

# Behaviour Change & Retrofit

Retrofit Survey for Hertfordshire Homeowners

- [Results link](#)
- 1267 respondents – open 19 Jan to 11 Feb 2024

Research shows that there is a market for retrofit in Hertfordshire, but many residents don't know where to start, who to trust, or how to coordinate work.

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## Why consider retrofit?

Only **2%** consider **their home** to be very **energy efficient**

**58%** thought more about **energy saving** now, compared to 12 months ago.

The **most important considerations:**

- reduction in energy bills
- making the home warmer and more comfortable
- reducing carbon emissions protecting the environment.

## The challenges

Whilst the cost of installation was cited as a barrier, **78%** had **some ability to self-finance retrofit measures** in their home.



**30%** stated they did not know what needs doing



**27%** stated they did not know where to start in their homes

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## The solutions

- **Over 65%** of those surveyed thought that an advisor who could help choose which measures to install would be the **most useful aspect** of a coordinated service for retrofit.
- **Guidance** in choosing a contractor or being able to **select a recommended contractor** was

also important to homeowners.

- **Access to finance** at a good rate could help overcome potential barriers
- **4 out of 5 respondents** felt that a coordinated service backed by Hertfordshire County Council or their local council would make them feel more confident to undertake retrofit

