BEIS Public Attitudes Tracker: Heat and Energy in the Home Winter 2021, UK

31 March 2022 – Revised May 2022 **Official Statistics**

This report covers the results of questions on heating and energy usage in homes asked in the Autumn and Winter 2021 waves of the BEIS Public Attitude Tracker. It covers the quarterly questions on awareness of changes required in the way homes are heated to reach Net Zero, and awareness of low carbon heating. It also covers the annual questions asked in Winter 2021. These questions cover how homes are heated and cooled, attitudes towards heat use in the home, specific low carbon heating methods and replacing existing systems, efficiency of homes and Energy Performance Certificates (EPCs).

What you need to know about these statistics: These results from the BEIS Public Attitudes Tracker (PAT) were collected using the Address Based Online Surveying (ABOS) methodology introduced in Autumn 2021, which uses random probability sampling. The results should not be compared with previous PAT surveys, which used different data collection methods. For details, see the Technical Overview.

Revision: After the publication of the Winter 2021 report, some minor errors were discovered. Following investigation of these, we have decided to change the base for some analyses. This affects the section on likelihood of installing low carbon heating systems and the section on replacing heating systems. In addition, two errors in Figure 6.3 on barriers to installing insulation have been corrected. More details on these changes are set out in the accompanying Revision Note.

The table below shows the topics covered in this report and when these questions were included in the BEIS Public Attitude Tracker. Links are included to the findings for each topic within this report.

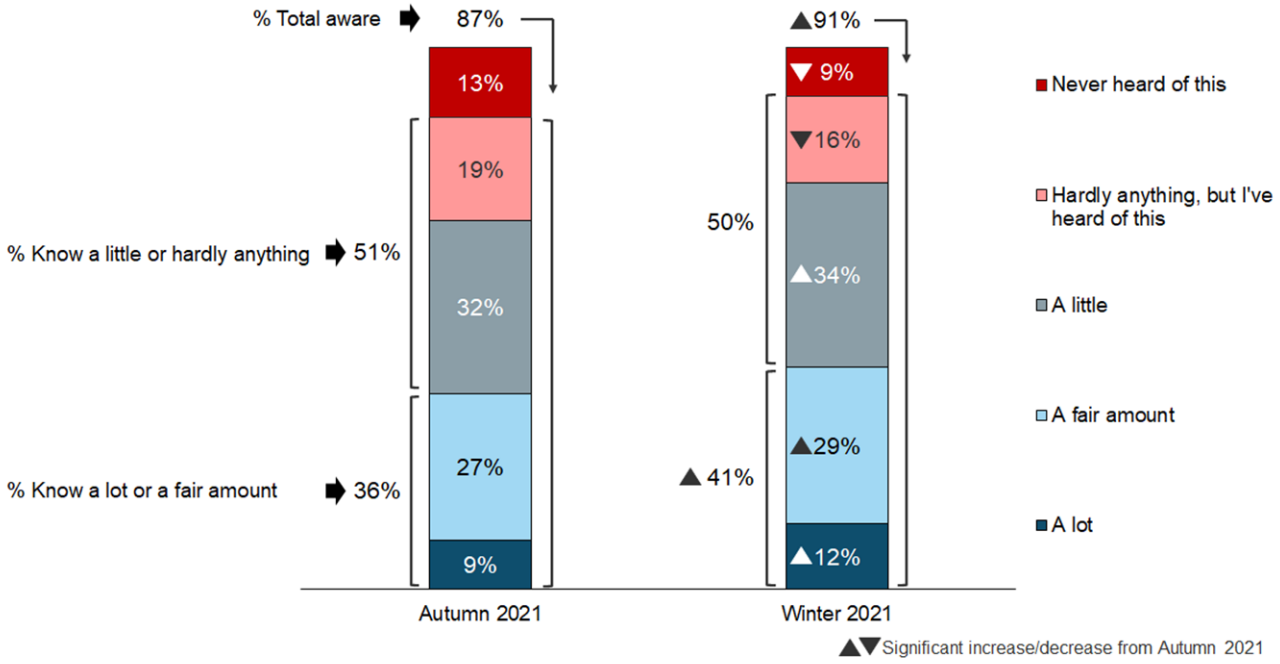
Topic	When included	Link to findings
Awareness of low carbon heating and Net Zero	Quarterly	Link
Low carbon heating systems	Winter 2021	Link
Heating and cooling in the home	Winter 2021	Link
Attitudes towards heating in the home	Winter 2021	Link
Replacing heating systems	Winter 2021	Link
Insulation in the Home	Winter 2021	Link
Energy Performance Certificates (EPCs)	Winter 2021	Link

Awareness of low carbon heating and Net Zero

Awareness of need to change domestic heating to meet Net Zero target

Respondents were presented with an explanation about the need to change the way homes and buildings are heated to reach the UK government's 2050 Net Zero target. After reading this explanation, 91% of people in Winter 2021 said they already had some awareness of this, up from 87% in Autumn 2021 (Figure 1.1). Two in five (41%, up from 36% in Autumn 2021) knew either a fair amount (29%), or a lot (12%), while a half (50%) said they were aware but knew only a little (34%), or hardly anything (16%).

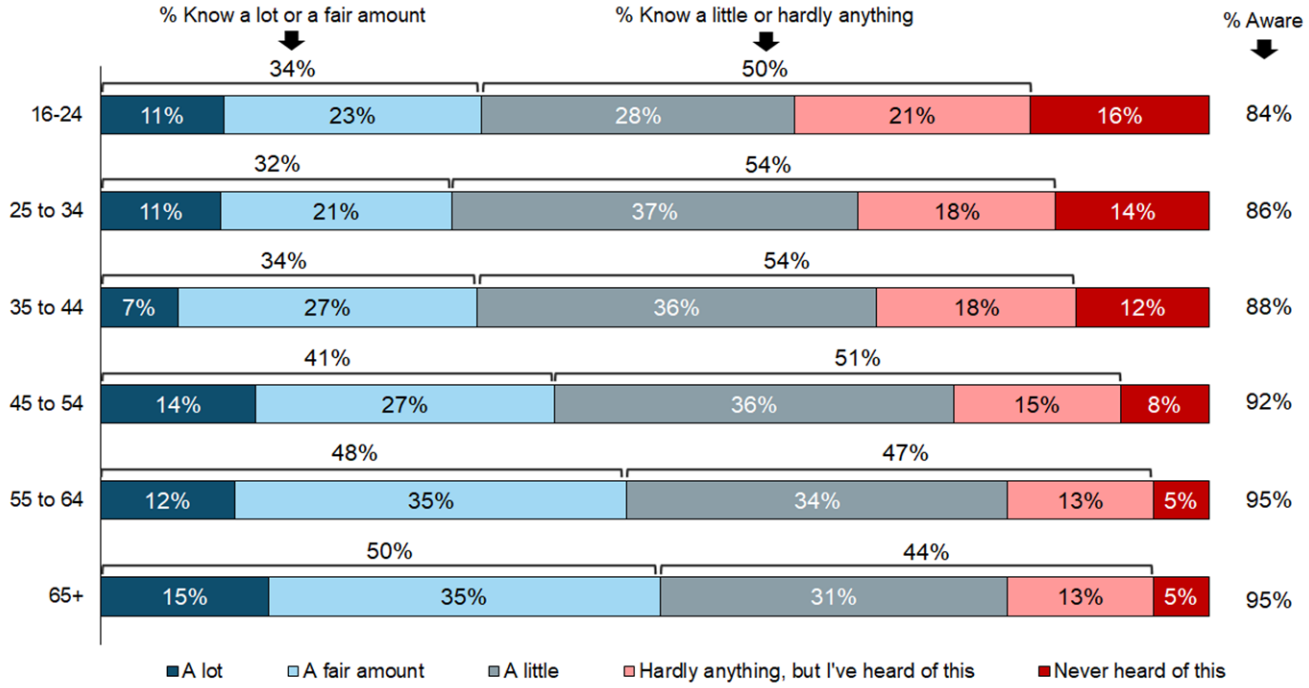
Figure 1.1: Knowledge about the need to change the way homes are heated to reach Net Zero targets in 2050 (based on all people), Winter 2021



HEATHOMEKNOW. In the lead up to 2050, the way we heat almost all of our homes and buildings will need to change in order to reach the UK government's net zero target. Before today, how much if anything did you know about this?
Base: All wave respondents – Autumn 2021 (5,552), Winter 2021 (3,705) (Asked Quarterly)

While there was only a small difference in overall awareness by gender (93% of men compared with 88% of women), men were considerably more likely to report knowing at least a fair amount about the need to change home heating systems (48%, compared with 34% of women). The proportion of people who said they knew at least a fair amount was higher for people educated to degree level (56%, compared with 28% of people with no qualifications) and people aged 55 or over (49% of those aged 55 and over compared with 34% of those aged 16 to 34) (see Figure 1.2).

Figure 1.2: Knowledge about the need to change the way homes are heated to reach Net Zero targets in 2050 (based on all people) by age, Winter 2021



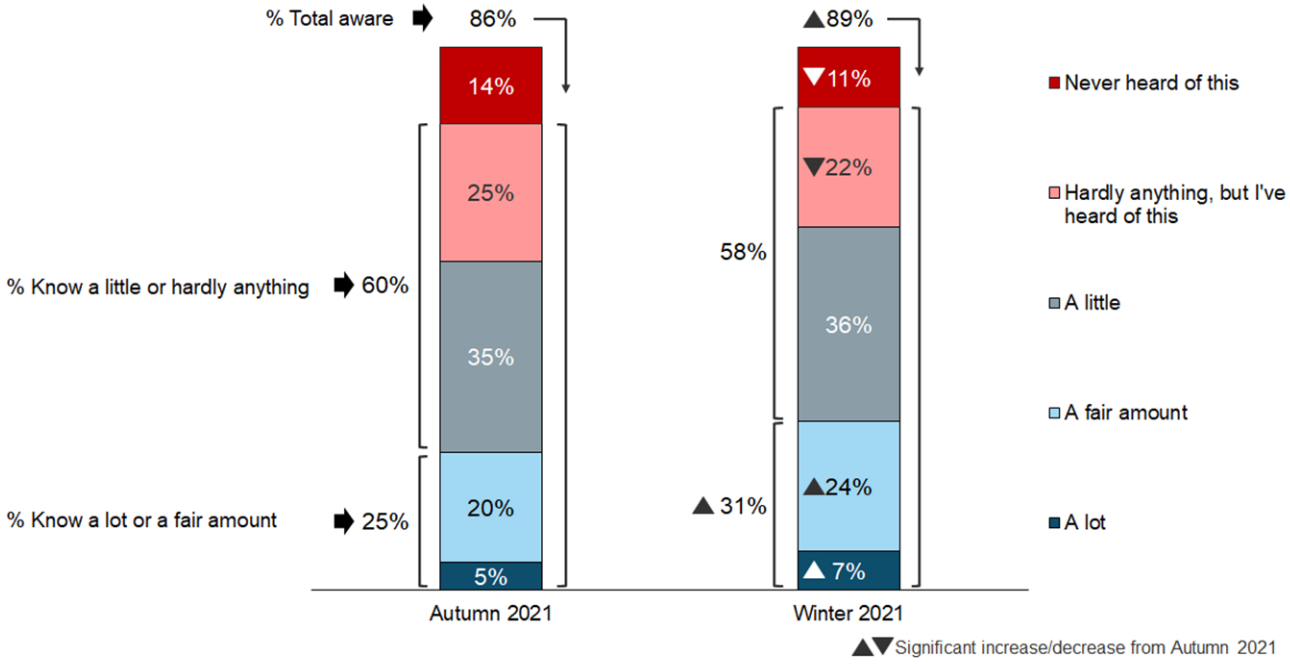
HEATHOMEKNOW. In the lead up to 2050, the way we heat almost all of our homes and buildings will need to change in order to reach the UK government's net zero target. Before today, how much if anything did you know about this?
Base: All wave respondents – Winter 2021: 16-24 (229), 25-34 (508), 35-44 (477), 45-54 (539), 55-64 (644), 65+ (945)

Awareness of low carbon heating systems

Low-carbon heating systems were first described to respondents in general terms as "environmentally friendly heating systems which no longer rely on conventional gas central heating but instead use energy from low-carbon alternatives such as hydrogen, the sun, or heat pumps which draw heat from the ground, air or water to heat homes". More detailed awareness of different types of low carbon heating is covered in the next section.

After reading this explanation, 89% of people in Winter 2021 said that they had already been aware of such systems (Figure 1.3). About three in ten (31%) said they knew at least a fair amount about this, while 58% knew hardly anything or only a little, and 11% had never heard of this. Overall awareness has increased since Autumn 2021 (from 86% to 89%) as has the proportion who said they knew at least a fair amount (from 25% to 31%).

Figure 1.3: Knowledge about low-carbon heating systems (based on all people), Winter 2021



LOWCARBKNOW. The next question is about low-carbon heating systems. By this we mean environmentally friendly heating systems which no longer rely on conventional gas central heating but instead use energy from low-carbon alternatives such as hydrogen, the sun, or heat pumps which draw heat from the ground, air or water to heat your home. Before today, how much if anything did you know about low-carbon heating systems?
Base: All wave respondents – Autumn 2021 (5,552), Winter 2021 (3,702) (Asked Quarterly)

Awareness of low-carbon heating systems was higher among men (93%, compared with 85% of women), people aged 45 or over (93%, compared with 84% of those aged under 45) and people educated to degree level (94%, compared with 83% of people with no qualifications).

Low carbon heating systems

Awareness of specific low carbon heating systems

People were then asked about their awareness and knowledge of different types of low carbon heating systems. A brief description of each type was provided as follows:

- **Air source heat pumps** - these extract heat from the outside air to heat your home and water.
- **Ground source heat pumps** - these extract heat from pipes buried in the ground to heat your home and water.
- **Hybrid heat pumps** - these combine heat pump and standard gas boiler technology to heat your home and water.
- **Heat networks (also known as communal or district heating)** – these take heat from a central source and distribute it to multiple customers in a building or across several buildings.
- **Biomass boilers** - these work in a similar way to standard gas boilers to heat your home and water but instead use a renewable material such as wood pellets as fuel.
- **Solar thermal panels** - these capture heat from the sun to provide hot water, typically in a storage tank. This is **not the same as solar panels** which use energy from the sun to produce electricity.
- **Hydrogen boilers** - these work in a similar way to standard gas boilers to heat your home and water, but use hydrogen rather than natural gas as fuel. This technology is not currently available in the UK.
- **Hydrogen-ready boilers** - These are designed to use hydrogen in the longer term but are initially constructed to use natural gas to heat your home and water. This technology is not yet available

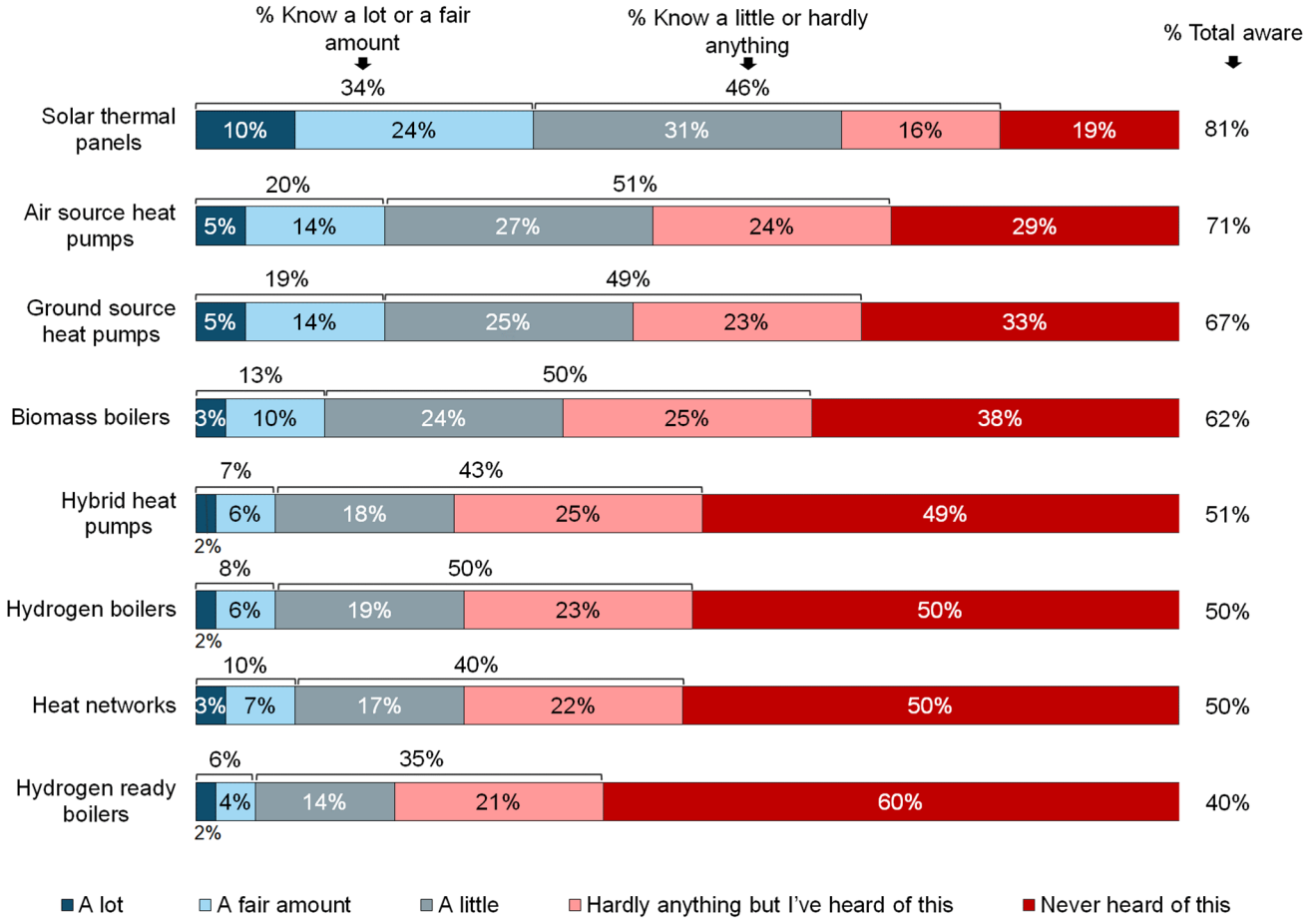
In Winter 2021, awareness varied across the different types of heating system (Figure 2.1).

Awareness was highest for solar thermal panels (81%); however, it should be noted that we know that people often confuse these with the more common solar photovoltaic panels, so it is possible that this is an overestimate[1]. Awareness was also relatively high for air source heat pumps (71%), ground source heat pumps (67%) and biomass boilers (62%). Around half had heard of hybrid heat pumps (51%), heat networks (50%) and hydrogen boilers (50%), while people were least aware of hydrogen-ready boilers (40%).

Although at least 40% had heard of at least one of these types of low carbon heating system, knowledge was considerably lower, and the variation in levels of knowledge of individual low carbon heating systems reflects the general patterns of awareness described above. The proportion who said they knew either a fair amount or a lot was highest for solar thermal panels (34%)[2], reducing to around one in five for air source heat pumps (20%) and ground source heat pumps (19%). At the other end of the scale, less than 10% knew at least a fair amount about hydrogen boilers (8%), hybrid heat pumps (7%) and hydrogen-ready boilers (6%).

[1] In the question wording, we explained that these were 'not the same as solar panels which use energy from the sun to produce electricity' although it is likely that some confusion remained.
[2] See comments above about this being a potential overestimate.

Figure 2.1: Knowledge about specific low-carbon heating systems (based on all people), Winter 2021



LCHEATKNOW1-8. How much would you say you know about the following low carbon heating systems?
Base: All wave respondents – Winter 2021: Air source heat pumps (3,696), Ground source heat pumps (3,693), Hybrid heat pumps, (3,690), Heat networks (3,686), Biomass boilers (3,692), Solar thermal panels (3,693), Hydrogen boilers (3,694), Hydrogen-ready boilers (3,688)

In line with the overall awareness of low carbon heating described in the previous section, across all low carbon heating types, men and those with higher levels of education displayed higher levels of awareness and knowledge. The age pattern, on the other hand, differed by type of heating system. The proportion who knew a fair amount or a lot about ground source and air source heat pumps increased by age (air source heat pumps: from 10% of 16-24s to 26% of over 65s; ground source heat pumps: from 12% of 16-24s to 25% of over 65s). On the other hand, awareness of solar thermal panels was highest for the youngest age groups (43% of 16-24s declining through the age groups to 32% of over 65s).

In general, awareness and knowledge of low carbon heating systems was higher for those who had a better knowledge of the concept of Net Zero. For example, 75% of those who were aware of Net Zero were also aware of air-source heat pumps, compared with only 34% of those who had never heard of Net Zero.

Likelihood to install low carbon heating systems - NB this section was revised in May 2022. See separate Revision Note for details

In order to gauge the propensity to adopt low carbon heating systems, people were asked if they would consider installing one of five different low carbon systems the next time they need to change their heating system or boiler[3].

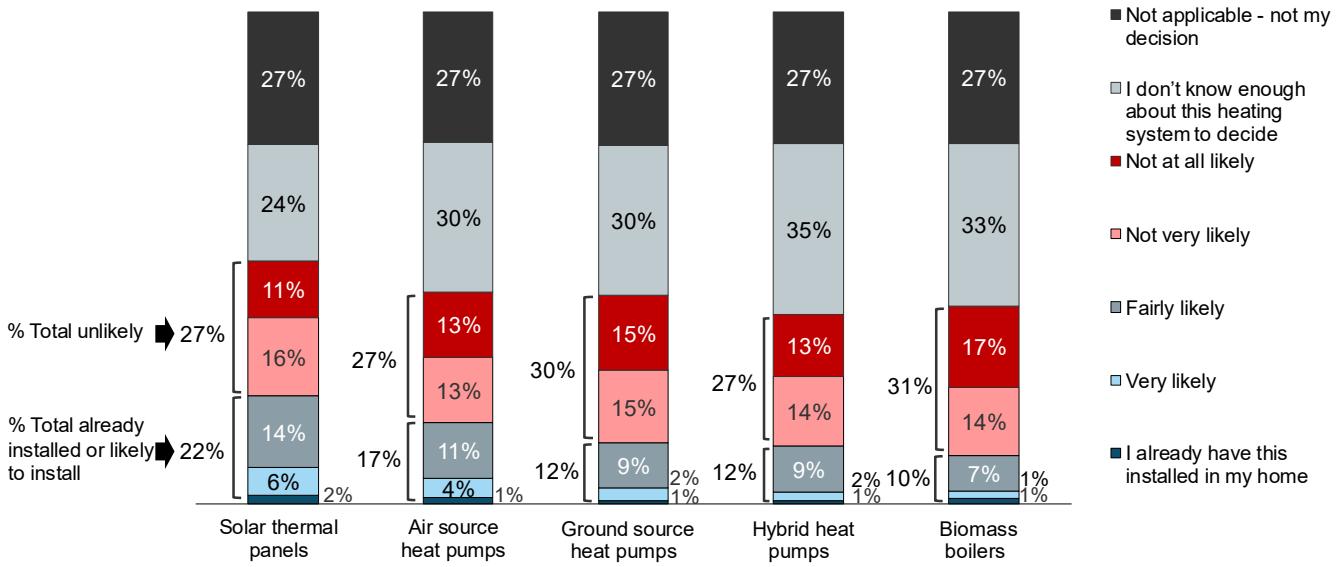
In Winter 2021, between a quarter and a third of people said they didn't know enough about these heating systems to decide, ranging from 24% who said they didn't know enough about solar thermal panels to 35% for hybrid heat pumps.

Where people did express an opinion, a greater proportion said they were unlikely to change to a low carbon heating system than the proportion who said they were likely to. Around three in ten (between 27% and 31%) said that they were unlikely to install each of these.

Including the very small proportions who had already installed these, people were most likely to adopt solar thermal panels (22%) or air source heat pumps (17%) and were least likely to adopt biomass boilers (10%).

22% of all respondents were likely to install any type of heat pump (air source, ground source or hybrid) or already had a heat pump installed. 21% of all respondents were likely to install a heat pump of any type but did not already have one installed.

Figure 2.2: Whether likely to install specific low-carbon heating systems next time they need to change (based on all people), Winter 2021

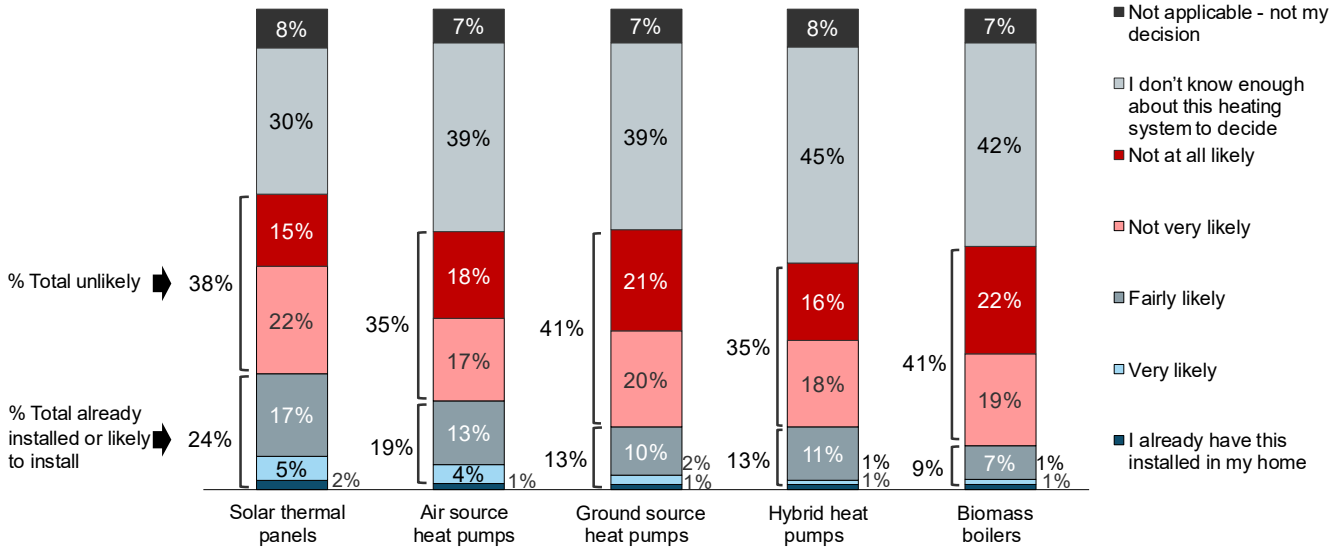


LCHEATINSTALLA-E. How likely is it that you would install each of the following heating systems in your home when you next need to change your heating system or boiler?
Base: All wave respondents – Winter 2021: Air source heat pumps (3,677), Ground source heat pumps (3,656), Hybrid heat pumps (3,656), Biomass boilers (3,652), Solar thermal panels (3,655)

[3] The differences between weighting these results by individual or by household are minor and do not change the narrative of the results. Results throughout this section are weighted by individual.

Around a quarter (27%) said that this was not their decision to make. This was mainly explained by around seven in ten renters (between 67% and 69%) saying that this was not their decision to make for each given type of low-carbon heating system – a figure which was much lower among owner-occupier households (between 7% and 8%). Figure 2.3 shows the same results based only on people living in owner occupied households.

Figure 2.3: Whether likely to install specific low-carbon heating systems next time they need to change among owner occupiers (based on people living in owner-occupied accommodation), Winter 2021



LCHEATINSTALLA-E. How likely is it that you would install each of the following heating systems in your home when you next need to change your heating system or boiler?
Base: All wave respondents living in owner occupier households – Winter 2021: Air source heat pumps (2,738), Ground source heat pumps (2,728), Hybrid heat pumps (2,730), Biomass boilers (2,725), Solar thermal panels (2,727)

A high proportion of those living in owner-occupied households did not know whether they would install a low carbon heating system in the future. This was highest for hybrid heat pumps (45%) and lowest for solar thermal panels (30%).

Amongst those who did express an opinion, a greater proportion said they were unlikely to change to a low carbon heating system than the proportion who said they were likely to. More than a third of those living in owner-occupier households (between 35% and 41%) said that they were unlikely to install each of these. Those living in owner-occupier households were most likely to say they were likely to install solar thermal panels or already had them installed (24%) followed by an air source heat pump (19%). This subgroup were least likely to install a biomass boiler with only 9% saying they were likely to install a biomass boiler or had one already installed.

24% of those in owner-occupier households were likely to install any type of heat pump (whether air source, ground source or hybrid). This proportion rises to 26% if those who have already installed a heat pump are included.

Among people living in owner-occupied accommodation, younger people were more likely than older people to be receptive to the installation of solar thermal panels; 27% of those living in

owner-occupier households aged 16-34 were either likely to install solar thermal panels or had already done so, compared with 22% of those aged 55 or over.

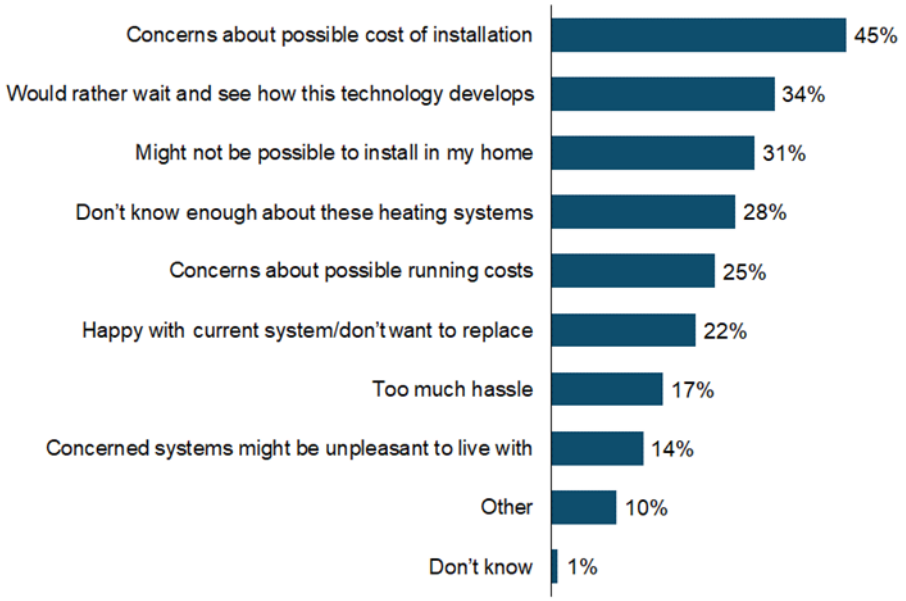
Including those who had already installed this, people living in owner-occupier households who were concerned about climate change were more likely to change to an air source heat pump (20% of those very or fairly concerned, compared with 10% of owner-occupiers not very or not at all concerned), and solar thermal panels (26% compared with 10%).

Overall, in Winter 2021, 56% of people living in owner-occupier households, said that they were unlikely to install at least one of the five different types of low carbon heating systems if they needed to replace their heating system. This subgroup was asked their reasons for this (Figure 2.4).

The main barriers to changing to a low carbon heating system included concerns about the cost of installation (45%), a preference to wait to see how the technology develops in time (34%), or a perception that it might not be possible to install in their home (31%). The latter view was especially prevalent among those living in a flat or maisonette (59%).

Other barriers mentioned by at least one in ten included not knowing enough about the heating systems (28%), concerns about running costs (25%), because they were happy with their existing system (22%), thinking it was too much hassle (17%), concerns that it might be unpleasant to live with (for example, that it may be noisy or unsightly) (14%), or other reasons (10%).

Figure 2.4: Why unlikely to install specific low-carbon heating systems (based on owner occupiers unlikely to install one or more of the low carbon systems), Winter 2021



LCNOWHY. You said you would be unlikely to install the following heating systems in your home […] Why is this?
Base: All owner occupier households who are unlikely to install one or more of low carbon types of heating in home – Winter 2021 (1,621)

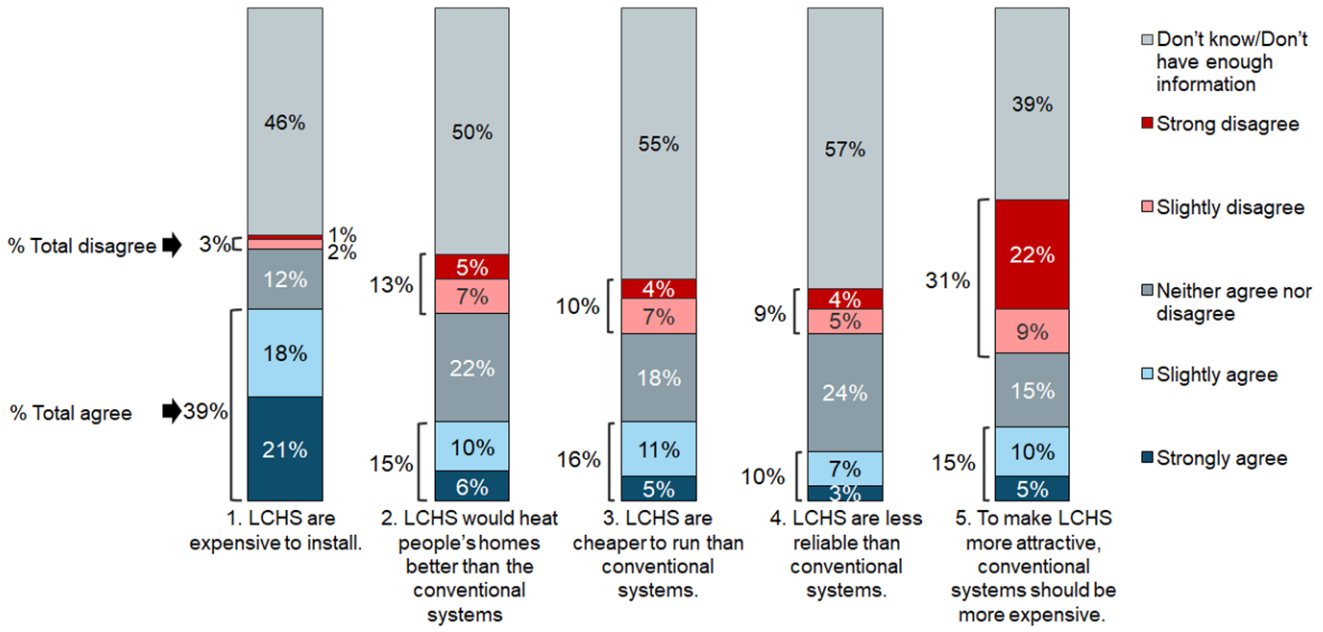
Attitudes towards low carbon heating systems

The public were asked the extent to which they agreed or disagreed with the following five statements:

1. Low-carbon heating systems are expensive to install
2. Low-carbon heating systems would heat people's homes better than the conventional systems (for example, gas or oil boilers)
3. Low-carbon heating systems are cheaper to run than conventional systems
4. Low-carbon heating systems are less reliable than conventional systems
5. To make low-carbon heating systems more attractive, conventional systems should be made more expensive

In Winter 2021, a large proportion said they either didn't know, didn't have enough information or neither agreed nor disagreed with each of these statements (Figure 2.5). This combined proportion ranged from 54% for Statement 5 to 81% for Statement 4.

Figure 2.5: Attitudes towards low carbon heating systems (based on all people), Winter 2021



LOWCARBATT1-5. How much do you agree or disagree with the following statements? NOTE – LCHS is included in full as 'low-carbon heating systems' in the questionnaire statements

Base: All wave respondents – Winter 2021: LCHS are expensive to install (3684), LCHS would heat people's homes better than the conventional systems (3679), LCHS are cheaper to run than conventional systems (3680), LCHS are less reliable than conventional systems (3677), To make LCHS more attractive, conventional systems should be more expensive (3676)

Even among people who said they knew at least a little about low carbon heating systems, the level answering 'neither agree nor disagree' or 'don't know/don't have enough information' was still high, ranging from 33% for Statement 5 to 77% for Statement 4. This indicates that, even among those with a reasonable level of awareness, there is still a substantial lack of knowledge about how these systems work.

Reinforcing the results in Figure 2.4 which showed that the strongest barrier for rejecting low carbon systems was cost, the public were considerably more likely to agree (39%) than

disagree (3%) that ‘low carbon heating systems are expensive to install’, although they were slightly more likely to agree (16%) than disagree (10%) that ‘low carbon systems are cheaper to run than conventional systems’. The public were twice as likely to disagree (31%) than agree (15%) that conventional heating systems should be made more expensive to make low carbon alternatives more attractive.

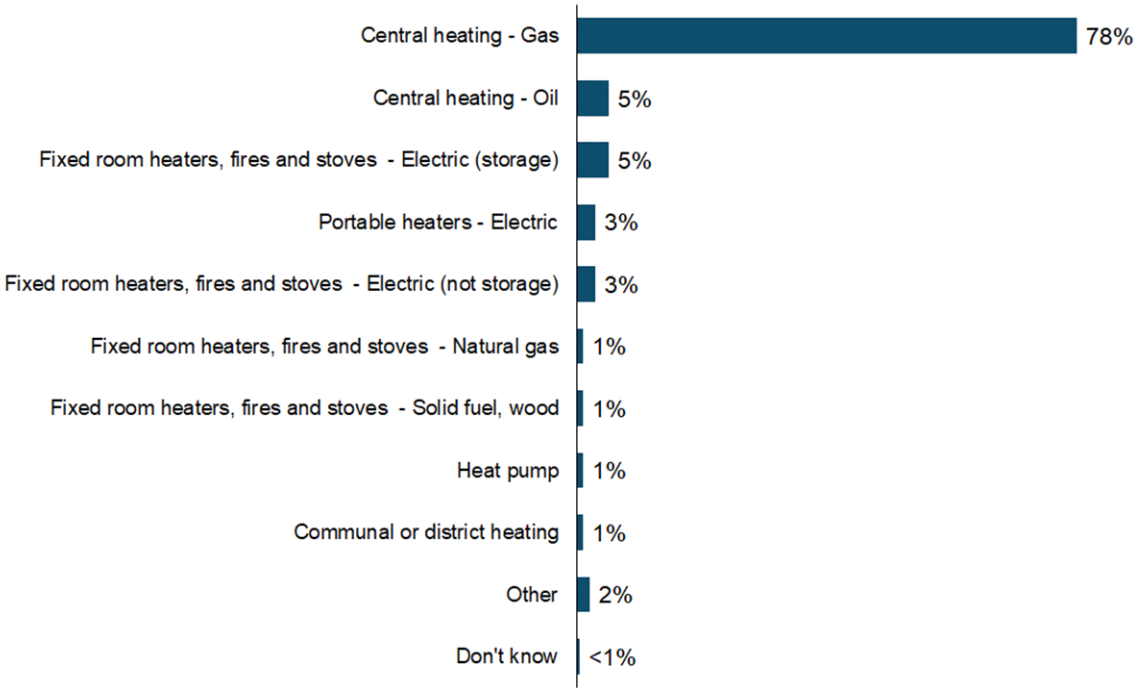
Views among those who felt able to offer an opinion were more evenly balanced when it came to efficiency (‘Low-carbon heating systems would heat people’s homes better than the conventional systems’) and reliability (‘Low-carbon heating systems are less reliable than conventional systems’).

Heating and cooling in the home

People were asked about the main systems used at home to heat and cool their homes. The results have been weighted to represent all households.

In Winter 2021, the main system for heating the home was gas central heating (78%), while 5% had oil central heating and a further 5% used electric storage heaters (Figure 3.1). All other methods were used by less than 5% of people.

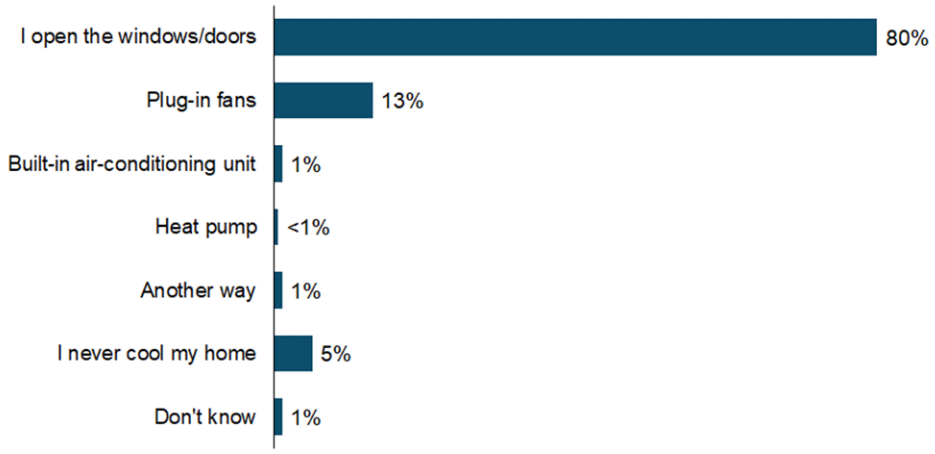
Figure 3.1: Main method of heating home (based on all households), Winter 2021



HEATMAIN. What is the main way you heat your home?
Base: All wave households – Winter 2021 (3,484)
Note: At this question, results are weighted to households (not individuals)

In Winter 2021, when households needed to cool their home, they mainly opened windows and doors (80%), although 13% used a plug-in fan as their main system of cooling (Figure 3.2).

Figure 3.2: Main method of cooling home (based on all households), Winter 2021

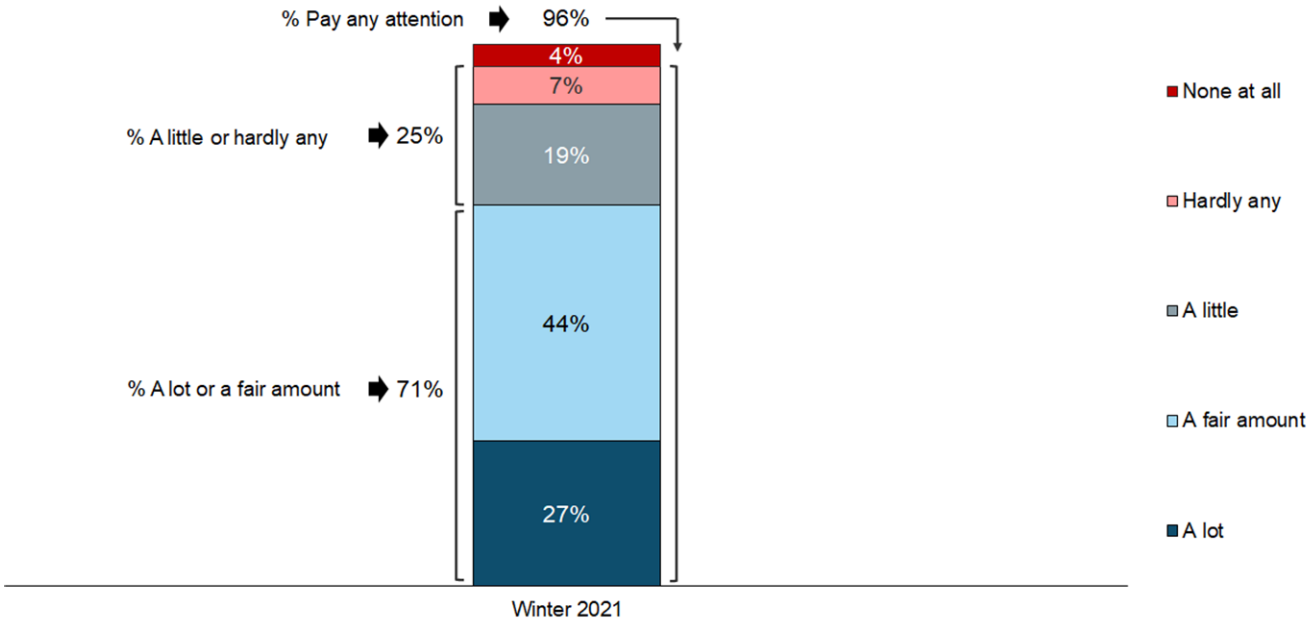


COOLMAIN. What is the main way you cool your home when you need to?
Base: All wave households – Winter 2021 (3,705)
Note: At this question, results are weighted to households (not individuals)

Attitudes towards heating in the home

In Winter 2021, seven in ten (71%) of the public said that they paid either a lot (27%) or a fair amount (44%) of attention to the amount of heat they used in their home (Figure 4.1). One in five people (19%) said that pay only a little attention to the amount of heat they use in their homes, and a further 10% said they pay hardly any or no attention at all to this.

Figure 4.1: How much attention paid to amount of heat used in home (based on all people), Winter 2021

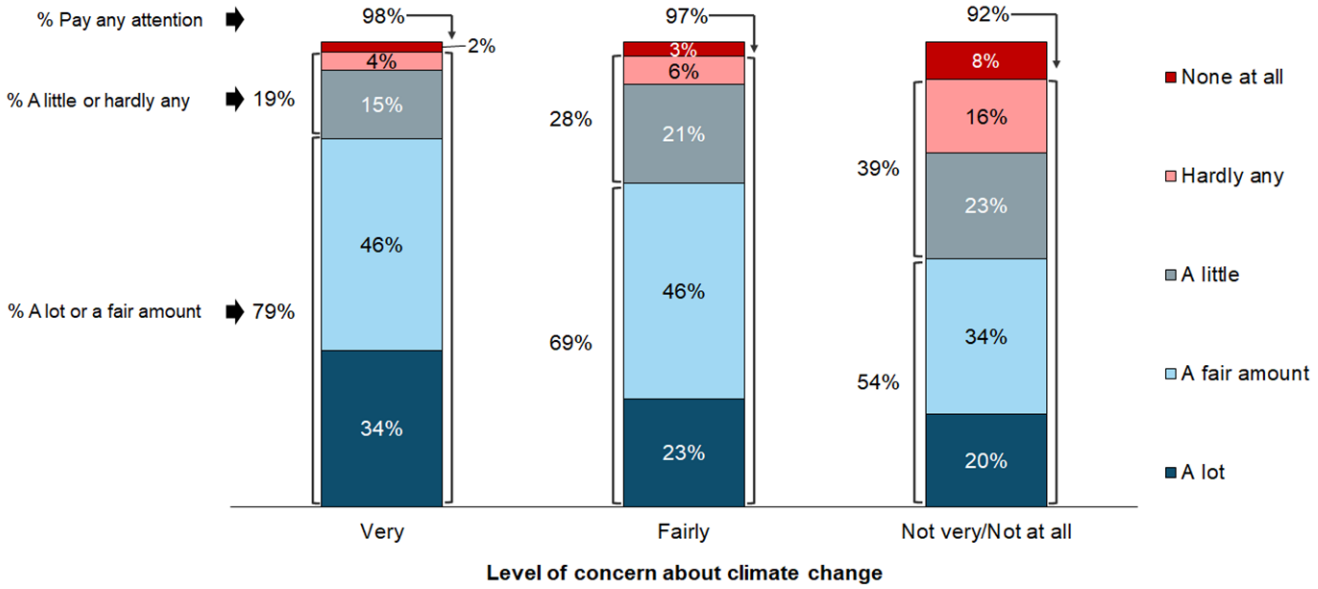


HEATUSE. How much attention do you pay to the amount of heat you use in your home?
Base: All wave respondents – Winter 2021 (3,701)

The extent to which people paid attention to their home increased with age. Older people (81% of those aged 65 and over) were the most likely to pay a lot or a fair amount of attention to the amount of heat they use at home, this figure declining through the age groups to 46% of those aged 16-24.

People who were concerned about climate change were much more likely than those who were not concerned to pay attention to the amount of heat used at home (Figure 4.2). Eight in ten (79%) of those who were very concerned paid either a lot of a fair amount of attention to heat use, compared with 69% of those who were fairly concerned, and 54% of those who were either not very or not at all concerned.

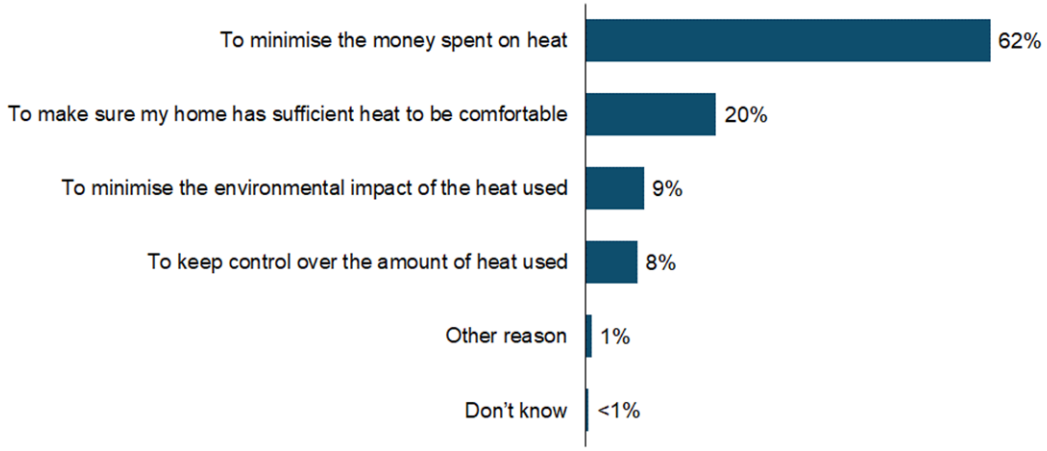
Figure 4.2: How much attention pay to amount of heat used in home (based on all people) by level of concern about climate change, Winter 2021



HEATUSE. How much attention do you pay to the amount of heat you use in your home?
Base: All wave respondents – Winter 2021: Very concerned about climate change (1,713), Fairly concerned about climate change (1,490), Not very/Not at all concerned about climate change (458)

Those who paid a lot or a fair amount of attention to the amount of heat used in their home were asked their reasons for doing this (Figure 4.3). In Winter 2021, 62% said they did so to minimise the amount of money they spent on heat, 20% said this was to make sure they had sufficient heat to be comfortable, 9% said they did so to minimise the environmental impact, and 8% said it was to keep control over the amount of heat used.

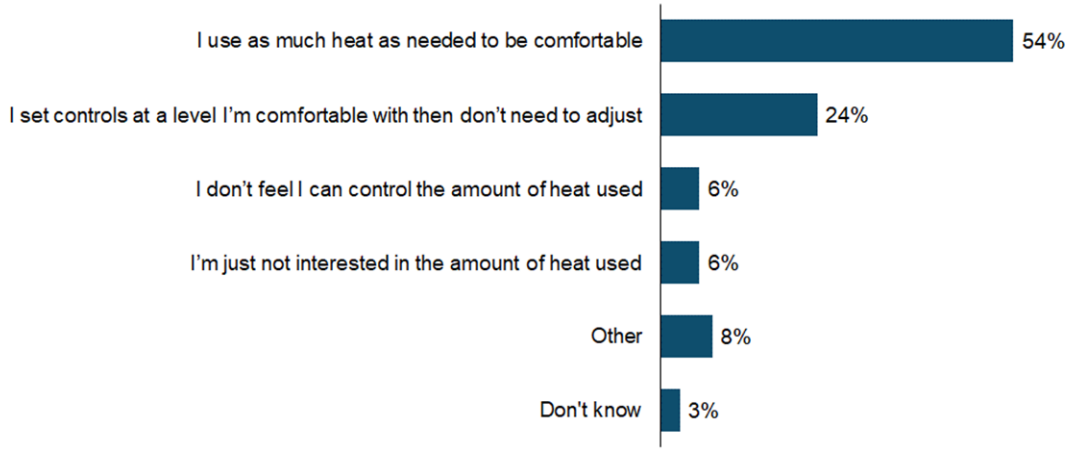
Figure 4.3: Reasons for paying attention to the amount of heat used (based on those who pay at least a fair amount of attention), Winter 2021



HEATATTWHY. You said that you pay [a lot / a fair amount] of attention to the amount of heat you use in your home. What is the main reason for this?
Base: All wave respondents who pay at least a fair amount of attention – Winter 2021 (2,769)

Those who said they paid a little, hardly any or no attention at all to the amount of heat used were also asked the reason for this (Figure 4.4). In Winter 2021, just over half (54%) said this was because they used as much heat as needed to be comfortable and 24% said they set their heating controls at a level they were comfortable with, and so didn't need to adjust them.

Figure 4.4: Reasons for not paying attention to the amount of heat used (based on those who pay at most a little amount of attention), Winter 2021



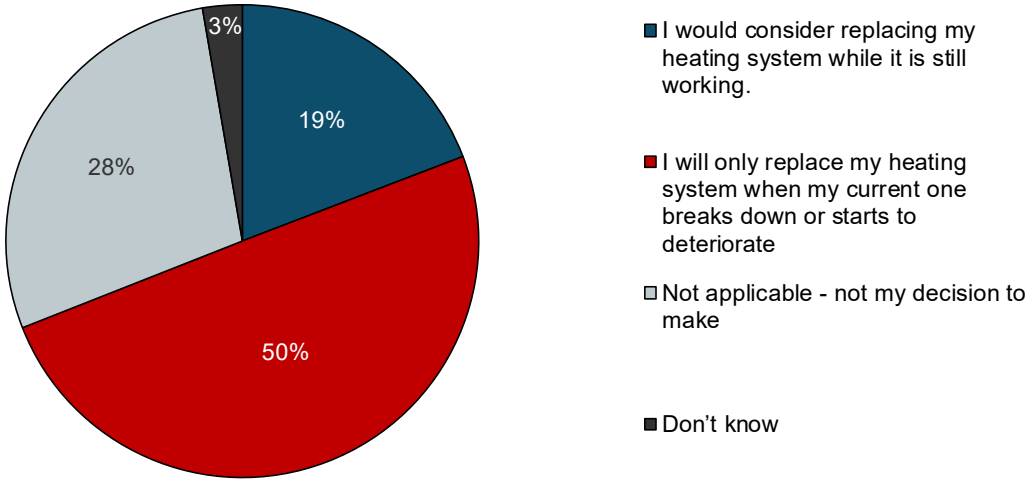
HEATNOATTWHY. You said that you pay [only a little/hardly any/no] attention to the amount of heat you use in your home. What is the main reason for this?
Base: All wave respondents who pay at most a little attention – Winter 2021 (925)

Replacing heating systems

Likelihood to replace heating system - NB this section was revised in May 2022. See separate Revision Note for details

In Winter 2021, half of people (50%) said they would only replace their heating system when their current one breaks down or starts to deteriorate, while 19% said they would consider replacing their heating system while it was working (Figure 5.1). A further 28% said this was not their decision to make.

Figure 5.1: Whether would replace heating system while it was still working (based on all people), Winter 2021

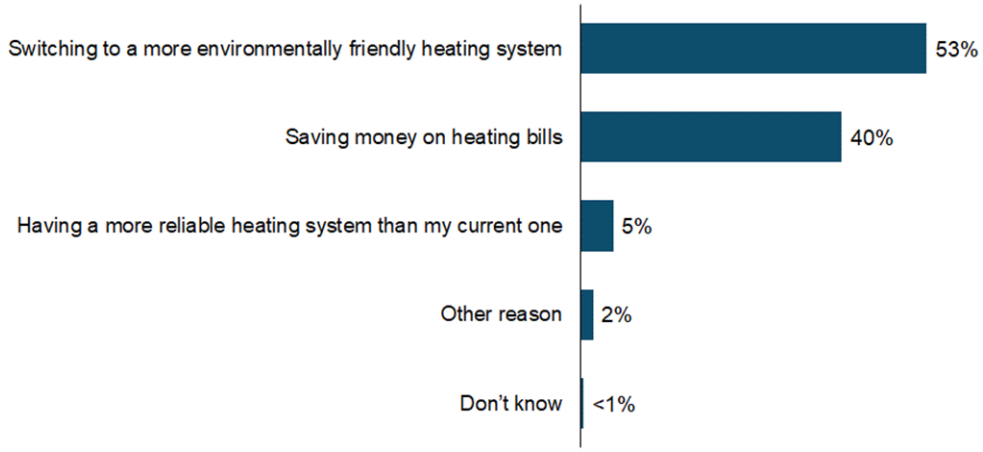


REPLACEHEAT. Now thinking about your heating system. Which one of these statements comes closest to your view?
Base: All wave respondents – Winter 2021 (3,702)

The propensity to consider replacing a heating system while it is still working was higher among people with higher levels of education (26% of degree-educated people compared with 14% of those with no qualifications), those who paid a lot or a fair amount of attention to heat use at home (22%, compared with 7% who paid hardly any or no attention to heat use), and people concerned about climate change (21% of those who were concerned compared with 8% who were not concerned).

In Winter 2021, those who said they would consider replacing a working heating system were asked to choose their most important consideration for doing this. Over half of this subgroup (53%) said this would be to switch to a more environmentally friendly heating system, while 40% said it would be mainly to save money on energy bills (Figure 5.2).

Figure 5.2: Most important consideration in changing heating system (based on those who would replace their system while it was still working), Winter 2021



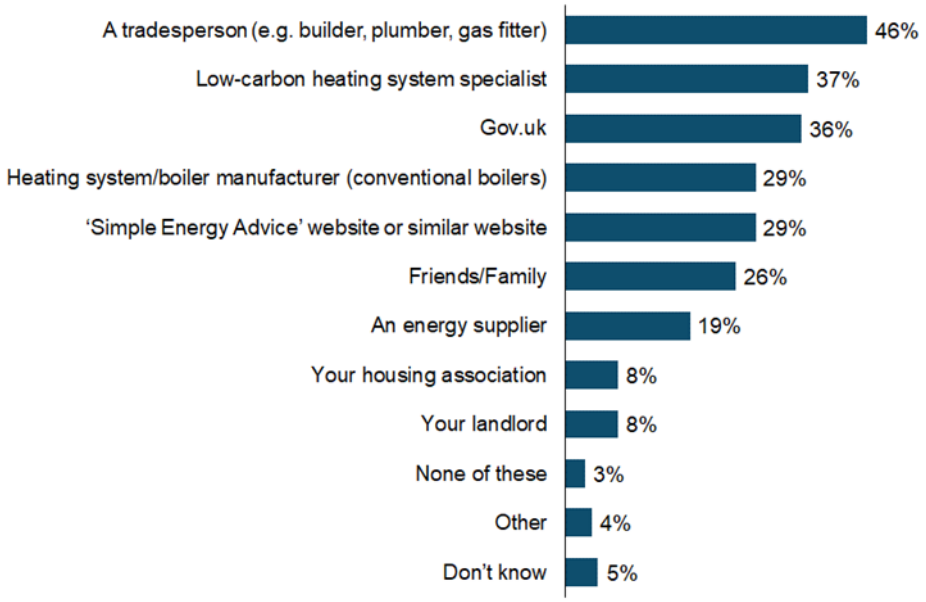
REPLACEIMP. Which one of these would be the most important consideration in changing your heating system?
Base: All wave respondents who would replace their heating system while it is still working – Winter 2021 (775)

Trust in heating system installation advice

People were asked who they would trust to provide advice about which heating system to install in their home.

In Winter 2021, trust was highest among tradespeople (46%), low carbon heating specialists (37%), official websites such as Gov.UK (36%), heating manufacturers (29%) and energy advice websites (29%) (Figure 5.3).

Figure 5.3: Who would trust to provide advice on which heating system to install in home (based on all people), Winter 2021



TRUSTHEAT. Which of the following would you trust to provide advice about which heating system to install in your home? Please select all that apply.
Base: All wave respondents – Winter 2021 (3,706)

Insulation in the Home

In Winter 2021, the public were asked whether any of the following types of insulation had been installed in their home, and if not installed whether they had considered it:

- Loft insulation or top-up loft insulation
- Double glazing in at least one window
- Cavity wall insulation or solid wall insulation
- Under floor insulation

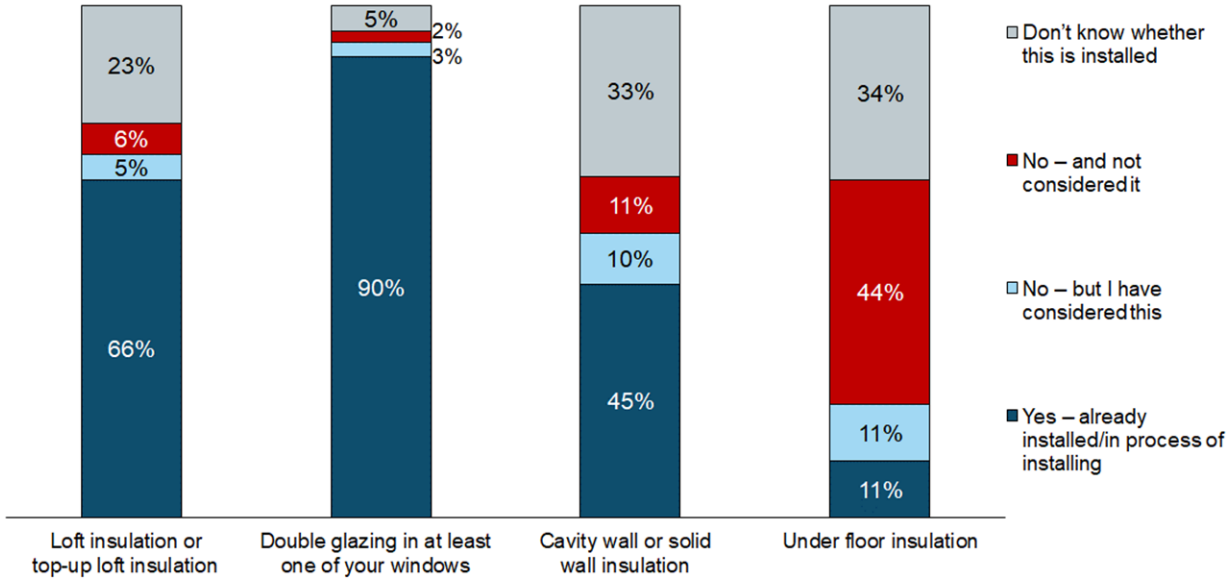
Figure 6.1 shows the results for this question based on all people. However, as people renting their homes are much less likely to be aware of, or to be responsible for making decisions about, insulation measures in their home, Figure 6.2 displays the results split out by tenure.

In Winter 2021, the most commonly installed measures were double glazing (90% of all people, 95% of people living in owner-occupier households) and loft insulation or top-up loft insulation (66% of all people, 82% of those living in owner-occupiers households). Smaller proportions had cavity or solid wall insulation installed (45% of all people, 56% of those living in owner-occupiers households), while 11% of all people (and 14% of those living in owner-occupier households) had under floor insulation installed.

However, around a third of all respondents did not know if their home had cavity or solid wall insulation (33%) or underfloor insulation (34%), while 23% did not know if their loft was insulated. The levels of ‘don’t know’ were smaller for those living in owner occupier households although still a fifth of this group did not know if their home had cavity or solid wall insulation (19%) or underfloor insulation (21%).

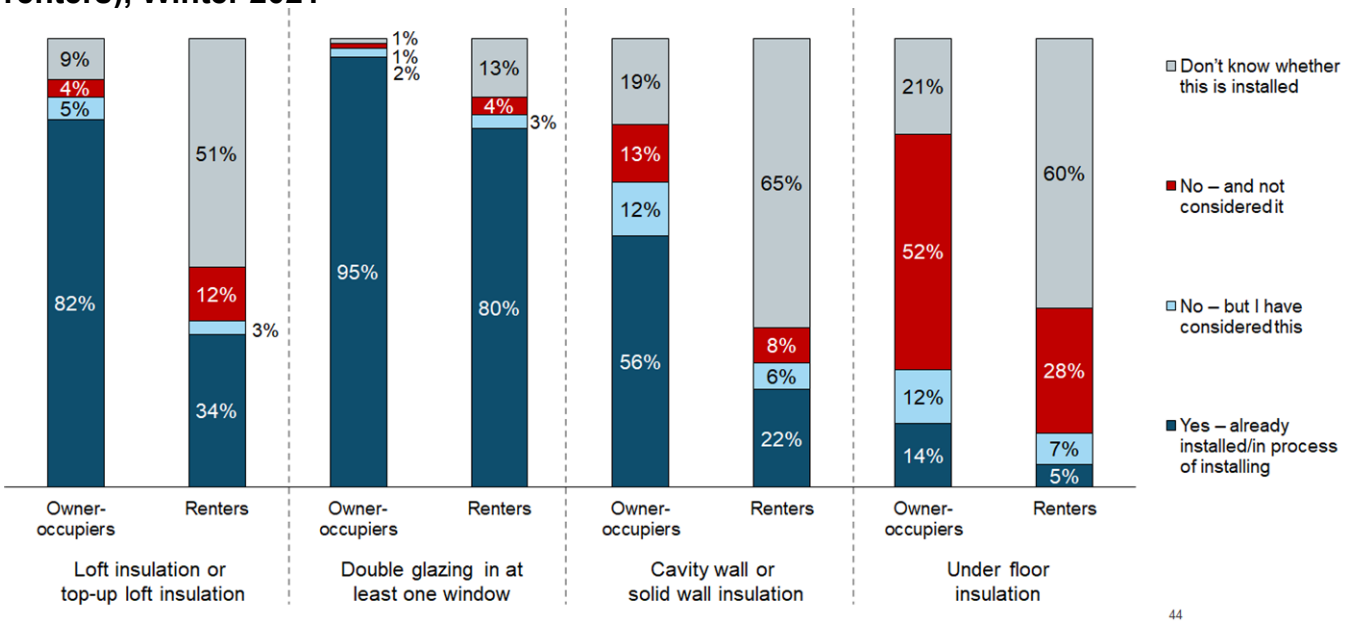
Between 3% and 11% of people said they had considered installing these types of insulation. People were least likely to consider installing under floor insulation (44% had not considered this, increasing to 52% of owner occupiers).

Figure 6.1: Types of insulation already installed in home (based on all people), Winter 2021



INSTALLA-E. Have any of these been installed in your home, even if not by you or your household?
Base: All wave respondents – Winter 2021: Loft insulation or top-up loft insulation (3,675), double glazing in at least one of your windows (3,691), cavity wall or solid wall insulation (3,627), under floor insulation (3,559)

Figure 6.2: Types of insulation already installed in home (based on owner-occupiers and renters), Winter 2021

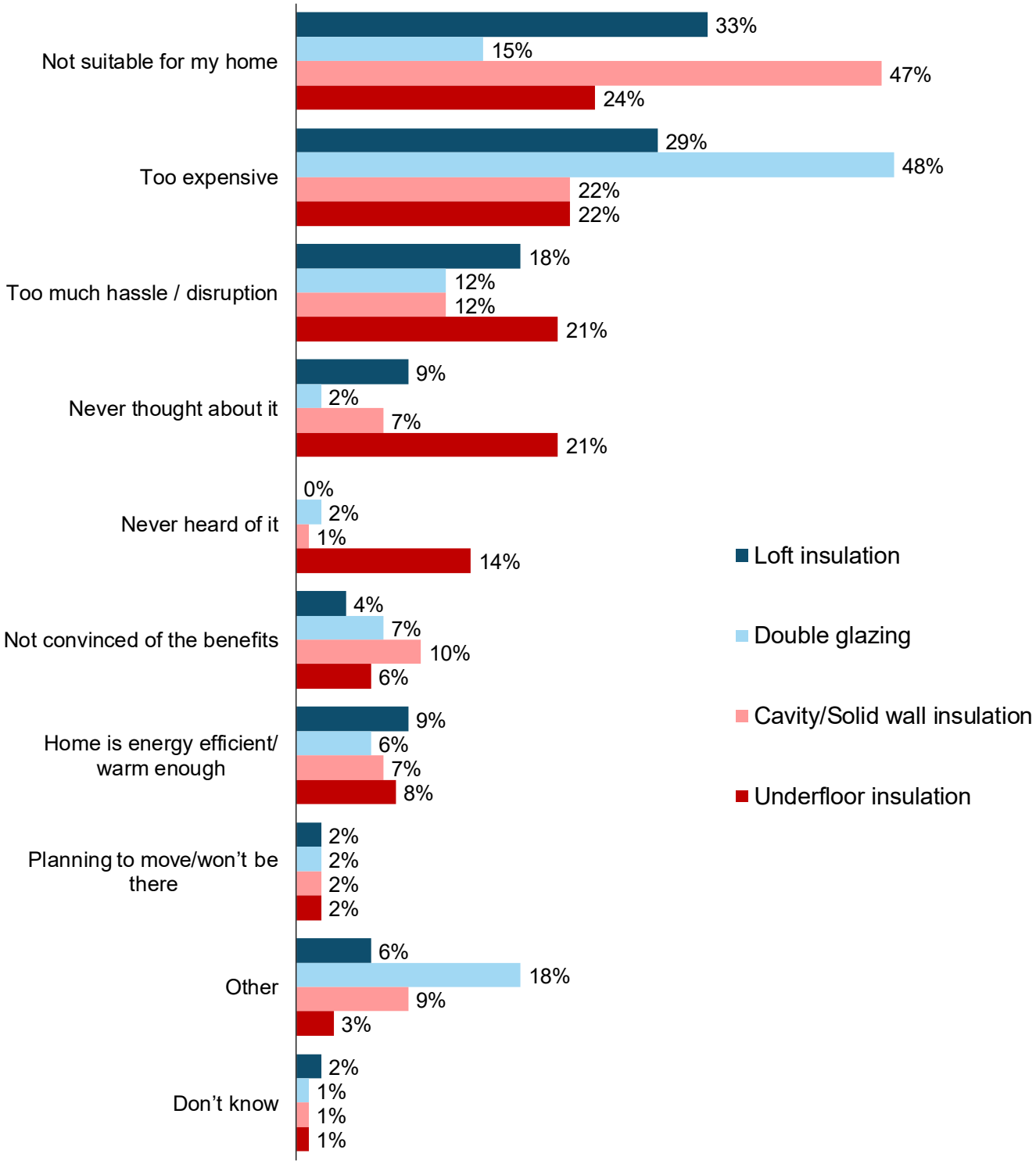


INSTALLA-E. Have any of these been installed in your home, even if not by you or your household?
Base: All wave owner-occupiers – Winter 2021: Loft insulation or top-up loft insulation (2,739), double glazing in at least one of your windows (2,754), cavity wall or solid wall insulation (2,704), under floor insulation (2,648) and All wave renters – Winter 2021: Loft insulation or top-up loft insulation (759), double glazing in at least one of your windows (761), cavity wall or solid wall insulation (750), under floor insulation (741)

For each insulation measure, people who knew whether their home already had this but who had not installed it were asked their reasons for this. These findings have been based on those living in owner occupier households only as a large proportion of renters say that this is not their responsibility.

In Winter 2021, for each type of insulation, among those living in owner-occupier households, the most common barriers to installing these included cost, feeling it was unsuitable for their home, or that it entailed too much hassle or disruption (Figure 6.3). Cost was the main barrier for double glazing (48% of those living in owner-occupier households who didn't have this gave this as a reason for not installing). The main barrier among those in owner-occupier households for installation of cavity or solid wall insulation was perceived unsuitability for their home (47%) and, while not as prevalent, this was also the main barrier to installation of loft insulation and under floor (respectively 33% and 24% of those living in owner-occupier households who didn't have this gave this as a reason for not installing).

Figure 6.3: Why have not yet installed specific types of insulation (based on owner occupiers who have not installed each), Winter 2021 NB This figure was revised slightly in May 2022. See separate Revision Note for details.



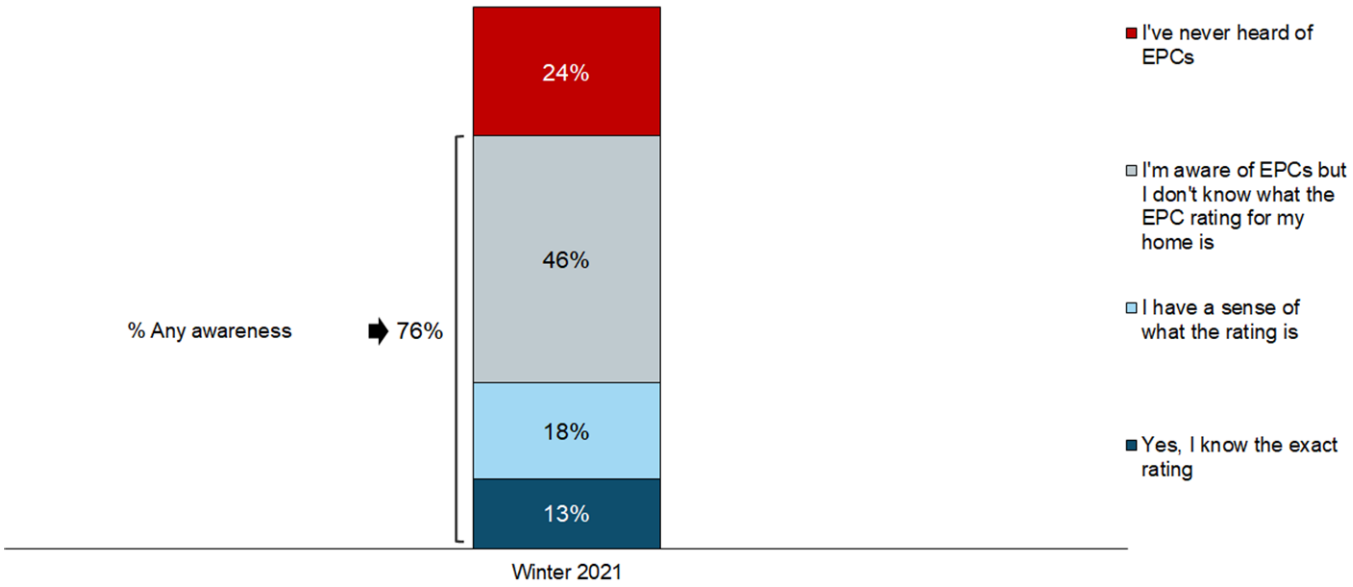
WHYNOINSTA-E. Are there any particular reasons why you haven't installed […] so far?
Base: All owner occupiers who have not installed loft insulation / double glazing / wall insulation / floor insulation – Winter 2021: Loft insulation (231), Double glazing (99), Cavity or solid wall insulation (701), underfloor insulation (1,729)

Energy Performance Certificates (EPCs)

In Winter 2021, people were asked questions to assess awareness of Energy Performance Certificates (EPCs) and their ratings. They were also asked questions to assess their recollection of the recommendations in their home's EPC, and how useful those recommendations were.

Three quarters (76%) of the public were aware of EPCs in Winter 2021. Just over one in ten (13%) knew the exact EPC rating of their home, and a further 18% had a sense of the rating for their home. Just under half (46%) said they were aware of EPCs but didn't know the rating for their home. Overall, a quarter (24%) of the public had not heard of EPCs (Figure 7.1).

Figure 7.1: Awareness of EPC rating for home (based on all people), Winter 2021

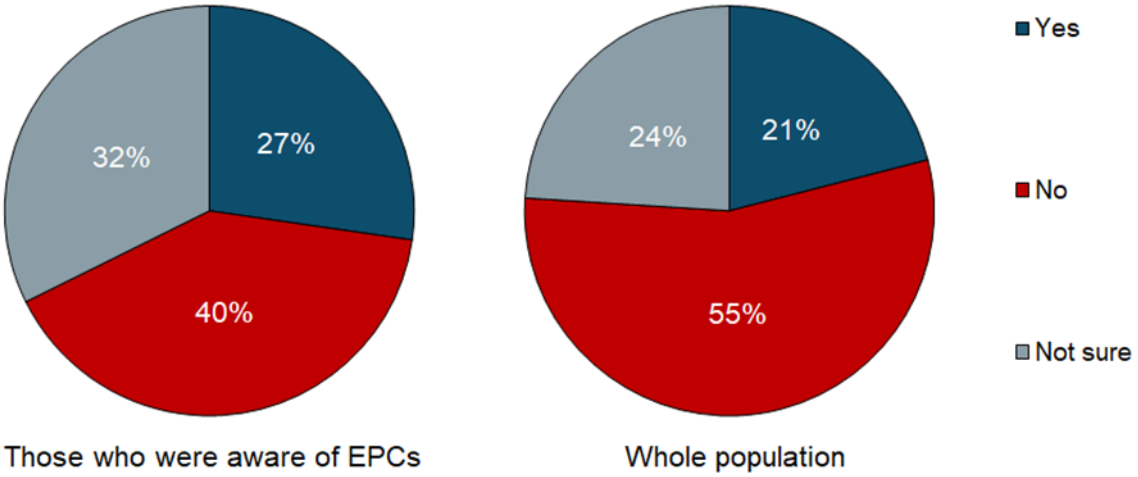


EPCKNOW. Do you know what the Energy Performance Certificate (EPC) rating for your home is?
Base: All wave respondents – Winter 2021 (3,700)

Based on tenure of their household, owner-occupiers (including those who part-own and part-rent) were more likely than renters to be aware of EPCs (82%, compared to 71%). Owner-occupiers were also more likely to know the exact EPC rating of their home (15%, compared with 11% of renters). Those who said they pay at least some attention to the heat used in their home were also more likely to be aware of EPCs (77%, compared with 49% who paid no attention to the heat used in their homes).

Those who were aware of EPCs were asked whether they recalled seeing the section in their home's EPC which recommends how they could improve energy efficiency. Over a quarter (27%) of those who were aware of EPCs said they did recall seeing the recommendations section in their EPC. Four in ten (40%) had not seen this section, and 32% said they weren't sure or couldn't remember whether they had seen it. Based all people, this equates to 21% who had seen the guidance section in their home's EPC, 55% who had not, and 24% who were not sure or couldn't remember (Figure 7.2).

Figure 7.2: Awareness of recommendations section on EPC (based on those who were aware of EPCs and based on all people), Winter 2021



EPCSEEN. Have you ever seen a section on your Energy Performance Certificate which recommended how you could improve the energy efficiency of your home?
Base: All wave respondents (3,684) and All wave respondents aware of EPCs (2,963) – Winter 2021

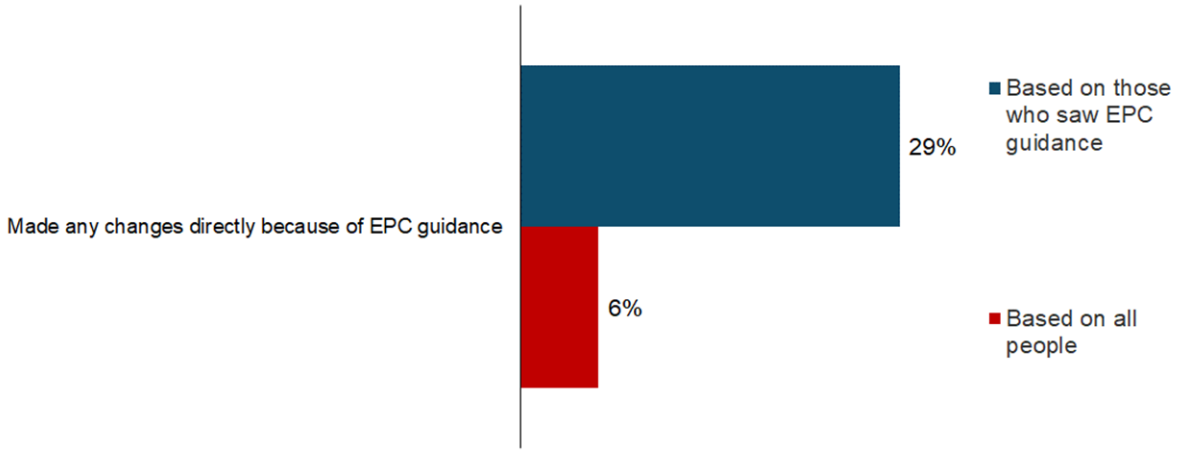
As with overall awareness of EPCs, and again based on tenure of their household, owner-occupiers who were aware of EPCs were more likely to recall having seen a section in the EPC on how to make their home more energy efficient. Amongst all those aware of EPCs, almost three in ten owner-occupiers (30%) said they had seen this, compared with two in ten renters (22%).

EPC Recommendations

Those who recalled seeing the section of their EPC on energy efficiency were asked whether they had made large or small changes to their home based on these recommendations. Overall, 22% of those who had seen the recommendations said they had made large energy efficiency changes to their home in the last 12 months. Around four in ten (43%) said they had made small energy efficiency changes to their homes, and a similar proportion (39%) said they had made no changes.

Where changes had been made, a clarification question was asked to confirm whether people had made the changes directly or partly because of the guidance in their home's EPC, or if they would have made the changes anyway. Of those who said they had made changes to their home to make it more energy efficient, 29% said they made these changes directly because of the EPC recommendations. Based on all people, this equates to 6% of all people who made changes to their home as a direct result of seeing the energy efficiency recommendations in their home's EPC (Figure 7.3).

Figure 7.3: Whether made changes to home based on recommendations on EPC (based on those who had seen the recommendations section), Winter 2021

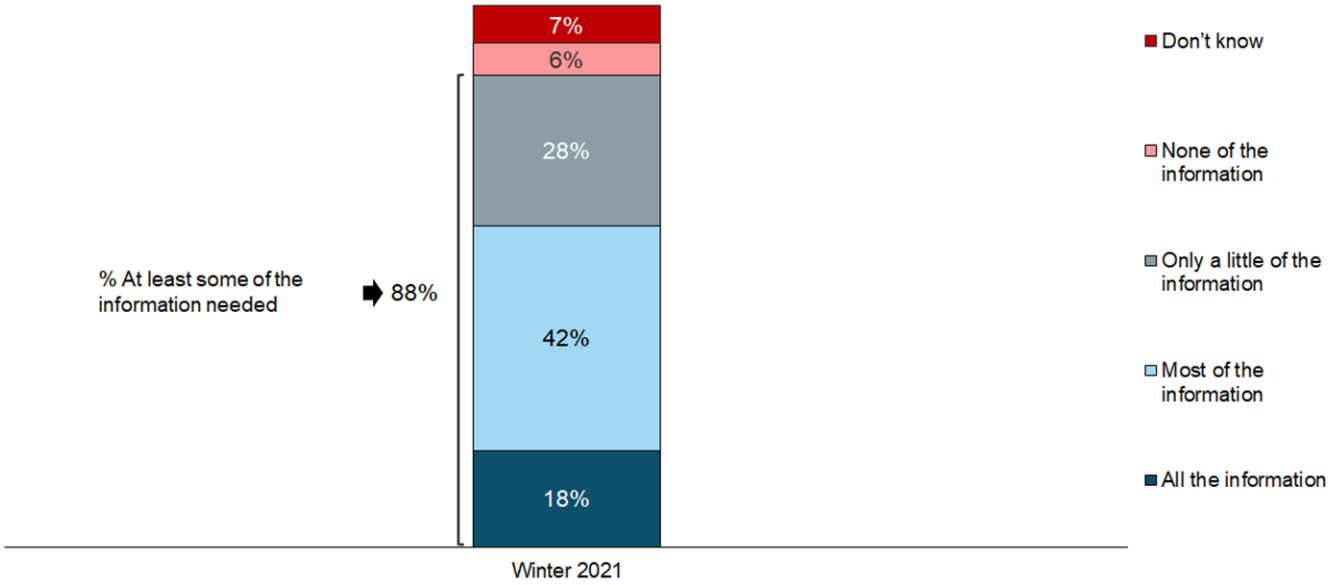


EPCIMPROVE. Now think about the recommendations you saw on your Energy Performance Certificate on how you could improve the energy efficiency of your home. Did you make any changes to your home based on these recommendations? Please select all that apply.
EPCDIRECT. And did you make these changes…?
Base: All wave respondents who saw EPC guidance – Winter 2021 (854) / All wave respondents – Winter 2021 (3,706)

Regardless of whether they were directly motivated by EPC guidance, all those who had seen the recommendations section of their EPC and subsequently made changes to their home were asked the extent to which their EPC gave them the information they needed to go ahead with these changes.

Just under two in ten (18%) in this subgroup said that the EPC gave them all the information they needed to make changes to their home to improve its energy efficiency (Figure 7.4). Roughly twice as many (42%) said the EPC gave them most of the information they needed, while 28% said it gave them only a little of the information they needed. Overall, 88% of those who made changes either directly or partly because of the guidance in their home's EPC said it gave them at least some of the information they needed to make changes to their home.

Figure 7.4: Extent to which EPC recommendations provided information needed to go ahead with changes (based on those who had made improvements either directly or partly due to EPC recommendations), Winter 2021



EPCINFORM. To what extent did the recommendations on the Energy Performance Certificate inform you about what was needed to go ahead with the changes you made? Did it give you…

Base: All wave respondents who have made improvements based directly or partly on recommendations in their home's EPC – Winter 2021 (516)

This publication is available from: https://www.gov.uk/government/collections/public-attitudes-tracking-survey

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