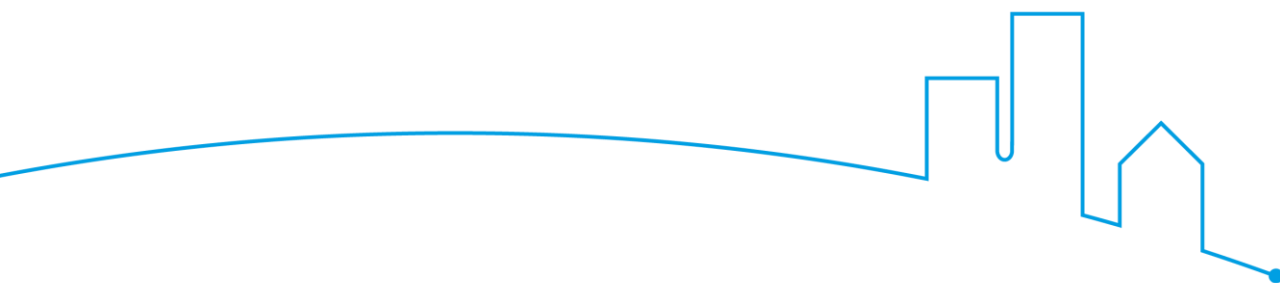




Department for
Business, Energy
& Industrial Strategy

BUSINESS AWARENESS AND UPTAKE OF ENERGY AUDITS

Technical Report



October 2017

Contents

Annex A.1: Sector definitions _____	2
Annex A.2: Sampling and fieldwork dates_____	4
Annex A.3: Limitations of the methodology_____	6
Annex A.4: Weighting and Confidence intervals_____	7
Annex A.5: Non-SME Questionnaire _____	9
Annex A.6: SME Questionnaire _____	24

Annex A.1: Sector definitions

The definitions for broad sectors, specified by Standard Industrial Classification (SIC 2007), as used in the sampling and analysis stages, are outlined in Table A1.1 below.

Table A1.1: Sector definitions

Broad Sector	SIC 2007	Sector
Primary / Manufacturing / Construction	1 to 3	A Agriculture, Forestry and Fishing
	5 to 9, 25 to 39	B, D and E Mining and Quarrying; Electricity, Gas, Steam and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation Activities
	10 to 24	C Manufacturing
	41 to 43	F Construction
Transport / Retail / Distribution	45 to 47	G Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles
	49 to 53	H Transportation and Storage
	58 to 63	J Information and Communication
Business services	55 to 56	I Accommodation and Food Service Activities

	64 to 66	K Financial and Insurance Activities
	68	L Real Estate Activities
	69 to 75	M Professional, Scientific and Technical Activities
	77 to 82	N Administrative and Support Service Activities
Other Services	85.5 to 85.6	P Education
	86 to 88 (excluding 86.1 and 86.2)	Q Human Health and Social Work Activities
	90 to 93	R Arts, Entertainment and Recreation
	94 to 96	S Other Service Activities

Annex A.2: Sampling and fieldwork dates

Table A2.1 shows the dates for each wave, alongside the number of completed interviews.

Table A2.1: Fieldwork dates and targets for the non-SME strand of research

Fieldwork dates	No. of interviews
22 September – 1 October 2014	100
8 – 12 December 2014	100
9 – 24 March 2015	100
9 – 26 June 2015	100
8 – 14 September 2015	100
8 – 18 December 2015	101

Table A2.2 shows the dates for each wave of the SME strands, alongside the number of completed interviews.

Table A2.2: Fieldwork dates and targets for the SME strand of research

Fieldwork dates	No. of interviews
23 September – 7 October 2014	511
23 – 27 March 2015	335
9 December 2015 – 5 January 2016	500

Both the SME and non-SME samples were obtained from Dun and Bradstreet¹, and selected according to the appropriate ratios by size and broad sector in order to be representative of the populations within England, Scotland, Wales and Northern Ireland. It should be noted no organisations were contacted more than once to participate in this research, with any duplicate contact details being removed before interviewing started. Tables A2.3 and A2.4 show the total achieved samples sizes for both the non-SME and SME surveys.

Table A2.3: Achieved non-SME sample (all waves)

	250-499 employees	500-999 employees	1000+ employees	TOTAL
Primary / Manufacturing / Construction (A-F)	48	48	72	168
Transport / Retail / Distribution (G-I)	31	21	66	118
Business services (H-K)	54	40	83	177
Other services (M-O)	59	33	46	138
TOTAL	192	142	267	601

Table A2.4: Achieved SME sample (all waves)

	Sole traders	1-9 employees	10-49 employees	50-249 employees	TOTAL
Primary / Manufacturing / Construction (A-F)	52	94	100	84	330
Transport / Retail / Distribution (G-I)	56	136	115	56	363
Business services (H-K)	55	123	103	70	351
Other services (M-O)	39	88	90	85	302
TOTAL	202	441	408	295	1,346

¹ Dun & Bradstreet is the leading provider of business information for risk management, sales & marketing, supply management decisions worldwide. The sample includes information on organisations within scope including name, size, sector, as well as address and contact details.

Annex A.3: Limitations of the methodology

The analysis of data from the interviewed businesses was limited by the relatively small sample size of the sub-groups. Therefore, the analysis of sub-groups carried out provides broad observations of the data and should be taken as indicative. Some questions were added in later waves of the survey, and in these cases the sample sizes were smaller. Moreover, not all the same questions were asked to SMEs and non SMEs, limiting the potential to compare the findings between these groups in all cases. Cautionary statements have been added where base sizes impact on the robustness of findings.

Social desirability bias (i.e. the tendency of survey respondents to answer questions in a manner that will be viewed favourably by others) is always a risk in surveys wherein the levels of 'right behaviour' are being measured. Within the non-SME strand, social desirability bias may cause respondents to over-report on favourable audit behaviour and compliance with ESOS. For SMEs, this bias may cause respondents to over-report on audit and energy efficiency behaviours. In a similar vein, all surveys pose the risk of framing effects (i.e. people reacting to a particular choice in different ways depending on how it is presented). Interviewers are instructed to follow the questionnaire wording and quality control monitoring is conducted to ensure that this is the case. This minimises disparities in how questions and response codes are presented, encouraging consistency across all interviewers and waves. Although questions were piloted, there was no cognitive testing of the questionnaire, meaning that interpretation of questions and whether their presentation had any impact on understanding and responses was not fully determined.

Due to budget and timing constraints, the pragmatic approach of sampling by quota was taken across both strands – this approach can result in selection and sampling bias. Data was subsequently weighted by size and sector to address the issue of under-representation for certain groups (compared to the target population).

Annex A.4: Weighting and Confidence intervals

To ensure non-SME data are representative of the target population both the SME and non-SME data have been weighted. For the non-SME results, the combined data across the four completed waves have been weighted by size and broad sector, as outlined in Table A4.1

Table A4.1: Profile for weighting non-SMEs

	250-499 employees	500+ employees	TOTAL
Primary / Manufacturing / Construction (A-F)	13.9%	10.8%	24.8%
Transport / Retail / Distribution (G-I)	11.8%	13.7%	25.5%
Business services (H-K)	18.2%	19.1%	37.4%
Other services (M-O)	7.2%	5.2%	12.4%
TOTAL	51.10%	48.9%	100.0%

SME data have also been weighted for each wave of the IFF business omnibus to be representative of all SMEs in the UK (including sole traders) by size and broad sector. The profile that SME data are weighted by is included in Table A4.2².

² These are based on population estimates from <https://www.gov.uk/government/statistics/business-population-estimates-2014>

Table A4.2: Profile for weighting SMEs

	Sole traders	1-9 employees	10-49 employees	50-249 employees	TOTAL
Primary / Manufacturing / Construction (A-F)	21.2%	5.2%	0.9%	0.2%	27.5%
Transport / Retail / Distribution (G-I)	15.4%	5.9%	1.0%	0.1%	22.4%
Business services (H-K)	19.7%	7.6%	1.2%	0.2%	28.8%
Other services (M-O)	18.0%	2.7%	0.6%	0.1%	21.4%
TOTAL	74.3%	21.4%	3.7%	0.6%	100.0%

Unless otherwise stated, all differences between sub-groups and non-SMEs/SMEs outlined in this report are statistically significant at the 95% confidence level. In effect, this means there is only a 5% probability that the difference occurred by chance.

Table A4.3 outlines the confidence intervals at the 50% level on the interim sample sizes used in this report.

Table A4.3: Confidence intervals

Base definition	Base size	Confidence interval at 50%
All non-SMEs	601	+ / - 3.9%
All SMEs	1,346	+ / - 2.7%
Individual waves of non-SME	c.100	+ / - 9.8%
December 2015 wave of SME interviewing	500	+ / - 4.4%
March 2015 wave of SME interviewing	346	+ / - 5.3%
December 2014 wave of SME interviewing	511	+ / - 4.3%

Annex A.5: Non-SME Questionnaire

S Screener

ASK TELEPHONIST

S1 Good morning / afternoon. My name is NAME and I'm calling from IFF Research on behalf of the Department for Energy and Climate Change (DECC).

Please can I speak to the person within responsible for your organisation’s energy policy? This is likely to be your energy manager (or head of sustainability; head of estates; finance director)

ADD IF NECESSARY: We’re conducting research on behalf of the Department for Energy and Climate Change (DECC) regarding businesses’ energy policy. The survey will take no longer than 12 minutes in total.

Transferred	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Refusal	4	CLOSE
Refusal – company policy	5	
Refusal – Taken part in recent survey	6	
Nobody at site able to answer questions	7	
Not available in deadline	8	
Engaged	9	
Fax Line	10	
No reply / Answer phone	11	
Residential Number	12	
Dead line	13	
Company closed	14	

ASK WHEN TRANSFERRED TO APPROPRIATE RESPONDENT

S2 Good morning / afternoon. My name is NAME and I'm calling from IFF Research on behalf of the Department for Energy and Climate Change (DECC).

The questions will focus on your organisation's approach to energy. The survey will take no longer than 12 minutes in total and the findings will be used to help DECC policy teams understand large business' approach to energy planning.

Is now a convenient time for you to answer some questions or would you prefer we make an appointment for another time?

Continue	1	CONTINUE
Referred to someone else at establishment NAME _____ JOB TITLE _____	2	TRANSFER AND RE-INTRODUCE (S1)
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Not available in deadline	8	
Send reassurance email	9	RECORD EMAIL ADDRESS THEN EITHER CONTINUE OR MAKE APPOINTMENT

READ OUT TO ALL

S3 This call may be recorded for quality and training purposes only.

ASK ALL NON SMES

S3 And can I just check you are the most appropriate person to discuss your organisation's approach to energy management?

Yes	1	CONTINUE
No	2	ASK FOR TRANSFER GO TO S2

ASK ALL NON SMES

S3a Can I also just check, is your organisation under UK public contract regulations?

Yes	1	THANK AND CLOSE
No	2	CONTINUE

ASK ALL NON SMES

S4 And to help us contextualise your answers can I just check, approximately how many people are employed by your organisation?

Under 250	1	THANK AND CLOSE
250-499	2	CONTINUE
500-999	3	
1000+	4	
DON'T KNOW	5	THANK AND CLOSE
REFUSED	6	

ASK ALL NON SMES

X1 What level of priority would you say energy efficiency takes in your organisation as a whole, currently? Please use a scale of 1 to 10 where 1 means a very low level and 10 means a very high level.

PROMPT AS NECESSARY. SINGLE CODE.

1 – Very low priority	10 – Very low priority
Don't know (11)	

ASK ALL NON SMES

X2 What priority is given to energy efficiency at board level? Please use a scale of 1 to 10 where 1 means a very low level and 10 means a very high level.

PROMPT AS NECESSARY. SINGLE CODE.

1 – Very low priority	10 – Very low priority
Don't know (11)	

ASK ALL NON SMES

X3 To the best of your knowledge which, if any, of the following apply to your organisation?

READ OUT. SINGLE CODE FOR EACH STATEMENT.

	YES	NO	DK
1 Reducing energy consumption is one of our stated objectives	1	2	3
2 We have an environmental policy	1	2	3
3 We have certification to ISO14001	1	2	3
4 We have certification / are working towards certification to ISO50001	1	2	3
5 We have training or other processes to encourage and support staff in reducing energy consumption	1	2	3

ASK ALL NON SMES

X4 What are the three main factors that may have affected the amount your organisation invested in Energy Efficiency in the last year?

DO NOT READ OUT. CODE UP TO 3 RESPONSES.

Recent economic climate (for business)	1
Cost of energy / energy prices	2
Customer demand	3
Improving or protecting your reputation	4
The level of priority given to energy efficiency by your board	5
The Climate Change Levy	6
The CRC Energy Efficiency scheme	7
The Energy Saving Opportunity Scheme (ESOS)	8
Other (SPECIFY)	9
Don't know	10

ASK ALL NON SMES

A1 Has your organisation ever undertaken an energy audit, that is an assessment by an energy expert of the amount of energy your organisation uses, and ways in which you can reduce your energy consumption to reduce your costs?

CODE ONE ONLY

Yes	1	
No	2	
Don't know/cannot remember	3	

Annex A.5: Non-SME Questionnaire

ASK IF CONDUCTED AUDIT (A1=1)

A2 Did your organisation conduct the most recent audit...?

READ OUT. CODE ONE ONLY

In 2015	1	
Between December 2011 and end December 2014	2	
Earlier than December 2011	3	
DO NOT READ OUT: Don't know/cannot remember	4	

ASK IF CONDUCTED AUDIT SINCE 2011 (A2=1 or 2)

A2a And, to what extent have any energy audits conducted since December 2011 covered [ITERATION TEXT]?

READ OUT. SINGLE CODE.

	All	To a great extent	To some extent	Not at all	Not applicable
Your buildings	1	2	3	4	5
Your transport fleet	1	2	3	4	5
Your plant/machinery/equipment	1	2	3	4	5

ASK IF CONDUCTED AUDIT (A1=1)

A2b And who carried out your most recent audit?

READ OUT. CODE ONE ONLY

An energy expert within my organisation	1	
In-house but not by an energy expert	2	
Contracted-out to a third party expert	3	
Other (state)	4	
DO NOT READ OUT: Don't know/cannot remember	5	

ASK ALL NON SMES

A3 Have you ever heard of ESOS, the Energy Saving Opportunity Scheme?

CODE ONE ONLY

Yes	1	
No	2	
Don't know/cannot remember	3	

ASK IF AWARE/NOT SURE OF ESOS (A3=1 or 3)

A4 For each of the following statements, can you tell me whether you believe it to be true or false in terms of the Energy Savings Opportunity Scheme

READ OUT. CODE ALL THAT APPLY

	True	False	Do not read out: Don't know
A: The Energy Savings Opportunity Scheme is mandatory for all large companies in the UK.	1	2	3
B: The Energy Savings Opportunity Scheme requires companies to measure their total energy consumption, including buildings transport and industrial processes.	1	2	3
C: ESOS assessments must identify cost-effective energy saving opportunities	1	2	3
D: The Energy Savings Opportunity Scheme requires companies to conduct energy audits and/or have a certified energy management system	1	2	3
E: It is mandatory to act upon the findings from energy audits which are conducted through the Energy Savings Opportunity Scheme	1	2	3

ASK ALL NON SMES

A5 Has your organisation already implemented or intending to implement an ESOS compliant energy audit?

CODE ONE ONLY

Yes	1
-----	---

Annex A.5: Non-SME Questionnaire

No	2
Don't know/not sure	3

ASK ALL NON SMES INTENDING TO CONDUCT / ALREADY IMPLEMENTED AN AUDIT (A5=1)

A6a And, in terms of how your organisation [IF A6=8: undertook][IF A6#8: intends to undertake] this audit, [IF A6=8: was][IF A6#8: do you think]...

READ OUT. CODE ONE ONLY

The audit [IF A6=8: was][IF A6#8: will be] carried-out by an in-house expert and reviewed by an in-house lead assessor	1
The audit [IF A6=8: was][IF A6#8: will be] carried-out by an in-house expert and ratified by an external lead assessor	2
The audit [IF A6=8: was][IF A6#8: will be] contracted out to a third party lead assessor	3
Other (specify)	4
DO NOT READ OUT: Don't know/not sure	5

ASK ALL NON SMES NOT INTENDING TO CONDUCT AN AUDIT (A5=2 or 3)

A7 Why is your organisation not planning to conduct an ESOS compliant audit?

DO NOT READ OUT. CODE ALL THAT APPLY

Not aware of ESOS compliant audits	1
No need - Already undertaken a compliant audit (or have a certified ISO50001 energy management system)	2
Cannot find an assessor / auditor	3
Cost of audit	4
Don't see any benefits of the audit	5
Will risk non-compliance penalty rather than take the audit	6
The landlord for the property/properties will undertake the audit	7
Other (WRITE IN)	8
DO NOT READ OUT: Don't know/not sure	9

ASK ALL NON SMES

A8 I'd like to give you a bit more context. A new EU Energy Directive will require all larger businesses from EU member states to conduct regular energy audits. The ESOS is the Government's approach to implementing this requirement. Were you aware this is the case?

CODE ONE ONLY

Yes	1	
No	2	
Don't know/not sure	3	

ADD IF NECESSARY: IF YOU REQUIRE ANY FURTHER INFORMATION ABOUT ESOS AND YOUR DUTIES TO COMPLY WITH THE DIRECTIVE YOU CAN VISIT www.gov.uk

ASK ALL aware (A8=1)

A9 And were you aware that the deadline for complying with ESOS was 5 December 2015?

CODE ONE ONLY

Yes	1	
No	2	
Don't know/not sure	3	

ASK ALL NON SMES INTENDING TO CONDUCT AN AUDIT THAT HAVE NOT ALREADY COMPLETED (A5=1 AND A6≠8)

A9a You may have seen that the Environment Agency, in their role as scheme administrator, has announced that enforcement action will not normally be taken provided notification of compliance is received by 29 January 2016. How confident are you that your organisation will be compliant with ESOS by the 29th January?

READ OUT. SINGLE CODE.

Very confident	1	
Fairly confident	2	
Not very confident	3	

Annex A.5: Non-SME Questionnaire

Not at all confident	4	
Don't know/not sure	5	

ASK ALL THAT ARE NOT CONFIDENT or NOT SURE ABOUT COMPLYING WITH ESOS BY THE 5th DECEMBER DEADLINE (A9a=3,4, or 5)

A9b And why do you say that?

OPEN-END Question

ALLOW DK / REF

ASK ALL NON SMES

A10 Which of the following statements do you believe most closely aligns with your organisation's attitude towards the ESOS?

READ OUT. CODE ONE ONLY

ESOS will help my organisation identify cost-effective energy savings	1	
My organisation is already doing everything it can to save energy	2	
My organisation will not act upon any of the findings from the ESOS audit	3	
ESOS will encourage senior management to invest in energy efficiency	4	

ASK ALL NON SMES

A10a And why do you say that?

OPEN-END Question

ALLOW DK / REF

ASK ALL NON SMES

A11 Finally I'd like to ask a few questions in order to classify your answers. I have [READ OUT SECTOR DESCRIPTION FROM SAMPLE] as a general classification of your organisation's principal activity. Bearing in mind this is a general classification only, does this sound about right?

Yes	1
No	2

ASK IF NO AT A11

A12 What is the principal activity of your organisation?

PROBE AS NECESSARY:

- What is the main product or service of this organisation?
- What exactly is made or done at this organisation?
- What material or machinery does that involve using?

PROBE FULLY. RECORD DETAILS AND CODE BELOW

ALL NON SMES

A13 How many years has your business been trading?

READ OUT IF NECESSARY. CODE ONE ONLY.

Up to 1 year	1
Over 1 year up to 2 years	2
Over 2 years up to 3 years	3
Over 3 years up to 5 years	4
Over 5 years up to 10 years	5
Over 10 years up to 15 years	6
Over 15 years	7
Don't know	8

ALL NON SMES

A13A Does your organisation operate...

READ OUT. CODE ONE ONLY.

From a single building, using the whole building	1
From a single building, co-habiting with other	2

organisations	
From multiple buildings, but on one site	3
From multiple buildings over multiple sites	4
Other (SPECIFY)	5
Don't know	6

ALL NON SMES

A13B Which best describes how your organisation typically pays for its premises?

READ OUT. SINGLE CODE.

Rented	1	
Leased	2	
Lease Purchase	3	
Owned - Outright	4	
Owned - Mortgage	5	
Other (SPECIFY)	6	
Mixture <i>IF SO RECORD WHICH</i>	7	
Not sure <i>DON'T READ OUT</i>	8	
Don't want to say <i>DON'T READ OUT</i>	9	

ALL NON SMES

A13C Thinking about your company’s last full financial year, in capital terms how much did your company invest in energy efficient measures? Please think about the amount your company invested overall across the whole organisation. If you do not know the exact amount invested then please provide your best estimate. If this is not possible, please let us know which site you are able to give a figure for.

ADD IF NECESSARY: By energy saving measures we mean any improvements or enhancements to areas of the business (e.g. infrastructure, process operations etc.) which were made with the principal aim of reducing energy consumption and/or saving money through reduced energy bills.

WRITE IN		
Don't know	1	

ALL NON SMES UNLESS OPERATE FROM SINGLE SITE (A13A=1) OR COULD NOT PROVIDE ESTIMATE (A13C=1 OR 2)

A13D Please could you confirm whether this figure refers to the overall company or to a specific site? If a specific site, please provide the name of this site.

SINGLE CODE.

Overall company level	1	
Specific site level (RECORD NAME OF SITE)	2	

ASK ALL NON SMES

A13e Is energy efficiency a consideration when you are purchasing new equipment that uses energy?

SINGLE CODE.

Yes	1	
No	2	
Don't know	3	

ASK ALL NON SMES

A13f Are you aware of the availability of Enhanced Capital Allowances (ECAs) tax incentives for the purchase of energy efficient equipment?

SINGLE CODE.

Yes	1	
No	2	

ASK ALL NON SMES

A13g Are you aware of the UK government’s Energy Technology List (ETL), which lists products that offer a significant improvement in energy performance over the average of products on the market?

SINGLE CODE.

Yes	1	
No	2	

ASK IF AWARE OF ETL (A13g=1)

A13h Would you refer to this list before selecting products?

SINGLE CODE.

Yes	1	
No	2	
Don't know	3	

ASK IF AWARE OF ETL (A13G=1)

A13i For each of the following statements, can you tell me whether you believe it to be true or false in terms of the Energy Technology List:

SINGLE CODE FOR EACH ITERATION.

	True	False
Products on the list are eligible for a tax incentive	1	2
Using the ETL is mandatory for all companies in the UK	1	2
Products on the list are tested to ensure they are energy efficient	1	2

ALL NON SMES

A14 It is possible that DECC may wish to conduct some further research to explore these topics in more depth in the future. Would you be happy to be contacted in the future by research agencies working on behalf of DECC?

IF NECESSARY: I'd like to reassure you that by agreeing to this your details will not be passed on to any other third parties or used for marketing/marketing purposes. No information which identifies you will be passed on to DECC.

Yes	1	
No	2	

ALL NON SMES

A15 Researchers at Ipsos Mori are also working with DECC for a specific project on energy efficiency next year and may wish to contact you. If you agree to this, your contact details and survey responses would be shared securely with Ipsos MORI to conduct this research. You would be under no obligation to take part and your responses would remain confidential (unless you agree otherwise). Are you willing for your contact details and survey responses to be shared securely with Ipsos MORI for this energy efficiency research project?

Yes	3	
No	4	

ALL NON SMES

A16 It is sometimes possible to link the responses we have collected with other government data for statistical analysis and policy formulation. Would you be happy for your linked responses to be passed to DECC in this format?

IF NECESSARY: Your confidentiality will be maintained, and linked data will only be used for statistical purposes by researchers authorised by DECC

SINGLE CODE.

Yes	5	
No	6	

Annex A.6: SME Questionnaire

S Screener

S1 Good morning / afternoon. My name is NAME and I'm calling from IFF Research, an independent market research agency, on behalf of the Department for Energy and Climate Change (DECC).

Please can I speak to the owner / director of your business, or someone who is responsible for your organisation's energy policy?

ADD IF NECESSARY: We're conducting research on behalf of the Department for Energy and Climate Change (DECC) regarding businesses' energy policy. The survey will take no longer than 8 minutes in total.

Transferred	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Refusal	4	CLOSE
Refusal – company policy	5	
Refusal – Taken part in recent survey	6	
Nobody at site able to answer questions	7	
Not available in deadline	8	
Engaged	9	
Fax Line	10	
No reply / Answer phone	11	
Residential Number	12	
Dead line	13	
Company closed	14	

ASK WHEN TRANSFERRED TO APPROPRIATE RESPONDENT

S2 Good morning / afternoon. My name is NAME and I'm calling from IFF Research on behalf of the Department for Energy and Climate Change (DECC).

We are conducting a short study among a representative cross-section of small and medium sized employers about businesses' energy policies. The survey, which will focus on your organisation's approach to energy, will take no longer than 8 minutes in total and the findings will be used to help DECC policy teams understand small and medium business' approach to energy planning.

Would you be able to spare some time to help?

Continue	1	CONTINUE
Referred to someone else at establishment NAME _____ JOB TITLE _____	2	TRANSFER AND RE-INTRODUCE (S1)
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Not available in deadline	8	
Send reassurance email	9	RECORD EMAIL ADDRESS THEN EITHER CONTINUE OR MAKE APPOINTMENT

S3 This call may be recorded for quality and training purposes only.

REASSURANCES TO USE IF NECESSARY

- Please be assured that the survey is completely confidential and that you and your business will not be identified in relation to the results of the survey
- IFF Research Ltd is an independent market research company. All our work is carried out according to the Code of Conduct of the Market Research Society. If you wish to check IFF’s credentials, you can call the MRS, free of charge, on 0500 39 69 99
- Your details were selected at random from lists of businesses supplied by Dun & Bradstreet
- If you would like to speak to someone at IFF you can call Becky Duncan on 020 7250 3035

ASK ALL

S4 **Firstly can I ask, how many employees does your business currently employ across all sites, excluding owners and partners?**

- PLEASE DO NOT INCLUDE TEMPORARIES/CASUALS OR AGENCY STAFF
- INCLUDE FULL AND PART TIME
- EXCLUDE SELF-EMPLOYED
- EXCLUDE OWNERS/PARTNERS, BUT OTHER DIRECTORS COUNT AS EMPLOYEES

READ OUT IF NECESSARY. CODE ONE ONLY.

None	1	THANK AND CLOSE
1 to 5	2	CHECK QUOTAS
6 to 9	3	
10 to 19	4	
20 to 49	5	
50 to 99	6	
100 to 250	7	
Over 250	8	THANK AND CLOSE
Don't Know	9	
Refused	10	

A SME Questions

ENERGY EFFICIENCY

ASK ALL SMES

A1a **Energy efficiency measures can eventually pay for themselves. After a certain amount of time, the money saved by using less energy will reimburse the original cost of the energy efficiency measure. Is there a maximum amount of time you are prepared to wait for you to recoup costs from the energy efficiency investment?**

ADD IF NECESSARY: For example, LED lightbulbs have a greater upfront cost than regular lightbulbs; however the energy savings overtime would counteract this.

INTERVIEWER PROBE FOR YES OR NO. IF YES, PROBE FOR HOW LONG. SINGLE CODE.

No	1	
Yes, 1 year	2	
Yes, 2 year	3	
Yes, 3 year	4	
Yes, 4 year	5	
Yes, more than 4 years	6	

ASK ALL SMES

A1b Has your organisation implemented any specific energy efficiency measure or measures in the past?

SINGLE CODE.

Yes, one measure	1	
Yes, more than one measure	2	
No	3	

ASK IF IMPLEMENTED AN ENERGY EFFICIENCY MEASURE (a1b = 1 or 2)

A1c How did you fund the energy efficiency measure or measures?

READ OUT. CODE ONE ONLY

It was free (e.g. nominated an energy efficiency champion)	1	
Used non- energy efficiency specific lending (e.g. a normal bank loan)	2	
Used specific energy efficiency lending (e.g. money from the Carbon Trust)	3	
Used own funds	4	
Used grant funding	5	
Other	6	

ASK IF IMPLEMENTED AN ENERGY EFFICIENCY MEASURE (a1b = 1 or 2)

A1d What were the main motivations for your organisation to implement the energy efficiency measure?

DO NOT READ OUT. CODE all that apply

Financial savings / Financial investment	1	
Environmental Benefit	2	
Staff Comfort	3	
It was convenient as expanding operations anyway	4	
It was convenient as replacing machinery anyway	5	
Senior management were keen to do it	6	
Competitors were implementing measures	7	
Reputational benefit	8	
To reflect customers demand for 'green' branded products / services	9	
Other	10	

ASK IF IMPLEMENTED AN ENERGY EFFICIENCY MEASURE (a1b = 1 or 2)

A1e Thinking back, how did you or your organisation first become aware of the benefits of energy efficiency?

DO NOT READ OUT. CODE ONE ONLY

Word of mouth	1	
Internet Search	2	
Newsletter / e-mail circular from a business network (e.g. the Federation of Small Businesses)	3	
Government publication	4	
Offering from an energy service company / energy consultancy	5	
Other	6	

ENERGY EFFICIENCY AUDITS

ASK ALL SMES

A17 Has your organisation ever undertaken an energy audit, that is an assessment by an energy expert of the amount of energy your organisation uses, and ways in which you can reduce your energy consumption to reduce your costs?

CODE ONE ONLY

Yes	1	
No	2	
Don't know/cannot remember	3	

ASK IF CONDUCTED AUDIT (A1=1)

A18 Did your organisation conduct the audit...?

READ OUT. CODE ONE ONLY

Within the last 12 months	1	
Longer than 12 months ago but since December 2011	2	
Earlier than December 2011	3	
DO NOT READ OUT: Don't know/cannot remember	4	

ASK IF CONDUCTED AUDIT (A1=1)

A19 Who conducted the energy audit?

WRITE IN

ASK IF CONDUCTED AUDIT (A1=1)

A20 As a result of conducting the energy audit, did your organisation do any of the following...

READ OUT. CODE ALL THAT APPLY

Change energy provider	1	
Change behaviour – e.g. turning off lights	2	
Implemented an energy efficiency measure / technology	3	
Anything else (WRITE IN)	4	
DO NOT READ OUT: We did not take any action as a result of the audit	5	
DO NOT READ OUT: Don't know/cannot remember	6	

ASK IF IMPLEMENTED ENERGY EFFICIENT MEASURE/TECHNOLOGY (A4=3)

A21 In terms of the energy efficient measures / technologies implemented, did your organisation...?

READ OUT. CODE ALL THAT APPLY

Introduce more efficient lighting	1	
Introduce more efficient heating	2	
Improve the energy efficiency of the building fabric (insulation)	3	
Introduce a more efficient vehicle fleet	4	
Introduce energy efficiency training	5	

Do anything else (WRITE IN)	6	
DO NOT READ OUT: We did not take any action as a result of the audit	7	
DO NOT READ OUT: Don't know/cannot remember	8	

ASK IF did not IMPLEMENT ENERGY EFFICIENT MEASURE/TECHNOLOGY (A4= NOT 3)

A5a Having received an energy audit, why did your organisation not implement any energy efficiency measures?

READ OUT. CODE ALL THAT APPLY

Too expensive	1	
Too much hassle	2	
Lack of access to finance	3	
Did not trust the auditor recommendations	4	
Not a priority for the organisation	5	
Was not aware of who to contact to get further information	6	
Could not find a provider to install measures	7	
Do not own premises	8	
Landlord did not agree	9	
Other (WRITE IN)	10	

ASK IF CONDUCTED AUDIT (A1=1)

A22 As a result of the energy audit has your organisation achieved any...

READ OUT. CODE ALL THAT APPLY

Financial savings	1	
Energy savings	2	
DO NOT READ OUT: Too early to tell	3	
DO NOT READ OUT: Don't know/cannot remember	4	

ASK IF achieved FINANCIAL SAVINGS (A6=1)

A23 How much would you estimate you have saved in the last year?

WRITE IN £

ASK IF achieved ENERGY SAVINGS (A6=2)

A24 How much would you estimate you have saved in energy savings in the last year?

WRITE IN

ASK IF NO AUDIT CONDUCTED (A1=2 or 3)

A25 Has your organisation ever considered undertaking an energy audit?

CODE ONE ONLY

Yes	1	
No	2	
Don't know/cannot remember	3	

ASK IF CONSIDERED (A9=1)

A26 Why did your organisation decide not to undertake an energy audit?

DO NOT READ OUT. CODE ALL THAT APPLY

Too expensive	1	
Too much hassle	2	
Assumed savings to be small or negligible	3	
Could find a suitable auditor	4	
Not a priority for the organisation	5	
Was not aware of energy audits	6	
Other (WRITE IN)	7	
DO NOT READ OUT: Don't know/cannot remember	8	

ASK IF CONSIDERED (A9=1)

A10a Would you have conducted an energy audit under the following circumstances ...

READ OUT. CODE ALL THAT APPLY

It was part subsidised by the government	1	
It was offered for free by a Government accredited provider	2	
It was offered for free by an energy services company / energy consultancy	3	
None of the above	4	

ALL SMES

A27 To help me place your answers in context, can I check how confident you felt answering questions relating to your organisation's energy policy? Would you say you were...

READ OUT. CODE ONE ONLY

Very confident	1	
Fairly confident	2	
Not very confident	3	
Not at all confident	4	

ASK ALL SMES

A11a Is your primary place of work separate to your primary place of residence?

ADD IF NECESSARY: By this we mean do you work and live from different buildings

Yes	1	
No	2	

ASK ALL SMES

A11b Which best describes how your organisation pays for its premises

READ OUT. SINGLE CODE.

Rented	1	
Leased	2	
Lease Purchase	3	
Owned - Outright	4	
Owned - Mortgage	5	
Other	6	
Not sure <i>DON'T READ OUT</i>	7	
Don't want to say <i>DON'T READ OUT</i>	8	

ASK ALL SMES

A11c And which best describes how your organisation pays for its energy bills?

READ OUT. SINGLE CODE.

Standing charge to landlord	1	
Service contract with energy services company	2	
Pay own bill	3	
Included in rent / payment for premises	4	
Other (DO NOT READ OUT)	5	

ASK ALL SMES

A11d Does your organisation monitor its energy spend?

SINGLE CODE.

Yes	1	
No	2	

ASK ALL SMES

A11e Is energy efficiency a consideration when you are purchasing new equipment that uses energy?

SINGLE CODE.

Yes	1	
No	2	
Don't know	3	

ASK ALL SMES

A11f Are you aware of the availability of Enhanced Capital Allowances (ECAs) tax incentives for the purchase of energy efficient equipment?

SINGLE CODE.

Yes	1	
No	2	

ASK ALL SMES

A11g Are you aware of the UK government's Energy Technology List (ETL), which lists products that offer a significant improvement in energy performance over the average of products on the market?

SINGLE CODE.

Yes	1	
No	2	

ASK IF AWARE OF ETL (A11g=1)

A11h Would you refer to this list before selecting products?

SINGLE CODE.

Yes	1	
No	2	
Don't know	3	

ASK IF AWARE OF ETL (A11G=1)

A11i For each of the following statements, can you tell me whether you believe it to be true or false in terms of the Energy Technology List:

SINGLE CODE FOR EACH ITERATION.

	True	False
Products on the list are eligible for a tax incentive	1	2
Using the ETL is mandatory for all companies in the UK	1	2
Products on the list are tested to ensure they are energy efficient	1	2

ASK ALL

A28 It is possible that DECC may wish to conduct some further research to explore these topics in more depth in the future. Would you be happy to be contacted in the future by research agencies working on behalf of DECC?

IF NECESSARY: I'd like to reassure you that your details will not be passed on to any other third parties or used for marketing/marketing purposes. No information which identifies you or your answers will be passed on to DECC.

Yes	7	
No	8	

Demographics

ASK ALL

X1) Finally I'd like to ask a few questions in order to classify your answers. I have [READ OUT SECTOR DESCRIPTION FROM SAMPLE] as a general classification of your organisation's principal activity. Bearing in mind this is a general classification only, does this sound about right?

Yes	1
No	2

ASK IF NO AT X1. OTHERS GO TO X3:

X2) **What is the principal activity of your organisation?**

PROBE AS NECESSARY:

- **What is the main product or service of this organisation?**
- **What exactly is made or done at this organisation?**
- **What material or machinery does that involve using?**

PROBE FULLY. RECORD DETAILS AND CODE BELOW

ASK ALL

X3) **How many years has your business been trading?**

READ OUT IF NECESSARY. CODE ONE ONLY.

Up to 1 year	1
Over 1 year up to 2 years	2
Over 2 years up to 3 years	3
Over 3 years up to 5 years	4
Over 5 years up to 10 years	5
Over 10 years up to 15 years	6
Over 15 years	7
Don't know	8

ASK ALL

X4) **Finally, what, approximately, was the turnover of your business in your last financial year?**

READ OUT IF NECESSARY. CODE ONE ONLY

Up to £50,000	1
£50,001 to £100,000	2
£100,001 to £250,000	3
£250,001 to £500,000	4

£500,001 to £1,000,000	5
£1,000,001 to £2,000,000	6
£2,000,001 to £5,000,000	7
£5,000,001 to £10,000,000	8
£10,000,001 to £25,000,000	9
Over £25,000,000	10
Don't Know	11
Refused	12

X5) CHECK JOB TITLE AND NAME

JOB TITLE	
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NAME	
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X6) **Would it be possible to re-contact you at some point in the future for survey purposes?**

Yes	1
No	2
Maybe	3

ASK IF X6=1 OR 3

X7) **Would it be possible to recontact you BY EMAIL at some point in the future for survey purposes?**

Yes (enter email address):	1
No	2

ASK IF X6=1 OR 3

- X8) **Would you be willing to become part of a business panel where you may receive a very short questionnaire sent to you via your smartphone on business issues of the day? This is for research purposes only and you will never be contacted more than 4 times a year and each set of questions would take no longer than 3 minutes to complete.**

Yes	1
No	2
Maybe	3

ASK ALL

THANK RESPONDENT AND CLOSE INTERVIEW

Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.