



Survey shows tipping point for low carbon heating solutions such as heat pumps

The majority, that is,

78%



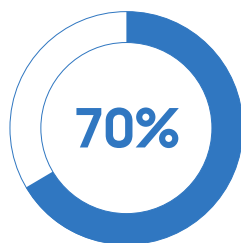
of heating industry professionals are of the opinion that the demand for heat pumps has **increased in the last 5 years**

According to

79%

of heating industry professionals

Global issues are driving demand for **heat pumps**



of respondents think air source heat pumps will be **commonplace** in UK homes as early as **2025 - 2030**

7 in 10 (70%) respondents agree



heat pumps are **more viable** and **energy efficient** than 3 years ago

This attitudinal shift drives an **even greater need for training, education and funding**, to increase awareness about how heat pumps can help the UK to deliver on its 2035 ambition to decarbonise homes and cut emissions

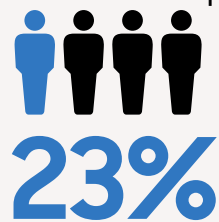
Training

Education

Funding

Training

Less than a quarter



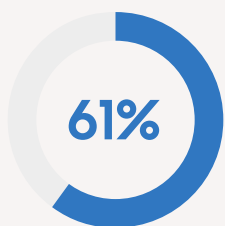
of current heating industry professionals are already **fully trained** to be an air source heat pump installer;
nearly 3 in 5 (57%) are not considering training at all



52%

of respondents attribute the **skills gap** in energy efficient technology to a **lack of suitable training options**

Education



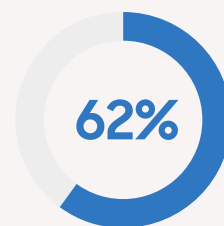
of respondents attribute the **skills gap** in energy efficient technology to a **lack of understanding of the future potential of heat pumps**



Consumer education is needed

65%

of respondents say **making changes to radiators or household heat emitters** is the top barrier to consumer heat pump adoption



of respondents think **reliability of technology** at low outside temperatures is one of **the biggest obstacles for consumers** making the switch to air source heat pumps

Funding

Just over three quarters



76%

of heating industry professionals think that the government **could be doing more in terms of legislation, grants and awareness** to support the switch to air source heat pumps

78% £

of respondents say price point is cited as **the most important consideration** for the customer when installing a heating system