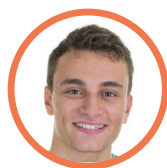
The background of the entire image is a photograph of a two-story house with a light-colored brick facade. The house has a gabled roof with dark grey tiles. A large array of blue solar panels is installed on the roof, covering most of the upper slope. A white-framed window with a small balcony is visible on the upper floor. The front door is white with a decorative glass panel. The sky is a clear, bright blue.

National Home Energy Survey 2022



Charlie Clissitt

Editor of The Eco Experts

Foreword

People in the UK have all of a sudden become very concerned with how they heat their homes and power their car. For a long time, the debate surrounding solar panels and electric vehicles was very much a question of whether someone wanted to 'go green'. However, with today's soaring energy bills and petrol prices, solar panels and electric vehicles - amongst many other low-carbon options - have become crucial cost-saving measures.

Of course, they only start being a cost-saving measure once you've bought them, and not many people can afford them. Our very first National Home Energy Survey has clearly shown that, whilst most people in the UK have the very best intentions when it comes to going green, they're blocked from doing so by exorbitant prices. Solar panels, electric vehicles, solar batteries, heat pumps, biomass boilers...

they each cost far too much money for the average UK household. The UK's transition to Net Zero needs to be fair and just, and it needs to bring everyone along with it. Until the UK government does more to bring down these prices, too many people will be left behind.

Our generational breakdown of the data also shows that fighting climate change is not just a young person's concern; a significant number of older people care about climate change and intend to buy low-carbon technology in the next 12 months. The question is, will people be able to do enough in time for the next energy price cap increase in October?

The National Home Energy Survey has shone a useful light on the UK's attitudes to renewable energy, and we look forward to conducting this again in April 2023.



Key Findings



Key Findings

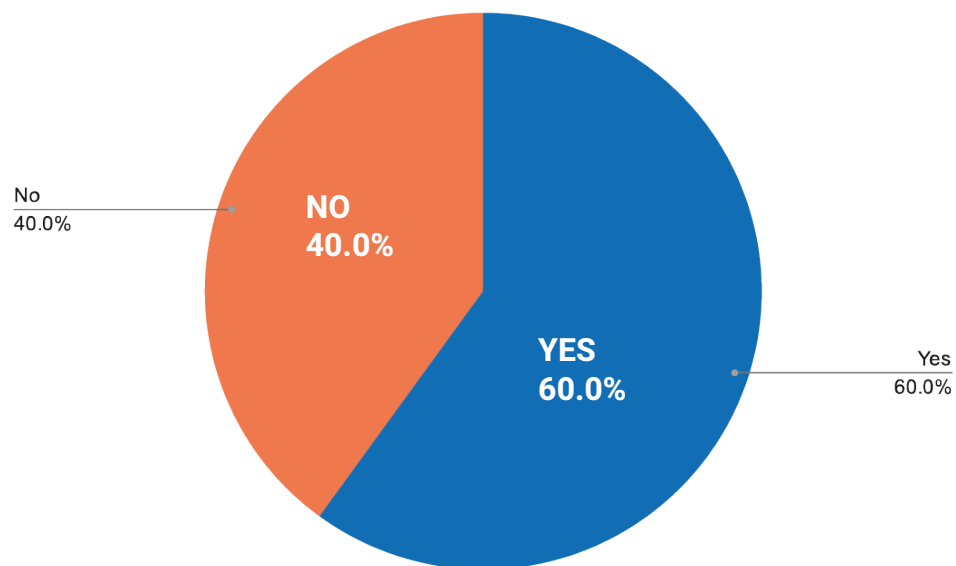
- **60%** of UK residents want to switch from gas boilers to a renewable alternative as a result of rising energy bills
- Only **54%** of UK residents are aware of heat pumps
- **69%** of UK residents would buy an electric vehicle if money was no object
- **17%** of UK residents intend to buy an electric vehicle in the next 12 months
- Cost is the no.1 consideration for every generation when buying low-carbon technology
- **65%** of UK residents would be 'likely' or 'very likely' to buy a property with solar panels on the roof
- **7%** of UK residents think a property's Energy Performance Certificate (EPC) is vital when moving house, and 42% would at least take it into consideration
- Holidays and going out are the first areas of spending that people will cut back on as a result of rising energy bills
- **62%** of UK residents want the government to invest in green power and move away from gas
- Almost **49%** of UK residents are 'very anxious' or 'extremely anxious' about climate change

A family consisting of a man, a woman, and a young child are sitting on a roof, looking at solar panels. The man is pointing towards the panels with his right hand. The woman is looking at the panels with a smile. The child is also looking at the panels. The background shows a clear sky and some trees.

Alternatives to gas boilers

60% of UK residents want to switch from gas boilers to a renewable alternative as a result of rising energy bills.

Does the current state of energy bills make you more inclined to choose a renewable alternative?



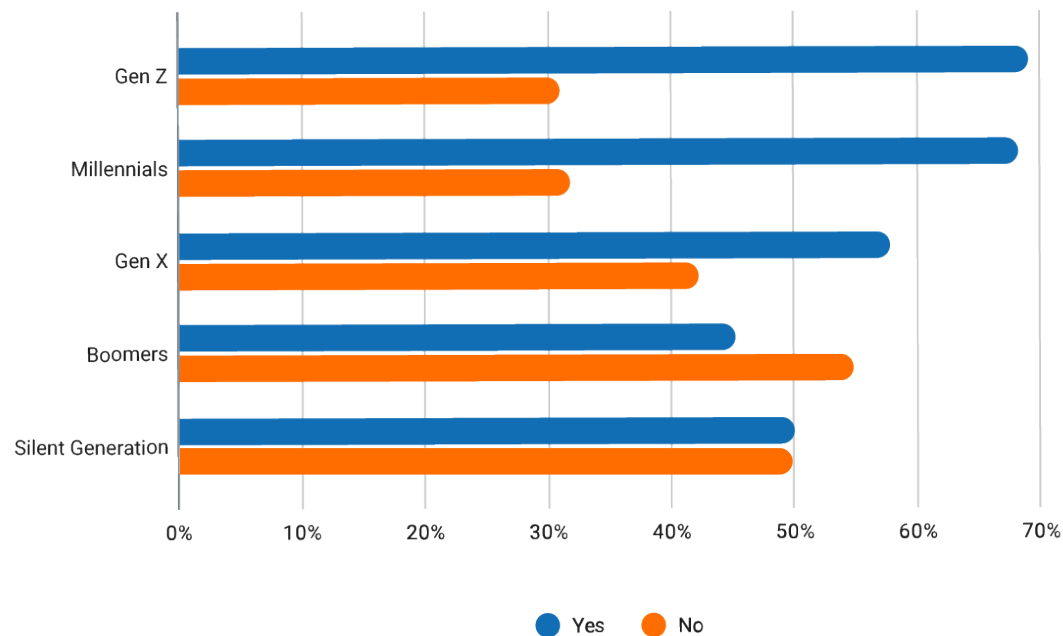
The Eco Experts says:

“It makes a lot of sense that the majority of UK residents want to move away from buying their electricity from the grid and heating their homes with gas. Energy independence has become a major theme in recent weeks, and where better to start than your own home?”

Key Findings:

60% of UK residents want to switch from gas boilers to a renewable alternative as a result of rising energy bills

Breakdown by generation



The Eco Experts says:

“As we expected, positive attitudes toward renewable energy increase as you move from older to younger generations. It is probably also the case that rising energy bills are hitting younger working people harder than older working people, as they tend to have less money.”

Key Findings:

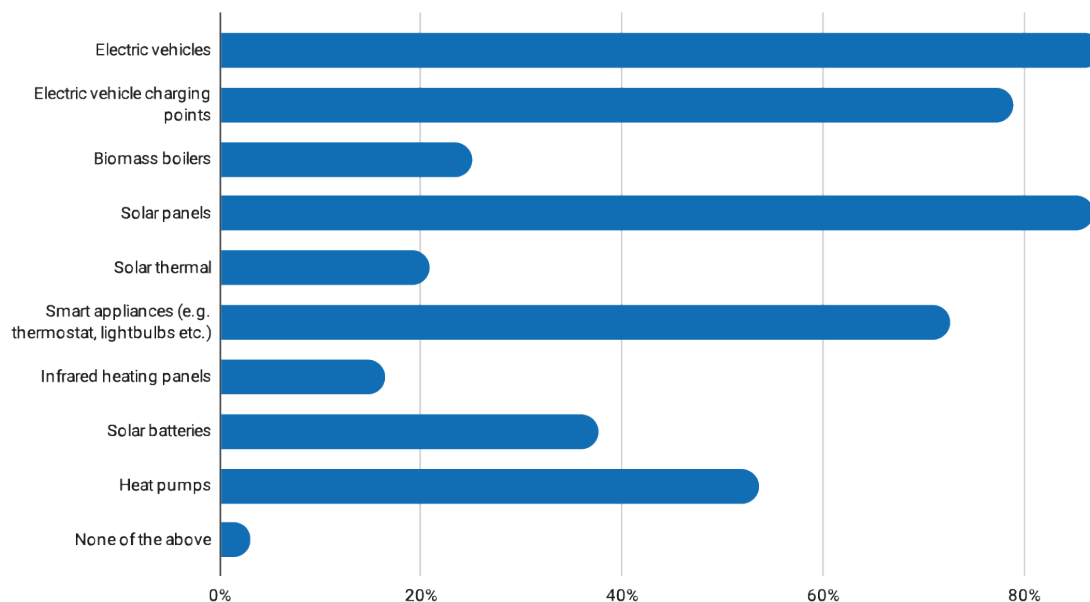
- Nearly **70%** of Gen Z are inclined to choose a renewable alternative
- Millennials are only slightly behind, at **68%**
- Boomers are the only generation who are more likely to stick with non-renewable power sources

The image shows two white, rectangular outdoor heat pump units mounted on black concrete bases against a red brick wall. Each unit features a large, circular, white plastic fan grille on its front. To the right of the fan grille is a vertical section with a grid of rectangular vents. A small, white, rectangular access panel is located above the vent grid. Electrical control boxes with red emergency stop buttons are mounted on the wall above each unit. The ground in front of the units is a mix of concrete, gravel, and some dry leaves with patches of snow.

Awareness of low-carbon technology

Only 54% of UK residents are aware of heat pumps.

Which of the following low-carbon technologies are UK residents aware of?



The Eco Experts says:

“Despite the government’s extensive efforts to promote heat pumps to UK homeowners, only around one in two people have actually heard of them. Awareness of infrared heating panels is understandably low, but we expect this to increase significantly over the next 12 months.”

Key Findings:

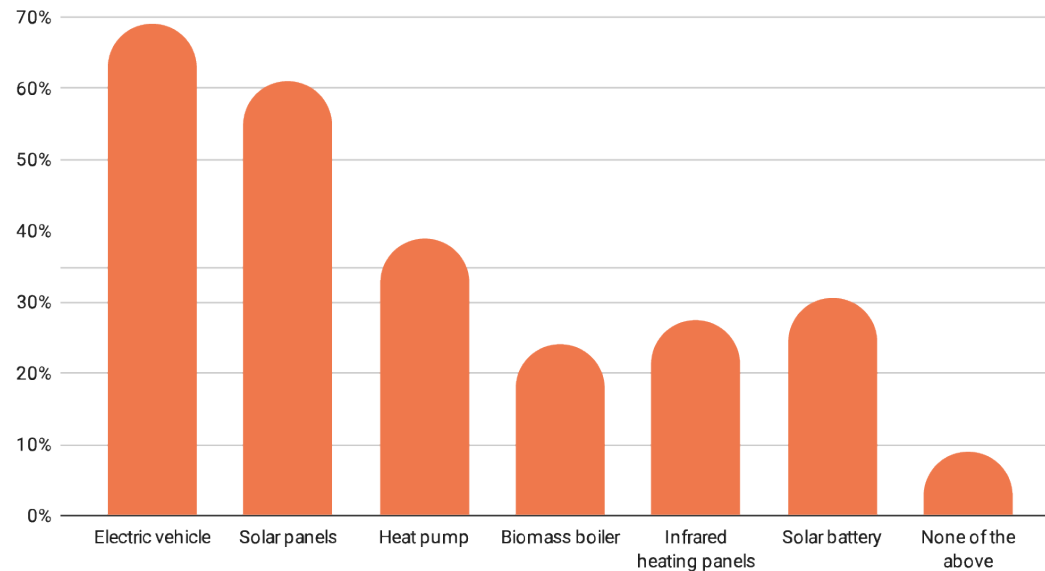
- **88%** of UK residents are aware of electric vehicles
- **87%** of UK residents are aware of solar panels
- Infrared heating panels are the least well-known alternative to gas boilers, with only **17%** of UK residents having heard of them



Desire for low-carbon technology

69% of UK residents would buy an electric vehicle if money was no object.

If money was no object, which of the following would you purchase?



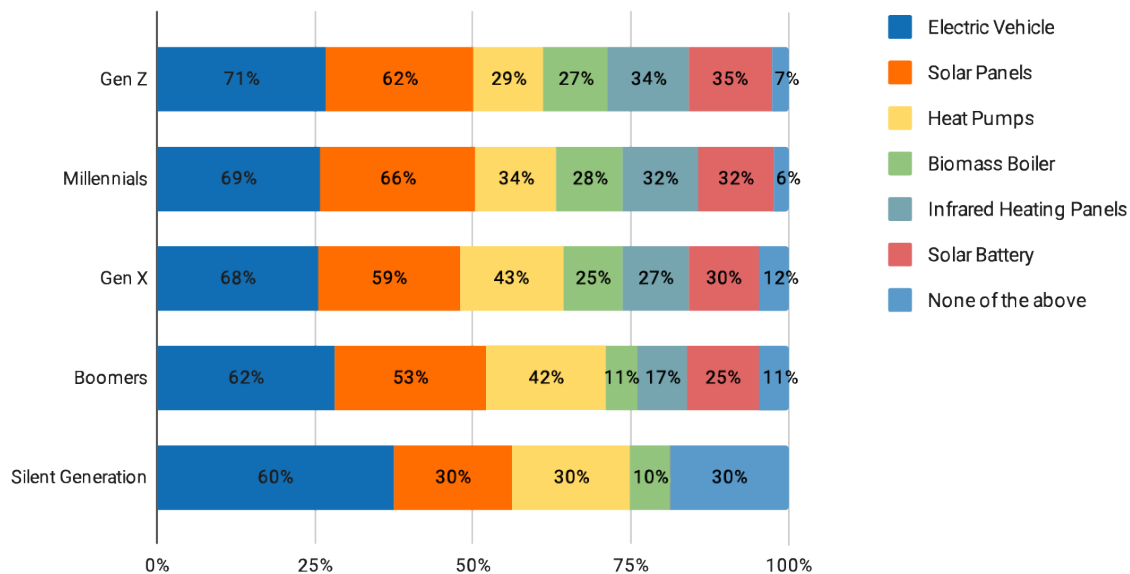
The Eco Experts says:

"The appetite for electric vehicles is at an all-time high in the UK, especially with petrol prices constantly rising. Unfortunately the UK needs to do a lot of work before the country's charging infrastructure is ready for all this demand."

Key Findings:

- **69%** of UK residents would buy an electric vehicle if money was no object
- Solar panels are the second most popular item, at **61%**
- Only **39%** of UK residents would have a heat pump, even if it was free

Breakdown by generation



The Eco Experts says:

“Every generation wants electric vehicles. If the 69% who want to buy an electric car were able to, the UK would save 49 million tonnes of greenhouse gases every year – a 12% reduction in our national carbon footprint.”

Key Findings:

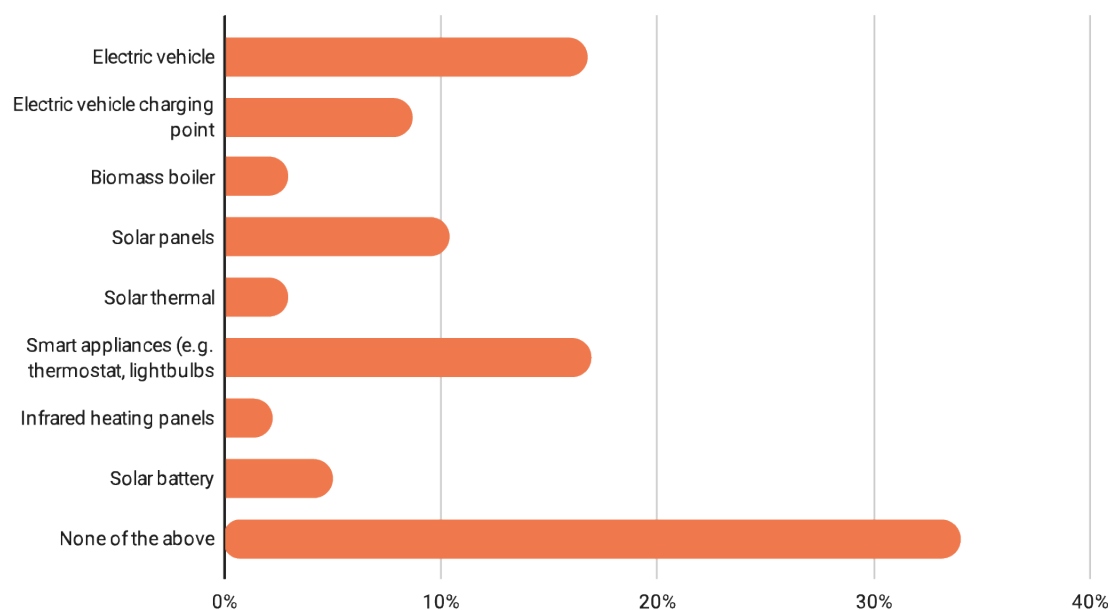
- Electric vehicles are the number one choice for every generation
- The Silent Generation are the least interested in low-carbon technology
- Solar panels are the most popular amongst Millennials



Intent to buy low-carbon technology

41% of UK residents intend to buy low-carbon technology in the next 12 months.

Do you have any plans to buy any of the following low-carbon technology in the next 12 months?



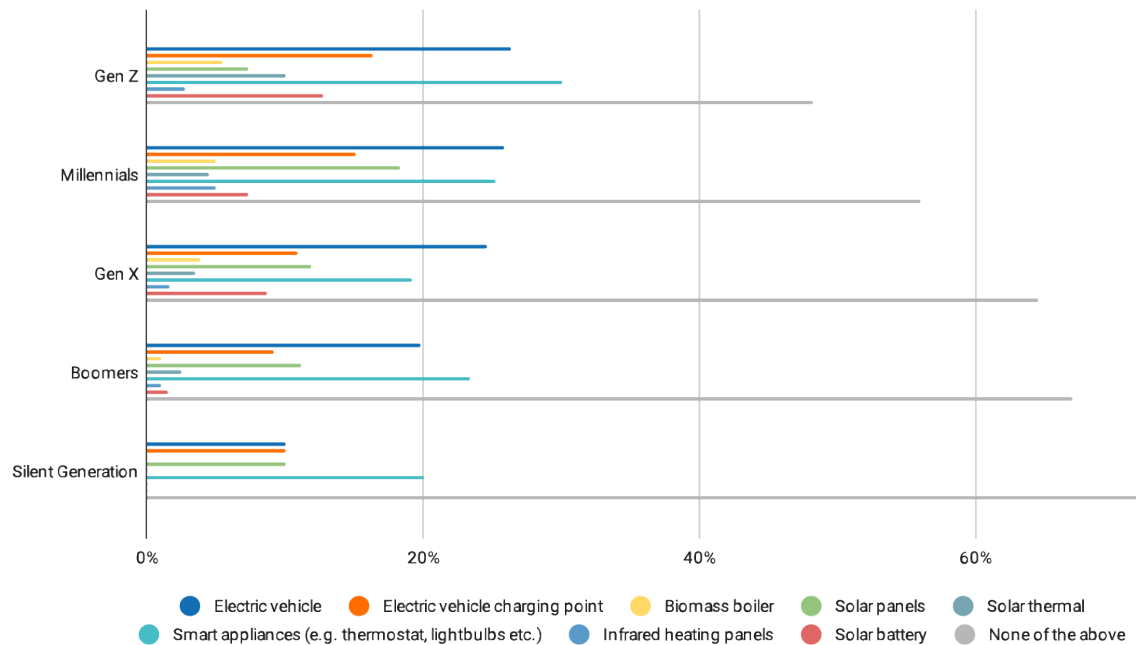
The Eco Experts says:

“Once you shift from hypothetical purchases to actual purchases, this drop makes sense. 69% of UK residents would have an electric car if it was free, but only 17% of UK residents will actually buy an electric car in the next 12 months. The high cost of most low-carbon technology is extremely prohibitive at the moment, and it needs to change if the UK is to achieve net zero emissions”

Key Findings:

- **17%** of UK residents intend to buy an electric vehicle
- **10%** of UK residents intend to buy solar panels
- **41%** of UK residents intend to buy low-carbon technology in the next 12 months

Breakdown by generation



The Eco Experts says:

“Despite an electric vehicle costing twice as much as the average car, more than 20% of people aged 25 to 57 intend to buy one in the next year. With proper government funding, that figure would skyrocket.”

Key Findings:

- Millennials are the most likely age group to buy solar panels in the next 12 months

A man with a beard and orange shirt is sitting outdoors, working on a laptop. He is looking down at the screen, and his hands are on the keyboard. The background is a blurred green landscape with trees and flowers. A blue semi-transparent banner is overlaid on the image, containing the main title.

Key considerations when buying low-carbon technology

Cost is the no. 1 consideration for every generation.

How important are the following factors when evaluating which low carbon technology to purchase?

1 st	Cost
2 nd	Environmental Impact
3 rd	Reliability
4 th	Safety
5 th	Maintenance
6 th	Noise
7 th	Appearance

The Eco Experts says:

“Our survey has clearly shown that UK home-owners have all the right intentions when it comes to going green, but high costs are stopping them from taking any action. Given the average solar panel system for a three-bedroom house is around £5,000, the cheapest electric cars are around £40,000, and a heat pump is around £10,000 without the grant, it makes sense that most people feel unable to buy these items”.

Key Findings:

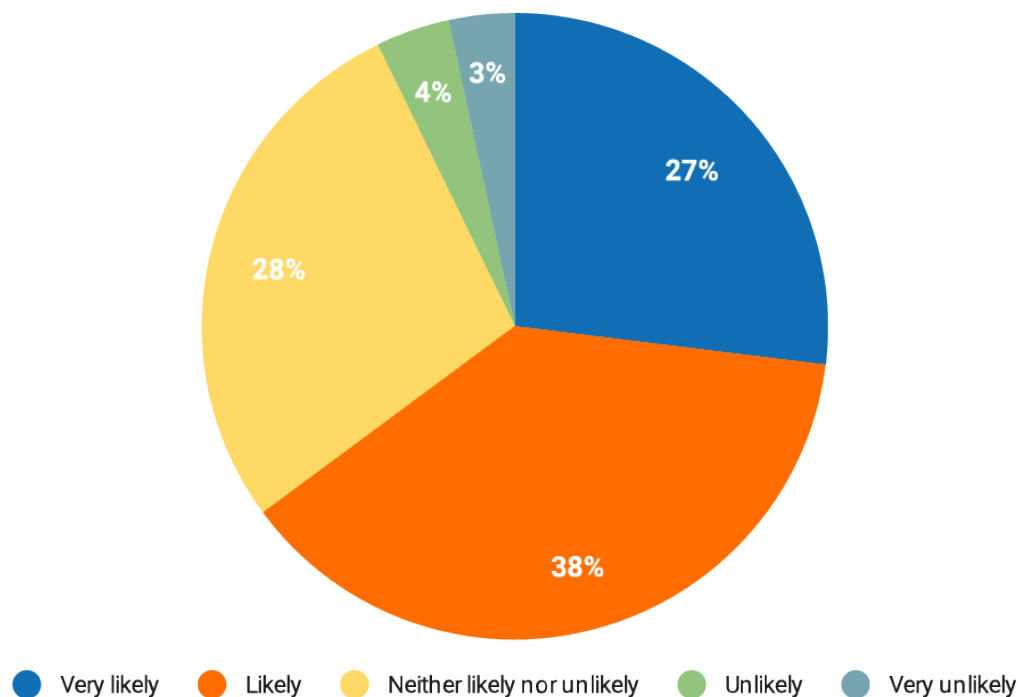
- Cost is the no. 1 consideration for every generation
- Environmental impact is the second most important consideration for every generation, except the Silent Generation (aged 75-95) who placed it last
- Appearance is the least important consideration for all other generations, except Gen Z (aged 10-25) who placed it third

A photograph of a row of brick houses at sunset. The sky is a mix of orange, yellow, and blue. The houses have dark roofs and many windows are glowing with warm light. A large blue semi-transparent circle is overlaid on the middle of the image, containing white text. In the foreground, a brick wall and a window with a skylight are visible.

The impact of rising energy bills on the property market

65% of UK residents are 'likely' or 'very likely' to buy a property with solar panels on the roof.

How likely would you be to buy a property if it had solar panels on the roof?



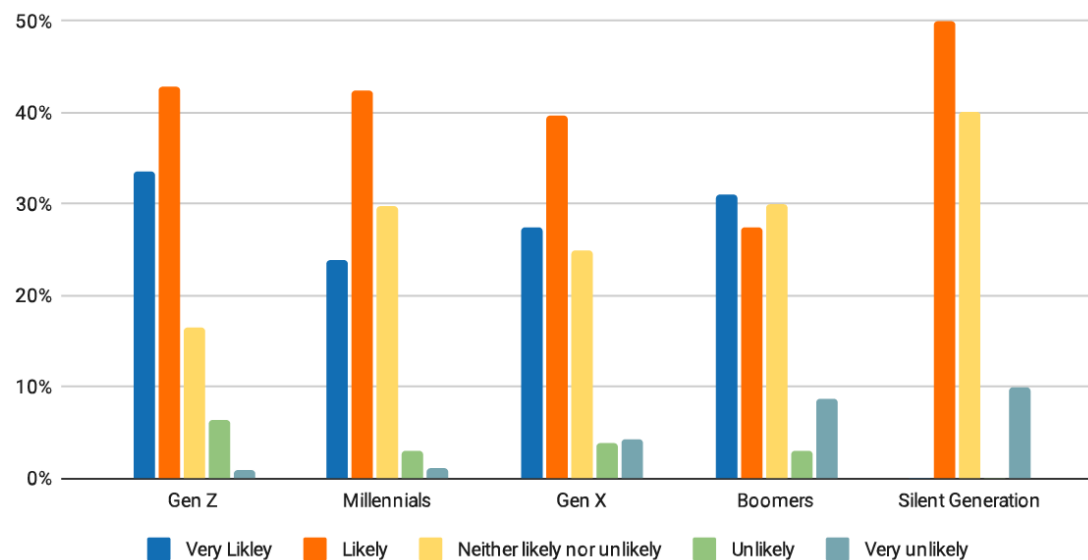
The Eco Experts says:

"In the past, most people in the UK have been against buying a property with solar panels on the roof due to the idea that solar panels are a bit of an eyesore. Clearly, people are becoming more willing to overlook aesthetic considerations for the sake of the climate - and for the sake of their energy bills. Gradual improvements in solar panel appearance will also have helped."

Key Findings:

- **65%** of UK residents are 'likely' or 'very likely' to buy a property with solar panels on the roof
- **7%** of UK residents are 'unlikely' or 'very unlikely' to buy a property with solar panels on the roof

Breakdown by generation



The Eco Experts says:

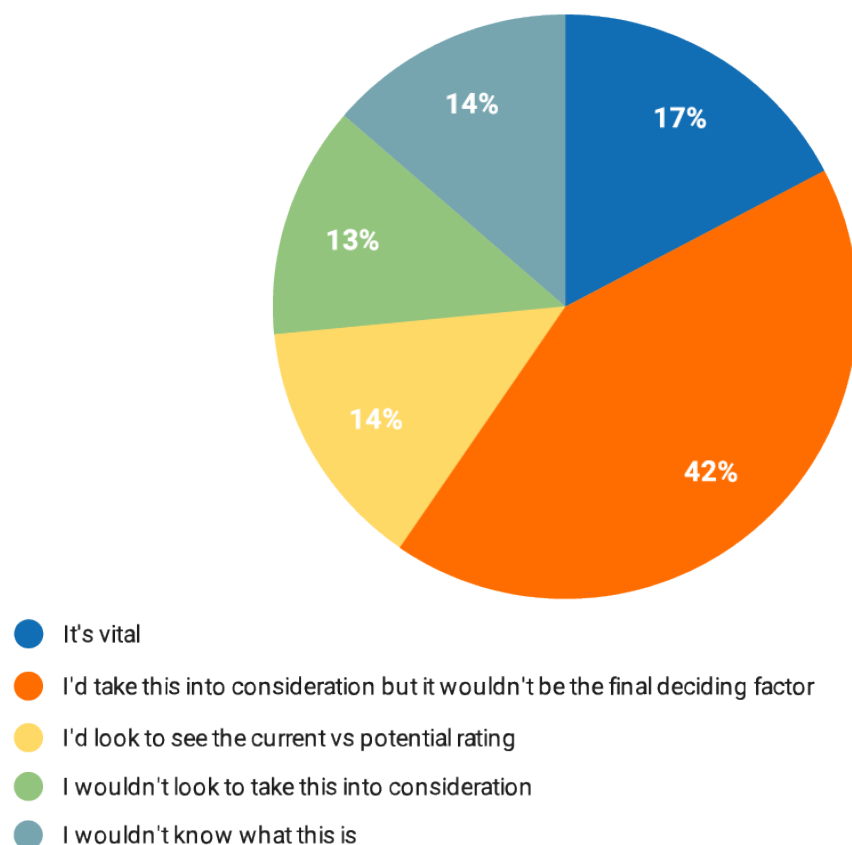
"Any stigma around solar panels is gone. Our survey shows a clear majority of all but the oldest generation are likely to buy a solar-powered home, and barely any people would turn their nose up at it."

Our survey found 65% of people are more likely to buy a house with solar panels, while only 7% are less likely.

Key Findings:

- Gen Z are the most likely to buy a property with solar panels on the roof, at **76%**

When considering moving into a new property, how concerned are you about the property's EPC rating?



The Eco Experts says:

"In the past decade, UK residents have gone from barely knowing what an EPC is to considering it an essential part of the property-buying process. Given the alarming rise in energy bills over the past few months, it makes sense that people are now bothered by a property's energy efficiency. Currently about two thirds of UK households have an EPC of D or below, so there's a lot of work to do."

Key Findings:

- **17%** of UK residents think a property's Energy Performance Certificate (EPC) is vital when moving house
- **42%** would take it into consideration

A photograph of a man with a beard and a young boy sitting on a couch. The boy is holding a coin and about to put it into a pink piggy bank. The man is smiling and looking at the boy. A blue semi-transparent banner is overlaid on the left side of the image, containing the title text.

Changes in general spending habits

Holidays and going out are the first areas that people will cut back on as a result of rising energy bills.

What areas of your spending have you already cut back on / do you plan on cutting back on as a result of rising energy bills?



The Eco Experts says:

"After dealing with such a terrible time through the COVID-19 pandemic, the travel and hospitality industries look like they're going to take another hit as a result of rising energy bills. This is unfortunate, but compared to food/drink and gas/electricity use, holidays and going out are much more of a luxury."

Key Findings:

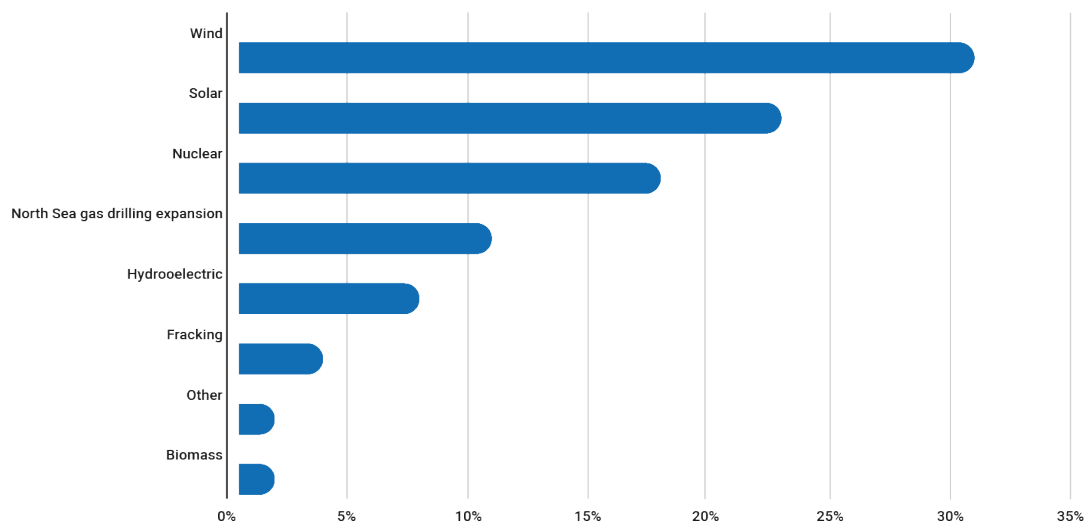
- Holidays and going out are the first areas that people will cut back on as a result of rising energy bills
- **13%** of UK residents intend to carry on spending as normal
- **12%** of UK residents intend to prioritise cutting back on their gas and electricity use

An aerial photograph of a wind farm at sunset. The sun is low on the horizon, casting a warm golden glow across the sky and the green fields. Several white wind turbines are visible, with the one in the foreground being the most prominent. The sky is filled with soft, wispy clouds. A blue semi-transparent banner is overlaid on the lower half of the image, containing the title text.

Government investment in energy

62% of UK residents want the government to replace gas with green energy.

In light of Russia's recent invasion of Ukraine and the risk of long-term increases in gas prices, which of the following do you think the UK government should be investing in to diversify our energy supply?



The Eco Experts says:

"Since Russia's invasion of Ukraine, the UK has become obsessed with the importance of energy security and energy independence. It makes sense that so many people want to see a shift to green energy sources so that we're no longer relying on gas imports."

Key Findings:

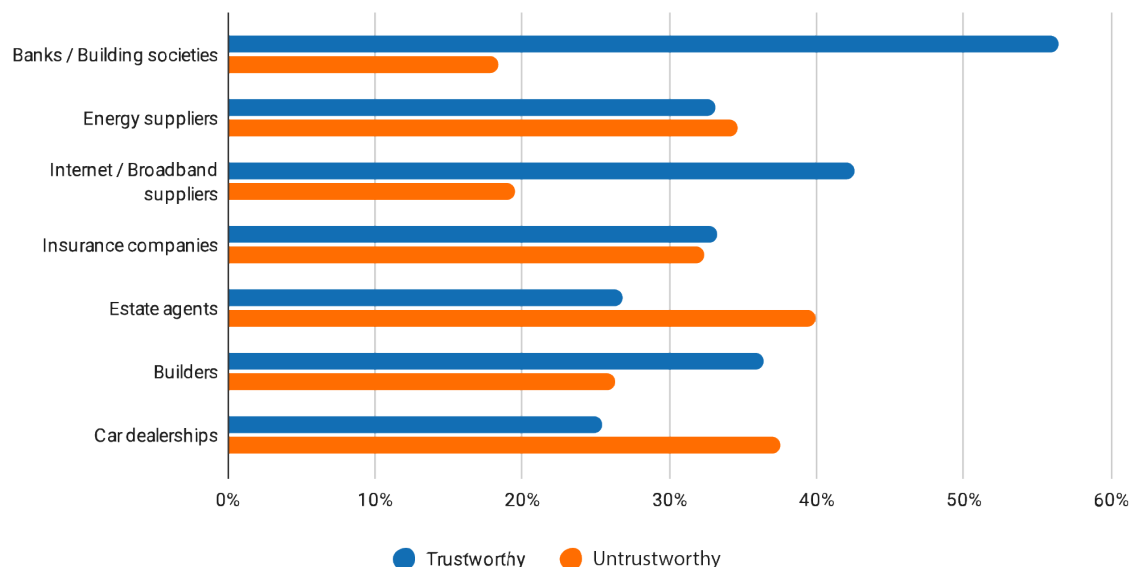
- **62%** of UK residents want the government to replace gas with green energy (i.e. solar, wind, hydroelectric)
- Only **4%** of UK residents want the government to start fracking
- And just **2%** of UK residents want an increase in biomass power

A close-up photograph of a person's hand, wearing a dark blue sweater, hovering just above a white wall-mounted light switch and a three-pin power outlet. The hand is positioned as if about to flip the switch. A black power cord is plugged into the outlet. A semi-transparent blue circle is overlaid on the lower left of the image, containing the title text.

Public trust in energy companies

34% of UK residents think energy companies are untrustworthy.

How trustworthy do you think the following types of companies are in the way they deal with customers and citizens?




The Eco Experts says:

"It's a fairly even split between people who trust energy companies, people who don't trust them, and people who are neutral. During a time when energy prices are soaring sky high, this could have been a lot worse for energy companies. Lots of UK residents clearly understand that the high energy costs are down to high wholesale costs, as opposed to energy companies profiteering."

Key Findings:

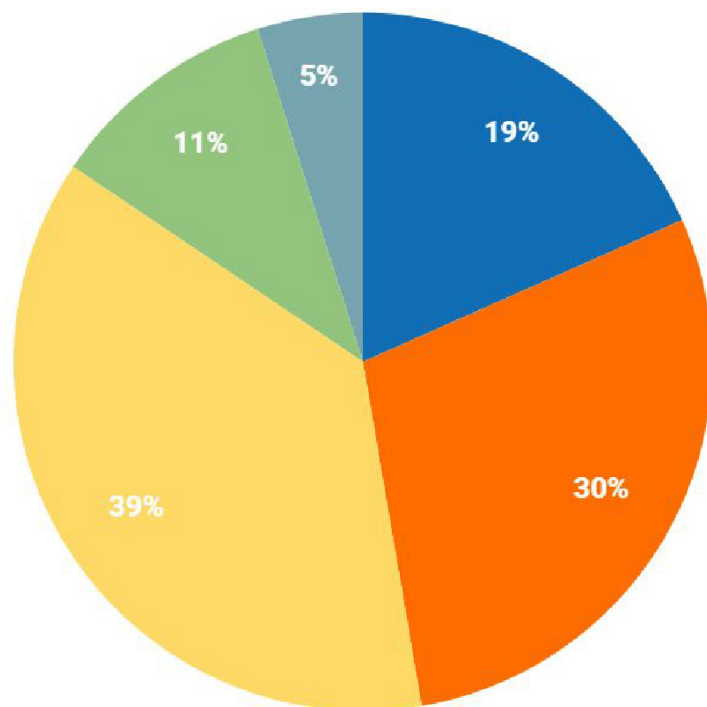
- 33% of UK residents think energy companies are trustworthy, but 35% of UK residents think energy companies are untrustworthy
- The remaining 32% of UK residents are neutral
- Energy companies are the third least trusted company in this list, behind estate agents and car dealerships

The background of the slide is a photograph of a vast field of solar panels stretching towards the horizon. The sky is a mix of deep blue and vibrant orange, with wispy clouds catching the low light of the sun. The solar panels are dark blue with a grid of thin white lines, and their perspective creates strong diagonal lines across the frame.

Public concern about climate change

Almost 49% of UK residents are 'very anxious' or 'extremely anxious' about climate change.

How worried are you about climate change?



● Extremely anxious ● Very anxious ● Somewhat anxious ● Not very anxious ● Not at all anxious

The Eco Experts says:

“Public concern about climate change is nothing new, but it’s surprising to see that nearly half of UK residents would class themselves as ‘very’ or even ‘extremely anxious’. This explains why so many people in the UK are keen to improve the carbon footprints of their households.”

Key Findings:

- Almost **84%** of UK residents are ‘worried’ about climate change
- Almost **49%** of UK residents are ‘very anxious’ or ‘extremely anxious’ about climate change

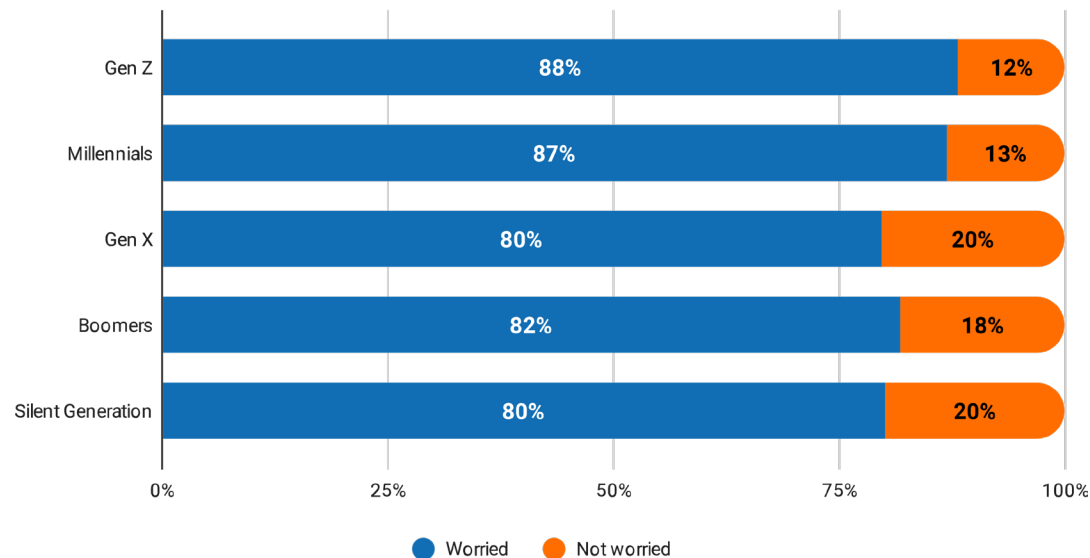
Breakdown by demographic

The Eco Experts says:

"Climate change concern has typically been the remit of younger generations, so it's notable to see 82% of Boomers identifying as 'worried about climate change'. Of course, Gen Z are showing the most concern, but it's the older generations who tend to be the homeowners, and therefore most capable of making real change to the carbon footprint of our properties."

Key Findings:

- **88%** of Gen Z are worried about climate change
- **82%** of Boomers are worried about climate change
- However, nearly 1 in 5 Boomers are not worried about climate change



Methodology

The proposed data collection aimed to develop a deeper understanding of the UK's attitudes to renewable energy, not just amongst homeowners but anybody who lives in a property. The shift to net zero should include everyone, and requires everyone's participation.

Survey conducted in March 2022, gaining 1150 responses and asking 19 questions.

Sampling: we surveyed people between the ages of 21-80 located all across the UK, incorporating a wide breadth of annual incomes. We included homeowners, tenants, and people who live at home with their parents.

The data was edited, verified and analysed. Segmentation analysis was performed to gain clearer user breakdowns.

For access to the full data set, please email:
charlie.clissitt@theecoexperts.co.uk



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