



Department
of Energy &
Climate Change

Green Deal Household Tracker Survey – May 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

ASK ALL

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

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

ASK ALL

SHOWCARD 1

A 4 Which of the initiatives shown on this card, if any, have you heard of?

CODE ALL THAT APPLY

1. Green Deal
2. Warm Front Scheme
3. Nest (ASK IN WALES)
4. The Energy Assistance Package (ASK IN SCOTLAND)
5. Affordable Warmth Scheme
6. Boiler Scrappage Scheme
7. None of these

ASK ALL

SHOWCARD 2

A 5 [IF HEARD OF GREEN DEAL – CODE 1 AT A4: You said you had heard of the Green Deal.] Which of these things, if any, have you heard about the Green Deal?

CODE ALL THAT APPLY

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

ASK ALL
COLOUR SHOWCARD A

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

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 A6 (CODES 1-3 AT A6)
SHOWCARD 3

A 7 Which, if any, of these things have you done as a result of seeing the advertising?

CODE ALL THAT APPLY

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

ASK ALL

SHOWCARD 4

A 8 And which, if any, of these things are you more likely to do as a result of seeing the advertising?

CODE ALL THAT APPLY

1. Look for more information online
2. Phone up for more information
3. Contact the Energy Saving Advice Service for information
4. Book an assessment
5. Other (specify)
6. Nothing
7. Don't know

ASK ALL

COLOUR SHOWCARD B

A 9 Please look at the card – which of these logos, if any, had you seen before this interview?

CODE ALL THAT APPLY

NOTE: We are only interested in whether the respondent recognises the logo not whether they have heard of the scheme.

1. Green Deal Quality Mark
2. Gas Safe/Corgi
3. EST
4. MCS
5. NICEIC
6. NHBC (National House Building Council)
7. None of these

ASK ALL

COLOUR SHOWCARD C

READ OUT AND SHOW THE SHOW CARD

I'm now going to tell you about a new initiative called the Green Deal which helps you make energy-saving home improvements, like insulation, to make your home more comfortable.

- This scheme lets you pay for some or all of the improvements over time on your electricity bill.
- Repayments will be no more than what a typical household should save in energy costs.

- The actual savings costs will depend on how much energy you use and the future costs of energy
- You would 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
- Authorised suppliers and installers can be identified by the Green Deal quality mark which looks like this



ASK ALL

SHOWCARD 5

A10a How likely are you to find out more information about the Green Deal?

1. Definitely will
2. Probably will
3. May or may not
4. Probably won't
5. Definitely won't
6. SPONTANEOUS: Already found out more about the Green Deal
7. Don't know

ASK ALL

SHOWCARD 5 AGAIN

A10b And how likely are you to have an assessment to find out how you can make your home more energy efficient?

1. Definitely will
2. Probably will
3. May or may not
4. Probably won't
5. Definitely won't
6. SPONTANEOUS: Already had a Green Deal assessment
7. Don't know