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Contract

Contract award notice -Home electrification details survey

Department for Energy Security & Net Zero

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-042766

Procurement identifier (OCID): ocds-h6vhtk-054f40 ([view related notices](#))

Published 24 July 2025, 1:26pm

Scope

Reference

PRJ-5440

Description

To enable the decarbonisation of homes we have a critical need to track public attitudes with as

many sources of insight as possible. We gather insight from the Public Attitudes Tracker on

attitudes towards heat pumps, but this is only yearly. Comms also gather insight through focus

groups but can only do this sporadically as doing so is expensive.

The Home Electrification Tracker Survey is a public attitudes tracking dashboard developed by

Electrify Research. The dashboard uses a quarterly survey of owner-occupiers in the UK, USA,

Germany and France with sample sizes of around 1,000 in each country per wave. The questions

in the survey track attitudes towards Net Zero, EVs, heat pumps, solar PV, batteries, perceived

benefits and drawbacks of these technologies and common misconceptions. There is a lot of

useful information across technologies in here with a level of detail that, following investigation, we

do not have in our existing sources.

By procuring this research we will be able to complement our existing insight sources with more

granular detail that will give us a more well rounded view of public opinion and ensure we can

track progress towards raising awareness and understanding of the heat transition

Contract 1. HOME OWNER ELECTRIFICATION TRACKER SURVEY

Supplier

- Electrify Research

Contract value

- £12,000 excluding VAT
- £14,400 including VAT

Below the relevant threshold

Date signed

18 July 2025

Contract dates

- 21 July 2025 to 21 July 2026
- Possible extension to 21 July 2027
- 2 years, 1 day

Description of possible extension:

The Buyer may extend the subscription period for a year or change the subscription package by mutual agreement in writing to the Supplier prior to the Expiry Date.

Main procurement category

Services

CPV classifications

- 73110000 - Research services

Signed contract documents

[Con-8605 Redacted contract.pdf](#)

Contract - Redacted

Procedure

Procedure type

Below threshold - without competition

Supplier

Electrify Research

124,CITY ROAD,LONDON

London

EC1V 2NX

United Kingdom

Email: ben.marks@electrifyresearch.co.uk

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Department for Energy Security & Net Zero

- Public Procurement Organisation Number: PDHQ-2163-WYMH

55 Whitehall

London

SW1A 2HP

United Kingdom

Email: commercialexcellence@ics.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government