

DECC Green Deal marked up questionnaire

GfK Project number 452555

A Introduction and check eligibility

A 1 To start, can I ask you how old you are?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
18-24	5	2	16
25-34	23	15	49
35-44	19	20	14
45-54	18	21	10
55-64	14	16	6
65-70	7	9	1
71-74	4	5	1
75+	9	11	2
Not stated	2	2	2

A 2 CODE RESPONDENT GENDER

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Male	48	48	49
Female	52	52	51
Other	*	*	-

A 3 Are you ...?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Employed full time (30+ hours)	44	44	43
Employed part time (8-29 hours)	14	15	13
Self-employed full time (30+ hours)	4	4	5
Self-employed part time (8-29 hours)	2	2	2
Still at school	*	-	*
In full time higher education	2	*	6
Retired	23	28	6
Not able to work	2	1	3
Unemployed and seeking work	2	1	6
Not working for other reason	7	5	15

A 4 In which of these ways do you occupy this accommodation?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Owned outright	36	46	-
Buying with the help of a mortgage or loan	41	53	-
Buy part rent part mortgage (shared ownership)	1	1	-
Rented from private landlord	22	-	100
Rented from Local Authority	-	-	-
Rented from Housing Association	-	-	-
Other	-	-	-

A 5 Moved to section B

A 6 And can I just check, are you the person in whose name this accommodation is owned or rented, or their partner?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Yes	100	100	100
No	-	-	-

A 7 And are you wholly or jointly responsible for making decisions about your home and accommodation?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Yes	100	100	100
No	-	-	-

B Property information

B 1 Can I check, do you (and your partner) own this house/flat freehold, common hold/share of freehold or leasehold?

	Total	Owner occupier	Private rented
	1,684	1,684	-
	%	%	%
Freehold	86	86	-
Common hold/share of freehold	1	1	-
Leasehold	10	10	-
Don't know	3	3	-

B 2 Removed

B 3 For how long in total have you and your household lived at this property?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Less than 12 months	14	5	48
12 months but less than 2 years	7	5	15
2 years but less than 3 years	7	6	14
3 years but less than 5 years	12	12	11
5 years but less than 10 years	18	22	6
10 years but less than 20 years	17	21	4
20 years or more	23	29	2
Don't know	*	*	-

B 4 And for how long into the future do you think you and your household will live at this property?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Less than 12 months	7	4	18
12 months but less than 2 years	8	4	21
2 years but less than 3 years	6	5	12
3 years but less than 5 years	6	5	9
5 years but less than 10 years	9	10	3
10 years but less than 20 years	7	8	2
20 years or more	4	5	1
No plans to ever move	48	55	22
Don't know	6	4	11

B 5 When was this property built?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Before 1919	22	20	27
1919-1929	7	6	11
1930-1949	17	17	18
1950-1989	37	39	29
1990 -1999	7	7	5
2000 or later	10	10	10

B 6 What type of property do you live in?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
House	77	81	62
Bungalow	9	11	2
Purpose built flat/maisonette	9	6	22
Converted flat/maisonette	4	2	13
Tenement	-	-	-
Other	1	1	*

B 7 Is it (the house or bungalow)?

	Total	Owner occupier	Private rented
	1,876	1,606	270
	%	%	%
Detached	31	35	11
Semi-detached	36	36	34
End terrace	9	8	12
Mid-terrace	24	20	43

B 8 Where in the building is your flat/maisonette located?

	Total	Owner occupier	Private rented
	133	66	67
	%	%	%
Lowest floor	63	64	62
Top floor	23	17	27
Mid floor	16	22	10

B8a Which of these does this property have?

	Total	Owner occupier	Private rented
	1,908	1,618	290
	%	%	%
Loft conversion	12	12	11
Loft boarded or partially boarded	41	45	20
Loft, not converted or boarded	37	35	44
No loft (e.g. flat roofed property)	7	5	14
Don't know	4	2	11

B 9 How many floors are there in YOUR <house/bungalow/flat or maisonette>?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
1	21	17	35
2	67	70	54
3	11	12	9
4	2	1	2
5+	*	*	-

B 10 And how many bedrooms does your home have?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
1	4	2	13
2	27	22	42
3	45	48	34
4	19	22	8
5+	4	5	3
None	1	1	-

B 11 What type of walls do you have in your property?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Cavity walls	65	69	52
Solid or stone walls	34	30	47
Timber frame	2	2	1
Other	1	1	1

B 12 What is the main type of fuel you use to heat your home?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Gas	87	89	81
LPG Propane Gas	*	*	*
Electricity	8	6	18
Oil	3	3	*
Solid fuel	1	1	*
Communal heating, not sure of fuel	*	*	-
Other (specify)	*	*	*

B 13 Is your home connected to mains gas?

	Total	Owner occupier	Private rented
	219	176	43
	%	%	%
Yes	23	24	21
No – but in area which has mains gas supply	32	27	42
No – no mains gas supply in the area	43	48	32
Don't know	2	*	6

B 14 What is the MAIN heating system in your home?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Central heating: boiler/heat pump and radiators/underfloor*	91	93	83
Warm air system: boiler/heat pump*	1	1	1
Electric storage heaters	4	3	11
Heaters/fires in individual rooms	2	2	3
Portable heaters only	*	*	1
Communal heating	-	-	-
Other (SPECIFY)	1	1	*

B 15 Which of these does your main heating system have? (HEU amended)

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Programmer (time switch)	72	78	53
Room thermostat	55	59	44
Thermostatic radiator valves	59	63	48
None of these	4	3	8
Don't know	5	4	9

B 16 What type of boiler do you have?

	Total	Owner occupier	Private rented
	1886	1585	301
	%	%	%
Combination boiler : condensing	49	47	56
Combination boiler : Non- condensing	11	12	9
Standard boiler : condensing	15	16	14
Standard boiler : Non- condensing	18	19	12
Back boiler	3	3	2
Other (SPECIFY)	2	2	1
Don't know	2	1	5

B 17 And when was the boiler installed?

	Total	Owner occupier	Private rented
	1886	1585	301
	%	%	%
Up to 1998	20	22	10
1998-2005	27	29	21
2005 or later	46	46	44
Don't know	8	3	25

B 18 What is the main way of heating your water?

	Total	Owner occupier	Private rented
	888	749	139
	%	%	%
Boiler with central heating	74	79	58
Boiler (water heating only)	6	5	11
Back boiler (water heating only)	2	2	2
Single immersion heater	13	10	25
Dual immersion heater	2	2	-
Communal	*	1	-
Other (specify)	2	2	3
Don't know	*	-	1

B18a Do you have concrete floors on the lowest floor of your home?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Yes – all	51	53	47
Yes - some	18	20	13
No - none	27	26	31
Don't know	4	2	10

B 19 Thinking about your home in the winter, how easy or difficult is it to keep your home warm when the heating on?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Very easy to keep warm	34	37	27
Fairly easy to keep warm	45	47	37
Fairly difficult to keep warm	14	13	19
Very difficult to keep warm	6	4	16
DO NOT READ Don't know	*	*	1

B 20 Removed

B 21 Which methods do you use to pay for your <electricity/gas/oil/other fuel>? (EHS)

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Direct debit/standing order	73	79	51
Monthly/quarterly bill	23	22	29
Pre-payment (keycard or token) meter	7	3	20
Included in rent	1	-	4
Frequent cash payment method (more frequent than monthly)	1	2	1
Fuel direct/direct from benefits	*	*	-
Fixed annual bill (however much gas/electricity is used) e.g. Stay Warm	*	*	-
Other (specify)	2	3	*
Don't know	*	*	-

B 22 What is your typical energy bill? Please include your electricity, gas, oil and solid fuel costs. Your answer can be based on either monthly, quarterly or annual costs. Just read out the letter that applies.
IF NECESSARY: How much does it cost your household to power and heat your home?

Annually	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Under £120 a year	*	-	1
£120 and less than £360	4	4	4
£360 and less than £600	11	10	14
£600 and less than £840	15	15	15
£840 and less than £1,080	19	19	19
£1,080 and less than £1,320	16	16	15
£1,320 and less than £1,560	10	10	8
£1,560 and less than £1,800	6	6	3
£1,800 and less than £2,400	5	6	3
£2,400 and less than £3,000	1	2	1
£3,000 and less than £3,600	1	1	1
More than £3,600	1	1	1
Don't know	10	10	10

B 23 Which one of these best describes how well you and your household are keeping up **with your energy bills** at the moment?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
I/we manage very well	40	45	25
I/we manage quite well	30	30	29
I/we get by alright	22	21	24
I/we have some difficulties	5	4	11
I/we have severe difficulties	2	*	6
Don't know	*	*	1
Prefer not to answer	-	-	-

C Household economic situation

C 1 Moved to demographics section

C 2 Removed

C 3 Removed

C 4 Moved to section E

C 5 Moved to section E

C 6 Removed

D Attitudes/values

Now I would like to ask you some questions about your home.

D 1 Thinking about making improvement to your home, which of the following statements applies to your landlord?

	Total	Owner occupier	Private rented
	339	-	339
	%	%	%
My landlord doesn't allow us to make any changes to the property at all	29	-	29
My landlord allows us to make cosmetic changes to the property (e.g. painting) but nothing more	46	-	46
My landlord allows us to make more substantial changes to the property with their permission	12	-	12
My landlord allows us to make any changes to the property that we want	8	-	8
Don't know	5	-	5

D 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.

- ◆ It's important to me to provide a warm home for me and my family

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Agree strongly	77	77	76
Tend to agree	20	20	20
Neither agree nor disagree	2	2	3
Tend to disagree	*	*	*
Disagree strongly	*	*	-
Don't know	*	*	-

- ◆ I'm the type of person who would need a lot of help and advice to tackle home improvement projects

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Agree strongly	14	11	22
Tend to agree	18	17	20
Neither agree nor disagree	12	13	12
Tend to disagree	32	33	32
Disagree strongly	24	26	14
Don't know	*	*	*

- ◆ There are lots of improvements I'd like to make to my home but I never find the time to make them

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Agree strongly	13	13	18
Tend to agree	24	24	24
Neither agree nor disagree	15	15	15
Tend to disagree	27	27	32
Disagree strongly	21	21	10
Don't know	*	*	*

- ◆ Even if I was able to make improvements to my home I would struggle to find the time to do so

	Total	Owner occupier	Private rented
	257	-	257
	%	%	%
Agree strongly	21	-	21
Tend to agree	29	-	29
Neither agree nor disagree	20	-	20
Tend to disagree	22	-	22
Disagree strongly	9	-	9
Don't know	*	-	*

- ◆ I'm the type of person who likes to have the newest gadgets in my home

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Agree strongly	10	8	18
Tend to agree	16	15	20
Neither agree nor disagree	17	16	17
Tend to disagree	33	34	31
Disagree strongly	24	27	13
Don't know	*	*	*

- ◆ I feel comfortable asking my landlord to make improvements to the property

	Total	Owner occupier	Private rented
	339	-	339
	%	%	%
Agree strongly	31	-	31
Tend to agree	40	-	40
Neither agree nor disagree	11	-	11
Tend to disagree	9	-	9
Disagree strongly	7	-	7
Don't know	1	-	1

- ◆ I avoid buying things on credit and will only buy things I can afford to pay for outright

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Agree strongly	55	55	55
Tend to agree	23	24	20
Neither agree nor disagree	10	9	13
Tend to disagree	10	10	8
Disagree strongly	3	3	3
Don't know	*	-	*

D 3 Removed

D 4 Which of these best describes your current lifestyle?

SINGLE CODE

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
I don't really do anything that is environmentally friendly	3	2	6
I do one or two things are environmentally friendly	17	16	21
I do quite a few things that are environmentally friendly	40	41	37
I'm environmentally friendly in most things I do	34	36	29
I'm environmentally friendly in everything I do	6	5	7
Don't know	*	*	*

E Motivators/barriers to improvements

E 1 Have you done any of these things in your home (including in a previous property) in the past 10 years?

	Total	Owner occupier	Private rented
	1766	1684	82
	%	%	%
Whole house refurbishment	17	17	11
Extension or loft conversion	15	15	8
Single room refurbishment such as fitting a new kitchen or bathroom	44	45	28
Installing energy efficiency measures such as loft insulation, cavity wall insulation or updating or installing central heating or double glazing	49	50	23
None of these	24	23	48

E 2 How soon after moving into the property did you <answer>? If you have done it more than once, please tell me about the first significant time you did work like this.

◆ Do a Whole house refurbishment

	Total	Owner occupier	Private rented
	293	283	10
	%	%	%
Within a year of moving into the property	46	45	56
1-3 years after moving into the property	23	23	19
4-10 years after moving into the property	22	22	25
More than 10 years after moving into the property	7	8	-
Don't know	2	2	-

◆ Do your Extension or loft conversion

	Total	Owner occupier	Private rented
	266	260	6
	%	%	%
Within a year of moving into the property	16	16	23
1-3 years after moving into the property	23	24	12
4-10 years after moving into the property	35	34	51
More than 10 years after moving into the property	23	23	14
Don't know	3	3	-

◆ Do a Single room refurbishment such as fitting a new kitchen or bathroom

	Total	Owner occupier	Private rented
	798	772	26
	%	%	%
Within a year of moving into the property	33	32	48
1-3 years after moving into the property	26	26	26
4-10 years after moving into the property	22	22	10
More than 10 years after moving into the property	19	19	13
Don't know	1	1	1

◆ Install energy efficiency measures such as loft insulation, cavity wall insulation or updating or installing central heating or double glazing

	Total	Owner occupier	Private rented
	916	893	23
	%	%	%
Within a year of moving into the property	25	24	45
1-3 years after moving into the property	24	24	22
4-10 years after moving into the property	24	24	10
More than 10 years after moving into the property	26	26	23
Don't know	1	1	-

E 3 Which if any of these are you realistically planning to do to your home in the next 12 months?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Fitting a new kitchen	7	8	4
Fitting a new bathroom/cloakroom	9	10	3
Fitting double glazing	5	6	3
Building a brick extension	2	3	*
Converting the loft	2	2	1
Refurbishing the entire property	1	1	1
Retiling the roof/building a new roof	2	2	1
Installing a conservatory	2	2	1
Rewiring/upgrading the electricity	3	4	*
Installing central heating/updating heating system	5	6	2
Redecorating one or more rooms	42	47	27
Redecorating the outside of home	11	13	6
Other (please specify)	1	1	3
None of these	34	30	46
Don't know	8	6	17

E 4 Which of these reasons would be important to you in making home improvements?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
To improve the appearance of your home	31	31	29
To increase the amount of space	16	16	12
To increase your home's value	19	23	4
To make it easier to sell/rent	11	13	3
To make your home warmer and more comfortable	32	31	37
To help reduce the amount you spend on your energy bills*	35	33	43
To make your home more energy efficient*	31	29	39
To modernise (e.g. new kitchen/bathroom)	21	22	18

To bring it up to modern standards (e.g. plumbing/wiring)	12	13	8
Other (specify)	1	1	*
Don't know	8	7	10

E 5 You didn't give <insert responses at E3> as reasons for wanting to make improvements. Was there any particular reason for this?

	Total	Owner occupier	Private rented
	1,631	1,371	260
	%	%	%
Already doing a lot to reduce energy use	32	36	16
Don't have any problems affording our energy bills	11	12	10
Home is already comfortable	23	25	16
No interest in the environment	1	1	2
Don't think that actions will make a difference	5	5	3
Have other more pressing concerns/worries at present	7	7	9
Cost/can't afford to do the things that we need	8	7	11
Not aware of what more I could do	12	12	11
Other (specify)	4	5	3
Don't know	9	8	11

E 6 Which of these things would encourage you to make your home more energy efficient?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Receiving information from a trusted source on how to reduce energy use	19	20	16
Convincing information that installing measures will lead to a warmer home and lower energy bills	24	26	16
If someone put me in contact with a reliable installer	10	11	7
Reductions in cost	46	47	44
Availability of subsidies/grants	32	35	21
Availability of low cost finance	9	9	11
If my landlord/freeholder allowed it	9	*	41

Have already done	2	3	*
Other (specify)	1	1	1
None of these	14	15	9
Don't know	4	4	4

E 7 And which of these things prevent you from doing more to make your home more energy efficient?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Lack of money	35	36	30
Not sure it will save me money	13	15	7
Too much hassle/disruption	15	17	6
Don't know what to do	6	6	7
Don't know where to get information	3	3	4
Don't trust installers/suppliers to give me unbiased information	9	10	4
Confused/received conflicting information	4	4	3
Structural considerations (e.g. shared walls, lease restrictions, planning permission needed, period features in home, live in conservation area)	7	7	5
Lack of time	15	16	13
Other priorities at the moment (e.g. work, new baby)	13	13	12
Already doing enough	24	28	8
Landlord/freeholder won't allow	8	*	36
Won't stay here long enough	13	8	33
Other (specify)	1	1	-
None of these	5	5	4
Don't know	*	*	1

E 8 Removed

F Current measures and activities

F 1 I am now going to read out some things that people might do to make their home more energy efficient. For each one tell me what answer applies to your household at the moment.

- ◆ Loft insulation to a thickness which sits higher than the beams in your loft

	Total	Owner occupier	Private rented
	1,488	1,301	187
	%	%	%
Installed.			
Installed longer than 12 months ago	61	63	54
Installed in past 12 months	11	12	4
Not installed			
Considered installing in the past 12 months	2	2	1
Would consider installing in the next 12 months	6	6	6
Firm plans to install in the next 12 months	2	3	1
No plans to install	13	12	20
Not aware of this	3	2	10
Don't know	1	1	4

- ◆ Draught proofing to windows and doors

	Total	Owner occupier	Private rented
	2,023	1684	339
	%	%	%
Installed.			
Installed longer than 12 months ago	55	60	38
Installed in past 12 months	7	7	7
Not installed			
Considered installing in the past 12 months	1	1	1
Would consider installing in the next 12 months	6	5	6
Firm plans to install in the next 12 months	1	1	*
No plans to install	26	23	37
Not aware of this	4	2	9
Don't know	1	1	1

◆ Cavity wall insulation

	Total	Owner occupier	Private rented
	1,282	1,121	161
	%	%	%
Installed.			
Installed longer than 12 months ago	63	65	53
Installed in past 12 months	6	7	5
Not installed			
Considered installing in the past 12 months	2	2	*
Would consider installing in the next 12 months	4	4	4
Firm plans to install in the next 12 months	1	1	*
No plans to install	17	16	21
Not aware of this	5	3	15
Don't know	1	1	3

◆ Solid wall insulation

	Total	Owner occupier	Private rented
	694	520	174
	%	%	%
Installed.			
Installed longer than 12 months ago	21	21	20
Installed in past 12 months	1	2	*
Not installed			
Considered installing in the past 12 months	1	1	*
Would consider installing in the next 12 months	3	3	2
Firm plans to install in the next 12 months	*	1	*
No plans to install	52	55	43
Not aware of this	19	15	29
Don't know	4	3	6

- ◆ Under floor insulation <to the non-concrete floors on the lower floor of your home>

	Total	Owner occupier	Private rented
	1,019	837	182
	%	%	%
Installed.			
Installed longer than 12 months ago	12	12	14
Installed in past 12 months	2	2	1
Not installed			
Considered installing in the past 12 months	*	1	*
Would consider installing in the next 12 months	4	5	3
Firm plans to install in the next 12 months	*	*	*
No plans to install	66	69	55
Not aware of this	12	10	20
Don't know	3	2	7

- ◆ A condensing boiler

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Installed.			
Installed longer than 12 months ago	51	51	52
Installed in past 12 months	8	8	9
Not installed			
Considered installing in the past 12 months	1	2	*
Would consider installing in the next 12 months	4	4	1
Firm plans to install in the next 12 months	1	1	*
No plans to install	31	32	31
Not aware of this	2	2	3
Don't know	2	1	4

♦ Double glazing

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Installed.			
Installed longer than 12 months ago	78	81	66
Installed in past 12 months	6	6	8
Not installed			
Considered installing in the past 12 months	1	1	*
Would consider installing in the next 12 months	3	3	4
Firm plans to install in the next 12 months	1	1	*
No plans to install	10	8	19
Not aware of this	*	*	1
Don't know	*	*	1

G Proposition

H Motivations, etc.

I'd now like you to tell me what you think about this home improvement plan. I'd like you to think about the plan in general, and not just the packages you looked at.

H 1 What do you think would be the main benefits of a home improvement plan like this for your household?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Lower energy bills/long term reduction in bills	20	19	25
Save money/money saving/ reduce costs (not elsewhere codeable)	18	16	25
Not wasting energy/ energy efficient/energy saving	14	13	17
Warmer home/more comfortable home	14	12	18
Lower carbon emissions/ better for the environment	7	7	10
Good idea/a good idea if you need it	5	5	4
Affordable/affordable for most people	4	4	3
No/low up-front payments	3	4	2
Able to spread out payments over time	3	4	2
Good repayment terms/ can include cost in your energy bills	3	3	4
Positive mentions of individual measures (cavity/solid wall insulation, underfloor insulation, condensing boiler, loft insulation)	3	3	1
Increase the value of my property	2	2	3
Can benefit from improvements immediately	1	1	2
Debt stays on the property	1	1	1
Make my property easier to sell	1	1	*
Improve the home/ property/ modernise	1	1	1
Any negative comment (too expensive/ can't afford it	1	1	*
Others	3	3	2
None	12	13	9

H 2 And what do think would be the main disadvantages of the plan for your household?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Hassle/physical disruption of making improvements	16	16	13
Cost of the improvements	15	15	12
Financial/financial considerations (not elsewhere codeable)	7	7	6
Long term repayment/ length of time to pay it off/long term commitment/tied in too long	5	5	4
Not necessary/not relevant to me/not appropriate	5	5	4
Debt left with the house/someone else would end up with your debt/ being left with someone else's debt	4	5	1
Any positive comment (including cheaper bills/ energy saving/ environmental/ warmer home/ resale)	4	4	4
Don't like taking out credit / prefer to pay up-front/don't like having debt	4	4	1
Initial cost/upfront cost/initial expense/ initial outlay	4	4	4
Might make my property harder to sell	4	5	1
Interest charges/ interest rates/ fluctuating interest rate/if the interest rate increased	3	3	3
Have already done enough/home is already energy efficient	2	3	1
Unsure about the costs being on the energy bill on the property	2	2	3
No guarantee on size of savings	2	2	1
Negative mentions of individual measures	2	3	*
Not cost effective	2	2	*
Targeted at home owners/ don't own my home/not my property	2	-	9
Inconvenience/ using up my time	2	2	2
Age/our age/too old now to	1	2	*

consider this			
Takes too long to recover the costs/pay back over too long a period	1	1	2
Moving home/ don't plan to stay here long	1	1	2
May change character/appearance of my home	1	1	*
None	7	7	7
Others	4	5	3
Don't know	7	6	9

H 3 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?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Warmer home/more comfortable home	46	45	52
Lower energy bills	67	65	72
Lower carbon emissions/better for the environment	24	23	25
Not wasting energy	37	36	38
No/low up-front payments	10	10	10
Able to spread out payments over time	18	17	20
Able to have improvements made now, so don't need to save	7	7	5
Make my property easier to sell	11	13	4
Increase the value of my property	17	19	8
The installations are less expensive than I thought	4	4	5
Other (SPECIFY)	1	1	1
None of these	5	6	3
Don't know	2	2	3

H 4 And here are some of the potential disadvantages of the plan. Which 3 of them, if any, would be the main disadvantages for you?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Hassle/physical disruption of making improvements	31	33	26
Cost of the improvements	35	34	40
May change character/appearance of my home	7	7	5
May lose space (e.g. room space, storage space in loft)	9	8	11
Takes too long to recover the costs/pay back over too long a period	33	34	28
Not sure how long the improvements would work for	11	11	13
Unsure about the costs being on the energy bill on the property	20	21	18
Don't know how to find a good installer	8	8	9
Might make my property harder to sell	10	12	3
Might reduce the value of my property	3	4	2
Don't like taking out credit / prefer to pay up-front	33	35	25
Other (SPECIFY)	1	1	2
None of these	5	5	7
Don't know	2	2	3

H 5 I am going to read out some features of the home improvement plan, and for each I would like you to tell me whether it makes you more or less likely to take up the plan. Please answer using the numbers on this card. (new)

◆ Only skilled, and regulated assessors would do the survey

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	6	5	8
-4	1	1	*
-3	1	1	*
-2	1	2	1
-1	1	1	1
0	19	20	16
1	7	8	7
2	16	15	19
3	20	20	22
4	13	13	12
Much more likely to take up the plan	13	13	13
Don't know	1	*	1

◆ Only skilled and regulated installers would install the improvements

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	6	5	8
-4	1	1	-
-3	1	1	1
-2	1	1	-
-1	1	1	1
0	18	18	16
1	6	6	5
2	15	14	19
3	18	19	16
4	16	16	17
Much more likely to take up the plan	17	17	16
Don't know	1	1	1

- ◆ Skilled installers would be easy to identify and will carry an official quality mark

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	6	5	8
-4	1	1	*
-3	1	1	*
-2	1	1	1
-1	1	1	1
0	19	20	18
1	6	6	7
2	14	13	15
3	19	20	17
4	15	15	15
Much more likely to take up the plan	17	17	18
Don't know	1	1	1

- ◆ After the assessment you could choose from a range of suppliers to carry out any work

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	6	6	8
-4	1	1	*
-3	1	1	1
-2	1	1	*
-1	1	1	2
0	21	21	22
1	6	6	6
2	16	15	16
3	18	19	15
4	15	15	14
Much more likely to take up the plan	13	13	14
Don't know	*	*	1

- ◆ The cost of the improvements should be covered by savings on your energy bill

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	7	6	8
-4	1	2	*
-3	1	1	1
-2	1	2	*
-1	1	2	*
0	18	18	19
1	7	8	6
2	14	13	16
3	18	18	18
4	14	14	15
Much more likely to take up the plan	16	16	16
Don't know	1	1	1

- ◆ The cost of the improvements is attached to the property's energy bill rather than to the individual

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	10	11	9
-4	3	4	*
-3	4	4	3
-2	3	4	2
-1	2	2	1
0	23	24	21
1	6	6	6
2	10	9	14
3	15	15	17
4	10	10	9
Much more likely to take up the plan	12	10	17
Don't know	1	1	1

- ◆ You would have to get 2 independent quotes for the improvement work before you could take up the finance plan

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	9	9	12
-4	2	2	1
-3	4	4	2
-2	5	5	6
-1	4	5	3
0	29	30	25
1	6	6	7
2	13	12	13
3	13	14	13
4	7	7	8
Much more likely to take up the plan	7	7	8
Don't know	1	*	1

- ◆ No guarantee could be provided on the size of the savings

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	22	22	24
-4	9	9	8
-3	11	12	8
-2	13	13	12
-1	7	7	7
0	24	24	24
1	5	5	6
2	4	4	4
3	2	2	2
4	1	1	2
Much more likely to take up the plan	1	1	2
Don't know	1	1	1

- ◆ You would have access to independent expert advice from the government on the telephone

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	12	11	14
-4	2	3	1
-3	4	4	3
-2	4	4	4
-1	3	3	2
0	29	29	27
1	8	8	7
2	13	14	13
3	12	12	13
4	6	6	6
Much more likely to take up the plan	6	6	8
Don't know	*	*	1

- ◆ You would have access to independent expert advice from the government through a website

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Much less likely to take up the plan	12	12	11
-4	2	2	1
-3	3	3	3
-2	3	4	3
-1	3	3	2
0	28	28	26
1	9	8	12
2	13	14	12
3	12	12	14
4	7	7	6
Much more likely to take up the plan	6	5	10
Don't know	1	*	1

I Other demographics (background)

I 1 Removed

I 2 Removed (inserted in Section A)

I 3 Are you ..?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Married	58	64	37
Cohabiting	14	11	24
Single	15	10	30
Widowed	7	9	3
Divorced	5	5	3
Separated	2	1	3
Civil partner	*	*	1
Former/separated civil partner	-	-	-

I 4 Which is your highest level of qualification? Please look at this list from the top and tell me the first which applies.

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Degree or higher	42	42	41
A-Level	20	20	21
GCSE	15	14	18
Lower	8	8	8
City and Guilds (not further stated)	*	*	*
Nursing/ SRN/ RGN	*	*	-
	13	14	9
Any other qualification	1	1	2
Don't know	2	2	1

I 5 Have you personally used the INTERNET in the last ...

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Day	68	65	76
Week	14	15	11
Month	2	2	3
1-3 months	1	1	2
4-12 months	*	1	-
Have used, but not in the last 12 months	1	2	1
Never used the Internet	13	15	8
Can't remember	*	*	*

I 6 How many ADULTS (that is people aged 18 and over) are there in your household, excluding yourself?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
No others	7	8	7
One	40	40	41
Two	42	42	41
Three	7	8	7
Four	2	2	2
Five or more	1	1	2

I 7 And how many of these adults are aged 70 or older?

	Total	Owner occupier	Private rented
	1,875	1,562	313
	%	%	%
No others	84	81	94
One	11	12	5
Two	5	7	1
Three	-	-	-
Four	-	-	-
Five or more	-	-	-

I 8 Are there any CHILDREN in these age groups in your household?

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
0-4	19	15	30
5-11	18	18	18
12-15	9	10	6
16-18	6	7	3
None	63	64	58

I 9 Can I just check, do you have any children who have now left home?

	Total	Owner occupier	Private rented
	1,191	1,113	78
	%	%	%
Yes	62	62	56
No	38	38	44
Don't know/refused	*	*	-

I 10 Have any of these things happened in your household in the past 12 months? You can just tell me the letter that applies.

	Total	Owner occupier	Private rented
	2,023	1,684	339
	%	%	%
Got engaged/ got married/ moved in with partner	8	6	14
Had a child	5	4	9
Bought a new property	4	5	1
Started working from home	2	1	2
Got divorced/ separated	2	1	3
You or your partner retired	3	3	1
You or your partner made redundant	4	3	6
Last child left home	2	2	1
Death of a close friend or family member	12	13	8
Death of a household member	1	1	*
None of these	54	56	49
Don't know/refused	11	11	14

I 11 Can I just check, is anyone in your household, including yourself, currently receiving any of these benefits?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
None of these	49	51	43
Job seekers allowance	2	1	5
Income support	2	1	7
Working tax credit	8	6	14
Child tax credit	16	14	26
Pension credit	3	3	2
Housing benefit	4	*	20
Council Tax benefit	7	4	16
Disability Living Allowance/ others	7	6	8
Other state benefits	7	7	5
Don't know	13	15	9
Prefer not to answer	2	2	2

I 12 I would now like to ask you about the member of your household who is the Chief Income Earner, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
A	4	5	1
B	26	29	13
C1	32	30	36
C2	21	22	19
D	10	8	18
E	7	6	13

I 13 Thinking generally, which of these phrases best describes how your household are getting along financially nowadays?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
I/we manage very well	26	28	17
I/we manage quite well	33	34	28
I/we get by alright	32	31	35
I/we have some financial difficulties	8	6	15
I/we have severe financial difficulties	1	*	5
Don't know	*	*	-
Prefer not to answer	1	1	1

I 14 Please give me the letter from this card for the group in which you would place your TOTAL FAMILY INCOME from all sources BEFORE TAX and other deductions?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Under £2,500	7	6	7
£2,500 - £4,499	1	1	1
£4,500 - £6,499	4	4	4
£6,500 - £7,499	4	3	7
£7,500 - £9,499	2	2	1
£9,500 - £11,499	3	2	3
£11,500 - £13,499	2	1	3
£13,500 - £15,499	9	10	3
£15,500 - £17,499	4	3	6
£17,500 - £19,999	12	12	11
£20,000 - £24,999	4	4	2
£25,000 - £34,999	1	1	2
£35,000 - £49,999	13	13	13
£50,000 - £74,999	3	3	5
£75,000 - £99,999	1	1	2
£100,000 and over	1	1	4
Refused	30	31	26

I 15 To which of these groups do you consider you belong?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
White English/Welsh/Scottish/Northern Irish/British	85	90	65
Irish	1	1	1
Gypsy and Traveller communities	-	-	-
Any other White background	4	2	13
White and Black Caribbean	*	*	1
White and Black African	*	*	1
White and Asian	*	-	*
Any other mixed/multiple ethnic group	*	*	*
Indian	3	2	4
Pakistani	2	1	4
Bangladeshi	1	*	1
Chinese	*	*	*
Any other Asian background	1	1	1
African	1	*	1
Caribbean	1	1	*
Any other Black/ African/ Caribbean background	*	*	*
Arab	*	*	*
Any other ethnic group	1	*	5
Refused	*	*	*

I 16 Do you have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Yes	16	16	15
No	84	84	85

I 17 Does this illness or disability limit your activities in any way?

	Total	Owner occupier	Private rented
	363	306	57
	%	%	%
Yes	69	66	82
No	31	34	18

I 18 We may want to contact some people again to ask them some more questions about their experiences. Would you be willing to be contacted again to answer some more questions on this subject?

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Yes – willing	47	48	45
No – not willing	50	50	51
Don't know	3	2	4

I 19 Our client at the Department for Energy and Climate Change is also interested in looking at people's responses based on the area in which they live. Would you be willing for us to pass on your postcode to the Department? Once again, we assure you that this would not be used for sales purposes, but for data analysis.

	Total	Owner occupier	Private rented
	2023	1684	339
	%	%	%
Yes – willing	59	60	55
No – not willing	39	39	42
Don't know	2	1	3