

## RHI Evaluation

### Data Annex: Wider Awareness Survey



Department  
of Energy &  
Climate Change

The tables in this document present data from the RHI wider awareness survey referred to in the *RHI Evaluation First Integrated Report*. For more information on the methodology, see the *RHI Evaluation First Integrated Report: Technical Report*.

#### Legend

Less than 0.5% response

+

#### How concerned organisation is with saving energy (Q17)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |
|--|-------------------------------|
|  | %                             |
| Very concerned                               | 33                            |
| Fairly concerned                             | 49                            |
| Neither concerned nor unconcerned            | 12                            |
| Fairly unconcerned                           | 4                             |
| Very unconcerned                             | 3                             |
| Total  | 100                           |
| <i>Unweighted base</i>                       | 619                           |

#### How concerned organisation is about saving energy by number of employees (Q17 by Q7)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |             |              |               |                      |
|--|-------------------------------|-------------|--------------|---------------|----------------------|
|  | <b>1-4</b>                    | <b>5-10</b> | <b>11-50</b> | <b>51-250</b> | <b>More than 250</b> |
|  | %                             | %           | %            | %             | %                    |
| Very concerned                               | 30                            | 28          | 28           | 38            | 48                   |
| Fairly concerned                             | 47                            | 49          | 56           | 49            | 45                   |
| Neither concerned nor unconcerned            | 15                            | 14          | 11           | 8             | 5                    |
| Fairly unconcerned or very unconcerned       | 8                             | 9           | 5            | 5             | 3                    |
| Total  | 100                           | 100         | 100          | 100           | 100                  |
| <i>Unweighted base</i>                       | 235                           | 84          | 120          | 84            | 96                   |

How concerned organisation is about saving energy by whether have renewable heating technologies installed (Q17 by Q14)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i>      |           |
|--|------------------------------------|-----------|
|  | <b>Whether have RHTs installed</b> |           |
|  | <b>Yes</b>                         | <b>No</b> |
|  | %                                  | %         |
| Very concerned                               | 47                                 | 27        |
| Fairly concerned                             | 45                                 | 51        |
| Neither concerned nor unconcerned            | 6                                  | 14        |
| Fairly unconcerned or very unconcerned       | 2                                  | 8         |
| Total  | 100                                | 100       |
| <i>Unweighted base</i>                       | 174                                | 429       |

| <b>Reasons for energy saving concerns (Q18)</b>  |                               |
|--|-------------------------------|
| <i>Base: Respondents who were concerned about saving energy</i>                                      | <i>Wider awareness survey</i> |
|  | %                             |
| General costs  | 90                            |
| Climate change   | 46                            |
| Concern for fossil fuel depletion/supplies   | 28                            |
| Corporate Social Responsibility  | 26                            |
| Regulations  | 17                            |
| Avoidance of costs incurred through emissions reductions schemes (e.g. CRC energy efficiency scheme) | 12                            |
| Other  | +                             |
| <i>Unweighted base</i>   | 510                           |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

| <b>Reasons for concern about saving energy by number of employees (Q18 by Q7)</b>                    |                               |             |              |               |                      |
|--|-------------------------------|-------------|--------------|---------------|----------------------|
| <i>Base: Respondents who were concerned about saving energy</i>                                      | <i>Wider awareness survey</i> |             |              |               |                      |
|  | <b>1-4</b>                    | <b>5-10</b> | <b>11-50</b> | <b>51-250</b> | <b>More than 250</b> |
|  | %                             | %           | %            | %             | %                    |
| Climate change   | 46                            | 39          | 43           | 51            | 49                   |
| Fossil fuel depletion/supply   | 35                            | 17          | 21           | 33            | 26                   |
| General Costs  | 96                            | 94          | 88           | 82            | 82                   |
| Regulations  | 5                             | 12          | 15           | 22            | 46                   |
| Corporate Social Responsibility  | 19                            | 17          | 25           | 29            | 49                   |
| Avoidance of costs incurred through emissions reductions schemes (e.g. CRC energy efficiency scheme) | 5                             | 3           | 11           | 18            | 34                   |
| Other  | 0                             | 0           | 0            | 1             | 0                    |

|                        |     |    |     |    |    |
|------------------------|-----|----|-----|----|----|
| <i>Unweighted base</i> | 183 | 64 | 103 | 73 | 87 |
|------------------------|-----|----|-----|----|----|

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

#### Organisation has heard of the Green Deal (Q26)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |
|--|-------------------------------|
|  | %                             |
| Yes  | 45                            |
| No   | 55                            |
| Total  | 100                           |
| <i>Unweighted base</i>                       | 596                           |

#### Organisation is concerned about rises in energy prices in the future (Q28)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |
|--|-------------------------------|
|  | %                             |
| Very concerned                               | 50                            |
| Fairly concerned                             | 41                            |
| Neither concerned nor unconcerned            | 7                             |
| Fairly unconcerned                           | 2                             |
| Very unconcerned                             | 1                             |
| Total  | 100                           |
| <i>Unweighted base</i>                       | 618                           |

#### How organisation would mitigate against rises in energy prices (Q29)

| <i>Base: If responded 'fairly concerned' or 'very concerned' to Q28</i> | <i>Wider awareness survey</i> |
|---|-------------------------------|
|   | %                             |
| Installing energy efficiency measures                                   | 57                            |
| Changing energy supplier  | 56                            |
| Fixing the costs of energy via a long term contract                     | 40                            |
| Generating electricity ourselves  | 27                            |
| Changing the fuel source for our heating                                | 22                            |
| Move somewhere cheaper  | 22                            |
| Generating heat ourselves   | 21                            |
| Other   | 2                             |
| We would not do anything to mitigate against this impact                | 3                             |
| <i>Unweighted base</i>  | 541                           |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

#### Mitigation against price rises by number of employees (Q29 by Q7)

| <i>Base: If responded 'fairly concerned' or 'very concerned' to Q28</i> | <i>Wider awareness survey</i> |             |              |               |                      |
|---|-------------------------------|-------------|--------------|---------------|----------------------|
|   | <b>1-4</b>                    | <b>5-10</b> | <b>11-50</b> | <b>51-250</b> | <b>More than 250</b> |
|   | %                             | %           | %            | %             | %                    |
| Generating electricity ourselves  | 25                            | 19          | 20           | 40            | 41                   |
| Generating heat ourselves   | 16                            | 11          | 14           | 30            | 50                   |
| Move somewhere cheaper  | 13                            | 32          | 20           | 28            | 33                   |
| Changing the fuel source for our heating                                | 19                            | 19          | 17           | 29            | 40                   |
| Installing energy efficiency measures                                   | 49                            | 59          | 62           | 56            | 69                   |
| Changing energy supplier  | 60                            | 47          | 63           | 47            | 51                   |
| Fixing the costs of energy via a long term contract                     | 35                            | 44          | 42           | 37            | 50                   |
| Other   | 2                             | 1           | 4            | 0             | +                    |
| None  | 6                             | 4           | 1            | 0             | 0                    |
| <i>Unweighted base</i>  | <i>206</i>                    | <i>65</i>   | <i>113</i>   | <i>74</i>     | <i>83</i>            |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

#### Mitigation against price rises by connection to gas grid (Q29 by Q9)

| <i>Base: If responded 'fairly concerned' or 'very concerned' to Q28</i> | <i>Wider awareness survey</i>        |            |
|---|--------------------------------------|------------|
|   | <b>Whether connected to gas grid</b> |            |
|   | <b>Yes</b>                           | <b>No</b>  |
|   | %                                    | %          |
| Generating electricity ourselves  | 30                                   | 20         |
| Generating heat ourselves   | 23                                   | 18         |
| Move somewhere cheaper  | 21                                   | 23         |
| Changing the fuel source for our heating                                | 24                                   | 17         |
| Installing energy efficiency measures                                   | 62                                   | 42         |
| Changing energy supplier  | 59                                   | 48         |
| Fixing the costs of energy via a long term contract                     | 41                                   | 38         |
| Other   | 2                                    | 2          |
| None  | 2                                    | 4          |
| <i>Unweighted base</i>  | <i>413</i>                           | <i>109</i> |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

#### Extent to which rising costs will influence choice of technology in the future (Q30)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |
|--|-------------------------------|
|  | %                             |

|                        |     |
|------------------------|-----|
| Strongly influence     | 43  |
| Moderately influence   | 49  |
| Will have no influence | 8   |
| Total                  | 100 |
| <i>Unweighted base</i> | 603 |

| Extent to which environment and the use of renewable sources of energy important to organisation (Q31) |                               |
|--|-------------------------------|
| <i>Base: All respondents with valid data</i>   | <i>Wider awareness survey</i> |
|  | %                             |
| Very important   | 25                            |
| Fairly important   | 43                            |
| Neither important nor unimportant  | 23                            |
| Fairly unimportant   | 5                             |
| Very unimportant   | 4                             |
| Total  | 100                           |
| <i>Unweighted base</i>   | 611                           |

| Awareness of renewable heat and renewable heat technologies (Q32) |                               |
|---|-------------------------------|
| <i>Base: All respondents with valid data</i>                      | <i>Wider awareness survey</i> |
|   | %                             |
| Know a lot about them   | 7                             |
| Now a little about them   | 51                            |
| Are aware of them but don't understand them                       | 37                            |
| Have never heard of them  | 5                             |
| Total   | 100                           |
| <i>Unweighted base</i>  | 615                           |

| How much know about renewable heat technologies by industry (Q32 by Q5)   |                               |            |         |        |
|---|-------------------------------|------------|---------|--------|
| <i>Base: All respondents with valid data</i>                              | <i>Wider awareness survey</i> |            |         |        |
|   | Industrial                    | Commercial | Leisure | Public |
|   | %                             | %          | %       | %      |
| Know a lot or know a little about them                                    | 66                            | 57         | 53      | 45     |
| Have heard of them, but don't understand them or have never heard of them | 34                            | 43         | 47      | 55     |
| Total   | 100                           | 100        | 100     | 100    |
| <i>Unweighted base</i>  | 137                           | 251        | 101     | 103    |

### How much know about renewable heat technologies by industry (Q32 by Q5)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |                   |                |               |
|--|-------------------------------|-------------------|----------------|---------------|
|  | <b>Industrial</b>             | <b>Commercial</b> | <b>Leisure</b> | <b>Public</b> |
|  | %                             | %                 | %              | %             |
| Know a lot about them                        | 10                            | 8                 | 4              | 4             |
| Know a little about them                     | 56                            | 50                | 49             | 41            |
| Are aware of them but don't understand them  | 32                            | 37                | 39             | 52            |
| Have never heard of them                     | 2                             | 5                 | 8              | 3             |
| <b>Total</b>                                 | <b>100</b>                    | <b>100</b>        | <b>100</b>     | <b>100</b>    |
| <i>Unweighted base</i>                       | <i>137</i>                    | <i>251</i>        | <i>101</i>     | <i>103</i>    |

### How much know about renewable heat technologies by number of employees (Q32 by Q7)

| <i>Base: All respondents with valid data</i>                              | <i>Wider awareness survey</i> |             |              |               |                      |
|---|-------------------------------|-------------|--------------|---------------|----------------------|
|   | <b>1-4</b>                    | <b>5-10</b> | <b>11-50</b> | <b>51-250</b> | <b>More than 250</b> |
|   | %                             | %           | %            | %             | %                    |
| Know a lot or know a little about them                                    | 50                            | 51          | 63           | 69            | 71                   |
| Have heard of RHTs, but don't understand them or have never heard of them | 50                            | 49          | 37           | 31            | 29                   |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>  | <b>100</b>   | <b>100</b>    | <b>100</b>           |
| <i>Unweighted base</i>  | <i>234</i>                    | <i>83</i>   | <i>120</i>   | <i>83</i>     | <i>95</i>            |

### How much know about renewable heat technologies by number of employees (Q32 by Q7)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |             |              |               |                      |
|--|-------------------------------|-------------|--------------|---------------|----------------------|
|  | <b>1-4</b>                    | <b>5-10</b> | <b>11-50</b> | <b>51-250</b> | <b>More than 250</b> |
|  | %                             | %           | %            | %             | %                    |
| Know a lot about them                        | 5                             | 6           | 5            | 15            | 9                    |
| Know a little about them                     | 45                            | 45          | 58           | 53            | 62                   |
| Are aware of them but don't understand them  | 42                            | 42          | 35           | 28            | 28                   |
| Have never heard of them                     | 8                             | 7           | 1            | 3             | 1                    |
| <b>Total</b>                                 | <b>100</b>                    | <b>100</b>  | <b>100</b>   | <b>100</b>    | <b>100</b>           |
| <i>Unweighted base</i>                       | <i>234</i>                    | <i>83</i>   | <i>120</i>   | <i>83</i>     | <i>95</i>            |

### How much know about renewable heat technologies by whether claim Feed In Tariffs (Q32 by Q12)

| <i>Base: All respondents with valid data</i>                              | <i>Wider awareness survey</i> |           |
|---|-------------------------------|-----------|
|   | <b>Whether claim FiT</b>      |           |
|   | <b>Yes</b>                    | <b>No</b> |
|   | %                             | %         |
| Know a lot or know a little about them                                    | 78                            | 55        |
| Have heard of them, but don't understand them or have never heard of them | 22                            | 45        |
| Total   | 100                           | 100       |
| <i>Unweighted base</i>  | 94                            | 477       |

How much know about renewable heat technologies by whether claim Feed In Tariffs (Q32 by Q12)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |           |
|--|-------------------------------|-----------|
|  | <b>Whether claim FiT</b>      |           |
|  | <b>Yes</b>                    | <b>No</b> |
|  | %                             | %         |
| Know a lot about them                        | 20                            | 5         |
| Know a little about them                     | 57                            | 50        |
| Are aware of them but don't understand them  | 21                            | 40        |
| Have never heard of them                     | 2                             | 5         |
| Total  | 100                           | 100       |
| <i>Unweighted base</i>                       | 94                            | 477       |

How much know about renewable heat technologies by how frequently heating consumption is monitored (Q32 by Q23)

| <i>Base: All respondents with valid data</i>                              | <i>Wider awareness survey</i>                      |               |                |                  |                               |
|---|--|---------------|----------------|------------------|-------------------------------|
|   | <b>Frequency of monitoring heating consumption</b> |               |                |                  |                               |
|   | <b>At least daily</b>                              | <b>Weekly</b> | <b>Monthly</b> | <b>Quarterly</b> | <b>Annually or less often</b> |
|   | %  | %             | %              | %                | %                             |
| Know a lot or know a little about them                                    | 70   | 79            | 61             | 54               | 41                            |
| Have heard of them, but don't understand them or have never heard of them | 30   | 21            | 39             | 46               | 59                            |
| Total   | 100  | 100           | 100            | 100              | 100                           |
| <i>Unweighted base</i>  | 102  | 70            | 163            | 129              | 138                           |

How much know about renewable heat technologies by how frequently heating consumption is monitored (Q32 by Q23)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i>                      |               |                |                  |                               |
|--|--|---------------|----------------|------------------|-------------------------------|
|  | <b>Frequency of monitoring heating consumption</b> |               |                |                  |                               |
|  | <b>At least daily</b>                              | <b>Weekly</b> | <b>Monthly</b> | <b>Quarterly</b> | <b>Annually or less often</b> |
|  | %  | %             | %              | %                | %                             |
| Know a lot about them                        | 20   | 11            | 4              | 4                | 3                             |
| Know a little about them                     | 51   | 68            | 57             | 49               | 38                            |
| Are aware of them but don't understand them  | 28   | 18            | 36             | 44               | 44                            |
| Have never heard of them                     | 1  | 3             | 3              | 2                | 14                            |
| Total  | 100  | 100           | 100            | 100              | 100                           |
| <i>Unweighted base</i>                       | <i>102</i>   | <i>70</i>     | <i>163</i>     | <i>129</i>       | <i>138</i>                    |

Agreement with the statement "Renewable heating systems would fulfil our heating requirements better than the heating system we have now" (Q36)

| <i>Base: All respondents who did not already have a RHT installed</i> | <i>Wider awareness survey</i> |
|---|-------------------------------|
|   | %                             |
| Strongly agree  | 6                             |
| Slightly agree  | 20                            |
| Neither agree nor disagree  | 40                            |
| Slightly disagree   | 8                             |
| Strongly disagree   | 3                             |
| Don't know  | 24                            |
| Total   | 100                           |
| <i>Unweighted base</i>  | <i>452</i>                    |

Agreement with the statement "Renewable heating systems are more reliable than conventional heating systems" (Q38)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |
|--|-------------------------------|
|  | %                             |
| Strongly agree                               | 4                             |
| Slightly agree                               | 16                            |
| Neither agree nor disagree                   | 43                            |
| Slightly disagree                            | 10                            |
| Strongly disagree                            | 2                             |
| Don't know                                   | 26                            |
| Total  | 100                           |
| <i>Unweighted base</i>                       | <i>623</i>                    |

### Awareness of different types of renewable heat technologies (Q39)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |
|--|-------------------------------|
|  | %                             |
| Solar  | 58                            |
| Ground source heat pumps                     | 58                            |
| Biomass boilers                              | 57                            |
| Water source heat pumps                      | 29                            |
| Biogas plant                                 | 29                            |
| Air to water heat pump                       | 22                            |
| Bioliqid boilers                             | 9                             |
| Biomethane injection                         | 7                             |
| Other  | 1                             |
| None   | 10                            |
| <i>Unweighted base</i>                       | <i>561</i>                    |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

### Renewable heat technologies heard of before by number of employees (Q39 by Q7)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |             |              |               |                      |
|--|-------------------------------|-------------|--------------|---------------|----------------------|
|  | <b>1-4</b>                    | <b>5-10</b> | <b>11-50</b> | <b>51-250</b> | <b>More than 250</b> |
|  | %                             | %           | %            | %             | %                    |
| Biomass boilers                              | 58                            | 67          | 49           | 51            | 59                   |
| Ground source heat pump                      | 63                            | 61          | 57           | 51            | 43                   |
| Water source heat pump                       | 25                            | 32          | 28           | 37            | 37                   |
| Solar  | 66                            | 65          | 60           | 39            | 37                   |
| Biogas plant                                 | 26                            | 35          | 25           | 32            | 33                   |
| Air to water heat pump                       | 16                            | 35          | 22           | 24            | 25                   |
| Bioliqid boilers                             | 6                             | 7           | 7            | 8             | 24                   |
| Biomethane injection                         | 5                             | 11          | 4            | 5             | 14                   |
| Other  | 2                             | 0           | 0            | 0             | 0                    |
| None   | 12                            | 9           | 11           | 10            | 4                    |
| <i>Unweighted base</i>                       | <i>229</i>                    | <i>78</i>   | <i>109</i>   | <i>67</i>     | <i>78</i>            |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

### Renewable heat technologies heard of before by whether done an energy audit (Q39 by Q24)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i>       |           |
|--|-------------------------------------|-----------|
|  | <b>Whether done an energy audit</b> |           |
|  | <b>Yes</b>                          | <b>No</b> |
|  | %                                   | %         |
| Biomass boilers                              | 61                                  | 55        |
| Ground source heat pump                      | 58                                  | 58        |
| Water source heat pump                       | 38                                  | 24        |
| Solar  | 50                                  | 64        |
| Biogas plant                                 | 37                                  | 25        |
| Air to water heat pump                       | 28                                  | 18        |
| Bioliqum boilers                             | 14                                  | 6         |
| Biomethane injection                         | 11                                  | 4         |
| Other  | 2                                   | +         |
| None   | 3                                   | 14        |
| <i>Unweighted base</i>                       | 206                                 | 338       |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

| <b>Renewable heat technologies heard of before by whether heard of Green Deal (Q39 by Q26)</b> |                                    |           |
|--|------------------------------------|-----------|
| <i>Base: All respondents with valid data</i>   | <i>Wider awareness survey</i>      |           |
|  | <b>Whether heard of Green Deal</b> |           |
|  | <b>Yes</b>                         | <b>No</b> |
|  | %                                  | %         |
| Biomass boilers  | 69                                 | 47        |
| Ground source heat pump  | 70                                 | 49        |
| Water source heat pump   | 38                                 | 23        |
| Solar  | 62                                 | 56        |
| Biogas plant   | 37                                 | 22        |
| Air to water heat pump   | 29                                 | 16        |
| Bioliqum boilers   | 11                                 | 6         |
| Biomethane injection   | 10                                 | 4         |
| Other  | 2                                  | 0         |
| None   | 3                                  | 16        |
| <i>Unweighted base</i>   | 235                                | 307       |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

| Who would seek advice from if organisation was to consider installing a new heating system (Q42) |                               |
|--|-------------------------------|
| <i>Base: All respondents with valid data</i>   | <i>Wider awareness survey</i> |
|  | %                             |
| Energy Savings Advice Service  | 42                            |
| Tradesperson (e.g. plumber, gas fitter)  | 35                            |
| Consultant   | 34                            |
| From the government (including DECC)   | 34                            |
| Energy supplier  | 32                            |
| Other organisation that has already installed renewable heating technology                       | 31                            |
| Green Deal assessor  | 31                            |
| Carbon Trust   | 25                            |
| Other Energy Saving Trust advice service   | 21                            |
| Friend/family  | 20                            |
| Private energy advice service  | 20                            |
| Designer/architect   | 18                            |
| Ofgem  | 17                            |
| Building management/facilities   | 10                            |
| Own internal energy expertise  | 9                             |
| Community group  | 6                             |
| Energy brokerage   | 3                             |
| Other  | 1                             |
| None of the above  | 2                             |
| <i>Unweighted base</i>   | <i>579</i>                    |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

| Who would trust the most when seeking advice for installing a new heating system (Q43) |                               |
|--|-------------------------------|
| <i>Base: All respondents with more than one answer at Q42</i>                          | <i>Wider awareness survey</i> |
|  | %                             |
| Tradesperson (e.g. plumber, gas fitter)  | 45                            |
| Energy Savings Advice Service  | 30                            |
| Consultant   | 12                            |
| From the government (including DECC)   | 22                            |
| Energy supplier  | 17                            |
| Other organisation that has already installed renewable heating technology             | 16                            |
| Green Deal assessor  | 16                            |
| Carbon Trust   | 7                             |
| Other Energy Saving Trust advice service   | 7                             |
| Friend/family  | 14                            |

|                                |     |
|--------------------------------|-----|
| Private energy advice service  | 7   |
| Designer/architect             | 10  |
| Ofgem                          | 10  |
| Building management/facilities | 3   |
| Own internal energy expertise  | 4   |
| Community group                | 3   |
| Energy brokerage               | 3   |
| Other                          | 1   |
| <i>Unweighted base</i>         | 162 |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

#### Who would seek advice from if organisation was to consider installing a renewable heating system (Q44)

| <i>Base: All respondents with valid data</i>                               | <i>Wider awareness survey</i> |
|--|-------------------------------|
|  | %                             |
| Tradesperson (e.g. plumber, gas fitter)                                    | 31                            |
| Energy Savings Advice Service  | 39                            |
| Consultant   | 25                            |
| From the government (including DECC)                                       | 28                            |
| Energy supplier  | 18                            |
| Other organisation that has already installed renewable heating technology | 24                            |
| Green Deal assessor  | 24                            |
| Carbon Trust   | 20                            |
| Other Energy Saving Trust advice service                                   | 19                            |
| Friend/family  | 13                            |
| Private energy advice service  | 13                            |
| Designer/architect   | 13                            |
| Ofgem  | 15                            |
| Building management/facilities   | 8                             |
| Own internal energy expertise  | 8                             |
| Community group  | 4                             |
| Energy brokerage   | 2                             |
| Other  | 1                             |
| None of the above  | 3                             |
| Don't know   | 8                             |
| <i>Unweighted base</i>   | 623                           |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

#### Who would trust the most when seeking advice for installing a renewable heating system (Q45)

| <i>Base: All respondents with more than one answer at Q44</i> | <i>Wider awareness survey</i> |
|---|-------------------------------|
|   | %                             |
| Tradesperson (e.g. plumber, gas fitter)                       | 47                            |

|  |            |
|--|------------|
| Energy Savings Advice Service  | 24         |
| Consultant   | 11         |
| From the government (including DECC)                                       | 21         |
| Energy supplier  | 16         |
| Other organisation that has already installed renewable heating technology | 13         |
| Green Deal assessor  | 13         |
| Carbon Trust   | 7          |
| Other Energy Saving Trust advice service                                   | 7          |
| Friend/family  | 9          |
| Private energy advice service  | 5          |
| Designer/architect   | 5          |
| Ofgem  | 10         |
| Building management/facilities   | 5          |
| Own internal energy expertise  | 5          |
| Community group  | 2          |
| Energy brokerage   | 2          |
| Other  | +          |
| <i>Unweighted base</i>   | <i>147</i> |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

#### Ever heard of Renewable Heat Incentive prior to survey (Q46)

|  |                               |
|--|-------------------------------|
| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |
|  | %                             |
| Yes  | 21                            |
| No   | 79                            |
| Total  | 100                           |
| <i>Unweighted base</i>                       | <i>602</i>                    |

#### Heard of Renewable Heat Incentive by industry (Q46 by Q5)

|  |                               |                   |                |               |
|--|-------------------------------|-------------------|----------------|---------------|
| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |                   |                |               |
|  | <b>Industrial</b>             | <b>Commercial</b> | <b>Leisure</b> | <b>Public</b> |
|  | %                             | %                 | %              | %             |
| Has heard of RHI                             | 36                            | 15                | 16             | 20            |
| Has not heard of RHI                         | 64                            | 85                | 84             | 80            |
| Total  | 100                           | 100               | 100            | 100           |
| <i>Unweighted base</i>                       | <i>133</i>                    | <i>243</i>        | <i>101</i>     | <i>100</i>    |

#### Heard of Renewable Heat Incentive before by number of employees (Q46 by Q7)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |             |              |               |                      |
|--|-------------------------------|-------------|--------------|---------------|----------------------|
|  | <b>1-4</b>                    | <b>5-10</b> | <b>11-50</b> | <b>51-250</b> | <b>More than 250</b> |
|  | %                             | %           | %            | %             | %                    |
| Has heard of RHI                             | 13                            | 18          | 19           | 33            | 43                   |
| Has not heard of RHI                         | 87                            | 82          | 81           | 67            | 57                   |
| Total  | 100                           | 100         | 100          | 100           | 100                  |
| <i>Unweighted base</i>                       | 229                           | 83          | 116          | 82            | 92                   |

#### Heard of Renewable Heat Incentive by whether claims Feed in Tariffs (Q46 by Q12)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |           |
|--|-------------------------------|-----------|
|  | <b>Claims FIT</b>             |           |
|  | <b>Yes</b>                    | <b>No</b> |
|  | %                             | %         |
| Has heard of RHI                             | 57                            | 15        |
| Has not heard of RHI                         | 43                            | 85        |
| Total  | 100                           | 100       |
| <i>Unweighted base</i>                       | 90                            | 471       |

#### Heard of Renewable Heat Incentive by spend on heating (excl electric) (Q46 by Q19)

| <i>Base: All respondents who did not select 'electric heating' at Q15</i> | <i>Wider awareness survey</i>   |             |                     |
|---|---|-------------|---------------------|
|   | <b>Percentage of organisation's turnover/revenue that is spent on heating</b> |             |                     |
|   | <b>0-5</b>  | <b>6-10</b> | <b>More than 10</b> |
|   | %   | %           | %                   |
| Has heard of RHI  | 14  | 22          | 35                  |
| Has not heard of RHI  | 86  | 78          | 65                  |
| Total   | 100   | 100         | 100                 |
| <i>Unweighted base</i>  | 215   | 140         | 149                 |

Heard of RHI by whether heard of Green Deal (Q46 by Q26)

| <i>Base: All respondents with valid data</i> | <i>Wider awareness survey</i> |            |
|--|-------------------------------|------------|
|  | <b>Heard of Green Deal</b>    |            |
|  | <b>Yes</b>                    | <b>No</b>  |
|  | %                             | %          |
| Has heard of RHI                             | 38                            | 9          |
| Has not heard of RHI                         | 62                            | 91         |
| Total  | 100                           | 100        |
| <i>Unweighted base</i>                       | <i>259</i>                    | <i>327</i> |

How heard about the Renewable Heat Incentive (Q47)

| <i>Base: All respondents who had heard of the RHI</i> | <i>Wider awareness survey</i> |
|---|-------------------------------|
|   | %                             |
| Newspapers  | 24                            |
| A supplier of renewable heat technologies             | 22                            |
| Another company/organisation                          | 19                            |
| Trade magazines                                       | 18                            |
| Consultant  | 18                            |
| A trade association                                   | 16                            |
| Ofgem   | 16                            |
| An installer of renewable heat technologies           | 15                            |
| Other government departments/local government         | 15                            |
| DECC Website  | 12                            |
| A colleague   | 11                            |
| Other website   | 11                            |
| At an event   | 9                             |
| Social media  | 8                             |
| DECC (source of information other than website)       | 4                             |
| Other   | 3                             |
| <i>Unweighted base</i>                                | <i>128</i>                    |

Note: Respondents were able to give more than one response to this question and therefore the sum of the percentages may be greater than 100

Whether the information received on Renewable Heat Incentive was useful (Q48)

| <i>Base: All respondents who had heard of the RHI with a valid answer at Q46</i> | <i>Wider awareness survey</i> |
|--|-------------------------------|
|  | %                             |
| Yes  | 92                            |
| No   | 8                             |
| Total  | 100                           |
| <i>Unweighted base</i>   | <i>117</i>                    |

