

HIVE

The Hive Home Report 2025

Eco-tech that makes sense



At Hive, we want everyone to know their power.

I'm delighted to present the **Hive Home Report**. For the past four years, the British Gas Net Zero Homes Tracker has examined how Britain feels about the journey to net zero. But this year, as more homes start to embrace eco-tech such as solar panels, electric cars and heat pumps, we've shifted our approach.

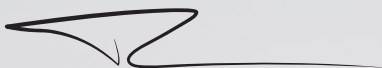
We're now viewing the UK's attitudes through the lens of Hive, the smart energy home of the future, in partnership with our new research agency, YouGov. Together, we've conducted a comprehensive survey of the public to understand how people really feel about investing their money in eco-tech.

This includes exploring the main barriers holding people back from making the switch, what eco-tech owners think about their devices, and the key to unlocking greater momentum. We also uncover whether eco-tech owners have actually saved on energy bills, and if they would recommend their devices to others.

Our findings reveal there's significant potential. Currently, there's a disconnect between the concerns of those yet to make the switch and the benefits shared by those that have. In fact, eco-tech owners have sent a clear message that investing in smart, green technology makes financial common sense.

With improved education on the financial benefits of eco-tech, we can change attitudes and move more confidently towards a future with cleaner energy. We want every household to know their power – not just to lower their own energy use and bills, but to help drive the collective change our planet needs.

The question is no longer whether we'll embrace a clean energy revolution – but how quickly we can accelerate it. I invite you to discover the insights that can inform our next steps.



Tom Pakenham,
Director of Hive



HIVE



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Executive Summary:

Top 5 Discoveries

1



Investing in eco-tech makes financial common sense.

Money, not sustainability, is the top priority for households, with people saying they will invest in eco-tech if it helps save money – and people who've already got the tech and telling us it does. Early adopters report lower energy bills, greater control over usage, and a reassuring sense they're doing their bit for the planet.

2



Eco-tech feels out of reach for many, but it doesn't have to be.

People often think the cost of installation is higher than it is, or assume their home isn't suitable. Many are also unaware of grants or schemes which spread the cost of eco-tech into more affordable monthly instalments.

3



Many eco-tech owners aren't maximising the full financial benefits of their devices.

Although eco-tech owners generally have lower energy bills, up to 36% of device owners don't know there are special energy tariffs available for their heat pumps, EV chargers and solar panels.



Solar panels are winning the eco-tech race.

And our study illustrates why. As the longest-established eco-device, costs have come down a long way and those who've invested are overwhelmingly positive about their experience.



People want to see more climate action from governments and businesses but aren't sure how they can make a meaningful personal impact.

Homeowners are divided on their role in tackling climate change. While it isn't the main driver for eco-tech investment, early adopters report feeling their actions make a difference.



Together, our findings show that people do care about climate change – but sustainability alone isn't enough to convince more to make the switch.

Let's dive into that.



Climate Change & eco-tech: The Great Disconnect



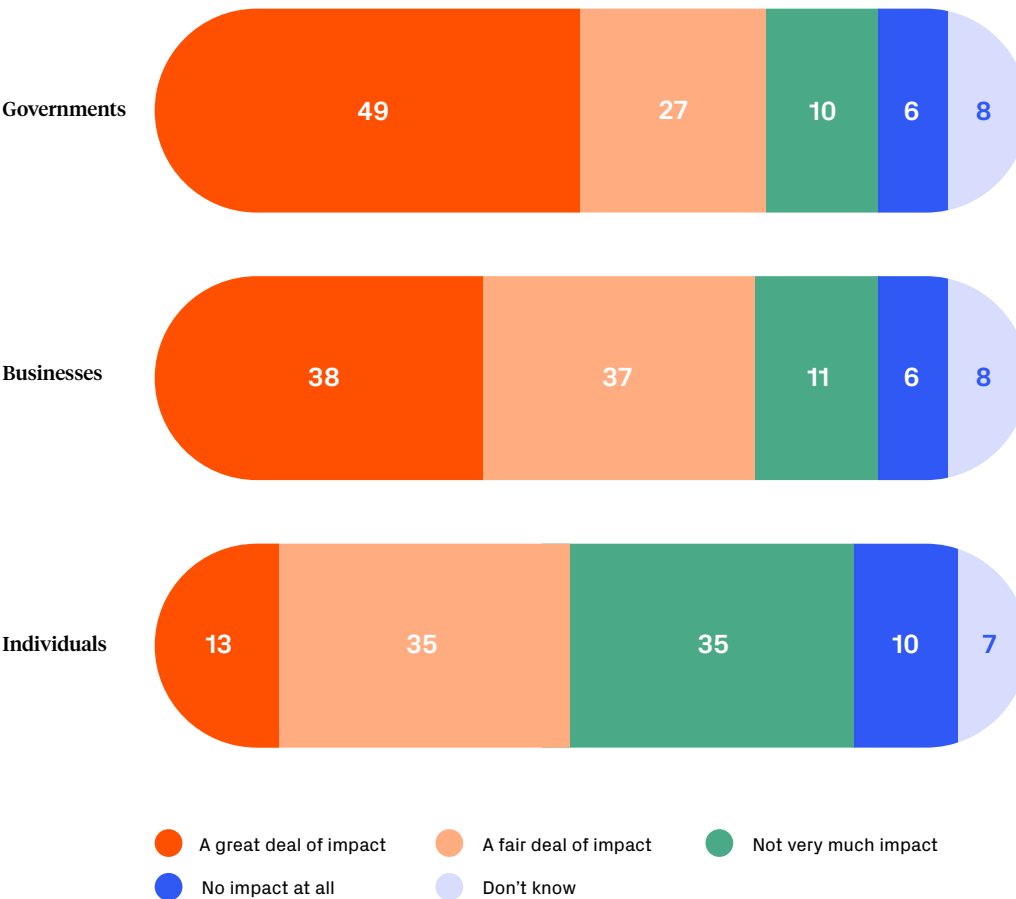
A donut chart with a dark blue segment representing 61% of the total. The percentage '61%' is written in white inside the dark blue segment.

A donut chart with a blue segment representing 45% of the total. The text "45%" is written in blue inside the white center of the chart.

08

While there's strong belief governments and businesses can have an impact, people are less sure about the difference they can make as individuals.

Impact different groups can have on tackling climate change (%)

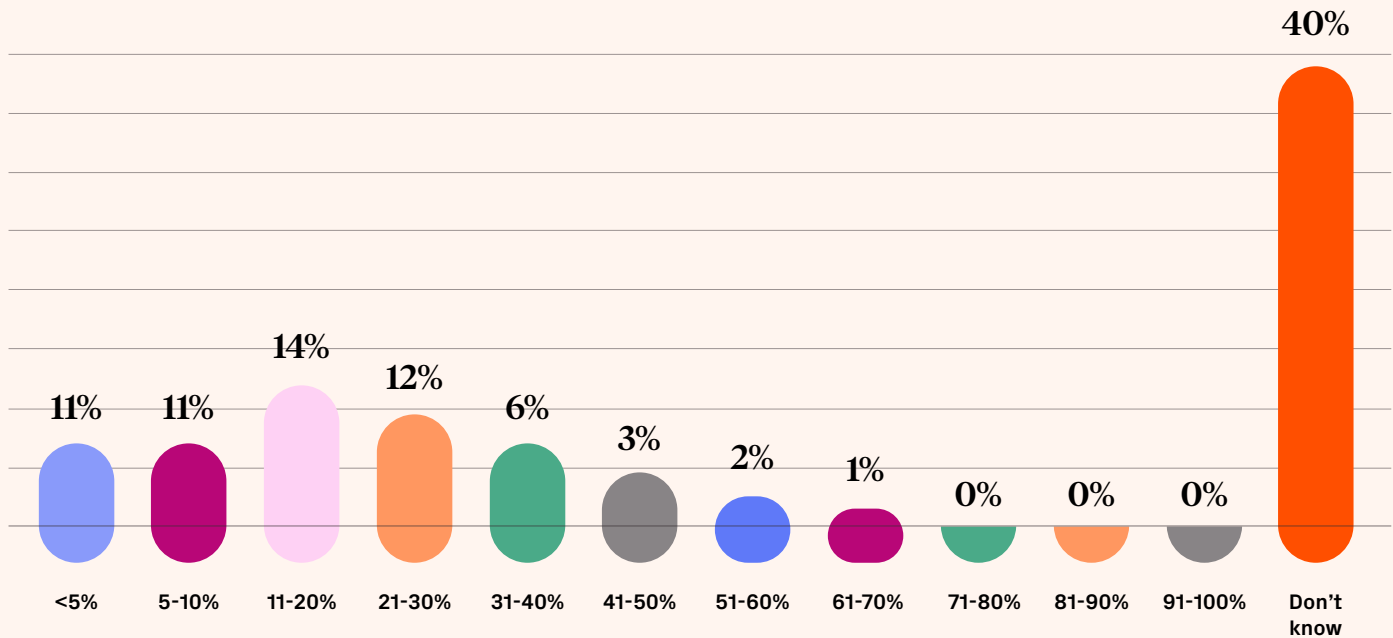


The public might be unconvinced by the government's current approach, but they're certain governments can have a large impact on tackling climate change, with 76% saying they can have an impact.

75% say the same about businesses.

For governments, this feeling is particularly strong, with 49% saying that governments can have a great deal of impact.

What proportion of UK greenhouse gas emissions do you think come directly from homes?



But this study also brings to light how many people aren't aware that 20% of UK greenhouse gas emissions come directly from homes.

The answer is 20%.

As this graph reveals, 22% of people think homes only produce between 1-10%, and 40% of people have no idea what proportion of greenhouse gas emissions come from homes.

As the 'Impact different groups have on tackling climate change graph' shows, 45% of people think they can have little or no impact on the issue as individuals.

What does this mean?

There's a clear gap between concern for climate change and belief in the impact of, or willingness to take, individual action. Most people see governments and businesses as responsible, while underestimating their own household impact. Only a small proportion of early adopters cite climate motives for buying eco-tech, highlighting that financial and practical benefits are the main drivers. This means focusing on money is the most effective way to motivate people to invest, rather than relying on sustainability messaging.

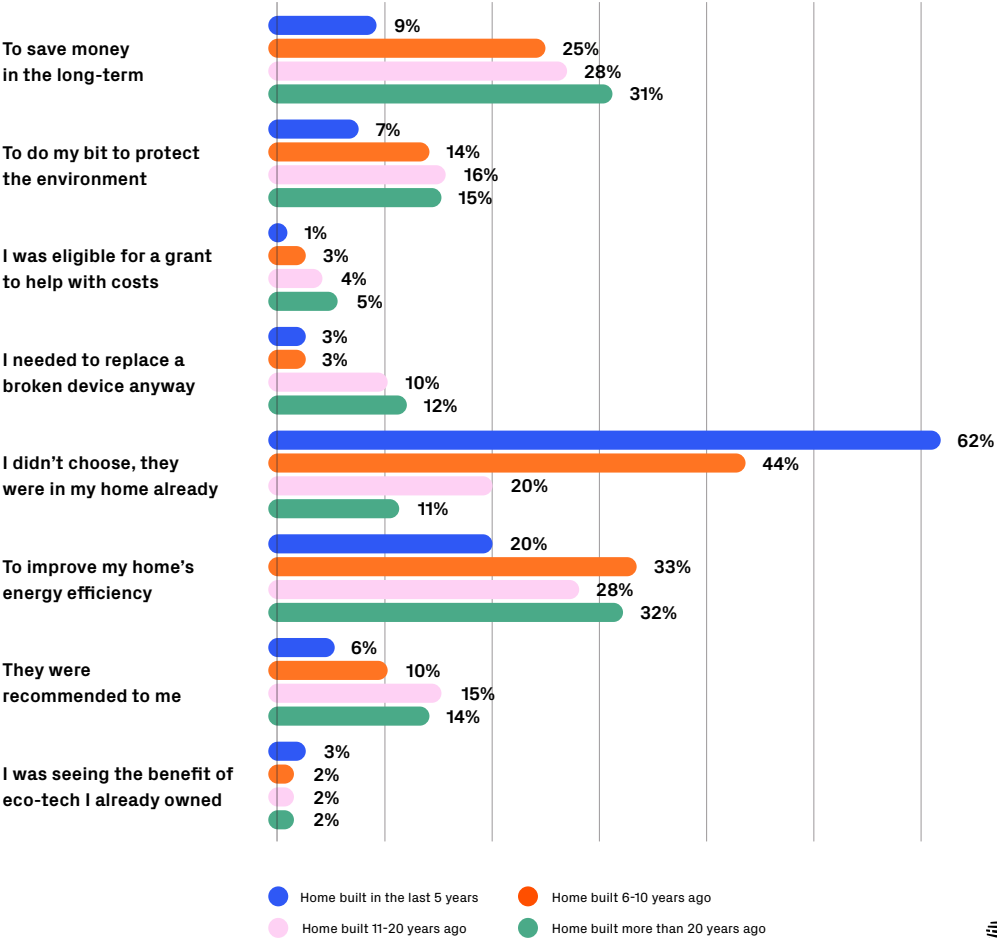
The Existing Eco-Tech Market:

Reasons for adoption

Looking into the reasons people invest in eco-tech, 31% say they did it to improve their home’s energy efficiency and 29% said it was to save money in the long-term.

There are also telling differences in eco-tech attitudes based on the age of homes including:

Homeowners’ reasons for purchasing eco-tech devices (%)



+ Those with newer homes, built in the last 5 years, are far more likely to say they have the devices because they were already installed in their home (62%) and therefore could be described as passive, rather than active adopters, who chose to purchase the tech. This is also the top response from those whose homes were built 6-10 years ago, although not to the same extent (44%).

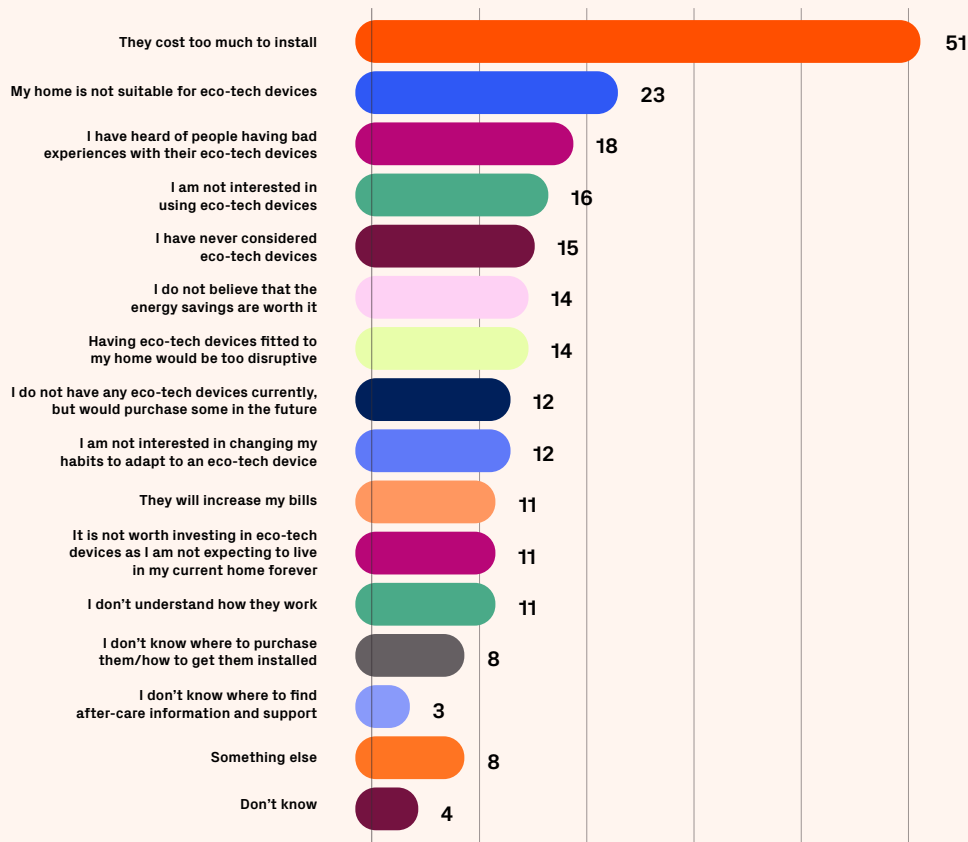
+ People in older homes – built more than 10 years ago – are the most likely group (12%) to say they transitioned to eco-tech devices as they needed to replace a broken device.

+ Those in the oldest homes – built more than 20 years ago – are the most likely group to be motivated to install eco-tech to save money in the long-term (31%).

Barriers to adoption

When looking at the biggest barriers holding people back, price is by far the most significant, with 51% of homeowners saying they cost too much to install.

Reasons for NOT having any eco-tech devices (homeowners only %)



The second most important reason is 23% of people also say their home isn't suitable for eco-tech devices.

Let's explore
that further.



Who can have eco-tech installed

Before diving into the financial benefits, we need to look at who can have the tech installed on a practical level. Currently, data suggests a large proportion of people believe their home isn't suitable. However, there's a huge untapped market of homes that can have eco-tech installed:



While flats and apartments, or homes with a north-facing roof are not suitable for solar panels, this represents just 1/3 of UK homes.

So, 66% of UK homes can have solar panels installed – that's approximately 18.7 million homes².



Around 55% of UK homes (around 15.6 million homes³) are detached or semi-detached, making them potentially suitable for heat pumps.



67% of UK homes⁴ have access to a garage or off-road parking.

As off-street parking is the main prerequisite for the majority of home electric vehicle (EV) chargers, we estimate that **19 million homes in the UK could be suitable for EV charger installations.**



100% of homes suitable for a smart thermostat.

With many more homes able to install these eco-devices. Let's take a look at how far we've come with the uptake of solar panels, heat pumps, EV chargers and smart thermostats.



² UK Government data, accessed 12th August 2025, <https://gov.uk/government/statistics/solar-photovoltaics-deployment>

³ UK Government data, accessed 12th August 2025, <https://gov.uk/government/statistics/heat-pump-deployment-statistics-march-2025>

⁴ UK Government data, accessed 13th August 2025, <https://www.gov.uk/government/statistical-data-sets/amenities-services-and-local-environments>

Adoption rates and public perceptions of eco-tech

Eco-tech adoption mirrors the typical S-curve model common to all new technologies.



When we apply this theory to eco-tech, it's clear that different products are at different points of the S-curve.

Solar panels continue to win the eco-tech race

This period of growth began in 2011, slowed down between 2016 and 2022, and has returned to its earlier growth trajectory, with almost 1.6 million domestic installations completed by the end of June 2025⁵.

The graph illustrates the cumulative number of COVID-19 cases in the United States over a five-year period. The data points are marked with orange dots. The y-axis is labeled from 0 to 1,600,000 in increments of 200,000. The x-axis is labeled with dates from Jan 10 to Jan 25. The curve shows a rapid initial rise, followed by a period of relative stability around 900,000 cases, and then a significant upward trend starting in early 2022, reaching a plateau of approximately 1,500,000 cases by the end of the period shown.

Date	Approximate Number of Cases
Jan 10	10,000
Jul 10	20,000
Jan 11	50,000
Jul 11	150,000
Jan 12	300,000
Jul 12	400,000
Jan 13	450,000
Jul 13	500,000
Jan 14	550,000
Jul 14	600,000
Jan 15	650,000
Jul 15	700,000
Jan 16	750,000
Jul 16	850,000
Jan 17	880,000
Jul 17	900,000
Jan 18	920,000
Jul 18	950,000
Jan 19	980,000
Jul 19	950,000
Jan 20	950,000
Jul 20	950,000
Jan 21	980,000
Jul 21	1050,000
Jan 22	1100,000
Jul 22	1150,000
Jan 23	1200,000
Jul 23	1250,000
Jan 24	1300,000
Jul 24	1350,000
Jan 25	1400,000

⁵ UK Government Solar Photovoltaics Deployment data, accessed 12th August 2025, <https://www.gov.uk/government/statistics/solar-photovoltaics-deployment>

What solar panel owners think

Solar panel owners highlighted a range of benefits that they have experienced since installing the technology, combining cost savings with positive environmental impacts:

87% say they'd recommend solar panels to others

69% say their energy bills have been cheaper

47% feel as though they're doing their bit for the environment

38% state that their home is more energy efficient

37% say their solar panels are low maintenance

What non-owners think

Beyond the official uptake figures, we find that solar is largely perceived well by the UK public.

39% of adults say if they received a windfall to spend on improving their home efficiency, they would choose solar panels

84% support solar panels being included on new-build homes

Awareness of the role of solar panels in reducing household carbon footprints is also high in comparison to other eco-tech devices. Of all eco-tech options listed, solar panels were considered the most impactful, with 71% of respondents stating that they can contribute to some reduction in household carbon footprint, with a quarter (25%) saying it would have a significant impact.

Of those who don't currently own solar panels but state they're likely to install them in the future, nearly half (47%) say this would be within the next 5 years.

The disconnect

At the time of writing this report, a Hive home install of 8 solar panels with a battery costs on average £8,000.

68% of people said 'don't know' when asked how much it would cost. Most non-owners believe it's very expensive to install solar panels.

For example, when respondents were asked how much an installation of 8 panels would be, open estimates ranged from £2,000 to £25,000.

87% of solar panel owners say they'd recommend solar panels to others.

The majority (69%) say their energy bills have been cheaper. This is a key benefit looked for when considering whether to invest.

It is clear that industry needs to continue educating people on the real costs of installing solar panels, and the amount they could save on their energy bills.

Heat Pumps

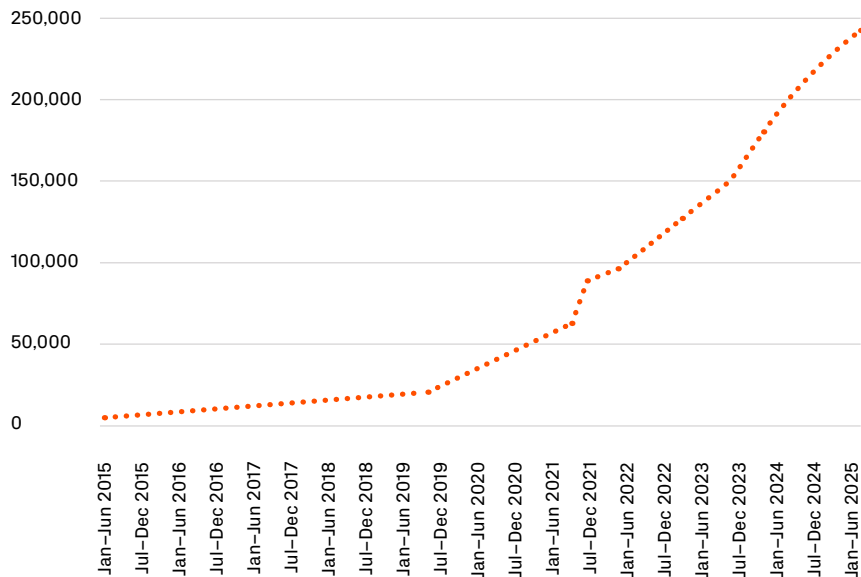
As a newer technology than solar, we'd expect fewer people to be investing their money in heat pumps at this point.

Sales are closer to the beginning of the adoption S-curve. In the late 2010s heat pumps had been on a slower trajectory entering the rapid adoption phase in 2022, we now see uptake continue to accelerate.

In fact, the UK hit a major milestone in 2024, with 250,000 certified heat pumps installed in total across the country. Although this is still a long way short of the government's target to have 600,000 heat pumps installed annually by 2028, the trajectory of the adoption curve is very promising.

The increased rate of adoption has largely been driven by government schemes, particularly the Boiler Upgrade Scheme, which launched in March 2022, making heat pump installation a much more affordable option – giving families up to £7,500 towards the installation costs.

MCS Registered domestic heat pump installations (cumulative)



In the last 12 months, there's been a 41% increase in the number of government-supported heat pumps installed compared to the preceding 12 months⁶.

⁶ UK Government Heat Pump Deployment Statistics, accessed 14th August 2025, <https://www.gov.uk/government/statistics/heat-pump-deployment-statistics-march-2025>

What heat pump owners think

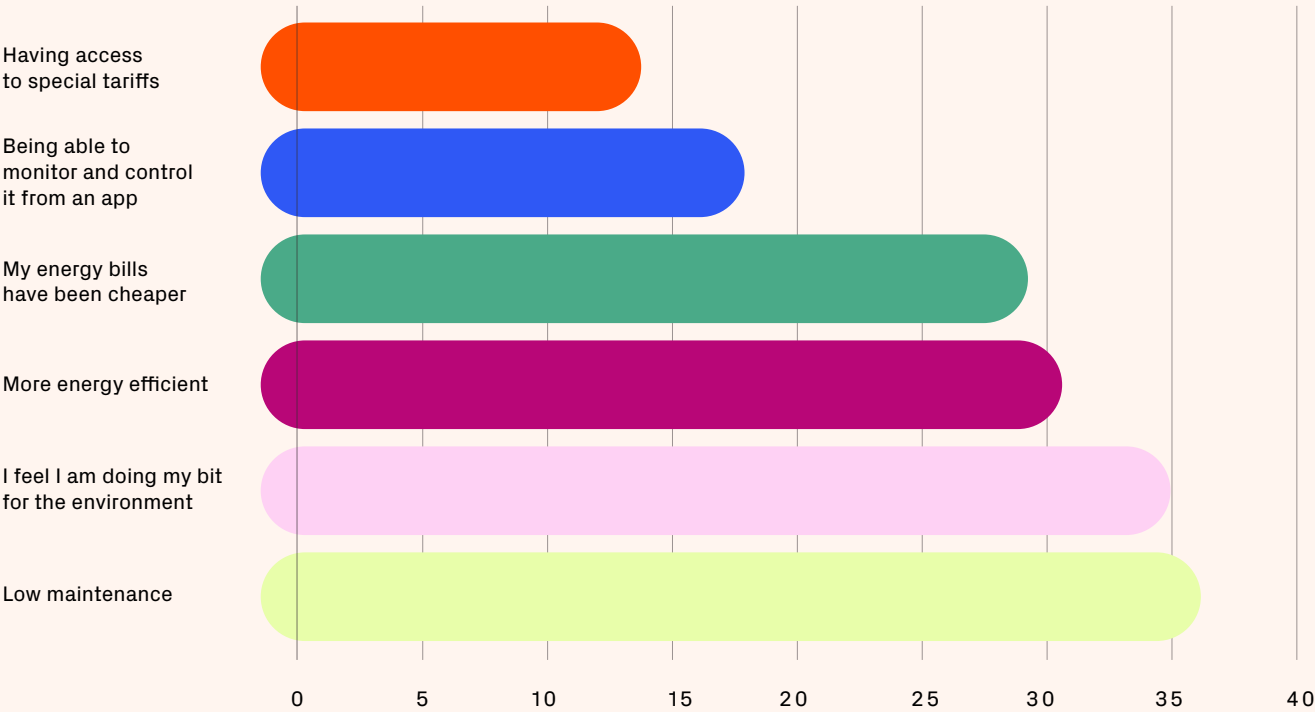
Heat pump owners are glad they invested

As with other eco-tech devices, we see that attitudes of early adopters are very positive.

In fact, 64% of heat pump owners say they are likely to recommend one to somebody else.

The data also suggests that heat pump owners are aware of the environmental impacts of their purchase, as 35% say they feel they're doing their bit for the environment. They also recognise that their heat pump has had an impact on making their home more energy efficient (31%) and reducing their energy bills (30%)

What benefits, if any, have you noticed from using a heat pump?



What non-owners think

Overall, the wider public's understanding of heat pumps is limited

Heat pumps are a newer consideration for UK households, with government incentives to encourage uptake only introduced in 2014 and raised to their current levels in 2022.

Lack of familiarity with the device is reflected in survey responses, where a notable proportion of people selected "don't know" when asked about the technology.

Currently, only 15% of UK adults say that if they received a windfall to improve their home's energy efficiency, they'd spend it on a heat pump.

Combined with the large "don't know" responses, this suggests there's much more to be done to inform the UK about this eco-tech device.

Reflecting the position seen in the heat pump adoption curve, those who mentioned they were likely to install a heat pump in the future said they weren't in a rush to do so.



34% said they'll do it in the next 2-5 years.

25% stated they'd likely wait 6-10 years (a heat pump installation often occurs at the end of their existing heating system's life cycle).

29% of non-adopters say the cost of installation is one of the main reasons for not having a heat pump.

39% say that they are either content with their existing system (24%) or it is relatively new (15%).

The disconnect

When it comes to heat pumps, the public are divided on benefits, showing the need for further education.

And demonstrating the disconnect in thinking between a lower carbon footprint and lower energy bills.

39% think that replacing a gas boiler with a heat pump can have some impact on reducing a household's carbon footprint.

28% think it would only have a small impact or no impact at all on their carbon footprint.

31% think that replacing a gas boiler with a heat pump would have some impact on reducing a household's energy bills.

33% think it would only have a small impact or no impact at all on energy bills.

25% think installing a heat pump would not increase the value of their home.

32% think installing a heat pump would increase the value of their home in some way.

48% believe it is difficult to install a heat pump in existing homes.

This continues to highlight the gap between potential eco-tech adopters and owners, as those who have made the switch are fundamentally satisfied with their investment.



Other factors

Low awareness of the Boiler Upgrade Scheme

While government grants are available to help households replace fossil fuel heating systems with heat pumps, public awareness of the schemes remains low. Grants are proven to help drive adoption rates and reduce cost in the early uptake stages of the tech adoption S-Curve. However, only 10% of respondents reported knowing what the Boiler Upgrade Scheme is. By contrast, 84% demonstrated limited (27%) or no awareness (57%) of it at all.

While public awareness remains low, the data highlights growing engagement, with grant-supported heat pump installations rising over the past year. Indicating that the pace of growth remains modest relative to the potential for uptake.

The public are unconvinced that heat pumps can reduce either their carbon footprint or energy bills

Understanding cost continues to be a factor. In fact, 64% of those who do not have a heat pump “don’t know” how much it costs to install one. Of those who provided a guess, answers ranged from £1,000 to £25,000.

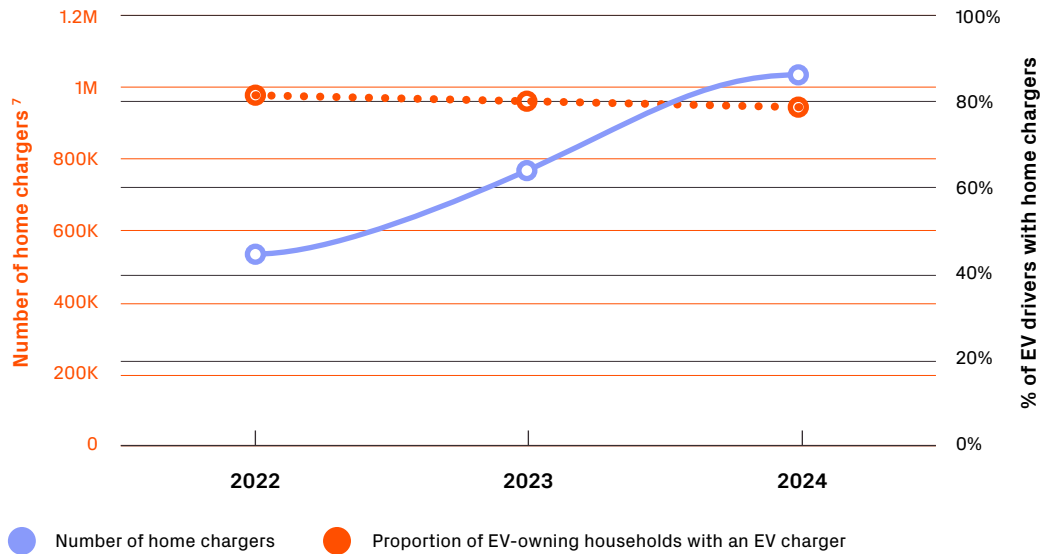
The lesson from these polling results is clear. If we want more people to install heat pumps in their homes, then industry and policymakers need to better educate consumers on the financial support available, the true costs of installation and the key benefits owners are enjoying.





There are no official statistics on the number of households with EV chargepoints, but data from ZapMap suggests that there were 1 million domestic EV chargers at the end of 2024 with EV charger rates increasing in line with EV purchases⁷.

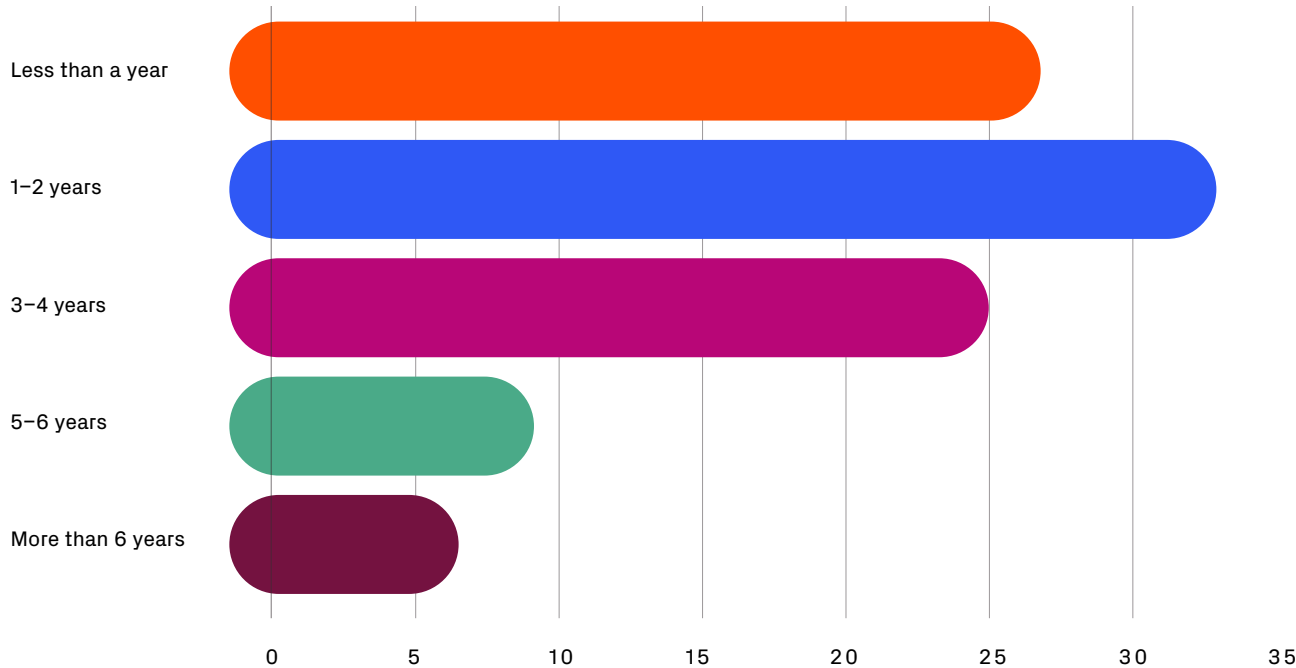
As with other eco-tech devices, there has been a steady increase in the number of domestic EV chargers since 2022. In 2022, it became law for new-build homes to include an electric vehicle chargepoint, which partly explains the increase.



Data shows a recent surge in charger ownership, with 84% of owners stating they installed theirs in the last four years.

⁷ZapMap Charging Statistics, accessed 22nd August 2025, <https://www.zap-map.com/ev-stats/home-and-community-charging>
This data has been estimated by combining the latest government figures on installation of chargers through the EVHS scheme, SMMT car registration data, and ZapMap's annual survey of EV drivers.

Home EV charger installations over the last 6 years



Unlike other eco-tech devices, EV chargers are a secondary product as the demand for the chargers is largely driven by demand for electric vehicles.

This means comparisons with other household technologies should be made with caution, focusing instead on public awareness and willingness to switch vehicles.

What EV charger owners think

EV charger owners are positive about their investment

Generally, owners say that EV chargers are efficient to maintain once they've been installed. With only 16% stating that they'd be put off by running costs.

As access to an electric vehicle is strongly linked to charger ownership, we found that 78% of those with access to an electric vehicle already have an EV charger. Satisfaction among owners is high, with 68% of EV charger owners stating they would recommend an electric vehicle to somebody else. Whilst other survey data suggests that upwards of 90% of electric car owners say they would never go back to owning a combustion engine vehicle.

Some of the main benefits listed by EV charger owners are:

56% say it's been cheaper to charge their car at home.

54% say it is more convenient than finding a charging point locally.

33% say they like that they can control it from an app.

24% state the benefits of having access to special tariffs.

Similarly, as EV chargers become more common, public perception of their installation appears positive.

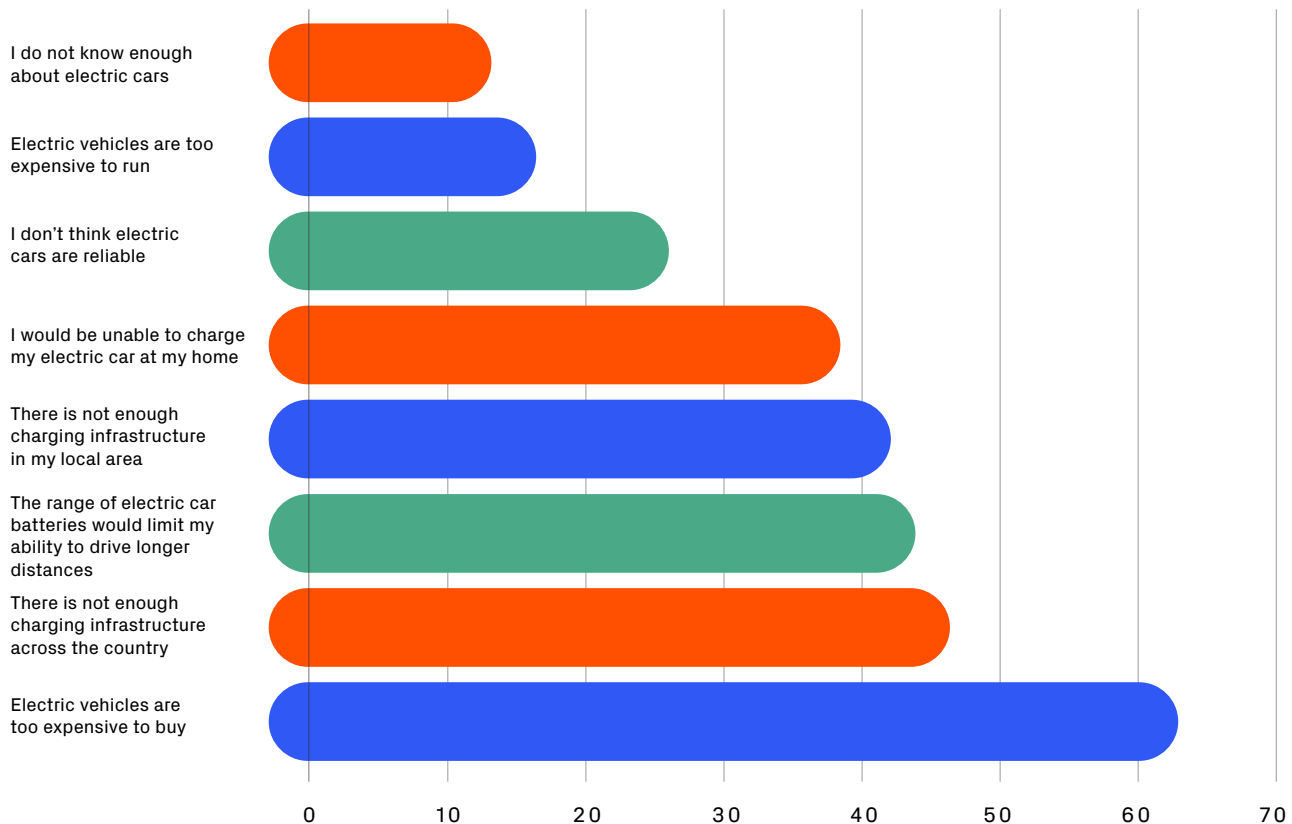
Over half of respondents (**56%**) believe that installing an EV charger is easy, while **25%** consider it relatively difficult. The public is also more likely to believe that an EV charging point would add value of their home (**37%**) than to think it would not (**29%**).

Among those who plan to install an EV charge point at their home, **71%** expect to do so within the next five years. This mirrors our expectations for the rising S-curve, as potential owners continue to invest in EV chargers across the country.

What non-owners think

Around three-quarters of eligible drivers say they have concerns around buying an EV as their next car, whether new or second-hand. Here's why:

You said you would not consider purchasing a new electric vehicle. Why is this?



The disconnect

Around 35% of people say they don't think electric cars are reliable, yet 68% of EV charger owners state they would recommend an electric vehicle to somebody else.

The public is also still largely unaware of the true costs of eco-tech installations when it comes to EV chargers.

Respondents think EV charging installation could range between £200 to £5,000, while 65% couldn't estimate a cost at all.

Overall, while owner feedback on electric cars is very positive, this data suggests we still need education on the reliability of electric cars and their actual cost. And more can be done to improve the charging infrastructure to drive uptake.

This highlights yet another opportunity to bridge a big knowledge gap in eco-tech.



Smart Thermostats

Smart thermostats are a popular choice for households.

Smart thermostats are designed to offer greater heating system control and management from an App, and we see relatively high levels of uptake among respondents (17%) compared to other devices.

Of those who own a smart thermostat, over a third (35%) installed the device within the last two years, with nearly half installing the device between 3 and 6 years ago, showing a consistent appetite for installation of the eco-tech device over recent years⁹.



25% of respondents who don't have a smart thermostat say they are likely to install one in the future.

Of this group, 65% say they will be making this change within the next five years. 78% of respondents support including smart thermostats in new-build homes.

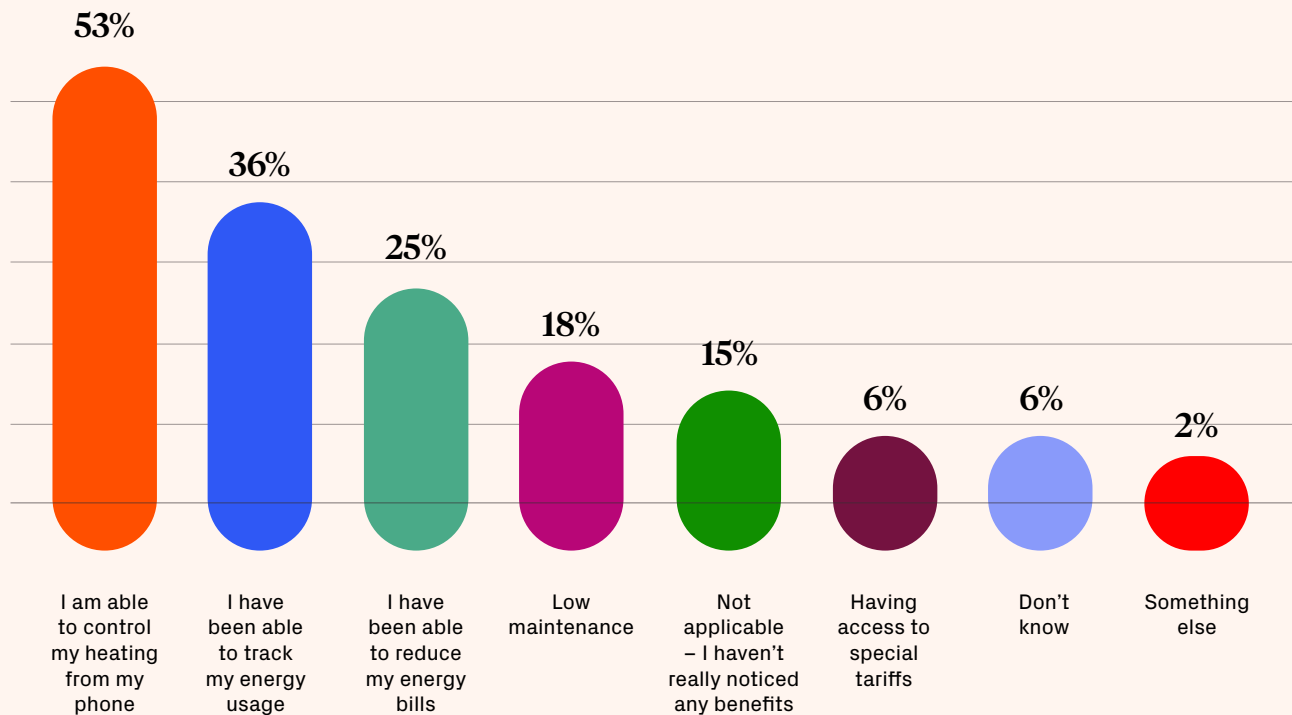
⁹ UK Government Solar Photovoltaics Deployment data, accessed 12th August 2025, <https://www.gov.uk/government/statistics/solar-photovoltaics-deployment>

Smart thermostat owners are satisfied with their investment

There is a general consensus that smart thermostats are the among the easiest eco-tech to install – with 70% saying they are easy to fit. Owners are also generally very positive about their overall experience.

Of those who own smart thermostats, 25% have noticed a reduction in their energy bills. However the ease of controlling their heating from their phone (53%) is by far the most popular benefit. What's more, 76% of owners would recommend one to others.

Benefits of smart thermostat ownership



The disconnect

Those that don't own smart thermostats are unsure whether they can help save money on energy bills or reduce carbon emissions.

80% of those who don't currently own a smart thermostat aren't aware of the cost to install one into their home.

45% think installing a smart thermostat would have a small to no impact on reducing their household's energy bills.

22% think a smart thermostat would increase the value of their home.

This highlights a knowledge gap around cost, the positive impact on property value, household energy bills and carbon footprint.

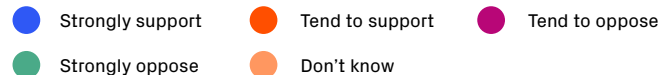
Due to the low cost and speed of install this means there's even more potential for this already popular eco-tech.

A photograph of a middle-aged couple sitting at a table, smiling warmly at each other. The woman has blonde hair and is wearing a grey top. The man is balding with glasses and is wearing a red shirt. They are in a bright room with large multi-paned windows in the background showing greenery outside. To the left, there is a vase filled with pink and orange flowers. A small black square object hangs on the wall above the woman.

New-builds vs existing homes

Understanding the Landscape >>>>>>

Generally speaking, do you support or oppose new-build homes being encouraged to include solar panels?



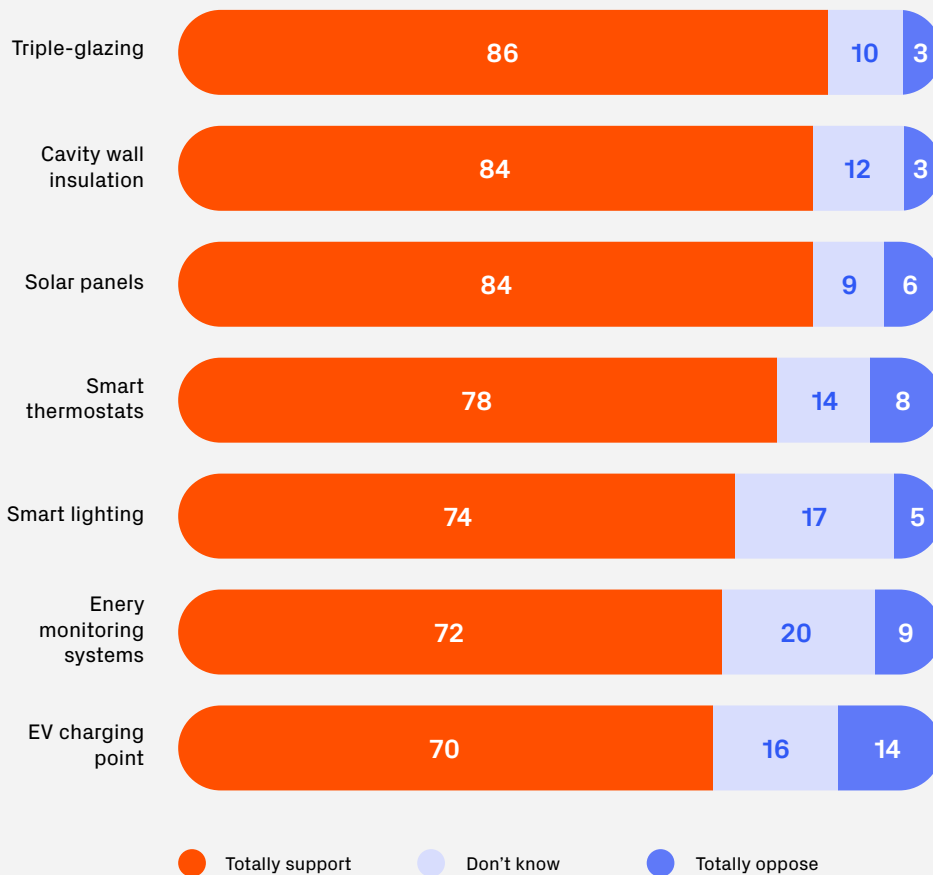
New-builds

For new-build homes, the majority of people want eco-tech products to be included, ranging from EV chargepoints (70% support) to triple-glazing (86% support).

Among those interested in new-build homes, the main attraction is that they're more energy-efficient (46%), while 27% of people are drawn to the idea they have eco-tech devices built in as standard.

These are positive signs the public are generally not opposed to eco-tech devices. Their concerns are centred around installation and cost, rather than believing the tech doesn't serve a purpose.

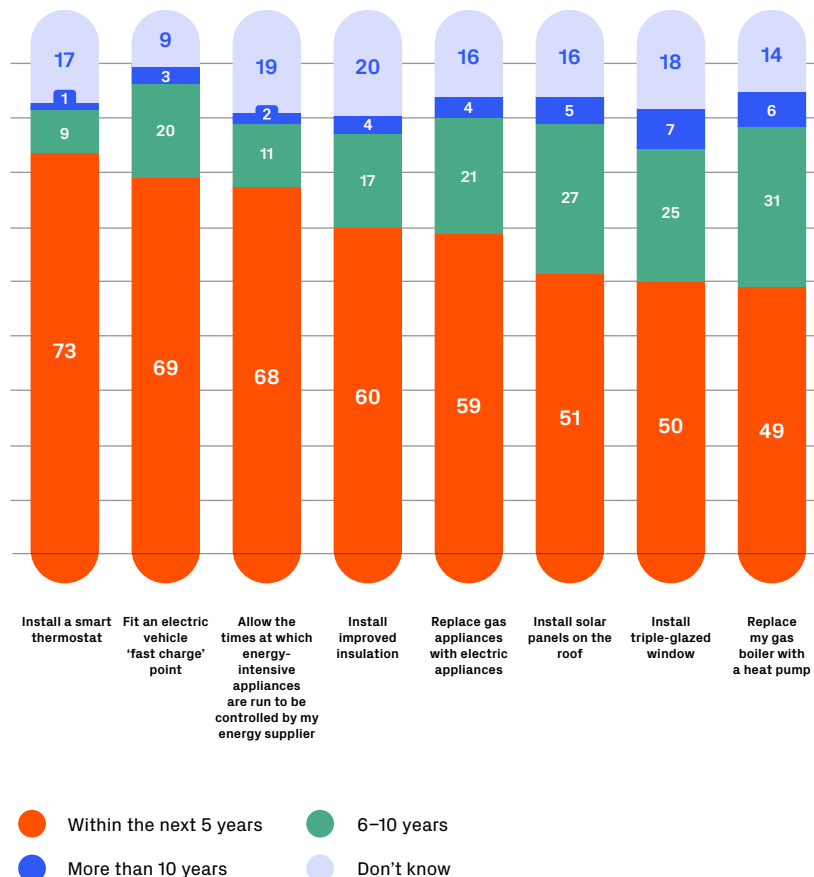
This is demonstrated most clearly when we look at attitudes towards making changes to existing homes.



Existing homes

People are more cautious about installing eco-tech devices in existing homes.

When planned adopters (homeowners) are looking to make changes (%)



For homeowners who have not yet invested in any eco-tech devices, there is generally less appetite for adopting changes.

In all cases, the number saying they are not likely to make these changes outweighs the number saying they are likely to.

Looking specifically at homeowners who said they are likely to make changes to their home in the future, most are looking to do so within the next 5 years, suggesting the adoption curves will continue to rise quickly.

This is particularly the case with smart thermostats, a device that is seen to be both relatively cheap and easy to install.

While 49% of those who are likely to replace their boiler with a heat pump say they will do this in the next 5 years, 37% are looking to do this further into the future.

As explored earlier in the report, switching to a heat pump is something people are likely to consider when their current heating system is at the end of its life.

With 25% of people saying they will only make these changes when their current systems break, these timelines make sense.

Taking Action

Empowering the industry

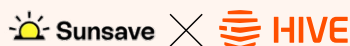
Aside from practicality, cost is consistently seen as the biggest barrier across all eco-tech products surveyed.

But understanding of the financial implications of these devices is low on two levels – firstly, the cost of installation, and secondly, the impact on energy bills.



On Installation:

There's a strong perception that eco-tech devices are costly to install, with 51% of non-adopters (homeowners) saying this is why they haven't invested. However, when asked to estimate the cost of installation, many simply don't know, while others over-estimate the true cost (see page 38 for more details).



The perception of the cost of installation is the biggest barrier, and yet knowledge of the real cost is very low. They're also largely unaware of schemes like Sunsaver Plus, which can spread the cost of eco-tech into more affordable monthly instalments.



On Bills:

There's a disconnect between the perceived barriers for non-adopters and the lived experience of early-adopters. Beyond installation costs, many cite a limited impact on reducing carbon footprint/energy bills as one of the main barriers to adoption.

However, reactions amongst early adopters suggest that cost and carbon-saving are the main benefits of investing in these devices.

With some not making the direct link between reduced energy usage and reduced energy bills.

They can see the link between improved insulation, triple glazing and solar panels. But, while 39% think replacing a gas boiler with a heat pump will reduce their home's carbon footprint, only 31% think it will reduce their energy bills.

With our research showing uncertainty from homeowners about making eco-tech adaptations to existing homes, building eco-tech into new homes remains the easiest immediate path to driving further uptake.

While eco-tech clearly has an important role to play in tackling climate change, concerns about the environment are not driving enough motivation to invest. This means the industry should focus on the financial rewards when speaking to potential eco-tech owners instead, while celebrating the environmental rewards that will follow.

It's also crucial for the eco-tech industry to work with new-home builders to incorporate as many eco-tech products in new homes as possible – just a third (32%) say that they would not be interested in a new-build home, while for those who are open to the idea, the main attractions of a new-build include their energy efficiency (31%), and their inclusion of eco-tech products (18%).

Empowering policymakers

Awareness of government grants that contribute towards the cost of installation is low.

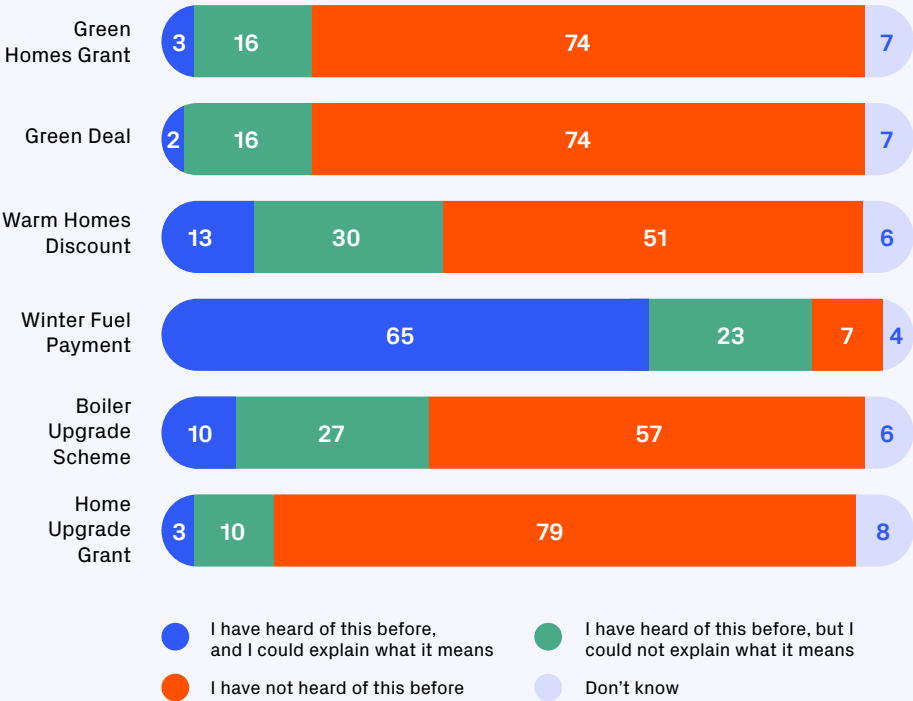
For all but one of the grants tested, the majority (ranging from 51%-85%) of people have not heard of the grant at all. The only scheme with any real level of awareness is the Winter Fuel Payment. This is likely because the scheme has been the subject of considerable news coverage over the last six months.

One observation is that many of the grants are targeted typically at low-income households.

For example, 52% of those with a household income of £30,000 per year or less say they have heard of the Warm Homes Discount scheme (although only 18% say they can explain what it means). So we wouldn't expect high levels of awareness among groups that are not eligible for them.

There's also a general lack of understanding around the cost and ease of installation. But given there's an appetite for eco-tech devices in new-build-homes, this could be pushed further in collaboration with home builders and tech providers, particularly through the lens of Labour's New Towns initiative.

As we've seen with solar panels, with time people become more open to the idea of eco-tech devices, once they have been proven as both carbon- and cost-effective. Visibility through inclusion on new-build properties could be the catalyst for encouraging adoption in existing homes as well.



Empowering consumers

As we explored, for consumers there's a clear gap between the perception versus the reality of owning eco-tech.

Potential adopters are unconvinced that eco-tech devices are going to save them money. However, early adopters cite cost savings as one of the benefits -

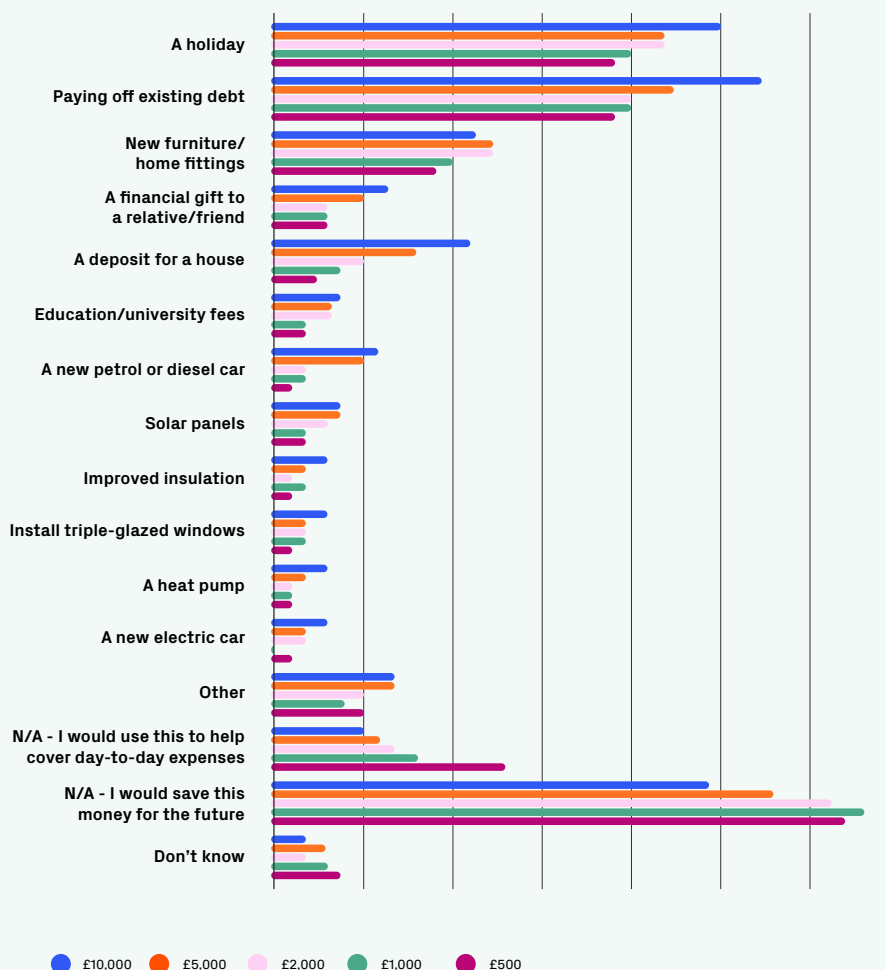
EV charger owners – 56%
say it has been cheaper to charge their car (top answer)

Solar panel owners – 69%
say their energy bills have been cheaper (top answer)

Heat pump owners – 30%
say their energy bills have been cheaper

While consumers clearly need the most information and support around the costs of eco-tech devices, this study suggests they also need targeted grants to help fund environmental upgrades to their homes. And although many claim they would install these products once they've saved enough, when asked how they would spend an unexpected windfall, few actually prioritise eco-tech purchases.

Windfall Spending



To test this theory, the sample was split into 5 groups, shown different amounts (ranging from £500 to £10,000) and asked how they would spend a windfall of this amount. In all cases, regardless of the amount, the top answers are saving for the future, going on holiday and paying off existing debts. This is consistent with last year's findings.

Even for the highest windfall amount closer to peoples' perception of eco-tech installation costs, few say they would invest such a windfall in eco-tech. This then suggests that if consumers are to be encouraged to make an eco-tech investment, they need to be nudged in that direction through targeted incentives.

In terms of how additional grants specifically for eco-tech products could be targeted, when asked how respondents would spend a windfall that could only be used for improving their home's energy efficiency/independence, 38% of homeowners said they would spend this money on solar panels (further proving solar panels are the most positively viewed eco-tech product) and installing triple-glazed windows (33%).

Turning to eco-tech owners, there's also scope for this group to further reduce their bills.

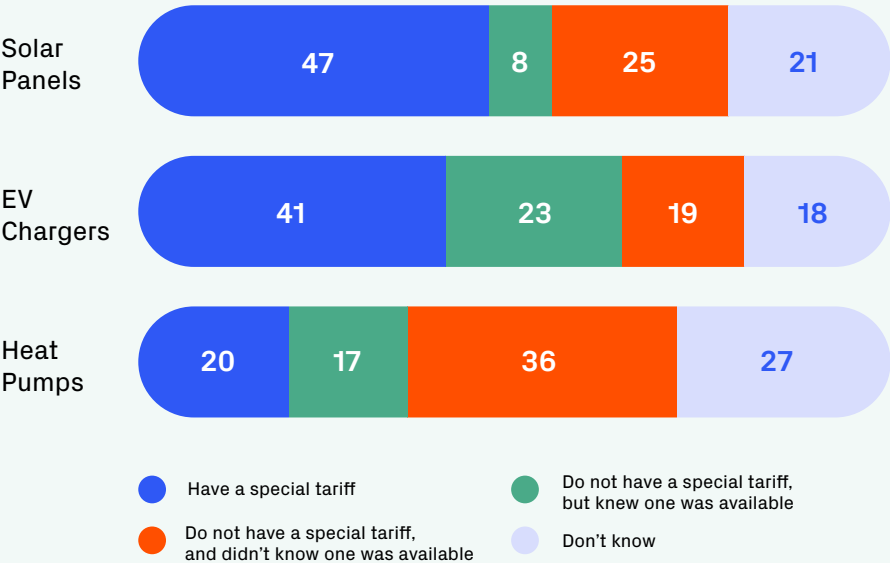
For every type of eco-tech, over half of owners haven't switched to special tariffs for their devices, meaning they're missing out on further savings.

While solar panel owners demonstrate the most awareness and uptake of tariffs, with 47% saying they have a special tariff and a further 8% saying they knew about it but don't have it.

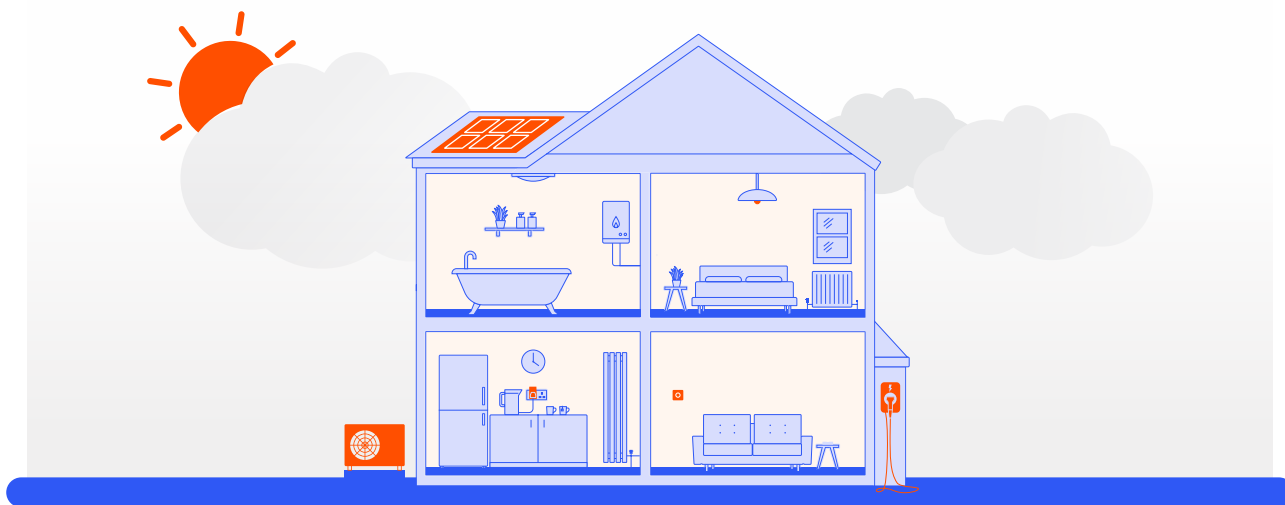
Among heat pump owners, awareness is much lower – 36% don't know that a special tariff is available.

And for all three devices, there's a significant proportion who don't know if they have a special tariff. Combining these with those that don't currently have a tariff (whether they knew one exists or not), the majority of early adopters are not capitalising on the financial rewards available to them.

Awareness of special tariffs amongst early adopters



Conclusions



The actions the
eco-tech industry
and policymakers
need to take are clear.

Eco-tech owners are overwhelmingly positive about their experiences and savings. The next step is to leverage this positivity by educating others on the realities of owning eco-tech and the financial solutions available.

To shift the dial, homeowners need: >>>>>>>>

1. Clearer information on real costs and support

Many homeowners overestimate installation costs and aren't aware of the financial support that's available to help reduce upfront payments.

Where grants and schemes have been introduced, uptake of solar panels and heat pumps has risen sharply – proof that financial support is a powerful driver of adoption.

Offering finance options at key purchase moments such as moving home or undertaking renovations, alongside schemes like Sunsaver's no-upfront-cost solar subscription, will help make eco-tech more financially accessible.

Better education and clearer signposting to these grants, flexible payment options and the actual costs of installation will give more homeowners the confidence to take the leap.

2. Proof of real savings

To overcome scepticism about eco-tech's ability to cut energy bills, proof of real-world savings needs to be shared more widely.

While prices are expected to fall further as adoption increases, solar panels are a great example of how eco-tech already delivers strong returns: 69% of owners report lower bills.

Other eco-technologies are also proving their value, with for example, 56% of EV charger owners reporting reduced spending.

Greater awareness of these savings, alongside education on special energy tariffs offering access to further savings, will go a long way to convincing more households that eco-tech is a worthwhile investment.



3. Clarity on home suitability

Up to 37% of people believe their homes either aren't fit for eco-tech or the devices would be too difficult to install.

In reality, the majority of homes are suitable: 66% of UK homes can have solar panels fitted, 55% are suitable for heat pumps, and 67% could host EV chargers.

Some home energy management products like smart thermostats suitable for everyone.

Nonetheless, misconceptions are holding people back – yet the potential for growth is huge.

4. A stronger sense of personal impact

Many people see climate change as a job for governments and businesses, even thought 20% of UK emissions come directly from homes and a further 15-20% from private cars.

While cost and savings are the key messages needed to drive investment in eco-tech, we need to help homeowners understand that saving energy saves both money and carbon. This would empower more people to play their part in driving change, and show the connection between personal benefit and saving the planet.

By breaking down misconceptions, increasing understanding of how much support is available, and educating people on the real benefits of eco-tech, we will see more households inspired to make the switch. Every decision at home adds up, and together we can power a greener future where clean energy is the everyday choice.

Making clean energy simple and affordable for everyone.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4,108 adults. Fieldwork was undertaken between 18th - 23rd July 2025. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+). The data tables behind this research can be found on our YouGov website here: https://ygo-assets-websites-editorial-emea.yougov.net/documents/2025_HiveHomeReport_Final_w_kWU9U3n.pdf

YouGov weights GB political surveys by (1) age interlocked with gender and education, (2) political attention, (3) social grade, (4) 2024 recalled vote interlocked with region and (5) EU Referendum recalled vote. Weighting targets are YouGov estimates, data sources used in the calculation of targets can be found on our website. YouGov is a member of the British Polling Council (BPC) and abides by its rules. Further information about the methodology can be found on our website at <https://yougov.co.uk/about/panel-methodology> or you can contact the Political and Social Research team at political@yougov.com

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