

## Acronyms

- **EV:** Electric Vehicle
- **ECO:** Energy Company Obligation
- **SHDF:** Social Housing Decarbonisation Fund
- **LAG:** Local Authorities Grants
- **EPC:** Energy Performance Certificate
- **BUS:** Boiler Upgrade Scheme
- **PSDF:** Public Sector Decarbonisation Fund
- **GGL:** Green Gas Levy
- **CM:** Capacity Market
- **CfD:** Contracts for Difference
- **NCC:** Network Charging Compensation
- **AAHEDC:** Assistance for Areas with High Electricity Distribution Costs
- **WHD:** Warm Homes Discount
- **FiT:** Feed in Tariff
- **RO:** Renewables Obligation

## Sources

### General Note

This is the Q2'25 edition so all data was taken up until the end of June 2025 unless specified otherwise. The next version to be released will be the Q4'25 edition in January 2026.

*Analytical methodology available upon request*

### 1. Heat Pump Summary

*Heat Pump Installs (UK):* [MCS total heat pump installs](#) for the specified period

*No of households (UK):* [2024 Census data](#)

*Heating Split - Heat pumps:* [MCS total heat pump installs](#) to date

*Heating Split - Other heating types:* [2022 BEIS analysis](#) applied to UK population

*Government Heat Pump Target:* [2023 UK Gov Target](#)

*Current Annual Run Rate:* [MCS total heat pump installs](#) for last quarter x 4. *N.B.* This is an approximation but there will likely be some growth/ seasonality throughout the year

*Heat Pump Growth:* [MCS total heat pump installs](#) for last quarter compared to 3 years ago

### 2. Heat Pump Installations

*Heat Pump Installs (UK) -* [MCS total heat pump installs](#) to date for the specified regions

*Heat Pump Installs (Ireland) -* [Q2'25 CSO data](#)

*No of households (Ireland) -* [2022 Census data](#)

*BUS Home demographic data -* [BUS statistics scheme to date](#)

### 3. Cost and Savings

*Average heat pump cost:* [BUS statistics](#) for last quarter (median cost of an air source heat pump install, including £7,500 grant)

*Average gas boiler cost:* [Energy Savings Trust](#) average boiler cost (based on a G-rated gas boiler with thermostatic radiator valves)

*Average carbon savings:* [British Gas](#) average carbon savings (based on a 2-3 bedroom house currently using a mains gas heating system)

*Max saved for all households:* Max heat pump saving x total installs to date

#### **Electrify Britain Heat Pump Bill Savings Analysis - Oct'25**

Electrify Britain Analysis comparing the total annual energy bills (including general electricity use) for heat pumps with a gas boiler, based on the following assumptions:

*Average gas/ elec consumption:* [Ofgem medium use](#)

*Gas boiler efficiency:* 85% based on [BEIS study](#)

*Heat pump - low efficiency:* 280% (minimum for BUS)

*Heat pump - high efficiency:* 330% (maximum [commonly seen by installers](#))

*Standard gas/ elec prices:* [Oct'25 price cap](#)

*Smart tariff price:* 30% discount based on [Capture analysis](#) from Feb'25 - the cheapest, widely available tariffs with an effective rate of 17p/KWh or 30% less than the price cap

### 4. Consumer Opinion

*Likelihood to buy* - [DESNZ Public Attitudes Tracker - Spring 2025](#)

*Motivations/ concerns/ perception stats* - [DESNZ Public Attitudes Tracker - Winter 2024](#)

*Satisfaction scores* - [Electrify Research - July 2025](#)

*Reality stats* - [Octopus Energy](#) results from survey sent to all heat pump installs 3 months in, for Q3'25

### 5. Government Funding

*Warm Homes Plan Funding Allocation* - [Gov press release Nov 2024](#)

*Boiler Upgrade Scheme (BUS) installations* - [Gov statistics](#) for the specified period

*Energy Company Obligation (ECO) installations* - [Gov statistics](#) for the specified period

*Social Housing Decarbonisation Fund (SHDF) installations* - [Gov statistics](#) for the specified period

*Local Authorities Grants (LAG) installations* - [Gov statistics](#) for the specified period

*Public Sector Decarbonisation Fund (PSDF) installations* - [Gov statistics](#) for the specified period. Figures quoted are Heat Pump Association estimates for Phases 1, 2, 3a and 3b extrapolated using heat pump units per project reported as actuals in Phases 3b and 3c. Allocation of PSDS by calendar year is estimated from the start and end date of each Phase.

*Other installations* = total MCS installs - government-funded installs for the specified period

### 6. Solar Summary



*Solar Installs (UK):* [MCS total solar PV installs](#) for the specified period

*No of households (UK):* [2024 Census data](#)

*Government SolarTarget:* [2025 Solar Roadmap](#) (high deployment scenario)

*Solar Install Growth:* [MCS total solar PV installs](#) for last quarter compared to 3 years ago

## 7. Solar Installations

*Solar Installs (UK):* [MCS total solar PV installs](#) to date for the specified regions

*Solar Installs (Netherlands):* [Statista residential PV installs](#) as of end of 2024

*Equiv panels per home (Netherlands):* [National solar trend report 2024](#)

*Energy Company Obligation (ECO) installations -* [Gov statistics](#) for the specified period

*Other installations* = total MCS installs - government funded installs for the specified period

## 8. Cost and Savings

*Average solar PV cost:* [Average MCS installation cost](#) for last quarter (excludes cost of batteries)

*Average battery cost:* [Eco Expert average costs](#) for Aug'25 (average cost of a typical battery for a three-bedroom home when installed with your solar panels)

*Average carbon savings:* [Energy Savings Trust](#) estimated carbon savings for typical solar panel system

*Max saved for all households:* Max solar saving x total installs to date

### **Electrify Britain Solar Bill Savings Analysis - Oct'25**

Electrify Britain Analysis comparing the annual electricity bills for an average home with and without different solar PV/ battery systems, based on the following assumptions:

*Average elec consumption:* [Ofgem medium use](#)

*Standard gas/ elec prices:* [Oct'25 price cap](#)

*Smart Export Guarantee price:* 35% discount based on [Money Saving Expert](#) analysis from Jul'25 - the best, widely available SEG tariff at 16.5p/KWh or 35% less than the price cap (25p/kWh)

*Smart Tariff prices:* Intelligent Octopus rates, which was found to be the best solar tariff based on [Money Saving Expert](#) analysis from Jul'25. Average import/ expert rates can be found [here](#)

*Solar generation:* Assumes a 400kWh yield per panel (typical of a South West/ East facing home in London)

*Self consumption/ import/ export:* As calculated from [MCS lookup tables](#) for the specified generation, consumption and battery size. Assuming an 'in half the day' profile.

## 9. Consumer Opinion

*Likelihood to buy/ reasons to buy/ reasons not to/what might encourage more people -*

[DESNZ Public Attitudes Tracker - Spring 2025](#)



*Recommendation rates* - Octopus Energy results from survey sent to all solar PV installs 3 months in, for Q3'25

## 10. Battery Adoption

*Solar Installs (UK)*: [MCS total solar PV installs](#) for the specified period

*Battery Installs (UK)*: [MCS total battery installs](#) for the specified period

*Implied attachment rate*: Total MCS battery installs/ total MCS solar installs up until end June

*Battery Growth*: [MCS total battery installs](#) for last quarter compared to 2 years ago

## 11. Electric Vehicle Summary

*Electric car registrations*: [SMMT data](#) for the specified period

*Electric cars/ new cars sold this year*: [SMMT data](#) up until end of June'25

*Government EV target*: [ZEV targets](#) (updated in [April 2025](#))

*EV Growth*: [SMMT registrations](#) for last quarter compared to 3 years ago

## 12. Other insights

*Vehicle breakdown/ new vs used cars/ payment breakdown*: [SMMT data](#) up until end of June'25

## 13. Costs and savings

*Average EV/ ICE cost*: [Jato analytics of cost gap](#)

*Average carbon savings*: [EDF](#) average carbon savings (tailpipe emissions only)

*Max saved for all households*: Max EV saving x total EVs registered

*Carbon savings, per car (tailpipe emissions only)/all cars/Carbon equivalent*: [EDF](#), [Driving green](#)

*Extra potential savings from levy reform*: EV fuel cost savings analysis & Levy reforms from assumptions based on [Ofgem price cap annexes](#)

### **Electrify Britain EV Fuel Cost Savings Analysis - Oct'25**

Electrify Britain Analysis comparing the annual charging cost for an electric car to the annual fuel cost for a petrol car, based on the following assumptions:

*Average annual miles driven*: 7100 Gas stats (NTS 0901): ([DfT: Vehicle mileage and occupancy](#))

*Average kWh/ mile efficiency*: 0.303 kWh/mile *EV database*: ([EV-Database](#))

*Average smart home charging cost*: £151

*Average fast public charging cost*: £1,635 ([Zapmap Price Index](#))

*Average slow public charging cost*: £1,097 ([Zapmap Price Index](#))

*Total kWh used to charge per annum = B \* C*



A - Home smart charging cost equates to £151 annually, using Intelligent Octopus Go off peak rates 7p/kWh

B - 7,100 average annual mileage ([DfT: Vehicle mileage and occupancy](#))

C - 0.303 kWh/mile average electric car efficiency ([EV database](#))

D - 7p/kWh Intelligent Octopus off peak rate

E - 14.3p average cost per mile for a petrol car ([government stats](#))

Heat pump - low efficiency: 280% (minimum for BUS)

Heat pump - high efficiency: 330% (maximum [commonly seen by installers](#))

Standard gas/ elec prices: [Oct'25 price cap](#)

Smart tariff price: 30% discount based on [Capture analysis](#) from Feb'25 - the cheapest, widely available tariffs with an effective rate of 17p/KWh or 30% less than the price cap

## 14. Consumer opinion

People who are likely to buy an electric car - [AA Survey via motoringresearch.com](#)

Satisfaction scores - [Yougov annual insights, April 2025](#)

Cost effective / environmental benefits / better performance / switching back to petrol - [Zapmap annual survey 2024, Zapmap Annual Charging Insights Report 2024](#)

## 15. Charging

Public charging, total/monthly Installs, Q2'25/Q1'25 installs, fast chargers (>50kW): [DfT Official Statistics](#)

Public charging, regional installs: [Zapmap EV charging statistics 2025](#)

At home charging, total installs, home chargers: [Zapmap Home and community EV charging stats](#)

At home charging, total electric cars: [Zapmap EV market stats 2025](#)

At home charging, total EV smart tariffs: [Ofgem State of the market report](#), implied % on smart tariffs (total ev smart tariffs/ total ev home chargepoints [zapmap])

At home charging, estimated % home chargers: [Zapmap EV market stats 2025](#)

## 16. Smart

Smart meters, domestic - % of elec meters that are smart, total smart meters, Q1'25 installs vs Q4'24 installs: [DESNZ Official Statistics](#) (Based on assumptions from table 1)

Smart meters, non-domestic - % of elec meters that are smart, total smart meters, Q1'25 installs vs Q4'24 installs: [DESNZ Official Statistics](#) (Based on assumptions from table 3)

Smart tariffs, total domestic - Total smart tariffs: [Ofgem State of the market report](#)

Smart tariffs, Q4'25 vs Q3'25 sign ups: [Ofgem State of the market report](#)

Smart tariffs, total EV smart tariffs: [Ofgem State of the market report](#)

Smart tariffs, implied % EV home chargers on smart tariffs: [Ofgem State of the market report](#)

Smart tariffs, total other smart tariffs: [Ofgem State of the market report](#)

## 17. Prioritisation



*EPC recommendations: [Ofgem Energy Company Obligation public reports and data](#)*

*ECO 4 measures: [Energy Performance of Buildings Data: England and Wales](#)*

## **18. Price Ratio**

*Elec/gas price differential: [Ofgem](#), [Capture energy](#)*

*Heat pump savings: Electrify Britain Heat Pump Bill Savings Analysis - Oct'25 (see above)*

## **19. Levies**

*Levy cost on typical gas and electric bill, levy cost by technology, savings with 50:50 levy reform: EB analysis based on [Ofgem price cap annexes](#) - Policy cost allowance methodology (Annex 4) [XLSX, 446.84KB]*