

Objectives

- What are the levels of policy awareness and willingness to adopt heat pumps in Canada?
- What is the role of policy awareness in willingness to adopt heat pumps?

Background

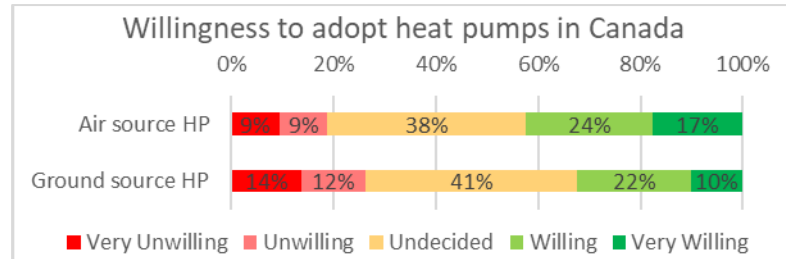
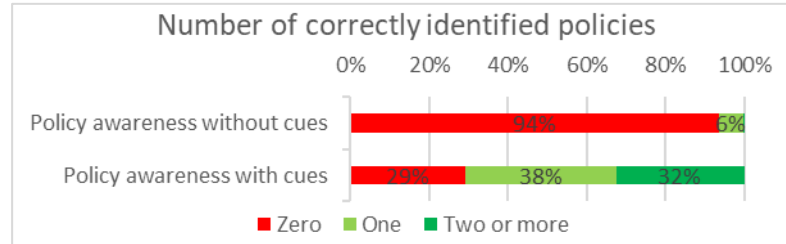
- Heat pumps are 5% of all home heating systems in Canada.
- Anecdotal belief that increasing policy awareness (e.g., subsidies) will increase heat pump adoption.

Methods

- Web survey of 3,804 Canadian homeowners aged 19+.
- Two types of policy awareness: without cues and with cues.
- Quasi-experiment on effect of technical information provision.
- Multiple linear regression examined role of policy awareness in willingness to adopt heat pumps.

Results

- Policy awareness without cues is very low (6%) with subsidies, HP owners, and BC/Quebec having greater awareness.
- More Canadians are willing to adopt air-source (41%) than ground source HPs (32%).
- Providing HP technical information does not increase willingness to adopt.



Regression Results

- Policy awareness is not associated with stated willingness to adopt HPs.
- Strongest predictors for both HP types:
 - perceived functionality
 - perceived policy effectiveness
- Strongest barriers for both HP types:
 - being older
 - perceived purchase costs

Conclusions

- Many Canadians are willing to or undecided about adopting heat pumps, and could become adopters with the use of targeted policies.
- Technical and policy awareness are not important for increasing heat pump adoption.
- Designing policies that target younger homeowners, heat pump functionality, policy effectiveness, and initial purchase costs could increase adoption.