

DECC Green Deal Household Tracker Survey 2014 Questionnaire

Tracking attitudes to energy efficiency and awareness of the
Green Deal – **WAVE 4 (April 2014)**

GfK Project number 272.209.30035

A ELIGIBILITY QUESTIONS

A 1 And 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

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

B PROPERTY INFORMATION

SHOW CARD 1

B 1 In which of these ways do you occupy this accommodation?

INTERVIEWER: THIS APPLIES TO THE TENURE OF THE HOUSEHOLD AS A WHOLE, AND NOT THE RESPONDENT'S STATUS

1. Own it outright*
2. Buying it with the help of a mortgage or a loan*
3. Pay part rent and part mortgage (shared ownership)*
4. Rented from local authority/Council/New Town Development
5. Rented from Housing Association/Co-operative/ Charitable Trust
6. Rented from private landlord
7. Tied to job
8. Live here rent free (inc. rent free in relative's/ friend's property) - **CLOSE**
9. Squatting - **CLOSE**
10. Other (specify)
11. Don't know

IF * CODED AT B 1

B 2 Can I check, is this accommodation a free-hold or leasehold property?

1. Free-hold
2. Lease-hold
3. Other (specify)
4. Don't know

SHOW CARD 2

B 3 What type of property do you live in?

1. House – detached
2. House – semi-detached
3. House – End terrace
4. House – Mid terrace
5. Bungalow
6. Purpose built flat/maisonette
7. Converted flat/maisonette
8. Tenement
9. Other (specify)

10. Don't know

SHOW CARD 3

B 4 When was this property built?

IF NECESSARY: By that I mean when was the original building built, even if it was extended or converted later.

ACCEPT ESTIMATE IF RESPONDENT IS NOT SURE. DK NOT APPLICABLE.

1. Before 1919
2. 1919-1929
3. 1930-1949
4. 1950-1989
5. 1990 -1999
6. 2000 or later

SHOW CARD 4

B 5 How long have you lived at this property?

1. Less than 12 months
2. 12 months but less than 2 years
3. 2 years but less than 3 years
4. 3 years but less than 5 years
5. 5 years but less than 10 years
6. More than 10 years
7. Don't know
8. Prefer not to say

SHOW CARD 5

B 6 And for how long into the future do you think you and your household will live at this property?

1. Less than 2 years
2. 2 years but less than 5 years
3. 5 years but less than 10 years
4. 10 years or more
5. No plans to ever move
6. Don't know

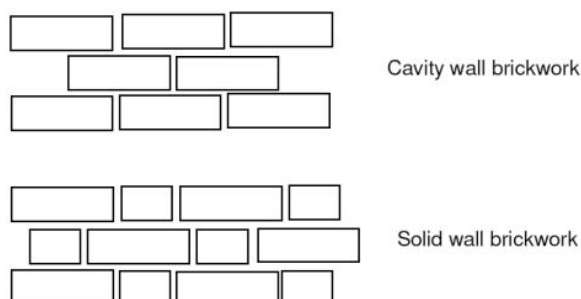
Next I'd like to ask you a few questions about your property

SHOW CARD 6

B 7 What type of external walls do you have in your property?
CODE ALL THAT APPLY

1. Cavity walls
2. Solid or stone walls
3. Timber frame
4. Other

IF NECESSARY: Some people can see what type of walls they have by looking at the pattern of bricks on the outside of their house. Some bricks might be sideways on (not just around door and windows).



IF RESPONDENT CANNOT IDENTIFY FROM BRICK PATTERN

IF PRE-1930 AT B 4 READ OUT—Most properties built before 1930 have solid walls. Is that what you think this property has?

IF POST-1930 AT B 4 READ OUT— Most properties built in 1930 or later have cavity walls. Is that what you think this property has?

IF OTHER CODED AT B 4

[NEW SCREEN]

CHECK: Please only use 'Other' if you are sure that the respondent has an other wall type. If they do have walls made from other materials (e.g. flint, solid stone wall), probe to find out if there is a cavity between that wall and the inside of the property – if no, then code as solid walls.

If the brickwork has been rendered (covered with pebbledash or plaster coating, or otherwise clad) probe to find out whether the rendering is over a solid or cavity wall.

CHECK QUESTION

ARE YOU SURE THAT THE RESPONDENT'S WALLS
ARE AN 'OTHER' CONSTRUCTION?

Yes – specify what wall is made of

No – route back to B 7

SHOW CARD 7

B 8 And what is the **main** way you heat this property during the winter?

IF RESPONDENT SAYS THEY HAVE MORE THAN ONE
THEN PROBE FOR MAIN SYSTEM USED
CODE ONE ONLY

Central heating

1. Gas
2. Oil
3. Solid fuel – coal
4. Solid fuel – biomass (e.g. wood)

Fixed room heaters

5. Electric (storage)
6. Gas
7. Electric (not storage)
8. Solid fuel (open fire/enclosed stove) – coal
9. Solid fuel (open fire/enclosed stove) – wood

Portable heaters

10. Electric
11. Other

Other

12. Communal or district heating
13. Other (specify)
14. Don't know

IF GAS (CODES 1 OR 6) NOT MENTIONED

B 9 Is your home connected to mains gas?

1. Yes
2. No – but in area which has main gas supply
3. No – no mains gas supply in the area
4. Don't know

C SEGMENTATION QUESTIONS

Now, thinking about your household's energy bills.

ASK ALL

SHOW CARD 8

C 1 Which one of these best describes how well you and your household are keeping up with your energy bills at the moment?

1. I/we manage very well
2. I/we manage quite well
3. I/we get by alright
4. I/we have some difficulties
5. I/we have severe difficulties
6. Don't know
7. Prefer not to answer

SHOW CARD 9

C 2 Thinking now about your home, how much do you agree or disagree with these things that other people have said? It doesn't matter if they don't apply to your current situation; we are interested in what you generally think about this.

READ OUT

- I'm the type of person who likes to have the newest gadgets in my home
- It's not worth me doing things to help the environment if others don't do the same
- I'm always looking out for new ideas to improve my home

NOTE TO CAPI SCRIPTWRITER: PLEASE ADD THE FOLLOWING INTERVIEWER NOTE TO THE 2nd STATEMENT "INTERVIEWER – PLEASE NOTE NEGATIVELY WORDED STATEMENT"

1. Agree strongly
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Disagree strongly
6. Don't know

SHOW CARD 10

- C 3 When buying new appliances (e.g. fridge, washing machine) how often, if at all, do you choose those which are more energy efficient?

READ OUT

1. Always
2. Very often
3. Quite often
4. Occasionally
5. Never
6. NOT ON CARD: Not applicable (e.g. landlord always supplies new appliances)
7. Don't know

Next I'd like you to think about the reasons why you might want to make your home more energy efficient. For example by installing better loft and wall insulation or double glazing

SHOW CARD 11

- C 4 Which of these reasons would be important to you in making your home more energy efficient?

RESPONDENTS CAN CHOOSE UP TO THREE

1. To increase your home's value
2. To make it easier to sell/rent
3. To make your home warmer and more comfortable
4. To help reduce the amount you spend on your energy bills
5. To bring it up to modern standards
6. To reduce amount of wasted energy
7. To reduce carbon emissions/better for the environment
8. Other (specify)
9. No reason – I don't want to make my home more energy efficient
10. Don't know

SHOW CARD 12

C 5 And which of these things prevent you from doing more to make your home more energy efficient?

RESPONDENTS CAN CHOOSE AS MANY AS THEY LIKE.

1. Cost of improvements is too high
2. No guarantee that it will save me money
3. Don't know what to do
4. Don't know where to get information
5. Don't trust installers/suppliers to give me unbiased information
6. Confused/received conflicting information
7. Hassle/disruption of making improvements
8. May change character/appearance of my home
9. May lose space (e.g. room space, storage space in loft)
10. Structural considerations (e.g. shared walls, lease restrictions, planning permission needed, period features in home, live in conservation area)
11. No interest in energy efficiency/green issues
12. Lack of time
13. Other priorities at the moment (e.g. work, new baby)
14. Already doing enough
15. Landlord/freeholder won't allow
16. Won't stay here long enough
17. Other (specify)
18. None of these
19. Don't know

D INTENTION TO INSTALL ENERGY SAVING HOME IMPROVEMENTS

ASK ALL
SHOW CARD 13

- D 1 I am now going to read out some things that people might do to make their home more energy efficient. For each one, please tell me whether it has been done to this property, even if the decision was not made by you personally.

If necessary: Remember that I am not going to try to sell you anything. We are just interested in knowing what you have in your home.

[CODES 1-2 SHOULD ALWAYS BE THE FIRST TWO ASKED ABOUT – ROTATED WITHIN THE TWO. ROTATE SOLID WALL CODES IF ASKED]

- Loft insulation/ top up.
- An energy efficient boiler (condensing boiler) – either new or replacing an existing boiler with a more energy efficient one.
- (IF HAVE CAVITY WALLS) Cavity wall insulation

[HEARD OF THIS...]

1. Already done/ have this
2. In the process of doing this
3. Have firm plans to do this soon
4. Would like to do this but not at this stage
5. Have looked into but don't want to/probably won't do this
6. Haven't thought about doing this

[NOT HEARD OF THIS...]

7. Haven't heard of this
8. SPONTANEOUS ONLY: Not my decision to make because I'm renting the property
9. Not applicable (ONLY SHOW FOR CODES 1,2,5)



IF ALREADY DONE/HAVE THIS AT D1
SHOW CARD 14

D 2 You said that your property already had [ENERGY SAVING IMPROVEMENT]. How long ago was this installed?

1. Already installed when I moved into the property
- This was done since we moved to the property in the past ...**
2. Less than 6 months
 3. 6 months but less than 12 months
 4. 12 months but less than 2 years
 5. 2 years but less than 3 years
 6. 3 years but less than 5 years
 7. More than 5 years
 8. Don't know

IF CODE 2 AT D1 OR CODES 2-6 AT D2, OTHERS GO
TO D5
IF TENANT
SHOW CARD 15

D 3 You said that you [have installed]/[are in the process of installing] [ENERGY SAVING IMPROVEMENT] . Are you paying towards the cost in any of these ways?

1. Lump sum
2. Through your rent
3. Loan paid off through your electricity bill
4. Using a grant/subsidy/special offer/other loan/other initiative
5. Not paying towards it
6. Don't know

IF OWNER OCCUPIER
SHOW CARD 16

D 4 You said that you [have installed]/[are in the process of installing] [ENERGY SAVING IMPROVEMENT] . Are [you paying/did you pay] towards the cost in either of these ways?

1. Loan paid off through your electricity bill
2. Using a grant/subsidy/special offer/other loan/other initiative



3. Neither of these
4. Don't know

IF PAID THROUGH LOAN THROUGH ELECTRICITY BILL
OR USING GRANT/SUBSIDY/SPECIAL OFFER (ETC) AT
EITHER D 3 OR D 4

D 5 Where did the [grant, special offer, subsidy or] loan come from?

DO NOT PROMPT

1. Green Deal
2. [FROM W2] Green Deal Cashback scheme
3. Energy Company
4. Local Authority
5. Other (specify)
6. No – not aware

ASK FOR EACH MEASURE CODED THINKING ABOUT
DOING/WOULD LIKE TO DO THIS/DON'T WANT TO AT D1

SHOW CARD 17

D 6 You said that you [have firm plans to install]/[would like to install]/[don't want to or probably won't install] [ENERGY SAVING IMPROVEMENT]. Which of the statements on this card best describes what, if anything, you have done?

CODE ONE ONLY

1. I haven't thought about it at all
2. I have thought about it but haven't looked into it
3. I have found out more information about it
4. I have booked an assessment
5. I have had an assessment
6. I am in the process of looking for/getting quotes from suppliers
7. I have received quotes from suppliers but haven't made a decision on what I want to do
8. I have received quotes from suppliers and have made a decision on what I want to do
9. Don't know



E AWARENESS OF GREEN DEAL AND ECO

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

ASK ALL

E 1 Have you 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

IF YES AT E 1

E 2 Please can you describe what you have seen, heard or read. For example:

- what did it look like?
- where did you see, hear or read about it?
- what did it tell you?
- who was it from?

OPEN QUESTION

ASK ALL

SHOW CARD 18

E 3 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
7. None of these

IF YES AT E 1 OR ANY AT E 3
SHOW CARD 19

- E 4 Thinking about the things you have seen, heard or read how did you hear about these initiatives that help people to make energy saving improvements to their home?

CODE ALL THAT APPLY

1. DECC (Department of Energy and Climate Change)
2. Energy Saving Trust
3. Energy Saving Advice Service
4. Citizens Advice Bureau
5. From a friend or relative/Word of Mouth
6. From a charity (e.g. Age UK, Shelter)
7. From the Government
8. From my housing association
9. From my Local Authority/Council
10. From my landlord
11. Estate Agent
12. Energy supplier
13. DIY store
14. Supermarket/Department Store
15. Tradesperson (e.g. plumber, gas fitter)
16. Newspaper/magazine article or advertising
17. TV advertising/programme
18. Internet/Online (search engines, social networks, government sites, other sites)
19. Other (specify)
20. Don't know

SHOW CARD 20

- E 5 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. Domestic Renewable Heat Incentive (launching in 2014)
8. None of these



IF GREEN DEAL AT E 5
SHOW CARD 19 (again)

E 6 You said that you have heard of the Green Deal. Can I just check, how did you hear about this?

CODE ALL THAT APPLY

1. DECC (Department of Energy and Climate Change)
2. Energy Saving Trust
3. Energy Saving Advice Service
4. Citizens Advice Bureau
5. From a friend or relative/Word of Mouth
6. From a charity (e.g. Age UK, Shelter)
7. From the Government
8. From my housing association
9. From my Local Authority/Council
10. From my landlord
11. Estate Agent
12. Energy supplier
13. DIY store
14. Supermarket/Department Store
15. Tradesperson (e.g. plumber, gas fitter)
16. Newspaper/magazine article or advertising
17. TV advertising/programme
18. Internet/Online (search engines, social networks, government sites, other sites)
19. Other (specify)
20. Don't know

ASK ALL
SHOW CARD 21 (COLOUR)

E 7 Please look at the card – which of these logos, if any, do you recognise?

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



F KNOWLEDGE AND CONFIDENCE IN THE SUPPLY CHAIN

ASK ALL

Now a few more questions about making energy saving home improvements.

SHOW CARD 22

- F 1 Which of the following would you trust to provide general advice on how to go about making energy saving home improvements?

INTERVIEWER: If a respondent says 'it depends' prompt them to give a general response.

1. My housing association
2. My Local Authority
3. The Department of Energy and Climate Change (DECC)
4. My landlord
5. My energy supplier/another energy supplier
6. A department store
7. A supermarket
8. A DIY store
9. A Community Group
10. A Charity
11. Energy Saving Trust
12. A tradesperson (e.g. plumber, gas fitter)
13. A specialist installer of energy efficiency measures (e.g. cavity wall insulation, loft insulation, solar panel installation)
14. Friends/Family
15. Other (specify)
16. None of these
17. Don't know

ASK ALL: READ OUT AND SHOW THE SHOW CARD
SHOW CARD 23 (colour)

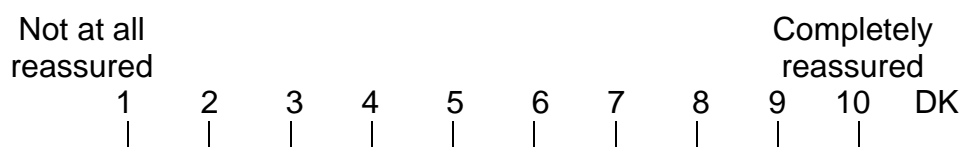
I'm now going to tell you about a new initiative called the Green Deal which helps you make energy-saving home improvements, like insulation, to make your home more comfortable.

- 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.
- Authorised suppliers and installers can be identified by the Green Deal quality mark which looks like this

SHOW CARD 24

F 2 If you were to make energy saving home improvements using the Green Deal scheme, how reassured would you feel knowing that the supplier is authorised under the Green Deal Quality Mark?

Please give me an answer from 1-10, where 1 means you are not at all reassured, and 10 means you are completely reassured – or you may use any number in between.



G**H RENEWABLE HEAT**

ASK ALL
SHOW CARD 25

H1 I am now going to read out a number of different ways in which you can heat your home and/or hot water. Which, if any, of the answers on this card best describes the extent to which you had heard of each of the following before today? Please read out the number that applies.

READ OUT.

- Gas Condensing Boiler
- Micro-CHP (Combined heat and power)
- Solar thermal– (this means solar panels for hot water, not solar PV panels which generate electricity)
- Ground Source Heat Pump
- Air Source Heat Pump
- Biomass boiler (used to heat whole home and different to a wood stove which might heat one room)
- Heat network, district or community heating

1. I have heard of this and have a good understanding of what this is
2. I have heard of this and have some understanding of what this is
3. I have heard of this but I'm not sure what it is
4. I have never heard of this



ASK ALL WHO HAVE HEARD OF RHI AT E5 (CODE 7)

H 2 You said earlier that you have heard of the Renewable Heat Incentive. Can I just check, how did you hear about this?

IF NECESSARY: WHEN WE LOOKED AT SHOW CARD 20 EARLIER IN THE INTERVIEW YOU SAID YOU HAD HEARD OF THE DOMESTIC RENEWABLE HEAT INCENTIVE

CODE ALL THAT APPLY. ROTATE.

1. Tradesperson (e.g. plumber, gas fitter)
2. From a friend or relative/Word of Mouth
3. Energy supplier
4. From my housing association
5. From my Local Authority/Council
6. From my landlord
7. From a Green Deal Assessor
8. Internet/Online (search engines, social networks, government sites, other sites)
9. Energy Saving Advice Service (England and Wales) HOME ENERGY SCOTLAND (Scotland)
10. Citizens Advice Bureau
11. From the Government (including DECC)
12. DIY/Supermarket/Department store
13. DECC (Department of Energy and Climate Change)
14. From a charity (e.g. Age UK, Shelter)
15. Television programme
16. Other (specify)
17. Don't know

ASK ALL WHO SELECT MORE THAN ONE CODE AT H2

H 3 You said that you had heard of the Renewable Heat Incentive in the following ways ...

CAPI SCRIPT TO SHOW ALL CODES SELECTED AT H2.

... which of these was **most important** to you?

READ OUT. SINGLE CODE ONLY. ROTATE.



I ADDITIONAL DEMOGRAPHICS

ASK ALL

- I 1 Does anyone in your household have a long-standing illness, disability or infirmity? By long-standing I mean activities are limited because of a health problem or a disability which has lasted, or is expected to last at least 12 months.

INTERVIEWER: This includes problems related to old age.

IF NECESSARY: The reason we are asking is because some disabled people in lower income households may be eligible to extra help to make their homes more energy efficient.

1. Yes, limited a lot
2. Yes, limited a little
3. No
4. Don't know
5. Refused

INCOME SHOW CARD

- I 2 Please give me the number from this card for this group in which you would place your TOTAL HOUSEHOLD INCOME from all sources BEFORE tax and other deductions.

Please just tell me the number that applies to your household.

IF NECESSARY: The reason we are asking is because additional support may be available for those in receipt of particular means-tested benefits to make their homes more energy efficient.

| | <u>PER WEEK</u> | <u>PER MONTH</u> | <u>PER ANNUM</u> |
|----|------------------------|-------------------------|-------------------------|
| 01 | UP TO £47 | UP TO £207 | UNDER £2,500 |
| 02 | £48 - £86 | £208 - £374 | £2,500 - £4,499 |
| 03 | £87 - £125 | £375 - £540 | £4,500 - £6,499 |
| 04 | £126 - £144 | £541 - £624 | £6,500 - £7,499 |
| 05 | £145 - £184 | £625 - £790 | £7,500 - £9,499 |
| 06 | £185 - £222 | £791 - £958 | £9,500 - £11,499 |
| 07 | £223 - £260 | £959 - £1,124 | £11,500 - £13,499 |
| 08 | £261 - £299 | £1,125 - £1,290 | £13,500 - £15,499 |
| 09 | £300 - £338 | £1,291 - £1,458 | £15,500 - £17,499 |
| 10 | £339 - £386 | £1,459 - £1,666 | £17,500 - £19,999 |
| 11 | £387 - £483 | £1,667 - £2,083 | £20,000 - £24,999 |
| 12 | £484 - £677 | £2,084 - £2,916 | £25,000 - £34,999 |
| 13 | £678 - £962 | £2,917 - £4,167 | £35,000 - £49,999 |
| 14 | £963 - £1,422 | £4,168 - £6,250 | £50,000 - £74,999 |
| 15 | £1,423 - £1,923 | £6,251 - £8,333 | £75,000 - £99,999 |
| 16 | £1,924 AND OVER | £8,334 AND OVER | £100,000 AND OVER |



- I 3 IF INCOME FALLS BETWEEN £15,500- £17,499 ASK
Can I just check, is your household's total income, before tax and other deductions

IF NECESSARY: The reason we are asking is because additional support may be available for those in receipt of particular means-tested benefits to make their homes more energy efficient.

1. Less than £16,000 (and appropriate weekly and monthly bands)
2. £16,000 or above
3. Don't know
4. Prefer not to say

J RECONTACT QUESTIONS

ASK ALL

- J 1 We may want to contact some people again to ask them some more questions about this subject. Would you be willing for us to contact you again about this?

Yes – willing
No – not willing

- J 2 It is sometimes possible by using an address to link the data we have collected with other government surveys or datasets held by government for the purposes of statistical analysis. Would you be happy for your responses to be passed to the Department for Energy and Climate Change for this purpose?

IF NECESSARY: Your confidentiality will be maintained, and linked data will only be used for statistical purposes by researchers authorised by – and analysts working for - the Department for Energy and Climate Change

IF NECESSARY:

DECC may look to see whether you have made any energy saving home improvements using the Green Deal or other incentive schemes

Yes – willing
No – not willing