

YouGov / GLA Survey Results

Fieldwork Dates: 5th - 11th October 2022



Total	Gender		Age				Social Grade		Region (1)				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West

Which of the following statements comes closest to your view?

Unweighted base

Base

I think I should be reducing my impact on the environment, and I'm currently doing all that I can to reduce it	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
I think I should be reducing my impact on the environment, and while I'm doing some things to reduce it, I could do more	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
I think I should be reducing my impact on the environment, but I'm not currently doing much at all to reduce it	21%	19%	23%	14%	17%	26%	34%	19%	24%	15%	22%	28%	21%	19%
I don't think I need to reduce my impact on the environment	49%	47%	51%	54%	54%	42%	39%	57%	37%	52%	51%	46%	49%	47%
None of these	9%	8%	10%	15%	9%	7%	5%	9%	9%	10%	15%	6%	9%	7%
Don't know	10%	14%	7%	5%	9%	14%	14%	9%	12%	9%	7%	13%	8%	15%
	4%	4%	4%	4%	3%	4%	5%	3%	6%	4%	4%	4%	3%	2%
	7%	9%	5%	7%	8%	7%	3%	4%	12%	9%	2%	3%	9%	10%

Before taking this survey, how much, if anything, did you know about solar panels and the potential benefits they may or may not provide to your household?

Unweighted base

Base

I have heard of solar panels, and I know a lot about their potential benefits	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
I have heard of solar panels, and I know a little about their potential benefits	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
I have heard of solar panels, but I don't know about their potential benefits	21%	26%	15%	33%	20%	17%	20%	22%	18%	21%	30%	23%	18%	16%
I have never heard of solar panels	63%	61%	65%	56%	63%	65%	62%	65%	60%	60%	55%	64%	64%	68%
	15%	12%	19%	8%	16%	18%	18%	13%	20%	17%	14%	13%	17%	15%
	1%	2%	1%	3%	2%	0%	-	1%	2%	2%	1%	0%	2%	2%

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Region (2)		Ethnicity				
Inner London	Outer London	White	Asian	Black	Mixed / Other	Refused

Which of the following statements comes closest to your view?

Unweighted base

Base

I think I should be reducing my impact on the environment, and I'm currently doing all that I can to reduce it	390	699	732	147	96	93	21
	389	700	656	184	136	97	16
	18%	23%	23%	26%	12%	12%	20%
I think I should be reducing my impact on the environment, and while I'm doing some things to reduce it, I could do more	53%	47%	51%	41%	46%	56%	37%
I think I should be reducing my impact on the environment, but I'm not currently doing much at all to reduce it	9%	9%	6%	12%	16%	13%	14%
I don't think I need to reduce my impact on the environment	9%	11%	13%	6%	9%	6%	7%
None of these	4%	4%	3%	5%	5%	3%	-
Don't know	8%	7%	5%	10%	12%	9%	22%

Before taking this survey, how much, if anything, did you know about solar panels and the potential benefits they may or may not provide to your household?

Unweighted base

Base

I have heard of solar panels, and I know a lot about their potential benefits	390	699	732	147	96	93	21
	389	700	656	184	136	97	16
	20%	21%	20%	22%	21%	21%	20%
I have heard of solar panels, and I know a little about their potential benefits	61%	64%	65%	60%	55%	67%	45%
I have heard of solar panels, but I don't know about their potential benefits	18%	14%	14%	15%	24%	11%	32%
I have never heard of solar panels	1%	1%	1%	3%	1%	1%	4%

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Which, if any, of the following types of home best describes where you currently live?									
Detached house	Semi-detached house	Terraced house	Maisonette	Studio/flat/apartment	Bungalow	Static Caravan/mobile home/trailer	Other	Don't know	Prefer not to say

Which of the following statements comes closest to your view?

Unweighted base

Base

	57	227	259	55	413	22	6	12	13	25
	57	229	254	57	399	28	6	15	12	31
I think I should be reducing my impact on the environment, and I'm currently doing all that I can to reduce it	23%	22%	29%	18%	17%	15%	-	40%	-	5%
I think I should be reducing my impact on the environment, and while I'm doing some things to reduce it, I could do more	44%	50%	50%	59%	51%	45%	37%	24%	29%	15%
I think I should be reducing my impact on the environment, but I'm not currently doing much at all to reduce it	3%	7%	9%	9%	9%	20%	59%	7%	4%	10%
I don't think I need to reduce my impact on the environment	18%	10%	5%	8%	13%	15%	4%	3%	-	14%
None of these	2%	3%	4%	2%	3%	4%	-	8%	5%	15%
Don't know	10%	7%	2%	5%	6%	-	-	19%	62%	40%

Before taking this survey, how much, if anything, did you know about solar panels and the potential benefits they may or may not provide to your household?

Unweighted base

Base

	57	227	259	55	413	22	6	12	13	25
	57	229	254	57	399	28	6	15	12	31
I have heard of solar panels, and I know a lot about their potential benefits	23%	24%	20%	20%	20%	7%	-	4%	-	35%
I have heard of solar panels, and I know a little about their potential benefits	65%	59%	66%	61%	65%	60%	37%	96%	51%	36%
I have heard of solar panels, but I don't know about their potential benefits	10%	17%	13%	17%	15%	33%	54%	-	32%	25%
I have never heard of solar panels	2%	1%	1%	2%	1%	-	10%	-	17%	4%

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Do you own or rent the home in which you live?								
Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other

Which of the following statements comes closest to your view?

Unweighted base

Base

	241	222	32	251	87	92	68	67	29
	219	225	30	244	101	100	76	68	26
I think I should be reducing my impact on the environment, and I'm currently doing all that I can to reduce it	27%	17%	23%	15%	25%	33%	24%	12%	9%
I think I should be reducing my impact on the environment, and while I'm doing some things to reduce it, I could do more	46%	61%	59%	52%	37%	30%	52%	51%	42%
I think I should be reducing my impact on the environment, but I'm not currently doing much at all to reduce it	6%	10%	10%	9%	7%	12%	9%	14%	6%
I don't think I need to reduce my impact on the environment	13%	8%	1%	12%	9%	16%	5%	7%	10%
None of these	3%	2%	6%	3%	6%	2%	7%	6%	9%
Don't know	5%	3%	-	9%	14%	6%	3%	10%	24%

Before taking this survey, how much, if anything, did you know about solar panels and the potential benefits they may or may not provide to your household?

Unweighted base

Base

	241	222	32	251	87	92	68	67	29
	219	225	30	244	101	100	76	68	26
I have heard of solar panels, and I know a lot about their potential benefits	19%	20%	4%	23%	15%	25%	25%	27%	13%
I have heard of solar panels, and I know a little about their potential benefits	66%	68%	82%	59%	59%	50%	62%	60%	67%
I have heard of solar panels, but I don't know about their potential benefits	15%	11%	13%	16%	25%	24%	12%	12%	12%
I have never heard of solar panels	-	1%	2%	2%	1%	1%	1%	1%	8%

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Gross HOUSEHOLD income									
under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year

Which of the following statements comes closest to your view?

Unweighted base

Base

	26	41	49	47	72	70	60	45	43	35
	28	44	47	53	76	70	60	44	46	38
I think I should be reducing my impact on the environment, and I'm currently doing all that I can to reduce it	34%	21%	30%	35%	17%	31%	22%	24%	33%	24%
I think I should be reducing my impact on the environment, and while I'm doing some things to reduce it, I could do more	13%	44%	37%	38%	49%	38%	44%	48%	43%	56%
I think I should be reducing my impact on the environment, but I'm not currently doing much at all to reduce it	11%	4%	5%	7%	9%	12%	14%	16%	7%	11%
I don't think I need to reduce my impact on the environment	19%	15%	18%	7%	12%	10%	14%	12%	13%	5%
None of these	7%	7%	1%	6%	5%	-	-	-	4%	3%
Don't know	16%	9%	9%	8%	8%	9%	7%	-	2%	1%

Before taking this survey, how much, if anything, did you know about solar panels and the potential benefits they may or may not provide to your household?

Unweighted base

Base

	26	41	49	47	72	70	60	45	43	35
	28	44	47	53	76	70	60	44	46	38
I have heard of solar panels, and I know a lot about their potential benefits	11%	22%	21%	18%	19%	22%	12%	19%	20%	14%
I have heard of solar panels, and I know a little about their potential benefits	51%	61%	65%	63%	70%	49%	79%	63%	59%	77%
I have heard of solar panels, but I don't know about their potential benefits	32%	15%	14%	18%	10%	29%	8%	17%	21%	10%
I have never heard of solar panels	7%	2%	-	1%	2%	-	1%	-	-	-

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£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer
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Which of the following statements comes closest to your view?

Unweighted base

Base

I think I should be reducing my impact on the environment, and I'm currently doing all that I can to reduce it	56	82	100	78	33	70	182
I think I should be reducing my impact on the environment, and while I'm doing some things to reduce it, I could do more	47	79	99	71	29	74	185
I think I should be reducing my impact on the environment, but I'm not currently doing much at all to reduce it	14%	15%	9%	14%	36%	18%	18%
I don't think I need to reduce my impact on the environment	69%	61%	72%	68%	58%	46%	38%
None of these	8%	8%	5%	11%	-	12%	8%
Don't know	4%	11%	6%	6%	6%	8%	13%
	2%	-	4%	-	-	6%	9%
	3%	5%	3%	-	-	10%	14%

Before taking this survey, how much, if anything, did you know about solar panels and the potential benefits they may or may not provide to your household?

Unweighted base

Base

I have heard of solar panels, and I know a lot about their potential benefits	56	82	100	78	33	70	182
I have heard of solar panels, and I know a little about their potential benefits	47	79	99	71	29	74	185
I have heard of solar panels, but I don't know about their potential benefits	16%	30%	17%	34%	32%	21%	19%
I have never heard of solar panels	76%	63%	70%	59%	57%	55%	57%
	8%	5%	12%	6%	8%	23%	22%
	-	2%	1%	-	4%	2%	2%

Total	Gender		Age				Social Grade		Region (1)				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West

Do you have permission to use all or some parts of your roof? (e.g. to add items/equipment such as solar panels)

Unweighted base	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
Base	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
Yes, I can use all parts of my roof	25%	26%	24%	11%	20%	33%	41%	26%	24%	7%	34%	33%	27%	24%
Yes, I can use some parts of my roof	6%	7%	6%	7%	6%	7%	8%	8%	4%	6%	8%	8%	5%	6%
No, I cannot use any parts of my roof	46%	45%	46%	46%	54%	36%	32%	46%	46%	66%	38%	37%	45%	39%
Don't know	23%	21%	24%	36%	21%	25%	19%	20%	27%	20%	20%	21%	23%	31%
Net: TOTAL YES	31%	33%	29%	18%	25%	39%	49%	34%	27%	13%	42%	41%	32%	30%

Have you installed or are you currently in the process of installing solar panels at your home?

Unweighted base	342	157	185	25	130	89	98	246	96	30	56	101	102	53
Base	340	178	162	21	147	89	82	217	123	27	56	93	112	51
Yes, I have installed solar panels at my home	7%	9%	6%	18%	6%	6%	8%	9%	5%	8%	7%	5%	9%	8%
Yes, I am in the process of installing solar panels at my home	3%	4%	1%	22%	3%	1%	-	4%	-	11%	5%	-	4%	-
No, I have neither installed nor am I in the process of installing solar panels at my home	88%	84%	93%	48%	89%	92%	91%	86%	92%	75%	89%	94%	86%	89%
Don't know	2%	3%	0%	12%	2%	1%	1%	1%	3%	6%	-	1%	2%	3%
Net: TOTAL YES	10%	13%	7%	40%	9%	6%	8%	13%	5%	19%	11%	5%	12%	8%

You previously said you have or are in the process of installing solar panels at your home. How have you funded the installation of the solar panels? Please tick all that apply.

Unweighted base	34	20	14	9	14	5	6	30	4	4	8	6	13	3
Base	34	22	11	8	13	6	7	28	6	5	6	4	13	4
Solar Together London or similar initiatives	21%	24%	16%	21%	21%	-	41%	23%	15%	35%	42%	20%	7%	22%
Government grants	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leasing agreement	4%	4%	5%	-	11%	-	-	5%	-	-	10%	-	6%	-
Private finance / loan	25%	21%	32%	45%	17%	24%	17%	30%	-	48%	39%	26%	7%	34%
Independently	35%	40%	24%	22%	42%	61%	14%	30%	54%	35%	10%	20%	61%	-
Other	19%	19%	19%	13%	20%	15%	28%	16%	31%	16%	10%	14%	18%	44%
Don't know	5%	4%	8%	-	14%	-	-	7%	-	-	-	20%	7%	-

Region (2)		Ethnicity				
Inner London	Outer London	White	Asian	Black	Mixed / Other	Refused

Do you have permission to use all or some parts of your roof? (e.g. to add items/equipment such as solar panels)

Unweighted base	390	699	732	147	96	93	21
Base	389	700	656	184	136	97	16
Yes, I can use all parts of my roof	13%	31%	27%	28%	16%	14%	18%
Yes, I can use some parts of my roof	6%	7%	5%	7%	10%	8%	15%
No, I cannot use any parts of my roof	61%	37%	48%	36%	44%	50%	42%
Don't know	20%	25%	19%	28%	30%	28%	25%
Net: TOTAL YES	19%	38%	32%	36%	26%	22%	33%

Have you installed or are you currently in the process of installing solar panels at your home?

Unweighted base	73	269	237	48	28	23	6
Base	74	265	212	66	36	21	5
Yes, I have installed solar panels at my home	5%	8%	8%	8%	6%	-	-
Yes, I am in the process of installing solar panels at my home	7%	2%	1%	-	16%	5%	-
No, I have neither installed nor am I in the process of installing solar panels at my home	84%	89%	89%	90%	78%	94%	82%
Don't know	4%	2%	2%	2%	-	1%	18%
Net: TOTAL YES	12%	9%	9%	8%	22%	5%	-

You previously said you have or are in the process of installing solar panels at your home. How have you funded the installation of the solar panels? Please tick all that apply.

Unweighted base	8	26	21	5	7	1	-
Base	9	24	19	5	8	1	-
Solar Together London or similar initiatives	20%	22%	18%	17%	36%	-	-
Government grants	-	-	-	-	-	-	-
Leasing agreement	9%	2%	4%	11%	-	-	-
Private finance / loan	38%	20%	25%	-	32%	100%	-
Independently	53%	28%	42%	-	44%	-	-
Other	9%	23%	10%	83%	-	-	-
Don't know	-	8%	5%	-	12%	-	-

Which, if any, of the following types of home best describes where you currently live?

Detached house	Semi-detached house	Terraced house	Maisonette	Studio/flat/apartment	Bungalow	Static Caravan/mobile home/trailer	Other	Don't know	Prefer not to say
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Do you have permission to use all or some parts of your roof? (e.g. to add items/equipment such as solar panels)

Unweighted base	57	227	259	55	413	22	6	12	13	25
Base	57	229	254	57	399	28	6	15	12	31
Yes, I can use all parts of my roof	44%	42%	46%	10%	3%	38%	21%	11%	11%	7%
Yes, I can use some parts of my roof	11%	9%	9%	6%	3%	3%	25%	-	-	4%
No, I cannot use any parts of my roof	19%	17%	21%	68%	81%	38%	19%	86%	35%	21%
Don't know	26%	33%	25%	16%	13%	22%	35%	3%	54%	69%
Net: TOTAL YES	55%	51%	55%	16%	6%	40%	46%	11%	11%	11%

Have you installed or are you currently in the process of installing solar panels at your home?

Unweighted base	32	121	136	9	25	10	3	2	1	3
Base	31	116	139	9	23	11	3	2	1	3
Yes, I have installed solar panels at my home	11%	8%	5%	32%	1%	-	-	100%	-	-
Yes, I am in the process of installing solar panels at my home	2%	3%	1%	-	8%	9%	45%	-	-	-
No, I have neither installed nor am I in the process of installing solar panels at my home	89%	86%	93%	68%	86%	91%	55%	-	100%	62%
Don't know	-	3%	0%	-	5%	-	-	-	-	38%
Net: TOTAL YES	11%	10%	6%	32%	9%	9%	45%	100%	-	-

You previously said you have or are in the process of installing solar panels at your home. How have you funded the installation of the solar panels? Please tick all that apply.

Unweighted base	4	10	10	4	2	1	1	2	-	-
Base	4	12	9	3	2	1	1	2	-	-
Solar Together London or similar initiatives	-	15%	20%	60%	88%	-	-	-	-	-
Government grants	-	-	-	-	-	-	-	-	-	-
Leasing agreement	-	7%	-	-	-	-	-	39%	-	-
Private finance / loan	16%	11%	33%	32%	12%	100%	100%	-	-	-
Independently	45%	46%	26%	8%	88%	-	-	-	-	-
Other	39%	20%	22%	-	-	-	-	39%	-	-
Don't know	-	7%	-	-	-	-	-	61%	-	-

Do you own or rent the home in which you live?

Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other
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Do you have permission to use all or some parts of your roof? (e.g. to add items/equipment such as solar panels)

Unweighted base	241	222	32	251	87	92	68	67	29
Base	219	225	30	244	101	100	76	68	26
Yes, I can use all parts of my roof	52%	43%	7%	3%	6%	7%	26%	15%	26%
Yes, I can use some parts of my roof	9%	9%	8%	4%	7%	4%	2%	3%	7%
No, I cannot use any parts of my roof	19%	30%	62%	78%	63%	67%	38%	29%	18%
Don't know	20%	18%	22%	15%	25%	22%	34%	53%	50%
Net: TOTAL YES	62%	52%	16%	7%	12%	12%	28%	18%	33%

Have you installed or are you currently in the process of installing solar panels at your home?

Unweighted base	147	113	6	16	10	12	18	11	9
Base	135	117	5	17	12	11	21	12	9
Yes, I have installed solar panels at my home	9%	4%	5%	-	23%	30%	-	8%	-
Yes, I am in the process of installing solar panels at my home	1%	1%	23%	12%	15%	11%	-	-	-
No, I have neither installed nor am I in the process of installing solar panels at my home	88%	93%	72%	81%	61%	48%	100%	92%	100%
Don't know	2%	1%	-	7%	-	11%	-	-	-
Net: TOTAL YES	10%	6%	28%	12%	39%	41%	-	8%	-

You previously said you have or are in the process of installing solar panels at your home. How have you funded the installation of the solar panels? Please tick all that apply.

Unweighted base	13	7	2	2	4	5	-	1	-
Base	13	7	1	2	5	5	-	1	-
Solar Together London or similar initiatives	7%	14%	-	46%	95%	-	-	-	-
Government grants	-	-	-	-	-	-	-	-	-
Leasing agreement	7%	-	-	-	-	13%	-	-	-
Private finance / loan	26%	-	82%	54%	5%	54%	-	-	-
Independently	46%	52%	18%	-	39%	-	-	-	-
Other	14%	34%	-	-	-	26%	-	100%	-
Don't know	7%	-	-	-	-	19%	-	-	-

Gross HOUSEHOLD income									
under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year

Do you have permission to use all or some parts of your roof? (e.g. to add items/equipment such as solar panels)

Unweighted base	26	41	49	47	72	70	60	45	43	35
Base	28	44	47	53	76	70	60	44	46	38
Yes, I can use all parts of my roof	18%	17%	15%	34%	19%	16%	28%	19%	31%	29%
Yes, I can use some parts of my roof	2%	4%	1%	8%	15%	5%	8%	7%	5%	10%
No, I cannot use any parts of my roof	62%	68%	61%	40%	49%	59%	44%	50%	45%	38%
Don't know	17%	11%	23%	18%	17%	20%	20%	25%	20%	23%
Net: TOTAL YES	21%	21%	16%	42%	34%	21%	36%	26%	35%	39%

Have you installed or are you currently in the process of installing solar panels at your home?

Unweighted base	5	11	8	19	20	18	21	11	14	12
Base	6	9	7	22	26	15	22	11	16	15
Yes, I have installed solar panels at my home	-	10%	19%	23%	8%	10%	4%	11%	-	-
Yes, I am in the process of installing solar panels at my home	-	22%	-	-	9%	11%	9%	-	-	6%
No, I have neither installed nor am I in the process of installing solar panels at my home	100%	60%	81%	73%	83%	80%	87%	89%	100%	94%
Don't know	-	8%	-	4%	-	-	-	-	-	-
Net: TOTAL YES	-	32%	19%	23%	17%	20%	13%	11%	-	6%

You previously said you have or are in the process of installing solar panels at your home. How have you funded the installation of the solar panels? Please tick all that apply.

Unweighted base	-	3	1	3	4	4	2	1	-	1
Base	-	3	1	5	4	3	3	1	-	1
Solar Together London or similar initiatives	-	31%	-	52%	-	-	68%	-	-	-
Government grants	-	-	-	-	-	-	-	-	-	-
Leasing agreement	-	-	-	-	-	-	-	-	-	100%
Private finance / loan	-	69%	100%	-	53%	27%	-	100%	-	-
Independently	-	-	-	48%	5%	52%	68%	-	-	100%
Other	-	-	-	-	42%	21%	-	-	-	-
Don't know	-	-	-	-	-	-	32%	-	-	-

£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer
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Do you have permission to use all or some parts of your roof? (e.g. to add items/equipment such as solar panels)

Unweighted base	56	82	100	78	33	70	182
Base	47	79	99	71	29	74	185
Yes, I can use all parts of my roof	24%	33%	28%	39%	23%	15%	25%
Yes, I can use some parts of my roof	11%	5%	8%	8%	15%	-	3%
No, I cannot use any parts of my roof	50%	45%	51%	39%	42%	40%	33%
Don't know	14%	16%	13%	14%	21%	45%	39%
Net: TOTAL YES	36%	39%	37%	46%	38%	15%	28%

Have you installed or are you currently in the process of installing solar panels at your home?

Unweighted base	21	32	38	33	12	9	58
Base	17	30	36	33	11	11	52
Yes, I have installed solar panels at my home	13%	3%	10%	4%	-	10%	5%
Yes, I am in the process of installing solar panels at my home	2%	-	-	-	-	-	1%
No, I have neither installed nor am I in the process of installing solar panels at my home	79%	92%	86%	96%	100%	90%	93%
Don't know	6%	5%	4%	-	-	-	2%
Net: TOTAL YES	15%	3%	10%	4%	-	10%	5%

You previously said you have or are in the process of installing solar panels at your home. How have you funded the installation of the solar panels? Please tick all that apply.

Unweighted base	4	1	4	2	-	1	3
Base	3	1	4	1	-	1	3
Solar Together London or similar initiatives	-	-	-	-	-	-	71%
Government grants	-	-	-	-	-	-	-
Leasing agreement	24%	-	-	-	-	-	-
Private finance / loan	-	-	16%	-	-	-	-
Independently	39%	100%	45%	38%	-	-	29%
Other	24%	-	39%	62%	-	100%	-
Don't know	37%	-	-	-	-	-	-

Total	Gender		Age				Social Grade		Region (1)				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West

Would you, or would you not consider having solar panels installed at your home?

Unweighted base	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
Base	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
Definitely would consider	26%	28%	24%	23%	29%	25%	16%	29%	20%	29%	29%	25%	23%	26%
Probably would consider	26%	26%	26%	34%	26%	25%	22%	29%	22%	24%	24%	30%	26%	28%
Probably would not consider	10%	11%	9%	6%	9%	12%	14%	12%	8%	8%	15%	10%	10%	9%
Definitely would not consider	6%	5%	6%	5%	3%	5%	14%	5%	7%	2%	6%	8%	7%	4%
Not applicable	21%	18%	24%	20%	21%	21%	25%	17%	27%	25%	16%	18%	25%	18%
Don't know	11%	11%	11%	13%	11%	11%	8%	7%	16%	12%	10%	9%	10%	15%
Net: TOTAL WOULD CONSIDER	52%	54%	50%	58%	56%	50%	38%	59%	42%	53%	53%	54%	49%	54%
Net: TOTAL WOULD NOT CONSIDER	16%	16%	15%	10%	13%	18%	28%	17%	14%	10%	20%	19%	16%	13%

Which, if any, are the main reasons you would consider having solar panels installed at your home? Please select up to two.

Unweighted base	571	250	321	71	303	123	74	419	152	111	68	128	163	101
Base	566	290	276	68	321	113	64	377	188	108	71	122	172	93
To save money	77%	80%	73%	69%	82%	69%	74%	75%	81%	76%	76%	76%	79%	76%
To prepare your home for the future (e.g. electric heating, electric vehicles)	35%	38%	31%	39%	34%	38%	28%	34%	36%	30%	43%	30%	34%	41%
To add value to your home	8%	10%	6%	6%	8%	8%	8%	8%	6%	8%	6%	9%	8%	7%
To play your part in reducing your impact on climate change	57%	46%	69%	57%	56%	61%	54%	62%	47%	62%	56%	58%	53%	59%
Other	1%	1%	0%	1%	-	1%	3%	0%	1%	-	1%	1%	-	2%
Don't know	1%	2%	1%	4%	1%	-	1%	1%	2%	1%	-	3%	1%	-

Region (2)		Ethnicity				
Inner London	Outer London	White	Asian	Black	Mixed / Other	Refused

Would you, or would you not consider having solar panels installed at your home?

Unweighted base	390	699	732	147	96	93	21
Base	389	700	656	184	136	97	16
Definitely would consider	27%	25%	26%	21%	27%	31%	29%
Probably would consider	26%	27%	25%	27%	31%	29%	3%
Probably would not consider	7%	12%	11%	11%	8%	7%	7%
Definitely would not consider	4%	7%	7%	6%	1%	3%	-
Not applicable	25%	19%	24%	19%	16%	19%	25%
Don't know	11%	11%	7%	17%	17%	12%	36%
Net: TOTAL WOULD CONSIDER	53%	51%	51%	48%	58%	60%	31%
Net: TOTAL WOULD NOT CONSIDER	11%	18%	18%	16%	9%	10%	7%

Which, if any, are the main reasons you would consider having solar panels installed at your home? Please select up to two.

Unweighted base	210	361	379	75	54	56	7
Base	206	360	335	88	79	58	5
To save money	76%	77%	77%	75%	81%	70%	85%
To prepare your home for the future (e.g. electric heating, electric vehicles)	34%	35%	33%	36%	36%	41%	29%
To add value to your home	6%	8%	5%	17%	12%	2%	-
To play your part in reducing your impact on climate change	60%	55%	60%	54%	46%	61%	58%
Other	-	1%	1%	-	-	-	-
Don't know	1%	1%	1%	2%	4%	-	-

Which, if any, of the following types of home best describes where you currently live?

Detached house	Semi-detached house	Terraced house	Maisonette	Studio/flat/apartment	Bungalow	Static Caravan/mobile home/trailer	Other	Don't know	Prefer not to say
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Would you, or would you not consider having solar panels installed at your home?

Unweighted base	57	227	259	55	413	22	6	12	13	25
Base	57	229	254	57	399	28	6	15	12	31
Definitely would consider	35%	30%	29%	22%	23%	17%	-	16%	19%	14%
Probably would consider	23%	25%	33%	24%	25%	27%	-	16%	22%	21%
Probably would not consider	10%	12%	16%	11%	5%	23%	46%	-	4%	-
Definitely would not consider	8%	8%	5%	2%	3%	22%	19%	3%	15%	2%
Not applicable	2%	13%	8%	25%	38%	-	35%	60%	-	7%
Don't know	22%	13%	8%	16%	5%	11%	-	5%	40%	56%
Net: TOTAL WOULD CONSIDER	58%	55%	62%	46%	48%	43%	-	32%	41%	34%
Net: TOTAL WOULD NOT CONSIDER	18%	19%	21%	14%	9%	45%	65%	3%	19%	2%

Which, if any, are the main reasons you would consider having solar panels installed at your home? Please select up to two.

Unweighted base	35	130	162	26	194	8	-	4	4	8
Base	33	126	158	26	190	12	-	5	5	11
To save money	61%	80%	75%	74%	80%	84%	-	71%	100%	49%
To prepare your home for the future (e.g. electric heating, electric vehicles)	53%	27%	35%	40%	33%	80%	-	59%	-	35%
To add value to your home	12%	7%	9%	11%	6%	-	-	-	-	9%
To play your part in reducing your impact on climate change	62%	60%	56%	54%	60%	13%	-	50%	65%	39%
Other	3%	1%	-	-	0%	7%	-	-	-	-
Don't know	2%	2%	-	-	0%	-	-	-	-	28%

Do you own or rent the home in which you live?

Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other
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Would you, or would you not consider having solar panels installed at your home?

Unweighted base	241	222	32	251	87	92	68	67	29
Base	219	225	30	244	101	100	76	68	26
Definitely would consider	24%	29%	19%	33%	17%	14%	25%	26%	29%
Probably would consider	28%	34%	40%	22%	20%	16%	34%	20%	19%
Probably would not consider	17%	13%	6%	4%	6%	7%	8%	16%	6%
Definitely would not consider	10%	5%	11%	3%	3%	4%	2%	9%	4%
Not applicable	11%	11%	14%	26%	41%	55%	13%	12%	2%
Don't know	9%	8%	9%	11%	14%	4%	17%	17%	39%
Net: TOTAL WOULD CONSIDER	52%	63%	60%	55%	37%	31%	59%	46%	48%
Net: TOTAL WOULD NOT CONSIDER	27%	18%	17%	8%	9%	11%	11%	25%	11%

Which, if any, are the main reasons you would consider having solar panels installed at your home? Please select up to two.

Unweighted base	125	144	18	137	34	30	39	30	14
Base	115	142	18	134	37	31	45	31	13
To save money	75%	80%	65%	77%	86%	83%	72%	76%	52%
To prepare your home for the future (e.g. electric heating, electric vehicles)	38%	32%	61%	38%	25%	19%	41%	28%	22%
To add value to your home	7%	12%	-	4%	8%	9%	11%	7%	-
To play your part in reducing your impact on climate change	56%	57%	71%	59%	51%	43%	54%	61%	86%
Other	2%	1%	-	1%	-	-	-	-	-
Don't know	0%	-	-	1%	2%	3%	2%	9%	-

Gross HOUSEHOLD income									
under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year

Would you, or would you not consider having solar panels installed at your home?

Unweighted base	26	41	49	47	72	70	60	45	43	35
Base	28	44	47	53	76	70	60	44	46	38
Definitely would consider	10%	12%	25%	22%	24%	16%	23%	21%	37%	43%
Probably would consider	24%	15%	15%	21%	29%	30%	28%	21%	29%	29%
Probably would not consider	6%	12%	4%	11%	9%	13%	11%	13%	7%	8%
Definitely would not consider	14%	4%	11%	10%	4%	6%	6%	12%	3%	15%
Not applicable	35%	54%	43%	36%	28%	24%	14%	33%	5%	5%
Don't know	11%	3%	4%	1%	7%	12%	18%	-	19%	-
Net: TOTAL WOULD CONSIDER	34%	27%	39%	43%	52%	45%	51%	42%	66%	72%
Net: TOTAL WOULD NOT CONSIDER	20%	15%	14%	20%	13%	19%	17%	25%	10%	23%

Which, if any, are the main reasons you would consider having solar panels installed at your home? Please select up to two.

Unweighted base	11	14	19	17	34	34	30	19	27	27
Base	10	12	18	23	39	32	31	18	30	28
To save money	92%	75%	72%	78%	84%	79%	79%	94%	89%	80%
To prepare your home for the future (e.g. electric heating, electric vehicles)	27%	18%	33%	41%	37%	23%	24%	33%	46%	30%
To add value to your home	-	8%	-	-	10%	8%	9%	11%	5%	15%
To play your part in reducing your impact on climate change	39%	85%	48%	60%	42%	57%	52%	46%	31%	47%
Other	-	7%	-	-	-	2%	3%	-	-	-
Don't know	-	-	-	-	-	-	3%	-	2%	-

£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer
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Would you, or would you not consider having solar panels installed at your home?

Unweighted base	56	82	100	78	33	70	182
Base	47	79	99	71	29	74	185
Definitely would consider	39%	29%	23%	37%	58%	16%	24%
Probably would consider	27%	29%	37%	37%	25%	28%	20%
Probably would not consider	16%	15%	11%	10%	5%	3%	11%
Definitely would not consider	-	4%	4%	-	2%	10%	4%
Not applicable	19%	12%	17%	14%	9%	26%	15%
Don't know	-	11%	8%	3%	-	18%	26%
Net: TOTAL WOULD CONSIDER	66%	58%	59%	73%	84%	43%	44%
Net: TOTAL WOULD NOT CONSIDER	16%	19%	16%	10%	7%	12%	15%

Which, if any, are the main reasons you would consider having solar panels installed at your home? Please select up to two.

Unweighted base	35	49	62	56	26	31	80
Base	31	45	59	52	25	32	82
To save money	84%	74%	81%	59%	73%	69%	73%
To prepare your home for the future (e.g. electric heating, electric vehicles)	34%	45%	27%	40%	24%	25%	46%
To add value to your home	6%	7%	6%	10%	4%	14%	7%
To play your part in reducing your impact on climate change	59%	69%	70%	68%	74%	62%	51%
Other	-	-	-	-	-	3%	-
Don't know	-	-	-	2%	-	-	5%

Total	Gender		Age				Social Grade		Region (1)				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West

Which, if any, of the following are your main concerns about having solar panels installed at your home? Please select up to two .

Unweighted base	342	157	185	25	130	89	98	246	96	30	56	101	102	53
Base	340	178	162	21	147	89	82	217	123	27	56	93	112	51
Cost / access to funding	60%	60%	61%	44%	69%	58%	53%	57%	66%	48%	65%	52%	63%	70%
Installation / disturbance / site access	14%	15%	12%	19%	14%	12%	13%	18%	7%	15%	14%	15%	11%	16%
Planning / regulations	8%	8%	8%	6%	10%	9%	4%	10%	4%	9%	8%	8%	9%	6%
Quality issues with products and installers	23%	26%	19%	10%	25%	23%	21%	26%	16%	22%	21%	23%	22%	24%
Timeframes and coordination of works and contracts	5%	5%	4%	23%	5%	3%	2%	7%	1%	19%	5%	2%	5%	2%
Maintenance / Roof damage resulting in future roof leaks	33%	30%	36%	27%	29%	35%	39%	32%	33%	22%	31%	32%	34%	38%
Other	8%	4%	13%	7%	6%	9%	12%	7%	11%	6%	7%	16%	5%	4%
Don't know	2%	2%	3%	-	3%	-	4%	1%	5%	6%	4%	3%	1%	-
Not applicable - I have no concerns about having solar panels installed at my home	5%	7%	3%	9%	3%	5%	7%	6%	4%	7%	-	6%	8%	3%
Not applicable – I already have solar panels installed at my home	5%	6%	3%	-	3%	5%	7%	5%	4%	-	3%	3%	7%	6%

How likely, or unlikely, do you think it is that you will install the following energy efficient measures in your home in the next few years?

1. Heat Pump (i.e. electric heating system that extracts heat from ambient air or the ground and transfers it into the home)

Unweighted base	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
Base	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
Very likely	4%	4%	3%	6%	4%	1%	2%	3%	4%	3%	5%	3%	4%	3%
Fairly likely	9%	10%	8%	13%	9%	7%	6%	11%	5%	8%	8%	10%	7%	10%
Fairly unlikely	12%	11%	13%	13%	11%	14%	11%	12%	11%	12%	15%	15%	9%	10%
Very unlikely	23%	25%	21%	13%	17%	30%	42%	23%	22%	16%	23%	32%	20%	26%
Not applicable - I already have this installed	2%	2%	2%	5%	2%	0%	0%	2%	1%	1%	1%	1%	4%	1%
Not applicable - I do not have permission to do this	31%	28%	34%	22%	35%	29%	25%	30%	32%	47%	24%	22%	32%	25%
Don't know	20%	20%	21%	28%	21%	19%	12%	17%	25%	14%	22%	17%	23%	25%
Net: TOTAL LIKELY	12%	14%	11%	19%	14%	8%	8%	15%	9%	10%	13%	13%	12%	13%
Net: TOTAL UNLIKELY	35%	36%	33%	25%	28%	43%	54%	36%	33%	28%	39%	47%	29%	36%

Region (2)		Ethnicity				
Inner London	Outer London	White	Asian	Black	Mixed / Other	Refused

Which, if any, of the following are your main concerns about having solar panels installed at your home? Please select up to two .

Unweighted base	73	269	237	48	28	23	6
Base	74	265	212	66	36	21	5
Cost / access to funding	56%	62%	62%	67%	48%	43%	62%
Installation / disturbance / site access	20%	12%	12%	12%	26%	15%	23%
Planning / regulations	12%	7%	8%	4%	12%	13%	31%
Quality issues with products and installers	23%	22%	21%	23%	30%	31%	14%
Timeframes and coordination of works and contracts	10%	4%	4%	2%	15%	9%	-
Maintenance / Roof damage resulting in future roof leaks	25%	35%	33%	35%	34%	29%	-
Other	6%	9%	10%	6%	3%	9%	12%
Don't know	3%	2%	2%	4%	-	7%	-
Not applicable - I have no concerns about having solar panels installed at my home	8%	4%	5%	3%	6%	7%	19%
Not applicable – I already have solar panels installed at my home	1%	6%	5%	5%	3%	-	-

How likely, or unlikely, do you think it is that you will install the following energy efficient measures in your home in the next few years?

1. Heat Pump (i.e. electric heating system that extracts heat from ambient air or the ground and transfers it into the home)

Unweighted base	390	699	732	147	96	93	21
Base	389	700	656	184	136	97	16
Very likely	4%	3%	2%	3%	12%	2%	-
Fairly likely	8%	9%	6%	14%	13%	8%	18%
Fairly unlikely	12%	12%	15%	9%	5%	10%	3%
Very unlikely	15%	27%	27%	24%	8%	11%	21%
Not applicable - I already have this installed	2%	2%	2%	3%	3%	3%	-
Not applicable - I do not have permission to do this	43%	24%	34%	23%	30%	31%	22%
Don't know	16%	22%	14%	24%	30%	35%	36%
Net: TOTAL LIKELY	12%	12%	9%	17%	25%	10%	18%
Net: TOTAL UNLIKELY	27%	39%	42%	34%	13%	21%	24%

Which, if any, of the following types of home best describes where you currently live?

Detached house	Semi-detached house	Terraced house	Maisonette	Studio/flat/apartment	Bungalow	Static Caravan/mobile home/trailer	Other	Don't know	Prefer not to say
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Which, if any, of the following are your main concerns about having solar panels installed at your home? Please select up to two .

Unweighted base

Base

Cost / access to funding	39%	56%	69%	67%	50%	80%	21%	-	100%	100%
Installation / disturbance / site access	3%	9%	18%	33%	22%	-	-	-	100%	-
Planning / regulations	3%	8%	7%	10%	16%	13%	35%	-	-	-
Quality issues with products and installers	29%	20%	24%	22%	34%	7%	-	-	-	-
Timeframes and coordination of works and contracts	7%	3%	4%	15%	9%	7%	45%	-	-	-
Maintenance / Roof damage resulting in future roof leaks	36%	33%	38%	6%	14%	36%	-	-	-	-
Other	17%	13%	4%	15%	5%	-	-	-	-	-
Don't know	4%	2%	2%	-	-	13%	-	39%	-	-
Not applicable - I have no concerns about having solar panels installed at my home	8%	7%	3%	-	13%	-	-	-	-	-
Not applicable – I already have solar panels installed at my home	10%	6%	3%	-	-	-	-	61%	-	-

How likely, or unlikely, do you think it is that you will install the following energy efficient measures in your home in the next few years?

1. Heat Pump (i.e. electric heating system that extracts heat from ambient air or the ground and transfers it into the home)

Unweighted base

Base

Very likely	9%	2%	2%	6%	4%	4%	-	6%	11%	8%
Fairly likely	18%	8%	9%	6%	9%	13%	14%	-	5%	4%
Fairly unlikely	17%	14%	16%	10%	8%	11%	37%	-	-	11%
Very unlikely	24%	33%	37%	21%	11%	24%	31%	-	5%	12%
Not applicable - I already have this installed	-	2%	1%	3%	2%	-	19%	10%	-	3%
Not applicable - I do not have permission to do this	13%	15%	17%	34%	52%	37%	-	71%	12%	2%
Don't know	20%	26%	18%	20%	15%	12%	-	14%	67%	60%
Net: TOTAL LIKELY	26%	10%	11%	11%	12%	17%	14%	6%	16%	12%
Net: TOTAL UNLIKELY	40%	47%	53%	31%	19%	34%	67%	-	5%	23%

Do you own or rent the home in which you live?

Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other
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Which, if any, of the following are your main concerns about having solar panels installed at your home? Please select up to two .

Unweighted base	147	113	6	16	10	12	18	11	9
Base	135	117	5	17	12	11	21	12	9
Cost / access to funding	55%	68%	16%	49%	50%	33%	72%	80%	72%
Installation / disturbance / site access	12%	16%	5%	37%	9%	-	2%	28%	-
Planning / regulations	6%	10%	12%	27%	-	1%	9%	6%	-
Quality issues with products and installers	17%	30%	43%	8%	15%	27%	19%	30%	21%
Timeframes and coordination of works and contracts	2%	4%	23%	7%	11%	45%	-	4%	-
Maintenance / Roof damage resulting in future roof leaks	41%	31%	66%	23%	-	-	42%	15%	16%
Other	11%	7%	-	-	9%	-	6%	5%	19%
Don't know	4%	-	-	5%	-	5%	4%	-	9%
Not applicable - I have no concerns about having solar panels installed at my home	6%	2%	-	5%	11%	16%	12%	-	-
Not applicable – I already have solar panels installed at my home	8%	3%	-	-	14%	-	-	-	-

How likely, or unlikely, do you think it is that you will install the following energy efficient measures in your home in the next few years?

1. Heat Pump (i.e. electric heating system that extracts heat from ambient air or the ground and transfers it into the home)

Unweighted base	241	222	32	251	87	92	68	67	29
Base	219	225	30	244	101	100	76	68	26
Very likely	3%	3%	4%	7%	1%	1%	2%	3%	6%
Fairly likely	8%	9%	6%	10%	10%	5%	9%	11%	5%
Fairly unlikely	15%	19%	8%	7%	6%	6%	15%	13%	14%
Very unlikely	48%	34%	10%	7%	14%	3%	20%	16%	18%
Not applicable - I already have this installed	1%	2%	10%	1%	4%	3%	4%	-	3%
Not applicable - I do not have permission to do this	8%	15%	42%	53%	39%	71%	17%	21%	13%
Don't know	18%	18%	20%	15%	25%	11%	33%	37%	40%
Net: TOTAL LIKELY	11%	13%	10%	17%	11%	6%	10%	13%	12%
Net: TOTAL UNLIKELY	62%	53%	18%	14%	21%	8%	35%	29%	32%

Gross HOUSEHOLD income

under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year
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Which, if any, of the following are your main concerns about having solar panels installed at your home? Please select up to two .

Unweighted base

Base

	5	11	8	19	20	18	21	11	14	12
	6	9	7	22	26	15	22	11	16	15
Cost / access to funding	41%	40%	64%	62%	70%	36%	65%	44%	84%	55%
Installation / disturbance / site access	24%	18%	10%	7%	32%	15%	15%	-	12%	16%
Planning / regulations	12%	31%	-	8%	2%	10%	-	18%	11%	6%
Quality issues with products and installers	35%	-	16%	5%	8%	18%	27%	11%	44%	36%
Timeframes and coordination of works and contracts	-	25%	-	-	10%	18%	-	19%	-	8%
Maintenance / Roof damage resulting in future roof leaks	64%	33%	23%	28%	22%	19%	34%	34%	33%	19%
Other	-	-	-	-	4%	11%	12%	11%	-	27%
Don't know	-	-	-	-	-	10%	4%	-	-	-
Not applicable - I have no concerns about having solar panels installed at my home	-	9%	17%	7%	4%	5%	4%	-	-	-
Not applicable – I already have solar panels installed at my home	-	-	19%	19%	7%	4%	-	-	-	-

How likely, or unlikely, do you think it is that you will install the following energy efficient measures in your home in the next few years?

1. Heat Pump (i.e. electric heating system that extracts heat from ambient air or the ground and transfers it into the home)

Unweighted base

Base

	26	41	49	47	72	70	60	45	43	35
	28	44	47	53	76	70	60	44	46	38
Very likely	1%	10%	-	-	7%	-	2%	4%	10%	4%
Fairly likely	4%	3%	6%	16%	12%	9%	6%	9%	16%	11%
Fairly unlikely	7%	3%	4%	12%	8%	13%	12%	17%	16%	17%
Very unlikely	23%	18%	27%	14%	27%	13%	24%	28%	30%	24%
Not applicable - I already have this installed	-	2%	2%	7%	0%	3%	2%	3%	-	5%
Not applicable - I do not have permission to do this	52%	47%	55%	29%	31%	42%	36%	30%	18%	21%
Don't know	13%	17%	6%	23%	16%	21%	17%	10%	10%	17%
Net: TOTAL LIKELY	5%	12%	6%	16%	18%	9%	8%	13%	26%	15%
Net: TOTAL UNLIKELY	30%	21%	32%	26%	35%	25%	37%	44%	46%	41%

£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer
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Which, if any, of the following are your main concerns about having solar panels installed at your home? Please select up to two .

Unweighted base	21	32	38	33	12	9	58
Base	17	30	36	33	11	11	52
Cost / access to funding	64%	64%	58%	75%	43%	42%	60%
Installation / disturbance / site access	16%	2%	16%	9%	35%	23%	10%
Planning / regulations	4%	10%	9%	18%	9%	-	3%
Quality issues with products and installers	23%	26%	29%	21%	28%	31%	24%
Timeframes and coordination of works and contracts	8%	-	1%	-	10%	-	5%
Maintenance / Roof damage resulting in future roof leaks	4%	49%	33%	43%	46%	32%	35%
Other	12%	12%	10%	7%	-	11%	9%
Don't know	4%	5%	-	-	-	11%	4%
Not applicable - I have no concerns about having solar panels installed at my home	17%	-	7%	7%	7%	-	6%
Not applicable – I already have solar panels installed at my home	9%	3%	8%	2%	-	-	3%

How likely, or unlikely, do you think it is that you will install the following energy efficient measures in your home in the next few years?

1. Heat Pump (i.e. electric heating system that extracts heat from ambient air or the ground and transfers it into the home)

Unweighted base	56	82	100	78	33	70	182
Base	47	79	99	71	29	74	185
Very likely	1%	5%	2%	6%	3%	1%	4%
Fairly likely	8%	9%	8%	7%	14%	2%	9%
Fairly unlikely	11%	12%	13%	26%	14%	11%	9%
Very unlikely	23%	36%	25%	22%	8%	16%	23%
Not applicable - I already have this installed	2%	-	2%	3%	-	1%	2%
Not applicable - I do not have permission to do this	38%	30%	33%	24%	39%	36%	14%
Don't know	16%	9%	18%	12%	22%	33%	38%
Net: TOTAL LIKELY	9%	14%	9%	13%	17%	4%	13%
Net: TOTAL UNLIKELY	34%	48%	38%	47%	22%	27%	32%

Total	Gender		Age				Social Grade		Region (1)				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West

2. Wall/roof insulation

Unweighted base	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
Base	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
Very likely	7%	8%	6%	10%	8%	4%	7%	6%	9%	6%	7%	8%	8%	6%
Fairly likely	10%	12%	7%	9%	11%	9%	7%	12%	7%	7%	5%	12%	11%	11%
Fairly unlikely	8%	9%	7%	10%	9%	5%	8%	10%	5%	7%	8%	9%	7%	10%
Very unlikely	8%	9%	8%	10%	6%	9%	14%	7%	10%	10%	9%	10%	7%	5%
Not applicable - I already have this installed	24%	25%	23%	15%	17%	36%	36%	25%	23%	12%	31%	32%	21%	28%
Not applicable - I do not have permission to do this	30%	26%	34%	27%	35%	25%	21%	30%	29%	46%	28%	21%	30%	24%
Don't know	13%	12%	14%	19%	14%	12%	7%	10%	17%	12%	12%	9%	16%	15%
Net: TOTAL LIKELY	17%	20%	14%	19%	19%	13%	13%	18%	16%	13%	12%	20%	19%	17%
Net: TOTAL UNLIKELY	16%	17%	15%	20%	15%	14%	22%	17%	15%	17%	18%	19%	15%	15%

3. High performance (A/A+ energy rated), double/secondary or triple, windows

Unweighted base	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
Base	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
Very likely	7%	8%	6%	11%	9%	3%	5%	7%	8%	6%	9%	6%	8%	7%
Fairly likely	13%	14%	13%	15%	14%	13%	11%	15%	11%	13%	10%	15%	12%	15%
Fairly unlikely	10%	10%	9%	7%	10%	10%	10%	10%	9%	8%	13%	11%	8%	11%
Very unlikely	10%	12%	9%	11%	9%	10%	15%	10%	11%	10%	8%	12%	9%	12%
Not applicable - I already have this installed	22%	21%	22%	10%	17%	29%	34%	23%	19%	15%	25%	26%	22%	20%
Not applicable - I do not have permission to do this	24%	20%	28%	22%	28%	21%	19%	24%	25%	37%	21%	19%	25%	17%
Don't know	13%	14%	13%	24%	14%	14%	5%	11%	17%	11%	14%	10%	15%	18%
Net: TOTAL LIKELY	20%	22%	19%	26%	22%	16%	16%	22%	19%	20%	19%	21%	20%	23%
Net: TOTAL UNLIKELY	20%	22%	18%	18%	19%	20%	26%	20%	20%	19%	21%	23%	17%	23%

4. Energy efficient lighting and appliances

Unweighted base	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
Base	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
Very likely	18%	19%	17%	17%	19%	17%	16%	16%	21%	17%	17%	14%	20%	22%
Fairly likely	25%	23%	28%	26%	25%	28%	20%	28%	21%	24%	33%	22%	27%	21%
Fairly unlikely	6%	7%	5%	9%	5%	5%	5%	6%	5%	5%	3%	7%	5%	8%
Very unlikely	4%	4%	3%	6%	3%	2%	6%	3%	5%	4%	5%	6%	3%	2%
Not applicable - I already have this installed	27%	27%	27%	12%	24%	35%	39%	29%	24%	25%	24%	33%	27%	25%
Not applicable - I do not have permission to do this	10%	10%	9%	13%	10%	8%	6%	10%	9%	14%	11%	7%	9%	6%
Don't know	11%	10%	12%	16%	12%	6%	8%	8%	14%	11%	7%	11%	10%	15%
Net: TOTAL LIKELY	43%	42%	44%	43%	45%	45%	36%	44%	42%	41%	50%	36%	47%	43%
Net: TOTAL UNLIKELY	9%	11%	8%	15%	9%	6%	11%	9%	10%	9%	8%	13%	8%	11%

Region (2)		Ethnicity				
Inner London	Outer London	White	Asian	Black	Mixed / Other	Refused

2. Wall/roof insulation

Unweighted base	390	699	732	147	96	93	21
Base	389	700	656	184	136	97	16
Very likely	6%	8%	6%	9%	13%	6%	-
Fairly likely	8%	11%	8%	11%	17%	11%	3%
Fairly unlikely	9%	7%	8%	14%	5%	6%	6%
Very unlikely	8%	8%	10%	6%	4%	7%	-
Not applicable - I already have this installed	14%	29%	28%	24%	8%	17%	24%
Not applicable - I do not have permission to do this	43%	23%	31%	20%	34%	37%	24%
Don't know	12%	14%	9%	17%	20%	15%	43%
Net: TOTAL LIKELY	14%	18%	14%	20%	30%	17%	3%
Net: TOTAL UNLIKELY	17%	16%	18%	20%	8%	13%	6%

3. High performance (A/A+ energy rated), double/secondary or triple, windows

Unweighted base	390	699	732	147	96	93	21
Base	389	700	656	184	136	97	16
Very likely	7%	7%	6%	10%	14%	3%	6%
Fairly likely	15%	12%	11%	15%	18%	18%	9%
Fairly unlikely	7%	11%	10%	12%	6%	13%	5%
Very unlikely	8%	11%	12%	10%	2%	9%	-
Not applicable - I already have this installed	17%	24%	25%	20%	14%	16%	16%
Not applicable - I do not have permission to do this	34%	19%	26%	18%	26%	25%	19%
Don't know	12%	14%	10%	15%	20%	16%	46%
Net: TOTAL LIKELY	22%	20%	17%	25%	32%	20%	15%
Net: TOTAL UNLIKELY	15%	23%	22%	22%	8%	22%	5%

4. Energy efficient lighting and appliances

Unweighted base	390	699	732	147	96	93	21
Base	389	700	656	184	136	97	16
Very likely	16%	19%	13%	21%	34%	22%	9%
Fairly likely	27%	24%	26%	27%	17%	28%	25%
Fairly unlikely	6%	6%	6%	8%	4%	5%	-
Very unlikely	3%	4%	4%	5%	3%	3%	-
Not applicable - I already have this installed	25%	28%	32%	19%	19%	22%	29%
Not applicable - I do not have permission to do this	13%	7%	11%	7%	8%	7%	-
Don't know	10%	11%	8%	12%	15%	14%	36%
Net: TOTAL LIKELY	43%	43%	39%	48%	51%	50%	34%
Net: TOTAL UNLIKELY	9%	10%	9%	13%	7%	7%	-

Which, if any, of the following types of home best describes where you currently live?

Detached house	Semi-detached house	Terraced house	Maisonette	Studio/flat/apartment	Bungalow	Static Caravan/mobile home/trailer	Other	Don't know	Prefer not to say
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2. Wall/roof insulation

Unweighted base	57	227	259	55	413	22	6	12	13	25
Base	57	229	254	57	399	28	6	15	12	31
Very likely	8%	7%	9%	6%	6%	-	-	36%	-	5%
Fairly likely	20%	8%	14%	6%	7%	15%	4%	-	17%	15%
Fairly unlikely	8%	7%	13%	4%	7%	2%	-	10%	-	4%
Very unlikely	9%	9%	9%	17%	6%	17%	35%	-	-	5%
Not applicable - I already have this installed	32%	40%	34%	27%	9%	28%	31%	3%	5%	8%
Not applicable - I do not have permission to do this	6%	13%	13%	32%	55%	28%	30%	38%	24%	11%
Don't know	16%	17%	8%	8%	10%	10%	-	14%	54%	51%
Net: TOTAL LIKELY	28%	14%	23%	12%	13%	15%	4%	36%	17%	20%
Net: TOTAL UNLIKELY	17%	16%	22%	21%	13%	20%	35%	10%	-	9%

3. High performance (A/A+ energy rated), double/secondary or triple, windows

Unweighted base	57	227	259	55	413	22	6	12	13	25
Base	57	229	254	57	399	28	6	15	12	31
Very likely	9%	6%	9%	5%	8%	-	4%	6%	-	8%
Fairly likely	20%	12%	15%	14%	12%	8%	16%	-	17%	11%
Fairly unlikely	10%	11%	14%	13%	6%	2%	19%	10%	-	14%
Very unlikely	8%	14%	11%	10%	7%	29%	10%	-	5%	5%
Not applicable - I already have this installed	26%	24%	31%	14%	17%	10%	52%	30%	-	-
Not applicable - I do not have permission to do this	10%	13%	11%	30%	41%	41%	-	38%	24%	2%
Don't know	17%	19%	9%	13%	8%	10%	-	16%	54%	60%
Net: TOTAL LIKELY	29%	18%	24%	20%	20%	8%	20%	6%	17%	19%
Net: TOTAL UNLIKELY	17%	26%	25%	24%	13%	32%	28%	10%	5%	19%

4. Energy efficient lighting and appliances

Unweighted base	57	227	259	55	413	22	6	12	13	25
Base	57	229	254	57	399	28	6	15	12	31
Very likely	20%	14%	23%	6%	19%	14%	-	30%	11%	22%
Fairly likely	26%	28%	28%	23%	26%	7%	60%	4%	18%	2%
Fairly unlikely	8%	4%	4%	5%	6%	27%	-	16%	5%	4%
Very unlikely	1%	6%	3%	8%	2%	3%	19%	-	-	12%
Not applicable - I already have this installed	34%	31%	29%	37%	25%	32%	21%	-	-	3%
Not applicable - I do not have permission to do this	3%	6%	5%	13%	14%	10%	-	23%	12%	4%
Don't know	9%	11%	7%	8%	9%	7%	-	27%	54%	54%
Net: TOTAL LIKELY	45%	41%	51%	29%	44%	21%	60%	34%	29%	24%
Net: TOTAL UNLIKELY	9%	10%	7%	13%	8%	30%	19%	16%	5%	16%

Do you own or rent the home in which you live?

Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other
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2. Wall/roof insulation

Unweighted base	241	222	32	251	87	92	68	67	29
Base	219	225	30	244	101	100	76	68	26
Very likely	6%	7%	1%	9%	8%	8%	5%	8%	9%
Fairly likely	11%	10%	13%	10%	3%	9%	9%	13%	6%
Fairly unlikely	10%	14%	6%	7%	4%	4%	7%	1%	6%
Very unlikely	12%	8%	8%	5%	10%	1%	11%	13%	4%
Not applicable - I already have this installed	39%	37%	21%	4%	20%	16%	32%	12%	23%
Not applicable - I do not have permission to do this	11%	17%	36%	52%	38%	55%	18%	26%	14%
Don't know	11%	7%	15%	13%	17%	7%	18%	27%	38%
Net: TOTAL LIKELY	17%	17%	14%	19%	11%	17%	14%	20%	15%
Net: TOTAL UNLIKELY	22%	22%	14%	12%	14%	5%	18%	15%	11%

3. High performance (A/A+ energy rated), double/secondary or triple, windows

Unweighted base	241	222	32	251	87	92	68	67	29
Base	219	225	30	244	101	100	76	68	26
Very likely	6%	8%	8%	11%	3%	3%	11%	7%	3%
Fairly likely	16%	16%	26%	12%	8%	9%	12%	8%	26%
Fairly unlikely	14%	18%	-	5%	8%	3%	7%	9%	3%
Very unlikely	15%	12%	10%	7%	8%	2%	15%	12%	4%
Not applicable - I already have this installed	32%	34%	24%	7%	22%	19%	17%	14%	7%
Not applicable - I do not have permission to do this	6%	5%	24%	46%	33%	57%	18%	23%	13%
Don't know	11%	8%	8%	12%	18%	8%	21%	28%	44%
Net: TOTAL LIKELY	21%	24%	34%	23%	11%	12%	23%	15%	29%
Net: TOTAL UNLIKELY	29%	30%	10%	12%	16%	5%	22%	21%	7%

4. Energy efficient lighting and appliances

Unweighted base	241	222	32	251	87	92	68	67	29
Base	219	225	30	244	101	100	76	68	26
Very likely	14%	17%	19%	20%	20%	19%	21%	17%	14%
Fairly likely	27%	30%	34%	24%	22%	20%	25%	17%	26%
Fairly unlikely	7%	6%	-	6%	7%	5%	7%	2%	-
Very unlikely	4%	3%	-	1%	4%	2%	10%	10%	-
Not applicable - I already have this installed	38%	38%	31%	11%	27%	32%	17%	22%	12%
Not applicable - I do not have permission to do this	1%	0%	14%	25%	4%	17%	8%	8%	8%
Don't know	8%	5%	2%	13%	14%	4%	12%	25%	39%
Net: TOTAL LIKELY	42%	47%	53%	44%	43%	40%	46%	34%	40%
Net: TOTAL UNLIKELY	11%	9%	-	7%	12%	7%	17%	12%	-

Gross HOUSEHOLD income

under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year
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2. Wall/roof insulation

Unweighted base	26	41	49	47	72	70	60	45	43	35
Base	28	44	47	53	76	70	60	44	46	38
Very likely	6%	7%	3%	2%	8%	9%	1%	10%	26%	14%
Fairly likely	-	4%	7%	8%	9%	17%	10%	6%	14%	7%
Fairly unlikely	5%	5%	-	8%	9%	9%	9%	12%	10%	17%
Very unlikely	19%	8%	12%	14%	6%	5%	18%	17%	4%	8%
Not applicable - I already have this installed	8%	20%	21%	30%	24%	12%	17%	18%	27%	23%
Not applicable - I do not have permission to do this	45%	43%	51%	30%	35%	32%	27%	28%	16%	26%
Don't know	17%	14%	6%	9%	9%	17%	18%	8%	3%	6%
Net: TOTAL LIKELY	6%	11%	10%	9%	17%	26%	11%	16%	40%	21%
Net: TOTAL UNLIKELY	24%	12%	12%	23%	15%	14%	27%	29%	14%	24%

3. High performance (A/A+ energy rated), double/secondary or triple, windows

Unweighted base	26	41	49	47	72	70	60	45	43	35
Base	28	44	47	53	76	70	60	44	46	38
Very likely	11%	9%	6%	3%	8%	4%	2%	2%	19%	9%
Fairly likely	13%	8%	8%	13%	14%	15%	12%	21%	23%	17%
Fairly unlikely	5%	2%	1%	14%	9%	5%	5%	14%	10%	22%
Very unlikely	15%	4%	12%	8%	12%	5%	19%	8%	13%	6%
Not applicable - I already have this installed	10%	18%	19%	20%	22%	28%	16%	32%	19%	16%
Not applicable - I do not have permission to do this	36%	43%	50%	24%	25%	31%	27%	18%	14%	20%
Don't know	10%	15%	4%	18%	11%	12%	19%	4%	3%	11%
Net: TOTAL LIKELY	24%	17%	14%	16%	22%	19%	13%	23%	42%	26%
Net: TOTAL UNLIKELY	20%	6%	14%	22%	21%	10%	25%	22%	23%	28%

4. Energy efficient lighting and appliances

Unweighted base	26	41	49	47	72	70	60	45	43	35
Base	28	44	47	53	76	70	60	44	46	38
Very likely	14%	15%	20%	21%	16%	15%	17%	8%	27%	29%
Fairly likely	12%	18%	19%	13%	28%	27%	35%	34%	32%	25%
Fairly unlikely	12%	9%	2%	17%	12%	2%	4%	12%	4%	7%
Very unlikely	13%	4%	6%	1%	3%	-	-	7%	3%	8%
Not applicable - I already have this installed	25%	28%	31%	32%	24%	29%	25%	29%	26%	22%
Not applicable - I do not have permission to do this	13%	10%	14%	11%	11%	17%	8%	6%	-	8%
Don't know	12%	15%	8%	5%	5%	10%	11%	4%	8%	2%
Net: TOTAL LIKELY	26%	33%	40%	35%	44%	42%	52%	42%	59%	54%
Net: TOTAL UNLIKELY	24%	13%	8%	18%	15%	2%	4%	19%	7%	14%

£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer
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2. Wall/roof insulation

Unweighted base	56	82	100	78	33	70	182
Base	47	79	99	71	29	74	185
Very likely	8%	7%	4%	7%	17%	2%	6%
Fairly likely	7%	10%	11%	13%	8%	1%	14%
Fairly unlikely	9%	15%	13%	4%	6%	4%	4%
Very unlikely	3%	1%	9%	5%	7%	8%	7%
Not applicable - I already have this installed	28%	34%	19%	41%	26%	23%	25%
Not applicable - I do not have permission to do this	35%	32%	33%	25%	30%	37%	18%
Don't know	10%	2%	11%	5%	6%	24%	25%
Net: TOTAL LIKELY	15%	16%	14%	20%	25%	3%	21%
Net: TOTAL UNLIKELY	12%	16%	22%	9%	13%	13%	12%

3. High performance (A/A+ energy rated), double/secondary or triple, windows

Unweighted base	56	82	100	78	33	70	182
Base	47	79	99	71	29	74	185
Very likely	10%	14%	9%	10%	6%	1%	5%
Fairly likely	13%	14%	3%	16%	27%	3%	17%
Fairly unlikely	8%	16%	11%	14%	5%	5%	11%
Very unlikely	3%	8%	16%	11%	10%	14%	9%
Not applicable - I already have this installed	31%	19%	27%	26%	24%	19%	19%
Not applicable - I do not have permission to do this	27%	23%	26%	17%	25%	34%	12%
Don't know	8%	7%	8%	6%	2%	23%	28%
Net: TOTAL LIKELY	22%	28%	13%	25%	33%	5%	22%
Net: TOTAL UNLIKELY	12%	24%	27%	26%	15%	20%	19%

4. Energy efficient lighting and appliances

Unweighted base	56	82	100	78	33	70	182
Base	47	79	99	71	29	74	185
Very likely	18%	20%	20%	21%	23%	12%	16%
Fairly likely	33%	32%	29%	18%	14%	23%	24%
Fairly unlikely	1%	1%	11%	5%	-	4%	2%
Very unlikely	-	1%	3%	5%	3%	2%	6%
Not applicable - I already have this installed	32%	31%	23%	44%	41%	16%	22%
Not applicable - I do not have permission to do this	6%	10%	9%	5%	17%	19%	5%
Don't know	9%	4%	4%	3%	2%	24%	24%
Net: TOTAL LIKELY	51%	52%	49%	39%	37%	35%	40%
Net: TOTAL UNLIKELY	1%	2%	15%	10%	3%	7%	8%

Total	Gender		Age				Social Grade		Region (1)				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West

5. Smart meters

Unweighted base	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
Base	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
Very likely	12%	13%	11%	9%	13%	11%	11%	10%	14%	14%	12%	10%	12%	10%
Fairly likely	12%	12%	13%	15%	14%	10%	8%	14%	10%	14%	17%	12%	11%	10%
Fairly unlikely	8%	7%	8%	8%	7%	8%	10%	9%	6%	8%	9%	5%	7%	11%
Very unlikely	15%	15%	14%	9%	12%	22%	20%	14%	17%	10%	10%	16%	17%	19%
Not applicable - I already have this installed	30%	30%	30%	22%	29%	30%	36%	32%	27%	23%	32%	38%	31%	24%
Not applicable - I do not have permission to do this	11%	10%	11%	18%	12%	7%	7%	11%	10%	19%	8%	6%	11%	8%
Don't know	13%	13%	13%	19%	14%	12%	8%	11%	16%	13%	12%	13%	12%	18%
Net: TOTAL LIKELY	24%	25%	23%	24%	27%	21%	19%	24%	24%	28%	29%	23%	23%	20%
Net: TOTAL UNLIKELY	22%	22%	23%	17%	18%	30%	30%	22%	23%	17%	19%	21%	24%	30%

Which, if any, of the following would BEST encourage people to install solar panels at their homes? Please select up to two.

Unweighted base	1089	455	634	128	537	231	193	726	363	209	139	233	331	177
Base	1089	536	553	118	578	225	168	643	446	205	133	224	353	173
Money for any electricity generated that goes back to the grid	34%	36%	33%	32%	36%	37%	28%	39%	27%	33%	39%	34%	34%	34%
Finance options such as low interest loans	13%	11%	14%	22%	14%	8%	7%	16%	8%	13%	11%	16%	12%	11%
Government funding and grants	49%	51%	48%	42%	50%	52%	50%	50%	49%	47%	58%	46%	50%	49%
Better availability of panels and installers	9%	11%	6%	16%	9%	7%	3%	10%	7%	6%	8%	7%	10%	11%
Education and information about solar panels	12%	10%	14%	23%	11%	11%	11%	13%	12%	13%	16%	15%	10%	10%
Long-term policy initiatives and finance	13%	13%	13%	12%	14%	11%	13%	15%	10%	18%	10%	13%	11%	14%
A single organisation/authority to coordinate all stages from initial assessment and finance to installation	15%	15%	16%	9%	14%	18%	23%	18%	12%	19%	15%	13%	16%	12%
Other	2%	1%	3%	-	1%	3%	4%	2%	2%	4%	1%	1%	3%	1%
None of these	3%	4%	3%	2%	2%	3%	7%	3%	4%	3%	4%	3%	4%	2%
Don't know	15%	13%	16%	10%	15%	16%	16%	8%	24%	12%	8%	15%	16%	21%

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Cell Contents (Column Percentages)

Region (2)		Ethnicity				
Inner London	Outer London	White	Asian	Black	Mixed / Other	Refused

5. Smart meters

Unweighted base	390	699	732	147	96	93	21
Base	389	700	656	184	136	97	16
Very likely	13%	11%	11%	13%	16%	11%	3%
Fairly likely	13%	12%	11%	14%	15%	18%	4%
Fairly unlikely	7%	8%	7%	8%	6%	10%	17%
Very unlikely	13%	16%	17%	14%	10%	11%	5%
Not applicable - I already have this installed	26%	32%	31%	28%	25%	29%	24%
Not applicable - I do not have permission to do this	17%	7%	13%	7%	10%	7%	-
Don't know	11%	14%	10%	16%	19%	14%	49%
Net: TOTAL LIKELY	26%	23%	22%	27%	31%	29%	6%
Net: TOTAL UNLIKELY	20%	24%	24%	22%	16%	20%	21%

Which, if any, of the following would BEST encourage people to install solar panels at their homes? Please select up to two.

Unweighted base	390	699	732	147	96	93	21
Base	389	700	656	184	136	97	16
Money for any electricity generated that goes back to the grid	33%	35%	37%	26%	28%	42%	44%
Finance options such as low interest loans	15%	12%	13%	12%	15%	12%	3%
Government funding and grants	46%	51%	51%	46%	41%	54%	55%
Better availability of panels and installers	10%	8%	6%	12%	15%	8%	5%
Education and information about solar panels	12%	12%	11%	10%	26%	11%	5%
Long-term policy initiatives and finance	14%	13%	12%	16%	15%	15%	-
A single organisation/authority to coordinate all stages from initial assessment and finance to installation	19%	13%	16%	17%	11%	15%	13%
Other	4%	1%	3%	1%	1%	3%	5%
None of these	4%	3%	3%	4%	3%	2%	-
Don't know	13%	15%	13%	19%	16%	11%	28%

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Which, if any, of the following types of home best describes where you currently live?

Detached house	Semi-detached house	Terraced house	Maisonette	Studio/flat/apartment	Bungalow	Static Caravan/mobile home/trailer	Other	Don't know	Prefer not to say
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5. Smart meters

Unweighted base	57	227	259	55	413	22	6	12	13	25
Base	57	229	254	57	399	28	6	15	12	31
Very likely	12%	10%	9%	8%	15%	3%	4%	30%	11%	11%
Fairly likely	13%	8%	14%	13%	14%	21%	25%	-	5%	10%
Fairly unlikely	12%	5%	9%	7%	8%	10%	-	6%	-	4%
Very unlikely	14%	20%	16%	20%	11%	18%	-	6%	-	19%
Not applicable - I already have this installed	25%	35%	38%	35%	24%	18%	71%	32%	-	3%
Not applicable - I do not have permission to do this	7%	5%	6%	13%	16%	20%	-	23%	25%	4%
Don't know	17%	17%	8%	4%	12%	9%	-	3%	59%	51%
Net: TOTAL LIKELY	25%	18%	23%	21%	29%	24%	29%	30%	16%	20%
Net: TOTAL UNLIKELY	26%	25%	25%	27%	19%	28%	-	12%	-	23%

Which, if any, of the following would BEST encourage people to install solar panels at their homes? Please select up to two.

Unweighted base	57	227	259	55	413	22	6	12	13	25
Base	57	229	254	57	399	28	6	15	12	31
Money for any electricity generated that goes back to the grid	29%	31%	43%	38%	34%	24%	16%	31%	5%	24%
Finance options such as low interest loans	13%	14%	13%	14%	13%	3%	4%	-	-	15%
Government funding and grants	56%	49%	56%	46%	50%	45%	-	22%	32%	23%
Better availability of panels and installers	12%	7%	8%	8%	9%	17%	19%	-	11%	4%
Education and information about solar panels	15%	14%	9%	8%	14%	3%	10%	10%	8%	11%
Long-term policy initiatives and finance	12%	13%	12%	8%	15%	18%	-	-	-	16%
A single organisation/authority to coordinate all stages from initial assessment and finance to installation	17%	12%	18%	16%	16%	26%	37%	-	8%	5%
Other	5%	2%	1%	7%	2%	3%	-	-	-	-
None of these	3%	2%	4%	3%	4%	3%	-	3%	-	2%
Don't know	10%	19%	9%	14%	11%	3%	31%	66%	63%	45%

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Cell Contents (Column Percentages)

Do you own or rent the home in which you live?

Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association	Neither – I live with my parents, family or friends but pay some rent to them	Neither – I live rent-free with my parents, family or friends	Other
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5. Smart meters

Unweighted base	241	222	32	251	87	92	68	67	29
Base	219	225	30	244	101	100	76	68	26
Very likely	9%	16%	6%	14%	10%	11%	12%	4%	9%
Fairly likely	11%	10%	24%	14%	12%	14%	11%	13%	8%
Fairly unlikely	10%	7%	2%	7%	9%	6%	9%	9%	7%
Very unlikely	23%	16%	8%	6%	21%	9%	15%	17%	12%
Not applicable - I already have this installed	34%	41%	35%	17%	30%	35%	34%	15%	12%
Not applicable - I do not have permission to do this	1%	1%	22%	26%	4%	15%	6%	22%	8%
Don't know	11%	8%	2%	15%	15%	10%	14%	20%	44%
Net: TOTAL LIKELY	21%	26%	30%	29%	22%	25%	23%	17%	17%
Net: TOTAL UNLIKELY	33%	23%	10%	13%	30%	15%	24%	26%	18%

Which, if any, of the following would BEST encourage people to install solar panels at their homes? Please select up to two.

Unweighted base	241	222	32	251	87	92	68	67	29
Base	219	225	30	244	101	100	76	68	26
Money for any electricity generated that goes back to the grid	36%	39%	28%	35%	28%	27%	40%	32%	24%
Finance options such as low interest loans	7%	18%	8%	16%	11%	5%	12%	17%	16%
Government funding and grants	50%	56%	41%	47%	48%	33%	66%	45%	48%
Better availability of panels and installers	7%	13%	8%	8%	4%	15%	-	9%	9%
Education and information about solar panels	14%	9%	10%	14%	12%	14%	9%	18%	3%
Long-term policy initiatives and finance	15%	14%	7%	12%	5%	18%	21%	6%	15%
A single organisation/authority to coordinate all stages from initial assessment and finance to installation	20%	15%	22%	13%	14%	12%	12%	16%	14%
Other	3%	1%	7%	1%	4%	-	2%	3%	2%
None of these	4%	2%	-	4%	5%	4%	-	3%	-
Don't know	13%	9%	22%	14%	23%	23%	9%	16%	28%

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Cell Contents (Column Percentages)

Gross HOUSEHOLD income									
under £5,000 per year	£5,000 to £9,999 per year	£10,000 to £14,999 per year	£15,000 to £19,999 per year	£20,000 to £24,999 per year	£25,000 to £29,999 per year	£30,000 to £34,999 per year	£35,000 to £39,999 per year	£40,000 to £44,999 per year	£45,000 to £49,999 per year

5. Smart meters

Unweighted base	26	41	49	47	72	70	60	45	43	35
Base	28	44	47	53	76	70	60	44	46	38
Very likely	9%	6%	16%	6%	16%	19%	8%	10%	18%	3%
Fairly likely	16%	9%	16%	9%	13%	7%	13%	13%	10%	24%
Fairly unlikely	4%	15%	10%	9%	6%	2%	9%	13%	16%	16%
Very unlikely	14%	22%	15%	15%	20%	8%	16%	18%	29%	29%
Not applicable - I already have this installed	28%	31%	19%	45%	20%	36%	28%	30%	19%	13%
Not applicable - I do not have permission to do this	18%	9%	8%	9%	15%	19%	12%	7%	2%	9%
Don't know	11%	9%	15%	7%	10%	10%	15%	8%	6%	7%
Net: TOTAL LIKELY	25%	15%	33%	15%	30%	26%	21%	23%	28%	27%
Net: TOTAL UNLIKELY	18%	37%	25%	24%	26%	10%	24%	31%	45%	44%

Which, if any, of the following would BEST encourage people to install solar panels at their homes? Please select up to two.

Unweighted base	26	41	49	47	72	70	60	45	43	35
Base	28	44	47	53	76	70	60	44	46	38
Money for any electricity generated that goes back to the grid	10%	21%	38%	46%	27%	27%	35%	29%	27%	49%
Finance options such as low interest loans	10%	10%	3%	3%	21%	5%	10%	23%	7%	20%
Government funding and grants	26%	45%	50%	58%	43%	42%	50%	48%	68%	36%
Better availability of panels and installers	-	14%	1%	4%	10%	10%	16%	9%	8%	5%
Education and information about solar panels	13%	30%	9%	10%	14%	11%	10%	14%	19%	9%
Long-term policy initiatives and finance	24%	4%	11%	3%	22%	20%	13%	15%	5%	14%
A single organisation/authority to coordinate all stages from initial assessment and finance to installation	5%	13%	17%	24%	10%	13%	9%	10%	14%	18%
Other	-	6%	4%	3%	-	-	7%	-	4%	-
None of these	22%	6%	9%	8%	7%	4%	3%	-	2%	2%
Don't know	24%	18%	15%	7%	10%	21%	13%	14%	9%	9%

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Cell Contents (Column Percentages)

£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 to £149,999 per year	£150,000 and over	Don't know	Prefer not to answer
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5. Smart meters

Unweighted base	56	82	100	78	33	70	182
Base	47	79	99	71	29	74	185
Very likely	17%	12%	14%	16%	11%	5%	10%
Fairly likely	7%	10%	13%	7%	20%	8%	16%
Fairly unlikely	7%	3%	7%	11%	4%	4%	6%
Very unlikely	12%	11%	12%	7%	9%	8%	17%
Not applicable - I already have this installed	39%	42%	35%	44%	40%	27%	21%
Not applicable - I do not have permission to do this	9%	8%	11%	8%	14%	22%	5%
Don't know	9%	14%	8%	6%	2%	26%	25%
Net: TOTAL LIKELY	24%	22%	27%	23%	31%	13%	26%
Net: TOTAL UNLIKELY	19%	14%	19%	18%	13%	13%	23%

Which, if any, of the following would BEST encourage people to install solar panels at their homes? Please select up to two.

Unweighted base	56	82	100	78	33	70	182
Base	47	79	99	71	29	74	185
Money for any electricity generated that goes back to the grid	31%	46%	34%	47%	33%	34%	34%
Finance options such as low interest loans	9%	18%	20%	13%	33%	5%	11%
Government funding and grants	57%	54%	56%	54%	47%	48%	46%
Better availability of panels and installers	10%	9%	11%	9%	15%	8%	6%
Education and information about solar panels	11%	4%	16%	9%	17%	15%	9%
Long-term policy initiatives and finance	14%	19%	13%	27%	3%	3%	9%
A single organisation/authority to coordinate all stages from initial assessment and finance to installation	20%	13%	22%	19%	23%	9%	17%
Other	5%	-	2%	2%	5%	-	2%
None of these	4%	-	1%	-	-	-	2%
Don't know	13%	11%	6%	3%	-	32%	24%

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1089 adults. Fieldwork was undertaken between 5th - 11th October 2022. The survey was carried out online. The figures have been weighted and are representative of all London adults (aged 18+).

Cell Contents (Column Percentages)