It would have to be at least £2,000 cheaper to install than a boiler	13%	16%	11%	14%	14%	11%	13%	18%	12%	14%	11%	19%	14%	12%	10%	12%	9%
It would have to be at least £1,000 cheaper to install than a boiler	10%	8%	12%	11%	8%	13%	10%	10%	17%	0%	6%	8%	10%	11%	8%	16%	9%
It would have to be at least £500 cheaper to install than a boiler	8%	5%	10%	7%	8%	11%	9%	5%	9%	14%	12%	8%	8%	11%	7%	6%	6%
It would have be about the same price to install as the boiler	16%	15%	16%	14%	16%	25%	17%	14%	9%	25%	23%	15%	19%	18%	14%	10%	15%
I would pay at most £500 more to install the heat pump	9%	11%	6%	8%	11%	0%	7%	8%	19%	17%	4%	9%	7%	11%	13%	6%	5%
I would pay at most £1,000 more to install the heat pump	4%	4%	5%	4%	4%	4%	4%	2%	4%	0%	7%	4%	5%	1%	6%	4%	2%
I would pay at most £2,000 more to install the heat pump	1%	1%	1%	1%	1%	0%	0%	2%	2%	0%	2%	0%	0%	1%	1%	5%	3%
I would be willing to pay more than £2,000 more to install the heat pump	2%	3%	1%	1%	3%	0%	2%	2%	3%	0%	2%	4%	2%	0%	1%	3%	1%
Don't Know	17%	15%	20%	19%	15%	12%	17%	15%	16%	15%	19%	11%	18%	17%	17%	20%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(56.A) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	576	83	90	102	107	83	111	161	144	137	134	216	147	5	53	35	92	19
Weighted	578	80	107	100	104	81	106	167	149	133	129	217	150	5	52	33	92	19
I would not be willing to install the air-source heat pump	16%	17%	11%	9%	14%	21%	24%	10%	14%	20%	22%	21%	11%	21%	15%	17%	13%	0%
It would have to be at least £2,000 cheaper to install than a boiler	13%	17%	15%	15%	15%	6%	10%	14%	15%	15%	9%	12%	18%	21%	17%	6%	8%	15%
It would have to be at least £1,000 cheaper to install than a boiler	11%	9%	16%	13%	8%	9%	12%	9%	13%	14%	9%	13%	11%	0%	12%	13%	8%	9%
It would have to be at least £500 cheaper to install than a boiler	10%	13%	13%	13%	9%	6%	5%	14%	7%	8%	10%	8%	11%	0%	10%	11%	10%	12%
It would have be about the same price to install as the boiler	16%	9%	9%	20%	18%	20%	18%	14%	19%	15%	15%	14%	15%	20%	20%	14%	19%	16%
I would pay at most £500 more to install the heat pump	7%	7%	5%	8%	8%	8%	6%	9%	9%	5%	5%	7%	10%	0%	7%	0%	6%	9%
I would pay at most £1,000 more to install the heat pump	5%	6%	10%	2%	6%	6%	3%	5%	6%	5%	6%	4%	9%	18%	2%	3%	7%	0%
I would pay at most £2,000 more to install the heat pump	2%	1%	3%	2%	1%	1%	2%	3%	1%	2%	1%	2%	1%	0%	0%	0%	2%	5%
I would be willing to pay more than £2,000 more to install the heat pump	2%	5%	1%	3%	1%	0%	2%	4%	2%	0%	2%	2%	1%	20%	2%	3%	3%	0%
Don't Know	18%	16%	18%	14%	20%	22%	17%	18%	16%	16%	21%	16%	13%	0%	15%	33%	23%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(56.B) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	576	95	79	43	51	36	55	49	24	57	52	27	8	118	93	137	69	17
Weighted	578	88	71	42	52	36	56	47	24	57	57	33	14	115	92	141	73	16
I would not be willing to install the air-source heat pump	16%	10%	19%	19%	7%	20%	22%	20%	20%	18%	22%	3%	0%	17%	19%	8%	10%	6%
It would have to be at least £2,000 cheaper to install than a boiler	13%	20%	7%	9%	20%	9%	17%	7%	4%	17%	10%	13%	25%	12%	10%	14%	17%	18%
It would have to be at least £1,000 cheaper to install than a boiler	11%	10%	9%	14%	13%	13%	16%	16%	14%	10%	8%	10%	0%	13%	11%	9%	18%	0%
It would have to be at least £500 cheaper to install than a boiler	10%	13%	5%	3%	8%	21%	9%	10%	8%	13%	4%	17%	19%	8%	9%	11%	10%	23%
It would have to be about the same price to install as the boiler	16%	11%	19%	15%	22%	11%	3%	14%	13%	17%	23%	21%	32%	19%	19%	22%	6%	10%
I would pay at most £500 more to install the heat pump	7%	5%	10%	9%	12%	6%	9%	4%	8%	5%	9%	4%	0%	3%	9%	11%	3%	11%
I would pay at most £1,000 more to install the heat pump	5%	5%	10%	11%	0%	5%	7%	1%	0%	3%	4%	16%	0%	3%	4%	9%	6%	7%
I would pay at most £2,000 more to install the heat pump	2%	3%	3%	0%	0%	0%	3%	4%	6%	0%	0%	0%	0%	2%	0%	0%	5%	10%
I would be willing to pay more than £2,000 more to install the heat pump	2%	7%	4%	2%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	1%	2%	4%	11%
Don't Know	18%	16%	15%	19%	18%	15%	15%	23%	28%	15%	21%	16%	23%	22%	17%	14%	21%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(56.C) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	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	576	4	47	51	47	58	49	54	38	32	33	40	22	15	16	7	21
Weighted	578	4	46	49	45	58	50	56	38	34	32	44	22	16	17	6	19
I would not be willing to install the air-source heat pump	16%	49%	19%	15%	24%	23%	13%	10%	5%	12%	30%	6%	18%	16%	4%	0%	18%
It would have to be at least £2,000 cheaper to install than a boiler	13%	0%	19%	4%	18%	14%	8%	17%	19%	6%	9%	21%	13%	10%	26%	0%	14%
It would have to be at least £1,000 cheaper to install than a boiler	11%	30%	8%	8%	16%	12%	13%	15%	7%	25%	9%	7%	0%	25%	21%	10%	3%
It would have to be at least £500 cheaper to install than a boiler	10%	0%	13%	8%	2%	9%	11%	6%	14%	10%	10%	23%	4%	7%	7%	19%	3%
It would have be about the same price to install as the boiler	16%	22%	13%	15%	13%	15%	19%	31%	27%	17%	21%	7%	9%	0%	7%	0%	6%
I would pay at most £500 more to install the heat pump	7%	0%	3%	8%	2%	10%	10%	3%	12%	11%	4%	13%	8%	7%	7%	0%	9%
I would pay at most £1,000 more to install the heat pump	5%	0%	2%	8%	6%	4%	11%	7%	3%	0%	3%	2%	19%	18%	4%	9%	0%
I would pay at most £2,000 more to install the heat pump	2%	0%	0%	3%	2%	2%	0%	0%	0%	3%	5%	0%	5%	0%	0%	0%	11%
I would be willing to pay more than £2,000 more to install the heat pump	2%	0%	2%	0%	0%	1%	0%	0%	0%	7%	0%	1%	0%	6%	19%	10%	10%
Don't Know	18%	0%	21%	32%	18%	11%	16%	11%	13%	9%	9%	21%	24%	12%	7%	52%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(56.D) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 less than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	576	282	291	220	242	79	223	157	43	9	62	131	151	73	119	68	34
Weighted	578	287	288	219	247	78	221	160	41	10	61	132	149	73	121	70	34
I would not be willing to install the air-source heat pump	16%	14%	18%	21%	13%	13%	22%	15%	8%	9%	18%	11%	16%	21%	15%	19%	24%
It would have to be at least £2,000 cheaper to install than a boiler	13%	14%	13%	12%	15%	11%	12%	16%	8%	26%	8%	17%	12%	20%	13%	8%	2%
It would have to be at least £1,000 cheaper to install than a boiler	11%	12%	11%	14%	10%	10%	11%	10%	16%	26%	7%	12%	13%	10%	9%	13%	7%
It would have to be at least £500 cheaper to install than a boiler	10%	12%	8%	9%	10%	10%	7%	14%	7%	0%	8%	14%	10%	12%	7%	7%	3%
It would have be about the same price to install as the boiler	16%	15%	16%	14%	18%	15%	15%	12%	22%	18%	19%	9%	17%	11%	19%	18%	25%
I would pay at most £500 more to install the heat pump	7%	8%	6%	7%	8%	5%	8%	6%	13%	0%	2%	9%	5%	4%	10%	9%	0%
I would pay at most £1,000 more to install the heat pump	5%	5%	6%	3%	6%	8%	6%	4%	2%	0%	11%	4%	5%	5%	4%	8%	10%
I would pay at most £2,000 more to install the heat pump	2%	2%	1%	2%	2%	1%	3%	1%	4%	0%	0%	3%	1%	0%	1%	0%	6%
I would be willing to pay more than £2,000 more to install the heat pump	2%	3%	1%	1%	2%	1%	2%	2%	1%	0%	1%	4%	1%	1%	2%	2%	0%
Don't Know	18%	16%	20%	16%	16%	26%	14%	19%	19%	20%	27%	16%	18%	15%	21%	17%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(57.A) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs the same as a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	588	88	81	101	108	82	128	152	150	125	160	250	126	7	45	46	87	21
Weighted	590	84	95	102	105	81	123	158	155	120	156	247	130	7	45	44	90	21
I would not be willing to install the air-source heat pump	18%	19%	24%	11%	20%	20%	18%	16%	16%	21%	21%	20%	15%	29%	31%	20%	15%	13%
It would have to be at least £2,000 cheaper to install than a boiler	11%	14%	14%	19%	11%	4%	4%	12%	8%	11%	11%	9%	16%	13%	8%	15%	6%	15%
It would have to be at least £1,000 cheaper to install than a boiler	10%	14%	17%	11%	5%	7%	8%	9%	10%	12%	11%	7%	15%	15%	10%	7%	11%	19%
It would have to be at least £500 cheaper to install than a boiler	8%	11%	10%	9%	12%	4%	6%	5%	11%	10%	9%	9%	9%	12%	6%	8%	7%	5%
It would have be about the same price to install as the boiler	23%	8%	17%	21%	24%	35%	28%	18%	28%	21%	23%	27%	20%	15%	19%	28%	22%	0%
I would pay at most £500 more to install the heat pump	6%	6%	1%	4%	6%	8%	8%	8%	4%	5%	5%	6%	5%	16%	4%	2%	9%	0%
I would pay at most £1,000 more to install the heat pump	4%	9%	1%	4%	1%	2%	7%	6%	3%	2%	5%	5%	3%	0%	2%	0%	4%	10%
I would pay at most £2,000 more to install the heat pump	2%	1%	1%	2%	3%	3%	3%	4%	2%	2%	1%	3%	2%	0%	0%	0%	2%	9%
I would be willing to pay more than £2,000 more to install the heat pump	3%	3%	1%	7%	0%	1%	3%	5%	1%	2%	2%	3%	2%	0%	0%	2%	5%	0%
Don't Know	15%	14%	14%	12%	17%	16%	16%	15%	17%	15%	12%	11%	14%	0%	20%	17%	19%	31%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(57.B) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs the same as a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	588	90	88	41	49	47	59	49	28	60	42	27	8	141	104	136	64	10
Weighted	590	81	81	42	48	47	61	47	28	61	48	32	14	140	105	139	64	8
I would not be willing to install the air-source heat pump	18%	21%	17%	14%	12%	32%	31%	15%	17%	15%	19%	3%	13%	23%	14%	15%	21%	34%
It would have to be at least £2,000 cheaper to install than a boiler	11%	17%	13%	8%	6%	14%	11%	13%	4%	8%	5%	3%	24%	8%	12%	10%	15%	11%
It would have to be at least £1,000 cheaper to install than a boiler	10%	11%	8%	14%	2%	6%	11%	15%	18%	15%	8%	11%	0%	13%	9%	11%	10%	0%
It would have to be at least £500 cheaper to install than a boiler	8%	6%	6%	2%	22%	7%	10%	8%	14%	4%	4%	11%	25%	10%	11%	9%	5%	18%
It would have to be about the same price to install as the boiler	23%	13%	19%	23%	34%	20%	17%	22%	21%	29%	31%	28%	25%	23%	23%	22%	21%	0%
I would pay at most £500 more to install the heat pump	6%	5%	8%	11%	8%	0%	3%	4%	6%	5%	7%	7%	0%	9%	6%	3%	5%	23%
I would pay at most £1,000 more to install the heat pump	4%	5%	4%	2%	2%	2%	0%	2%	4%	9%	7%	10%	0%	1%	4%	7%	5%	0%
I would pay at most £2,000 more to install the heat pump	2%	4%	3%	5%	1%	0%	0%	3%	0%	4%	0%	3%	0%	2%	3%	1%	7%	8%
I would be willing to pay more than £2,000 more to install the heat pump	3%	8%	4%	2%	0%	0%	5%	0%	0%	2%	2%	0%	0%	1%	2%	3%	7%	7%
Don't Know	15%	9%	18%	19%	13%	18%	12%	17%	17%	8%	17%	23%	12%	11%	17%	19%	5%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(57.C) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs the same as a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	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	588	9	46	56	67	57	50	54	29	31	22	31	22	14	13	14	31
Weighted	590	8	45	55	67	59	50	54	28	32	23	35	23	14	13	13	29
I would not be willing to install the air-source heat pump	18%	34%	25%	20%	26%	8%	14%	17%	24%	18%	9%	11%	14%	17%	0%	7%	27%
It would have to be at least £2,000 cheaper to install than a boiler	11%	0%	11%	11%	15%	16%	2%	4%	10%	20%	4%	14%	6%	14%	15%	19%	15%
It would have to be at least £1,000 cheaper to install than a boiler	10%	0%	11%	14%	9%	10%	22%	11%	5%	14%	0%	9%	9%	6%	14%	20%	5%
It would have to be at least £500 cheaper to install than a boiler	8%	21%	8%	5%	6%	10%	11%	11%	7%	2%	8%	12%	12%	15%	18%	8%	5%
It would have be about the same price to install as the boiler	23%	11%	24%	30%	19%	36%	22%	20%	32%	12%	55%	12%	18%	10%	19%	13%	11%
I would pay at most £500 more to install the heat pump	6%	0%	10%	5%	5%	5%	6%	7%	7%	9%	0%	6%	10%	0%	0%	7%	3%
I would pay at most £1,000 more to install the heat pump	4%	11%	0%	4%	5%	2%	5%	4%	0%	4%	10%	10%	4%	0%	26%	0%	4%
I would pay at most £2,000 more to install the heat pump	2%	0%	0%	2%	0%	0%	2%	3%	3%	3%	5%	3%	0%	0%	0%	7%	15%
I would be willing to pay more than £2,000 more to install the heat pump	3%	0%	0%	0%	2%	0%	2%	4%	0%	6%	0%	3%	4%	5%	8%	4%	16%
Don't Know	15%	22%	12%	9%	13%	12%	15%	18%	13%	12%	9%	20%	21%	32%	0%	16%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(57.D) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs the same as a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Gender		EU 2016 Vote			2019					Area						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	588	290	291	242	248	57	224	148	44	14	73	122	161	82	113	67	41
Weighted	590	295	289	240	254	56	221	149	44	14	72	121	160	83	115	67	42
I would not be willing to install the air-source heat pump	18%	18%	19%	22%	16%	18%	22%	14%	16%	33%	19%	15%	24%	22%	14%	20%	9%
It would have to be at least £2,000 cheaper to install than a boiler	11%	13%	8%	10%	10%	11%	11%	11%	11%	14%	10%	15%	10%	8%	9%	9%	16%
It would have to be at least £1,000 cheaper to install than a boiler	10%	11%	9%	10%	10%	14%	11%	12%	15%	0%	7%	12%	11%	17%	10%	1%	3%
It would have to be at least £500 cheaper to install than a boiler	8%	7%	11%	8%	8%	9%	6%	10%	6%	14%	5%	11%	8%	5%	8%	10%	8%
It would have be about the same price to install as the boiler	23%	23%	22%	21%	26%	25%	19%	24%	25%	15%	26%	18%	18%	25%	25%	24%	34%
I would pay at most £500 more to install the heat pump	6%	5%	5%	7%	6%	0%	5%	3%	7%	7%	7%	4%	5%	4%	8%	9%	3%
I would pay at most £1,000 more to install the heat pump	4%	5%	3%	4%	2%	3%	4%	4%	3%	9%	4%	3%	5%	3%	5%	9%	0%
I would pay at most £2,000 more to install the heat pump	2%	2%	3%	2%	3%	0%	3%	3%	2%	0%	1%	3%	3%	1%	2%	1%	2%
I would be willing to pay more than £2,000 more to install the heat pump	3%	4%	1%	3%	3%	2%	3%	2%	7%	0%	1%	7%	2%	2%	2%	0%	1%
Don't Know	15%	12%	18%	13%	16%	16%	14%	15%	8%	8%	19%	13%	14%	11%	16%	15%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(58.A) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	567	103	87	99	85	71	122	158	139	113	153	212	129	9	43	54	88	17
Weighted	567	99	101	97	81	70	119	159	145	109	151	207	135	9	42	52	89	18
I would not be willing to install the air-source heat pump	18%	18%	15%	18%	19%	20%	17%	19%	13%	19%	20%	20%	13%	20%	28%	13%	17%	17%
It would have to be at least £2,000 cheaper to install than a boiler	12%	12%	22%	13%	6%	13%	9%	14%	14%	10%	11%	11%	17%	24%	9%	14%	12%	10%
It would have to be at least £1,000 cheaper to install than a boiler	8%	10%	6%	9%	9%	6%	8%	6%	8%	12%	7%	7%	10%	10%	11%	11%	5%	5%
It would have to be at least £500 cheaper to install than a boiler	10%	10%	14%	16%	11%	1%	7%	14%	12%	9%	5%	10%	12%	35%	0%	9%	10%	9%
It would have be about the same price to install as the boiler	18%	13%	13%	17%	19%	27%	21%	14%	23%	14%	20%	18%	20%	0%	11%	15%	21%	27%
I would pay at most £500 more to install the heat pump	6%	10%	7%	2%	5%	8%	6%	5%	5%	7%	9%	6%	4%	11%	7%	7%	8%	15%
I would pay at most £1,000 more to install the heat pump	7%	5%	10%	6%	3%	5%	9%	8%	6%	7%	6%	9%	7%	0%	5%	0%	7%	11%
I would pay at most £2,000 more to install the heat pump	2%	3%	4%	0%	1%	0%	2%	2%	2%	0%	2%	2%	1%	0%	3%	2%	2%	6%
I would be willing to pay more than £2,000 more to install the heat pump	2%	2%	0%	3%	2%	1%	3%	3%	1%	2%	2%	3%	2%	0%	0%	3%	2%	0%
Don't Know	17%	17%	9%	15%	25%	18%	17%	13%	16%	20%	18%	15%	14%	0%	26%	26%	17%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(58.B) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	567	87	85	55	44	39	42	48	22	65	45	22	13	136	86	143	65	13
Weighted	567	77	78	54	44	38	43	46	22	67	50	26	22	134	87	151	64	11
I would not be willing to install the air-source heat pump	18%	23%	24%	18%	9%	13%	12%	16%	18%	17%	17%	10%	25%	24%	15%	13%	20%	24%
It would have to be at least £2,000 cheaper to install than a boiler	12%	13%	13%	14%	9%	7%	17%	14%	16%	14%	12%	14%	0%	12%	12%	12%	20%	21%
It would have to be at least £1,000 cheaper to install than a boiler	8%	12%	7%	5%	5%	7%	5%	9%	9%	12%	6%	8%	8%	10%	5%	6%	6%	0%
It would have to be at least £500 cheaper to install than a boiler	10%	9%	6%	11%	14%	13%	14%	4%	14%	15%	1%	14%	16%	8%	12%	12%	13%	5%
It would have to be about the same price to install as the boiler	18%	12%	15%	17%	29%	10%	21%	25%	12%	13%	25%	24%	20%	16%	22%	21%	5%	19%
I would pay at most £500 more to install the heat pump	6%	8%	6%	7%	7%	16%	6%	1%	4%	6%	8%	4%	0%	6%	4%	10%	2%	0%
I would pay at most £1,000 more to install the heat pump	7%	7%	7%	4%	4%	8%	2%	10%	5%	6%	8%	8%	17%	3%	8%	7%	13%	0%
I would pay at most £2,000 more to install the heat pump	2%	1%	0%	6%	0%	0%	2%	4%	0%	5%	0%	0%	0%	1%	5%	2%	0%	20%
I would be willing to pay more than £2,000 more to install the heat pump	2%	5%	0%	3%	5%	3%	0%	2%	0%	3%	0%	0%	0%	0%	2%	3%	3%	5%
Don't Know	17%	10%	21%	15%	18%	24%	20%	14%	23%	9%	22%	18%	15%	20%	14%	14%	17%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(58.C) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	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	567	10	39	54	56	47	52	59	48	30	24	27	21	17	8	8	20
Weighted	567	10	39	53	58	48	52	60	46	31	24	29	22	16	7	8	18
I would not be willing to install the air-source heat pump	18%	0%	24%	26%	21%	27%	21%	10%	10%	15%	28%	10%	13%	9%	0%	24%	29%
It would have to be at least £2,000 cheaper to install than a boiler	12%	20%	12%	13%	10%	16%	20%	4%	9%	15%	10%	26%	8%	19%	27%	0%	19%
It would have to be at least £1,000 cheaper to install than a boiler	8%	11%	7%	12%	3%	2%	14%	7%	2%	9%	17%	18%	5%	0%	0%	12%	9%
It would have to be at least £500 cheaper to install than a boiler	10%	19%	2%	6%	5%	9%	8%	13%	14%	21%	13%	7%	29%	28%	9%	8%	3%
It would have be about the same price to install as the boiler	18%	30%	22%	13%	13%	22%	13%	19%	33%	11%	21%	8%	9%	13%	42%	13%	8%
I would pay at most £500 more to install the heat pump	6%	10%	8%	5%	11%	5%	10%	13%	8%	0%	4%	0%	0%	0%	12%	0%	3%
I would pay at most £1,000 more to install the heat pump	7%	0%	0%	12%	7%	5%	4%	9%	6%	10%	4%	14%	9%	6%	0%	15%	14%
I would pay at most £2,000 more to install the heat pump	2%	0%	2%	0%	2%	0%	2%	3%	0%	0%	3%	4%	0%	6%	0%	0%	6%
I would be willing to pay more than £2,000 more to install the heat pump	2%	0%	2%	0%	2%	2%	2%	2%	0%	3%	0%	0%	0%	12%	9%	14%	9%
Don't Know	17%	11%	21%	13%	26%	12%	7%	21%	18%	16%	0%	14%	28%	7%	0%	14%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(58.D) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £10 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	567	270	292	209	249	68	210	145	45	6	74	134	154	72	111	56	40
Weighted	567	274	288	209	249	69	207	142	44	7	76	129	157	72	112	57	41
I would not be willing to install the air-source heat pump	18%	15%	19%	17%	17%	24%	21%	16%	20%	0%	14%	18%	21%	15%	14%	17%	17%
It would have to be at least £2,000 cheaper to install than a boiler	12%	13%	12%	13%	11%	14%	17%	10%	8%	21%	9%	18%	12%	14%	9%	5%	10%
It would have to be at least £1,000 cheaper to install than a boiler	8%	10%	6%	7%	11%	3%	6%	12%	5%	13%	7%	7%	9%	13%	8%	3%	5%
It would have to be at least £500 cheaper to install than a boiler	10%	12%	8%	9%	13%	10%	8%	14%	16%	15%	3%	13%	13%	6%	7%	11%	4%
It would have be about the same price to install as the boiler	18%	14%	22%	21%	17%	16%	17%	17%	20%	16%	19%	16%	18%	12%	21%	17%	26%
I would pay at most £500 more to install the heat pump	6%	9%	4%	7%	6%	6%	7%	6%	11%	0%	7%	8%	3%	11%	9%	5%	2%
I would pay at most £1,000 more to install the heat pump	7%	8%	5%	7%	7%	4%	7%	9%	5%	21%	4%	5%	4%	7%	10%	9%	11%
I would pay at most £2,000 more to install the heat pump	2%	1%	2%	1%	2%	1%	1%	2%	0%	0%	3%	2%	1%	3%	2%	2%	0%
I would be willing to pay more than £2,000 more to install the heat pump	2%	4%	1%	2%	3%	0%	3%	2%	2%	0%	1%	3%	2%	1%	1%	5%	0%
Don't Know	17%	13%	20%	17%	14%	21%	13%	11%	13%	13%	34%	9%	15%	17%	20%	26%	25%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(59.A) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £50 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	539	65	75	92	94	79	134	139	126	138	135	232	113	5	37	45	83	21
Weighted	537	63	87	89	93	73	131	144	129	136	127	232	115	5	35	43	82	23
I would not be willing to install the air-source heat pump	19%	17%	20%	16%	15%	19%	22%	18%	15%	20%	22%	24%	14%	0%	11%	21%	16%	13%
It would have to be at least £2,000 cheaper to install than a boiler	12%	23%	13%	16%	15%	5%	4%	16%	10%	9%	13%	10%	14%	22%	10%	10%	16%	10%
It would have to be at least £1,000 cheaper to install than a boiler	9%	11%	8%	10%	4%	7%	14%	12%	12%	6%	7%	10%	10%	0%	15%	4%	6%	9%
It would have to be at least £500 cheaper to install than a boiler	10%	10%	12%	7%	11%	9%	12%	13%	13%	10%	5%	10%	8%	41%	10%	12%	12%	16%
It would have be about the same price to install as the boiler	14%	12%	14%	16%	16%	15%	12%	7%	18%	17%	15%	12%	16%	0%	23%	12%	14%	16%
I would pay at most £500 more to install the heat pump	6%	10%	4%	7%	7%	8%	4%	5%	7%	6%	7%	4%	11%	18%	10%	5%	5%	4%
I would pay at most £1,000 more to install the heat pump	3%	0%	8%	3%	1%	2%	4%	6%	3%	2%	1%	4%	3%	0%	0%	0%	5%	0%
I would pay at most £2,000 more to install the heat pump	1%	0%	1%	1%	1%	1%	0%	0%	2%	1%	0%	1%	0%	0%	0%	0%	1%	0%
I would be willing to pay more than £2,000 more to install the heat pump	2%	1%	5%	4%	0%	1%	2%	2%	2%	2%	2%	3%	1%	0%	0%	3%	3%	0%
Don't Know	24%	15%	15%	21%	30%	33%	26%	21%	18%	28%	27%	23%	22%	19%	21%	34%	22%	31%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(59.B) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £50 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	539	87	76	38	53	35	33	51	19	65	51	23	8	119	95	120	54	11
Weighted	537	78	69	37	52	34	34	49	19	67	56	27	15	116	93	123	55	13
I would not be willing to install the air-source heat pump	19%	14%	23%	19%	13%	14%	43%	31%	20%	18%	12%	4%	12%	22%	16%	16%	23%	8%
It would have to be at least £2,000 cheaper to install than a boiler	12%	16%	9%	7%	10%	14%	17%	8%	10%	14%	7%	18%	11%	7%	20%	9%	18%	8%
It would have to be at least £1,000 cheaper to install than a boiler	9%	6%	9%	8%	14%	16%	0%	10%	11%	7%	17%	7%	0%	8%	7%	10%	15%	7%
It would have to be at least £500 cheaper to install than a boiler	10%	12%	6%	11%	16%	16%	9%	8%	11%	8%	5%	9%	34%	5%	8%	12%	15%	19%
It would have to be about the same price to install as the boiler	14%	11%	17%	5%	11%	20%	6%	18%	10%	24%	10%	24%	0%	15%	17%	19%	3%	8%
I would pay at most £500 more to install the heat pump	6%	9%	6%	11%	4%	3%	6%	3%	4%	4%	13%	4%	0%	5%	7%	9%	4%	0%
I would pay at most £1,000 more to install the heat pump	3%	1%	3%	10%	0%	0%	0%	4%	0%	0%	6%	7%	18%	2%	3%	4%	3%	22%
I would pay at most £2,000 more to install the heat pump	1%	1%	1%	3%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	1%	1%	1%	0%
I would be willing to pay more than £2,000 more to install the heat pump	2%	4%	0%	0%	4%	0%	3%	2%	8%	2%	2%	0%	0%	0%	2%	3%	3%	12%
Don't Know	24%	25%	27%	26%	28%	17%	17%	16%	26%	22%	27%	28%	24%	34%	20%	18%	14%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(59.C) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £50 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	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	539	5	41	55	46	52	61	42	33	39	25	26	20	20	9	15	13
Weighted	537	5	38	53	45	53	62	44	32	39	24	29	20	19	9	14	14
I would not be willing to install the air-source heat pump	19%	21%	20%	26%	32%	27%	13%	15%	20%	8%	7%	11%	23%	13%	0%	14%	26%
It would have to be at least £2,000 cheaper to install than a boiler	12%	0%	15%	6%	15%	13%	11%	12%	12%	14%	5%	12%	13%	17%	19%	20%	22%
It would have to be at least £1,000 cheaper to install than a boiler	9%	0%	6%	12%	0%	2%	8%	9%	13%	20%	13%	7%	0%	13%	44%	15%	0%
It would have to be at least £500 cheaper to install than a boiler	10%	41%	7%	9%	12%	12%	5%	15%	17%	16%	0%	10%	18%	21%	0%	5%	4%
It would have be about the same price to install as the boiler	14%	0%	11%	14%	15%	15%	18%	12%	9%	8%	41%	18%	19%	5%	10%	4%	0%
I would pay at most £500 more to install the heat pump	6%	0%	12%	4%	4%	9%	7%	10%	6%	7%	12%	4%	0%	0%	9%	0%	0%
I would pay at most £1,000 more to install the heat pump	3%	0%	0%	4%	0%	0%	7%	2%	0%	2%	0%	17%	3%	9%	8%	0%	0%
I would pay at most £2,000 more to install the heat pump	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%	4%	0%	0%	0%	6%	0%
I would be willing to pay more than £2,000 more to install the heat pump	2%	0%	0%	0%	0%	0%	1%	5%	3%	6%	0%	6%	0%	0%	0%	0%	22%
Don't Know	24%	38%	29%	26%	21%	21%	30%	18%	19%	19%	20%	11%	24%	23%	10%	35%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(59.D) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £50 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	539	255	280	220	228	56	222	129	52	7	59	117	145	73	113	52	38
Weighted	537	259	273	215	233	56	218	128	52	7	59	117	141	74	113	53	38
I would not be willing to install the air-source heat pump	19%	21%	17%	25%	14%	16%	24%	16%	10%	28%	24%	20%	21%	20%	17%	15%	13%
It would have to be at least £2,000 cheaper to install than a boiler	12%	14%	10%	14%	10%	11%	11%	16%	12%	0%	5%	16%	11%	13%	7%	10%	14%
It would have to be at least £1,000 cheaper to install than a boiler	9%	11%	8%	10%	10%	5%	11%	10%	10%	29%	2%	6%	10%	9%	10%	19%	5%
It would have to be at least £500 cheaper to install than a boiler	10%	10%	11%	7%	14%	6%	7%	12%	20%	15%	9%	10%	11%	3%	12%	9%	21%
It would have be about the same price to install as the boiler	14%	13%	15%	10%	17%	16%	14%	13%	11%	0%	22%	11%	15%	14%	14%	16%	16%
I would pay at most £500 more to install the heat pump	6%	7%	5%	6%	7%	3%	5%	6%	9%	15%	2%	10%	4%	7%	7%	2%	3%
I would pay at most £1,000 more to install the heat pump	3%	3%	3%	3%	3%	4%	4%	3%	2%	0%	2%	5%	2%	4%	2%	6%	0%
I would pay at most £2,000 more to install the heat pump	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	2%	0%	0%
I would be willing to pay more than £2,000 more to install the heat pump	2%	4%	1%	1%	2%	4%	2%	2%	5%	0%	2%	5%	1%	3%	0%	4%	0%
Don't Know	24%	18%	29%	23%	21%	34%	21%	21%	20%	13%	31%	17%	23%	28%	29%	19%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(60.A) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £100 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	594	82	92	122	96	91	111	152	143	136	160	220	146	9	52	47	94	19
Weighted	595	77	107	121	94	87	109	158	150	129	156	218	148	9	53	45	95	20
I would not be willing to install the air-source heat pump	20%	21%	15%	22%	18%	30%	16%	20%	20%	20%	20%	23%	16%	33%	26%	26%	13%	19%
It would have to be at least £2,000 cheaper to install than a boiler	14%	15%	25%	11%	10%	11%	13%	15%	11%	14%	16%	16%	12%	0%	12%	13%	16%	17%
It would have to be at least £1,000 cheaper to install than a boiler	13%	13%	13%	14%	16%	4%	15%	14%	13%	15%	11%	12%	21%	22%	12%	4%	9%	5%
It would have to be at least £500 cheaper to install than a boiler	9%	11%	17%	6%	12%	2%	8%	10%	10%	9%	9%	8%	8%	33%	11%	12%	10%	5%
It would have be about the same price to install as the boiler	14%	12%	8%	11%	14%	25%	17%	9%	16%	16%	15%	15%	15%	0%	9%	16%	13%	15%
I would pay at most £500 more to install the heat pump	6%	7%	4%	5%	6%	7%	5%	5%	7%	4%	7%	5%	7%	0%	2%	2%	7%	15%
I would pay at most £1,000 more to install the heat pump	4%	3%	4%	5%	3%	3%	5%	9%	3%	1%	1%	5%	5%	0%	2%	0%	5%	0%
I would pay at most £2,000 more to install the heat pump	1%	3%	1%	3%	1%	0%	1%	3%	2%	0%	0%	1%	3%	0%	1%	0%	0%	0%
I would be willing to pay more than £2,000 more to install the heat pump	1%	1%	0%	2%	2%	0%	2%	3%	1%	1%	1%	2%	1%	0%	2%	0%	2%	0%
Don't Know	17%	13%	13%	20%	20%	17%	19%	13%	16%	19%	21%	13%	12%	11%	24%	26%	24%	25%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(60.B) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £100 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	594	85	83	52	64	43	58	43	23	69	41	22	11	141	99	135	69	13
Weighted	595	76	77	50	64	43	60	40	22	72	47	26	19	139	98	140	73	11
I would not be willing to install the air-source heat pump	20%	16%	25%	14%	15%	33%	24%	19%	17%	22%	22%	27%	0%	25%	21%	18%	13%	28%
It would have to be at least £2,000 cheaper to install than a boiler	14%	21%	21%	15%	7%	16%	14%	15%	12%	14%	5%	8%	9%	11%	16%	13%	18%	16%
It would have to be at least £1,000 cheaper to install than a boiler	13%	13%	6%	12%	16%	9%	14%	17%	5%	20%	13%	16%	9%	16%	13%	12%	12%	0%
It would have to be at least £500 cheaper to install than a boiler	9%	9%	9%	8%	9%	9%	9%	8%	14%	11%	6%	16%	10%	7%	10%	10%	12%	0%
It would have to be about the same price to install as the boiler	14%	8%	15%	19%	14%	10%	10%	11%	19%	14%	24%	13%	25%	14%	17%	17%	7%	7%
I would pay at most £500 more to install the heat pump	6%	7%	7%	8%	8%	2%	10%	7%	0%	0%	5%	5%	9%	5%	7%	5%	9%	11%
I would pay at most £1,000 more to install the heat pump	4%	7%	1%	7%	3%	3%	2%	2%	9%	4%	3%	7%	0%	1%	2%	7%	9%	11%
I would pay at most £2,000 more to install the heat pump	1%	1%	0%	0%	2%	0%	2%	1%	3%	1%	2%	0%	10%	0%	1%	2%	3%	6%
I would be willing to pay more than £2,000 more to install the heat pump	1%	4%	0%	0%	0%	0%	4%	2%	0%	1%	3%	0%	0%	1%	1%	1%	5%	9%
Don't Know	17%	15%	17%	17%	26%	19%	13%	17%	21%	14%	17%	7%	28%	21%	13%	16%	11%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(60.C) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £100 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	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	594	13	41	58	57	64	62	41	42	30	25	32	23	18	11	10	29
Weighted	595	13	39	56	58	67	64	41	41	29	25	33	25	21	10	9	27
I would not be willing to install the air-source heat pump	20%	19%	24%	25%	28%	14%	21%	24%	16%	16%	17%	9%	27%	9%	16%	34%	24%
It would have to be at least £2,000 cheaper to install than a boiler	14%	15%	19%	9%	13%	19%	21%	6%	5%	14%	12%	21%	7%	11%	0%	27%	19%
It would have to be at least £1,000 cheaper to install than a boiler	13%	0%	12%	8%	11%	17%	10%	27%	17%	10%	16%	25%	15%	5%	0%	11%	10%
It would have to be at least £500 cheaper to install than a boiler	9%	24%	12%	5%	10%	9%	8%	15%	11%	15%	9%	4%	11%	19%	0%	0%	3%
It would have be about the same price to install as the boiler	14%	6%	11%	19%	20%	12%	17%	1%	21%	14%	32%	8%	13%	15%	7%	8%	10%
I would pay at most £500 more to install the heat pump	6%	0%	4%	10%	1%	3%	1%	6%	7%	3%	0%	11%	0%	11%	22%	0%	18%
I would pay at most £1,000 more to install the heat pump	4%	0%	2%	4%	0%	2%	3%	5%	5%	3%	8%	6%	4%	15%	20%	11%	2%
I would pay at most £2,000 more to install the heat pump	1%	0%	0%	3%	0%	0%	0%	1%	0%	3%	0%	5%	0%	0%	6%	0%	7%
I would be willing to pay more than £2,000 more to install the heat pump	1%	0%	3%	0%	4%	0%	0%	0%	0%	3%	0%	0%	4%	5%	12%	0%	4%
Don't Know	17%	37%	14%	16%	13%	24%	17%	14%	18%	18%	6%	10%	20%	11%	17%	9%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(60.D) Imagine you were picking between a boiler and an air-source heat pump for your property. The air-source pump costs £100 more than a regular gas boiler in yearly running costs. How much more or less would you be willing to spend upfront to buy and install the air-source heat pump in this circumstance:

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	594	284	308	237	245	63	227	161	48	8	72	120	152	83	123	69	46
Weighted	595	294	300	233	253	63	225	162	48	8	72	119	151	82	126	67	49
I would not be willing to install the air-source heat pump	20%	20%	20%	24%	18%	19%	25%	19%	12%	12%	18%	20%	19%	23%	18%	21%	22%
It would have to be at least £2,000 cheaper to install than a boiler	14%	15%	14%	17%	14%	6%	14%	17%	22%	26%	9%	21%	15%	13%	13%	8%	8%
It would have to be at least £1,000 cheaper to install than a boiler	13%	14%	12%	14%	13%	15%	13%	13%	9%	35%	12%	13%	11%	23%	11%	14%	6%
It would have to be at least £500 cheaper to install than a boiler	9%	11%	8%	6%	12%	12%	6%	11%	16%	13%	10%	8%	13%	6%	12%	6%	5%
It would have be about the same price to install as the boiler	14%	12%	16%	17%	13%	12%	16%	11%	16%	0%	10%	10%	12%	12%	17%	22%	15%
I would pay at most £500 more to install the heat pump	6%	8%	3%	3%	8%	8%	5%	4%	15%	0%	7%	8%	4%	6%	6%	3%	8%
I would pay at most £1,000 more to install the heat pump	4%	4%	4%	2%	5%	3%	4%	5%	2%	0%	2%	4%	4%	5%	3%	5%	2%
I would pay at most £2,000 more to install the heat pump	1%	2%	1%	2%	2%	0%	1%	2%	0%	0%	2%	2%	1%	1%	2%	3%	0%
I would be willing to pay more than £2,000 more to install the heat pump	1%	1%	1%	1%	2%	2%	2%	2%	2%	0%	0%	3%	1%	0%	1%	0%	2%
Don't Know	17%	11%	23%	15%	14%	24%	15%	15%	6%	14%	30%	11%	19%	12%	18%	18%	31%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(61.A) As it stands, air-source heat pumps will cost between £4,000 and £10,000. Gas boilers will tend to cost between £500 and £2,500. Air-source heat pumps cost around £500 a year to run, whilst gas boilers cost around £400. However, air source heat pumps produce around 4 times less carbon, so are much better for the environment, and do not emit harmful air pollution. Given this, and the information you saw earlier on heat pumps, do you think you would or would not be interested in having a heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Would definitely be interested	11%	16%	22%	19%	5%	4%	3%	17%	8%	9%	10%	13%	9%	17%	11%	12%	11%	8%
Would probably be interested	23%	37%	27%	20%	18%	19%	17%	26%	25%	22%	17%	20%	25%	36%	22%	21%	25%	21%
Not sure either way	27%	22%	23%	27%	29%	26%	31%	23%	28%	26%	29%	25%	28%	33%	30%	28%	25%	23%
Would probably not be interested	17%	14%	13%	15%	19%	24%	19%	16%	19%	16%	17%	17%	18%	7%	16%	18%	17%	20%
Would definitely not be interested	17%	7%	10%	15%	21%	19%	26%	14%	16%	17%	20%	20%	15%	0%	14%	15%	15%	25%
Don't Know	6%	4%	6%	5%	8%	9%	4%	3%	5%	8%	7%	5%	5%	7%	7%	7%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(61.B) As it stands, air-source heat pumps will cost between £4,000 and £10,000. Gas boilers will tend to cost between £500 and £2,500. Air-source heat pumps cost around £500 a year to run, whilst gas boilers cost around £400. However, air source heat pumps produce around 4 times less carbon, so are much better for the environment, and do not emit harmful air pollution. Given this, and the information you saw earlier on heat pumps, do you think you would or would not be interested in having a heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Would definitely be interested	11%	23%	7%	6%	6%	11%	13%	10%	15%	12%	10%	3%	17%	7%	9%	12%	23%	38%
Would probably be interested	23%	27%	22%	25%	21%	19%	23%	23%	16%	22%	19%	32%	12%	15%	25%	26%	30%	31%
Not sure either way	27%	22%	28%	25%	30%	26%	26%	31%	31%	25%	28%	24%	29%	30%	27%	26%	21%	18%
Would probably not be interested	17%	11%	19%	19%	20%	22%	20%	14%	19%	20%	14%	15%	17%	19%	19%	17%	14%	5%
Would definitely not be interested	17%	12%	17%	20%	17%	18%	15%	19%	14%	16%	20%	18%	17%	22%	15%	14%	9%	4%
Don't Know	6%	5%	7%	6%	5%	4%	3%	4%	6%	5%	9%	7%	9%	6%	4%	5%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(61.C) As it stands, air-source heat pumps will cost between £4,000 and £10,000. Gas boilers will tend to cost between £500 and £2,500. Air-source heat pumps cost around £500 a year to run, whilst gas boilers cost around £400. However, air source heat pumps produce around 4 times less carbon, so are much better for the environment, and do not emit harmful air pollution. Given this, and the information you saw earlier on heat pumps, do you think you would or would not be interested in having a heat pump installed where you live?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Would definitely be interested	11%	12%	10%	10%	8%	10%	7%	10%	8%	12%	9%	9%	12%	17%	28%	24%	46%
Would probably be interested	23%	32%	22%	17%	17%	20%	25%	27%	22%	30%	27%	33%	23%	15%	37%	27%	20%
Not sure either way	27%	31%	28%	28%	27%	29%	30%	24%	26%	29%	22%	28%	24%	31%	8%	24%	11%
Would probably not be interested	17%	15%	14%	21%	18%	17%	18%	20%	21%	11%	24%	11%	15%	20%	17%	8%	15%
Would definitely not be interested	17%	8%	19%	19%	24%	18%	13%	14%	18%	16%	12%	15%	20%	14%	7%	14%	5%
Don't Know	6%	3%	6%	5%	5%	7%	7%	4%	4%	2%	7%	4%	6%	5%	2%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(61.D) As it stands, air-source heat pumps will cost between £4,000 and £10,000. Gas boilers will tend to cost between £500 and £2,500. Air-source heat pumps cost around £500 a year to run, whilst gas boilers cost around £400. However, air source heat pumps produce around 4 times less carbon, so are much better for the environment, and do not emit harmful air pollution. Given this, and the information you saw earlier on heat pumps, do you think you would or would not be interested in having a heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Would definitely be interested	11%	15%	8%	10%	13%	9%	12%	12%	12%	22%	6%	25%	6%	13%	7%	6%	6%
Would probably be interested	23%	24%	21%	18%	27%	20%	18%	30%	27%	18%	18%	26%	21%	25%	19%	22%	24%
Not sure either way	27%	23%	30%	26%	26%	31%	25%	29%	25%	22%	29%	22%	29%	27%	29%	26%	26%
Would probably not be interested	17%	15%	19%	18%	17%	15%	20%	13%	22%	13%	18%	11%	20%	15%	20%	21%	15%
Would definitely not be interested	17%	18%	15%	22%	13%	15%	22%	11%	11%	26%	17%	10%	19%	15%	19%	20%	20%
Don't Know	6%	4%	8%	6%	4%	10%	4%	4%	4%	0%	12%	6%	5%	6%	6%	4%	9%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(62.A) By 2023 air-source heat pumps could cost much less - between £2,500 and £5,500. They are expected to also cost the same each year to run as a gas boiler at this point. Given this, do you think you would or would not be interested in having a heat pump installed where you live in 2023?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Would definitely be interested	18%	22%	27%	23%	16%	12%	12%	26%	16%	16%	14%	19%	19%	21%	12%	18%	20%	14%
Would probably be interested	31%	40%	33%	33%	26%	28%	27%	32%	33%	29%	30%	30%	34%	42%	31%	29%	30%	26%
Not sure either way	26%	24%	20%	24%	28%	32%	28%	22%	27%	26%	29%	25%	25%	21%	27%	25%	26%	34%
Would probably not be interested	10%	7%	9%	8%	11%	10%	12%	9%	10%	11%	9%	9%	11%	11%	9%	9%	12%	10%
Would definitely not be interested	10%	2%	5%	8%	12%	13%	16%	8%	8%	13%	11%	13%	6%	0%	12%	10%	7%	9%
Don't Know	5%	5%	7%	5%	6%	5%	4%	4%	6%	6%	7%	4%	5%	4%	8%	10%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(62.B) By 2023 air-source heat pumps could cost much less - between £2,500 and £5,500. They are expected to also cost the same each year to run as a gas boiler at this point. Given this, do you think you would or would not be interested in having a heat pump installed where you live in 2023?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Would definitely be interested	18%	30%	17%	12%	13%	14%	20%	20%	20%	19%	12%	13%	29%	13%	18%	23%	28%	47%
Would probably be interested	31%	28%	27%	32%	33%	32%	34%	30%	30%	34%	29%	39%	27%	25%	33%	36%	32%	24%
Not sure either way	26%	22%	28%	31%	28%	26%	22%	26%	27%	22%	34%	22%	23%	33%	26%	21%	19%	21%
Would probably not be interested	10%	9%	11%	11%	11%	9%	12%	9%	6%	11%	8%	5%	14%	10%	9%	7%	12%	0%
Would definitely not be interested	10%	8%	11%	10%	8%	13%	8%	12%	9%	10%	12%	12%	3%	13%	9%	8%	6%	8%
Don't Know	5%	4%	6%	5%	7%	6%	4%	3%	8%	5%	6%	10%	3%	6%	5%	5%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(62.C) By 2023 air-source heat pumps could cost much less - between £2,500 and £5,500. They are expected to also cost the same each year to run as a gas boiler at this point. Given this, do you think you would or would not be interested in having a heat pump installed where you live in 2023?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Would definitely be interested	18%	9%	16%	15%	12%	17%	15%	20%	17%	21%	21%	20%	23%	23%	36%	31%	46%
Would probably be interested	31%	26%	32%	24%	30%	30%	31%	33%	35%	33%	33%	35%	26%	30%	45%	36%	25%
Not sure either way	26%	42%	23%	33%	27%	27%	30%	24%	23%	27%	24%	27%	20%	19%	14%	17%	16%
Would probably not be interested	10%	10%	10%	12%	15%	10%	11%	11%	11%	4%	9%	8%	9%	12%	5%	0%	10%
Would definitely not be interested	10%	0%	13%	11%	13%	10%	7%	7%	11%	11%	10%	6%	15%	12%	0%	11%	1%
Don't Know	5%	13%	6%	5%	4%	7%	6%	5%	4%	4%	3%	3%	7%	4%	0%	5%	1%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(62.D) By 2023 air-source heat pumps could cost much less - between £2,500 and £5,500. They are expected to also cost the same each year to run as a gas boiler at this point. Given this, do you think you would or would not be interested in having a heat pump installed where you live in 2023?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Would definitely be interested	18%	21%	15%	15%	22%	14%	18%	20%	21%	24%	13%	29%	16%	17%	15%	15%	13%
Would probably be interested	31%	33%	29%	29%	33%	25%	27%	37%	40%	35%	27%	30%	31%	34%	29%	33%	33%
Not sure either way	26%	23%	28%	25%	25%	32%	27%	24%	23%	13%	30%	21%	29%	24%	27%	27%	29%
Would probably not be interested	10%	9%	11%	11%	9%	9%	12%	9%	6%	6%	7%	9%	10%	9%	12%	9%	7%
Would definitely not be interested	10%	11%	9%	15%	6%	9%	13%	6%	6%	22%	12%	6%	10%	10%	11%	12%	13%
Don't Know	5%	4%	7%	4%	4%	10%	4%	5%	4%	0%	10%	5%	5%	6%	7%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(63.A) If the Government was to try and encourage people in the UK to use an air-source heat pump in their property, which of the following do you think is most important?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Reducing the upfront cost	56%	48%	53%	53%	57%	61%	62%	57%	55%	51%	60%	56%	58%	54%	56%	47%	59%	50%
Reducing the running cost	26%	34%	30%	32%	22%	19%	20%	27%	28%	28%	20%	28%	24%	21%	23%	27%	25%	29%
Neither of the above	10%	10%	10%	8%	11%	11%	9%	9%	9%	11%	10%	9%	9%	14%	11%	12%	7%	14%
Don't Know	9%	9%	7%	7%	11%	9%	9%	7%	8%	10%	10%	8%	8%	10%	11%	14%	8%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(63.B) If the Government was to try and encourage people in the UK to use an air-source heat pump in their property, which of the following do you think is most important?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Reducing the upfront cost	56%	43%	57%	54%	65%	56%	54%	55%	61%	63%	52%	60%	66%	55%	53%	63%	52%	41%
Reducing the running cost	26%	37%	21%	24%	23%	27%	27%	28%	20%	21%	25%	25%	28%	22%	27%	23%	34%	52%
Neither of the above	10%	11%	13%	11%	6%	9%	10%	8%	8%	9%	12%	5%	3%	11%	12%	7%	8%	3%
Don't Know	9%	9%	9%	11%	7%	8%	8%	8%	11%	7%	12%	10%	3%	12%	7%	7%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(63.C) If the Government was to try and encourage people in the UK to use an air-source heat pump in their property, which of the following do you think is most important?

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Reducing the upfront cost	56%	67%	46%	59%	54%	58%	60%	61%	65%	59%	56%	51%	51%	52%	46%	40%	44%
Reducing the running cost	26%	17%	35%	23%	24%	21%	22%	21%	21%	29%	24%	36%	30%	34%	40%	41%	41%
Neither of the above	10%	13%	6%	10%	11%	13%	9%	11%	8%	6%	13%	5%	10%	7%	7%	10%	11%
Don't Know	9%	3%	14%	8%	11%	8%	9%	6%	6%	7%	6%	8%	9%	6%	7%	9%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(63.D) If the Government was to try and encourage people in the UK to use an air-source heat pump in their property, which of the following do you think is most important?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Reducing the upfront cost	56%	56%	56%	55%	58%	50%	57%	54%	64%	60%	54%	45%	57%	55%	62%	67%	52%
Reducing the running cost	26%	27%	25%	24%	28%	25%	23%	32%	24%	25%	21%	35%	26%	25%	22%	17%	24%
Neither of the above	10%	10%	9%	12%	8%	9%	12%	9%	4%	12%	8%	12%	9%	13%	7%	6%	12%
Don't Know	9%	8%	10%	9%	6%	16%	8%	6%	7%	3%	17%	8%	8%	7%	9%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(64.A) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	535	63	78	95	99	83	117	132	126	116	159	215	129	11	40	48	76	9
Weighted	533	63	87	94	97	81	112	133	130	110	158	211	134	11	41	46	72	10
Would definitely be interested	17%	23%	27%	19%	14%	6%	13%	24%	14%	9%	18%	18%	17%	17%	17%	19%	12%	10%
Would probably be interested	27%	38%	30%	34%	18%	23%	21%	27%	28%	32%	22%	25%	30%	36%	28%	12%	31%	29%
Not sure either way	24%	27%	18%	18%	30%	17%	30%	18%	30%	21%	24%	20%	23%	37%	27%	33%	24%	19%
Would probably not be interested	15%	5%	13%	11%	15%	26%	16%	15%	15%	14%	15%	17%	14%	10%	16%	10%	12%	29%
Would definitely not be interested	12%	0%	0%	12%	16%	20%	17%	10%	9%	15%	13%	16%	9%	0%	7%	14%	9%	12%
Don't Know	7%	7%	12%	5%	7%	8%	3%	6%	4%	8%	8%	4%	7%	0%	5%	12%	12%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(64.B) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	535	85	93	48	39	33	50	41	18	48	47	22	11	124	90	121	58	6
Weighted	533	74	84	47	39	33	51	40	17	49	53	27	19	124	90	120	59	5
Would definitely be interested	17%	29%	12%	12%	13%	12%	23%	16%	0%	17%	14%	20%	17%	13%	16%	20%	30%	12%
Would probably be interested	27%	29%	27%	34%	24%	23%	32%	26%	34%	25%	12%	18%	45%	17%	29%	38%	28%	88%
Not sure either way	24%	17%	25%	27%	28%	20%	19%	33%	17%	27%	28%	26%	9%	30%	26%	17%	20%	0%
Would probably not be interested	15%	10%	17%	13%	11%	21%	12%	13%	28%	12%	16%	17%	19%	14%	18%	8%	9%	0%
Would definitely not be interested	12%	9%	8%	8%	14%	20%	12%	12%	15%	8%	21%	8%	10%	18%	8%	8%	9%	0%
Don't Know	7%	6%	10%	6%	11%	3%	2%	0%	5%	10%	9%	11%	0%	8%	3%	8%	5%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(64.C) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	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	535	6	41	45	53	56	54	56	34	35	24	27	14	21	6	7	18
Weighted	533	6	40	43	54	57	55	58	33	34	23	29	16	21	6	6	15
Would definitely be interested	17%	12%	31%	15%	13%	18%	10%	17%	11%	10%	4%	23%	21%	37%	0%	30%	51%
Would probably be interested	27%	16%	14%	28%	17%	30%	28%	30%	20%	33%	34%	40%	22%	20%	52%	57%	22%
Not sure either way	24%	54%	19%	26%	35%	23%	30%	30%	15%	28%	21%	11%	21%	9%	0%	0%	17%
Would probably not be interested	15%	18%	19%	21%	13%	10%	9%	8%	24%	12%	8%	20%	15%	7%	48%	0%	10%
Would definitely not be interested	12%	0%	11%	9%	15%	9%	16%	12%	18%	10%	27%	5%	7%	17%	0%	14%	0%
Don't Know	7%	0%	7%	2%	8%	10%	8%	4%	12%	7%	7%	0%	12%	10%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(64.D) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	535	252	280	220	220	56	216	131	42	11	64	104	134	84	114	66	33
Weighted	533	251	279	215	220	60	211	130	40	12	66	100	133	84	116	66	35
Would definitely be interested	17%	20%	14%	15%	19%	11%	16%	23%	25%	26%	5%	24%	18%	18%	12%	11%	12%
Would probably be interested	27%	28%	25%	22%	33%	17%	25%	35%	16%	8%	25%	28%	25%	36%	24%	16%	33%
Not sure either way	24%	18%	29%	22%	22%	28%	24%	20%	21%	8%	31%	23%	23%	16%	29%	31%	17%
Would probably not be interested	15%	14%	15%	17%	14%	15%	17%	12%	19%	24%	11%	14%	18%	9%	10%	22%	18%
Would definitely not be interested	12%	14%	9%	19%	6%	11%	16%	4%	10%	26%	16%	4%	13%	11%	15%	15%	17%
Don't Know	7%	5%	8%	5%	5%	17%	3%	6%	9%	9%	11%	6%	3%	9%	10%	6%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(65.A) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	483	65	80	85	85	57	111	125	121	118	116	206	108	2	35	36	70	20
Weighted	482	62	92	84	81	54	108	129	124	114	111	205	114	2	32	34	70	20
Would definitely be interested	18%	34%	24%	24%	14%	4%	10%	26%	14%	16%	16%	16%	21%	0%	15%	19%	25%	14%
Would probably be interested	27%	29%	30%	30%	18%	40%	22%	24%	31%	30%	22%	27%	28%	0%	18%	33%	28%	26%
Not sure either way	26%	24%	20%	26%	34%	27%	25%	25%	26%	25%	28%	25%	25%	0%	21%	24%	32%	25%
Would probably not be interested	11%	6%	14%	12%	9%	11%	14%	10%	14%	13%	9%	12%	13%	100%	6%	7%	11%	10%
Would definitely not be interested	13%	3%	6%	7%	18%	13%	25%	11%	9%	13%	20%	19%	8%	0%	18%	5%	2%	21%
Don't Know	5%	3%	7%	1%	7%	5%	4%	3%	7%	4%	5%	1%	5%	0%	22%	12%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(65.B) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	483	78	76	31	44	28	38	45	19	55	38	23	8	102	70	130	51	15
Weighted	482	75	70	30	42	27	39	42	19	56	42	25	15	99	68	137	50	15
Would definitely be interested	18%	26%	14%	13%	12%	9%	21%	28%	14%	17%	13%	23%	23%	7%	22%	20%	28%	42%
Would probably be interested	27%	27%	34%	18%	33%	19%	26%	25%	21%	35%	19%	29%	19%	27%	24%	27%	31%	42%
Not sure either way	26%	25%	24%	27%	25%	22%	20%	23%	45%	33%	34%	16%	20%	26%	32%	22%	23%	11%
Would probably not be interested	11%	8%	12%	17%	14%	18%	19%	7%	10%	7%	14%	5%	12%	9%	7%	19%	7%	0%
Would definitely not be interested	13%	5%	12%	19%	14%	25%	8%	15%	10%	8%	18%	13%	26%	22%	10%	8%	9%	5%
Don't Know	5%	9%	4%	7%	2%	6%	5%	4%	0%	0%	3%	14%	0%	9%	3%	4%	2%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(65.C) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	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	483	8	40	56	47	43	40	39	29	21	26	27	20	13	9	11	21
Weighted	482	8	38	52	48	44	40	40	28	23	26	31	21	13	8	11	20
Would definitely be interested	18%	14%	22%	18%	8%	17%	14%	22%	15%	14%	11%	18%	25%	39%	47%	31%	48%
Would probably be interested	27%	23%	23%	31%	36%	20%	25%	28%	24%	23%	45%	43%	20%	26%	24%	23%	8%
Not sure either way	26%	40%	23%	25%	24%	30%	29%	15%	38%	33%	22%	18%	18%	29%	21%	41%	18%
Would probably not be interested	11%	13%	10%	9%	14%	21%	15%	9%	17%	8%	14%	7%	15%	7%	0%	0%	7%
Would definitely not be interested	13%	0%	19%	10%	17%	6%	10%	17%	3%	18%	8%	12%	22%	0%	8%	6%	14%
Don't Know	5%	11%	3%	7%	0%	6%	7%	9%	3%	4%	0%	2%	0%	0%	0%	0%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(65.D) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	483	237	240	183	219	58	173	144	34	5	53	120	132	62	76	60	33
Weighted	482	242	234	179	226	55	174	141	35	5	51	123	131	60	75	59	34
Would definitely be interested	18%	22%	13%	13%	23%	17%	16%	21%	20%	21%	13%	27%	13%	20%	14%	22%	9%
Would probably be interested	27%	29%	25%	27%	27%	25%	28%	32%	40%	57%	22%	25%	29%	36%	29%	19%	21%
Not sure either way	26%	23%	30%	23%	25%	34%	21%	27%	16%	0%	36%	27%	23%	20%	27%	23%	47%
Would probably not be interested	11%	8%	14%	13%	12%	10%	14%	10%	15%	0%	6%	11%	15%	6%	16%	8%	6%
Would definitely not be interested	13%	14%	12%	19%	9%	5%	19%	4%	3%	22%	10%	4%	14%	14%	11%	25%	17%
Don't Know	5%	4%	5%	5%	4%	8%	3%	5%	5%	0%	13%	6%	6%	5%	3%	4%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(66.A) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which made the cost of installing the air-source heat pump cheaper than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	502	87	70	84	85	70	106	139	108	122	133	190	107	6	41	41	91	19
Weighted	504	83	80	83	85	67	107	143	113	119	129	190	108	6	40	39	95	20
Would definitely be interested	18%	27%	33%	24%	9%	12%	7%	24%	20%	12%	16%	17%	17%	51%	27%	13%	21%	13%
Would probably be interested	28%	37%	24%	29%	25%	31%	23%	30%	24%	29%	28%	26%	36%	32%	24%	30%	23%	28%
Not sure either way	28%	22%	24%	23%	34%	26%	36%	24%	28%	27%	33%	27%	24%	0%	29%	31%	34%	37%
Would probably not be interested	11%	10%	10%	8%	14%	8%	12%	8%	14%	13%	8%	12%	10%	0%	9%	10%	9%	11%
Would definitely not be interested	11%	1%	7%	7%	16%	17%	16%	11%	11%	11%	9%	14%	9%	0%	8%	10%	8%	11%
Don't Know	5%	2%	3%	8%	2%	6%	7%	3%	3%	7%	6%	4%	4%	17%	2%	7%	5%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(66.B) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which made the cost of installing the air-source heat pump cheaper than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	502	76	50	43	57	40	41	43	23	57	43	21	8	117	97	100	66	9
Weighted	504	67	46	43	58	38	42	42	23	60	48	24	14	117	98	102	67	9
Would definitely be interested	18%	30%	17%	8%	14%	19%	12%	16%	32%	21%	16%	7%	25%	13%	16%	21%	34%	47%
Would probably be interested	28%	30%	44%	25%	21%	19%	24%	22%	12%	38%	29%	33%	25%	26%	33%	31%	21%	35%
Not sure either way	28%	21%	15%	39%	31%	28%	41%	39%	21%	21%	28%	24%	38%	37%	24%	18%	28%	0%
Would probably not be interested	11%	10%	8%	10%	19%	13%	12%	13%	17%	7%	4%	5%	12%	8%	14%	9%	9%	18%
Would definitely not be interested	11%	4%	12%	14%	14%	8%	12%	6%	9%	10%	14%	26%	0%	9%	9%	17%	5%	0%
Don't Know	5%	4%	3%	4%	1%	13%	0%	4%	9%	3%	9%	5%	0%	6%	5%	3%	3%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(66.C) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which made the cost of installing the air-source heat pump cheaper than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	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	502	5	41	47	49	57	51	40	37	26	20	22	18	13	15	9	15
Weighted	504	5	39	46	50	61	51	40	37	25	20	23	19	14	15	8	15
Would definitely be interested	18%	0%	13%	14%	21%	23%	10%	17%	7%	21%	25%	23%	17%	25%	49%	21%	51%
Would probably be interested	28%	62%	23%	20%	23%	25%	47%	31%	24%	24%	26%	33%	35%	33%	34%	14%	20%
Not sure either way	28%	21%	27%	40%	29%	32%	29%	32%	30%	32%	19%	17%	18%	20%	0%	31%	15%
Would probably not be interested	11%	0%	12%	16%	14%	5%	10%	10%	19%	4%	9%	5%	6%	8%	10%	7%	6%
Would definitely not be interested	11%	0%	16%	11%	11%	12%	0%	9%	15%	11%	10%	18%	13%	14%	7%	27%	8%
Don't Know	5%	18%	10%	0%	2%	3%	4%	0%	5%	8%	11%	4%	12%	0%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(66.D) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which made the cost of installing the air-source heat pump cheaper than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	502	237	262	193	216	53	211	133	28	6	53	104	134	70	109	52	33
Weighted	504	244	257	194	220	52	208	135	26	7	52	101	136	69	111	53	34
Would definitely be interested	18%	22%	14%	13%	23%	22%	16%	23%	21%	0%	13%	32%	13%	26%	10%	15%	14%
Would probably be interested	28%	29%	27%	29%	24%	35%	27%	31%	32%	39%	27%	33%	28%	28%	28%	26%	17%
Not sure either way	28%	27%	29%	29%	28%	28%	27%	28%	28%	45%	35%	19%	34%	25%	29%	32%	30%
Would probably not be interested	11%	8%	13%	13%	10%	4%	12%	11%	0%	0%	8%	8%	10%	9%	15%	12%	10%
Would definitely not be interested	11%	11%	10%	14%	11%	4%	16%	6%	9%	16%	4%	5%	11%	10%	16%	7%	17%
Don't Know	5%	3%	6%	2%	5%	8%	3%	1%	11%	0%	13%	3%	5%	2%	3%	9%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(67.A) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	492	87	69	81	81	80	94	131	148	102	109	185	128	9	41	33	70	20
Weighted	492	82	82	80	78	78	92	136	153	97	104	184	131	9	41	32	71	19
Would definitely be interested	17%	22%	26%	17%	12%	8%	17%	26%	17%	15%	8%	17%	19%	43%	17%	13%	14%	20%
Would probably be interested	29%	38%	30%	32%	33%	24%	15%	30%	31%	25%	25%	24%	30%	22%	31%	34%	32%	34%
Not sure either way	26%	16%	23%	34%	24%	28%	29%	21%	22%	31%	32%	26%	28%	24%	25%	23%	22%	26%
Would probably not be interested	11%	12%	7%	8%	13%	16%	10%	8%	15%	9%	12%	11%	15%	11%	9%	12%	9%	4%
Would definitely not be interested	14%	5%	11%	4%	11%	21%	28%	11%	11%	18%	17%	18%	6%	0%	16%	16%	17%	9%
Don't Know	4%	6%	3%	5%	6%	3%	2%	4%	4%	2%	6%	5%	2%	0%	3%	2%	5%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(67.B) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	492	74	68	42	42	43	47	38	21	56	34	20	7	113	81	116	49	15
Weighted	492	66	62	41	42	44	49	36	21	56	38	25	12	111	81	120	51	12
Would definitely be interested	17%	26%	16%	10%	11%	22%	27%	12%	19%	17%	12%	7%	16%	15%	15%	19%	29%	21%
Would probably be interested	29%	22%	28%	33%	26%	30%	20%	28%	30%	30%	33%	43%	42%	24%	26%	33%	33%	29%
Not sure either way	26%	21%	26%	27%	30%	28%	32%	29%	22%	13%	21%	41%	28%	30%	30%	23%	19%	22%
Would probably not be interested	11%	16%	11%	15%	17%	7%	4%	12%	4%	17%	8%	0%	15%	10%	9%	10%	7%	8%
Would definitely not be interested	14%	10%	15%	12%	15%	8%	10%	19%	16%	19%	23%	9%	0%	19%	15%	11%	9%	21%
Don't Know	4%	6%	4%	4%	1%	5%	7%	0%	9%	5%	3%	0%	0%	3%	6%	4%	2%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(67.C) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live?

	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	492	9	31	49	49	44	47	41	32	34	23	30	22	10	10	12	18
Weighted	492	9	30	49	48	44	46	43	33	37	22	30	23	9	10	12	18
Would definitely be interested	17%	11%	9%	17%	2%	14%	23%	16%	28%	26%	24%	18%	6%	20%	24%	6%	53%
Would probably be interested	29%	42%	30%	23%	22%	19%	26%	42%	24%	31%	37%	39%	28%	35%	39%	44%	21%
Not sure either way	26%	24%	24%	28%	37%	25%	27%	13%	22%	20%	23%	36%	25%	24%	27%	32%	19%
Would probably not be interested	11%	24%	3%	8%	10%	18%	13%	21%	14%	7%	13%	3%	17%	10%	10%	0%	3%
Would definitely not be interested	14%	0%	30%	18%	22%	22%	8%	5%	13%	15%	0%	3%	24%	11%	0%	0%	3%
Don't Know	4%	0%	3%	7%	7%	2%	2%	2%	0%	0%	3%	2%	0%	0%	0%	19%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(67.D) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a loan (which would be repaid with no interest) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	492	240	249	211	188	53	190	123	50	7	53	105	132	62	101	46	43
Weighted	492	249	240	212	190	51	187	123	50	8	53	104	129	66	102	47	43
Would definitely be interested	17%	20%	14%	15%	23%	7%	16%	27%	10%	0%	10%	27%	11%	19%	13%	14%	18%
Would probably be interested	29%	28%	29%	26%	29%	28%	22%	31%	40%	16%	29%	29%	30%	34%	23%	29%	29%
Not sure either way	26%	24%	28%	26%	24%	39%	27%	20%	34%	13%	31%	22%	27%	25%	27%	29%	26%
Would probably not be interested	11%	10%	11%	12%	11%	10%	15%	9%	5%	27%	9%	8%	12%	10%	11%	17%	11%
Would definitely not be interested	14%	15%	13%	20%	10%	5%	17%	12%	6%	44%	11%	10%	17%	7%	21%	6%	11%
Don't Know	4%	3%	5%	2%	3%	10%	3%	1%	4%	0%	10%	4%	3%	5%	5%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(68.A) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	486	62	81	87	88	67	101	127	118	112	126	195	97	6	33	45	79	21
Weighted	487	60	92	87	86	65	98	130	122	110	122	194	100	6	33	43	79	21
Would definitely be interested	23%	19%	35%	25%	21%	15%	20%	29%	18%	23%	20%	24%	25%	15%	21%	32%	23%	5%
Would probably be interested	34%	33%	37%	39%	38%	30%	27%	36%	41%	29%	29%	35%	35%	67%	16%	26%	39%	35%
Not sure either way	22%	30%	17%	15%	28%	23%	23%	20%	24%	20%	26%	19%	16%	0%	49%	17%	25%	25%
Would probably not be interested	9%	10%	5%	7%	2%	15%	13%	9%	6%	15%	6%	10%	11%	0%	3%	9%	2%	20%
Would definitely not be interested	8%	3%	3%	10%	5%	12%	14%	3%	7%	9%	14%	10%	8%	0%	4%	14%	4%	4%
Don't Know	4%	4%	3%	4%	6%	4%	4%	4%	4%	4%	5%	2%	5%	18%	6%	2%	6%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(68.B) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	486	72	87	33	45	24	38	39	22	60	36	22	8	116	76	106	64	9
Weighted	487	66	79	32	46	24	39	38	22	61	40	25	15	114	76	109	64	9
Would definitely be interested	23%	33%	19%	21%	30%	13%	32%	27%	22%	15%	17%	23%	18%	18%	20%	30%	26%	59%
Would probably be interested	34%	28%	44%	30%	32%	23%	38%	35%	35%	37%	26%	27%	46%	29%	32%	39%	43%	23%
Not sure either way	22%	16%	16%	31%	21%	25%	12%	25%	34%	26%	27%	26%	24%	26%	27%	14%	22%	10%
Would probably not be interested	9%	9%	8%	9%	10%	16%	13%	5%	0%	7%	3%	13%	12%	10%	13%	7%	3%	0%
Would definitely not be interested	8%	7%	9%	3%	4%	11%	3%	7%	9%	11%	21%	6%	0%	13%	2%	7%	3%	0%
Don't Know	4%	7%	5%	6%	2%	12%	2%	0%	0%	3%	6%	5%	0%	4%	5%	3%	3%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(68.C) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	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	486	7	46	51	48	42	45	37	23	24	22	30	13	19	7	13	22
Weighted	487	7	44	48	49	43	45	38	24	25	22	33	15	18	7	12	22
Would definitely be interested	23%	30%	26%	19%	17%	19%	22%	5%	27%	32%	17%	35%	24%	37%	71%	20%	53%
Would probably be interested	34%	42%	36%	22%	29%	41%	39%	41%	38%	32%	36%	45%	45%	18%	29%	45%	23%
Not sure either way	22%	14%	23%	25%	31%	19%	13%	28%	27%	26%	31%	11%	8%	23%	0%	19%	10%
Would probably not be interested	9%	14%	2%	17%	4%	8%	13%	11%	9%	4%	5%	6%	22%	10%	0%	9%	9%
Would definitely not be interested	8%	0%	11%	12%	15%	9%	7%	11%	0%	3%	5%	3%	0%	11%	0%	8%	0%
Don't Know	4%	0%	2%	5%	5%	4%	6%	4%	0%	4%	6%	0%	0%	0%	0%	0%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(68.D) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to £1,000 more than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	486	266	215	195	191	63	181	124	43	4	59	107	130	65	107	51	25
Weighted	487	273	210	190	198	63	178	124	43	5	60	106	132	65	109	50	25
Would definitely be interested	23%	27%	18%	23%	27%	15%	19%	30%	25%	53%	20%	38%	20%	24%	13%	19%	23%
Would probably be interested	34%	35%	32%	30%	36%	37%	32%	41%	37%	26%	34%	28%	35%	48%	28%	44%	21%
Not sure either way	22%	20%	24%	21%	20%	30%	23%	18%	17%	21%	20%	18%	22%	19%	27%	20%	31%
Would probably not be interested	9%	6%	12%	9%	9%	6%	12%	2%	8%	0%	13%	6%	9%	3%	14%	8%	8%
Would definitely not be interested	8%	8%	8%	12%	5%	8%	10%	6%	6%	0%	8%	5%	9%	3%	12%	6%	16%
Don't Know	4%	3%	5%	5%	3%	4%	3%	2%	6%	0%	5%	5%	5%	3%	6%	2%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(69.A) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	508	93	69	78	86	80	102	122	126	123	136	192	119	6	45	36	87	14
Weighted	505	89	81	77	83	76	100	126	131	117	130	188	123	6	43	35	85	16
Would definitely be interested	31%	40%	38%	33%	19%	27%	30%	34%	34%	24%	34%	32%	35%	32%	27%	18%	37%	19%
Would probably be interested	34%	36%	39%	43%	32%	27%	30%	38%	30%	33%	36%	31%	39%	50%	39%	37%	25%	52%
Not sure either way	21%	16%	15%	19%	30%	24%	23%	15%	24%	26%	19%	20%	20%	18%	15%	21%	30%	18%
Would probably not be interested	5%	4%	4%	3%	4%	8%	6%	3%	6%	7%	2%	5%	4%	0%	6%	12%	1%	6%
Would definitely not be interested	5%	1%	2%	1%	7%	7%	9%	7%	2%	5%	6%	8%	0%	0%	9%	5%	3%	5%
Don't Know	4%	4%	3%	1%	8%	7%	1%	3%	4%	6%	3%	4%	2%	0%	4%	7%	3%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(69.B) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	508	91	62	36	50	40	37	36	22	60	45	23	6	120	87	119	47	15
Weighted	505	81	56	36	49	40	37	35	22	60	50	28	10	116	85	124	49	13
Would definitely be interested	31%	37%	30%	25%	28%	36%	29%	35%	27%	34%	22%	35%	53%	26%	28%	36%	41%	61%
Would probably be interested	34%	36%	44%	27%	45%	22%	21%	38%	29%	34%	33%	37%	30%	33%	46%	31%	34%	27%
Not sure either way	21%	17%	18%	33%	21%	16%	27%	18%	19%	22%	28%	15%	17%	21%	20%	22%	18%	0%
Would probably not be interested	5%	2%	0%	5%	0%	11%	11%	6%	0%	5%	10%	4%	0%	9%	1%	4%	2%	0%
Would definitely not be interested	5%	5%	6%	2%	4%	6%	6%	3%	8%	3%	6%	5%	0%	7%	2%	4%	1%	5%
Don't Know	4%	3%	3%	7%	2%	9%	6%	0%	18%	2%	0%	4%	0%	3%	2%	4%	4%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(69.C) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	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	508	9	38	48	48	59	54	36	39	30	21	18	19	18	12	9	18
Weighted	505	9	36	46	48	59	55	37	40	30	19	19	20	19	12	9	17
Would definitely be interested	31%	11%	34%	43%	30%	22%	29%	36%	19%	33%	38%	37%	37%	40%	63%	21%	47%
Would probably be interested	34%	32%	28%	26%	33%	36%	38%	27%	50%	41%	23%	35%	8%	50%	30%	42%	38%
Not sure either way	21%	24%	26%	22%	22%	34%	20%	27%	10%	16%	15%	15%	29%	8%	7%	23%	10%
Would probably not be interested	5%	13%	3%	2%	11%	3%	7%	7%	5%	6%	4%	0%	0%	0%	0%	0%	0%
Would definitely not be interested	5%	0%	5%	4%	4%	2%	2%	3%	10%	0%	15%	8%	16%	3%	0%	15%	4%
Don't Know	4%	20%	4%	2%	0%	3%	4%	0%	5%	3%	5%	5%	11%	0%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(69.D) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which brought the cost of installing the air-source heat pump down to the same price as the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	508	231	272	203	221	44	199	140	37	6	49	104	143	73	107	45	35
Weighted	505	235	265	200	223	44	196	139	35	6	48	101	143	72	106	45	36
Would definitely be interested	31%	35%	28%	27%	35%	35%	31%	29%	36%	52%	30%	39%	30%	31%	34%	16%	29%
Would probably be interested	34%	32%	37%	29%	36%	37%	34%	35%	30%	15%	33%	38%	37%	32%	24%	51%	29%
Not sure either way	21%	19%	23%	28%	18%	13%	21%	26%	25%	17%	13%	16%	23%	19%	26%	16%	22%
Would probably not be interested	5%	4%	6%	4%	5%	7%	5%	4%	6%	0%	8%	3%	4%	4%	9%	4%	0%
Would definitely not be interested	5%	6%	3%	9%	2%	0%	8%	1%	3%	15%	6%	2%	4%	6%	3%	8%	12%
Don't Know	4%	4%	3%	3%	3%	8%	0%	6%	0%	0%	10%	2%	3%	7%	4%	4%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(70.A) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which made the cost of installing the air-source heat pump cheaper than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	498	67	63	93	87	67	121	136	138	106	117	212	118	11	35	32	73	13
Weighted	498	64	71	90	86	67	121	139	142	103	114	211	123	11	34	30	74	12
Would definitely be interested	27%	32%	43%	30%	23%	24%	19%	28%	32%	26%	22%	27%	30%	17%	26%	22%	33%	8%
Would probably be interested	34%	40%	31%	36%	27%	41%	33%	37%	36%	32%	31%	34%	38%	46%	46%	23%	30%	40%
Not sure either way	24%	21%	12%	23%	36%	22%	27%	20%	22%	26%	31%	26%	21%	10%	17%	31%	23%	46%
Would probably not be interested	4%	4%	3%	3%	5%	7%	5%	5%	3%	6%	4%	6%	3%	9%	3%	0%	5%	5%
Would definitely not be interested	5%	0%	1%	2%	4%	3%	12%	5%	3%	4%	6%	5%	4%	10%	3%	9%	3%	0%
Don't Know	5%	3%	10%	5%	5%	3%	4%	4%	4%	6%	6%	3%	4%	8%	5%	16%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(70.B) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which made the cost of installing the air-source heat pump cheaper than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	498	69	62	52	49	37	47	39	22	50	40	20	11	110	87	117	50	8
Weighted	498	62	57	50	48	36	49	37	22	52	44	23	19	111	87	119	51	7
Would definitely be interested	27%	42%	24%	22%	14%	22%	20%	34%	29%	30%	28%	20%	54%	18%	29%	31%	28%	65%
Would probably be interested	34%	20%	35%	34%	43%	37%	46%	17%	40%	42%	31%	46%	27%	31%	30%	38%	43%	24%
Not sure either way	24%	17%	25%	25%	30%	34%	26%	30%	27%	22%	28%	5%	20%	32%	29%	17%	19%	10%
Would probably not be interested	4%	6%	8%	6%	4%	0%	2%	5%	4%	1%	5%	9%	0%	5%	6%	3%	6%	0%
Would definitely not be interested	5%	6%	2%	5%	4%	5%	6%	5%	0%	2%	8%	10%	0%	6%	2%	5%	2%	0%
Don't Know	5%	9%	6%	8%	4%	3%	0%	9%	0%	3%	0%	10%	0%	8%	4%	6%	2%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(70.C) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which made the cost of installing the air-source heat pump cheaper than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	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	498	8	33	56	43	54	48	45	33	33	16	26	24	13	9	11	7
Weighted	498	8	31	55	44	55	49	48	33	33	15	27	26	13	6	11	6
Would definitely be interested	27%	12%	12%	26%	21%	30%	22%	38%	30%	36%	30%	35%	36%	13%	18%	10%	40%
Would probably be interested	34%	49%	33%	38%	31%	32%	44%	32%	35%	24%	39%	33%	13%	66%	32%	63%	15%
Not sure either way	24%	39%	38%	25%	28%	24%	28%	21%	20%	23%	20%	21%	19%	15%	40%	18%	29%
Would probably not be interested	4%	0%	5%	0%	5%	5%	4%	4%	12%	6%	6%	4%	4%	0%	10%	0%	16%
Would definitely not be interested	5%	0%	6%	8%	7%	2%	0%	2%	0%	3%	0%	6%	17%	0%	0%	9%	0%
Don't Know	5%	0%	6%	2%	8%	5%	2%	3%	3%	8%	4%	0%	12%	7%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(70.D) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which made the cost of installing the air-source heat pump cheaper than the boiler, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	498	222	274	184	217	63	178	142	33	9	64	112	124	62	83	70	46
Weighted	498	225	271	186	218	63	178	141	32	9	64	110	121	63	84	71	48
Would definitely be interested	27%	27%	27%	24%	31%	29%	26%	30%	38%	0%	25%	34%	26%	21%	31%	23%	24%
Would probably be interested	34%	36%	33%	32%	39%	26%	34%	41%	37%	55%	22%	30%	38%	36%	35%	28%	44%
Not sure either way	24%	22%	27%	27%	21%	28%	25%	23%	19%	11%	36%	21%	28%	31%	19%	32%	14%
Would probably not be interested	4%	3%	5%	6%	2%	7%	5%	2%	3%	12%	3%	3%	3%	3%	7%	7%	6%
Would definitely not be interested	5%	7%	3%	8%	4%	0%	7%	2%	3%	10%	1%	6%	3%	3%	6%	4%	6%
Don't Know	5%	5%	5%	4%	2%	11%	3%	2%	0%	12%	13%	8%	2%	6%	2%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(71.A) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	523	80	84	90	89	76	104	145	121	117	138	200	138	5	44	45	68	20
Weighted	523	77	97	90	87	73	100	148	126	111	136	198	140	5	45	42	70	21
Would definitely be interested	36%	39%	45%	40%	35%	36%	25%	45%	38%	31%	30%	38%	40%	40%	33%	30%	33%	33%
Would probably be interested	30%	31%	28%	33%	29%	28%	33%	25%	35%	27%	34%	26%	33%	41%	26%	30%	39%	28%
Not sure either way	19%	24%	15%	11%	18%	20%	25%	17%	12%	23%	24%	20%	15%	0%	26%	22%	18%	22%
Would probably not be interested	4%	1%	6%	2%	4%	6%	5%	6%	3%	6%	2%	3%	6%	0%	2%	4%	4%	9%
Would definitely not be interested	6%	0%	2%	7%	8%	7%	10%	4%	7%	8%	5%	10%	4%	0%	3%	2%	3%	0%
Don't Know	4%	5%	4%	6%	6%	3%	2%	3%	5%	5%	5%	3%	1%	19%	9%	11%	4%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(71.B) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	523	81	79	43	38	43	54	53	15	46	41	21	9	110	88	128	63	13
Weighted	523	73	71	43	38	41	56	52	14	48	48	25	15	109	90	130	63	12
Would definitely be interested	36%	42%	33%	25%	28%	29%	44%	33%	31%	48%	44%	14%	67%	29%	31%	46%	47%	33%
Would probably be interested	30%	29%	26%	38%	36%	38%	24%	37%	21%	23%	21%	49%	33%	34%	29%	25%	31%	43%
Not sure either way	19%	15%	21%	24%	26%	15%	20%	21%	28%	19%	16%	20%	0%	20%	22%	17%	12%	15%
Would probably not be interested	4%	5%	7%	7%	3%	7%	6%	0%	14%	5%	0%	0%	0%	8%	4%	3%	5%	0%
Would definitely not be interested	6%	3%	10%	5%	5%	7%	4%	7%	6%	6%	7%	5%	0%	4%	7%	5%	4%	0%
Don't Know	4%	6%	4%	2%	2%	5%	3%	2%	0%	0%	12%	13%	0%	5%	6%	3%	1%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(71.C) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live?

	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	523	4	36	42	59	45	45	58	37	29	34	32	18	10	12	6	25
Weighted	523	4	35	42	59	48	44	59	35	30	35	33	17	9	13	5	22
Would definitely be interested	36%	0%	31%	40%	36%	43%	27%	36%	36%	29%	47%	35%	38%	39%	26%	81%	63%
Would probably be interested	30%	43%	35%	24%	29%	31%	29%	39%	26%	27%	30%	43%	30%	26%	51%	0%	9%
Not sure either way	19%	57%	15%	26%	24%	14%	22%	12%	21%	28%	11%	14%	23%	0%	8%	19%	19%
Would probably not be interested	4%	0%	2%	4%	5%	0%	14%	5%	0%	4%	5%	0%	6%	0%	0%	0%	9%
Would definitely not be interested	6%	0%	5%	7%	3%	8%	4%	4%	12%	5%	6%	6%	3%	22%	8%	0%	0%
Don't Know	4%	0%	11%	0%	3%	5%	4%	3%	5%	6%	0%	2%	0%	13%	7%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(71.D) The Government will be looking into ways to encourage people to take up more environmentally friendly options for home heating. If the Government was to provide a grant (which would not have to be repaid) which covered the whole cost of installing the air-source heat pump, would you or would you not be interested in having an air-source heat pump installed where you live?

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	523	250	270	225	217	50	232	125	44	10	51	113	135	78	103	58	36
Weighted	523	255	265	224	220	48	228	125	43	11	51	113	131	79	106	58	37
Would definitely be interested	36%	39%	34%	33%	41%	27%	31%	44%	40%	58%	21%	44%	40%	41%	22%	35%	31%
Would probably be interested	30%	32%	29%	26%	34%	31%	27%	36%	30%	25%	38%	32%	29%	24%	39%	22%	31%
Not sure either way	19%	19%	20%	22%	16%	24%	22%	13%	23%	10%	26%	15%	18%	22%	18%	25%	22%
Would probably not be interested	4%	4%	4%	6%	3%	0%	8%	1%	2%	0%	0%	2%	4%	1%	6%	7%	8%
Would definitely not be interested	6%	5%	6%	9%	3%	6%	9%	3%	0%	8%	4%	4%	5%	8%	8%	7%	2%
Don't Know	4%	2%	7%	3%	3%	12%	3%	3%	4%	0%	11%	4%	3%	4%	6%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(72.A) It has been suggested that the Government could decide to phase out gas boilers entirely, by giving an end date for when they can be sold. Do you support or oppose the Government doing this?

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Support	17%	21%	26%	23%	13%	14%	9%	23%	18%	10%	16%	16%	18%	21%	20%	16%	18%	17%
Support	29%	32%	34%	33%	26%	23%	25%	32%	30%	28%	25%	25%	32%	40%	29%	28%	35%	28%
Neither Support nor Oppose	26%	29%	22%	20%	25%	29%	31%	21%	24%	30%	31%	27%	25%	17%	29%	26%	23%	25%
Oppose	12%	10%	7%	9%	14%	16%	16%	10%	13%	11%	13%	13%	12%	15%	10%	13%	10%	13%
Strongly Oppose	10%	3%	5%	9%	13%	15%	15%	11%	9%	13%	9%	14%	8%	4%	8%	7%	8%	13%
Don't Know	5%	5%	5%	6%	8%	4%	4%	3%	5%	7%	6%	5%	5%	4%	5%	8%	6%	5%
Total Support:	46%	52%	60%	56%	39%	37%	34%	55%	48%	38%	40%	41%	50%	60%	48%	45%	52%	45%
Total Oppose:	23%	13%	12%	18%	28%	31%	31%	21%	23%	25%	22%	27%	20%	19%	18%	21%	18%	26%
Net:	23%	39%	48%	38%	11%	6%	2%	35%	25%	13%	18%	14%	30%	41%	30%	24%	34%	19%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(72.B) It has been suggested that the Government could decide to phase out gas boilers entirely, by giving an end date for when they can be sold. Do you support or oppose the Government doing this?

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Support	17%	27%	12%	9%	13%	20%	20%	14%	17%	18%	17%	15%	26%	12%	15%	21%	27%	43%
Support	29%	28%	33%	32%	29%	24%	25%	32%	25%	27%	27%	32%	32%	21%	34%	31%	35%	33%
Neither Support nor Oppose	26%	25%	22%	31%	27%	26%	25%	28%	27%	29%	26%	24%	25%	33%	24%	22%	21%	12%
Oppose	12%	8%	14%	11%	17%	11%	14%	12%	16%	11%	11%	9%	11%	15%	10%	10%	8%	4%
Strongly Oppose	10%	7%	14%	11%	10%	14%	9%	10%	11%	11%	12%	9%	3%	11%	12%	10%	7%	6%
Don't Know	5%	4%	5%	6%	4%	6%	6%	4%	4%	4%	8%	11%	3%	7%	5%	5%	2%	3%
Total Support:	46%	54%	45%	41%	42%	44%	45%	46%	42%	45%	44%	46%	58%	33%	49%	52%	62%	76%
Total Oppose:	23%	16%	28%	22%	27%	25%	23%	22%	26%	22%	23%	19%	14%	26%	22%	21%	16%	10%
Net:	23%	39%	17%	20%	15%	19%	22%	24%	16%	23%	21%	28%	44%	7%	27%	32%	46%	66%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(72.C) It has been suggested that the Government could decide to phase out gas boilers entirely, by giving an end date for when they can be sold. Do you support or oppose the Government doing 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Support	17%	7%	19%	16%	12%	17%	16%	16%	12%	17%	14%	15%	16%	21%	34%	38%	55%
Support	29%	37%	21%	30%	27%	28%	35%	31%	28%	31%	32%	44%	26%	36%	27%	24%	18%
Neither Support nor Oppose	26%	33%	29%	27%	29%	26%	26%	27%	25%	27%	24%	21%	23%	13%	23%	24%	12%
Oppose	12%	10%	13%	12%	14%	12%	10%	16%	17%	11%	14%	6%	10%	12%	7%	3%	9%
Strongly Oppose	10%	0%	9%	10%	14%	12%	10%	7%	12%	11%	12%	10%	19%	11%	8%	10%	1%
Don't Know	5%	13%	8%	6%	4%	5%	5%	3%	6%	2%	4%	4%	6%	7%	0%	0%	5%
Total Support:	46%	44%	41%	46%	39%	45%	50%	47%	41%	48%	46%	59%	41%	57%	62%	62%	73%
Total Oppose:	23%	10%	22%	22%	28%	23%	19%	23%	29%	22%	26%	16%	29%	22%	15%	14%	10%
Net:	23%	34%	19%	24%	11%	22%	31%	24%	12%	26%	19%	43%	12%	35%	47%	48%	64%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(72.D) It has been suggested that the Government could decide to phase out gas boilers entirely, by giving an end date for when they can be sold. Do you support or oppose the Government doing this?

	Gender		EU 2016 Vote			2019					Area						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Support	17%	21%	14%	13%	22%	13%	13%	21%	23%	15%	13%	26%	16%	16%	15%	12%	14%
Support	29%	31%	27%	27%	31%	28%	27%	35%	26%	18%	24%	31%	29%	31%	24%	29%	31%
Neither Support nor Oppose	26%	23%	30%	26%	25%	29%	27%	21%	28%	31%	32%	22%	26%	24%	28%	29%	31%
Oppose	12%	10%	14%	14%	11%	10%	14%	10%	11%	13%	12%	7%	15%	11%	14%	13%	9%
Strongly Oppose	10%	12%	9%	16%	7%	8%	15%	7%	7%	24%	8%	8%	10%	10%	14%	12%	8%
Don't Know	5%	4%	7%	4%	5%	11%	3%	5%	6%	0%	11%	6%	4%	7%	5%	6%	7%
Total Support:	46%	52%	40%	41%	52%	42%	40%	56%	49%	33%	37%	57%	45%	47%	38%	41%	45%
Total Oppose:	23%	22%	23%	30%	18%	18%	30%	17%	17%	36%	20%	15%	25%	21%	28%	25%	17%
Net:	23%	30%	17%	10%	35%	23%	11%	39%	32%	-3%	17%	41%	19%	26%	10%	16%	28%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(73.A) If the Government was to introduce this phase out date for gas boilers, when do you think it should be introduced:

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
It should be introduced immediately	12%	16%	17%	11%	11%	13%	6%	15%	10%	11%	12%	12%	9%	14%	19%	12%	13%	18%
It should be introduced in 3 years	12%	18%	17%	16%	8%	8%	8%	11%	15%	12%	11%	8%	14%	17%	10%	17%	19%	14%
It should be introduced in 5 years	17%	24%	23%	19%	15%	10%	13%	19%	19%	14%	16%	14%	20%	21%	19%	18%	19%	15%
It should be introduced in 10 years	17%	18%	18%	15%	15%	16%	20%	21%	14%	17%	16%	18%	19%	21%	18%	9%	14%	16%
It should be introduced in 15 years	5%	5%	2%	6%	6%	7%	7%	5%	6%	6%	5%	5%	7%	11%	3%	3%	6%	1%
It should be introduced in 20 years	6%	5%	5%	4%	7%	6%	7%	5%	6%	5%	8%	7%	6%	0%	7%	4%	4%	3%
It should be introduced, but in more than 20 years time	5%	2%	2%	5%	7%	9%	7%	5%	5%	6%	5%	7%	7%	8%	1%	5%	2%	4%
It should never be introduced	12%	4%	4%	9%	16%	17%	18%	9%	12%	14%	12%	16%	7%	4%	10%	13%	10%	13%
Don't Know	13%	9%	11%	15%	15%	14%	14%	11%	12%	14%	16%	13%	10%	4%	15%	19%	13%	16%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(73.B) If the Government was to introduce this phase out date for gas boilers, when do you think it should be introduced:

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
It should be introduced immediately	12%	16%	13%	7%	10%	15%	19%	7%	9%	12%	6%	13%	18%	11%	13%	13%	16%	21%
It should be introduced in 3 years	12%	19%	12%	10%	11%	9%	9%	13%	13%	14%	12%	11%	3%	10%	12%	14%	18%	10%
It should be introduced in 5 years	17%	19%	16%	18%	19%	19%	17%	19%	16%	12%	21%	10%	14%	13%	20%	19%	20%	17%
It should be introduced in 10 years	17%	16%	16%	22%	15%	15%	13%	18%	16%	22%	14%	21%	25%	16%	16%	17%	16%	29%
It should be introduced in 15 years	5%	5%	6%	5%	4%	2%	8%	7%	6%	6%	4%	5%	6%	6%	6%	5%	4%	2%
It should be introduced in 20 years	6%	4%	7%	5%	5%	8%	8%	5%	3%	7%	4%	9%	8%	7%	6%	4%	7%	2%
It should be introduced, but in more than 20 years time	5%	3%	6%	7%	8%	3%	3%	7%	7%	3%	8%	5%	6%	7%	4%	5%	3%	4%
It should never be introduced	12%	9%	14%	14%	13%	16%	10%	12%	17%	11%	11%	12%	3%	14%	11%	12%	6%	4%
Don't Know	13%	10%	10%	12%	15%	12%	13%	12%	13%	12%	20%	16%	17%	17%	12%	12%	10%	10%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(73.C) If the Government was to introduce this phase out date for gas boilers, when do you think it should be introduced:

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
It should be introduced immediately	12%	23%	18%	14%	11%	10%	12%	12%	8%	8%	11%	7%	15%	9%	11%	17%	35%
It should be introduced in 3 years	12%	23%	7%	13%	11%	15%	14%	13%	6%	12%	16%	10%	3%	17%	34%	16%	15%
It should be introduced in 5 years	17%	18%	21%	16%	16%	13%	17%	17%	27%	15%	18%	29%	14%	15%	9%	17%	19%
It should be introduced in 10 years	17%	4%	14%	16%	15%	16%	20%	18%	17%	22%	17%	24%	18%	24%	16%	14%	10%
It should be introduced in 15 years	5%	7%	7%	5%	4%	5%	4%	11%	3%	6%	7%	4%	7%	2%	4%	3%	4%
It should be introduced in 20 years	6%	4%	3%	7%	8%	8%	7%	6%	9%	5%	4%	3%	9%	4%	11%	3%	4%
It should be introduced, but in more than 20 years time	5%	0%	4%	4%	5%	5%	7%	4%	6%	3%	8%	8%	9%	8%	0%	3%	2%
It should never be introduced	12%	7%	12%	15%	14%	12%	9%	9%	12%	12%	12%	4%	13%	11%	7%	13%	3%
Don't Know	13%	13%	13%	10%	16%	16%	11%	9%	10%	16%	6%	10%	12%	10%	8%	15%	8%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(73.D) If the Government was to introduce this phase out date for gas boilers, when do you think it should be introduced:

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
It should be introduced immediately	12%	12%	12%	10%	13%	13%	9%	15%	16%	6%	10%	17%	12%	10%	11%	9%	11%
It should be introduced in 3 years	12%	12%	12%	10%	14%	13%	10%	16%	12%	14%	13%	17%	11%	13%	9%	10%	13%
It should be introduced in 5 years	17%	19%	16%	15%	18%	17%	15%	22%	15%	13%	14%	22%	13%	19%	16%	16%	17%
It should be introduced in 10 years	17%	19%	15%	16%	19%	16%	18%	17%	21%	21%	12%	12%	21%	20%	15%	19%	14%
It should be introduced in 15 years	5%	5%	6%	5%	6%	5%	7%	4%	7%	3%	4%	5%	5%	5%	7%	7%	2%
It should be introduced in 20 years	6%	7%	5%	7%	6%	3%	7%	6%	5%	9%	3%	5%	6%	5%	7%	8%	5%
It should be introduced, but in more than 20 years time	5%	4%	6%	7%	4%	7%	7%	2%	6%	3%	8%	2%	6%	5%	7%	6%	6%
It should never be introduced	12%	12%	12%	17%	9%	9%	16%	8%	7%	20%	11%	9%	12%	10%	15%	12%	14%
Don't Know	13%	10%	16%	12%	12%	18%	10%	10%	11%	10%	25%	11%	13%	12%	13%	15%	17%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(74.A) Considering the policy options which the Government could introduce to encourage people to adopt air-source heat pumps in their home, which of the following would you support the Government introducing, if any? Please select ALL which you would support

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
A loan with no interest to help with the upfront cost	29%	31%	26%	22%	30%	28%	34%	29%	32%	27%	26%	28%	30%	29%	26%	27%	31%	21%
A grant to help with the upfront cost	51%	44%	44%	50%	53%	52%	58%	51%	54%	47%	49%	51%	54%	33%	42%	44%	55%	51%
A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall	31%	31%	31%	30%	31%	33%	31%	34%	32%	32%	27%	32%	32%	32%	26%	30%	34%	24%
Gas boilers not being possible to purchase and install from a certain date	25%	29%	22%	25%	25%	22%	25%	29%	28%	21%	19%	26%	26%	35%	22%	20%	24%	26%
A reduction in council tax for houses which install an air-source heat pump	42%	36%	34%	42%	44%	45%	51%	41%	48%	43%	37%	43%	44%	47%	38%	42%	41%	46%
A reduction in stamp duty for those buying a house, if they install an air-source heat pump	24%	26%	28%	22%	23%	21%	21%	28%	26%	20%	20%	22%	28%	22%	21%	20%	24%	30%
Houses undergoing major renovations being required to install an air-source heat pump	25%	24%	21%	21%	25%	25%	30%	25%	28%	22%	23%	26%	25%	14%	26%	20%	23%	28%
Those selling their home needing to install an air-source heat pump in order to sell it	11%	23%	17%	14%	7%	4%	6%	12%	13%	8%	12%	8%	13%	11%	13%	19%	12%	16%
A requirement on house-builders to install air-source heat pumps	40%	30%	30%	36%	42%	46%	53%	41%	44%	39%	36%	44%	41%	36%	37%	34%	36%	41%
A requirement on private landlords to install air-source heat pumps	24%	25%	26%	24%	24%	20%	23%	24%	24%	22%	26%	19%	21%	25%	31%	33%	32%	27%
A requirement on social housing providers and landlords to install air-source heat pumps	30%	27%	32%	32%	29%	26%	31%	29%	30%	27%	32%	27%	24%	37%	40%	44%	35%	22%
None of the above	7%	1%	3%	5%	9%	11%	13%	6%	7%	9%	8%	10%	5%	0%	6%	7%	5%	4%
Don't Know	9%	9%	8%	7%	9%	12%	7%	6%	9%	9%	11%	7%	6%	7%	13%	12%	11%	13%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(74.B) Considering the policy options which the Government could introduce to encourage people to adopt air-source heat pumps in their home, which of the following would you support the Government introducing, if any? Please select ALL which you would support

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
A loan with no interest to help with the upfront cost	29%	30%	32%	30%	26%	24%	29%	33%	17%	29%	32%	23%	24%	26%	31%	29%	24%	34%
A grant to help with the upfront cost	51%	38%	52%	48%	59%	49%	53%	56%	50%	55%	52%	47%	56%	48%	50%	53%	46%	47%
A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall	31%	30%	30%	28%	30%	30%	33%	31%	28%	34%	31%	39%	34%	27%	29%	37%	34%	33%
Gas boilers not being possible to purchase and install from a certain date	25%	25%	25%	25%	23%	28%	22%	25%	21%	27%	29%	20%	18%	21%	27%	28%	24%	32%
A reduction in council tax for houses which install an air-source heat pump	42%	34%	46%	38%	52%	43%	41%	47%	36%	48%	45%	33%	28%	40%	42%	45%	35%	41%
A reduction in stamp duty for those buying a house, if they install an air-source heat pump	24%	25%	27%	19%	26%	23%	25%	22%	21%	26%	20%	17%	24%	20%	25%	26%	29%	38%
Houses undergoing major renovations being required to install an air-source heat pump	25%	28%	21%	23%	24%	30%	27%	25%	21%	25%	28%	21%	6%	20%	26%	25%	27%	36%
Those selling their home needing to install an air-source heat pump in order to sell it	11%	18%	10%	10%	10%	10%	11%	9%	10%	11%	13%	11%	6%	9%	13%	13%	14%	21%
A requirement on house-builders to install air-source heat pumps	40%	28%	43%	45%	47%	39%	42%	43%	33%	43%	41%	38%	43%	38%	40%	45%	32%	33%
A requirement on private landlords to install air-source heat pumps	24%	23%	24%	26%	23%	26%	29%	20%	21%	27%	23%	21%	17%	22%	23%	25%	22%	17%
A requirement on social housing providers and landlords to install air-source heat pumps	30%	32%	26%	34%	30%	30%	25%	25%	33%	35%	32%	23%	23%	28%	29%	31%	30%	32%
None of the above	7%	5%	8%	8%	8%	10%	7%	8%	13%	5%	8%	9%	0%	10%	5%	7%	4%	4%
Don't Know	9%	9%	9%	9%	7%	8%	6%	8%	13%	8%	13%	10%	6%	12%	10%	6%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(74.C) Considering the policy options which the Government could introduce to encourage people to adopt air-source heat pumps in their home, which of the following would you support the Government introducing, if any? Please select ALL which you would support

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
A loan with no interest to help with the upfront cost	29%	25%	22%	25%	29%	32%	29%	36%	30%	19%	38%	28%	30%	31%	43%	17%	20%
A grant to help with the upfront cost	51%	52%	45%	57%	52%	52%	51%	54%	51%	44%	54%	51%	53%	46%	58%	30%	32%
A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall	31%	26%	26%	33%	33%	31%	29%	31%	38%	32%	32%	35%	39%	29%	29%	37%	22%
Gas boilers not being possible to purchase and install from a certain date	25%	13%	17%	25%	23%	20%	26%	25%	27%	26%	28%	33%	34%	24%	27%	31%	30%
A reduction in council tax for houses which install an air-source heat pump	42%	46%	34%	42%	41%	48%	44%	41%	47%	48%	41%	37%	43%	44%	44%	29%	32%
A reduction in stamp duty for those buying a house, if they install an air-source heat pump	24%	11%	22%	21%	22%	21%	21%	24%	22%	25%	29%	25%	35%	38%	24%	16%	31%
Houses undergoing major renovations being required to install an air-source heat pump	25%	3%	16%	24%	22%	25%	24%	24%	29%	25%	25%	26%	26%	23%	34%	47%	32%
Those selling their home needing to install an air-source heat pump in order to sell it	11%	17%	13%	12%	9%	10%	11%	13%	12%	10%	9%	10%	14%	13%	23%	7%	21%
A requirement on house-builders to install air-source heat pumps	40%	24%	33%	38%	45%	43%	38%	41%	47%	42%	46%	38%	41%	33%	43%	38%	27%
A requirement on private landlords to install air-source heat pumps	24%	23%	21%	24%	26%	24%	24%	25%	24%	20%	26%	23%	27%	23%	23%	16%	24%
A requirement on social housing providers and landlords to install air-source heat pumps	30%	24%	28%	28%	29%	33%	31%	31%	28%	23%	32%	30%	33%	32%	31%	31%	29%
None of the above	7%	5%	8%	8%	8%	7%	7%	7%	10%	6%	7%	4%	7%	7%	3%	9%	7%
Don't Know	9%	6%	13%	7%	10%	10%	7%	7%	6%	12%	7%	7%	8%	4%	0%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(74.D) Considering the policy options which the Government could introduce to encourage people to adopt air-source heat pumps in their home, which of the following would you support the Government introducing, if any? Please select ALL which you would support

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
A loan with no interest to help with the upfront cost	29%	29%	27%	28%	28%	30%	29%	28%	33%	22%	27%	30%	27%	29%	30%	29%	27%
A grant to help with the upfront cost	51%	49%	52%	49%	53%	48%	50%	48%	56%	58%	53%	40%	53%	51%	56%	52%	55%
A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall	31%	32%	30%	27%	36%	32%	28%	33%	39%	42%	28%	29%	32%	30%	31%	34%	33%
Gas boilers not being possible to purchase and install from a certain date	25%	28%	22%	21%	29%	18%	23%	28%	27%	20%	18%	23%	27%	24%	23%	23%	26%
A reduction in council tax for houses which install an air-source heat pump	42%	40%	44%	41%	45%	41%	41%	41%	51%	40%	41%	34%	47%	42%	41%	47%	44%
A reduction in stamp duty for those buying a house, if they install an air-source heat pump	24%	24%	23%	21%	27%	19%	22%	27%	34%	12%	20%	27%	23%	24%	23%	21%	21%
Houses undergoing major renovations being required to install an air-source heat pump	25%	27%	22%	22%	29%	19%	24%	24%	29%	13%	22%	24%	26%	21%	26%	27%	22%
Those selling their home needing to install an air-source heat pump in order to sell it	11%	13%	10%	9%	13%	7%	10%	14%	9%	17%	8%	16%	10%	11%	12%	10%	6%
A requirement on house-builders to install air-source heat pumps	40%	41%	39%	41%	42%	35%	41%	38%	56%	32%	38%	31%	45%	41%	41%	44%	43%
A requirement on private landlords to install air-source heat pumps	24%	24%	23%	22%	25%	24%	21%	26%	25%	21%	24%	24%	24%	26%	23%	21%	25%
A requirement on social housing providers and landlords to install air-source heat pumps	30%	30%	29%	27%	34%	23%	25%	34%	35%	28%	26%	31%	27%	32%	28%	32%	31%
None of the above	7%	8%	7%	11%	5%	5%	11%	3%	3%	13%	8%	6%	7%	5%	10%	9%	8%
Don't Know	9%	7%	11%	8%	6%	16%	7%	8%	5%	10%	15%	8%	9%	9%	9%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

Rank Summary: And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference (Ordered Left to Right by Rank)

	1. A grant to help with the upfront cost	2. A reduction in council tax for houses which install an air-source heat pump	3. A requirement on house-builders to install air-source heat pumps	4. A loan with no interest to help with the upfront cost	5. A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall	6. Gas boilers not being possible to purchase and install from a certain date	7. A requirement on social housing providers and landlords to install air-source heat pumps	8. A reduction in stamp duty for those buying a house, if they install an air-source heat pump	9. Houses undergoing major renovations being required to install an air-source heat pump	10. A requirement on private landlords to install air-source heat pumps	11. Those selling their home needing to install an air-source heat pump in order to sell it
1-Highest Rank	28%	9%	9%	8%	8%	6%	5%	3%	2%	3%	2%
2	9%	14%	8%	6%	7%	5%	6%	4%	4%	4%	2%
3-Lowest Rank	5%	9%	9%	4%	5%	4%	6%	4%	4%	4%	1%
Not Selected	58%	69%	74%	82%	80%	86%	84%	89%	90%	89%	94%
Mean Rank	1.9	2.4	2.5	2.6	2.6	2.7	2.7	2.8	2.8	2.8	2.9
Standard Deviation	1.8	1	1	0.8	0.9	0.6	0.6	0.4	0.4	0.4	0.3

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(76.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A loan with no interest to help with the upfront cost

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	8%	11%	10%	8%	7%	7%	8%	11%	7%	6%	8%	9%	9%	7%	6%	7%	7%	5%
2	6%	8%	3%	3%	6%	5%	7%	5%	6%	6%	6%	5%	5%	7%	6%	6%	7%	5%
3-Lowest Rank	4%	5%	5%	3%	4%	4%	4%	5%	4%	4%	3%	3%	4%	0%	6%	4%	6%	4%
Not Selected	82%	76%	81%	87%	84%	84%	81%	80%	82%	85%	83%	83%	82%	86%	83%	83%	80%	86%
Mean Rank	2.6	2.5	2.6	2.7	2.7	2.6	2.6	2.5	2.6	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.7
Standard Deviation	0.8	1.1	0.9	0.7	0.7	0.8	0.8	1	0.8	0.7	0.9	0.9	0.9	0.8	0.7	0.8	0.8	0.6

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(76.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A loan with no interest to help with the upfront cost

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	8%	11%	7%	7%	6%	4%	12%	13%	7%	8%	5%	7%	10%	8%	9%	8%	9%	16%
2	6%	6%	6%	6%	8%	5%	5%	6%	2%	4%	5%	4%	8%	6%	6%	5%	2%	2%
3-Lowest Rank	4%	3%	4%	6%	3%	4%	4%	4%	2%	4%	6%	5%	0%	3%	4%	5%	4%	8%
Not Selected	82%	80%	83%	81%	84%	86%	79%	77%	89%	84%	84%	84%	82%	84%	81%	82%	85%	74%
Mean Rank	2.6	2.5	2.6	2.6	2.6	2.7	2.5	2.4	2.7	2.6	2.7	2.7	2.5	2.6	2.6	2.6	2.6	2.4
Standard Deviation	0.8	1	0.8	0.8	0.7	0.6	1.1	1.2	0.7	0.8	0.6	0.7	1	0.8	0.9	0.8	0.8	1.3

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(76.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A loan with no interest to help with the upfront cost

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	8%	4%	7%	6%	8%	8%	10%	9%	11%	4%	13%	9%	8%	8%	18%	0%	10%
2	6%	11%	2%	5%	5%	7%	6%	9%	6%	3%	6%	4%	7%	4%	10%	3%	3%
3-Lowest Rank	4%	7%	2%	4%	4%	3%	4%	4%	4%	3%	8%	4%	4%	4%	3%	7%	2%
Not Selected	82%	78%	89%	86%	83%	81%	80%	78%	78%	90%	73%	84%	81%	85%	68%	90%	85%
Mean Rank	2.6	2.6	2.7	2.7	2.6	2.6	2.5	2.5	2.5	2.8	2.4	2.6	2.6	2.7	2.2	2.9	2.6
Standard Deviation	0.8	0.7	0.7	0.7	0.8	0.9	1	1	1.1	0.5	1.1	0.9	0.9	0.8	1.5	0.2	0.9

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(76.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A loan with no interest to help with the upfront cost

		Gender		EU 2016 Vote			2019					Area					
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	8%	10%	7%	8%	8%	8%	10%	8%	8%	0%	6%	10%	7%	10%	8%	7%	8%
2	6%	6%	5%	6%	4%	6%	6%	5%	5%	4%	7%	6%	5%	6%	6%	5%	6%
3-Lowest Rank	4%	4%	4%	3%	5%	4%	4%	4%	3%	5%	3%	3%	4%	3%	6%	4%	2%
Not Selected	82%	80%	84%	83%	83%	82%	81%	82%	84%	91%	83%	80%	84%	81%	80%	84%	84%
Mean Rank	2.6	2.5	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.9	2.6	2.5	2.6	2.6	2.6	2.7	2.6
Standard Deviation	0.8	0.9	0.7	0.9	0.8	0.9	0.9	0.8	0.8	0.2	0.7	1	0.8	0.9	0.8	0.7	0.8

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(77.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A grant to help with the upfront cost

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	28%	25%	24%	30%	30%	29%	31%	28%	31%	26%	27%	28%	31%	19%	26%	19%	29%	34%
2	9%	6%	9%	8%	8%	11%	10%	8%	11%	8%	8%	9%	9%	3%	6%	11%	9%	7%
3-Lowest Rank	5%	6%	4%	5%	6%	3%	4%	5%	4%	4%	5%	5%	5%	7%	4%	5%	4%	3%
Not Selected	58%	64%	63%	57%	55%	57%	54%	59%	54%	61%	59%	58%	54%	71%	65%	65%	58%	56%
Mean Rank	1.9	2.1	2.1	1.9	1.9	1.9	1.8	1.9	1.8	2	2	1.9	1.8	2.3	2.1	2.2	1.9	1.8
Standard Deviation	1.8	1.7	1.7	1.8	1.8	1.8	1.9	1.8	1.9	1.8	1.8	1.8	1.9	1.4	1.7	1.5	1.8	2

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(77.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A grant to help with the upfront cost

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	28%	19%	29%	23%	30%	27%	31%	30%	25%	31%	33%	28%	45%	29%	27%	29%	26%	22%
2	9%	7%	8%	10%	11%	12%	12%	9%	6%	9%	8%	8%	3%	8%	8%	10%	8%	12%
3-Lowest Rank	5%	4%	4%	4%	7%	3%	4%	6%	4%	4%	6%	6%	5%	4%	7%	5%	2%	4%
Not Selected	58%	70%	59%	63%	51%	59%	52%	55%	64%	55%	54%	59%	47%	59%	59%	56%	63%	63%
Mean Rank	1.9	2.2	1.9	2.1	1.8	1.9	1.8	1.9	2.1	1.8	1.8	2	1.5	1.9	2	1.9	2	2.1
Standard Deviation	1.8	1.5	1.8	1.7	1.8	1.8	1.9	1.8	1.7	1.9	1.9	1.8	2.1	1.8	1.7	1.8	1.8	1.6

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(77.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A grant to help with the upfront cost

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	28%	28%	26%	32%	31%	31%	26%	28%	29%	23%	27%	31%	26%	33%	26%	6%	14%
2	9%	18%	10%	11%	9%	9%	10%	12%	6%	9%	8%	6%	11%	2%	8%	12%	7%
3-Lowest Rank	5%	6%	5%	6%	5%	4%	6%	6%	5%	2%	6%	3%	3%	6%	10%	4%	6%
Not Selected	58%	48%	60%	50%	55%	56%	58%	54%	61%	66%	59%	60%	60%	59%	56%	79%	73%
Mean Rank	1.9	1.7	2	1.7	1.8	1.9	2	1.9	2	2.1	2	1.9	2	1.9	2	2.5	2.4
Standard Deviation	1.8	1.8	1.7	1.9	1.9	1.9	1.7	1.8	1.8	1.7	1.8	1.9	1.8	2	1.7	0.9	1.2

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(77.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A grant to help with the upfront cost

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	28%	27%	30%	27%	29%	31%	26%	26%	34%	37%	33%	24%	29%	27%	31%	26%	35%
2	9%	9%	9%	9%	10%	7%	10%	8%	10%	0%	10%	6%	10%	8%	11%	12%	5%
3-Lowest Rank	5%	4%	5%	5%	4%	3%	5%	4%	4%	7%	4%	4%	3%	6%	5%	7%	6%
Not Selected	58%	61%	56%	59%	57%	58%	59%	62%	51%	57%	53%	67%	57%	58%	53%	55%	54%
Mean Rank	1.9	2	1.9	2	1.9	1.9	2	2	1.7	1.8	1.8	2.1	1.9	2	1.8	1.9	1.8
Standard Deviation	1.8	1.8	1.8	1.8	1.8	1.9	1.7	1.7	1.9	2.1	1.9	1.7	1.8	1.8	1.9	1.7	2

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(78.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Gas boilers not being possible to purchase and install from a certain date

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	6%	9%	6%	5%	7%	4%	4%	7%	6%	5%	4%	6%	6%	7%	5%	5%	5%	6%
2	5%	5%	6%	6%	4%	6%	3%	6%	5%	3%	4%	5%	6%	4%	6%	2%	5%	3%
3-Lowest Rank	4%	6%	4%	3%	5%	2%	4%	6%	5%	2%	3%	4%	4%	7%	1%	4%	4%	5%
Not Selected	86%	80%	84%	86%	84%	88%	89%	81%	84%	89%	88%	85%	85%	83%	89%	89%	86%	85%
Mean Rank	2.7	2.6	2.7	2.7	2.7	2.7	2.8	2.6	2.7	2.7	2.8	2.7	2.7	2.7	2.7	2.8	2.7	2.7
Standard Deviation	0.6	0.9	0.7	0.6	0.7	0.6	0.4	0.8	0.7	0.6	0.5	0.7	0.7	0.7	0.6	0.5	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(78.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Gas boilers not being possible to purchase and install from a certain date

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	6%	6%	7%	6%	3%	9%	6%	5%	3%	7%	5%	1%	12%	4%	7%	6%	6%	9%
2	5%	6%	3%	4%	7%	4%	5%	5%	1%	5%	6%	4%	0%	3%	3%	7%	6%	4%
3-Lowest Rank	4%	5%	5%	3%	4%	4%	3%	2%	9%	5%	4%	3%	3%	4%	5%	4%	4%	11%
Not Selected	86%	83%	85%	87%	86%	83%	87%	87%	87%	83%	85%	92%	85%	88%	85%	84%	83%	77%
Mean Rank	2.7	2.7	2.7	2.7	2.7	2.6	2.7	2.7	2.8	2.7	2.7	2.9	2.6	2.8	2.7	2.7	2.6	2.6
Standard Deviation	0.6	0.7	0.7	0.7	0.5	0.9	0.7	0.6	0.4	0.7	0.6	0.3	1	0.5	0.7	0.7	0.7	0.9

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(78.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Gas boilers not being possible to purchase and install from a certain date

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	6%	7%	6%	5%	4%	3%	8%	7%	5%	9%	5%	6%	5%	2%	9%	13%	13%
2	5%	3%	3%	4%	3%	3%	6%	6%	6%	4%	6%	7%	7%	5%	3%	5%	3%
3-Lowest Rank	4%	0%	4%	6%	5%	3%	4%	2%	4%	5%	3%	5%	6%	3%	2%	0%	9%
Not Selected	86%	90%	88%	85%	88%	91%	82%	85%	85%	82%	85%	82%	83%	90%	85%	82%	75%
Mean Rank	2.7	2.7	2.7	2.7	2.8	2.8	2.6	2.7	2.7	2.6	2.7	2.6	2.7	2.8	2.6	2.5	2.5
Standard Deviation	0.6	0.7	0.6	0.6	0.5	0.4	0.8	0.8	0.6	0.8	0.7	0.7	0.7	0.3	0.9	1.2	1.1

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(78.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Gas boilers not being possible to purchase and install from a certain date

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	6%	6%	5%	5%	7%	4%	5%	7%	2%	3%	3%	6%	7%	7%	5%	4%	3%
2	5%	5%	4%	4%	6%	3%	4%	5%	5%	0%	3%	5%	5%	6%	3%	3%	7%
3-Lowest Rank	4%	4%	4%	3%	5%	4%	4%	4%	9%	0%	4%	4%	4%	4%	3%	5%	5%
Not Selected	86%	84%	87%	89%	81%	89%	87%	84%	84%	97%	90%	84%	85%	84%	88%	88%	85%
Mean Rank	2.7	2.7	2.7	2.8	2.6	2.8	2.7	2.6	2.7	2.9	2.8	2.7	2.7	2.6	2.7	2.8	2.7
Standard Deviation	0.6	0.7	0.6	0.5	0.8	0.5	0.6	0.8	0.4	0.3	0.4	0.7	0.7	0.8	0.6	0.4	0.5

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(79.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A reduction in council tax for houses which install an air-source heat pump

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	9%	10%	8%	9%	9%	10%	8%	8%	9%	11%	7%	7%	10%	18%	9%	9%	9%	4%
2	14%	8%	12%	17%	16%	16%	16%	14%	15%	15%	12%	14%	15%	15%	10%	13%	15%	18%
3-Lowest Rank	9%	6%	6%	9%	9%	9%	11%	7%	12%	8%	7%	9%	10%	11%	7%	7%	8%	6%
Not Selected	69%	76%	75%	66%	66%	65%	65%	71%	63%	66%	74%	69%	65%	57%	74%	70%	69%	72%
Mean Rank	2.4	2.5	2.5	2.3	2.3	2.3	2.3	2.4	2.3	2.3	2.5	2.4	2.3	2.1	2.5	2.4	2.4	2.4
Standard Deviation	1	1	0.9	1.1	1.1	1.1	1	1	1.1	1.2	0.9	1	1.1	1.5	1	1.1	1	0.9

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(79.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A reduction in council tax for houses which install an air-source heat pump

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	9%	8%	12%	7%	11%	10%	7%	9%	9%	8%	8%	9%	0%	8%	10%	8%	10%	11%
2	14%	9%	18%	14%	17%	13%	12%	16%	12%	18%	14%	6%	17%	13%	14%	17%	10%	9%
3-Lowest Rank	9%	8%	8%	7%	12%	11%	13%	7%	4%	9%	8%	6%	2%	10%	7%	7%	7%	9%
Not Selected	69%	75%	63%	72%	60%	65%	68%	67%	75%	65%	69%	79%	80%	70%	69%	68%	74%	70%
Mean Rank	2.4	2.5	2.2	2.4	2.2	2.3	2.4	2.3	2.4	2.3	2.4	2.6	2.6	2.4	2.4	2.4	2.4	2.4
Standard Deviation	1	0.9	1.2	1	1.2	1.1	0.9	1.1	1.1	1.1	1	0.9	0.6	1	1.1	1	1	1.1

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(79.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A reduction in council tax for houses which install an air-source heat pump

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	9%	18%	7%	8%	7%	8%	11%	8%	7%	10%	9%	7%	8%	10%	9%	15%	9%
2	14%	14%	12%	14%	14%	12%	17%	12%	21%	14%	17%	12%	9%	15%	9%	12%	12%
3-Lowest Rank	9%	7%	6%	8%	8%	13%	8%	10%	5%	11%	7%	9%	8%	11%	10%	0%	5%
Not Selected	69%	61%	75%	69%	71%	67%	64%	70%	67%	64%	68%	72%	74%	64%	71%	74%	73%
Mean Rank	2.4	2.1	2.5	2.4	2.4	2.4	2.3	2.4	2.3	2.3	2.3	2.5	2.5	2.3	2.4	2.3	2.4
Standard Deviation	1	1.5	0.9	1	1	1	1.2	1	1.1	1.1	1.1	0.9	0.9	1.1	1	1.4	1.1

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(79.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A reduction in council tax for houses which install an air-source heat pump

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	9%	9%	8%	10%	8%	10%	9%	10%	7%	3%	10%	8%	9%	11%	8%	9%	9%
2	14%	13%	16%	12%	16%	17%	13%	12%	21%	22%	15%	11%	15%	12%	15%	17%	17%
3-Lowest Rank	9%	8%	9%	10%	9%	5%	10%	7%	9%	3%	6%	8%	10%	9%	8%	8%	5%
Not Selected	69%	70%	67%	68%	68%	68%	68%	71%	63%	72%	70%	73%	65%	69%	70%	66%	69%
Mean Rank	2.4	2.4	2.3	2.4	2.4	2.3	2.4	2.4	2.3	2.4	2.4	2.5	2.3	2.4	2.4	2.3	2.3
Standard Deviation	1	1	1	1	1	1.2	1	1.1	1.1	0.9	1.1	0.9	1.1	1.1	1	1.1	1.1

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(80.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A reduction in stamp duty for those buying a house, if they install an air-source heat pump

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	3%	6%	6%	3%	2%	1%	0%	4%	3%	1%	2%	3%	2%	11%	2%	1%	3%	7%
2	4%	5%	5%	3%	4%	2%	4%	5%	4%	3%	3%	4%	5%	0%	3%	4%	4%	3%
3-Lowest Rank	4%	5%	4%	3%	3%	4%	4%	6%	4%	3%	3%	4%	4%	7%	1%	5%	5%	5%
Not Selected	89%	84%	85%	90%	91%	92%	92%	84%	89%	93%	92%	90%	89%	82%	93%	90%	88%	85%
Mean Rank	2.8	2.7	2.7	2.8	2.8	2.9	2.9	2.7	2.8	2.9	2.8	2.8	2.8	2.6	2.8	2.8	2.8	2.7
Standard Deviation	0.4	0.7	0.7	0.4	0.3	0.2	0.2	0.6	0.4	0.3	0.3	0.4	0.4	0.9	0.3	0.3	0.5	0.7

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(80.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A reduction in stamp duty for those buying a house, if they install an air-source heat pump

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	3%	5%	3%	1%	3%	3%	4%	2%	2%	2%	2%	3%	3%	2%	3%	3%	7%	5%
2	4%	4%	3%	3%	5%	2%	7%	3%	0%	4%	3%	1%	7%	3%	5%	4%	6%	12%
3-Lowest Rank	4%	5%	5%	4%	4%	4%	3%	3%	7%	5%	4%	2%	2%	2%	3%	5%	7%	11%
Not Selected	89%	86%	89%	92%	87%	91%	86%	92%	91%	89%	91%	94%	87%	93%	89%	88%	80%	72%
Mean Rank	2.8	2.7	2.8	2.9	2.8	2.8	2.7	2.9	2.9	2.8	2.8	2.9	2.7	2.9	2.8	2.8	2.6	2.5
Standard Deviation	0.4	0.6	0.4	0.3	0.5	0.4	0.6	0.3	0.2	0.4	0.3	0.3	0.5	0.3	0.4	0.4	0.8	0.8

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(80.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A reduction in stamp duty for those buying a house, if they install an air-source heat pump

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	3%	0%	4%	1%	3%	3%	2%	3%	1%	5%	3%	1%	3%	11%	7%	3%	5%
2	4%	0%	2%	5%	4%	2%	3%	4%	3%	4%	5%	8%	5%	3%	4%	2%	9%
3-Lowest Rank	4%	4%	8%	3%	3%	2%	2%	4%	5%	1%	6%	6%	4%	11%	3%	4%	8%
Not Selected	89%	96%	85%	91%	91%	93%	93%	89%	91%	89%	86%	84%	88%	75%	87%	91%	79%
Mean Rank	2.8	3	2.7	2.8	2.8	2.8	2.9	2.8	2.9	2.8	2.8	2.7	2.8	2.5	2.7	2.8	2.6
Standard Deviation	0.4	0	0.5	0.3	0.4	0.4	0.3	0.4	0.2	0.6	0.5	0.4	0.5	1	0.7	0.3	0.7

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(80.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A reduction in stamp duty for those buying a house, if they install an air-source heat pump

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	3%	3%	2%	2%	4%	1%	2%	5%	3%	0%	0%	6%	2%	4%	1%	2%	3%
2	4%	4%	3%	4%	4%	3%	4%	5%	5%	3%	3%	5%	4%	3%	3%	3%	3%
3-Lowest Rank	4%	4%	4%	3%	5%	6%	3%	5%	8%	0%	6%	5%	3%	4%	5%	2%	5%
Not Selected	89%	88%	91%	91%	87%	90%	91%	85%	84%	97%	90%	84%	91%	89%	91%	93%	88%
Mean Rank	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.7	2.7	2.9	2.9	2.7	2.8	2.8	2.9	2.8	2.8
Standard Deviation	0.4	0.5	0.3	0.3	0.5	0.3	0.3	0.6	0.5	0.1	0.2	0.7	0.3	0.5	0.2	0.3	0.5

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(81.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Houses undergoing major renovations being required to install an air-source heat pump

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	2%	2%	5%	2%	3%	1%	2%	1%	3%	3%	3%	2%	3%	3%	4%	2%	2%	0%
2	4%	6%	3%	4%	2%	4%	4%	5%	4%	3%	3%	4%	4%	3%	3%	3%	2%	8%
3-Lowest Rank	4%	4%	3%	4%	4%	6%	3%	5%	4%	3%	3%	4%	4%	0%	5%	2%	3%	4%
Not Selected	90%	88%	89%	90%	92%	89%	91%	89%	88%	91%	91%	89%	89%	93%	88%	93%	93%	88%
Mean Rank	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.9	2.9	2.8
Standard Deviation	0.4	0.4	0.6	0.4	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.3	0.3	0.3

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(81.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Houses undergoing major renovations being required to install an air-source heat pump

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	2%	4%	2%	1%	3%	5%	2%	1%	1%	2%	4%	2%	0%	2%	3%	2%	4%	9%
2	4%	5%	3%	3%	1%	4%	3%	6%	5%	5%	5%	6%	0%	3%	5%	3%	5%	5%
3-Lowest Rank	4%	7%	2%	6%	6%	3%	4%	3%	3%	5%	1%	2%	3%	3%	4%	4%	5%	7%
Not Selected	90%	84%	94%	90%	90%	88%	90%	90%	92%	89%	91%	89%	97%	92%	89%	91%	86%	80%
Mean Rank	2.8	2.7	2.9	2.8	2.8	2.7	2.8	2.8	2.8	2.8	2.8	2.8	3	2.8	2.8	2.8	2.7	2.6
Standard Deviation	0.4	0.6	0.3	0.3	0.3	0.5	0.3	0.4	0.3	0.4	0.5	0.4	0	0.3	0.4	0.3	0.5	0.9

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(81.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Houses undergoing major renovations being required to install an air-source heat pump

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	2%	0%	1%	2%	3%	3%	4%	1%	3%	3%	2%	2%	3%	4%	0%	4%	6%
2	4%	0%	2%	2%	4%	2%	3%	6%	3%	3%	3%	5%	3%	5%	9%	6%	9%
3-Lowest Rank	4%	0%	4%	4%	2%	3%	5%	2%	5%	2%	8%	2%	9%	0%	10%	11%	7%
Not Selected	90%	100%	93%	92%	91%	93%	89%	90%	89%	92%	88%	91%	85%	91%	81%	78%	78%
Mean Rank	2.8	3	2.9	2.9	2.8	2.9	2.8	2.8	2.8	2.8	2.8	2.8	2.7	2.8	2.7	2.6	2.6
Standard Deviation	0.4	0	0.2	0.3	0.4	0.3	0.4	0.4	0.4	0.4	0.3	0.3	0.5	0.5	0.4	0.6	0.8

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(81.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Houses undergoing major renovations being required to install an air-source heat pump

		Gender		EU 2016 Vote			2019					Area					
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	2%	3%	2%	2%	3%	2%	2%	4%	2%	3%	2%	2%	2%	2%	3%	4%	1%
2	4%	5%	3%	4%	4%	2%	4%	3%	3%	0%	4%	5%	3%	3%	5%	5%	3%
3-Lowest Rank	4%	5%	3%	3%	5%	2%	5%	4%	6%	0%	1%	5%	4%	4%	4%	2%	3%
Not Selected	90%	88%	92%	91%	88%	94%	90%	89%	88%	97%	93%	88%	91%	92%	88%	89%	93%
Mean Rank	2.8	2.8	2.8	2.8	2.8	2.9	2.8	2.8	2.8	2.9	2.8	2.8	2.8	2.9	2.8	2.8	2.9
Standard Deviation	0.4	0.4	0.3	0.3	0.5	0.2	0.3	0.5	0.4	0.3	0.3	0.4	0.3	0.3	0.5	0.5	0.3

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(82.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Those selling their home needing to install an air-source heat pump in order to sell it

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	2%	5%	4%	4%	1%	0%	0%	3%	2%	2%	2%	1%	4%	4%	0%	5%	2%	3%
2	2%	4%	4%	2%	1%	0%	0%	2%	2%	1%	2%	1%	2%	4%	2%	2%	2%	2%
3-Lowest Rank	1%	5%	2%	1%	0%	0%	1%	1%	2%	1%	1%	1%	1%	0%	2%	2%	2%	2%
Not Selected	94%	86%	91%	92%	98%	100%	99%	94%	93%	96%	95%	96%	93%	93%	95%	91%	94%	92%
Mean Rank	2.9	2.7	2.8	2.8	2.9	3	3	2.9	2.9	2.9	2.9	2.9	2.8	2.8	2.9	2.8	2.9	2.8
Standard Deviation	0.3	0.6	0.5	0.5	0.1	0	0	0.3	0.3	0.2	0.3	0.2	0.4	0.4	0.2	0.5	0.3	0.4

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(82.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Those selling their home needing to install an air-source heat pump in order to sell it

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	2%	5%	2%	3%	1%	2%	2%	1%	1%	2%	2%	1%	3%	2%	1%	4%	4%	0%
2	2%	3%	2%	1%	1%	1%	3%	2%	2%	3%	1%	1%	3%	1%	3%	2%	2%	8%
3-Lowest Rank	1%	4%	1%	1%	1%	1%	3%	1%	0%	1%	1%	0%	0%	2%	2%	2%	2%	2%
Not Selected	94%	89%	95%	94%	98%	97%	93%	95%	97%	94%	96%	98%	94%	96%	94%	93%	92%	90%
Mean Rank	2.9	2.8	2.9	2.9	3	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.8	2.8	2.8
Standard Deviation	0.3	0.5	0.2	0.3	0.1	0.2	0.3	0.2	0.2	0.3	0.3	0.1	0.4	0.2	0.2	0.4	0.4	0.3

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(82.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Those selling their home needing to install an air-source heat pump in order to sell it

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	2%	3%	3%	2%	0%	2%	3%	3%	4%	2%	1%	2%	3%	4%	7%	0%	2%
2	2%	7%	4%	3%	2%	1%	1%	1%	1%	2%	1%	3%	1%	0%	1%	3%	4%
3-Lowest Rank	1%	0%	1%	3%	0%	1%	1%	3%	1%	1%	2%	1%	1%	0%	4%	0%	6%
Not Selected	94%	89%	92%	92%	97%	95%	96%	94%	93%	95%	96%	94%	95%	96%	88%	97%	88%
Mean Rank	2.9	2.8	2.8	2.9	2.9	2.9	2.9	2.9	2.8	2.9	2.9	2.9	2.9	2.9	2.7	2.9	2.8
Standard Deviation	0.3	0.6	0.4	0.3	0.1	0.3	0.3	0.3	0.4	0.3	0.1	0.3	0.3	0.3	0.7	0.1	0.4

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(82.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: Those selling their home needing to install an air-source heat pump in order to sell it

		Gender		EU 2016 Vote			2019					Area					
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	2%	3%	2%	2%	3%	2%	2%	3%	3%	0%	1%	4%	2%	2%	1%	3%	0%
2	2%	2%	2%	2%	2%	1%	2%	2%	1%	7%	1%	3%	2%	3%	2%	0%	1%
3-Lowest Rank	1%	1%	1%	1%	2%	0%	1%	3%	1%	0%	0%	2%	1%	1%	2%	1%	1%
Not Selected	94%	94%	95%	95%	93%	97%	95%	92%	95%	93%	97%	91%	95%	94%	96%	95%	98%
Mean Rank	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.8	2.9	2.9	2.9	2.8	2.9	2.9	2.9	2.9	3
Standard Deviation	0.3	0.3	0.3	0.2	0.3	0.2	0.3	0.3	0.3	0.3	0.2	0.5	0.2	0.3	0.1	0.3	0.1

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(83.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on house-builders to install air-source heat pumps

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	9%	6%	5%	8%	9%	12%	15%	10%	9%	10%	8%	12%	9%	8%	6%	7%	6%	14%
2	8%	4%	6%	7%	9%	8%	12%	7%	8%	8%	8%	9%	9%	7%	4%	6%	7%	0%
3-Lowest Rank	9%	7%	8%	6%	12%	9%	11%	7%	11%	10%	8%	10%	7%	7%	10%	5%	8%	11%
Not Selected	74%	83%	82%	79%	71%	71%	62%	76%	72%	72%	76%	68%	75%	78%	80%	82%	79%	74%
Mean Rank	2.5	2.7	2.7	2.6	2.4	2.4	2.2	2.5	2.4	2.4	2.5	2.3	2.5	2.6	2.6	2.6	2.6	2.5
Standard Deviation	1	0.7	0.6	0.9	1	1.1	1.3	1	1	1	0.9	1.1	1	0.9	0.7	0.8	0.7	1.1

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(83.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on house-builders to install air-source heat pumps

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	9%	5%	11%	12%	15%	7%	10%	10%	6%	10%	9%	9%	12%	10%	11%	10%	7%	2%
2	8%	6%	10%	9%	8%	10%	7%	6%	10%	8%	5%	12%	5%	8%	6%	7%	8%	4%
3-Lowest Rank	9%	5%	9%	11%	10%	7%	10%	11%	10%	8%	10%	6%	14%	8%	9%	11%	4%	9%
Not Selected	74%	85%	71%	67%	67%	76%	74%	73%	74%	74%	77%	73%	69%	74%	75%	72%	80%	85%
Mean Rank	2.5	2.7	2.4	2.3	2.3	2.5	2.5	2.5	2.5	2.5	2.6	2.4	2.4	2.5	2.5	2.4	2.6	2.8
Standard Deviation	1	0.6	1.1	1.2	1.3	0.9	1	1	0.8	1	0.9	1	1.1	1	1	1	0.8	0.3

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(83.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on house-builders to install air-source heat pumps

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	9%	8%	8%	10%	10%	9%	8%	12%	10%	11%	12%	12%	9%	4%	7%	16%	7%
2	8%	0%	10%	8%	8%	9%	7%	7%	5%	7%	12%	9%	6%	9%	10%	3%	4%
3-Lowest Rank	9%	4%	5%	8%	12%	9%	9%	9%	13%	10%	3%	7%	8%	5%	6%	5%	5%
Not Selected	74%	88%	77%	73%	70%	73%	76%	71%	72%	72%	73%	72%	77%	82%	77%	76%	84%
Mean Rank	2.5	2.7	2.5	2.4	2.4	2.5	2.5	2.4	2.5	2.4	2.4	2.4	2.5	2.7	2.5	2.4	2.7
Standard Deviation	1	0.7	0.9	1	1	1	0.9	1.1	0.9	1.1	1.2	1.1	0.9	0.7	0.9	1.3	0.7

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(83.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on house-builders to install air-source heat pumps

		Gender		EU 2016 Vote			2019					Area					
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	9%	9%	10%	11%	10%	6%	12%	9%	14%	6%	5%	5%	9%	10%	12%	13%	9%
2	8%	7%	8%	9%	7%	8%	9%	6%	12%	6%	8%	6%	10%	6%	8%	6%	10%
3-Lowest Rank	9%	10%	8%	9%	9%	9%	9%	8%	9%	9%	12%	7%	9%	10%	8%	11%	8%
Not Selected	74%	74%	74%	72%	74%	78%	71%	78%	65%	79%	75%	81%	72%	73%	72%	69%	73%
Mean Rank	2.5	2.5	2.5	2.4	2.5	2.6	2.4	2.5	2.2	2.6	2.6	2.6	2.4	2.5	2.4	2.4	2.4
Standard Deviation	1	1	1	1.1	1	0.8	1.1	0.9	1.3	0.8	0.7	0.7	1	1	1.1	1.2	1

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(84.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on private landlords to install air-source heat pumps

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	3%	4%	4%	3%	3%	1%	1%	3%	2%	2%	3%	2%	2%	3%	3%	2%	5%	2%
2	4%	4%	6%	3%	5%	3%	3%	4%	4%	3%	5%	3%	3%	0%	8%	6%	6%	7%
3-Lowest Rank	4%	4%	6%	5%	2%	5%	4%	4%	4%	4%	4%	3%	5%	8%	3%	7%	6%	6%
Not Selected	89%	88%	83%	89%	90%	91%	92%	88%	90%	90%	88%	92%	90%	89%	86%	85%	82%	86%
Mean Rank	2.8	2.8	2.7	2.8	2.8	2.9	2.9	2.8	2.8	2.8	2.8	2.9	2.8	2.8	2.7	2.7	2.7	2.8
Standard Deviation	0.4	0.5	0.6	0.4	0.4	0.2	0.2	0.5	0.3	0.4	0.4	0.3	0.4	0.3	0.6	0.4	0.7	0.4

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(84.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on private landlords to install air-source heat pumps

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	3%	4%	2%	4%	3%	3%	1%	2%	4%	2%	1%	1%	3%	2%	3%	3%	3%	0%
2	4%	4%	4%	5%	5%	4%	5%	3%	8%	3%	3%	6%	3%	3%	3%	5%	4%	10%
3-Lowest Rank	4%	4%	5%	6%	3%	3%	5%	6%	4%	6%	2%	3%	3%	3%	4%	5%	5%	2%
Not Selected	89%	88%	88%	86%	90%	90%	89%	90%	85%	89%	94%	89%	91%	91%	90%	88%	88%	88%
Mean Rank	2.8	2.8	2.8	2.7	2.8	2.8	2.8	2.8	2.7	2.8	2.9	2.8	2.8	2.8	2.8	2.8	2.8	2.8
Standard Deviation	0.4	0.5	0.4	0.5	0.4	0.4	0.3	0.3	0.6	0.4	0.2	0.4	0.4	0.4	0.4	0.4	0.4	0.4

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(84.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on private landlords to install air-source heat pumps

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	3%	6%	2%	3%	4%	2%	3%	1%	2%	2%	4%	3%	1%	2%	0%	5%	8%
2	4%	0%	5%	5%	3%	6%	1%	6%	2%	5%	2%	4%	8%	9%	6%	5%	2%
3-Lowest Rank	4%	3%	4%	3%	3%	4%	5%	5%	3%	3%	7%	4%	6%	6%	6%	0%	5%
Not Selected	89%	90%	89%	89%	89%	88%	91%	89%	93%	90%	87%	90%	86%	83%	87%	90%	85%
Mean Rank	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.9	2.8	2.8	2.8	2.8	2.7	2.8	2.8	2.7
Standard Deviation	0.4	0.6	0.4	0.4	0.5	0.4	0.3	0.3	0.2	0.4	0.5	0.4	0.4	0.5	0.3	0.6	0.8

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(84.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on private landlords to install air-source heat pumps

		Gender		EU 2016 Vote			2019					Area					
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	3%	2%	3%	2%	2%	5%	2%	3%	2%	0%	3%	5%	3%	2%	1%	1%	3%
2	4%	4%	4%	5%	4%	2%	4%	6%	4%	8%	3%	5%	4%	5%	4%	4%	4%
3-Lowest Rank	4%	4%	4%	3%	5%	4%	3%	5%	3%	6%	4%	4%	4%	4%	3%	5%	5%
Not Selected	89%	89%	89%	90%	88%	89%	91%	85%	91%	86%	90%	86%	89%	90%	92%	89%	88%
Mean Rank	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.7	2.8	2.8	2.8	2.7	2.8	2.8	2.9	2.8	2.8
Standard Deviation	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.3	0.4	0.4	0.6	0.4	0.3	0.3	0.3	0.5

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(85.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on social housing providers and landlords to install air-source heat pumps

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	5%	4%	7%	6%	5%	3%	4%	3%	4%	4%	9%	3%	2%	7%	14%	17%	5%	1%
2	6%	6%	7%	9%	3%	5%	4%	5%	5%	6%	6%	5%	5%	23%	8%	7%	7%	0%
3-Lowest Rank	6%	4%	5%	5%	6%	5%	8%	5%	5%	5%	8%	5%	3%	0%	6%	9%	8%	8%
Not Selected	84%	87%	81%	80%	86%	86%	84%	86%	87%	84%	77%	87%	90%	71%	73%	67%	79%	90%
Mean Rank	2.7	2.7	2.6	2.6	2.7	2.7	2.7	2.8	2.8	2.7	2.5	2.8	2.8	2.3	2.4	2.3	2.6	2.9
Standard Deviation	0.6	0.6	0.8	0.8	0.5	0.5	0.5	0.5	0.5	0.6	0.9	0.5	0.4	1.1	1.2	1.4	0.7	0.2

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(85.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on social housing providers and landlords to install air-source heat pumps

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	5%	7%	3%	7%	4%	2%	5%	5%	12%	5%	5%	4%	3%	5%	5%	4%	4%	7%
2	6%	6%	5%	9%	3%	7%	5%	3%	7%	7%	6%	4%	6%	7%	6%	6%	7%	2%
3-Lowest Rank	6%	5%	7%	5%	7%	5%	4%	3%	6%	8%	3%	10%	3%	6%	5%	4%	5%	6%
Not Selected	84%	83%	86%	79%	85%	86%	87%	90%	76%	80%	86%	81%	88%	82%	84%	86%	84%	84%
Mean Rank	2.7	2.6	2.8	2.6	2.7	2.7	2.7	2.8	2.5	2.6	2.7	2.7	2.8	2.7	2.7	2.7	2.7	2.7
Standard Deviation	0.6	0.8	0.4	0.8	0.5	0.5	0.6	0.5	1.1	0.7	0.6	0.6	0.5	0.7	0.6	0.6	0.6	0.7

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(85.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on social housing providers and landlords to install air-source heat pumps

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	5%	4%	6%	7%	5%	7%	5%	6%	3%	2%	3%	4%	5%	5%	7%	5%	2%
2	6%	3%	6%	4%	6%	6%	7%	3%	7%	4%	3%	5%	5%	5%	7%	13%	14%
3-Lowest Rank	6%	10%	7%	6%	4%	5%	4%	8%	6%	5%	4%	9%	2%	3%	3%	7%	4%
Not Selected	84%	83%	81%	83%	84%	82%	83%	83%	85%	89%	89%	82%	88%	87%	84%	75%	81%
Mean Rank	2.7	2.7	2.6	2.7	2.7	2.6	2.7	2.7	2.7	2.8	2.8	2.7	2.7	2.7	2.6	2.5	2.6
Standard Deviation	0.6	0.5	0.7	0.7	0.7	0.8	0.7	0.6	0.5	0.4	0.4	0.6	0.6	0.6	0.8	0.8	0.6

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(85.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A requirement on social housing providers and landlords to install air-source heat pumps

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	5%	4%	6%	5%	6%	2%	3%	6%	6%	16%	6%	6%	5%	5%	4%	4%	3%
2	6%	6%	5%	5%	6%	4%	5%	7%	7%	6%	2%	8%	4%	7%	5%	4%	5%
3-Lowest Rank	6%	5%	6%	6%	5%	5%	5%	5%	8%	6%	5%	4%	4%	5%	8%	8%	6%
Not Selected	84%	85%	83%	83%	83%	90%	86%	82%	79%	72%	87%	81%	87%	83%	83%	84%	86%
Mean Rank	2.7	2.7	2.7	2.7	2.7	2.8	2.7	2.6	2.6	2.3	2.7	2.6	2.7	2.7	2.7	2.7	2.7
Standard Deviation	0.6	0.6	0.7	0.6	0.7	0.3	0.5	0.7	0.7	1.3	0.6	0.8	0.6	0.7	0.6	0.5	0.5

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(86.A) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
1-Highest Rank	8%	9%	10%	9%	8%	8%	7%	9%	8%	10%	7%	8%	9%	7%	5%	7%	10%	6%
2	7%	8%	6%	8%	7%	5%	6%	10%	6%	5%	5%	8%	6%	10%	5%	5%	6%	11%
3-Lowest Rank	5%	3%	6%	6%	3%	7%	6%	6%	4%	6%	5%	6%	6%	11%	4%	5%	4%	3%
Not Selected	80%	79%	78%	77%	82%	80%	81%	75%	82%	78%	83%	78%	80%	72%	85%	83%	80%	80%
Mean Rank	2.6	2.5	2.5	2.5	2.6	2.6	2.6	2.5	2.6	2.5	2.6	2.5	2.6	2.5	2.7	2.6	2.5	2.6
Standard Deviation	0.9	1	1	0.9	0.8	0.8	0.8	1	0.8	1	0.8	0.9	0.9	0.9	0.6	0.8	1	0.8

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(86.B) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
1-Highest Rank	8%	12%	6%	9%	7%	11%	7%	6%	4%	10%	6%	16%	3%	6%	8%	10%	10%	15%
2	7%	6%	6%	3%	6%	5%	5%	8%	6%	8%	9%	7%	14%	7%	7%	7%	7%	15%
3-Lowest Rank	5%	3%	6%	5%	4%	5%	8%	6%	4%	6%	9%	3%	8%	5%	5%	7%	7%	0%
Not Selected	80%	79%	83%	83%	83%	80%	79%	81%	87%	76%	76%	74%	75%	83%	80%	76%	75%	71%
Mean Rank	2.6	2.5	2.6	2.6	2.6	2.5	2.6	2.6	2.7	2.5	2.6	2.3	2.5	2.6	2.6	2.5	2.5	2.3
Standard Deviation	0.9	1.1	0.7	0.9	0.8	1	0.8	0.8	0.5	1	0.8	1.3	0.7	0.7	0.9	1	1	1.4

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(86.C) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall

		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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
1-Highest Rank	8%	11%	8%	11%	6%	6%	6%	7%	10%	11%	6%	13%	14%	7%	7%	19%	9%
2	7%	0%	3%	5%	8%	8%	5%	8%	4%	7%	9%	12%	6%	9%	11%	1%	7%
3-Lowest Rank	5%	8%	2%	6%	8%	6%	6%	7%	5%	6%	5%	4%	5%	2%	5%	6%	0%
Not Selected	80%	81%	87%	78%	77%	80%	82%	77%	80%	77%	79%	72%	74%	82%	77%	74%	84%
Mean Rank	2.6	2.6	2.7	2.5	2.6	2.6	2.6	2.5	2.6	2.5	2.6	2.4	2.4	2.6	2.5	2.3	2.6
Standard Deviation	0.9	0.9	0.7	1	0.8	0.8	0.7	0.9	1	1.1	0.8	1.2	1.2	0.9	0.9	1.4	0.9

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(86.D) And of those which would you most prefer for the Government to introduce? Please rank up to three of the following in order of preference: A grant to help early adopters with the upfront cost, which is gradually reduced as more people buy them and costs fall

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
1-Highest Rank	8%	10%	7%	8%	9%	8%	9%	8%	10%	9%	7%	10%	7%	7%	8%	9%	6%
2	7%	7%	6%	6%	7%	8%	6%	7%	5%	6%	5%	8%	7%	6%	6%	8%	5%
3-Lowest Rank	5%	5%	6%	5%	6%	7%	4%	5%	6%	17%	6%	4%	6%	5%	5%	6%	9%
Not Selected	80%	78%	81%	82%	78%	77%	81%	80%	80%	67%	83%	78%	80%	82%	81%	77%	79%
Mean Rank	2.6	2.5	2.6	2.6	2.5	2.5	2.6	2.6	2.5	2.4	2.6	2.5	2.6	2.6	2.6	2.5	2.6
Standard Deviation	0.9	1	0.8	0.8	0.9	0.9	0.9	0.8	1	1	0.7	1	0.8	0.8	0.9	0.9	0.7

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(87.A) Please indicate if you support or oppose the following:: The Government providing grants to help cover the upfront cost of a heat pump, either in full or partially

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Support	36%	37%	40%	39%	36%	37%	30%	38%	36%	33%	36%	32%	41%	28%	34%	40%	39%	35%
Support	39%	35%	37%	39%	37%	39%	45%	39%	42%	38%	37%	42%	36%	40%	34%	32%	41%	40%
Neither Support nor Oppose	17%	20%	18%	16%	16%	15%	16%	16%	15%	19%	17%	17%	17%	18%	22%	19%	11%	19%
Oppose	2%	3%	1%	3%	3%	3%	2%	1%	3%	3%	3%	3%	1%	7%	3%	2%	2%	3%
Strongly Oppose	3%	1%	2%	1%	3%	5%	4%	3%	2%	3%	2%	3%	2%	4%	3%	3%	2%	0%
Don't Know	3%	3%	3%	3%	5%	2%	3%	3%	2%	4%	4%	2%	3%	4%	5%	4%	4%	3%
Total Support:	75%	72%	76%	78%	73%	76%	74%	78%	77%	70%	74%	75%	77%	68%	68%	72%	81%	75%
Total Oppose:	5%	4%	3%	3%	5%	7%	7%	4%	5%	6%	5%	6%	3%	11%	6%	6%	4%	3%
Net:	70%	68%	73%	74%	68%	69%	68%	73%	73%	65%	68%	68%	74%	57%	62%	66%	76%	72%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(87.B) Please indicate if you support or oppose the following:: The Government providing grants to help cover the upfront cost of a heat pump, either in full or partially

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Support	36%	39%	32%	34%	40%	32%	34%	35%	35%	42%	29%	33%	55%	32%	33%	44%	40%	35%
Support	39%	35%	42%	42%	42%	38%	40%	40%	36%	34%	39%	44%	33%	39%	41%	35%	38%	49%
Neither Support nor Oppose	17%	18%	16%	17%	12%	18%	16%	17%	19%	16%	23%	14%	9%	18%	20%	13%	17%	15%
Oppose	2%	2%	4%	2%	3%	3%	4%	1%	3%	1%	1%	1%	3%	4%	4%	2%	2%	0%
Strongly Oppose	3%	2%	3%	2%	2%	3%	3%	3%	4%	3%	3%	1%	0%	3%	1%	3%	2%	2%
Don't Know	3%	3%	3%	2%	2%	6%	3%	4%	2%	3%	4%	6%	0%	5%	2%	3%	2%	0%
Total Support:	75%	74%	74%	76%	82%	70%	74%	75%	72%	76%	69%	78%	88%	71%	73%	79%	78%	84%
Total Oppose:	5%	5%	6%	4%	5%	7%	7%	4%	7%	5%	4%	2%	3%	6%	5%	5%	4%	2%
Net:	70%	69%	68%	72%	77%	63%	67%	71%	64%	71%	64%	76%	85%	65%	68%	74%	74%	82%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(87.C) Please indicate if you support or oppose the following:: The Government providing grants to help cover the upfront cost of a heat pump, either in full or partially

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Support	36%	34%	37%	39%	31%	41%	34%	37%	36%	35%	30%	35%	42%	48%	34%	34%	44%
Support	39%	31%	36%	34%	41%	35%	45%	38%	37%	42%	48%	49%	30%	36%	50%	43%	31%
Neither Support nor Oppose	17%	35%	16%	18%	21%	15%	13%	19%	19%	16%	15%	12%	16%	10%	14%	19%	18%
Oppose	2%	0%	3%	4%	5%	2%	3%	3%	1%	1%	2%	0%	6%	0%	0%	0%	1%
Strongly Oppose	3%	0%	3%	2%	1%	4%	2%	1%	3%	3%	2%	3%	3%	4%	3%	5%	2%
Don't Know	3%	0%	5%	3%	2%	3%	2%	2%	4%	3%	2%	1%	3%	2%	0%	0%	4%
Total Support:	75%	65%	73%	73%	71%	76%	79%	75%	74%	77%	79%	84%	72%	84%	84%	76%	75%
Total Oppose:	5%	0%	6%	6%	6%	6%	5%	3%	4%	4%	4%	3%	9%	4%	3%	5%	4%
Net:	70%	65%	67%	67%	65%	70%	74%	72%	70%	73%	75%	82%	63%	81%	81%	71%	71%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(87.D) Please indicate if you support or oppose the following:: The Government providing grants to help cover the upfront cost of a heat pump, either in full or partially

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Support	36%	35%	37%	32%	40%	36%	32%	41%	42%	38%	33%	41%	34%	38%	33%	34%	37%
Support	39%	42%	37%	40%	40%	37%	42%	39%	39%	30%	33%	34%	44%	37%	39%	40%	40%
Neither Support nor Oppose	17%	15%	19%	18%	14%	18%	18%	15%	12%	13%	20%	17%	15%	18%	18%	18%	16%
Oppose	2%	2%	3%	2%	3%	2%	2%	2%	4%	3%	3%	3%	3%	1%	2%	2%	2%
Strongly Oppose	3%	3%	2%	4%	1%	2%	4%	1%	1%	9%	3%	2%	2%	2%	3%	4%	2%
Don't Know	3%	3%	3%	3%	2%	6%	2%	2%	1%	6%	7%	3%	3%	3%	4%	2%	4%
Total Support:	75%	77%	73%	72%	80%	72%	74%	80%	82%	68%	66%	75%	78%	75%	72%	74%	76%
Total Oppose:	5%	5%	5%	7%	4%	4%	6%	3%	5%	13%	6%	5%	5%	4%	6%	5%	4%
Net:	70%	72%	68%	65%	76%	68%	68%	77%	77%	55%	60%	70%	73%	71%	66%	69%	72%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(88.A) Please indicate if you support or oppose the following:: The Government introducing a requirement that people must replace their gas boilers before being able to sell their property

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Support	11%	16%	20%	18%	8%	5%	2%	16%	9%	9%	10%	10%	10%	21%	12%	12%	14%	14%
Support	20%	32%	33%	20%	15%	12%	9%	23%	21%	17%	17%	14%	22%	29%	20%	25%	26%	22%
Neither Support nor Oppose	26%	30%	25%	26%	26%	24%	25%	22%	27%	25%	29%	22%	25%	21%	37%	31%	29%	26%
Oppose	19%	13%	11%	15%	20%	23%	29%	16%	21%	22%	17%	24%	18%	15%	13%	13%	14%	17%
Strongly Oppose	21%	6%	8%	16%	27%	33%	32%	19%	20%	23%	21%	27%	22%	11%	13%	14%	11%	16%
Don't Know	4%	4%	4%	5%	5%	4%	2%	3%	3%	4%	5%	3%	4%	3%	5%	4%	5%	5%
Total Support:	31%	48%	52%	39%	23%	17%	11%	39%	30%	26%	28%	24%	32%	50%	31%	37%	41%	36%
Total Oppose:	40%	19%	19%	31%	47%	56%	62%	36%	40%	46%	38%	51%	40%	26%	26%	27%	26%	33%
Net:	-9%	29%	34%	8%	-24%	-39%	-50%	3%	-11%	-20%	-10%	-27%	-8%	23%	5%	11%	15%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(88.B) Please indicate if you support or oppose the following: The Government introducing a requirement that people must replace their gas boilers before being able to sell their property

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Support	11%	19%	8%	7%	8%	10%	13%	13%	10%	10%	10%	12%	8%	9%	8%	13%	23%	18%
Support	20%	27%	18%	22%	18%	17%	23%	18%	19%	15%	14%	26%	9%	15%	27%	21%	23%	24%
Neither Support nor Oppose	26%	25%	26%	27%	29%	24%	19%	22%	27%	28%	36%	16%	24%	26%	25%	25%	26%	26%
Oppose	19%	13%	20%	21%	19%	23%	17%	21%	20%	23%	15%	15%	29%	23%	20%	18%	11%	18%
Strongly Oppose	21%	12%	24%	20%	22%	22%	23%	22%	23%	21%	20%	23%	27%	21%	18%	20%	13%	11%
Don't Know	4%	4%	3%	3%	4%	3%	5%	4%	2%	4%	6%	7%	3%	6%	3%	4%	3%	2%
Total Support:	31%	47%	27%	29%	26%	27%	36%	31%	28%	25%	23%	38%	17%	24%	35%	34%	47%	42%
Total Oppose:	40%	25%	44%	41%	41%	46%	40%	43%	43%	43%	35%	39%	56%	44%	38%	37%	24%	29%
Net:	-9%	22%	-18%	-12%	-15%	-19%	-3%	-12%	-14%	-18%	-12%	-1%	-39%	-19%	-2%	-4%	23%	12%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(88.C) Please indicate if you support or oppose the following: The Government introducing a requirement that people must replace their gas boilers before being able to sell their 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Support	11%	7%	14%	9%	7%	9%	9%	11%	6%	13%	12%	8%	15%	14%	29%	25%	31%
Support	20%	21%	17%	15%	16%	16%	23%	24%	18%	19%	23%	27%	19%	28%	24%	21%	24%
Neither Support nor Oppose	26%	27%	31%	28%	33%	30%	25%	24%	21%	22%	26%	29%	26%	15%	15%	16%	20%
Oppose	19%	24%	12%	20%	22%	19%	18%	18%	25%	19%	22%	15%	16%	21%	13%	20%	6%
Strongly Oppose	21%	17%	21%	24%	18%	21%	20%	20%	25%	23%	15%	18%	22%	21%	16%	14%	15%
Don't Know	4%	4%	5%	3%	3%	5%	4%	2%	4%	4%	2%	3%	3%	2%	2%	3%	4%
Total Support:	31%	28%	32%	24%	23%	25%	32%	36%	25%	32%	35%	35%	34%	41%	54%	47%	55%
Total Oppose:	40%	42%	32%	44%	41%	40%	39%	38%	50%	42%	37%	33%	37%	42%	29%	34%	21%
Net:	-9%	-14%	-1%	-20%	-18%	-15%	-7%	-2%	-26%	-10%	-2%	2%	-3%	-1%	24%	12%	34%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(88.D) Please indicate if you support or oppose the following:: The Government introducing a requirement that people must replace their gas boilers before being able to sell their property

	Gender		EU 2016 Vote			2019					Area						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Support	11%	13%	9%	8%	14%	11%	10%	13%	13%	14%	7%	22%	8%	10%	8%	5%	8%
Support	20%	21%	18%	16%	22%	19%	15%	28%	21%	21%	18%	29%	16%	21%	14%	19%	16%
Neither Support nor Oppose	26%	24%	28%	25%	24%	30%	24%	27%	20%	11%	32%	22%	26%	28%	28%	29%	22%
Oppose	19%	18%	21%	20%	19%	19%	21%	15%	25%	12%	18%	12%	19%	18%	24%	22%	23%
Strongly Oppose	21%	20%	21%	29%	17%	15%	28%	14%	17%	35%	18%	11%	26%	19%	23%	23%	25%
Don't Know	4%	3%	4%	3%	4%	7%	2%	4%	4%	6%	8%	4%	4%	4%	4%	3%	6%
Total Support:	31%	35%	26%	24%	36%	30%	25%	41%	34%	36%	24%	51%	25%	31%	22%	24%	24%
Total Oppose:	40%	38%	41%	48%	36%	34%	50%	29%	42%	47%	36%	22%	46%	37%	46%	44%	48%
Net:	-9%	-3%	-15%	-24%	0%	-4%	-25%	12%	-8%	-11%	-11%	29%	-21%	-6%	-24%	-20%	-24%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(89.A) Please indicate if you support or oppose the following:: The Government introducing a requirement that people must replace their gas boilers when making a major renovation to their property

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Support	14%	20%	23%	17%	9%	10%	6%	19%	12%	11%	12%	13%	14%	21%	12%	13%	15%	13%
Support	30%	34%	36%	30%	27%	27%	26%	31%	34%	27%	28%	27%	32%	42%	30%	26%	34%	24%
Neither Support nor Oppose	28%	26%	24%	27%	31%	27%	31%	25%	26%	32%	30%	27%	24%	15%	36%	35%	32%	21%
Oppose	13%	11%	8%	12%	13%	13%	18%	11%	14%	13%	14%	15%	14%	15%	7%	10%	8%	21%
Strongly Oppose	11%	5%	5%	8%	14%	18%	16%	10%	11%	13%	11%	14%	12%	4%	9%	9%	6%	16%
Don't Know	4%	4%	4%	5%	6%	5%	2%	4%	4%	5%	5%	4%	4%	3%	5%	6%	4%	5%
Total Support:	44%	54%	59%	47%	36%	37%	33%	50%	45%	38%	40%	41%	47%	63%	42%	39%	50%	38%
Total Oppose:	24%	16%	13%	21%	26%	32%	34%	21%	24%	26%	25%	28%	25%	19%	16%	19%	14%	37%
Net:	20%	38%	46%	26%	10%	5%	-1%	29%	21%	13%	16%	13%	21%	44%	26%	20%	35%	1%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(89.B) Please indicate if you support or oppose the following:: The Government introducing a requirement that people must replace their gas boilers when making a major renovation to their property

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Support	14%	23%	12%	11%	11%	15%	13%	12%	18%	12%	11%	14%	9%	12%	14%	13%	23%	30%
Support	30%	37%	28%	30%	29%	28%	34%	29%	22%	29%	27%	32%	23%	24%	33%	33%	37%	33%
Neither Support nor Oppose	28%	23%	31%	35%	25%	23%	26%	29%	30%	31%	32%	23%	31%	33%	22%	24%	24%	23%
Oppose	13%	7%	12%	11%	20%	14%	10%	13%	15%	14%	9%	13%	26%	13%	17%	11%	9%	4%
Strongly Oppose	11%	6%	13%	12%	10%	15%	12%	13%	13%	10%	13%	11%	12%	12%	11%	12%	6%	7%
Don't Know	4%	4%	4%	2%	4%	4%	4%	4%	2%	5%	7%	7%	0%	6%	3%	5%	2%	2%
Total Support:	44%	60%	40%	41%	40%	44%	47%	41%	40%	40%	38%	46%	32%	36%	47%	47%	60%	64%
Total Oppose:	24%	13%	25%	22%	31%	29%	23%	27%	28%	23%	23%	24%	38%	25%	28%	23%	14%	11%
Net:	20%	47%	15%	19%	9%	14%	25%	14%	12%	17%	16%	22%	-6%	11%	20%	23%	45%	53%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(89.C) Please indicate if you support or oppose the following:: The Government introducing a requirement that people must replace their gas boilers when making a major renovation to their 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Support	14%	7%	12%	13%	9%	15%	12%	16%	9%	14%	14%	10%	18%	22%	24%	25%	33%
Support	30%	30%	29%	28%	24%	26%	33%	32%	30%	33%	39%	44%	23%	24%	33%	30%	29%
Neither Support nor Oppose	28%	36%	25%	30%	38%	29%	27%	28%	29%	22%	29%	23%	26%	28%	22%	25%	13%
Oppose	13%	21%	14%	12%	14%	11%	13%	12%	15%	12%	10%	9%	11%	18%	9%	16%	13%
Strongly Oppose	11%	6%	15%	12%	11%	14%	11%	8%	13%	14%	8%	9%	19%	6%	8%	4%	7%
Don't Know	4%	0%	5%	5%	4%	6%	3%	4%	5%	4%	1%	5%	3%	2%	5%	0%	5%
Total Support:	44%	37%	41%	41%	33%	41%	46%	48%	38%	47%	53%	54%	41%	46%	57%	55%	62%
Total Oppose:	24%	27%	29%	24%	25%	25%	24%	20%	28%	26%	18%	18%	30%	23%	17%	20%	20%
Net:	20%	10%	12%	18%	8%	16%	22%	28%	11%	21%	35%	36%	12%	23%	40%	36%	41%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(89.D) Please indicate if you support or oppose the following:: The Government introducing a requirement that people must replace their gas boilers when making a major renovation to their property

	Gender		EU 2016 Vote			2019					Area						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Support	14%	17%	11%	12%	16%	11%	13%	17%	13%	17%	9%	23%	13%	14%	9%	11%	8%
Support	30%	30%	30%	28%	33%	25%	27%	36%	39%	19%	26%	35%	28%	31%	25%	32%	31%
Neither Support nor Oppose	28%	25%	30%	27%	26%	37%	27%	23%	29%	26%	35%	24%	27%	25%	32%	28%	34%
Oppose	13%	12%	14%	13%	13%	11%	15%	11%	11%	9%	13%	7%	14%	15%	16%	14%	10%
Strongly Oppose	11%	12%	11%	16%	8%	9%	15%	8%	7%	23%	10%	8%	13%	9%	13%	13%	12%
Don't Know	4%	4%	5%	3%	4%	8%	3%	4%	2%	6%	8%	4%	4%	6%	5%	2%	5%
Total Support:	44%	47%	41%	40%	49%	36%	41%	54%	51%	36%	35%	58%	41%	46%	34%	42%	38%
Total Oppose:	24%	23%	24%	29%	21%	20%	30%	19%	18%	31%	23%	14%	27%	24%	28%	28%	23%
Net:	20%	24%	16%	11%	28%	16%	10%	35%	34%	5%	12%	43%	14%	22%	6%	14%	16%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(90.A) Please indicate if you support or oppose the following:: The Government requiring all newly built properties to have environmentally friendly heating, such as a heat pump

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Support	37%	29%	36%	39%	38%	40%	39%	43%	35%	33%	35%	38%	41%	24%	33%	34%	35%	42%
Support	36%	39%	35%	36%	34%	37%	37%	35%	39%	35%	36%	36%	36%	50%	38%	31%	41%	30%
Neither Support nor Oppose	16%	19%	18%	15%	17%	15%	14%	13%	15%	20%	18%	15%	14%	8%	18%	26%	16%	15%
Oppose	4%	8%	5%	4%	3%	1%	3%	3%	5%	5%	3%	4%	4%	14%	3%	3%	2%	9%
Strongly Oppose	4%	1%	3%	2%	4%	4%	6%	3%	4%	4%	3%	4%	3%	0%	4%	6%	2%	1%
Don't Know	3%	3%	3%	4%	4%	3%	2%	2%	2%	3%	4%	2%	3%	4%	4%	2%	4%	3%
Total Support:	73%	68%	71%	75%	72%	77%	76%	78%	74%	68%	72%	74%	76%	75%	71%	64%	76%	71%
Total Oppose:	7%	10%	8%	7%	7%	5%	8%	6%	9%	9%	6%	9%	7%	14%	7%	8%	4%	10%
Net:	66%	58%	63%	68%	65%	72%	68%	72%	66%	59%	65%	66%	70%	61%	64%	56%	72%	61%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(90.B) Please indicate if you support or oppose the following:: The Government requiring all newly built properties to have environmentally friendly heating, such as a heat pump

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Support	37%	38%	35%	34%	44%	30%	41%	33%	29%	40%	34%	39%	50%	35%	35%	40%	37%	46%
Support	36%	37%	37%	42%	36%	38%	33%	40%	39%	32%	34%	42%	23%	33%	38%	38%	34%	33%
Neither Support nor Oppose	16%	16%	16%	17%	12%	16%	15%	18%	20%	18%	18%	8%	24%	20%	17%	11%	17%	19%
Oppose	4%	4%	4%	3%	3%	7%	5%	4%	6%	3%	4%	2%	0%	3%	6%	3%	7%	0%
Strongly Oppose	4%	3%	4%	1%	2%	4%	4%	3%	5%	4%	5%	3%	3%	4%	2%	4%	3%	2%
Don't Know	3%	2%	3%	2%	3%	4%	2%	2%	1%	3%	4%	6%	0%	4%	2%	3%	2%	0%
Total Support:	73%	75%	72%	76%	80%	68%	74%	73%	68%	72%	68%	81%	73%	69%	73%	78%	71%	79%
Total Oppose:	7%	7%	9%	4%	5%	12%	9%	7%	10%	7%	9%	5%	3%	8%	8%	7%	10%	2%
Net:	66%	69%	63%	72%	74%	56%	65%	66%	58%	65%	59%	75%	70%	61%	66%	71%	61%	77%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(90.C) Please indicate if you support or oppose the following:: The Government requiring all newly built properties to have environmentally friendly heating, such as 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Support	37%	23%	35%	38%	29%	42%	38%	40%	37%	36%	39%	36%	39%	41%	39%	32%	54%
Support	36%	40%	32%	31%	40%	31%	39%	39%	43%	38%	39%	43%	34%	43%	34%	46%	18%
Neither Support nor Oppose	16%	22%	22%	21%	20%	18%	14%	10%	12%	19%	12%	14%	13%	7%	11%	10%	19%
Oppose	4%	11%	2%	5%	4%	3%	4%	6%	3%	2%	1%	2%	4%	4%	11%	9%	2%
Strongly Oppose	4%	0%	5%	4%	4%	3%	2%	3%	3%	3%	6%	3%	7%	4%	5%	2%	3%
Don't Know	3%	3%	5%	2%	2%	4%	2%	2%	2%	3%	2%	2%	3%	2%	0%	0%	4%
Total Support:	73%	64%	67%	69%	69%	72%	77%	79%	80%	74%	78%	79%	72%	83%	73%	79%	72%
Total Oppose:	7%	11%	6%	8%	9%	5%	7%	9%	6%	5%	7%	4%	12%	8%	16%	11%	5%
Net:	66%	53%	60%	61%	61%	67%	70%	71%	74%	69%	71%	75%	61%	75%	57%	67%	67%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(90.D) Please indicate if you support or oppose the following:: The Government requiring all newly built properties to have environmentally friendly heating, such as a heat pump

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Support	37%	37%	37%	36%	41%	33%	37%	35%	47%	38%	34%	37%	38%	35%	36%	38%	38%
Support	36%	37%	36%	36%	38%	32%	35%	42%	35%	33%	33%	35%	37%	38%	37%	37%	34%
Neither Support nor Oppose	16%	16%	17%	17%	13%	22%	16%	14%	12%	16%	21%	18%	16%	15%	17%	16%	12%
Oppose	4%	4%	4%	4%	4%	3%	5%	4%	4%	0%	2%	3%	4%	5%	4%	3%	8%
Strongly Oppose	4%	4%	4%	6%	2%	3%	5%	2%	1%	10%	4%	3%	3%	4%	3%	3%	5%
Don't Know	3%	3%	3%	2%	3%	6%	2%	2%	1%	3%	6%	3%	2%	4%	3%	2%	3%
Total Support:	73%	74%	73%	71%	79%	65%	73%	77%	82%	71%	67%	72%	75%	73%	73%	75%	72%
Total Oppose:	7%	7%	7%	9%	6%	7%	10%	6%	5%	10%	6%	7%	7%	9%	7%	6%	13%
Net:	66%	67%	65%	62%	72%	58%	63%	70%	78%	61%	61%	65%	68%	64%	66%	69%	59%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(91.A) Please indicate if you support or oppose the following:: The Government introduces a tax on gas boilers which makes them more expensive to run than environmentally friendly options

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Support	11%	18%	21%	15%	5%	8%	5%	16%	9%	9%	11%	12%	11%	10%	9%	11%	12%	15%
Support	21%	28%	29%	25%	20%	11%	14%	27%	23%	18%	16%	19%	23%	29%	20%	20%	26%	16%
Neither Support nor Oppose	23%	25%	20%	26%	23%	20%	25%	21%	23%	24%	25%	22%	22%	24%	30%	29%	23%	28%
Oppose	19%	16%	15%	12%	20%	23%	28%	15%	22%	20%	22%	21%	17%	26%	18%	18%	20%	22%
Strongly Oppose	20%	8%	11%	18%	27%	32%	25%	17%	20%	24%	21%	23%	23%	7%	18%	17%	15%	16%
Don't Know	4%	5%	4%	4%	4%	5%	3%	4%	3%	5%	5%	3%	3%	3%	5%	6%	5%	3%
Total Support:	33%	46%	50%	39%	25%	19%	18%	43%	32%	27%	27%	31%	34%	39%	28%	30%	38%	31%
Total Oppose:	40%	24%	26%	31%	47%	56%	54%	32%	42%	43%	43%	44%	41%	34%	36%	35%	35%	37%
Net:	-7%	22%	25%	9%	-22%	-36%	-35%	11%	-10%	-16%	-16%	-13%	-6%	5%	-8%	-5%	3%	-7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(91.B) Please indicate if you support or oppose the following:: The Government introduces a tax on gas boilers which makes them more expensive to run than environmentally friendly options

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Support	11%	23%	12%	6%	5%	11%	14%	8%	12%	8%	10%	11%	14%	8%	11%	12%	20%	30%
Support	21%	23%	14%	24%	25%	15%	25%	22%	21%	23%	19%	26%	20%	13%	27%	25%	28%	34%
Neither Support nor Oppose	23%	24%	23%	26%	23%	24%	20%	21%	20%	26%	24%	23%	26%	27%	21%	21%	25%	23%
Oppose	19%	14%	25%	20%	23%	20%	15%	19%	23%	21%	17%	15%	25%	23%	23%	17%	12%	6%
Strongly Oppose	20%	12%	23%	20%	21%	28%	22%	26%	21%	17%	24%	20%	12%	23%	15%	21%	11%	6%
Don't Know	4%	4%	4%	3%	2%	3%	4%	4%	2%	4%	7%	5%	3%	5%	4%	4%	3%	0%
Total Support:	33%	45%	26%	30%	30%	26%	38%	29%	33%	31%	28%	37%	34%	21%	38%	37%	49%	64%
Total Oppose:	40%	26%	47%	40%	45%	48%	38%	45%	45%	39%	40%	35%	37%	47%	37%	38%	23%	13%
Net:	-7%	19%	-22%	-10%	-14%	-22%	1%	-16%	-12%	-7%	-12%	2%	-3%	-25%	0%	-1%	25%	51%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(91.C) Please indicate if you support or oppose the following:: The Government introduces a tax on gas boilers which makes them more expensive to run than environmentally friendly options

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Support	11%	11%	12%	10%	9%	8%	9%	14%	7%	10%	10%	9%	23%	15%	23%	27%	28%
Support	21%	25%	19%	16%	14%	23%	22%	21%	20%	31%	23%	31%	13%	26%	25%	21%	41%
Neither Support nor Oppose	23%	37%	24%	25%	28%	25%	26%	23%	25%	18%	30%	20%	19%	18%	17%	29%	11%
Oppose	19%	7%	16%	24%	24%	18%	21%	20%	22%	18%	19%	17%	15%	12%	25%	12%	6%
Strongly Oppose	20%	16%	21%	21%	22%	23%	21%	18%	20%	21%	17%	18%	28%	26%	11%	8%	9%
Don't Know	4%	4%	7%	3%	3%	4%	1%	5%	6%	3%	2%	4%	3%	2%	0%	3%	5%
Total Support:	33%	36%	31%	26%	23%	30%	31%	35%	27%	41%	33%	40%	36%	41%	48%	48%	69%
Total Oppose:	40%	23%	38%	46%	46%	41%	42%	38%	42%	39%	35%	36%	42%	38%	35%	20%	15%
Net:	-7%	13%	-7%	-20%	-23%	-11%	-12%	-3%	-15%	2%	-2%	5%	-6%	3%	13%	28%	54%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(91.D) Please indicate if you support or oppose the following:: The Government introduces a tax on gas boilers which makes them more expensive to run than environmentally friendly options

	Gender		EU 2016 Vote			2019					Area						
	Total	Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Support	11%	14%	9%	9%	15%	8%	10%	15%	12%	5%	8%	22%	10%	10%	7%	7%	9%
Support	21%	24%	19%	18%	25%	16%	17%	29%	28%	19%	13%	27%	18%	24%	18%	20%	21%
Neither Support nor Oppose	23%	22%	25%	21%	22%	33%	22%	22%	20%	20%	32%	21%	23%	21%	25%	25%	28%
Oppose	19%	17%	22%	20%	19%	20%	21%	17%	19%	9%	20%	12%	21%	19%	23%	25%	19%
Strongly Oppose	20%	20%	21%	28%	15%	17%	27%	14%	18%	38%	21%	14%	24%	19%	24%	21%	18%
Don't Know	4%	3%	5%	3%	3%	8%	2%	3%	4%	9%	6%	3%	4%	7%	3%	2%	5%
Total Support:	33%	38%	27%	27%	40%	23%	28%	44%	39%	24%	21%	49%	28%	34%	25%	26%	29%
Total Oppose:	40%	37%	43%	49%	35%	36%	48%	31%	37%	47%	41%	27%	45%	38%	47%	46%	37%
Net:	-7%	1%	-15%	-22%	5%	-13%	-21%	13%	3%	-23%	-20%	23%	-16%	-4%	-22%	-20%	-8%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(92.A) In your view, what are the most important areas to prioritise when trying to make the UK more environmentally friendly? Please select up to three

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Heating in homes	26%	26%	30%	27%	24%	25%	24%	29%	25%	24%	25%	25%	30%	31%	23%	25%	26%	14%
International shipping and plane travel	26%	21%	23%	23%	25%	28%	34%	24%	27%	28%	25%	31%	21%	14%	27%	21%	27%	22%
Road transport and cars	37%	37%	31%	33%	36%	41%	42%	40%	37%	33%	35%	42%	33%	40%	31%	27%	35%	37%
Meat, fish and dairy consumption	14%	25%	22%	15%	13%	9%	5%	17%	16%	12%	12%	12%	17%	25%	15%	11%	18%	13%
Industry and manufacturing	36%	29%	30%	36%	34%	40%	45%	36%	37%	38%	33%	36%	37%	36%	29%	36%	39%	32%
Plastics and recycling	54%	49%	41%	51%	54%	66%	64%	50%	54%	58%	56%	56%	52%	54%	51%	60%	53%	58%
Construction	15%	16%	18%	19%	13%	14%	10%	15%	15%	17%	13%	15%	16%	14%	14%	15%	14%	13%
Electricity and power sources	39%	40%	35%	40%	41%	39%	38%	40%	44%	34%	37%	37%	42%	21%	42%	38%	37%	49%
None of the above	3%	1%	3%	4%	3%	2%	3%	3%	2%	2%	3%	2%	3%	4%	4%	2%	3%	4%
Don't Know	5%	6%	8%	4%	8%	4%	3%	3%	5%	6%	8%	4%	4%	4%	8%	9%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(92.B) In your view, what are the most important areas to prioritise when trying to make the UK more environmentally friendly? Please select up to three

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Heating in homes	26%	32%	22%	22%	30%	24%	21%	28%	29%	29%	23%	19%	24%	21%	24%	32%	28%	36%
International shipping and plane travel	26%	20%	28%	25%	26%	28%	27%	21%	19%	30%	28%	28%	42%	24%	21%	27%	29%	17%
Road transport and cars	37%	31%	38%	41%	37%	43%	35%	38%	41%	37%	34%	39%	26%	35%	38%	36%	40%	39%
Meat, fish and dairy consumption	14%	19%	12%	17%	13%	7%	16%	9%	12%	17%	16%	14%	9%	13%	15%	16%	21%	14%
Industry and manufacturing	36%	29%	41%	36%	36%	36%	40%	36%	29%	34%	41%	30%	47%	34%	36%	36%	35%	26%
Plastics and recycling	54%	47%	58%	61%	56%	56%	52%	58%	53%	55%	49%	63%	48%	59%	49%	52%	44%	51%
Construction	15%	15%	16%	10%	15%	20%	11%	19%	19%	12%	15%	13%	19%	13%	16%	14%	20%	33%
Electricity and power sources	39%	34%	41%	44%	34%	38%	41%	37%	41%	43%	34%	41%	44%	38%	41%	41%	33%	32%
None of the above	3%	4%	3%	2%	3%	2%	2%	3%	5%	0%	6%	0%	3%	3%	2%	3%	2%	8%
Don't Know	5%	6%	5%	4%	5%	4%	6%	7%	6%	5%	7%	8%	0%	7%	7%	4%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(92.C) In your view, what are the most important areas to prioritise when trying to make the UK more environmentally friendly? 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Heating in homes	26%	18%	21%	25%	25%	27%	27%	22%	26%	28%	22%	29%	29%	28%	25%	32%	38%
International shipping and plane travel	26%	14%	23%	33%	30%	32%	24%	25%	30%	27%	23%	21%	18%	21%	25%	30%	17%
Road transport and cars	37%	39%	29%	34%	35%	38%	39%	36%	39%	38%	42%	36%	45%	31%	37%	37%	35%
Meat, fish and dairy consumption	14%	19%	22%	14%	12%	12%	14%	10%	12%	14%	11%	21%	19%	15%	10%	31%	22%
Industry and manufacturing	36%	30%	31%	38%	36%	38%	39%	43%	39%	23%	37%	27%	43%	48%	38%	32%	33%
Plastics and recycling	54%	35%	51%	59%	54%	54%	64%	52%	55%	61%	56%	52%	41%	50%	46%	42%	38%
Construction	15%	11%	13%	16%	13%	12%	16%	16%	16%	13%	17%	20%	14%	16%	16%	20%	23%
Electricity and power sources	39%	39%	34%	34%	40%	38%	37%	46%	44%	43%	34%	45%	46%	38%	42%	30%	34%
None of the above	3%	8%	4%	2%	1%	2%	1%	3%	1%	4%	4%	3%	5%	6%	3%	0%	1%
Don't Know	5%	10%	9%	5%	8%	5%	3%	5%	4%	2%	5%	5%	3%	5%	5%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(92.D) In your view, what are the most important areas to prioritise when trying to make the UK more environmentally friendly? Please select up to three

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Heating in homes	26%	27%	25%	25%	27%	27%	23%	31%	34%	26%	24%	31%	24%	23%	25%	27%	26%
International shipping and plane travel	26%	25%	27%	26%	29%	20%	27%	25%	27%	23%	20%	19%	28%	21%	28%	32%	35%
Road transport and cars	37%	38%	36%	35%	40%	29%	37%	39%	40%	35%	30%	33%	41%	34%	38%	36%	35%
Meat, fish and dairy consumption	14%	12%	16%	10%	17%	14%	11%	19%	14%	11%	12%	19%	14%	14%	13%	12%	14%
Industry and manufacturing	36%	37%	36%	36%	37%	33%	40%	33%	37%	27%	33%	32%	38%	39%	35%	41%	31%
Plastics and recycling	54%	46%	62%	58%	51%	56%	56%	51%	56%	58%	60%	47%	55%	47%	59%	60%	66%
Construction	15%	17%	13%	16%	15%	14%	17%	14%	18%	9%	11%	18%	13%	16%	14%	14%	13%
Electricity and power sources	39%	40%	37%	39%	38%	39%	39%	36%	40%	47%	38%	35%	39%	40%	39%	42%	36%
None of the above	3%	3%	2%	4%	2%	3%	3%	2%	1%	3%	4%	3%	3%	6%	2%	1%	1%
Don't Know	5%	5%	6%	4%	4%	12%	3%	4%	2%	3%	15%	6%	5%	5%	5%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(93.A) Which of the following changes would you be willing to make in your own life to help tackle climate change, if any? Please select all which apply

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Changing the heating in my home to an air-source heat pump	31%	33%	31%	34%	30%	31%	29%	36%	33%	28%	26%	32%	32%	29%	29%	27%	35%	21%
Installing solar panels in my home	35%	42%	36%	35%	34%	37%	29%	41%	35%	33%	30%	33%	39%	36%	35%	24%	40%	35%
Reducing the amount I fly	26%	22%	27%	25%	26%	25%	29%	26%	29%	24%	23%	28%	23%	17%	25%	19%	26%	34%
Cycling more often	22%	28%	26%	30%	20%	18%	10%	24%	22%	23%	19%	20%	23%	25%	24%	23%	23%	14%
Using public transport more often	28%	33%	23%	27%	27%	25%	33%	28%	31%	24%	29%	29%	24%	40%	30%	26%	33%	33%
Getting an electric car	33%	36%	36%	37%	29%	36%	29%	45%	32%	32%	24%	35%	42%	46%	24%	23%	29%	18%
Reducing the amount of meat I eat	31%	30%	29%	32%	36%	31%	28%	31%	33%	29%	29%	28%	32%	37%	37%	30%	33%	28%
Reducing the amount of dairy I eat	21%	21%	25%	23%	21%	20%	17%	24%	21%	18%	20%	22%	20%	25%	23%	17%	24%	16%
Increasing the amount of recycling I do	53%	43%	46%	57%	53%	60%	58%	52%	54%	52%	55%	54%	54%	43%	50%	47%	56%	53%
None of the above	7%	1%	4%	5%	10%	9%	12%	5%	7%	8%	9%	8%	6%	4%	8%	11%	6%	7%
Don't Know	5%	6%	6%	4%	7%	5%	4%	4%	7%	6%	5%	5%	4%	4%	7%	5%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(93.B) Which of the following changes would you be willing to make in your own life to help tackle climate change, if any? Please select all which apply

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Changing the heating in my home to an air-source heat pump	31%	31%	31%	33%	25%	25%	29%	33%	27%	41%	29%	33%	38%	24%	32%	36%	37%	38%
Installing solar panels in my home	35%	33%	33%	33%	35%	39%	37%	38%	32%	35%	28%	40%	55%	28%	38%	38%	39%	43%
Reducing the amount I fly	26%	24%	27%	30%	24%	18%	26%	22%	30%	29%	32%	20%	24%	24%	28%	28%	28%	28%
Cycling more often	22%	26%	20%	19%	25%	24%	18%	18%	29%	24%	23%	13%	12%	18%	23%	25%	24%	23%
Using public transport more often	28%	33%	29%	28%	22%	27%	22%	21%	28%	35%	33%	26%	25%	27%	27%	30%	32%	35%
Getting an electric car	33%	33%	31%	32%	29%	36%	36%	31%	33%	36%	30%	38%	46%	26%	33%	38%	39%	61%
Reducing the amount of meat I eat	31%	29%	30%	33%	38%	24%	31%	26%	24%	36%	37%	28%	20%	22%	32%	37%	36%	26%
Reducing the amount of dairy I eat	21%	19%	19%	24%	17%	17%	23%	22%	16%	28%	24%	19%	21%	19%	21%	23%	27%	22%
Increasing the amount of recycling I do	53%	38%	54%	57%	57%	51%	56%	49%	57%	62%	56%	57%	53%	53%	53%	57%	44%	45%
None of the above	7%	6%	9%	5%	9%	9%	3%	11%	8%	6%	10%	7%	3%	11%	6%	6%	2%	4%
Don't Know	5%	5%	7%	7%	4%	5%	3%	7%	7%	3%	6%	10%	0%	6%	6%	5%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(93.C) Which of the following changes would you be willing to make in your own life to help tackle climate change, if any? Please select all 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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Changing the heating in my home to an air-source heat pump	31%	26%	22%	28%	27%	27%	26%	37%	37%	32%	40%	42%	37%	30%	38%	36%	39%
Installing solar panels in my home	35%	14%	33%	29%	30%	32%	34%	39%	47%	36%	45%	33%	33%	45%	52%	41%	43%
Reducing the amount I fly	26%	10%	22%	26%	28%	25%	27%	32%	27%	27%	28%	22%	31%	17%	28%	19%	29%
Cycling more often	22%	22%	21%	21%	19%	19%	20%	24%	24%	20%	27%	20%	28%	20%	34%	35%	29%
Using public transport more often	28%	28%	29%	29%	32%	30%	26%	28%	28%	24%	24%	28%	30%	33%	30%	22%	21%
Getting an electric car	33%	29%	23%	28%	22%	29%	32%	43%	42%	37%	51%	48%	43%	37%	55%	35%	39%
Reducing the amount of meat I eat	31%	47%	29%	30%	28%	30%	32%	33%	34%	30%	26%	34%	34%	34%	30%	31%	25%
Reducing the amount of dairy I eat	21%	19%	24%	21%	23%	17%	18%	24%	23%	20%	18%	23%	23%	18%	20%	23%	32%
Increasing the amount of recycling I do	53%	52%	45%	50%	53%	57%	54%	54%	60%	54%	60%	54%	46%	51%	62%	46%	37%
None of the above	7%	3%	8%	12%	11%	7%	6%	6%	4%	8%	6%	2%	5%	8%	0%	10%	6%
Don't Know	5%	4%	7%	3%	5%	5%	4%	4%	3%	6%	5%	2%	8%	5%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(93.D) Which of the following changes would you be willing to make in your own life to help tackle climate change, if any? Please select all which apply

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Changing the heating in my home to an air-source heat pump	31%	34%	29%	28%	35%	27%	28%	36%	37%	42%	30%	32%	32%	29%	30%	29%	33%
Installing solar panels in my home	35%	38%	32%	30%	40%	30%	31%	39%	42%	40%	35%	34%	37%	33%	34%	35%	36%
Reducing the amount I fly	26%	26%	26%	24%	30%	20%	24%	26%	34%	25%	22%	23%	29%	26%	24%	25%	26%
Cycling more often	22%	25%	18%	18%	24%	20%	19%	22%	29%	23%	17%	26%	22%	24%	19%	15%	19%
Using public transport more often	28%	29%	27%	23%	34%	24%	23%	35%	30%	17%	23%	30%	34%	28%	27%	18%	20%
Getting an electric car	33%	38%	29%	30%	37%	28%	33%	36%	37%	30%	28%	33%	34%	34%	31%	36%	35%
Reducing the amount of meat I eat	31%	26%	35%	25%	36%	31%	25%	36%	41%	23%	29%	31%	34%	31%	27%	31%	29%
Reducing the amount of dairy I eat	21%	18%	24%	17%	26%	18%	17%	27%	24%	18%	17%	23%	22%	20%	21%	20%	15%
Increasing the amount of recycling I do	53%	48%	58%	53%	53%	51%	52%	50%	62%	32%	55%	39%	57%	52%	56%	59%	64%
None of the above	7%	7%	8%	12%	4%	4%	11%	3%	2%	13%	9%	6%	7%	7%	8%	8%	8%
Don't Know	5%	5%	5%	4%	4%	14%	4%	4%	2%	3%	11%	5%	5%	6%	5%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(94.A) Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets no matter what we do

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Agree	16%	14%	18%	21%	14%	14%	17%	20%	14%	15%	16%	19%	13%	11%	13%	19%	17%	12%
Agree	34%	30%	32%	31%	32%	36%	41%	31%	37%	33%	35%	38%	34%	32%	36%	24%	31%	22%
Neither Agree nor Disagree	29%	26%	27%	30%	32%	29%	27%	25%	28%	31%	30%	25%	28%	24%	33%	35%	31%	35%
Disagree	14%	20%	16%	12%	13%	14%	9%	17%	13%	15%	10%	12%	18%	22%	10%	16%	11%	23%
Strongly Disagree	2%	4%	3%	2%	1%	1%	2%	3%	2%	1%	2%	1%	3%	0%	2%	3%	3%	5%
Don't Know	5%	5%	5%	5%	8%	5%	4%	4%	6%	5%	6%	5%	5%	11%	6%	3%	6%	4%
Total Agree:	50%	45%	49%	52%	46%	50%	58%	51%	51%	47%	51%	57%	47%	43%	49%	43%	49%	34%
Total Disagree:	16%	24%	19%	14%	15%	15%	11%	20%	15%	16%	12%	13%	21%	22%	12%	19%	14%	27%
Net:	34%	21%	30%	38%	31%	34%	47%	32%	36%	31%	39%	44%	26%	22%	37%	25%	34%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(94.B) Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets no matter what we do

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Agree	16%	23%	13%	14%	14%	19%	20%	18%	18%	16%	14%	11%	12%	15%	13%	18%	23%	19%
Agree	34%	26%	39%	36%	37%	37%	29%	29%	35%	31%	36%	47%	41%	36%	32%	32%	34%	32%
Neither Agree nor Disagree	29%	27%	26%	31%	31%	25%	34%	30%	27%	26%	30%	25%	29%	31%	31%	24%	27%	24%
Disagree	14%	17%	15%	13%	11%	13%	9%	13%	14%	16%	15%	11%	15%	11%	17%	17%	12%	19%
Strongly Disagree	2%	3%	2%	1%	1%	2%	1%	3%	1%	4%	2%	1%	0%	1%	1%	4%	2%	0%
Don't Know	5%	3%	5%	5%	7%	5%	7%	7%	5%	7%	3%	6%	3%	7%	4%	5%	3%	7%
Total Agree:	50%	49%	52%	50%	51%	55%	49%	46%	53%	46%	50%	57%	53%	50%	46%	50%	57%	51%
Total Disagree:	16%	20%	17%	14%	11%	15%	10%	16%	15%	21%	17%	12%	15%	12%	19%	21%	14%	19%
Net:	34%	29%	35%	35%	39%	40%	39%	30%	38%	26%	32%	46%	37%	38%	27%	28%	43%	33%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(94.C) Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets no matter what we do

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Agree	16%	20%	18%	14%	19%	13%	13%	16%	14%	15%	13%	17%	25%	22%	14%	21%	30%
Agree	34%	7%	36%	33%	30%	39%	38%	37%	41%	34%	27%	28%	31%	40%	38%	37%	32%
Neither Agree nor Disagree	29%	46%	28%	30%	29%	30%	35%	25%	17%	23%	34%	34%	22%	22%	24%	29%	18%
Disagree	14%	18%	10%	15%	15%	11%	9%	14%	18%	21%	21%	13%	15%	12%	16%	10%	14%
Strongly Disagree	2%	0%	1%	3%	0%	3%	2%	3%	3%	4%	1%	2%	3%	0%	6%	0%	4%
Don't Know	5%	10%	7%	6%	6%	3%	2%	4%	5%	3%	4%	6%	4%	4%	2%	3%	2%
Total Agree:	50%	26%	53%	46%	49%	52%	51%	54%	56%	49%	40%	45%	56%	62%	52%	58%	62%
Total Disagree:	16%	18%	11%	18%	15%	14%	12%	17%	21%	25%	22%	15%	18%	12%	22%	10%	17%
Net:	34%	8%	42%	28%	34%	39%	39%	36%	35%	24%	18%	31%	37%	50%	30%	48%	45%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(94.D) Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets no matter what we do

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Agree	16%	20%	13%	19%	15%	14%	19%	14%	19%	20%	12%	24%	16%	16%	12%	12%	14%
Agree	34%	33%	35%	35%	37%	20%	35%	38%	39%	36%	23%	29%	31%	34%	39%	38%	38%
Neither Agree nor Disagree	29%	26%	31%	29%	27%	36%	30%	25%	21%	19%	33%	27%	31%	27%	28%	30%	29%
Disagree	14%	14%	13%	10%	15%	16%	10%	15%	15%	13%	16%	14%	13%	14%	13%	16%	14%
Strongly Disagree	2%	2%	2%	2%	2%	2%	2%	2%	1%	6%	1%	3%	2%	3%	2%	0%	2%
Don't Know	5%	4%	6%	5%	4%	12%	3%	5%	5%	6%	14%	4%	6%	5%	6%	4%	4%
Total Agree:	50%	53%	47%	54%	53%	33%	54%	53%	57%	55%	35%	52%	48%	51%	51%	50%	52%
Total Disagree:	16%	17%	15%	12%	17%	18%	12%	17%	16%	19%	18%	17%	15%	17%	15%	16%	15%
Net:	34%	37%	32%	42%	35%	15%	42%	36%	41%	36%	17%	35%	33%	34%	36%	33%	37%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(95.A) Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets at the current pace, so we will need to accelerate changes to do so

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Agree	19%	18%	27%	23%	17%	16%	15%	24%	17%	18%	18%	20%	19%	25%	13%	17%	22%	23%
Agree	42%	49%	38%	40%	41%	40%	42%	40%	45%	38%	43%	40%	43%	54%	46%	44%	39%	40%
Neither Agree nor Disagree	24%	19%	23%	24%	25%	25%	27%	23%	21%	28%	24%	25%	22%	13%	26%	29%	23%	21%
Disagree	7%	7%	6%	6%	5%	10%	7%	6%	8%	7%	7%	7%	7%	0%	6%	4%	8%	8%
Strongly Disagree	3%	1%	2%	3%	4%	3%	4%	3%	3%	3%	2%	3%	3%	0%	3%	2%	3%	4%
Don't Know	5%	5%	4%	3%	8%	6%	5%	4%	6%	6%	5%	5%	5%	8%	7%	4%	5%	3%
Total Agree:	61%	68%	65%	63%	58%	56%	57%	64%	62%	56%	61%	60%	62%	79%	58%	61%	61%	63%
Total Disagree:	10%	8%	9%	10%	9%	13%	11%	9%	11%	10%	9%	10%	10%	0%	9%	6%	11%	13%
Net:	51%	59%	56%	54%	49%	44%	46%	55%	50%	47%	52%	50%	52%	79%	49%	54%	50%	51%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(95.B) Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets at the current pace, so we will need to accelerate changes to do so

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Agree	19%	28%	16%	15%	20%	18%	23%	13%	17%	20%	19%	16%	19%	16%	17%	21%	26%	34%
Agree	42%	39%	44%	44%	43%	39%	36%	39%	37%	45%	39%	50%	52%	41%	40%	45%	40%	39%
Neither Agree nor Disagree	24%	20%	24%	31%	25%	27%	25%	25%	29%	20%	27%	21%	17%	27%	28%	20%	20%	14%
Disagree	7%	6%	8%	5%	4%	9%	7%	10%	7%	8%	5%	7%	3%	8%	6%	6%	6%	4%
Strongly Disagree	3%	3%	3%	2%	4%	2%	2%	4%	6%	3%	3%	1%	6%	3%	2%	3%	5%	6%
Don't Know	5%	4%	5%	4%	5%	6%	6%	9%	4%	5%	7%	5%	3%	6%	6%	5%	3%	4%
Total Agree:	61%	67%	60%	59%	63%	57%	59%	52%	55%	65%	58%	67%	71%	56%	57%	67%	67%	73%
Total Disagree:	10%	9%	11%	7%	8%	11%	9%	14%	13%	11%	8%	8%	9%	11%	8%	8%	11%	10%
Net:	51%	58%	49%	52%	55%	45%	50%	38%	42%	54%	49%	59%	62%	45%	50%	58%	56%	63%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(95.C) Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets at the current pace, so we will need to accelerate changes to do so

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Agree	19%	20%	18%	15%	16%	16%	17%	23%	18%	20%	19%	22%	31%	22%	25%	26%	39%
Agree	42%	39%	36%	42%	43%	48%	43%	44%	43%	41%	34%	35%	41%	48%	51%	49%	31%
Neither Agree nor Disagree	24%	30%	27%	25%	25%	24%	24%	21%	21%	27%	30%	30%	14%	17%	18%	16%	14%
Disagree	7%	4%	7%	9%	9%	7%	7%	7%	9%	5%	8%	5%	1%	6%	7%	3%	5%
Strongly Disagree	3%	0%	4%	5%	1%	1%	4%	2%	1%	5%	3%	4%	5%	4%	0%	0%	7%
Don't Know	5%	6%	8%	4%	6%	4%	5%	3%	8%	2%	5%	4%	7%	4%	0%	6%	5%
Total Agree:	61%	59%	54%	57%	59%	64%	59%	67%	61%	61%	53%	57%	73%	69%	75%	75%	70%
Total Disagree:	10%	4%	11%	14%	10%	8%	12%	9%	11%	10%	12%	9%	6%	10%	7%	3%	11%
Net:	51%	55%	44%	43%	49%	56%	48%	58%	50%	51%	41%	48%	67%	59%	68%	73%	58%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(95.D) Do you agree or disagree with the following:: It is unlikely that the UK will hit its environmental targets at the current pace, so we will need to accelerate changes to do so

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Agree	19%	21%	18%	16%	23%	17%	15%	24%	22%	18%	15%	26%	19%	17%	14%	15%	23%
Agree	42%	41%	42%	38%	45%	38%	39%	47%	46%	37%	39%	41%	42%	43%	40%	43%	44%
Neither Agree nor Disagree	24%	22%	26%	26%	21%	26%	28%	19%	18%	16%	30%	19%	24%	26%	27%	26%	21%
Disagree	7%	8%	5%	9%	5%	7%	9%	4%	9%	9%	5%	5%	7%	7%	8%	9%	6%
Strongly Disagree	3%	4%	2%	5%	2%	1%	5%	2%	1%	17%	1%	3%	3%	2%	5%	2%	2%
Don't Know	5%	4%	6%	5%	4%	10%	4%	3%	4%	3%	11%	5%	5%	6%	6%	5%	5%
Total Agree:	61%	62%	60%	55%	67%	55%	54%	71%	68%	55%	54%	67%	61%	60%	54%	58%	66%
Total Disagree:	10%	12%	7%	14%	8%	8%	14%	6%	9%	26%	6%	8%	10%	8%	13%	11%	8%
Net:	51%	49%	53%	41%	60%	47%	40%	65%	58%	29%	48%	59%	52%	52%	42%	47%	59%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(96.A) Do you agree or disagree with the following:: Being environmentally friendly is currently too expensive for most people without help from the Government

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Agree	27%	26%	30%	29%	31%	21%	23%	28%	26%	26%	28%	25%	27%	43%	28%	29%	27%	35%
Agree	40%	39%	41%	41%	35%	40%	40%	40%	42%	38%	37%	41%	43%	30%	30%	35%	43%	28%
Neither Agree nor Disagree	21%	23%	19%	18%	21%	19%	24%	18%	19%	25%	22%	22%	17%	10%	27%	26%	18%	19%
Disagree	7%	7%	6%	6%	5%	12%	9%	9%	7%	6%	8%	7%	8%	3%	10%	7%	6%	13%
Strongly Disagree	2%	2%	1%	2%	2%	3%	3%	2%	3%	2%	1%	2%	2%	3%	1%	1%	3%	1%
Don't Know	3%	5%	3%	3%	5%	5%	1%	2%	3%	3%	4%	3%	3%	11%	4%	2%	4%	4%
Total Agree:	66%	65%	71%	71%	66%	60%	64%	68%	68%	64%	65%	66%	70%	73%	58%	64%	69%	63%
Total Disagree:	9%	8%	7%	8%	8%	15%	11%	11%	10%	8%	9%	9%	10%	7%	11%	8%	9%	14%
Net:	57%	56%	65%	63%	59%	45%	53%	57%	58%	56%	56%	57%	60%	66%	47%	55%	60%	49%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(96.B) Do you agree or disagree with the following:: Being environmentally friendly is currently too expensive for most people without help from the Government

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Agree	27%	32%	24%	18%	27%	27%	25%	31%	27%	28%	25%	26%	35%	25%	26%	29%	28%	30%
Agree	40%	38%	42%	45%	43%	38%	41%	36%	35%	39%	36%	36%	44%	35%	40%	42%	40%	30%
Neither Agree nor Disagree	21%	17%	21%	23%	21%	19%	20%	21%	30%	25%	23%	21%	9%	26%	21%	16%	22%	19%
Disagree	7%	7%	9%	10%	7%	9%	10%	4%	4%	5%	8%	8%	5%	7%	8%	9%	6%	14%
Strongly Disagree	2%	3%	1%	2%	1%	3%	2%	2%	1%	1%	2%	3%	3%	2%	3%	1%	2%	2%
Don't Know	3%	3%	3%	2%	2%	3%	3%	7%	2%	3%	6%	6%	3%	5%	2%	4%	2%	4%
Total Agree:	66%	70%	66%	63%	69%	66%	66%	67%	63%	67%	61%	62%	79%	61%	66%	70%	68%	60%
Total Disagree:	9%	10%	10%	12%	8%	12%	12%	6%	5%	6%	11%	11%	9%	9%	11%	10%	8%	17%
Net:	57%	60%	56%	51%	62%	54%	54%	61%	57%	60%	50%	51%	70%	52%	55%	60%	60%	43%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(96.C) Do you agree or disagree with the following:: Being environmentally friendly is currently too expensive for most people without help from the Government

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Agree	27%	13%	31%	26%	28%	32%	23%	26%	30%	24%	26%	25%	35%	28%	25%	17%	38%
Agree	40%	44%	33%	30%	39%	38%	46%	40%	43%	42%	44%	39%	38%	53%	52%	51%	22%
Neither Agree nor Disagree	21%	33%	23%	25%	21%	20%	22%	22%	15%	21%	17%	26%	14%	6%	13%	22%	19%
Disagree	7%	0%	7%	11%	7%	8%	4%	6%	8%	10%	6%	5%	7%	6%	7%	4%	12%
Strongly Disagree	2%	7%	1%	3%	3%	1%	1%	3%	2%	1%	1%	1%	3%	5%	0%	4%	4%
Don't Know	3%	3%	5%	4%	2%	2%	3%	3%	2%	2%	5%	3%	3%	2%	2%	3%	4%
Total Agree:	66%	56%	64%	56%	67%	69%	69%	66%	73%	67%	70%	65%	73%	81%	78%	67%	60%
Total Disagree:	9%	7%	8%	15%	10%	9%	6%	9%	11%	11%	7%	6%	10%	11%	7%	8%	17%
Net:	57%	49%	56%	42%	57%	60%	64%	56%	62%	56%	63%	59%	63%	70%	71%	59%	43%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(96.D) Do you agree or disagree with the following:: Being environmentally friendly is currently too expensive for most people without help from the Government

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Agree	27%	29%	24%	26%	27%	29%	27%	26%	23%	42%	31%	33%	28%	24%	25%	24%	21%
Agree	40%	39%	40%	41%	39%	34%	41%	40%	48%	26%	34%	36%	40%	42%	39%	46%	36%
Neither Agree nor Disagree	21%	20%	22%	19%	22%	22%	20%	21%	19%	23%	21%	21%	19%	22%	22%	20%	23%
Disagree	7%	7%	8%	8%	8%	6%	7%	9%	7%	9%	6%	6%	7%	7%	9%	6%	10%
Strongly Disagree	2%	2%	2%	2%	2%	0%	3%	2%	1%	0%	0%	1%	3%	2%	1%	1%	4%
Don't Know	3%	3%	4%	3%	3%	8%	2%	3%	1%	0%	8%	3%	3%	3%	4%	3%	6%
Total Agree:	66%	68%	64%	67%	66%	64%	68%	65%	71%	68%	65%	69%	68%	66%	64%	70%	56%
Total Disagree:	9%	9%	10%	10%	10%	6%	10%	11%	8%	9%	7%	7%	10%	9%	10%	7%	15%
Net:	57%	59%	54%	57%	56%	58%	58%	54%	63%	59%	58%	62%	57%	57%	53%	63%	42%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(97.A) Do you agree or disagree with the following:: We should prioritise the economy over the environment

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Agree	14%	12%	18%	16%	12%	15%	13%	18%	11%	14%	13%	15%	15%	11%	11%	14%	13%	18%
Agree	24%	28%	21%	27%	21%	18%	26%	25%	23%	24%	22%	26%	23%	29%	26%	23%	20%	16%
Neither Agree nor Disagree	31%	27%	28%	28%	33%	33%	36%	31%	29%	33%	31%	34%	29%	28%	28%	33%	28%	33%
Disagree	18%	19%	18%	17%	18%	20%	18%	13%	21%	17%	21%	15%	20%	15%	20%	19%	22%	19%
Strongly Disagree	9%	10%	11%	9%	10%	10%	6%	10%	11%	7%	8%	7%	9%	10%	11%	7%	13%	15%
Don't Know	4%	4%	3%	4%	6%	4%	2%	3%	4%	4%	4%	3%	4%	7%	4%	4%	4%	0%
Total Agree:	38%	40%	39%	43%	33%	33%	39%	43%	35%	38%	35%	40%	38%	39%	37%	37%	33%	34%
Total Disagree:	27%	29%	29%	25%	28%	30%	24%	23%	32%	25%	29%	23%	29%	25%	31%	26%	35%	33%
Net:	10%	11%	10%	17%	5%	3%	15%	20%	3%	14%	6%	18%	9%	14%	6%	11%	-2%	1%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(97.B) Do you agree or disagree with the following:: We should prioritise the economy over the environment

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Agree	14%	21%	13%	8%	11%	17%	16%	14%	16%	12%	12%	10%	19%	14%	11%	13%	23%	23%
Agree	24%	23%	26%	28%	21%	24%	27%	25%	20%	23%	19%	31%	9%	23%	24%	23%	24%	14%
Neither Agree nor Disagree	31%	28%	34%	32%	34%	29%	29%	28%	47%	31%	31%	17%	41%	35%	31%	27%	28%	37%
Disagree	18%	15%	17%	19%	21%	14%	18%	20%	8%	20%	20%	25%	20%	17%	20%	21%	14%	10%
Strongly Disagree	9%	11%	9%	10%	9%	10%	7%	5%	7%	9%	12%	12%	9%	6%	11%	12%	9%	16%
Don't Know	4%	2%	2%	3%	3%	6%	3%	7%	2%	4%	6%	5%	3%	5%	2%	4%	2%	0%
Total Agree:	38%	43%	38%	36%	32%	41%	43%	39%	36%	36%	31%	41%	27%	38%	35%	37%	48%	37%
Total Disagree:	27%	26%	25%	29%	30%	24%	26%	25%	15%	29%	32%	37%	29%	23%	32%	33%	23%	26%
Net:	10%	18%	13%	7%	2%	17%	18%	14%	21%	7%	-1%	4%	-1%	15%	3%	4%	25%	11%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(97.C) Do you agree or disagree with the following:: We should prioritise the economy over the environment

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Agree	14%	3%	16%	14%	14%	13%	10%	12%	14%	14%	13%	11%	28%	21%	18%	14%	30%
Agree	24%	18%	24%	24%	23%	22%	27%	26%	24%	22%	26%	31%	19%	21%	30%	24%	28%
Neither Agree nor Disagree	31%	29%	22%	34%	32%	34%	34%	24%	32%	36%	29%	30%	22%	30%	18%	50%	25%
Disagree	18%	19%	23%	17%	19%	19%	17%	21%	21%	14%	23%	15%	16%	15%	19%	5%	8%
Strongly Disagree	9%	20%	8%	9%	9%	10%	9%	14%	7%	11%	5%	9%	11%	9%	15%	6%	6%
Don't Know	4%	10%	6%	2%	3%	2%	4%	3%	3%	3%	4%	3%	3%	4%	0%	0%	4%
Total Agree:	38%	22%	40%	38%	37%	35%	37%	39%	37%	36%	39%	42%	47%	42%	48%	38%	58%
Total Disagree:	27%	39%	32%	26%	28%	29%	26%	34%	27%	25%	28%	24%	28%	24%	34%	11%	14%
Net:	10%	-18%	8%	12%	9%	6%	11%	4%	10%	11%	11%	18%	19%	19%	15%	27%	44%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(97.D) Do you agree or disagree with the following:: We should prioritise the economy over the environment

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Agree	14%	17%	11%	17%	14%	10%	18%	11%	12%	23%	11%	20%	14%	13%	12%	10%	13%
Agree	24%	25%	23%	28%	22%	19%	29%	24%	23%	28%	15%	25%	22%	26%	23%	24%	21%
Neither Agree nor Disagree	31%	30%	33%	33%	28%	34%	33%	28%	30%	40%	37%	26%	33%	27%	34%	36%	32%
Disagree	18%	17%	19%	15%	21%	19%	14%	20%	23%	0%	20%	16%	17%	19%	19%	23%	16%
Strongly Disagree	9%	8%	10%	6%	13%	8%	4%	14%	9%	9%	8%	8%	11%	10%	8%	5%	13%
Don't Know	4%	3%	5%	3%	3%	10%	2%	3%	3%	0%	9%	4%	4%	5%	4%	2%	5%
Total Agree:	38%	42%	33%	44%	36%	29%	47%	35%	36%	51%	26%	46%	36%	39%	35%	34%	34%
Total Disagree:	27%	25%	29%	20%	34%	27%	18%	34%	31%	9%	28%	24%	28%	30%	27%	28%	29%
Net:	10%	17%	4%	24%	2%	2%	29%	1%	4%	42%	-2%	21%	8%	9%	8%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(98.A) And finally, do you agree or disagree with the following:: I would install an air-source heat pump if it was the same price as a gas boiler

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Agree	22%	24%	27%	26%	18%	22%	17%	28%	21%	18%	21%	23%	24%	17%	19%	20%	23%	16%
Agree	38%	42%	40%	43%	40%	34%	32%	38%	42%	36%	37%	34%	41%	54%	39%	35%	44%	39%
Neither Agree nor Disagree	24%	23%	22%	21%	24%	23%	29%	22%	23%	26%	26%	24%	23%	22%	27%	27%	22%	26%
Disagree	5%	4%	4%	4%	5%	6%	8%	6%	4%	8%	4%	7%	4%	0%	4%	8%	3%	11%
Strongly Disagree	5%	2%	2%	3%	5%	6%	9%	4%	5%	6%	5%	7%	4%	0%	4%	4%	2%	4%
Don't Know	5%	4%	5%	3%	7%	7%	5%	3%	5%	6%	8%	4%	5%	8%	6%	7%	7%	4%
Total Agree:	61%	67%	67%	69%	59%	57%	49%	66%	63%	55%	58%	58%	65%	71%	59%	55%	67%	55%
Total Disagree:	10%	6%	6%	7%	10%	13%	17%	10%	9%	13%	9%	13%	7%	0%	8%	11%	5%	15%
Net:	51%	61%	61%	63%	48%	44%	32%	56%	54%	41%	50%	44%	58%	71%	50%	43%	62%	40%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(98.B) And finally, do you agree or disagree with the following:: I would install an air-source heat pump if it was the same price as a gas boiler

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Agree	22%	28%	26%	14%	17%	22%	20%	19%	22%	27%	18%	25%	24%	19%	21%	23%	31%	43%
Agree	38%	38%	33%	40%	45%	33%	44%	39%	38%	38%	33%	44%	42%	35%	40%	43%	37%	33%
Neither Agree nor Disagree	24%	23%	29%	31%	21%	23%	20%	22%	25%	21%	28%	15%	34%	26%	24%	22%	21%	23%
Disagree	5%	6%	5%	6%	6%	9%	5%	5%	6%	5%	6%	2%	0%	5%	6%	5%	5%	0%
Strongly Disagree	5%	2%	4%	4%	4%	5%	7%	7%	5%	4%	7%	7%	0%	6%	3%	3%	3%	0%
Don't Know	5%	3%	4%	5%	7%	7%	4%	7%	5%	6%	9%	7%	0%	8%	5%	4%	3%	2%
Total Agree:	61%	67%	58%	54%	62%	55%	64%	58%	60%	65%	52%	69%	66%	54%	61%	67%	68%	75%
Total Disagree:	10%	8%	9%	10%	10%	14%	12%	13%	11%	9%	12%	9%	0%	11%	10%	8%	8%	0%
Net:	51%	59%	49%	44%	53%	41%	52%	45%	49%	56%	39%	60%	66%	43%	51%	59%	60%	75%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(98.C) And finally, do you agree or disagree with the following: I would install an air-source heat pump if it was the same price as a gas boiler

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Agree	22%	12%	19%	23%	16%	18%	20%	25%	28%	21%	27%	20%	31%	32%	41%	30%	44%
Agree	38%	37%	37%	30%	43%	43%	38%	36%	37%	45%	40%	50%	36%	35%	38%	36%	26%
Neither Agree nor Disagree	24%	33%	25%	30%	24%	22%	30%	28%	19%	22%	14%	20%	14%	19%	15%	27%	22%
Disagree	5%	8%	3%	6%	7%	6%	4%	4%	5%	8%	7%	4%	7%	4%	5%	0%	3%
Strongly Disagree	5%	0%	7%	4%	5%	6%	4%	3%	6%	3%	4%	4%	7%	8%	0%	3%	1%
Don't Know	5%	10%	10%	8%	5%	5%	4%	4%	5%	2%	8%	3%	5%	2%	0%	3%	3%
Total Agree:	61%	49%	55%	52%	59%	61%	58%	61%	65%	66%	67%	69%	67%	67%	80%	66%	70%
Total Disagree:	10%	8%	10%	10%	13%	12%	7%	7%	11%	11%	11%	7%	14%	12%	5%	3%	4%
Net:	51%	41%	45%	42%	46%	48%	50%	54%	54%	55%	55%	62%	53%	55%	74%	63%	66%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(98.D) And finally, do you agree or disagree with the following:: I would install an air-source heat pump if it was the same price as a gas boiler

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Agree	22%	27%	17%	20%	26%	18%	21%	24%	24%	30%	18%	27%	21%	22%	20%	21%	21%
Agree	38%	37%	40%	35%	41%	41%	34%	45%	41%	38%	40%	38%	37%	44%	38%	37%	35%
Neither Agree nor Disagree	24%	22%	26%	26%	22%	22%	26%	21%	24%	13%	25%	23%	26%	20%	24%	25%	27%
Disagree	5%	5%	5%	7%	4%	5%	7%	5%	6%	3%	3%	4%	6%	4%	7%	7%	2%
Strongly Disagree	5%	5%	5%	7%	3%	3%	8%	2%	3%	6%	4%	3%	4%	4%	6%	4%	8%
Don't Know	5%	4%	7%	6%	4%	11%	4%	4%	3%	9%	10%	4%	5%	6%	5%	7%	7%
Total Agree:	61%	64%	57%	55%	67%	60%	55%	69%	65%	68%	57%	66%	58%	66%	58%	58%	56%
Total Disagree:	10%	10%	10%	14%	7%	8%	15%	6%	8%	9%	7%	7%	10%	9%	13%	11%	10%
Net:	51%	54%	47%	41%	59%	52%	40%	62%	57%	59%	50%	59%	48%	57%	45%	47%	47%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(99.A) And finally, do you agree or disagree with the following:: I would wait for other people to install an air-source heat pump before I trusted them

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Agree	14%	16%	19%	16%	13%	10%	12%	19%	12%	15%	11%	16%	15%	13%	15%	11%	11%	16%
Agree	35%	36%	33%	39%	33%	31%	36%	36%	37%	33%	34%	37%	38%	33%	30%	27%	29%	39%
Neither Agree nor Disagree	29%	29%	25%	29%	31%	31%	29%	24%	29%	31%	33%	26%	26%	25%	32%	37%	36%	31%
Disagree	14%	12%	15%	9%	13%	18%	15%	14%	14%	13%	12%	13%	15%	21%	14%	16%	14%	7%
Strongly Disagree	4%	3%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	3%	0%	3%	4%	4%	2%
Don't Know	4%	4%	4%	3%	6%	5%	4%	4%	5%	4%	6%	4%	2%	8%	6%	5%	6%	4%
Total Agree:	49%	52%	52%	55%	46%	41%	48%	54%	49%	48%	45%	53%	53%	47%	45%	38%	40%	55%
Total Disagree:	17%	15%	19%	12%	17%	22%	19%	18%	18%	17%	16%	17%	19%	21%	17%	20%	18%	10%
Net:	32%	38%	33%	43%	29%	18%	29%	36%	31%	30%	29%	36%	35%	26%	28%	18%	22%	45%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(99.B) And finally, do you agree or disagree with the following:: I would wait for other people to install an air-source heat pump before I trusted them

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Agree	14%	19%	12%	10%	13%	18%	25%	11%	10%	11%	11%	12%	15%	12%	13%	15%	21%	22%
Agree	35%	34%	35%	37%	34%	34%	33%	28%	43%	35%	30%	38%	53%	35%	38%	34%	37%	40%
Neither Agree nor Disagree	29%	26%	33%	33%	27%	25%	23%	33%	27%	29%	36%	28%	23%	32%	27%	28%	23%	22%
Disagree	14%	13%	14%	12%	16%	14%	11%	15%	12%	17%	12%	12%	6%	12%	15%	15%	13%	12%
Strongly Disagree	4%	5%	4%	3%	4%	5%	3%	6%	3%	4%	2%	3%	0%	3%	4%	4%	4%	0%
Don't Know	4%	3%	2%	5%	5%	4%	6%	6%	5%	4%	7%	6%	3%	5%	4%	4%	2%	4%
Total Agree:	49%	53%	47%	46%	47%	52%	58%	40%	54%	46%	42%	51%	68%	47%	51%	50%	58%	62%
Total Disagree:	17%	18%	18%	15%	20%	19%	14%	21%	15%	21%	15%	16%	6%	16%	18%	19%	17%	12%
Net:	32%	35%	29%	32%	27%	33%	44%	18%	38%	26%	27%	35%	62%	31%	32%	31%	41%	50%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(99.C) And finally, do you agree or disagree with the following:: I would wait for other people to install an air-source heat pump before I trusted them

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Agree	14%	11%	14%	10%	12%	12%	16%	17%	11%	12%	12%	17%	19%	21%	21%	28%	24%
Agree	35%	28%	32%	38%	34%	32%	32%	31%	35%	36%	43%	45%	27%	43%	28%	36%	38%
Neither Agree nor Disagree	29%	41%	29%	26%	35%	32%	32%	30%	27%	30%	24%	26%	25%	20%	15%	25%	24%
Disagree	14%	10%	10%	14%	13%	16%	16%	15%	19%	12%	13%	10%	17%	9%	26%	8%	7%
Strongly Disagree	4%	4%	6%	5%	3%	4%	1%	3%	4%	6%	3%	2%	9%	2%	10%	2%	1%
Don't Know	4%	6%	9%	5%	3%	5%	2%	4%	4%	3%	5%	1%	3%	5%	0%	0%	6%
Total Agree:	49%	39%	46%	49%	46%	44%	49%	48%	46%	48%	55%	62%	46%	64%	49%	65%	62%
Total Disagree:	17%	14%	16%	20%	16%	20%	18%	18%	23%	18%	16%	12%	26%	11%	36%	10%	8%
Net:	32%	25%	30%	29%	30%	24%	31%	31%	23%	30%	39%	50%	19%	53%	13%	55%	54%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(99.D) And finally, do you agree or disagree with the following:: I would wait for other people to install an air-source heat pump before I trusted them

	Total	Gender		EU 2016 Vote			2019					Area					
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Agree	14%	17%	12%	16%	15%	12%	16%	17%	10%	13%	10%	20%	15%	9%	13%	14%	11%
Agree	35%	33%	36%	34%	37%	29%	36%	36%	41%	35%	34%	35%	32%	41%	37%	35%	28%
Neither Agree nor Disagree	29%	29%	29%	28%	29%	31%	27%	28%	25%	25%	31%	24%	32%	30%	28%	28%	36%
Disagree	14%	13%	14%	13%	14%	13%	14%	13%	15%	8%	13%	11%	16%	10%	14%	16%	14%
Strongly Disagree	4%	4%	3%	5%	3%	4%	4%	3%	7%	13%	3%	5%	3%	5%	3%	2%	5%
Don't Know	4%	3%	6%	4%	3%	11%	3%	3%	3%	6%	9%	5%	3%	5%	5%	5%	6%
Total Agree:	49%	50%	48%	50%	51%	41%	52%	53%	51%	48%	43%	55%	46%	50%	50%	50%	39%
Total Disagree:	17%	17%	17%	18%	17%	18%	18%	16%	21%	21%	17%	16%	19%	16%	17%	18%	19%
Net:	32%	33%	31%	32%	34%	23%	34%	37%	29%	27%	27%	39%	28%	34%	32%	32%	21%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(100.A) And finally, do you agree or disagree with the following:: If an air-source heat pump significantly reduced my own emissions, I would install one

	Total	Age						Social Grade				Tenure						
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Owned outright	Owned with a mortgage or loan	Shared ownership	Rented from the council	Rented from a housing association	Privately rented	Rent free
Unweighted	2012	302	297	345	350	290	428	527	503	458	517	796	472	28	157	158	307	68
Weighted	2012	290	341	341	341	281	418	541	521	441	502	790	487	28	154	150	308	69
Strongly Agree	18%	27%	30%	20%	11%	12%	10%	23%	15%	16%	17%	17%	19%	28%	19%	18%	19%	10%
Agree	37%	39%	37%	41%	40%	34%	33%	37%	42%	34%	35%	36%	41%	39%	31%	32%	39%	42%
Neither Agree nor Disagree	30%	22%	24%	28%	30%	35%	36%	27%	28%	32%	31%	30%	26%	25%	33%	33%	30%	35%
Disagree	5%	5%	4%	5%	5%	7%	6%	7%	5%	6%	3%	6%	5%	0%	5%	7%	2%	9%
Strongly Disagree	5%	2%	2%	3%	6%	5%	10%	3%	5%	5%	7%	7%	3%	0%	5%	5%	4%	3%
Don't Know	5%	4%	3%	3%	8%	6%	6%	4%	4%	6%	6%	4%	5%	8%	7%	5%	5%	1%
Total Agree:	55%	67%	67%	61%	51%	46%	42%	59%	57%	50%	52%	53%	60%	67%	50%	50%	58%	52%
Total Disagree:	10%	6%	6%	8%	12%	12%	16%	10%	10%	11%	10%	13%	9%	0%	10%	12%	7%	12%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(100.B) And finally, do you agree or disagree with the following:: If an air-source heat pump significantly reduced my own emissions, I would install one

	Total	Region											Education					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree	University Postgraduate Degree	Doctorate
Unweighted	2012	313	287	164	182	144	176	167	81	216	162	86	34	456	338	467	224	45
Weighted	2012	282	262	161	181	141	181	161	80	221	181	101	60	450	337	480	227	41
Strongly Agree	18%	29%	14%	11%	15%	13%	19%	19%	18%	19%	15%	19%	17%	13%	19%	19%	29%	48%
Agree	37%	34%	36%	36%	42%	39%	41%	35%	30%	37%	33%	41%	55%	34%	38%	40%	39%	33%
Neither Agree nor Disagree	30%	26%	36%	37%	26%	29%	25%	26%	40%	30%	32%	23%	22%	34%	31%	29%	21%	13%
Disagree	5%	5%	5%	6%	9%	6%	5%	4%	2%	7%	6%	2%	0%	5%	5%	5%	3%	2%
Strongly Disagree	5%	3%	5%	3%	3%	7%	4%	7%	6%	4%	6%	9%	6%	8%	4%	3%	3%	2%
Don't Know	5%	4%	3%	6%	6%	6%	5%	9%	3%	4%	8%	5%	0%	6%	4%	3%	4%	2%
Total Agree:	55%	63%	50%	48%	56%	52%	61%	54%	49%	56%	48%	60%	72%	46%	57%	59%	68%	81%
Total Disagree:	10%	8%	10%	9%	12%	13%	10%	11%	8%	11%	12%	11%	6%	13%	9%	9%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(100.C) And finally, do you agree or disagree with the following:: If an air-source heat pump significantly reduced my own emissions, I would install one

	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	2012	28	153	197	198	200	192	176	132	116	93	106	74	57	40	39	72
Weighted	2012	28	146	191	200	206	193	181	131	118	91	113	78	57	39	37	68
Strongly Agree	18%	11%	20%	16%	15%	13%	16%	19%	16%	18%	21%	18%	24%	22%	40%	19%	41%
Agree	37%	39%	32%	33%	33%	41%	32%	42%	41%	42%	41%	53%	31%	40%	35%	45%	30%
Neither Agree nor Disagree	30%	39%	26%	33%	36%	29%	39%	28%	27%	29%	23%	21%	22%	28%	20%	22%	17%
Disagree	5%	3%	6%	5%	6%	6%	7%	4%	6%	5%	4%	3%	9%	4%	2%	8%	8%
Strongly Disagree	5%	0%	8%	9%	6%	5%	3%	4%	6%	2%	6%	4%	11%	3%	0%	3%	0%
Don't Know	5%	7%	9%	4%	5%	6%	3%	3%	4%	3%	5%	3%	5%	2%	4%	3%	3%
Total Agree:	55%	50%	52%	49%	48%	54%	48%	61%	57%	60%	61%	71%	54%	62%	74%	64%	72%
Total Disagree:	10%	3%	14%	13%	11%	12%	9%	8%	11%	7%	10%	6%	19%	7%	2%	12%	8%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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

(100.D) And finally, do you agree or disagree with the following:: If an air-source heat pump significantly reduced my own emissions, I would install one

	Total	Gender		EU 2016 Vote			2019				Area						
		Male	Female	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	
Unweighted	2012	966	1031	807	843	220	790	531	154	29	223	433	532	278	400	224	142
Weighted	2012	986	1011	800	857	218	780	528	151	30	223	428	528	279	405	224	146
Strongly Agree	18%	21%	15%	16%	21%	12%	16%	22%	18%	29%	12%	29%	15%	18%	15%	10%	15%
Agree	37%	37%	37%	33%	40%	37%	34%	43%	38%	32%	33%	34%	38%	43%	35%	38%	38%
Neither Agree nor Disagree	30%	28%	31%	31%	28%	32%	31%	24%	34%	10%	36%	25%	31%	25%	32%	36%	28%
Disagree	5%	5%	6%	7%	4%	6%	8%	4%	4%	7%	4%	5%	4%	4%	7%	7%	6%
Strongly Disagree	5%	5%	5%	8%	3%	3%	7%	3%	2%	13%	4%	4%	5%	6%	6%	4%	5%
Don't Know	5%	4%	6%	5%	3%	10%	4%	3%	4%	10%	10%	4%	6%	3%	5%	6%	7%
Total Agree:	55%	58%	52%	49%	62%	49%	50%	65%	56%	61%	45%	63%	53%	62%	50%	47%	53%
Total Disagree:	10%	10%	10%	15%	7%	10%	15%	7%	6%	19%	8%	8%	9%	10%	13%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 2nd Aug - 10th Aug 2021

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