Vote with their heat: 60% of Brits in bellwether seats are more inclined to vote for a party that prioritises household energy efficiency, new research reveals **10-Jan-2024**

* **Most people in bellwether seats want more government support on energy efficiency**, with 77% of those surveyed in a new study saying so.
* **Energy efficiency will drive voting intentions in the general election**, with 60% of respondents more inclined to vote for a party that has pledged to support energy efficiency in their homes.
* **Voters want cost-effective energy efficiency solutions**, with the median amount households are willing to spend being no more than £500 per year.

**London, 10 January 2024:** More than three quarters (77%) of voters across ten marginal constituencies[1] want the government to do more to help make homes more energy efficient. This is the key finding from new research carried out by former Downing Street pollsters at J.L. Partners on behalf of Grundfos, a global leader in advanced pump solutions and water technologies.

The polling suggests that voters are interested in cost-effective energy efficiency solutions but don’t know where to find them. These cost-effective solutions would benefit consumers and commercial building owners, and this issue will be on voters’ minds as they approach the ballot box.

***Households want more help on energy bills***

The polling results are dissected in Grundfos’ new white paper entitled, *‘Efficient Futures: An Exploration of Energy Efficiency Attitudes and Solutions in Bellwether Seats’.* Findings uncover that most respondents (71%) in bellwether seats believe the government is not doing enough to help households lower their energy bills. Those who voted Conservative in 2019 and plan to vote Labour in the coming election feel particularly strongly about this, with 81% of these ‘switchers’ saying the government is not doing enough.

Even among those who feel that the government is doing enough, a majority (55%) would like to see them do more. Energy efficiency is therefore set to influence voting behaviours in the general election, with six in ten more inclined to vote for a party that supports it, rising to eight in ten among switchers to Labour.

***Voters lack confidence, crave cost-effective solutions***

Desire for government support is exacerbated by voters’ doubts about how energy efficient their home is. Only one in five voters are ‘very confident’ that their home is as energy efficient as it can be.

Consumers are prepared to invest an average of £500 yearly in improving their energy efficiency. Despite this, insulation is the energy upgrade that most respondents (49%) are inclined to invest in. With insulation costing between £1,400 and £10,000,[2] there is a clear need to raise awareness about the cost-effective, impactful energy solutions at voters’ fingertips. Only one third of respondents (33%), for instance, considered cost-effective upgrades such as optimising heating systems among the top three measures they would consider.

Optimising a heating system by replacing an outdated circulator pump or balancing a heating system represents the type of cost-effective energy solution that voters crave. Encouraging the uptake of new circulator pumps, for example, can help households feel more confident about energy efficiency, while lowering bills by as much as £110 a year.[3]

Similarly, businesses would benefit from incentives to switch to smarter energy infrastructure. According to the Energy Savings Trust, implementing energy efficiency in their commercial buildings measures could save SMEs up to 25% on bills.[4] Government policy that helps commercial building owners make this transition could therefore mean more flourishing British businesses and greater economic growth.

***Answering the call for more effective energy policy***

**James Johnson, Co-Founder of J.L. Partners, commented:** “This study has helped improve our understanding of voters’ relationship to energy efficiency and how it may impact their behaviour at the ballot box. People are far more likely to support parties that shine a light on the cost-effective energy efficiency solutions that can lower bills for a great many households and businesses.”

**Bent Jensen, Divisional CEO of Commercial Buildings Services at Grundfos, commented:** “Government should consider updating its online information on energy efficiency to give households accessible and accurate information on the savings potential of circulator pumps and hydraulic balancing. What’s more, incentivising businesses to transition to smarter energy solutions could reduce carbon emissions from commercial buildings while also saving these businesses money on bills.”

You can access the white paper here

[1] J.L. Partners polled 2,010 voters in ten key bellwether seats across the UK (200+ voters in each constituency) from 12th to 28th October 2023. These constituencies were: Dartford; Gloucester; Leeds West and Pudsey; Loughborough; Northampton North; Reading West and Mid Berkshire; Stafford; Stevenage; Uxbridge and South Ruislip and Watford.

[2] Home Insulation costs, 2023 (2023) The Eco Experts. Available at: https://www.theecoexperts.co.uk/insulation/average-cost.

[3] Save your customer up to £110 a year by replacing/upgrading their pump. Available at: https://www.installeronline.co.uk/save-your-customer-up-to-110-a-year-by-replacingupgrading-their-pump/.

[4] Guide to energy efficiency in the workplace (2022). Energy Saving Trust. Available at: https://energysavingtrust.org.uk/a-guide-energy-efficiency-in-the-workplace/.

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