



Department
of Energy &
Climate Change

Green Deal Household Tracker Survey – February 2013 Dip

A 1 Can I just check, are you the person in whose name this accommodation is owned or rented, or their partner?

1. Yes
2. No
3. Don't know

A 2 And are you wholly or jointly responsible for making decisions about your home and accommodation and/or able to request changes be made to your home by your landlord?

IF NECESSARY: By that I mean decisions related to major purchases for your home, home improvements, moving house, and things like that.

1. Yes
2. No
3. Don't know

IF A RESPONDENT SAYS YES TO ANY OF THESE 2 QUESTIONS THEY ARE ELIGIBLE FOR THE FOLLOWING SECTION

I'd like to ask you about some things which you may have seen or heard recently.

ASK ALL

A 3 Have you *recently* seen, heard or read any advertising, news or publicity about any initiatives that allow people to make energy saving improvements to their home?

1. Yes
2. No
3. Don't know

SHOW CARD 1

A 4 Can I just check, have you seen or heard or read any advertising, news or publicity about any initiatives with which ... ?

PROMPTED – CODE ALL MENTIONED.

1. You can make energy saving home improvements to your home and repay the cost through savings on your electricity bill
2. You can have a skilled and accredited assessor come to your home and tell you which energy saving home improvements could be made to your property, the benefits of having them installed and how much they would cost
3. You can make energy saving home improvements to your home and receive cash back from the Government
4. You should look out for a quality mark which shows who is part of the scheme
5. Support is available to pay for more expensive energy saving home improvements
6. Financial support is available to those who get certain means tested benefits to help pay for energy saving improvements to their home.
(ENSURE THIS STATEMENT IS ALWAYS LAST ON THE CARD)
7. None of these

A 5 And can I just check, have you ever heard of the Green Deal?

CODE ONE ONLY

1. Yes
2. No
3. Don't know

I'm going to show you some advertising. Can you please tell me if you've seen it before?

SHOW CARD 2 (COLOUR SHOWCARD SHOWING CAMPAIGN ADS)

A 6 Have you seen either of these adverts before?

1. Yes – advert A
2. Yes – advert B
3. Yes - both
4. No – not seen either



A



B

IF YES AT A 66

A 7 Where did you see these adverts/hear about this campaign?

1. TV advertisement
2. TV programme or news
3. Radio advertisement
4. Radio programme or news
5. Newspaper or magazine advertisement
6. Newspaper or magazine article
7. Internet search
8. Internet advertisement
9. Internet article/website/forum
10. Poster (e.g. bus shelter, billboard)
11. Told by family member/friend/colleague
12. Other (specify)
13. Don't know

IF YES AT A 66

A 8 Which, if any, of these things have you done as a result of seeing or hearing the advertising?

1. Looked for more information online
2. Phoned up for more information
3. Booked an assessment
4. Had an assessment
5. Other (specify)
6. Nothing
7. Don't know

ASK ALL

A 9 And which, if any, of these things are you more likely to do as a result of seeing or hearing the advertising?

1. Looked for more information online
2. Phoned up for more information
3. Contacted the Energy Saving Advice Service for information
4. Booked an assessment
5. Had an assessment
6. Other (specify)
7. Nothing
8. Don't know

SHOW CARD 3

A 10 To what extent do you either agree or disagree with these things that some people have said?

ROTATE STATEMENTS.

- These ads are aimed at people like me,
- I have talked about these ads with friends/family/people at work,
- These ads made me think about my household's energy usage,
- These ads made me worry about rising energy bills
- These ads made me think about making an energy saving improvement to my home

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree
6. Don't know

SHOW CARD 4 (COLOUR SHOWCARD SHOWING GREEN DEAL
QUALITY MARK)

A 11 Please look at the card – do you recognise this logo? NOTE: We are only interested in whether the respondent recognises the logo not whether they have heard of the scheme.

1. Yes
2. No
3. Don't know