

DECC Green Deal assessment experience survey

Introduction / screener

We are conducting a short survey of people who have had a Green Deal assessment on behalf of the Department for Energy and Climate Change (DECC). We understand that you recently had a Green Deal assessment carried out on your property by [INSERT NAME OF ASSESSOR] and we are interested in finding out more about your experiences of having that assessment.

Your views are important and will help the government design better policies that meet people's needs, so we very much hope you will take part. We really value your opinions.

We have tested the questionnaire and found that, on average, the survey should take around 10 minutes to complete depending on your answers. As a thank you for taking part we will send you a **£10 gift voucher**.

Your responses will be treated in the strictest of confidence and in line with the Data Protection Act. Your responses will not be passed back to your assessor or installers, and you will not be contacted again as a result without permission.

IF COMPLETING WITH FACE-TO-FACE INTERVIEWER

- S1.** Firstly, can we check that a Green Deal energy assessment was recently carried out at this property?

This means that a Green Deal Assessor came to the property, looked at the building and any energy saving measures you may already have in place and discussed your household's energy usage.

He/she may have recommended some energy saving improvements, and discussed how energy saving improvements could be paid for, including discounts, subsidies, grants and the Green Deal Finance package.

We understand that the assessment was done by <name of company>.

- S2.** And are you the best person to speak with about the assessment that was carried out and the decisions you have made after the assessment?

IF NOT TRANSFER / ARRANGE APPOINTMENT

NOTE: THIS MAY BE MORE THAN ONE PERSON

Part 1: About you (inc. segmentation questions)

ASK ALL IF TENURE IS BLANK IN THE SAMPLE

Q1. In which of these ways do you occupy your accommodation?

1. Own it outright
2. Buying it with the help of a mortgage or a loan
3. Pay part rent and part mortgage (shared ownership)
4. Rented from local authority/Council/New Town Development
5. Rented from Housing Association/Co-operative/ Charitable Trust
6. Rented from private landlord
7. Tied to job
8. Other [PLEASE TYPE IN]
9. Don't know

SEGMENTATION QUESTIONS

Next, please think about your situation just before you had your Green Deal energy assessment which was carried out by <name of company>.

Q2. Which one of these best describes how well you and your household were keeping up with your energy bills just before you had your Green Deal Assessment?

FLIP LIST AT ALTERNATE INTERVIEWS

1. I/we managed very well
2. I/we managed quite well
3. I/we got by alright
4. I/we had some difficulties
5. I/we had severe difficulties
6. Don't know
7. Prefer not to say

Q3. To what extent do you agree or disagree with these things?

ROTATE STATEMENTS

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

FLIP LIST AT ALTERNATE INTERVIEWS

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

Q4. How often, if at all, do you personally do the following?

- When buying new appliances (e.g. fridge, washing machine) choose those which are more energy efficient

FLIP LIST AT ALTERNATE INTERVIEWS

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

Q5. Still thinking about just before you had your Green Deal Assessment, which of these reasons were important to you in making your home more energy efficient? Please choose up to three.

ROTATE

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

Q6. Before you had your Green Deal Assessment, which of these things prevented you from doing more to make your home more energy efficient? Please tick all that apply.

ROTATE

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

PART 2: ASSESSMENT EXPERIENCE

The next few questions are about the Green Deal assessment that you had recently.

Q7. How did you hear about Green Deal assessments?

ROTATE EXCEPT CODE 14

1. Cold call/door-to-door sales (they knocked on my door)
2. Received a telephone call
3. Approached by salesperson in the street/in-store
4. Leaflet through my door
5. Advert in newspaper/magazine
6. Advert online
7. TV advertising
8. Advert in store
9. News (e.g. TV/.radio news, newspaper article)
10. Energy Saving Advice Service
11. From an energy company
12. From a friend or relative/Word of Mouth
13. From my landlord/local authority/housing association
14. From a charity/community group/other advice service

15. After an assessment was arranged by my landlord/local authority/housing association/other organisation [SINGLE CODE ONLY]

16. Other [PLEASE WRITE IN]
17. Don't know /can't remember

Q8. Why did you have a Green Deal assessment?

ROTATE BLOCKS AND WITHIN BLOCKS: SELECT ALL THAT APPLY

Reasons related to property

1. To find out how to make property more energy efficient
2. To save money on energy bills
3. To reduce energy use for environmental reasons

Reasons related to finance

4. The assessment didn't cost much
5. The assessment was free
6. Availability of cashback schemes/discounts to make improvements
7. To allow you to pay for improvements using the Green Deal finance/cashback schemes (i.e. pay back through your energy bills)
8. Because of Renewable Heat Incentive eligibility proposals

Recommendation/arranged by others

9. Recommendation by friend/relative/word of mouth
10. Assessment was arranged by your landlord/local authority/housing association/other organisation
11. Recommendation by other person
12. Recommended by Energy Saving Advice Service
13. Recommended by energy company

14. Other [PLEASE WRITE IN]

15. Don't know/can't remember

Q9. Some companies who carry out Green Deal assessments charge a fee for doing so. Which of the following best describes how the assessment was paid for?

1. Paid assessment fee in full myself
2. Paid assessment fee in full, but the fee will be refunded if/ the improvements are made
3. Paid assessment fee partially myself and partially paid for by landlord/local authority/ other organisation
4. Assessment fee paid in full by landlord/ local authority/other organisation
5. Company who carried out the assessment did not charge a fee
6. Other [PLEASE WRITE IN]
7. Don't know

Q10. And have you already received your Green Deal advice report?

1. Yes
2. No
3. Report sent straight to landlord/housing association/other organisation and I have not received a copy [CLOSE SURVEY IF ASSESSMENT WAS ALSO ARRANGED FOR THEM BY LANDLORD/OTHER ORGANISATION AT CODE 11 Q9)
4. Don't know/not sure

Q11. How satisfied or dissatisfied were you with each of the following aspects of the Green Deal assessment?

ROTATE STATEMENTS

- The ease of finding a Green Deal assessor
- How long you had to wait for an appointment with an assessor

FLIP LIST AT ALTERNATE INTERVIEWS

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied
6. Don't know
7. Not applicable

Q12. How useful was the Green Deal assessment in helping you to understand what you can do to make your home more energy efficient?

1. Very useful
2. Quite useful
3. Not very useful
4. Not at all useful
5. Don't know

Q13. How confident were you in the recommendations made by the Green Deal assessor?

FLIP LIST AT ALTERNATE INTERVIEWS

1. Very confident
2. Fairly confident
3. Not very confident
4. Not confident at all
5. Don't know

Q14. How clear were each of these things made to you. [IF RECEIVED REPORT AT Q10] This could be in the report you received, or in discussions with the assessor on the day the assessment was done? [IF NOT RECEIVED REPORT AT Q10] This could be in discussions with the assessor on the day the assessment was done?

ROTATE STATEMENTS

- Which energy saving improvements the assessor recommended
- What those improvements would entail (e.g. how they would be installed)
- The costs of the improvements
- What the next steps were/what you needed to do next

FLIP LIST AT ALTERNATE INTERVIEWS

1. Very clear
2. Fairly clear
3. Neither clear nor unclear
4. Fairly unclear
5. Very unclear
6. Not discussed at all
7. Don't know

Q15. To what extent would you recommend having a Green Deal assessment to friends or family?

FLIP LIST AT ALTERNATE INTERVIEWS

1. Definitely would
2. Probably would
3. Might or might not
4. Probably would not
5. Definitely would not
6. Don't know

IF NOT VERY/NOT AT ALL USEFUL AT Q.12 OR NOT VERY/NOT AT ALL
CONFIDENT AT Q.13 OR DEFINITELY/PROBABLY WOULD NOT
RECOMMEND AT Q.15

Q16. You said you <did not find the assessment useful/did not feel confident
in the recommendations made by the assessor/ would not recommend
that your friends or family have a Green Deal assessment>. Why do
you say that?

PLEASE WRITE IN

OPEN RESPONSE

Part 3: post assessment

ASK ALL WHO RECEIVED A GDAR, OTHERWISE GO TO DEMOGRAPHICS

Q17. Which of the following energy saving improvements, if any, were you **already thinking about** making before you had a Green Deal assessment?

Insulation

1. Loft insulation (including top up)
2. Cavity wall insulation
3. Solid wall insulation (internal or external)
4. Flat roof insulation
5. Room in roof insulation (insulation in a loft conversion)
6. Floor insulation
7. Hot water cylinder insulation
8. Draught proofing

Heating

9. New boiler (e.g. upgrade to condensing boiler from non-condensing boiler)
10. Other heating upgrade
11. Heating controls (e.g. roomstat and/or programmer, time/temperature zone controls, thermostatic radiator valves)

Windows/doors

12. Double/triple glazing
13. Secondary glazing
14. Replacement doors

Microgeneration

15. Solar photovoltaic (PV) (solar panels which generate electricity)
16. Solar thermal (solar panels for hot water, not which generate electricity)
17. Ground Source Heat Pump
18. Air Source Heat Pump
19. Biomass boiler

Other

20. Energy saving light bulbs
21. Other 1 [PLEASE WRITE IN]
22. Other 2 [PLEASE WRITE IN]
23. Other 3 [PLEASE WRITE IN]

24. None of these
25. Don't know/can't remember

We understand that the Green Deal Assessment Report recommended the following improvements for your property:

- [INSERT MEASURES LISTED ON FIRST PAGE OF OCCUPANCY ASSESSMENT] SHOW ALL RECOMMENDED

Q18. For each of the improvements that were recommended, which of the following best describes what, if anything, you have done or intend to do, even if the work will not be done as part of the Green Deal?

**SHOW AS A GRID TO INCLUDE EACH MEASURE RECOMMENDED
FLIP LIST AT ALTERNATE INTERVIEWS**

1. Have had this done
2. In the process of doing this
3. Definitely will do this
4. Probably will do this
5. Might or might not do this
6. Probably won't do this
7. Definitely won't do this

NOTE: IN ORDER TO KEEP THE RESPONDENT ENGAGED, A MAXIMUM OF 3 OF THE RECOMMENDED MEASURES ARE SELECTED FOR FOLLOW-UP ON A RANDOM BASIS.

1. Loft insulation (including top up)
2. Cavity wall insulation
3. Solid wall insulation (internal or external)
4. Flat roof insulation
5. Room in roof insulation (insulation in a loft conversion)
6. Floor insulation
7. Hot water cylinder insulation
8. Draught proofing
9. New boiler (e.g. upgrade to condensing boiler from non-condensing boiler)
10. Other heating upgrade
11. Heating controls (e.g. roomstat and/or programmer, time/temperature zone controls, thermostatic radiator valves)
12. Double/triple glazing
13. Secondary glazing
14. Replacement doors
15. Solar photovoltaic (PV) (solar panels which generate electricity)
16. Solar thermal (solar panels for hot water, not which generate electricity)
17. Ground Source Heat Pump
18. Air Source Heat Pump
19. Biomass boiler
20. Wind turbine (roof mounted)
21. Waste water heat recovery

IF ALREADY INSTALLED

Q19. How did you pay/how are you paying for [MEASURE]?

SELECT ALL THAT APPLY

ROTATE BLOCKS

Financed myself using...

1. Savings or regular income from current account
2. Loan from bank/building society
3. Mortgage extension
4. Loan/finance scheme through installer/provider
5. Other finance (credit card, high street loan etc)

Paid for partly or fully by (including grants, subsidies)...

6. Local authority/Council
7. Housing Association
8. Landlord
9. Energy company

Through the Green Deal finance...

10. Green Deal finance scheme (loan paid back through savings on your electricity bill)
11. Green Deal cashback scheme (apply for cashback from the government to help pay for the improvement)
12. Paid for in some other way [PLEASE WRITE IN]
13. Don't know

IF ALREADY INSTALLED

Q20. Who carried out the work/installation for [MEASURE]?

1. The same company that did the Green Deal assessment
2. Another company – recommended by them
3. Another company – not recommended by the company that did the assessment
4. Did it myself/ourselves
5. Don't know

IF ALREADY INSTALLED

Q21. How many quotes in total did you get for the [MEASURE] (including the company that did the assessment/installation)?

1. [ENTER NUMBER OF QUOTES]
2. [IF TENANT] Not applicable - quotes were sent directly to my landlord/housing association
3. Don't know

IF IN THE PROCESS OF INSTALLING

Q22. You said that you were in the process of having [MEASURE] installed? Which of the following best describes where you are in the process?

1. I am currently finding out more information about this
2. I am currently looking for/getting quotes from companies/installers
3. I have received quotes from companies/installers and am deciding what to do
4. I have chosen which company/installer to use and am waiting for them to start the work
5. I will be carrying out the work myself in the near future
6. The work/installation is currently being done
7. Don't know

IF IN THE PROCESS OF INSTALLING AND HAVE DECIDED ON A COMPANY/WORK CURRENTLY BEING DONE

Q23. Who will carry out the work/installation for [MEASURE]?

1. The same company that did the Green Deal assessment
2. Another company – recommended by them
3. Another company – not recommended by the company that did the assessment
4. Will do it myself/ourselves
5. Don't know

IF IN THE PROCESS OF INSTALLING
Q24. For which, if any, of these reasons have you experienced delays in starting work on the [MEASURE]?

ROTATE BLOCKS AND CODES WITHIN BLOCKS

1. Had no significant delays

SUPPLIER

2. Had difficulties finding someone to carry out the work
3. Company carrying out the work could not start straight away
4. Took a long time to get quotes

FINANCE

5. Needed to save up to have this done
6. Needed to arrange finance (e.g. apply for a loan/mortgage extension)
7. Applied for Green Deal/ECO finance or grant but delays with application
8. Applied for Green Deal/ECO finance or grant but was turned down
9. Looked for alternative ways of financing it (e.g. through Energy Company)

PRACTICAL ISSUES

10. Needed to carry out other work to my property before this could be done
11. Wanted to wait for the weather to improve before I carried out any work on my property
12. Needed to wait for my landlord/local authority/housing association to approve the work
13. Needed to get other consent before I can start (e.g. planning, live in conservation area, listed building)
14. Other [PLEASE WRITE IN]
15. Don't know

IF IN THE PROCESS OF INSTALLING
Q25. And how do you intend to pay for [MEASURE]?

SAME LIST AS Q.19

IF DEFINITELY WILL/PROBABLY WILL

Q26. You said that you definitely/probably will install [MEASURE]. When do you intend to install it?

1. In the next month
2. In 2-3 months
3. In 4-6 months
4. In 7-12 months
5. In more than a year
6. (IF ASKING ABOUT BOILER) When existing boiler has to be replaced
7. Not my decision/decision will be made by landlord/local authority/Housing Association
8. Don't know / Haven't decided

IF DEFINITELY WILL/PROBABLY WILL

Q27. Which of the following, if any, are reasons why you have not had [MEASURE] installed (yet)?

IF MORE THAN ONE REASON GIVEN, BRING FORWARD SELECTED CODES

Q28. And which is the main reason why you have not had [MEASURE] installed (yet)?

ROTATE BLOCKS AND CODES WITHIN BLOCKS

NOT MADE DECISION YET

1. Not had enough time to think about this (e.g. only just had the assessment/only just received the advice report)
2. Not got round to it yet
3. Need more time to decide (big decision)

FINANCIAL

4. Need to get quotes/find out exactly how much it will cost
5. Need to save up to have this done
6. Need to find out if I can finance this (e.g. apply for a loan/mortgage extension)
7. Applied for Green Deal/ECO finance or grant but haven't heard yet if I've been successful
8. Applied for Green Deal/ECO finance or grant but have been turned down
9. Looking for alternative ways of financing it (e.g. through Energy Company)

PRACTICAL ISSUES

10. Had difficulties finding someone to carry out the work
11. Supplier carrying out the work could not start straight away
12. Need to carry out other work to my property before this can be done/want to do it at the same time as other work



13. (IF ASKING ABOUT BOILER) Waiting until current boiler needs to be replaced
 14. Want to wait for summer/the weather to improve before I have any work carried out on my property
 15. Need to speak with my landlord/local authority/housing association before making a decision
 16. Awaiting information from landlord/local authority/housing association
 17. Need to get other consent before I can start (e.g. planning, live in conservation area, listed building)
- INFORMATION**
18. Not sure what has been recommended to me
 19. Need more time/information to make a decision (e.g. find out about what the installation entails, how much I will save)
 20. Need more information about what to do next (e.g. how to apply for Green Deal Finance)
-
21. Other [PLEASE WRITE IN]
 22. No reason
 23. Don't know

IF DEFINITELY WILL/PROBABLY WILL

Q29. And [IF PROBABLY WILL: assuming you go ahead with it] how do you intend to pay for [MEASURE]?

SAME LIST AS Q19

IF MIGHT OR MIGHT NOT DO THIS

Q30. You said that you might or might not install [MEASURE]? Why do you say that?

SAME LIST AS Q27

IF PROBABLY/DEFINITELY WON'T

Q31. You said that you probably/definitely won't install [MEASURE]? Why do you say that?

ROTATE

COST/SAVINGS/FINANCE

1. Cost of improvements is too high
2. Would not save enough money to make it worthwhile
3. No guarantee that it would save me money
4. Cannot access finance for it (e.g. loan/mortgage extension)
5. Applied for Green Deal/ECO finance or grant but have been turned down
6. Green Deal finance not available for this improvement
7. Green Deal finance options are not attractive
8. Worried that having Green Deal repayments linked to my property will make it harder to sell

PRACTICAL ISSUES

9. Had difficulties finding someone to carry out the work
10. Hassle/disruption of making improvements
11. May change character/appearance of my home
12. May lose space (e.g. room space, storage space in loft)
13. Structural considerations (e.g. period features in home, potential damage to property, unsuitable for property)
14. Told I would have to have too many improvements made to my property at once
15. Landlord/local authority/housing association/freeholder would not allow it
16. Could not get other consent (e.g. planning, live in conservation area, listed building)

INFORMATION

17. Not sure what has been recommended to me
18. Confused/don't know what to do next
19. Need more time/information to make a decision (e.g. find out about what the installation entails, how much I will save)
20. Need more information about what to do next (e.g. how to apply for Green Deal Finance)

OTHER

21. Other priorities at the moment (e.g. work, new baby)
22. Won't stay here long enough
23. Other [PLEASE WRITE IN]

24. No reason
25. Don't know

IF ANY FINANCED OR EXPECTED TO BE FINANCED OUTSIDE OF THE GREEN DEAL

Q32. You said that you [have paid/expect to pay] for [TEXTFILL RECOMMENDED ENERGY SAVING IMPROVEMENTS] through [TEXTFILL: HOW PAID/EXPECT TO PAY].

Why did you not choose to use any of the Green Deal finance options for these? By Green Deal finance options we mean claiming money back using the Green Deal cashback scheme, or taking out a Green Deal finance package where you pay for the improvements through savings on your electricity bill.

ROTATE

1. These weren't suggested/offered to me
2. Don't like borrowing/taking out finance/prefer to pay up-front
3. Cost of installing the energy saving improvement(s) was too small to bother with this
4. Applied for Green Deal finance but have been turned down
5. Don't understand how Green Deal finance worked/works
6. Green Deal finance options are not attractive (e.g. interest rates too high, cashback payments too low)
7. I was offered more attractive finance elsewhere
8. Worried that having Green Deal repayments linked to my property will make it harder to sell
9. Costs were covered by someone else (e.g. landlord, local authority, housing association)
10. Money from the cashback scheme or grant (ECO) made the improvements affordable without Green Deal finance
11. Other [PLEASE WRITE IN]
12. Don't know

DEMOGRAPHICS

Finally, a few questions about you.

Q33. How old are you?

Enter actual age

Q34. Are you...?

1. Male
2. Female
3. Other

Q35. Which of these groups do you consider you belong to?

1. White English/Welsh/Scottish/Northern Irish/British
2. Irish
3. Gypsy/Irish Traveller
4. Any other White background
5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed/multiple ethnic group
9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background
14. African
15. Caribbean
16. Any other Black/ African/ Caribbean background
17. Arab
18. Any other ethnic group
19. Refused

Q36. Can I just check, is anyone in your household, including yourself, currently receiving any of these benefits? ? CODE ALL THAT APPLY

1. None of these
2. Job seekers allowance
3. Income support
4. Employment support allowance
5. Working tax credit
6. Child tax credit
7. Pension credit
8. Housing benefit
9. Council Tax benefit
10. Disability Living Allowance/ others
11. Other state benefits
12. Don't know
13. Prefer not to answer

Q37. Are there any of these types of people usually resident in this household?

1. Child under 16
2. Adults over 70
3. No

Q38. We may want to contact some people again to ask them some more questions about this subject. Would you be willing for us to contact you again about this?

1. Yes – willing
2. No – not willing

IF WILLING TO BE RECONTACTED

Q39. In order to recontact you at a later date please enter the best telephone number to contact you on in the boxes below.

ENTER TELEPHONE NUMBER

Q40. It is sometimes possible by using an address to link the data we have collected with other government surveys or datasets held by government for the purposes of statistical analysis. Would you be happy for your responses to be passed to the Department of Energy and Climate Change for this purpose?

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

1. Yes – willing
2. No – not willing

ASK ALL

Q41. As a thank you for taking part in this research we will send you a £10 High Street gift voucher. To ensure the voucher is sent to the correct person please enter your name in the box below.

ENTER NAME