



Survey of potential consumer demand for the Green Deal

Quantitative survey outline

2

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:

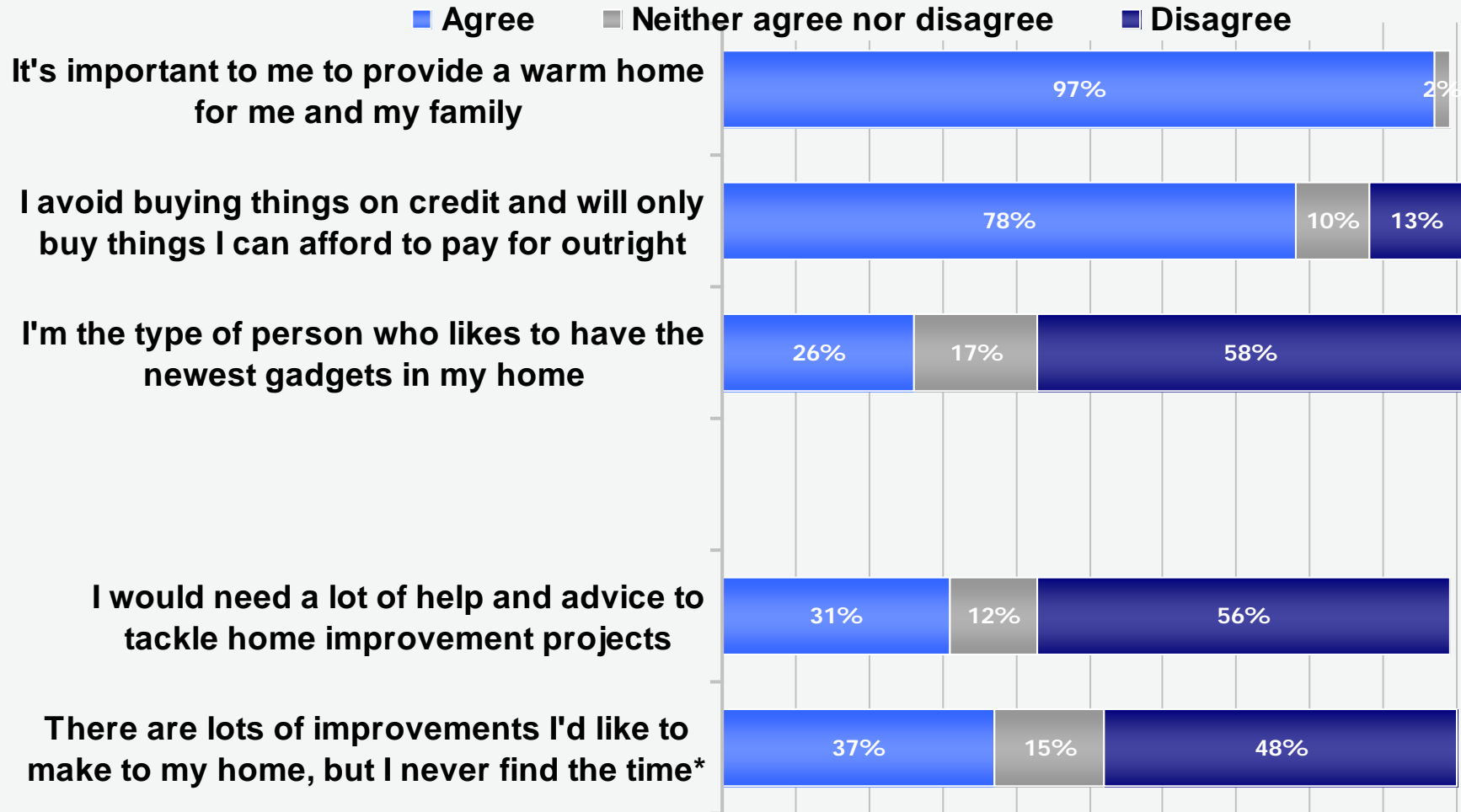
8th February - 7th March 2011

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?

3



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

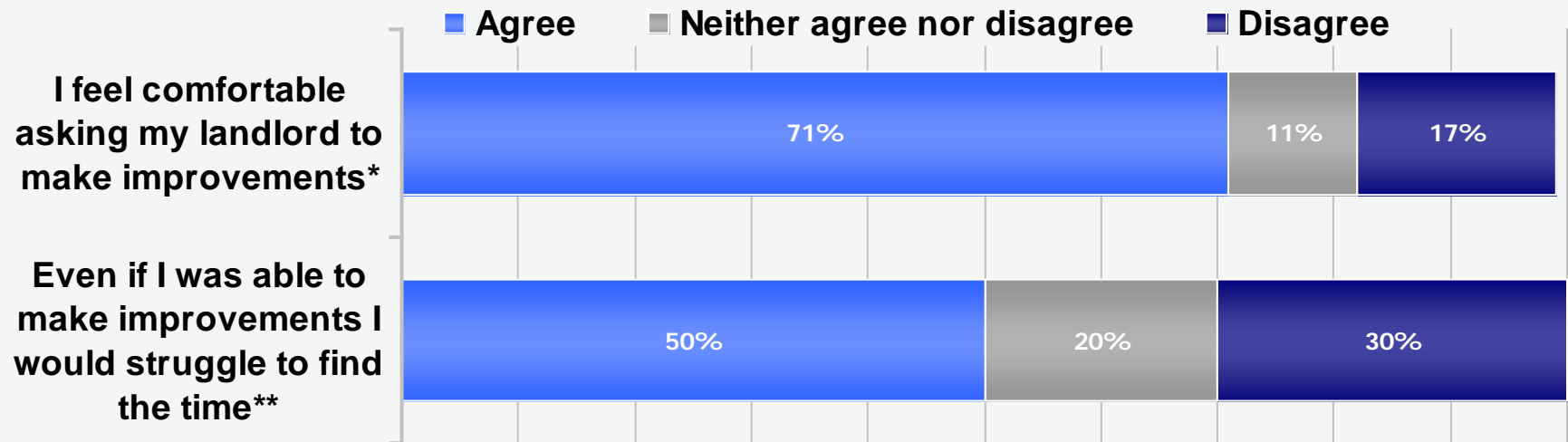
Views on home improvements: tenants



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

4

- 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



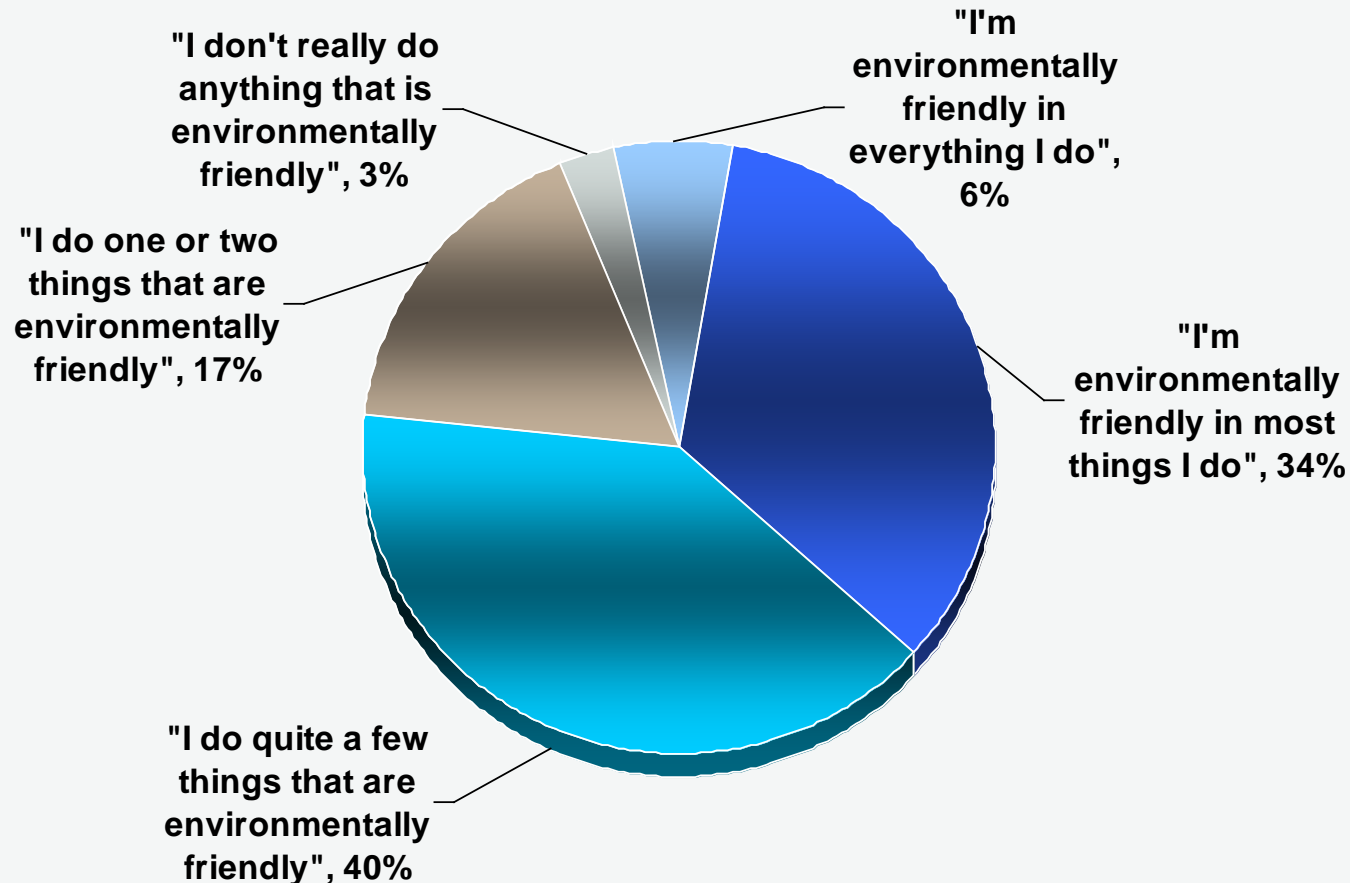
Base: * All tenants (339), ** All tenants who are unable to make changes to the property (257)

Environmental attitudes

D4. Which of these best describes your current lifestyle?

5

Four in five respondents can be classed as 'environmentally friendly'

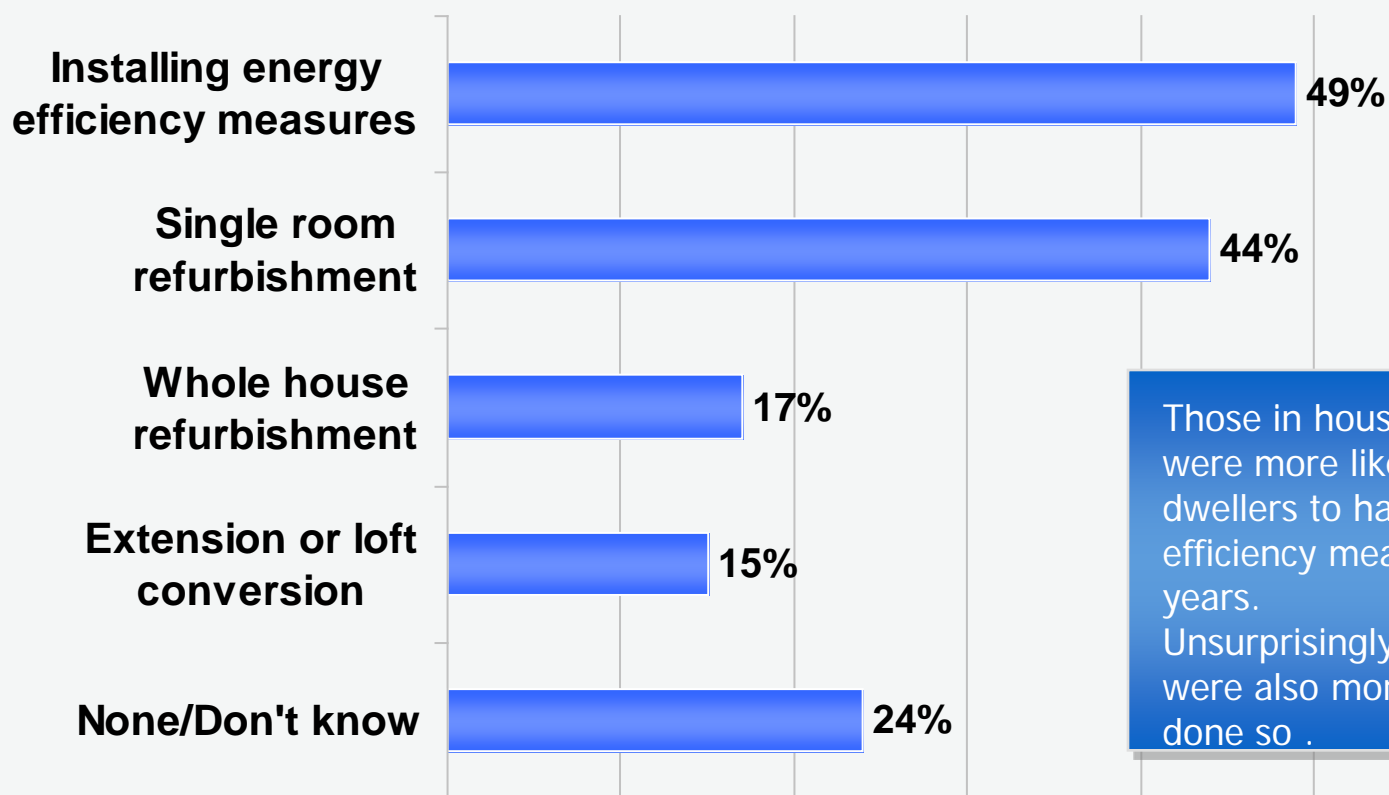


Home improvements already made (prompted)



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



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.

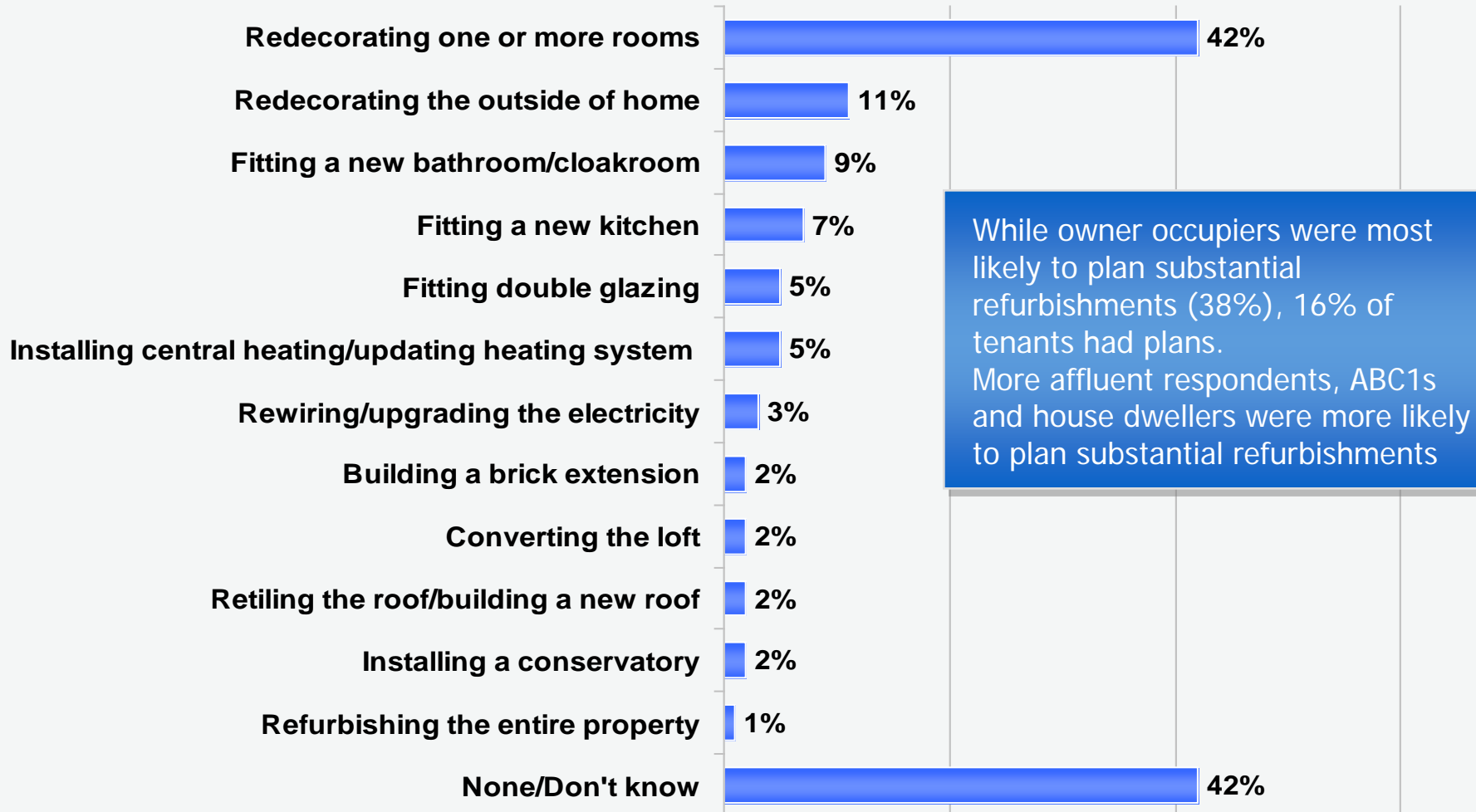
Home improvements planned (prompted)



GfK

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



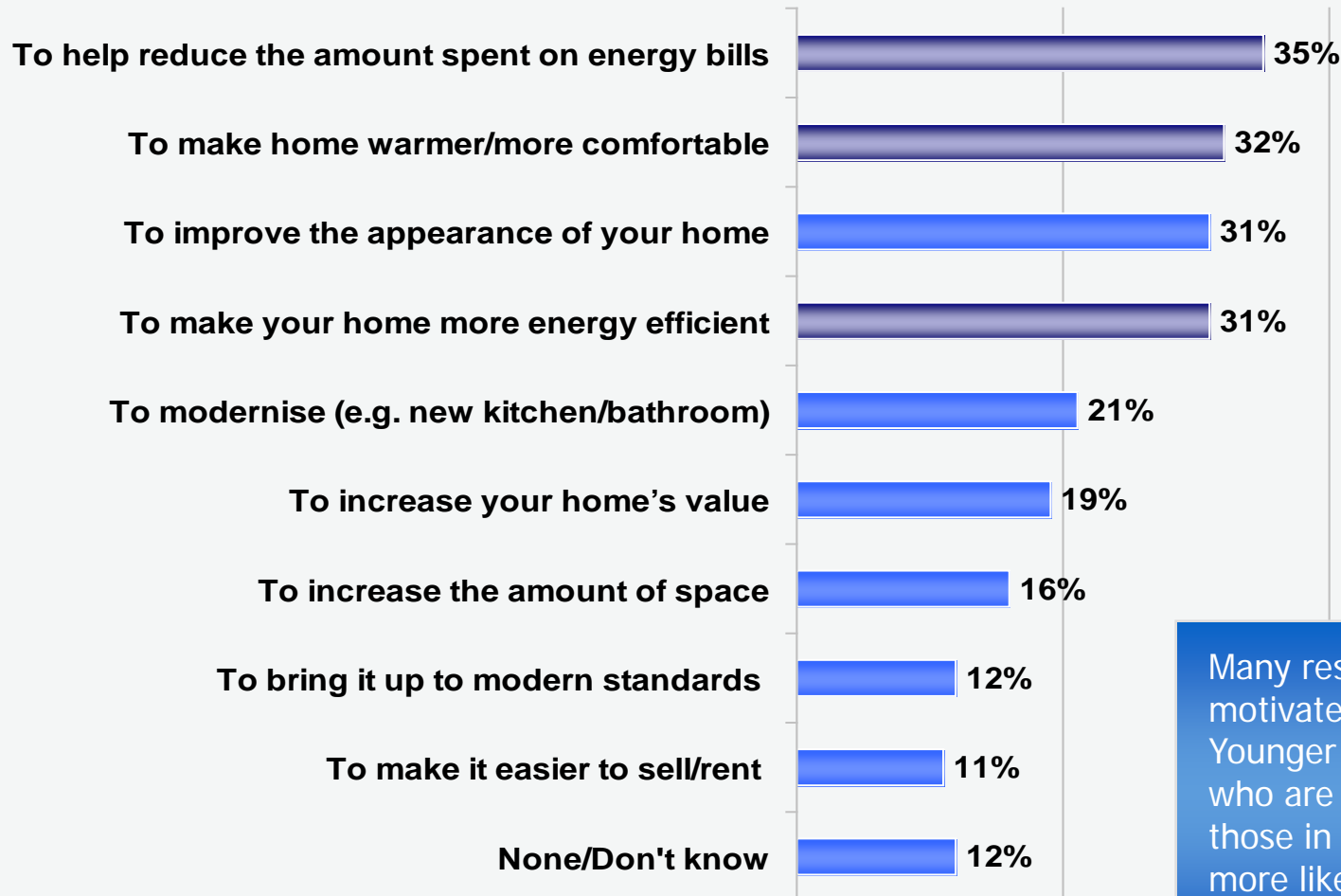
Reasons for making home improvements (prompted)



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

GfK

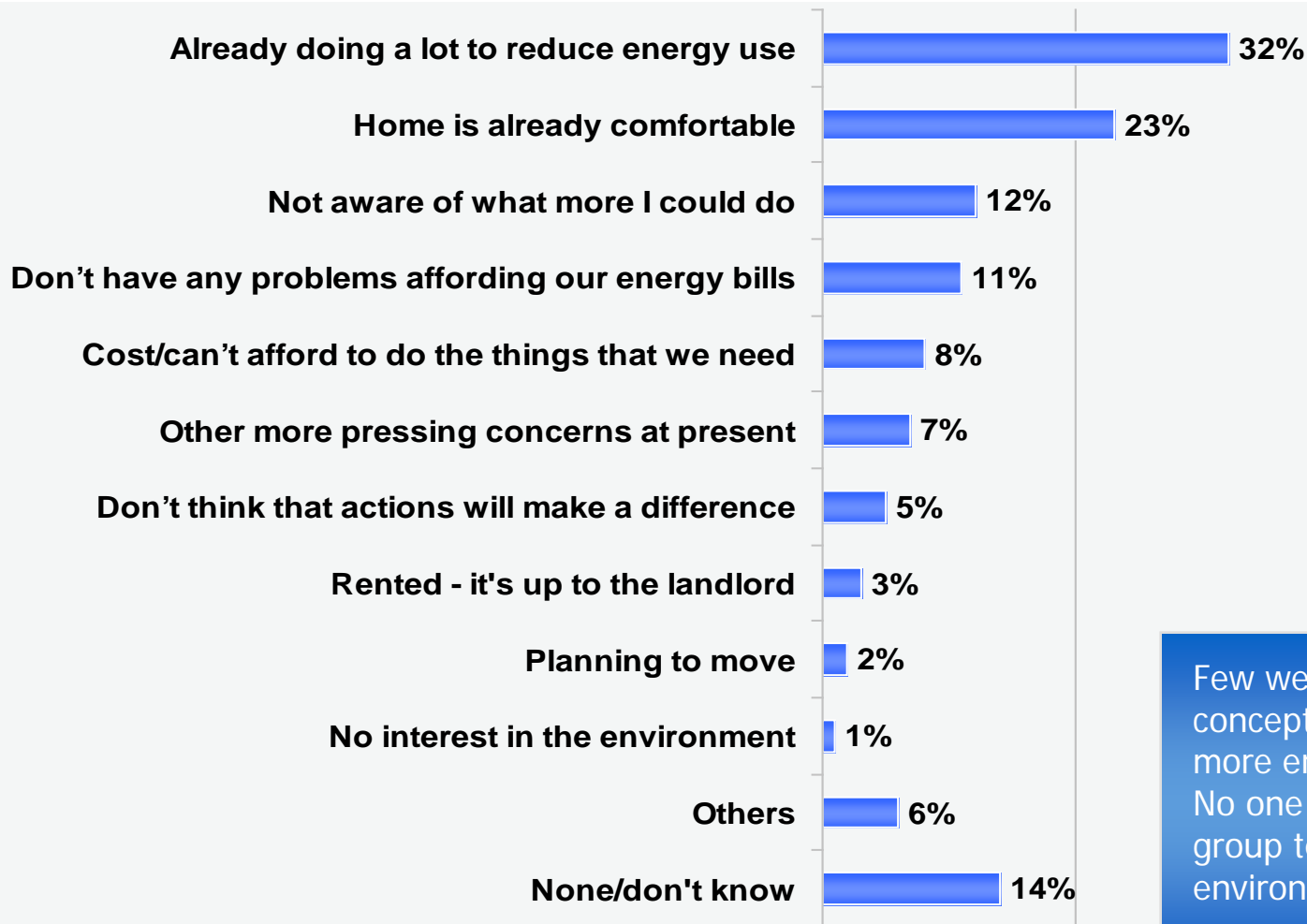
- 59% mentioned a benefit which could be linked to the Green Deal



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?



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.

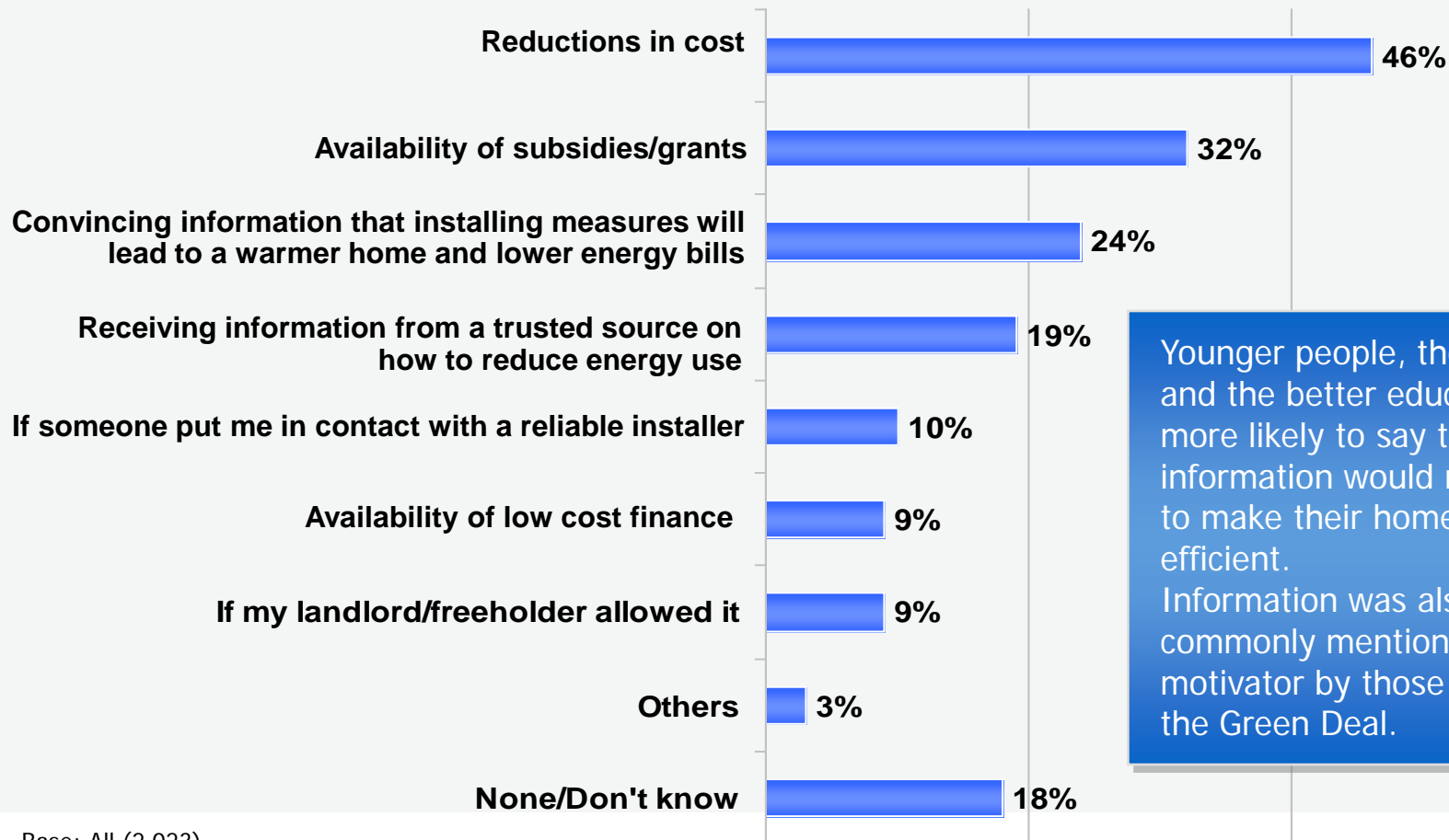
Base: All who didn't mention energy efficiency reasons for making improvements (1,632)

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.



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.

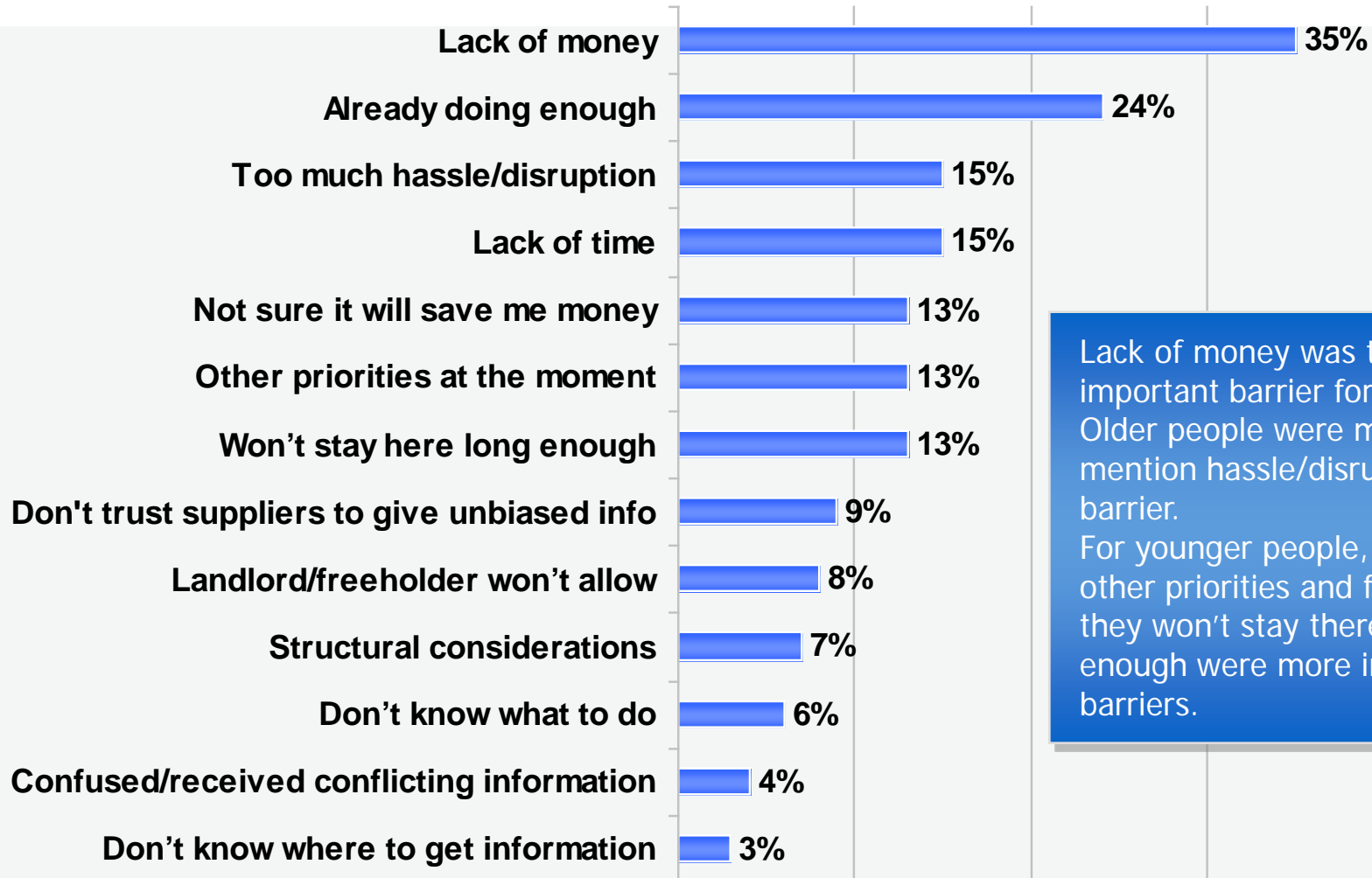
Information was also more commonly mentioned as a motivator by those interested in the Green Deal.

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?

11



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

More interested in the Green Deal

- Need **help/advice** to tackle home improvement projects
- Struggle to find the **time** to tackle home improvement projects (and say lack of time is a barrier to doing so)
- Like to have the newest gadgets in their home (**early adopters**)
- Tenants who feel **comfortable asking their landlord to make improvements**
- Have **previously made improvements to a property** (though not necessarily those who have previously installed energy efficiency measures)
- **Information from a trusted source** and/or **being put in contact with a reliable installer** would motivate them to make energy efficiency improvements (and say lack of information is a barrier)
- Availability of **low cost finance** would motivate them to make energy efficiency improvements

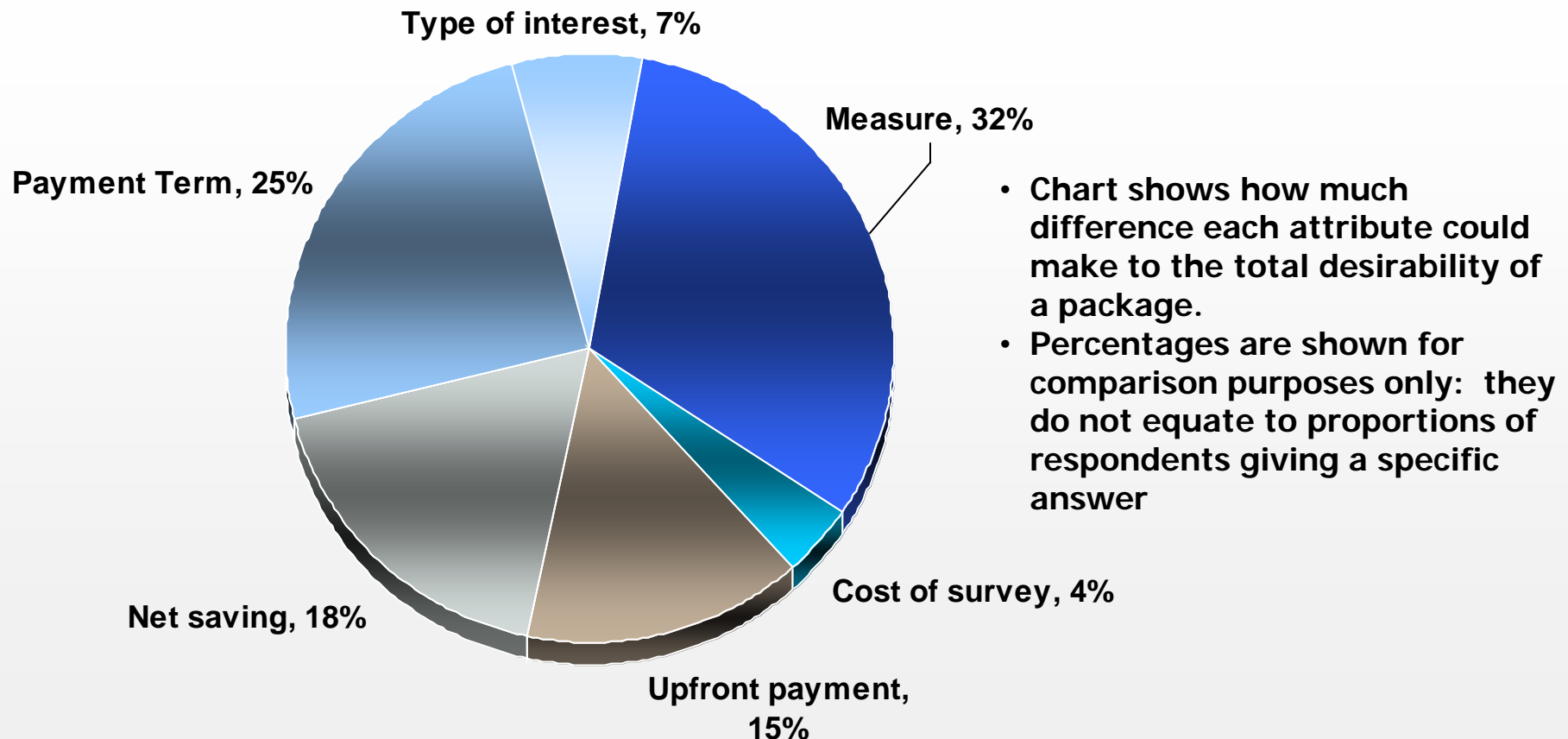
No difference

- Avoid (or don't avoid) buying things on **credit**
- **Plan improvements** to their property in the next 12 months
- Green Deal benefits are important in making home improvements
- **Convincing information** on benefits of energy efficiency would motivate them to make improvements
- Availability of **subsidies/grants** would motivate them to make improvements

Importance of GD elements within respondents' choice process



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



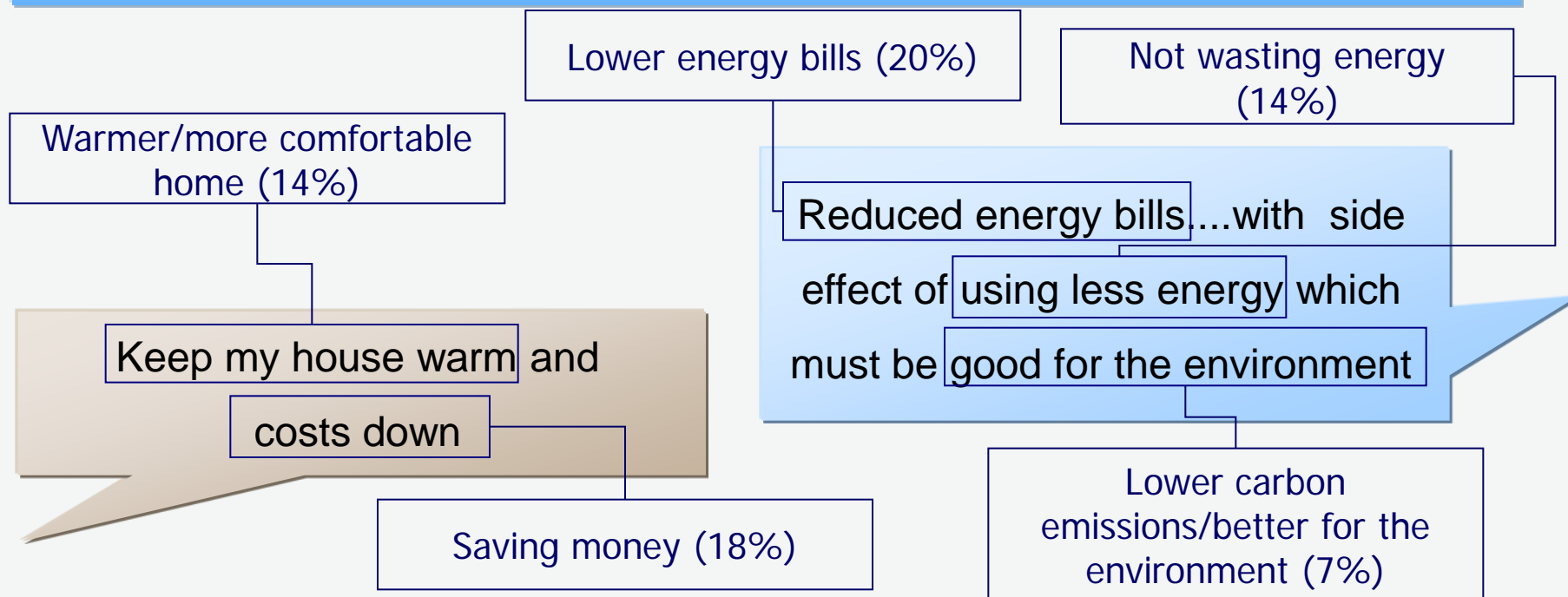
Base: All respondents answering conjoint (1,395)

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



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

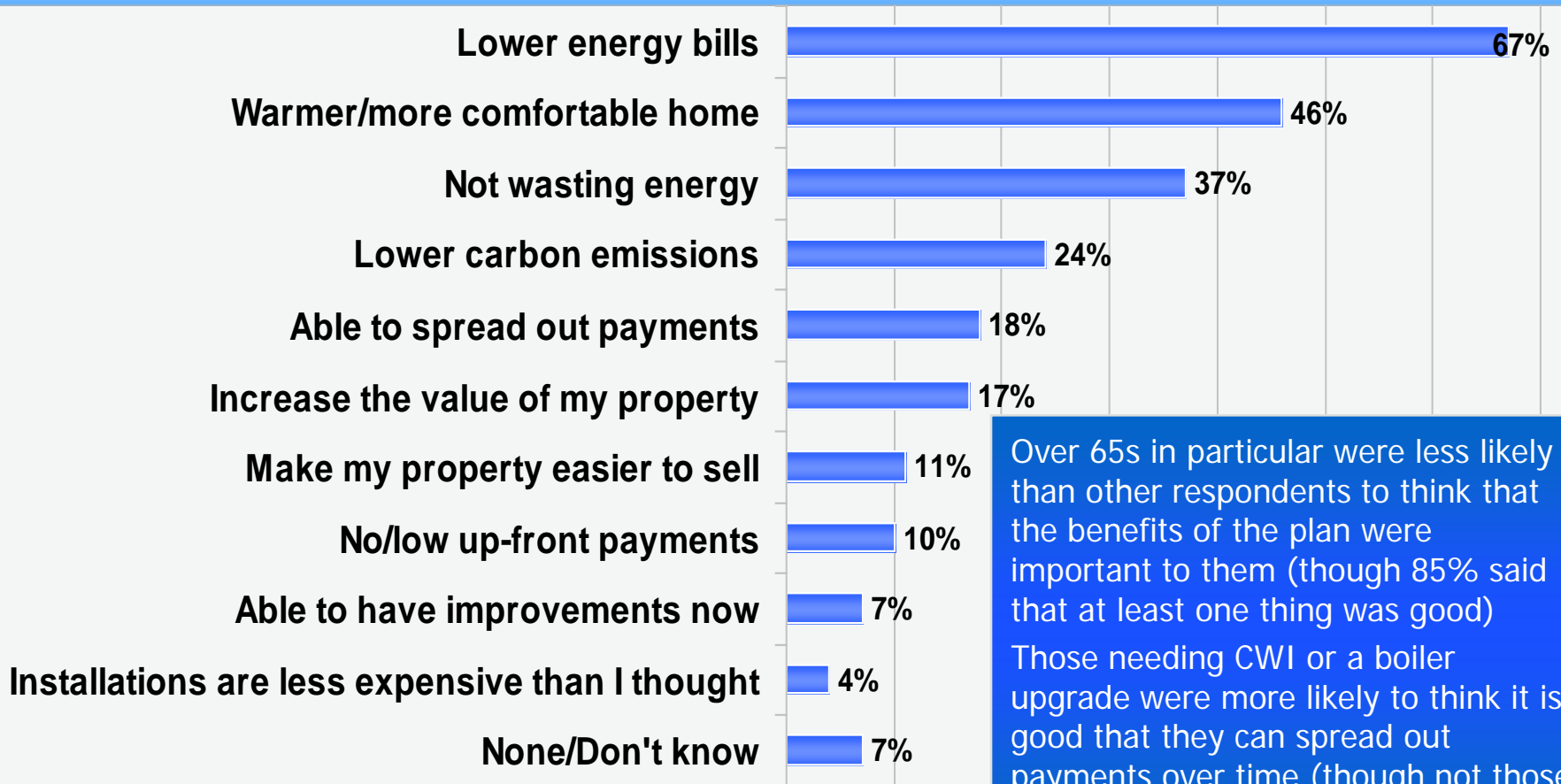
Main benefits of the Green Deal (prompted)



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?

11

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).



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%)

Husband doesn't like it <gas central heating>, it blocks up <his> nose.

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

Not relevant to me (5%)

Financial considerations (7%)

I would not have an interest plan, rather pay up front: especially over 25 years

Long term commitment (5%)

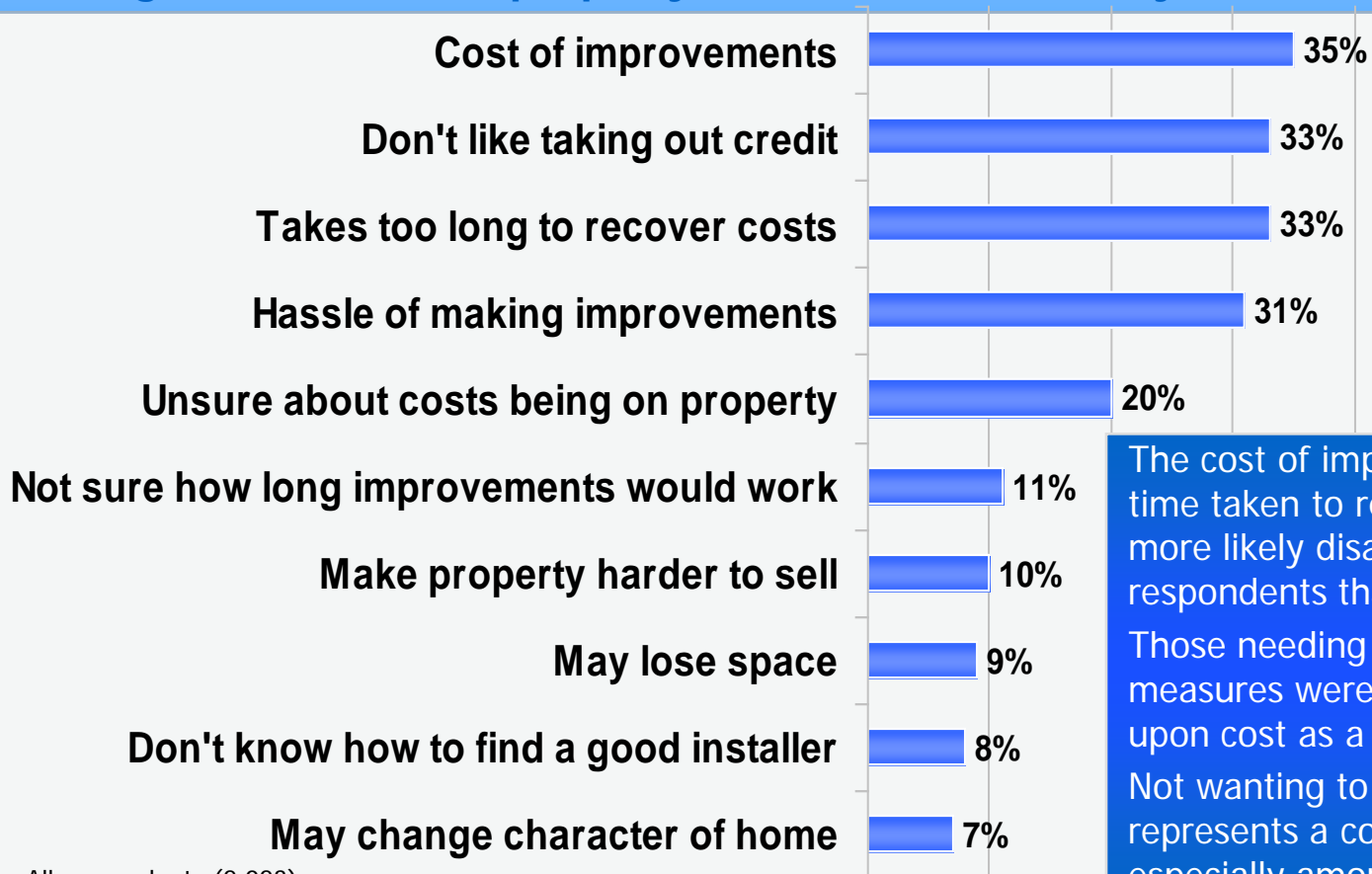
Main disadvantages of the Green Deal (prompted)



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

17

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.



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.

Base: All respondents (2,023)

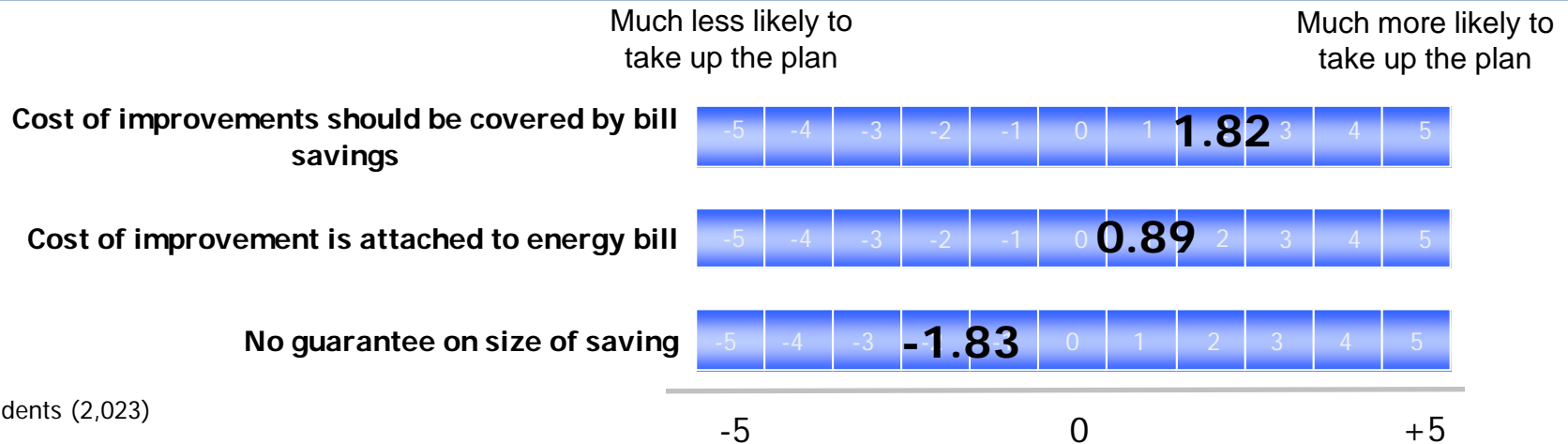
Factors influencing take up of the Green Deal – Financial



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)

10

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



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

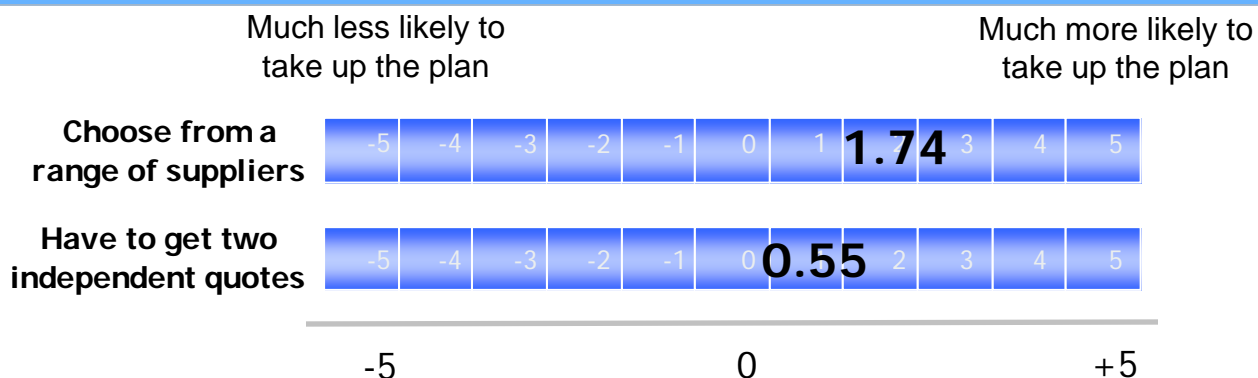
The fact that the cost of improvements is attached to the energy bill was particularly motivating for those on lower incomes or means tested benefits: and in particular those who find their homes hard to heat and energy bills hard to pay.

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



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.