Survey of potential consumer demand for the Green Deal
Quantitative survey outline

Target Groups:
Representative sample of owner-occupiers and private rented tenants in Great Britain: 2,023 interviews
- Owner-occupiers: 1,684 interviews
- Private rented tenants: 339 interviews

Method:
- In-home face-to-face CAPI (Computer Aided Personal Interviewing)
- Interviewer administered with self-completion conjoint section

Sampling:
- Random location sampling
- Samples drawn from all areas except those with 30% + social housing

Questionnaire:
- Pilot survey conducted in advance of main stage fieldwork to test question wording and interview length
- Average interview length of 40 minutes

Fieldwork dates:
8th February - 7th March 2011
Views on home and home improvements

D2. Thinking now about your home, how much do you agree or disagree with these things that other people have said?

- It's important to me to provide a warm home for me and my family
  - Agree: 97%
  - Neither agree nor disagree: 2%
  - Disagree: 0%

- I avoid buying things on credit and will only buy things I can afford to pay for outright
  - Agree: 78%
  - Neither agree nor disagree: 10%
  - Disagree: 13%

- I'm the type of person who likes to have the newest gadgets in my home
  - Agree: 26%
  - Neither agree nor disagree: 17%
  - Disagree: 58%

- I would need a lot of help and advice to tackle home improvement projects
  - Agree: 31%
  - Neither agree nor disagree: 12%
  - Disagree: 56%

- There are lots of improvements I'd like to make to my home, but I never find the time
  - Agree: 37%
  - Neither agree nor disagree: 15%
  - Disagree: 48%

Base: All respondents (2,023), *** All homeowners and tenants who are able to make improvements (1,766)
Views on home improvements: tenants

D2. Thinking now about your home, how much do you agree or disagree with these things that other people have said?

- Three in ten (29%) of tenants said that they are not allowed to make any improvements at all to the property.
- A fifth (20%) are allowed to make substantial improvements, though 12% need their landlord’s permission to do so.

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel comfortable asking my landlord to make improvements*</td>
<td>71%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Even if I was able to make improvements I would struggle to find the time**</td>
<td>50%</td>
<td>20%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Base: * All tenants (339), ** All tenants who are unable to make changes to the property (257)
Environmental attitudes

D4. Which of these best describes your current lifestyle?

Four in five respondents can be classed as ‘environmentally friendly’

- "I don't really do anything that is environmentally friendly", 3%
- "I do one or two things that are environmentally friendly", 17%
- "I do quite a few things that are environmentally friendly", 40%
- "I'm environmentally friendly in everything I do", 6%
- "I'm environmentally friendly in most things I do", 34%

Base: All respondents (2,023)
Home improvements already made (prompted)

E1. Have you done any of these things in your home (including in a previous property) in the last 10 years?

• 76% had made some home improvements in the last decade

- Installing energy efficiency measures: 49%
- Single room refurbishment: 44%
- Whole house refurbishment: 17%
- Extension or loft conversion: 15%
- None/Don't know: 24%

Those in houses or bungalows were more likely than flat dwellers to have installed energy efficiency measures in the past 10 years. Unsurprisingly, owner occupiers were also more likely to have done so.
### Home improvements planned (prompted)

E3. Which if any of these are you realistically planning to do to your home in the next 12 months?

- **58% plan to do something, 33% plan substantial refurbishments**

<table>
<thead>
<tr>
<th>Home Improvement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redecorating one or more rooms</td>
<td>42%</td>
</tr>
<tr>
<td>Redecorating the outside of home</td>
<td>11%</td>
</tr>
<tr>
<td>Fitting a new bathroom/cloakroom</td>
<td>9%</td>
</tr>
<tr>
<td>Fitting a new kitchen</td>
<td>7%</td>
</tr>
<tr>
<td>Fitting double glazing</td>
<td>5%</td>
</tr>
<tr>
<td>Installing central heating/updating heating system</td>
<td>5%</td>
</tr>
<tr>
<td>Rewiring/upgrading the electricity</td>
<td>3%</td>
</tr>
<tr>
<td>Building a brick extension</td>
<td>2%</td>
</tr>
<tr>
<td>Converting the loft</td>
<td>2%</td>
</tr>
<tr>
<td>Retiling the roof/building a new roof</td>
<td>2%</td>
</tr>
<tr>
<td>Installing a conservatory</td>
<td>2%</td>
</tr>
<tr>
<td>Refurbishing the entire property</td>
<td>1%</td>
</tr>
<tr>
<td>None/Don't know</td>
<td>42%</td>
</tr>
</tbody>
</table>

While owner occupiers were most likely to plan substantial refurbishments (38%), 16% of tenants had plans. More affluent respondents, ABC1s and house dwellers were more likely to plan substantial refurbishments.
### Reasons for making home improvements (prompted)

**E4. Which of these reasons would be important to you in making home improvements?**

- **59%** mentioned a benefit which could be linked to the Green Deal

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To help reduce the amount spent on energy bills</td>
<td>35%</td>
</tr>
<tr>
<td>To make home warmer/more comfortable</td>
<td>32%</td>
</tr>
<tr>
<td>To improve the appearance of your home</td>
<td>31%</td>
</tr>
<tr>
<td>To make your home more energy efficient</td>
<td>31%</td>
</tr>
<tr>
<td>To modernise (e.g. new kitchen/bathroom)</td>
<td>21%</td>
</tr>
<tr>
<td>To increase your home’s value</td>
<td>19%</td>
</tr>
<tr>
<td>To increase the amount of space</td>
<td>16%</td>
</tr>
<tr>
<td>To bring it up to modern standards</td>
<td>12%</td>
</tr>
<tr>
<td>To make it easier to sell/rent</td>
<td>11%</td>
</tr>
<tr>
<td>None/Don't know</td>
<td>12%</td>
</tr>
</tbody>
</table>

Many respondents are already motivated by GD benefits. Younger people, tenants, those who are not getting by well and those in older properties are more likely to mention these benefits.
Why energy saving was not given as a reason (prompted)

E5. You didn’t give ‘reducing the amount you spend on your energy bills’ or ‘to make your home more energy efficient’ as reasons for wanting to make improvements. Was there any particular reason for this?

- Already doing a lot to reduce energy use: 32%
- Home is already comfortable: 23%
- Not aware of what more I could do: 12%
- Don’t have any problems affording our energy bills: 11%
- Cost/can’t afford to do the things that we need: 8%
- Other more pressing concerns at present: 7%
- Don’t think that actions will make a difference: 5%
- Rented - it’s up to the landlord: 3%
- Planning to move: 2%
- No interest in the environment: 1%
- Others: 6%
- None/don’t know: 14%

Few were actively against the concept of making their home more energy efficient. No one demographic or regional group tended to give less pro-environmental reasons.

Base: All who didn’t mention energy efficiency reasons for making improvements (1,632)
Motivations to make a home more energy efficient

E6. Which of these things would encourage you to make your home more energy efficient?

- While cost was most commonly mentioned as a motivator for making the home more energy efficient, there also appears to be fairly strong demand for convincing and trusted information and access to trusted installers.

- Reductions in cost: 46%
- Availability of subsidies/grants: 32%
- Convincing information that installing measures will lead to a warmer home and lower energy bills: 24%
- Receiving information from a trusted source on how to reduce energy use: 19%
- If someone put me in contact with a reliable installer: 10%
- Availability of low cost finance: 9%
- If my landlord/freeholder allowed it: 9%
- Others: 3%
- None/Don’t know: 18%

Younger people, those in work and the better educated were more likely to say that better information would motivate them to make their home more energy efficient. Information was also more commonly mentioned as a motivator by those interested in the Green Deal.
Barriers to a more energy efficient home

E7. And which of these things prevent you from doing more to make your home more energy efficient?

- Lack of money: 35%
- Already doing enough: 24%
- Too much hassle/disruption: 15%
- Lack of time: 15%
- Not sure it will save me money: 13%
- Other priorities at the moment: 13%
- Won’t stay here long enough: 13%
- Don't trust suppliers to give unbiased info: 9%
- Landlord/freeholder won’t allow: 8%
- Structural considerations: 7%
- Don’t know what to do: 6%
- Confused/received conflicting information: 4%
- Don’t know where to get information: 3%

Lack of money was the most important barrier for all. Older people were more likely to mention hassle/disruption as a barrier. For younger people, lack of time, other priorities and feeling that they won’t stay there long enough were more important barriers.
**What are the impacts of these motivations on interest in the Green Deal?**

<table>
<thead>
<tr>
<th>More interested in the Green Deal</th>
<th>No difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Need <strong>help/advice</strong> to tackle home improvement projects</td>
<td>• Avoid (or don’t avoid) buying things on <strong>credit</strong></td>
</tr>
<tr>
<td>• Struggle to find the <strong>time</strong> to tackle home improvement projects (and say lack of time is a barrier to doing so)</td>
<td></td>
</tr>
<tr>
<td>• Like to have the newest gadgets in their home (<strong>early adopters</strong>)</td>
<td>• <strong>Plan improvements</strong> to their property in the next 12 months</td>
</tr>
<tr>
<td>• Tenants who feel <strong>comfortable asking their landlord to make improvements</strong></td>
<td>• Green Deal benefits are important in making home improvements</td>
</tr>
<tr>
<td>• Have <strong>previously made improvements to a property</strong> (though not necessarily those who have previously installed energy efficiency measures)</td>
<td>• <strong>Convincing information</strong> on benefits of energy efficiency would motivate them to make improvements</td>
</tr>
<tr>
<td>• Information from a trusted <strong>source</strong> and/or being put in contact with a <strong>reliable installer</strong> would motivate them to make energy efficiency improvements (and say lack of information is a barrier)</td>
<td>• Availability of <strong>subsidies/grants</strong> would motivate them to make improvements</td>
</tr>
<tr>
<td>• Availability of <strong>low cost finance</strong> would motivate them to make energy efficiency improvements</td>
<td></td>
</tr>
</tbody>
</table>
Importance of GD elements within respondents’ choice process

• The actual measure and the payment term were the most important elements in the choice process

- Chart shows how much difference each attribute could make to the total desirability of a package.
- Percentages are shown for comparison purposes only: they do not equate to proportions of respondents giving a specific answer.

Base: All respondents answering conjoint (1,395)

Note: The importance of measures is based only on the measures that respondents saw.
Main benefits of the Green Deal (top of mind)

H1. What do you think would be the main benefits of a home improvement plan like this for your household?

- 66% told us about at least one benefit of the Green Deal for their household
- Variety of benefits mentioned: those mentioned by 5% or more shown

- Lower energy bills (20%)
- Not wasting energy (14%)
- Reduced energy bills...with side effect of using less energy which must be good for the environment
- Lower carbon emissions/better for the environment (7%)
- Warmer/more comfortable home (14%)
- Keep my house warm and costs down
- Saving money (18%)

Younger respondents, those with children and tenants tended to mention more benefits of the plan than average.
- 54% of over 55s could not see any benefits of the plan for them.
Those needing more measures were more likely to feel that the plan would provide them with a warmer and more comfortable home and would not waste energy.

Base: All respondents (2,023)

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Main benefits of the Green Deal (prompted)

H3. Here are some things that other people think are good about the home improvement plan? Which 3 of them, if any, are most important to you?

When prompted, 93% felt that at least one benefit of the Green Deal was important to them. Lower energy bills were most commonly mentioned as a benefit, but the benefits of the financial elements of the deal were also mentioned (albeit by fewer people).

- Lower energy bills: 67%
- Warmer/more comfortable home: 46%
- Not wasting energy: 37%
- Lower carbon emissions: 24%
- Able to spread out payments: 18%
- Increase the value of my property: 17%
- Make my property easier to sell: 11%
- No/low up-front payments: 10%
- Able to have improvements now: 7%
- Installations are less expensive than I thought: 4%
- None/Don't know: 7%

Over 65s in particular were less likely than other respondents to think that the benefits of the plan were important to them (though 85% said that at least one thing was good). Those needing CWI or a boiler upgrade were more likely to think it is good that they can spread out payments over time (though not those needing SWI).
Main disadvantages of the Green Deal (top of mind)

H2. What do you think would be the main disadvantages of the plan for your household?

- 25% could not think of any disadvantages of the Green Deal. Those mentioned were more commonly related to the improvements themselves rather than the way in which they are financed.
- Those mentioned by 5% or more shown:

  - **Hassle of making improvements (16%)**
  - **Cost of the improvements (15%)**
  - Just the hassle of having it done and the cost. There is no guarantee there are going to be <any> financial advantages as the energy prices keep shooting up.
  - **Financial considerations (7%)**
  - **Long term commitment (5%)**
  - **Not relevant to me (5%)**
  - **I would not have an interest plan, rather pay up front: especially over 25 years**
  - **Husband doesn’t like it <gas central heating>, it blocks up <his> nose.**

*Base: All respondents (2,023) © 2011 GfK NOP/
Main disadvantages of the Green Deal (prompted)

H4. Here are some of the potential disadvantages of the plan? Which 3 of them, if any, are most important to you?

When prompted, 92% could identify at least one disadvantage of the Green Deal. Costs and hassle related to the improvements were commonly mentioned, but not wanting to take out credit, taking too long to recover costs and concerns about the costs being attached to the property were all mentioned by a fifth or more.

- Cost of improvements: 35%
- Don't like taking out credit: 33%
- Takes too long to recover costs: 33%
- Hassle of making improvements: 31%
- Unsure about costs being on property: 20%
- Not sure how long improvements would work: 11%
- Make property harder to sell: 10%
- May lose space: 9%
- Don't know how to find a good installer: 8%
- May change character of home: 7%

The cost of improvements and the time taken to recover those costs were more likely disadvantages for younger respondents than those aged 65+. Those needing three or more measures were more likely to focus upon cost as a disadvantage. Not wanting to take out credit represents a considerable barrier especially amongst over 65s.
Factors influencing take up of the Green Deal - Information and accreditation

H5. I am going to read out some features of the home improvement plan, for each one I would like you to tell me whether it makes you more or less likely to take up the plan (Mean)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Much less likely to take up the plan</th>
<th>Much more likely to take up the plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only skilled and regulated installers install improvements</td>
<td></td>
<td>2.0</td>
</tr>
<tr>
<td>Skilled installers would be easy to identify</td>
<td></td>
<td>1.97</td>
</tr>
<tr>
<td>Only skilled and regulated assessors would do survey</td>
<td></td>
<td>1.78</td>
</tr>
<tr>
<td>Access to independent expert advice (website)</td>
<td></td>
<td>0.44</td>
</tr>
<tr>
<td>Access to independent expert advice (telephone)</td>
<td></td>
<td>0.36</td>
</tr>
</tbody>
</table>

Base: All respondents (2,023)

The issues listed above were particularly influential to younger people, ABC1s and those with children. Older respondents were less likely to be influenced by all of the factors which were discussed.
Factors influencing take up of the Green Deal - Financial

H5. I am going to read out some features of the home improvement plan, for each one I would like you to tell me whether it makes you more or less likely to take up the plan (Mean)

The cost of improvements being covered by bill savings was a positive influence for most, but the cost of improvements being attached to the bill less so, and the fact that there is no guarantee on the size of savings was viewed negatively

<table>
<thead>
<tr>
<th>Cost of improvements should be covered by bill savings</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.82</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost of improvement is attached to energy bill</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.89</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No guarantee on size of saving</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-1.83</td>
</tr>
</tbody>
</table>

Once again, younger people tended to be positively influenced by these factors, although all were equally negatively influenced by the fact that there is no guarantee on the size of savings.

The inability to guarantee the size of savings was a particular barrier for those in ‘financial difficulties’ or who and those who struggle to pay their bills.

The fact that the cost of improvements is attached to the energy bill was particularly motivating for those on lower incomes or means tested benefits: and in particular those who find their homes hard to heat and energy bills hard to pay.
Factors influencing take up of the Green Deal - Practical

H5. I am going to read out some features of the home improvement plan, for each one I would like you to tell me whether it makes you more or less likely to take up the plan (Mean)

The ability to choose from a range of suppliers has a positive influence on likelihood of taking up the plan. While having to get two independent quotes was added to be negative, it was more likely to be viewed as a positive influence.

<table>
<thead>
<tr>
<th></th>
<th>Much less likely to take up the plan</th>
<th>Much more likely to take up the plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose from a range of suppliers</td>
<td>-5 -4 -3 -2 -1 0 1 3 4 5</td>
<td>1.74</td>
</tr>
<tr>
<td>Have to get two independent quotes</td>
<td>-5 -4 -3 -2 -1 0 2 3 4 5</td>
<td>0.55</td>
</tr>
</tbody>
</table>

Base: All respondents (2,023)

Younger people, owner occupiers and those living in houses were the most likely to say that a choice of suppliers and having to get independent quotes would make them more likely to take up the Green Deal.