

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 1

Q1 And can I just check, are you the person in whose name your accommodation is owned or rented, or their partner?

Base: All adults 16+ who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/Humber (t)	North West (u)	North (v)	Scotland (w)	
(Unweighted) Total	580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
(Weighted) Total	520	255	265	9**	54*	116*	108	98	125	170	173	66*	90*	50*	108	51*	33**	16**	36*	53*	48*	55*	34**	37*
Yes	506	248	258	7	53	111	104	97	124	166	169	65	86	44	106	51	33	16	36	51	48	53	33	36
	97%	97%	97%	83%	98%	95%	97%	99%	99%	98%	97%	98%	96%	88%	98% _m	100% _m	100%	100%	100% _m	97%	100% _m	97%	97%	96%
No	13	7	6	2	1	5	3	1	1	4	4	2	4	5	2	-	-	-	-	2	-	2	1	2
	2%	3%	2%	17%	2%	5%	3%	1%	1%	2%	2%	2%	4%	11% _{not}	2%	-	-	-	-	3%	-	3%	3%	4%
Don't Know	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	1%	-	-	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	-

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
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	Full time (x)	Part time (y)	Not working (z)	Married (A)	Single (B)	Div/ Wid/Sep (C)	Owned with mortgage (D)	Owned outright (E)	Rented from council (F)	Rented Privately (G)	Rent Free (H)	Refused /not stated (I)	No (J)	Yes (K)	Up to £9,999 (L)	£10,000 - £14,999 (M)	£15,000 - £24,999 (N)	£25,000 - £49,999 (O)	£50,000 + (P)	
(Unweighted) Total	580	261	69	250	63	302	142	272	308	-	-	-	-	462	118	78	62	113	123	98
(Weighted) Total	520	249	60*	211	59*	282	113	283	237	**	**	**	**	371	149*	60*	50*	109*	119*	96*
Yes	506	244	58	205	56	278	109	278	228	-	-	-	-	360	146	59	49	107	118	93
	97%	96%	96%	97%	95%	98%	97%	98%	96%	-	-	-	-	97%	98%	97%	98%	99%	99%	96%
No	13	5	2	6	3	5	4	5	8	-	-	-	-	10	3	2	1	2	1	3
	2%	2%	4%	3%	5%	2%	3%	2%	3%	-	-	-	-	3%	2%	3%	2%	1%	1%	3%
Don't Know	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1
	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	1%

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV

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TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)
(Unweighted) Total	580	12	580	-	447	131
(Weighted) Total	520	13**	520	**	412	107
Yes	506	-	506	-	405	99
	97%	100%	97%	-	98%V	93%
No	13	13	13	-	6	7
	2%	100%	2%	-	1%	7%U
Don't Know	1	-	1	-	1	-
	*	-	*	-	*	-

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Table 2

Q2 And are you wholly or jointly responsible for making decisions about your home and accommodation?

Base: All adults 16+ who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/ Humber (t)	North West (u)	North (v)	Scot -land (w)	
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(Weighted) Total	520	255	265	9**	54*	116*	108	98	125	170	173	66*	90*	50*	108	51*	33**	16**	36*	53*	48*	55*	34**	37*
Yes	520	255	265	9	54	116	108	98	125	170	173	66	90	50	108	51	33	16	36	53	48	55	34	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prepared for GfK NOP

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Yes	520	249	60	211	59	282	113	283	237	-	-	-	-	371	149	60	50	109	119	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	-	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)
(Unweighted) Total	580	12	580	-	447	131
(Weighted) Total	520	13**	520	-**	412	107
Yes	520	13	520	-	412	107
	100%	100%	100%	-	100%	100%
No	-	-	-	-	-	-
	-	-	-	-	-	-

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Table 3

Q3 How likely would you be to consider making the recommended improvements to your home with this offer? (£1000 improvements / voucher entitling them to £500 discount)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION										
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/ Humber (t)	North West (u)	North (v)	Scotland (w)
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(Weighted) Total	520	255	265	9**	54*	116*	108	98	125	170	173	66*	90*	50*	108	51*	33**	16**	36*	53*	48*	55*	34**	37*
Definitely consider	(100) 152	75	77	3	27	37	39	22	20	62	55	12	18	19	37	6	9	5	14	20	14	9	7	13
	29%	29%	29%	31%	49% ^{gh}	32% ^h	36% ^{gh}	23%	16%	37% ^k	32%	16%	20%	38% ^{ou}	34% ^{ou}	12%	26%	29%	38% ^{ou}	38% ^{ou}	30% ^o	16%	21%	35% ^{ou}
Probably consider	(75) 149	70	78	3	19	38	29	28	30	48	48	22	23	11	24	20	12	4	9	12	12	25	10	8
	29%	26%	30%	35%	34%	33%	27%	29%	24%	26%	26%	33%	26%	22%	23%	39% ⁿ	36%	25%	26%	23%	26%	46% ^{mn}	30%	22%
Not sure	(50) 66	26	40	1	5	13	19	10	15	24	17	9	13	9	8	8	2	-	5	8	5	7	9	5
	13%	10%	15%	16%	9%	11%	17%	11%	12%	14%	10%	14%	14%	18% ⁿ	7%	16%	6%	-	14%	16%	10%	13%	27%	13%
Probably not consider	(25) 52	25	27	1	-	12	9	13	16	16	16	7	12	4	14	6	3	3	2	3	5	4	4	5
	10%	10%	10%	17%	-	11%	9%	13% ^d	13% ^d	9%	9%	10%	13%	9%	13%	12%	10%	20%	5%	5%	10%	7%	12%	12%
Definitely not consider	(0) 93	55	38	-	4	12	11	22	41	19	32	15	23	6	20	10	8	4	6	9	11	9	3	7
	18%	22% ^b	14%	-	7%	10%	10%	23% ^d	32% ^d	11%	18%	22% ⁱ	25% ⁱ	11%	19%	20%	23%	26%	17%	17%	22%	17%	10%	18%
WOULD CONSIDER	301	145	156	6	45	75	68	51	51	110	103	34	42	30	61	26	20	9	23	33	27	34	17	21
	58%	57%	59%	67%	84% ^{fg}	65% ^h	63% ^h	52%	40%	65% ^k	59%	52%	47%	60%	57%	51%	62%	54%	64%	61%	56%	62%	52%	57%
WOULD NOT CONSIDER	145	80	65	1	4	24	21	35	56	35	47	22	34	10	34	16	11	7	8	12	15	13	7	11
	28%	31%	24%	17%	7%	21%	19%	36% ^d	45% ^d	20%	27%	32% ⁱ	39% ⁱ	20%	31%	31%	33%	46%	22%	23%	32%	24%	22%	30%
Mean Score	60.51	58.43	62.53	70.25	79.90	67.02	67.45	54.02	44.65	67.49	61.84	53.88	50.79	66.89 ^o	60.73	53.11	58.01	52.73	66.01	64.79	57.93	59.35	60.22	60.98
Standard Deviation	36.52	38.21	34.77	28.26	27.18	33.02	33.20	37.82	38.24	33.72	37.40	36.26	37.57	34.54	38.86	33.92	38.50	41.98	36.74	37.04	39.06	33.13	31.25	38.14
Standard Error	1.528	2.388	1.959	11.536	4.352	3.715	2.868	3.526	2.850	2.492	3.139	3.522	3.566	4.284	3.533	4.574	7.030	12.118	6.040	4.630	5.469	4.427	5.524	5.504
Error Variance	2.336	5.702	3.838	133.08	18.938	13.805	8.225	12.435	8.125	6.212	9.852	12.41	12.72	18.356	12.482	20.919	49.419	146.839	36.483	21.441	29.909	19.600	30.511	30.298
Don't Know	8	3	5	-	-	3	1	1	3	*	6	1	1	1	5	1	-	-	-	-	1	*	-	-
	2%	1%	2%	-	-	3%	1%	1%	3%	*	3%	2%	1%	2%	5%	2%	-	-	-	-	2%	1%	-	-

Prepared for GfK NOP
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
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(Unweighted) Total	580	261	69	250	63	302	142	272	308	-	-	-	-	462	118	78	62	113	123	98
(Weighted) Total	520	249	60*	211	59*	282	113	283	237	**	**	**	**	371	149*	60*	50*	109*	119*	96*
Definitely consider	(100)	152	90	17	45	21	81	33	97	55	-	-	-	106	46	9	14	38	30	44
		29%	36%z	29%	21%	35%	29%	29%	34%E	23%	-	-	-	29%	31%	14%	28%	35%L	25%	45%LO
Probably consider	(75)	149	79	17	53	21	91	23	83	66	-	-	-	99	50	17	13	40	36	26
		29%	32%	28%	25%	36%C	32%C	20%	29%	28%	-	-	-	27%	34%	28%	27%	36%	31%	27%
Not sure	(50)	66	26	10	30	6	37	13	38	28	-	-	-	47	19	10	7	7	20	11
		13%	11%	16%	14%	10%	13%	12%	13%	12%	-	-	-	13%	13%	17%N	14%	6%	17%N	11%
Probably not consider	(25)	52	20	10	22	5	27	11	27	25	-	-	-	40	12	6	4	13	13	7
		10%	8%	16%	10%	8%	10%	10%	9%	11%	-	-	-	11%	8%	10%	8%	12%	11%	7%
Definitely not consider	(0)	93	32	4	57	7	43	29	34	58	-	-	-	74	19	17	10	9	19	8
		18%	13%	6%	27%xy	11%	15%	26%AB	12%	25%D	-	-	-	20%	12%	28%NP	21%NP	8%	16%	8%
WOULD CONSIDER		301	169	34	98	42	172	56	180	121	-	-	-	205	96	26	28	77	67	70
		58%	68%z	56%	46%	71%C	61%C	49%	64%E	51%	-	-	-	55%	65%	43%	55%	71%LO	56%	72%LMO
WOULD NOT CONSIDER		145	52	13	79	11	70	40	61	83	-	-	-	114	31	23	15	22	33	15
		28%	21%	22%	38%xy	19%	25%	36%AB	22%	35%D	-	-	-	31%K	20%	39%NP	29%P	20%	27%	15%
Mean Score	60.51	67.61z	65.03z	50.77	68.88C	62.58C	54.44	66.23E	53.65	-	-	-	-	58.37	65.91	47.45	58.45	69.89LO	59.46L	73.86LMO
Standard Deviation	36.52	34.29	31.53	38.30	33.10	34.98	40.08	34.13	38.16	-	-	-	-	37.47	33.56	36.84	37.85	32.16	34.94	31.66
Standard Error	1.528	2.131	3.824	2.452	4.170	2.019	3.424	2.077	2.199	-	-	-	-	1.758	3.102	4.226	4.847	3.039	3.150	3.231
Error Variance	2.336	4.540	14.621	6.011	17.386	4.078	11.724	4.314	4.837	-	-	-	-	3.092	9.625	17.858	23.490	9.236	9.925	10.440
Don't Know	8	1	3	4	-	4	3	4	4	-	-	-	-	5	3	1	1	3	-	1
	2%	*	5%x	2%	-	1%	3%	1%	2%	-	-	-	-	1%	2%	2%	2%	3%	-	1%

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
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	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)		
(Unweighted) Total	580	567	12	580	-	447	131	
(Weighted) Total	520	506	13**	520	-**	412	107	
Definitely consider	(100)	152	148	3	152	-	127	25
		29%	29%	26%	29%	-	31%	23%
Probably consider	(75)	149	145	4	149	-	124	24
		29%	29%	34%	29%	-	30%	23%
Not sure	(50)	66	61	5	66	-	55	11
		13%	12%	35%	13%	-	13%	11%
Probably not consider	(25)	52	52	-	52	-	35	17
		10%	10%	-	10%	-	9%	16%U
Definitely not consider	(0)	93	92	1	93	-	68	25
		18%	18%	5%	18%	-	16%	24%
WOULD CONSIDER		301	293	8	301	-	251	49
		58%	58%	60%	58%	-	61%V	46%
WOULD NOT CONSIDER		145	144	1	145	-	103	42
		28%	28%	5%	28%	-	25%	39%U
Mean Score	60.51	60.29	69.27	60.51	-	62.68V	51.72	
Standard Deviation	36.52	36.75	25.88	36.52	-	35.73	38.61	
Standard Error	1.528	1.554	7.470	1.528	-	1.699	3.413	
Error Variance	2.336	2.416	55.804	2.336	-	2.888	11.647	
Don't Know	8	8	-	8	-	3	4	
	2%	1%	-	2%	-	1%	4%U	

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 4

Q4 How more or less appealing is this option than the option you just considered? (£1000 improvements / £500 cashback after improvements made)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION										
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/Humber (t)	North West (u)	North (v)	Scot -land (w)
(Unweighted) Total	580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
(Weighted) Total	520	255	265	9**	54*	116*	108	98	125	170	173	66*	90*	50*	108	51*	33**	16**	36*	53*	48*	55*	34**	37*
A lot more appealing	(100) 24	11	13	-	1	7	3	3	9	4	10	6	3	3	6	3	1	2	-	3	3	-	3	*
	5%	4%	5%	-	1%	6%	3%	3%	7%	2%	6%	9% <i>i</i>	4%	7%	6%	5%	2%	13%	-	5%	6%	-	10%	1%
A little more appealing	(75) 36	19	17	-	2	9	7	10	8	10	12	7	5	3	8	2	3	1	6	5	2	4	-	3
	7%	7%	7%	-	3%	8%	6%	11%	6%	6%	7%	10%	6%	7%	7%	4%	9%	5%	17%	9%	3%	7%	-	7%
Neither more or less appealing	(50) 141	68	74	4	16	33	36	26	22	60	38	17	23	20	33	11	7	5	5	14	14	11	12	9
	27%	27%	28%	50%	29%	28%	34% <i>h</i>	27%	17%	35%	22%	25%	25%	41% <i>o</i> <i>ru</i>	31%	22%	22%	28%	15%	26%	29%	21%	36%	24%
A little less appealing	(25) 140	74	65	3	19	31	30	29	27	52	44	17	20	10	24	11	9	5	17	10	10	23	6	14
	27%	29%	25%	34%	34%	27%	28%	29%	22%	30%	25%	25%	22%	21%	22%	22%	28%	29%	48% <i>m</i> <i>nos</i>	19%	22%	42% <i>m</i> <i>n</i>	17%	37%
A lot less appealing	(0) 162	75	87	1	17	32	30	28	51	43	61	18	35	10	31	22	11	4	7	22	18	16	11	10
	31%	29%	33%	16%	32%	28%	27%	29%	41% <i>f</i>	25%	35%	27%	40% <i>l</i>	20%	29%	44% <i>m</i> <i>r</i>	34%	24%	20%	41% <i>m</i> <i>r</i>	38%	29%	33%	27%
APPEALING	60	30	31	-	2	16	10	13	17	14	23	13	8	7	14	5	4	3	6	7	4	4	3	3
	12%	12%	12%	-	5%	14%	9%	13%	14%	8%	13%	19% <i>l</i>	9%	13%	13%	10%	11%	19%	17%	14%	9%	7%	10%	9%
UNAPPEALING	302	149	153	4	36	63	60	57	78	94	105	34	55	21	54	33	21	9	24	32	29	39	17	24
	58%	59%	58%	50%	67%	55%	55%	58%	62%	56%	60%	52%	62%	41%	51%	65% <i>m</i>	62%	53%	68% <i>m</i>	61% <i>m</i>	60%	71% <i>m</i> <i>n</i>	49%	64% <i>m</i>
Mean Score	31.13	31.36	30.91	33.64	26.74	34.09	31.97	31.94	27.93	32.18	29.96	36.79	27.17	39.17	33.85	25.68	28.19	38.70	32.45	29.14	28.92	26.34	33.52	29.07
Standard Deviation	28.10	27.60	28.62	19.61	23.21	29.12	25.92	27.24	31.52	24.63	29.80	31.51	28.16	28.05	29.22	29.24	27.03	33.03	24.71	30.28	29.19	22.40	31.35	24.29
Standard Error	1.187	1.749	1.623	8.007	3.717	3.277	2.256	2.540	2.403	1.831	2.528	3.105	2.710	3.534	2.679	3.979	5.109	9.536	4.062	3.785	4.087	2.993	5.724	3.581
Error Variance	1.410	3.058	2.634	64.109	13.817	10.736	5.090	6.453	5.775	3.353	6.391	9.638	7.342	12.491	7.176	15.830	26.099	90.938	16.503	14.327	16.706	8.956	32.763	12.826
Don't Know	16	8	8	-	-	3	2	1	8	2	8	3	3	2	6	2	2	-	-	-	1	*	2	1
	3%	3%	3%	-	-	3%	2%	1%	7% <i>g</i>	1%	4%	4%	3%	4%	6%	3%	5%	-	-	-	2%	1%	5%	3%

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 4

Q4 How more or less appealing is this option than the option you just considered? (£1000 improvements / £500 cashback after improvements made)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Working Status			Marital Status			TENURE						Children in Household		Household Income				
		Full time (x)	Part time (y)	Not working (z)	Married (A)	Single (B)	Div/ Wid/Sep (C)	Owned with mortgage (D)	Owned outright (E)	Rented from council (F)	Rented Privately (G)	Rent Free (H)	Refused /not stated (I)	No (J)	Yes (K)	Up to £9,999 (L)	£10,000 - £14,999 (M)	£15,000 - £24,999 (N)	£25,000 - £49,999 (O)	£50,000 + (P)
(Unweighted) Total	580	261	69	250	63	302	142	272	308	-	-	-	-	462	118	78	62	113	123	98
(Weighted) Total	520	249	60*	211	59*	282	113	283	237	**	**	**	**	371	149*	60*	50*	109*	119*	96*
A lot more appealing	(100)	24	8	4	12	2	14	6	8	16	-	-	-	17	7	2	5	7	1	3
		5%	3%	7%	6%	3%	5%	6%	3%	7%D	-	-	-	5%	5%	4%	9%O	6%	1%	3%
A little more appealing	(75)	36	14	5	17	2	24	9	18	18	-	-	-	27	9	4	2	7	8	6
		7%	6%	8%	8%	4%	8%	8%	6%	8%	-	-	-	7%	6%	7%	4%	7%	7%	6%
Neither more or less appealing	(50)	141	79	14	48	18	80	25	85	57	-	-	-	100	41	10	14	31	32	37
		27%	32%z	23%	23%	30%	28%	22%	30%	24%	-	-	-	27%	28%	16%	28%	29%	27%	38%L
A little less appealing	(25)	140	74	18	48	24	75	32	82	57	-	-	-	102	37	16	12	26	41	31
		27%	30%	30%	23%	41%B	27%	28%	29%	24%	-	-	-	28%	25%	26%	24%	24%	34%	32%
A lot less appealing	(0)	162	72	15	75	12	81	37	84	78	-	-	-	113	50	26	16	33	37	18
		31%	29%	26%	36%	21%	29%	33%	30%	33%	-	-	-	30%	34%	43%P	32%	31%	31%	19%
APPEALING		60	22	9	30	4	37	15	26	34	-	-	-	44	16	7	7	14	9	9
		12%	9%	14%	14%	6%	13%	13%	9%	14%	-	-	-	12%	11%	11%	13%	13%	8%	9%
UNAPPEALING		302	146	33	123	37	155	69	167	135	-	-	-	215	87	42	28	59	78	50
		58%	59%	56%	58%	62%	55%	61%	59%	57%	-	-	-	58%	59%	69%P	56%	54%	65%	52%
Mean Score	31.13	30.96	33.69	30.64	31.23	33.06	30.61	30.43	32.00	-	-	-	-	31.45	30.34	24.73	33.00	32.83	28.14	35.01L
Standard Deviation	28.10	25.90	29.58	30.30	23.38	28.39	29.35	26.03	30.48	-	-	-	-	28.02	28.36	28.56	31.29	29.53	24.14	24.16
Standard Error	1.187	1.613	3.641	1.972	2.969	1.661	2.517	1.590	1.784	-	-	-	-	1.330	2.633	3.298	4.040	2.815	2.177	2.479
Error Variance	1.410	2.600	13.254	3.889	8.815	2.759	6.335	2.528	3.182	-	-	-	-	1.769	6.933	10.875	16.323	7.927	4.739	6.146
Don't Know	16	2	4	10	1	9	4	5	11	-	-	-	-	12	4	2	1	5	-	2
	3%	1%	7%x	5%x	1%	3%	4%	2%	5%	-	-	-	-	3%	3%	3%O	3%	4%O	-	2%

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
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Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 4
Q4 How more or less appealing is this option than the option you just considered? (£1000 improvements / £500 cashback after improvements made)

Base: All adults 16+ who are bill payers and homeowners

TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)
(Unweighted) Total	580	12	580	-	447	131
(Weighted) Total	520	13**	520	-**	412	107
A lot more appealing (100)	24 5%	21 4%	3 23%	24 5%	17 4%	7 6%
A little more appealing (75)	36 7%	36 7%	-	36 7%	25 6%	11 10%
Neither more or less appealing (50)	141 27%	136 27%	6 46%	141 27%	-	119 29%
A little less appealing (25)	140 27%	136 27%	3 27%	140 27%	-	117 28%
A lot less appealing (0)	162 31%	162 32%	1 5%	162 31%	-	125 30%
APPEALING	60 12%	57 11%	3 23%	60 12%	-	43 10%
UNAPPEALING	302 58%	298 59%	4 31%	302 58%	-	241 59%
Mean Score	31.13	30.57	52.51	31.13	-	31.08
Standard Deviation	28.10	27.84	30.42	28.10	-	27.27
Standard Error	1.187	1.189	8.781	1.187	-	1.306
Error Variance	1.410	1.415	77.102	1.410	-	1.706
Don't Know	16 3%	15 3%	-	16 3%	-	8 7%U

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 5

Q5 How likely would you be to consider making the recommended improvements to your home with this offer? (£7000 improvements / voucher entitling them to £4000 discount)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	SEX		AGE							SOCIAL GRADE				STANDARD REGION									
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/Humber (t)	North West (u)	North (v)	Scot-land (w)
(Unweighted) Total	580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
(Weighted) Total	520	255	265	9**	54*	116*	108	98	125	170	173	66*	90*	50*	108	51*	33**	16**	36*	53*	48*	55*	34**	37*
Definitely consider	103 (100)	55 20%	48 18%	3 31%	10 18%	27 24%	20 18%	23 24%h	16 13%	40 24%k	33 19%	9 13%	16 18%	14 28%uw	26 24%uw	11 21%	5 16%	3 19%	7 20%	13 25%w	10 20%	5 10%	5 16%	3 8%
Probably consider	136 (75)	70 26%	66 25%	-	19 36%	33 29%	34 31%	20 20%	28 22%	48 28%	37 22%	21 32%	26 29%	16 33%	21 19%	14 27%	9 29%	4 27%	8 24%	13 24%	15 31%	17 31%	8 23%	10 28%
Not sure	79 (50)	36 15%	43 16%	2 17%	9 17%	19 16%	18 16%	16 16%	15 12%	25 15%	26 15%	11 16%	15 16%	6 13%	18 16%	4 8%	4 12%	7 22%	8 19%	4 15%	8 8%	9 15%	8 27%	8 21%
Probably not consider	77 (25)	35 15%	42 16%	3 35%	9 17%	14 12%	19 18%	13 13%	18 14%	27 16%	26 15%	11 16%	10 11%	5 11%	11 11%	8 16%	6 17%	2 11%	7 19%	8 16%	5 10%	9 16%	6 16%	10 26%n
Definitely not consider	119 (0)	57 23%	62 24%	1 16%	6 12%	23 20%	17 16%	26 26%	43 34%cd	30 18%	50 29%	13 19%	21 24%	7 14%	29 27%	14 27%	9 26%	4 22%	6 18%	11 20%	14 30%	14 26%	5 16%	6 17%
WOULD CONSIDER	239 46%	125 49%	114 43%	3 31%	29 54%h	61 52%h	53 50%h	43 44%	44 35%	88 52%	70 41%	30 45%	42 47%	30 61%nuw	47 44%	24 48%	15 44%	7 45%	16 44%	26 49%	24 51%	23 41%	13 39%	13 36%
WOULD NOT CONSIDER	196 38%	92 36%	104 39%	4 51%	15 29%	37 32%	37 34%	39 39%	61 48%cd	57 34%	76 44%	24 36%	31 35%	12 25%	41 38%	22 43%	14 43%	5 33%	13 37%	19 36%	19 40%	23 43%	11 33%	16 43%
Mean Score	51.27	53.03	49.57	49.00	58.00	56.17	54.42	50.46	41.02	56.04	46.67	50.66	51.42	62.99uw	50.75	49.79	47.60	52.35	52.20	54.52	50.32	45.43	51.43	46.11
Standard Deviation	36.61	36.93	36.29	39.84	32.15	36.20	34.10	38.50	37.36	35.80	37.89	34.17	36.51	34.51	38.99	38.94	37.00	36.26	35.32	37.17	39.63	34.92	33.03	31.27
Standard Error	1.532	2.317	2.038	16.266	5.148	4.047	2.935	3.574	2.808	2.639	3.157	3.334	3.497	4.248	3.544	5.250	6.755	10.467	5.807	4.646	5.549	4.666	5.932	4.514
Error Variance	2.347	5.369	4.154	264.59	26.501	16.378	8.614	12.776	7.886	6.965	9.969	11.12	12.23	18.049	12.563	27.564	45.632	109.552	33.722	21.587	30.789	21.772	35.194	20.373
Don't Know	6 1%	2 1%	4 1%	-	-	-	-	1 1%	5 4%ef	-	1 1%	2 3%l	2 2%l	1 1%	3 2%	1 2%	-	-	-	-	1 2%	-	1 1%	-

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
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Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 5

Q5 How likely would you be to consider making the recommended improvements to your home with this offer? (£7000 improvements / voucher entitling them to £4000 discount)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Working Status			Marital Status			TENURE						Children in Household		Household Income				
		Full time (x)	Part time (y)	Not working (z)	Married (A)	Single (B)	Div/ Wid/Sep (C)	Owned with mortgage (D)	Owned outright (E)	Rented from council (F)	Rented Privately (G)	Rent Free (H)	Refused /not stated (I)	No (J)	Yes (K)	Up to £9,999 (L)	£10,000 - £14,999 (M)	£15,000 - £24,999 (N)	£25,000 - £49,999 (O)	£50,000 + (P)
(Unweighted) Total	580	261	69	250	63	302	142	272	308	-	-	-	-	462	118	78	62	113	123	98
(Weighted) Total	520	249	60*	211	59*	282	113	283	237	**	**	**	**	371	149*	60*	50*	109*	119*	96*
Definitely consider	(100)	103	53	8	41	11	65	13	56	46	-	-	-	73	29	8	9	23	23	27
		20%	21%	14%	20%	19%	23% C	11%	20%	19%	-	-	-	20%	20%	14%	17%	21%	19%	28% L
Probably consider	(75)	136	79	13	45	15	79	27	78	58	-	-	-	93	43	17	12	29	28	32
		26%	32% z	21%	21%	25%	28%	24%	28%	25%	-	-	-	25%	29%	28%	23%	27%	24%	33%
Not sure	(50)	79	37	14	28	11	47	14	49	30	-	-	-	57	22	6	9	17	21	11
		15%	15%	23%	13%	18%	17%	12%	17%	13%	-	-	-	15%	15%	9%	17%	15%	18%	11%
Probably not consider	(25)	77	40	9	28	12	33	24	41	36	-	-	-	56	21	9	6	25	17	10
		15%	16%	14%	14%	20%	12%	21% B	14%	15%	-	-	-	15%	14%	15%	11%	23% P	14%	10%
Definitely not consider	(0)	119	40	17	62	10	56	32	57	62	-	-	-	86	33	19	14	16	30	16
		23%	16%	28% x	29% x	17%	20%	28%	20%	26%	-	-	-	23%	22%	31% NP	28% N	14%	25%	17%
WOULD CONSIDER		239	132	21	86	26	145	39	135	104	-	-	-	166	72	25	20	52	51	59
		46%	53% yz	35%	41%	45%	51% C	35%	48%	44%	-	-	-	45%	49%	42%	41%	48%	43%	61% LMO
WOULD NOT CONSIDER		196	80	26	90	22	89	56	98	98	-	-	-	142	54	28	20	40	47	26
		38%	32%	43%	43% x	37%	32%	50% B	35%	41%	-	-	-	38%	36%	46% P	39%	37%	39%	27%
Mean Score	51.27	56.51 yz	44.28	46.95	52.40	55.66 C	41.79	53.14	48.98	-	-	-	-	50.82	52.36	44.52	47.70	54.23	49.51	61.39 LMO
Standard Deviation	36.61	34.62	35.45	38.52	34.88	36.12	35.52	35.59	37.76	-	-	-	-	36.74	36.39	37.66	37.58	34.34	36.92	35.83
Standard Error	1.532	2.143	4.267	2.481	4.395	2.085	3.046	2.162	2.180	-	-	-	-	1.726	3.350	4.349	4.852	3.230	3.329	3.620
Error Variance	2.347	4.591	18.208	6.157	19.313	4.349	9.276	4.675	4.753	-	-	-	-	2.980	11.220	18.914	23.537	10.434	11.085	13.104
Don't Know	6	-	-	6	-	1	4	1	5	-	-	-	-	6	-	2	1	-	-	-
	1%	-	-	3% x	-	1%	4% B	-	2% D	-	-	-	-	2%	-	3%	3%	-	-	-

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
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Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

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TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)
(Unweighted) Total	580	12	580	-	447	131
(Weighted) Total	520	13**	520	-**	412	107
Definitely consider	103	2	103	-	88	15
	20%	12%	20%	-	21%	14%
Probably consider	136	7	136	-	107	29
	26%	50%	26%	-	26%	27%
Not sure	79	3	79	-	58	21
	15%	22%	15%	-	14%	20%
Probably not consider	77	-	77	-	61	16
	15%	-	15%	-	15%	15%
Definitely not consider	119	2	119	-	94	25
	23%	16%	23%	-	23%	24%
WOULD CONSIDER	239	8	239	-	194	43
	46%	63%	46%	-	47%	41%
WOULD NOT CONSIDER	196	2	196	-	155	41
	38%	16%	38%	-	38%	39%
Mean Score	51.27	60.91	51.27	-	52.06	48.03
Standard Deviation	36.61	31.03	36.61	-	37.04	34.97
Standard Error	1.532	8.957	1.532	-	1.764	3.079
Error Variance	2.347	80.225	2.347	-	3.111	9.479
Don't Know	6	-	6	-	4	1
	1%	-	1%	-	1%	1%

Prepared for GfK NOP
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 6

Q6 How more or less appealing is this option than the option you just considered? (£7000 improvements / £4000 cashback after improvements made)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION												
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/Humber (t)	North West (u)	North (v)	Scot -land (w)		
(Unweighted) Total	580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48		
(Weighted) Total	520	255	265	9**	54*	116*	108	98	125	170	173	66*	90*	50*	108	51*	33**	16**	36*	53*	48*	55*	34**	37*		
A lot more appealing	(100)	16	7	9	-	-	5	4	1	6	7	2	6	1	-	3	3	-	3	2	1	1	-	1	2	
		3%	3%	3%	-	-	4%	4%	1%	5%	4%	1%	8%l	2%	-	2%	6%	-	19%	6%	2%	3%	-	3%	5%	
A little more appealing	(75)	29	17	12	-	2	6	3	8	9	5	10	4	7	2	6	3	6	-	3	4	1	1	1	2	
		6%	7%	5%	-	3%	5%	3%	8%	7%	3%	6%	7%	8%	4%	6%	6%	19%	-	10%	7%	2%	2%	3%	4%	
Neither more or less appealing	(50)	101	44	57	3	4	21	29	20	21	40	30	9	20	13	24	12	4	3	2	7	10	11	7	7	
		19%	17%	21%	33%	7%	18%	27%dh	21%cd	17%	23%	17%	13%	23%	27%r	22%r	25%r	11%	19%	5%	14%	22%	20%	21%	20%	
A little less appealing	(25)	114	63	51	-	10	30	23	25	24	37	36	18	17	11	20	5	5	3	17	16	14	12	4	6	
		22%	25%	19%	-	19%	26%	21%	26%	19%	22%	21%	27%	19%	22%	19%	10%	15%	17%	48%mnou w	30%o	29%o	23%	12%	16%	
A lot less appealing	(0)	243	116	128	6	38	48	49	41	56	79	87	27	39	20	47	25	18	7	11	25	20	30	19	21	
		47%	45%	48%	67%	71%ef gh	42%	46%	42%	45%	47%	50%	41%	44%	40%	43%	50%	53%	45%	31%	48%	43%	55%r	56%	55%	
APPEALING		45	24	21	-	2	11	7	9	15	12	12	10	9	2	9	6	6	3	6	5	2	1	2	3	
		9%	9%	8%	-	3%	9%	6%	9%	12%	7%	7%	15%i	10%	4%	8%	12%u	19%	19%	7%	16%u	9%	5%	2%	6%	9%
UNAPPEALING		357	179	178	6	49	79	72	66	80	116	124	45	56	31	67	30	23	10	28	41	34	43	23	26	
		69%	70%	67%	67%	90%ef gh	68%	67%	67%	64%	69%	71%	68%	63%	62%	62%	60%	68%	62%	79%	78%	72%	78%	68%	71%	
Mean Score	23.16	23.29	23.04	16.53	10.48	24.73	24.30	24.72	25.40	23.67	20.28	27.92	24.99	23.67	24.32	26.27	23.69	32.54	27.81	21.16	22.91	16.88	19.46	21.89		
Standard Deviation	27.33	27.09	27.60	25.01	18.99	27.86	26.96	26.11	30.29	27.31	25.44	31.97	27.49	23.83	27.33	31.73	30.18	38.55	28.68	25.55	25.08	21.29	27.38	29.34		
Standard Error	1.154	1.714	1.565	10.210	3.041	3.175	2.320	2.435	2.317	2.025	2.150	3.135	2.657	3.003	2.527	4.318	5.604	11.127	4.714	3.193	3.512	2.844	4.999	4.235		
Error Variance	1.331	2.937	2.449	104.24	9.248	10.080	5.384	5.927	5.367	4.099	4.624	9.826	7.061	9.015	6.386	18.646	31.404	123.810	22.223	10.197	12.336	8.091	24.991	17.938		
Don't Know	17	8	9	-	-	6	-	2	9	2	8	2	4	4	8	2	1	-	-	-	1	-	2	-		
		3%	3%	3%	-	5%l	-	2%	7%l	1%	4%	4%	5%	7% s	7% s	3%	3%	-	-	-	2%	1%	5%	-		

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 6

Q6 How more or less appealing is this option than the option you just considered? (£7000 improvements / £4000 cashback after improvements made)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Working Status			Marital Status			TENURE						Children in Household		Household Income				
		Full time (x)	Part time (y)	Not working (z)	Married (A)	Single (B)	Div/ Wid/Sep (C)	Owned with mortgage (D)	Owned outright (E)	Rented from council (F)	Rented Privately (G)	Rent Free (H)	Refused /not stated (I)	No (J)	Yes (K)	Up to £9,999 (L)	£10,000 - £14,999 (M)	£15,000 - £24,999 (N)	£25,000 - £49,999 (O)	£50,000 + (P)
(Unweighted) Total	580	261	69	250	63	302	142	272	308	-	-	-	-	462	118	78	62	113	123	98
(Weighted) Total	520	249	60*	211	59*	282	113	283	237	**	**	**	**	371	149*	60*	50*	109*	119*	96*
A lot more appealing	(100)	16	6	1	8	2	10	2	7	9	-	-	-	12	4	1	2	3	4	3
		3%	3%	2%	4%	3%	4%	2%	2%	4%	-	-	-	3%	3%	2%	5%	3%	3%	3%
A little more appealing	(75)	29	9	1	18	1	18	8	13	17	-	-	-	24	6	5	1	9	4	3
		6%	4%	2%	9% ^x	1%	6%	7%	4%	7%	-	-	-	6%	4%	8%	2%	9%	3%	3%
Neither more or less appealing	(50)	101	49	13	38	11	54	19	50	50	-	-	-	76	25	8	12	22	20	25
		19%	20%	22%	18%	18%	19%	16%	18%	21%	-	-	-	20%	17%	14%	24%	20%	17%	26%
A little less appealing	(25)	114	58	11	44	12	66	27	60	54	-	-	-	83	31	18	10	16	28	30
		22%	23%	18%	21%	21%	23%	24%	21%	23%	-	-	-	22%	21%	29% ^N	19%	15%	24%	31% ^N
A lot less appealing	(0)	243	124	30	89	34	125	52	145	98	-	-	-	165	78	27	23	55	62	35
		47%	50%	50%	42%	57%	44%	46%	51% ^E	41%	-	-	-	45%	52%	44%	47%	50%	52% ^P	37%
APPEALING		45	16	3	26	3	28	10	19	26	-	-	-	35	10	6	4	13	8	5
		9%	6%	5%	12% ^x	4%	10%	9%	7%	11%	-	-	-	9%	6%	9%	7%	12%	7%	5%
UNAPPEALING		357	183	41	133	46	190	78	205	152	-	-	-	248	108	44	33	71	90	65
		69%	73% ^z	68%	63%	78%	67%	69%	73% ^E	64%	-	-	-	67%	73%	73%	66%	65%	76%	68%
Mean Score	23.16	21.28	20.74	26.22	18.29	24.59	22.18	20.45	26.44 ^D	-	-	-	-	24.46	19.90	22.53	24.11	23.99	20.14	25.68
Standard Deviation	27.33	25.84	25.74	29.35	25.41	28.07	26.42	26.00	28.56	-	-	-	-	27.71	26.15	26.05	28.52	29.34	26.17	24.82
Standard Error	1.154	1.603	3.121	1.923	3.202	1.640	2.291	1.594	1.663	-	-	-	-	1.312	2.439	3.008	3.682	2.773	2.370	2.520
Error Variance	1.331	2.569	9.742	3.698	10.251	2.690	5.249	2.542	2.765	-	-	-	-	1.721	5.947	9.049	13.555	7.688	5.616	6.349
Don't Know	17	1	3	13	-	10	6	8	9	-	-	-	-	12	6	2	1	3	1	1
	3%	*	5% ^x	6% ^x	-	4%	6%	3%	4%	-	-	-	-	3%	4%	3%	3%	3%	1%	1%

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 6

Q6 How more or less appealing is this option than the option you just considered? (£7000 improvements / £4000 cashback after improvements made)

Base: All adults 16+ who are bill payers and homeowners

TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC		
	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)	
(Unweighted) Total	580	567	12	580	-	447	131
(Weighted) Total	520	506	13**	520	-**	412	107
A lot more appealing	(100)	16	16	-	16	11	4
		3%	3%	-	3%	3%	4%
A little more appealing	(75)	29	28	1	29	18	11
		6%	6%	7%	6%	4%	10%U
Neither more or less appealing	(50)	101	97	4	101	84	17
		19%	19%	30%	19%	20%	16%
A little less appealing	(25)	114	110	4	114	94	19
		22%	22%	27%	22%	23%	18%
A lot less appealing	(0)	243	239	3	243	194	48
		47%	47%	26%	47%	47%	45%
APPEALING		45	44	1	45	30	15
		9%	9%	7%	9%	7%	14%U
UNAPPEALING		357	349	7	357	288	68
		69%	69%	53%	69%	70%	64%
Mean Score	23.16	23.04	29.79	23.16	-	22.53	25.92
Standard Deviation	27.33	27.40	24.52	27.33	-	26.45	30.60
Standard Error	1.154	1.169	7.393	1.154	-	1.268	2.737
Error Variance	1.331	1.367	54.652	1.331	-	1.609	7.493
Don't Know	17	16	1	17	-	10	7
	3%	3%	10%	3%	-	2%	6%

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 7

Q7 Are you aware of what an Energy Performance Certificate (EPC) is?

Base: All adults 16+ who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/Humber (t)	North West (u)	North (v)	Scotland (w)	
(Unweighted) Total	580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
(Weighted) Total	520	255	265	9**	54*	116*	108	98	125	170	173	66*	90*	50*	108	51*	33**	16**	36*	53*	48*	55*	34**	37*
Yes	412	209	203	6	52	96	91	75	85	145	145	51	55	41	76	40	27	15	28	42	40	45	30	27
	79%	82%	77%	65%	96% ^{gh}	83% ^h	85% ^h	76%	68%	85% ^l	83%	77% ^l	61%	82%	70%	80%	80%	94%	78%	80%	85%	83%	88%	73%
No	107	46	61	3	2	20	16	23	40	24	29	15	35	9	32	10	7	1	8	11	7	8	4	10
	21%	18%	23%	35%	4%	17%	15%	24% ^{cd}	32% ^{cd}	14%	17%	23%	39% ^{ik}	18%	30%	20%	20%	6%	22%	20%	15%	15%	12%	27%
Don't Know	1	-	1	-	-	-	1	-	*	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	*	-	1%	-	-	-	1%	-	*	1%	-	-	-	-	-	-	-	-	-	-	-	3%	-	-

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 7

Q7 Are you aware of what an Energy Performance Certificate (EPC) is?

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE						Children in Household		Household Income					
	Full time (x)	Part time (y)	Not working (z)	Married (A)	Single (B)	Div/ Wid/Sep (C)	Owned with mortgage (D)	Owned outright (E)	Rented from council (F)	Rented Privately (G)	Rent Free (H)	Refused /not stated (I)	No (J)	Yes (K)	Up to £9,999 (L)	£10,000 - £14,999 (M)	£15,000 - £24,999 (N)	£25,000 - £49,999 (O)	£50,000 + (P)	
(Unweighted) Total	580	261	69	250	63	302	142	272	308	-	-	-	-	462	118	78	62	113	123	98
(Weighted) Total	520	249	60*	211	59*	282	113	283	237	**	**	**	**	371	149*	60*	50*	109*	119*	96*
Yes	412	221	45	145	44	232	86	240	171	-	-	-	-	283	129	36	43	89	101	84
	79%	89%yz	75%	69%	74%	82%	76%	85%E	72%	-	-	-	-	76%	87%J	60%	86%L	81%L	85%L	88%L
No	107	28	14	65	15	49	27	42	65	-	-	-	-	87	19	24	7	20	17	12
	21%	11%	24%x	31%x	26%	17%	24%	15%	27%D	-	-	-	-	24%K	13%	40%MNOP	14%	19%	14%	12%
Don't Know	1	-	1	*	-	1	-	1	*	-	-	-	*	1	-	-	-	-	1	-
	*	-	1%	*	-	*	-	*	*	-	-	-	*	1%	-	-	-	-	1%	-

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 7

Q7 Are you aware of what an Energy Performance Certificate (EPC) is?

Base: All adults 16+ who are bill payers and homeowners

TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)
(Unweighted) Total	580	12	580	-	447	131
(Weighted) Total	520	13**	520	**	412	107
Yes	412	6	412	-	412	-
	79%	45%	79%	-	100%V	-
No	107	7	107	-	-	107
	21%	55%	21%	-	-	100%U
Don't Know	1	-	1	-	-	-
	*	-	*	-	-	-

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 8

Q8 Have you seen, or do you have a copy, of the Energy Performance Certificate (EPC) for your property?

Base: All adults 16+ who are aware of EPCs who are bill payers and homeowners

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/Humber (t)	North West (u)	North (v)	Scotland (w)	
(Unweighted) Total	447	208	239	4	37	67	115	90	122	156	120	83	67	55	86	45	25	11	27	51	42	45	27	33
(Weighted) Total	412	209	203	6**	52*	96*	91	75*	85	145	145	51*	55*	41*	76*	40*	27**	15**	28**	42*	40*	45*	30**	27**
I have seen it and I have a copy	112	65	46	4	24	27	22	19	15	57	27	11	13	11	26	10	9	4	8	9	9	17	6	3
	27%	31%	23%	76%	46%fg	28%	24%	26%	17%	39%k	19%	22%	24%	26%	34%	24%	34%	27%	27%	22%	23%	38%	22%	11%
I have seen it but I don't have a copy	50	19	31	-	6	12	9	9	14	12	23	7	7	3	12	6	2	1	2	3	1	4	9	6
	12%	9%	15%	-	12%	12%	10%	13%	16%	8%	16%	13%	12%	6%	16%t	16%	8%	9%	8%	7%	2%	9%	32%	23%
I might have seen it and I think I have a copy but I don't know where it is	48	22	25	1	8	14	11	7	7	11	25	7	3	5	5	6	3	3	2	8	6	6	2	3
	12%	11%	13%	24%	15%	15%	12%	9%	8%	8%	17%	14%	5%	11%	7%	14%	10%	19%	7%	18%	15%	13%	6%	12%
I might have seen it but I don't think I have a copy	24	14	11	-	1	6	4	5	8	9	10	5	1	2	1	1	3	2	6	1	3	2	1	2
	6%	6%	5%	-	1%	6%	5%	7%	10%	6%	7%	10%l	1%	6%	2%	2%	10%	13%	22%	3%	7%	5%	4%	8%
I have never seen it	172	86	85	-	12	38	43	34	39	53	58	22	30	20	31	18	9	4	10	20	21	15	11	12
	42%	41%	42%	-	22%	39%	48%d	46%d	46%d	37%	40%	42%	55%i	48%	41%	45%	36%	26%	36%	48%	52%	33%	37%	45%
HAVE SEEN IT	162	85	77	4	30	38	31	29	28	69	50	18	20	13	38	16	11	5	10	12	10	21	16	9
	39%	41%	38%	76%	58%h	40%	34%	38%	33%	48%	35%	34%	36%	32%	50%st	40%	41%	36%	35%	26%	25%	46%	53%	35%
MIGHT HAVE SEEN IT	72	36	36	1	9	20	15	12	15	20	35	12	3	7	6	6	5	5	8	9	9	8	3	5
	18%	17%	18%	24%	17%	21%	16%	16%	18%	14%	24%	24%l	6%	17%	8%	16%	20%	33%	29%	20%	22%	18%	10%	20%
Don't Know	6	2	4	-	1	-	2	-	2	3	2	-	1	1	1	-	1	-	1	1	1	1	-	-
	1%	1%	2%	-	2%	-	2%	-	3%	2%	1%	-	3%	2%	1%	-	3%	6%	-	3%	1%	2%	-	-

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 8

Q8 Have you seen, or do you have a copy, of the Energy Performance Certificate (EPC) for your property?

Base: All adults 16+ who are aware of EPCs who are bill payers and homeowners

	Working Status			Marital Status			TENURE						Children in Household		Household Income					
	Full time (x)	Part time (y)	Not working (z)	Married (A)	Single (B)	Div/ Wid/Sep (C)	Owned with mortgage (D)	Owned outright (E)	Rented from council (F)	Rented Privately (G)	Rent Free (H)	Refused /not stated (I)	No (J)	Yes (K)	Up to £9,999 (L)	£10,000 - £14,999 (M)	£15,000 - £24,999 (N)	£25,000 - £49,999 (O)	£50,000 + (P)	
(Unweighted) Total	447	226	53	168	45	244	103	230	217	-	-	-	-	343	104	47	52	93	104	85
(Weighted) Total	412	221	45*	145	44*	232	86*	240	171	**	**	**	**	283	129*	36*	43*	89*	101*	84*
I have seen it and I have a copy	112	70	9	33	11	65	23	72	39	-	-	-	-	70	42	7	11	19	28	30
	27%	31%	20%	23%	24%	28%	26%	30%	23%	-	-	-	-	25%	32%	19%	25%	22%	27%	35%
I have seen it but I don't have a copy	50	27	5	19	3	29	9	30	20	-	-	-	-	34	16	2	8	15	15	4
	12%	12%	10%	13%	7%	13%	10%	13%	12%	-	-	-	-	12%	13%	5%	19%P	17%P	15%	5%
I might have seen it and I think I have a copy but I don't know where it is	48	30	5	13	4	31	6	31	17	-	-	-	-	28	20	2	3	14	17	8
	12%	14%	10%	9%	10%	13%	7%	13%	10%	-	-	-	-	10%	16%	6%	7%	16%	16%	9%
I might have seen it but I don't think I have a copy	24	9	1	14	3	14	6	12	13	-	-	-	-	19	5	6	2	2	4	9
	6%	4%	3%	10% ^x	7%	6%	7%	5%	8%	-	-	-	-	7%	4%	16%NO	5%	3%	4%	10%
I have never seen it	172	85	24	63	23	88	41	92	80	-	-	-	-	126	45	19	17	37	38	32
	42%	38%	53%	43%	51%	38%	48%	38%	46%	-	-	-	-	45%	35%	53%	40%	42%	37%	38%
HAVE SEEN IT	162	96	13	52	14	94	31	102	59	-	-	-	-	104	58	8	19	34	43	34
	39%	44%	30%	36%	32%	41%	37%	43%	35%	-	-	-	-	37%	45%	23%	43%	38%	42%L	40%
MIGHT HAVE SEEN IT	72	39	6	27	8	45	12	43	29	-	-	-	-	47	26	8	5	16	20	17
	18%	18%	13%	19%	17%	19%	14%	18%	17%	-	-	-	-	17%	20%	22%	12%	18%	20%	20%
Don't Know	6	1	2	3	-	5	1	3	3	-	-	-	-	6	-	1	2	1	-	1
	1%	1%	3%	2%	-	2%	1%	1%	2%	-	-	-	-	2%	-	2%	4%O	1%	-	1%

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 8

Q8 Have you seen, or do you have a copy, of the Energy Performance Certificate (EPC) for your property?

Base: All adults 16+ who are aware of EPCs who are bill payers and homeowners

TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC		
	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)	
(Unweighted) Total	447	440	6	447	-	447	-
(Weighted) Total	412	405	6**	412	-**	412	-**
I have seen it and I have a copy	112	111	1	112	-	112	-
	27%	27%	12%	27%	-	27%	-
I have seen it but I don't have a copy	50	50	-	50	-	50	-
	12%	12%	-	12%	-	12%	-
I might have seen it and I think I have a copy but I don't know where it is	48	48	-	48	-	48	-
	12%	12%	-	12%	-	12%	-
I might have seen it but I don't think I have a copy	24	24	-	24	-	24	-
	6%	6%	-	6%	-	6%	-
I have never seen it	172	167	4	172	-	172	-
	42%	41%	68%	42%	-	42%	-
HAVE SEEN IT	162	161	1	162	-	162	-
	39%	40%	12%	39%	-	39%	-
MIGHT HAVE SEEN IT	72	72	-	72	-	72	-
	18%	18%	-	18%	-	18%	-
Don't Know	6	5	1	6	-	6	-
	1%	1%	20%	1%	-	1%	-

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 9
Q9 Do you know the EPC banding for your property?

Base: All adults 16+ who have seen EPC for their property who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/Humber (t)	North West (u)	North (v)	Scotland (w)	
(Unweighted) Total	245	114	131	4	28	40	59	47	64	92	68	48	28	28	48	25	16	8	16	24	19	27	15	19
(Weighted) Total	240	122*	118	6**	40**	58*	48*	40*	46*	92*	87*	30*	24**	21**	45*	22**	17**	11**	18**	22**	19**	30**	19**	15**
Yes- A	11	5	6	-	4	2	2	1	2	1	5	2	3	1	1	-	1	1	6	-	-	-	-	-
	5%	4%	5%	-	10%	4%	4%	4%	3%	1%	6%	6%	13%	4%	3%	-	3%	12%	4%	29%	-	-	-	-
Yes- B	31	23	8	1	9	7	3	7	4	18	9	4	1	2	6	2	2	3	2	2	7	4	2	1
	13%	19% ^b	7%	24%	22%	12%	6%	16%	10%	20%	10%	12%	3%	10%	14%	8%	10%	26%	8%	8%	36%	12%	8%	5%
Yes- C	33	21	12	3	13	6	4	4	2	17	5	7	2	3	14	1	1	-	1	4	*	7	1	1
	14%	17%	10%	52%	32%	11%	9%	11%	4%	18%	6%	24%	8%	12%	31%	6%	4%	-	6%	19%	2%	24%	4%	4%
Yes- D	4	2	2	-	-	1	1	1	2	1	1	1	1	-	1	1	-	-	1	1	-	1	-	-
	2%	2%	2%	-	-	1%	2%	1%	4%	2%	1%	2%	2%	-	1%	4%	-	-	5%	5%	-	3%	-	-
Yes- E	8	5	3	-	3	3	-	-	2	3	4	-	1	1	1	-	1	-	1	-	-	-	2	3
	3%	4%	2%	-	6%	6%	-	-	4%	4%	4%	-	3%	3%	2%	-	5%	-	5%	-	-	-	9%	18%
Yes- F	3	3	-	1	-	-	1	-	1	2	1	-	-	-	-	1	-	-	-	1	1	-	-	-
	1%	3%	-	24%	-	-	2%	-	2%	2%	1%	-	-	-	-	4%	-	-	5%	7%	-	-	-	-
Yes- G	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	1%	1%	-	-	3%	-	-	-	-	2%	-	-	-	-	-	-	9%	-	-	-	-	-	-	-
No	126	49	77	-	8	30	32	23	30	40	53	14	15	13	19	14	12	7	7	4	7	16	15	11
	53%	40%	66% ^a	-	21%	51%	68%	58%	66%	43%	61%	48%	63%	63%	41%	65%	69%	63%	40%	20%	36%	54%	78%	74%
Don't Know	22	12	10	-	4	7	5	3	3	7	10	2	2	2	3	3	-	-	6	3	3	2	-	-
	9%	10%	8%	-	9%	13%	10%	8%	6%	8%	11%	8%	7%	7%	8%	14%	-	-	32%	14%	15%	8%	-	-

Prepared for GfK NOP
Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
* small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 9

Q9 Do you know the EPC banding for your property?

Base: All adults 16+ who have seen EPC for their property who are bill payers and homeowners

	Working Status			Marital Status			TENURE						Children in Household		Household Income					
	Full time (x)	Part time (y)	Not working (z)	Married (A)	Single (B)	Div/ Wid/Sep (C)	Owned with mortgage (D)	Owned outright (E)	Rented from council (F)	Rented Privately (G)	Rent Free (H)	Refused /not stated (I)	No (J)	Yes (K)	Up to £9,999 (L)	£10,000 - £14,999 (M)	£15,000 - £24,999 (N)	£25,000 - £49,999 (O)	£50,000 + (P)	
(Unweighted) Total	245	130	25	90	22	137	52	136	109	-	-	-	-	181	64	21	31	53	57	50
(Weighted) Total	240	137	21**	82*	21**	144	44*	148	92*	**	**	**	**	156	84*	17**	26**	51*	63*	52*
Yes- A	11	7	*	4	-	8	1	10	2	-	-	-	-	5	6	-	2	5	2	2
	5%	5%	2%	5%	-	6%	3%	7%	2%	-	-	-	-	3%	8%	-	9%	9%	3%	3%
Yes- B	31	22	1	8	4	17	9	23	8	-	-	-	-	23	9	-	2	6	10	6
	13%	16%	7%	10%	20%	12%	21%	16%	9%	-	-	-	-	14%	10%	-	9%	12%	16%	12%
Yes- C	33	24	1	7	2	22	5	24	9	-	-	-	-	22	11	*	-	14	8	7
	14%	18%	3%	9%	11%	16%	12%	16%	9%	-	-	-	-	14%	13%	2%	-	28%	12%	14%
Yes- D	4	2	-	2	-	3	1	1	3	-	-	-	-	3	1	-	1	2	1	-
	2%	2%	-	2%	-	2%	1%	1%	4%	-	-	-	-	2%	2%	-	2%	3%	2%	-
Yes- E	8	6	-	2	-	5	2	7	1	-	-	-	-	3	4	-	-	1	5	1
	3%	4%	-	2%	-	4%	4%	5%	1%	-	-	-	-	2%	5%	-	-	2%	8%	1%
Yes- F	3	2	-	1	1	1	1	3	-	-	-	-	-	3	-	-	-	1	1	1
	1%	2%	-	1%	6%	1%	2%	2%	-	-	-	-	-	2%	-	-	-	2%	2%	3%
Yes- G	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	1%	1%	-	-	-	1%	-	-	2%	-	-	-	-	1%	-	-	-	-	-	3%
No	126	59	16	51	12	72	23	67	59	-	-	-	-	85	41	13	18	19	33	29
	53%	43%	79%	62% ^x	54%	50%	52%	45%	64% ^D	-	-	-	-	54%	49%	75%	69%	37%	52%	55%
Don't Know	22	13	2	7	2	15	2	13	9	-	-	-	-	11	11	4	3	4	3	5
	9%	9%	9%	9%	8%	10%	5%	9%	9%	-	-	-	-	7%	13%	23%	11%	8%	4%	9%

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 9

Q9 Do you know the EPC banding for your property?

Base: All adults 16+ who have seen EPC for their property who are bill payers and homeowners

TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)
(Unweighted) Total	245	243	2	245	-	245
(Weighted) Total	240	238	2**	240	-**	240
Yes- A	11	11	-	11	-	11
	5%	5%	-	5%	-	5%
Yes- B	31	31	1	31	-	31
	13%	13%	38%	13%	-	13%
Yes- C	33	33	-	33	-	33
	14%	14%	-	14%	-	14%
Yes- D	4	4	-	4	-	4
	2%	2%	-	2%	-	2%
Yes- E	8	8	-	8	-	8
	3%	3%	-	3%	-	3%
Yes- F	3	3	-	3	-	3
	1%	1%	-	1%	-	1%
Yes- G	1	1	-	1	-	1
	1%	1%	-	1%	-	1%
No	126	125	1	126	-	126
	53%	52%	62%	53%	-	53%
Don't Know	22	22	-	22	-	22
	9%	9%	-	9%	-	9%

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 10

D1 Tenure

Base: All adults 16+ who are bill payers and homeowners

TOTAL	SEX		AGE					SOCIAL GRADE				STANDARD REGION												
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/ Humber (t)	North West (u)	North (v)	Scotland (w)	
(Unweighted) Total	580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
(Weighted) Total	520	255	265	9**	54*	116*	108	98	125	170	173	66*	90*	50*	108	51*	33**	16**	36*	53*	48*	55*	34**	37*
Owned with mortgage	283	144	139	7	54	98	72	38	12	108	105	39	22	29	55	21	16	14	24	34	26	29	15	21
	54%	56%	53%	83%	100%ef	84%fg	67%gh	39%h	9%	64%i	60%	58%j	24%	58%	51%	41%	47%	83%	67%o	63%o	56%	52%	46%	57%
Owned outright	237	111	126	2	-	18	35	60	113	62	69	28	68	21	52	30	18	3	12	20	21	26	18	16
	46%	44%	47%	17%	-	16%d	33%de	61%de	91%de	36%	40%	42%	76%k	42%	49%	59%rs	53%	17%	33%	37%	44%	48%	54%	43%

Prepared for GfK NOP

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 10

D1 Tenure

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE						Children in Household		Household Income					
	Full time (x)	Part time (y)	Not working (z)	Married (A)	Single (B)	Div/ Wid/Sep (C)	Owned with mortgage (D)	Owned outright (E)	Rented from council (F)	Rented Privately (G)	Rent Free (H)	Refused /not stated (I)	No (J)	Yes (K)	Up to £9,999 (L)	£10,000 - £14,999 (M)	£15,000 - £24,999 (N)	£25,000 - £49,999 (O)	£50,000 + (P)	
(Unweighted) Total	580	261	69	250	63	302	142	272	308	-	-	-	-	462	118	78	62	113	123	98
(Weighted) Total	520	249	60*	211	59*	282	113	283	237	**	**	**	**	371	149*	60*	50*	109*	119*	96*
Owned with mortgage	283	195	34	54	32	175	44	283	-	-	-	-	-	159	124	10	15	69	90	72
	54%	78%yz	57%z	25%	54%	62%C	39%	100%E	-	-	-	-	-	43%	83%J	17%	29%	63%LM	75%LM	75%LM
Owned outright	237	54	26	157	27	107	69	-	237	-	-	-	-	211	25	50	35	40	29	24
	46%	22%	43%x	75%xy	46%	38%	61%B	-	100%D	-	-	-	-	57%K	17%	83%NOP	71%NOP	37%	25%	25%

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 10

D1 Tenure

Base: All adults 16+ who are bill payers and homeowners

TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)
(Unweighted) Total	580	12	580	-	447	131
(Weighted) Total	520	13**	520	**	412	107
Owned with mortgage	283	5	283	-	240	42
	54%	38%	54%	-	58%V	39%
Owned outright	237	8	237	-	171	65
	46%	62%	46%	-	42%	61%U

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 11

D2 HOUSEHOLD INCOME

Base: All adults 18+ who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	London (m)	South East (n)	South West (o)	Wales (p)	East Anglia (q)	East Mids (r)	West Mids (s)	Yorks/Humber (t)	North West (u)	North (v)	Scotland (w)	
(Unweighted) Total	578	322	6	39	80	135	117	185	184	146	108	111	67	124	56	30	12	37	63	52	57	32	48	
(Weighted) Total	518	254	264	9**	54*	116*	108	98	125	170	173	66*	89*	50*	107	51*	33**	16**	36*	53*	48*	55*	34**	37*
Up to £9,999	60	26	35	-	-	7	4	17	31	4	13	8	31	5	11	8	6	-	5	7	7	5	4	4
	12%	10%	13%	-	-	6%	3%	18% ^d	25% ^{de}	2%	7%	13% ⁱ	35% ^{ik}	10%	10%	16%	19%	-	14%	12%	14%	8%	11%	10%
£10,000 - £14,999	50	15	35	-	3	3	6	8	27	8	16	9	15	2	6	5	1	5	1	7	4	8	7	5
	10%	6%	13% ^a	-	6%	3%	6%	8%	22% ^{de}	5%	9%	13% ⁱ	17% ^{il}	4%	6%	9%	4%	33%	3%	13%	8%	14%	19%	13%
£15,000 - £24,999	109	54	55	2	12	35	26	19	15	29	43	16	18	10	23	15	9	1	7	15	10	2	7	
	21%	21%	21%	18%	22%	31% ^h	24% ^h	20%	12%	17%	25%	25%	20%	20%	22%	29%	28%	3%	19%	29%	20%	19%	6%	19%
£25,000 - £49,999	119	65	54	4	16	33	29	24	12	46	49	18	4	9	14	11	4	4	11	13	12	18	11	12
	23%	26%	21%	49%	30% ^h	28% ^h	27% ^h	25% ^h	10%	27% ^{il}	28%	27% ^{il}	4%	19%	13%	21%	13%	27%	31% ⁿ	25%	25%	32% ⁿ	34%	33% ⁿ
£50,000 +	96	58	38	1	16	33	30	11	4	62	24	6	2	17	31	4	5	4	5	7	7	6	4	6
	19%	23% ^b	14%	16%	30% ^{gh}	28% ^{gh}	28% ^{gh}	11% ^h	3%	36% ^{kl}	14%	9% ^l	2%	33% ^{costu}	29% ^{os}	9%	16%	22%	14%	13%	15%	12%	13%	16%
Refused	54	27	27	-	5	2	10	12	23	16	21	4	8	4	12	7	4	2	6	2	6	4	5	1
	10%	10%	10%	-	9%	1%	9% ^e	13% ^{ee}	18% ^{ef}	9%	12%	7%	10%	8%	11%	13%	12%	14%	18%	5%	12%	7%	14%	4%
Don't Know	30	9	21	2	2	3	3	6	14	5	8	4	11	3	10	2	3	-	1	1	3	4	1	2
	6%	4%	8%	17%	3%	3%	3%	6%	11% ^{ef}	3%	4%	7%	12% ^{il}	7%	10%	3%	8%	-	2%	3%	6%	8%	3%	5%

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 11

D2 HOUSEHOLD INCOME

Base: All adults 18+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE						Children in Household		Household Income					
	Full time (x)	Part time (y)	Not working (z)	Married (A)	Single (B)	Div/Wid/Sep (C)	Owned with mortgage (D)	Owned outright (E)	Rented from council (F)	Rented Privately (G)	Rent Free (H)	Refused /not stated (I)	No (J)	Yes (K)	Up to £9,999 (L)	£10,000 - £14,999 (M)	£15,000 - £24,999 (N)	£25,000 - £49,999 (O)	£50,000 + (P)	
(Unweighted) Total	578	261	69	248	63	301	141	271	307	-	-	-	-	461	117	78	62	113	123	98
(Weighted) Total	518	249	60*	210	59*	282	112	282	236	**	**	**	**	370	148*	60*	50*	109*	119*	96*
Up to £9,999	60	4	4	52	9	16	22	10	50	-	-	-	-	54	6	60	-	-	-	-
12%	2%	2%	6%	25%xy	14%B	6%	20%B	4%	21%D	-	-	-	-	15%K	4%	100%MNOP	-	-	-	-
£10,000 - £14,999	50	6	8	36	5	17	15	15	35	-	-	-	-	44	6	-	50	-	-	-
10%	2%	13%x	17%x	9%	6%	14%B	5%	15%D	-	-	-	-	-	12%K	4%	-	100%LNOP	-	-	-
£15,000 - £24,999	109	57	13	39	14	57	23	69	40	-	-	-	-	68	41	-	-	109	-	-
21%	23%	21%	19%	24%	20%	20%	25%E	17%	17%	-	-	-	-	18%	28%J	-	-	100%LMOP	-	-
£25,000 - £49,999	119	79	21	18	16	76	17	90	29	-	-	-	-	75	44	-	-	-	119	-
23%	32%z	36%z	9%	27%	27%C	15%	32%E	12%	12%	-	-	-	-	20%	30%J	-	-	-	100%LMNP	-
£50,000 +	96	78	6	12	8	75	9	72	24	-	-	-	-	57	40	-	-	-	-	96
19%	31%yz	10%	6%	13%	26%AC	8%	26%E	10%	10%	-	-	-	-	15%	27%J	-	-	-	-	100%LMNO
Refused	54	19	5	30	5	27	16	17	36	-	-	-	-	48	6	-	-	-	-	-
10%	8%	8%	14%x	9%	10%	14%	6%	15%D	-	-	-	-	-	13%K	4%	-	-	-	-	-
Don't Know	30	5	3	22	2	15	10	9	21	-	-	-	-	25	5	-	-	-	-	-
6%	2%	6%	10%x	3%	5%	9%	3%	9%D	-	-	-	-	-	7%	3%	-	-	-	-	-

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - UV
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 11

D2 HOUSEHOLD INCOME

Base: All adults 18+ who are bill payers and homeowners

TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes (Q)	No (R)	Yes (S)	No (T)	Yes (U)	No (V)
(Unweighted) Total	578	12	578	-	445	131
(Weighted) Total	518	13**	518	**	411	107
Up to £9,999	60	2	60	-	36	24
	12%	13%	12%	-	9%	22%LU
£10,000 - £14,999	50	1	50	-	43	7
	10%	7%	10%	-	10%	7%
£15,000 - £24,999	109	2	109	-	89	20
	21%	12%	21%	-	22%	19%
£25,000 - £49,999	119	1	119	-	101	17
	23%	5%	23%	-	25%	16%
£50,000 +	96	3	96	-	84	12
	19%	24%	19%	-	21%V	11%
Refused	54	2	54	-	41	13
	10%	13%	10%	-	10%	12%
Don't Know	30	3	30	-	16	14
	6%	27%	6%	-	4%	13%LU

Prepared for GfK NOP

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/k/l - m/n/o/p/q/r/s/t/u/v/w - x/y/z - A/B/C - D/E/F/G/H/I - J/K - L/M/N/O/P - Q/R - S/T - U/V
 * small base; ** very small base (under 30) ineligible for sig testing

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot-land
TOTAL	520	255	265	9	54	116	108	98	125	170	173	66	90	50	108	51	33	16	36	53	48	55	34	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SEX																								
Male	255	255	-	6	28	60	50	48	57	94	75	38	38	23	53	17	14	9	20	26	31	27	17	18
	49%	100%	-	67%	52%	52%	47%	49%	46%	55%	43%	58%	42%	46%	50%	34%	42%	54%	56%	49%	64%	49%	49%	49%
Female	265	-	265	3	26	56	57	50	68	76	98	28	52	27	54	33	19	8	16	27	17	28	17	19
	51%	-	100%	33%	48%	48%	53%	51%	54%	45%	57%	42%	58%	54%	50%	66%	58%	46%	44%	51%	36%	51%	51%	51%
AGE																								
16-24	9	6	3	9	-	-	-	-	-	7	-	2	-	-	1	-	-	-	-	1	3	2	-	2
	2%	2%	1%	100%	-	-	-	-	-	4%	-	2%	-	-	1%	-	-	-	-	3%	6%	3%	-	4%
25-34	54	28	26	-	54	-	-	-	-	21	20	6	2	7	11	4	1	1	2	11	6	7	2	4
	10%	11%	10%	-	100%	-	-	-	-	13%	12%	9%	2%	14%	10%	7%	2%	9%	5%	20%	12%	12%	5%	10%
35-44	116	60	56	-	-	116	-	-	-	43	46	11	13	16	16	9	13	9	10	9	8	10	9	9
	22%	23%	21%	-	-	100%	-	-	-	25%	27%	17%	15%	32%	15%	18%	39%	53%	27%	17%	16%	17%	26%	23%
45-54	108	50	57	-	-	-	108	-	-	45	35	15	10	13	27	6	4	2	8	9	12	12	7	9
	21%	20%	22%	-	-	-	100%	-	-	26%	20%	23%	11%	26%	25%	11%	12%	13%	23%	17%	24%	21%	19%	24%
55-64	98	48	50	-	-	-	-	98	-	28	33	14	20	7	20	14	9	1	10	14	6	8	6	3
	19%	19%	19%	-	-	-	-	100%	-	17%	19%	21%	22%	13%	19%	28%	27%	6%	28%	27%	12%	14%	19%	7%
65+	125	57	68	-	-	-	-	-	125	23	37	17	42	7	30	18	5	3	5	7	14	17	9	11
	24%	22%	26%	-	-	-	-	-	100%	14%	22%	25%	47%	13%	28%	36%	14%	20%	13%	14%	29%	30%	28%	30%
SOCIAL GRADE																								
AB	170	94	76	7	21	43	45	28	23	170	-	-	-	18	44	14	8	6	13	16	10	18	10	13
	33%	37%	29%	83%	40%	37%	42%	29%	18%	100%	-	-	-	36%	41%	28%	23%	38%	36%	30%	21%	32%	29%	34%
C1	173	75	98	-	20	46	35	33	37	-	173	-	-	18	32	19	11	6	10	16	20	16	11	14
	33%	29%	37%	-	37%	40%	32%	33%	30%	-	100%	-	-	36%	29%	38%	33%	40%	27%	30%	43%	29%	33%	39%
C2	66	38	28	2	6	11	15	14	17	-	-	66	-	5	9	3	5	4	8	8	9	6	3	7
	13%	15%	11%	17%	11%	9%	14%	14%	13%	-	-	100%	-	10%	8%	6%	15%	22%	21%	15%	19%	12%	9%	20%
DE	90	38	52	-	2	13	10	20	42	-	-	-	90	8	16	11	9	-	6	12	8	13	6	2
	17%	15%	19%	-	3%	11%	9%	20%	33%	-	-	-	100%	15%	15%	22%	27%	-	16%	22%	16%	23%	18%	6%
STANDARD REGION																								
London	50	23	27	-	7	16	13	7	7	18	18	5	8	50	-	-	-	-	-	-	-	-	-	-
	10%	9%	10%	-	13%	14%	12%	7%	5%	11%	10%	8%	8%	100%	-	-	-	-	-	-	-	-	-	-
South East	108	53	54	1	11	16	27	20	30	44	32	9	16	-	108	-	-	-	-	-	-	-	-	-
	21%	21%	21%	17%	20%	14%	25%	21%	24%	26%	18%	14%	18%	-	100%	-	-	-	-	-	-	-	-	-
South West	51	17	33	-	4	9	6	14	18	14	19	3	11	-	-	51	-	-	-	-	-	-	-	-
	10%	7%	13%	-	7%	8%	5%	15%	14%	8%	11%	4%	13%	-	-	100%	-	-	-	-	-	-	-	-
Wales	33	14	19	-	1	13	4	9	5	8	11	5	9	-	-	-	33	-	-	-	-	-	-	-
	6%	5%	7%	-	1%	11%	4%	9%	4%	5%	6%	7%	10%	-	-	-	100%	-	-	-	-	-	-	-
East Anglia	16	9	8	-	1	9	2	1	3	6	6	4	-	-	-	-	-	16	-	-	-	-	-	-
	3%	3%	3%	-	3%	7%	2%	1%	3%	4%	4%	5%	-	-	-	-	-	100%	-	-	-	-	-	-
East Mids	36	20	16	-	2	10	8	10	5	13	10	8	6	-	-	-	-	-	36	-	-	-	-	-
	7%	8%	6%	-	4%	8%	8%	10%	4%	8%	6%	11%	6%	-	-	-	-	-	100%	-	-	-	-	-

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME						
		London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	520 100%	73 100%	50 100%	51 100%	26 100%	42 100%	87 100%	64 100%	57 100%	31 100%	30 100%	7 100%	2 100%	255 100%	192 100%	72 100%	154 100%	101 100%	138 100%	127 100%
SEX																				
Male	255 49%	34 47%	21 43%	31 60%	8 30%	19 46%	41 47%	30 46%	36 64%	16 52%	14 46%	5 67%	-	255 100%	-	-	154 100%	101 100%	-	-
Female	265 51%	39 53%	28 57%	21 40%	18 70%	22 54%	46 53%	35 54%	21 36%	15 48%	16 54%	2 33%	2 100%	-	192 100%	72 100%	-	-	138 100%	127 100%
AGE																				
16-24	9 2%	1 2%	-	-	-	-	1 2%	2 2%	3 5%	-	-	2 22%	-	6 2%	3 1%	-	4 3%	2 1%	3 2%	-
25-34	54 10%	9 12%	4 9%	5 10%	-	3 8%	14 17%	7 10%	6 10%	2 6%	1 3%	3 37%	-	28 11%	19 10%	7 9%	28 18%	-	23 17%	3 2%
35-44	116 22%	19 26%	3 6%	18 35%	5 20%	12 28%	17 19%	14 21%	12 21%	8 24%	9 29%	-	-	60 23%	11 6%	45 63%	55 36%	5 5%	34 24%	22 18%
45-54	108 21%	18 25%	15 30%	10 19%	1 5%	6 13%	15 17%	13 20%	14 24%	7 23%	8 26%	1 16%	1 36%	50 20%	38 20%	19 27%	42 27%	8 8%	50 36%	8 6%
55-64	98 19%	10 14%	10 21%	9 18%	10 39%	11 26%	21 25%	8 12%	9 16%	6 21%	3 9%	-	-	48 19%	50 26%	-	21 14%	27 27%	26 19%	24 19%
65+	125 24%	14 20%	15 31%	9 18%	9 36%	8 20%	15 17%	21 32%	14 25%	8 26%	9 31%	1 19%	-	57 22%	67 35%	1 1%	2 1%	55 55%	2 1%	66 52%
SOCIAL GRADE																				
AB	170 33%	29 40%	21 43%	19 37%	3 10%	12 30%	31 35%	19 29%	12 21%	11 36%	12 41%	1 9%	-	94 37%	53 27%	24 33%	72 47%	21 21%	48 35%	29 23%
C1	173 33%	24 33%	11 23%	20 38%	11 43%	13 31%	27 31%	20 31%	23 41%	10 32%	12 40%	3 37%	-	75 29%	69 36%	29 40%	45 29%	30 30%	62 45%	36 29%
C2	66 13%	8 11%	4 9%	7 13%	1 4%	5 13%	13 15%	7 11%	11 19%	3 9%	4 13%	3 46%	1 59%	38 15%	22 11%	6 9%	24 15%	15 15%	14 10%	11 11%
DE	90 17%	10 14%	8 17%	4 8%	9 34%	9 23%	15 17%	17 26%	11 19%	3 10%	2 6%	1 7%	1 41%	38 15%	41 21%	10 14%	8 5%	30 30%	10 7%	42 33%
STANDARD REGION																				
London	50 10%	50 68%	-	-	-	-	-	-	-	-	-	-	-	23 9%	19 10%	7 10%	15 10%	8 8%	16 11%	11 9%
South East	108 21%	23 32%	47 94%	31 61%	-	-	6 7%	-	-	-	-	-	-	53 21%	44 23%	10 14%	33 21%	21 21%	21 15%	33 26%
South West	51 10%	-	3 6%	-	26 100%	14 33%	8 9%	-	-	-	-	-	-	17 7%	22 11%	11 15%	7 5%	10 10%	16 12%	17 13%
Wales	33 6%	-	-	-	28 67%	-	5 8%	-	-	-	-	-	-	14 5%	12 6%	7 10%	7 5%	7 7%	5 3%	14 11%
East Anglia	16 3%	-	-	16 32%	-	-	-	-	-	-	-	-	-	9 3%	5 3%	2 3%	8 5%	1 1%	6 4%	2 1%
East Mids	36 7%	-	-	4 7%	-	-	20 23%	-	12 21%	-	-	-	-	20 8%	10 5%	6 8%	16 10%	4 4%	7 5%	9 7%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income						
	TOTAL	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 £14,999	£15,000 £24,999	£25,000 £49,999	£50,000 +	
TOTAL	520 100%	249 100%	60 100%	211 100%	59 100%	282 100%	113 100%	283 100%	237 100%	-	-	-	371 100%	149 100%	60 100%	50 100%	109 100%	119 100%	96 100%	
SEX																				
Male	255 49%	154 62%	16 28%	84 40%	34 57%	150 53%	48 42%	144 51%	111 47%	-	-	-	178 48%	76 51%	26 42%	15 30%	54 50%	65 54%	58 60%	
Female	265 51%	95 38%	43 72%	127 60%	25 43%	132 47%	65 58%	139 49%	126 53%	-	-	-	192 52%	72 49%	35 58%	35 70%	55 50%	54 46%	38 40%	
AGE																				
16-24	9 2%	7 3%	2 3%	-	4 7%	1 1%	3 3%	7 3%	2 1%	-	-	-	7 2%	2 1%	-	-	2 1%	4 4%	1 1%	
25-34	54 10%	48 19%	3 5%	3 1%	6 10%	39 14%	8 7%	54 19%	-	-	-	29 8%	25 17%	-	3 6%	12 11%	16 14%	16 14%		
35-44	116 22%	75 30%	17 29%	24 11%	10 17%	78 28%	13 12%	98 35%	18 8%	-	-	32 9%	84 56%	7 11%	3 7%	35 32%	33 27%	33 34%		
45-54	108 21%	74 30%	21 35%	13 6%	20 33%	56 20%	17 15%	72 26%	35 15%	-	-	74 20%	33 22%	4 6%	6 13%	26 23%	29 24%	30 31%		
55-64	98 19%	39 16%	11 19%	47 22%	14 24%	49 17%	18 16%	38 13%	60 25%	-	-	97 26%	1 *	17 28%	8 16%	19 18%	24 20%	11 12%		
65+	125 24%	3 1%	6 10%	117 55%	4 7%	51 18%	53 47%	12 4%	113 48%	-	-	124 33%	2 1%	31 51%	27 55%	15 13%	12 10%	4 10%		
SOCIAL GRADE																				
AB	170 33%	105 42%	18 30%	47 22%	20 33%	101 36%	37 32%	108 38%	62 26%	-	-	117 32%	53 36%	4 7%	8 17%	29 27%	46 39%	62 64%		
C1	173 33%	93 37%	22 37%	59 28%	20 33%	91 32%	34 31%	105 37%	69 29%	-	-	112 30%	61 41%	13 22%	16 31%	43 40%	49 41%	24 25%		
C2	66 13%	31 12%	10 17%	25 12%	8 13%	42 15%	12 10%	39 14%	28 12%	-	-	50 13%	17 11%	8 14%	9 18%	16 15%	18 15%	6 6%		
DE	90 17%	12 5%	6 10%	71 34%	10 17%	39 14%	27 24%	22 8%	68 29%	-	-	75 20%	15 10%	31 52%	15 30%	18 16%	4 3%	2 2%		
STANDARD REGION																				
London	50 10%	28 11%	3 5%	18 9%	6 11%	24 9%	11 10%	29 10%	21 9%	-	-	36 10%	14 9%	5 8%	2 4%	10 9%	9 8%	17 17%		
South East	108 21%	46 19%	15 26%	46 22%	11 18%	57 20%	29 26%	55 20%	52 22%	-	-	85 23%	23 15%	11 18%	6 12%	23 21%	14 11%	31 32%		
South West	51 10%	15 6%	9 14%	27 13%	3 6%	25 9%	12 10%	21 7%	30 13%	-	-	37 10%	13 9%	8 13%	5 9%	15 13%	11 9%	4 5%		
Wales	33 6%	11 4%	1 2%	21 10%	8 14%	16 6%	6 5%	16 6%	18 7%	-	-	25 7%	8 5%	6 11%	1 2%	9 8%	4 4%	5 6%		
East Anglia	16 3%	14 5%	1 1%	2 1%	-	10 4%	2 2%	14 5%	3 1%	-	-	9 2%	7 5%	-	5 11%	1 *	4 4%	4 4%		
East Mids	36 7%	20 8%	2 4%	13 6%	5 9%	20 7%	6 6%	24 8%	12 5%	-	-	25 7%	11 7%	5 8%	1 2%	7 6%	11 9%	5 5%		

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
		Yes	No	Yes	No	Yes	No
TOTAL	520 100%	506 100%	13 100%	520 100%	-	412 100%	107 100%
SEX							
Male	255 49%	248 49%	7 52%	255 49%	-	209 51%	46 43%
Female	265 51%	258 51%	6 48%	265 51%	-	203 49%	61 57%
AGE							
16-24	9 2%	7 1%	2 12%	9 2%	-	6 1%	3 3%
25-34	54 10%	53 10%	1 9%	54 10%	-	52 13%	2 2%
35-44	116 22%	111 22%	5 41%	116 22%	-	96 23%	20 18%
45-54	108 21%	104 21%	3 22%	108 21%	-	91 22%	16 15%
55-64	98 19%	97 19%	1 5%	98 19%	-	75 18%	23 22%
65+	125 24%	124 24%	1 11%	125 24%	-	85 21%	40 38%
SOCIAL GRADE							
AB	170 33%	166 33%	4 29%	170 33%	-	145 35%	24 23%
C1	173 33%	169 33%	4 31%	173 33%	-	145 35%	29 27%
C2	66 13%	65 13%	2 12%	66 13%	-	51 12%	15 14%
DE	90 17%	86 17%	4 29%	90 17%	-	55 13%	35 33%
STANDARD REGION							
London	50 10%	44 9%	5 41%	50 10%	-	41 10%	9 8%
South East	108 21%	106 21%	2 14%	108 21%	-	76 18%	32 30%
South West	51 10%	51 10%	-	51 10%	-	40 10%	10 9%
Wales	33 6%	33 7%	-	33 6%	-	27 6%	7 6%
East Anglia	16 3%	16 3%	-	16 3%	-	15 4%	1 1%
East Mids	36 7%	36 7%	-	36 7%	-	28 7%	8 7%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION										
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot -land
520	255	265	9	54	116	108	98	125	170	173	66	90	50	108	51	33	16	36	53	48	55	34	37
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
West Mids	53	26	27	1	11	9	9	14	7	16	16	8	12	-	-	-	-	-	53	-	-	-	-
	10%	10%	10%	16%	19%	8%	8%	15%	6%	9%	9%	12%	13%	-	-	-	-	-	100%	-	-	-	-
Yorks/Humber	48	31	17	3	6	8	12	6	14	10	20	9	8	-	-	-	-	-	-	48	-	-	-
	9%	12%	6%	31%	11%	7%	11%	6%	11%	6%	12%	13%	8%	-	-	-	-	-	-	100%	-	-	-
North West	55	27	28	2	7	10	12	8	17	18	16	6	13	-	-	-	-	-	-	-	55	-	-
	11%	11%	10%	18%	12%	8%	11%	8%	13%	10%	9%	10%	14%	-	-	-	-	-	-	-	100%	-	-
North	34	17	17	-	2	9	7	6	9	10	11	3	6	-	-	-	-	-	-	-	-	34	-
	7%	6%	7%	-	3%	8%	6%	7%	8%	6%	6%	4%	7%	-	-	-	-	-	-	-	-	100%	-
Scot -land	37	18	19	2	4	9	9	3	11	13	14	7	2	-	-	-	-	-	-	-	-	-	37
	7%	7%	7%	17%	7%	7%	8%	3%	9%	8%	8%	11%	2%	-	-	-	-	-	-	-	-	-	100%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	520	73	50	51	26	42	87	64	57	31	30	7	2	255	192	72	154	101	138	127
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
West Mids	53	-	-	-	-	-	53	-	-	-	-	-	-	26	20	8	15	10	19	8
	10%	-	-	-	-	-	61%	-	-	-	-	-	-	10%	10%	11%	10%	10%	14%	7%
Yorks/Humber	48	-	-	-	-	-	-	-	45	3	-	-	-	31	14	3	16	14	10	7
	9%	-	-	-	-	-	-	-	79%	9%	-	-	-	12%	7%	4%	11%	14%	7%	5%
North West	55	-	-	-	-	-	-	55	-	-	-	-	-	27	22	6	16	12	15	13
	11%	-	-	-	-	-	-	85%	-	-	-	-	-	11%	11%	8%	10%	11%	11%	10%
North	34	-	-	-	-	-	-	4	-	28	-	-	1	17	12	6	11	6	11	7
	7%	-	-	-	-	-	-	7%	-	91%	-	-	77%	6%	6%	8%	7%	6%	8%	5%
Scotland	37	-	-	-	-	-	-	-	-	-	30	7	*	18	13	6	11	7	13	6
	7%	-	-	-	-	-	-	-	-	-	100%	100%	23%	7%	7%	8%	7%	7%	9%	5%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +	
TOTAL	520 100%	249 100%	60 100%	211 100%	59 100%	282 100%	113 100%	283 100%	237 100%	-	-	-	371 100%	149 100%	60 100%	50 100%	109 100%	119 100%	96 100%
West Mids	53 10%	30 12%	5 9%	18 9%	5 9%	30 11%	11 10%	34 12%	20 8%	-	-	-	36 10%	17 12%	7 11%	7 14%	15 14%	13 11%	7 7%
Yorks/Humber	48 9%	23 9%	6 10%	19 9%	6 10%	31 11%	9 8%	26 9%	21 9%	-	-	-	32 9%	16 10%	7 11%	4 8%	10 9%	12 10%	7 7%
North West	55 11%	25 10%	7 12%	22 11%	7 11%	29 10%	10 9%	29 10%	26 11%	-	-	-	38 10%	17 11%	5 8%	8 16%	10 10%	18 15%	6 7%
North	34 7%	16 6%	5 9%	13 6%	3 4%	17 6%	7 7%	15 5%	18 8%	-	-	-	24 7%	10 7%	4 6%	7 13%	2 2%	11 10%	4 4%
Scot -land	37 7%	20 8%	5 9%	12 6%	5 8%	21 7%	9 8%	21 8%	16 7%	-	-	-	24 6%	13 9%	4 6%	5 10%	7 6%	12 10%	6 6%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes	No	Yes	No	Yes	No
520	506	13	520	-	412	107
100%	100%	100%	100%	-	100%	100%
West Mids	53	51	2	53	42	11
10%	10%	14%	10%	-	10%	10%
Yorks/Humber	48	48	-	48	40	7
9%	9%	-	9%	-	10%	7%
North West	55	53	2	55	45	8
11%	11%	12%	11%	-	11%	8%
North	34	33	1	34	30	4
7%	6%	8%	7%	-	7%	4%
Scot -land	37	36	2	37	27	10
7%	7%	12%	7%	-	7%	10%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot -land
TOTAL	520	255	265	9	54	116	108	98	125	170	173	66	90	50	108	51	33	16	36	53	48	55	34	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ITV (ISBA)																								
London	73	34	39	1	9	19	18	10	14	29	24	8	10	50	23	-	-	-	-	-	-	-	-	-
	14%	13%	15%	17%	17%	17%	17%	10%	11%	17%	14%	12%	11%	100%	22%	-	-	-	-	-	-	-	-	-
Southern	50	21	28	-	4	3	15	10	15	21	11	4	8	-	47	3	-	-	-	-	-	-	-	-
	10%	8%	11%	-	8%	3%	14%	10%	12%	13%	7%	6%	9%	-	43%	6%	-	-	-	-	-	-	-	-
Anglia	51	31	21	-	5	18	10	9	9	19	20	7	4	-	31	-	-	16	4	-	-	-	-	-
	10%	12%	8%	-	10%	16%	9%	10%	7%	11%	11%	10%	5%	-	29%	-	-	100%	11%	-	-	-	-	-
South West	26	8	18	-	-	5	1	10	9	3	11	1	9	-	-	26	-	-	-	-	-	-	-	-
	5%	3%	7%	-	-	5%	1%	10%	7%	2%	6%	2%	10%	-	-	52%	-	-	-	-	-	-	-	-
Wales and West	42	19	22	-	3	12	6	11	8	12	13	5	9	-	-	14	28	-	-	-	-	-	-	-
	8%	8%	8%	-	6%	10%	5%	11%	7%	7%	7%	8%	10%	-	-	27%	84%	-	-	-	-	-	-	-
Midlands	87	41	46	1	14	17	15	21	15	31	27	13	15	-	6	8	-	-	20	53	-	-	-	-
	17%	16%	17%	16%	27%	14%	14%	22%	12%	18%	15%	19%	17%	-	6%	16%	-	-	55%	100%	-	-	-	-
Lancashire	64	30	35	2	7	14	13	8	21	19	20	7	17	-	-	-	5	-	-	-	-	55	4	-
	12%	12%	13%	18%	12%	12%	12%	8%	17%	11%	11%	11%	19%	-	-	-	16%	-	-	-	-	100%	13%	-
Yorkshire	57	36	21	3	6	12	14	9	14	12	23	11	11	-	-	-	-	-	12	-	45	-	-	-
	11%	14%	8%	31%	11%	10%	13%	9%	11%	7%	13%	16%	12%	-	-	-	-	-	34%	-	94%	-	-	-
North East	31	16	15	-	2	8	7	6	8	11	10	3	3	-	-	-	-	-	-	-	3	-	28	-
	6%	6%	6%	-	3%	7%	7%	7%	6%	7%	6%	4%	3%	-	-	-	-	-	-	-	6%	-	83%	-
Central Scotland	30	14	16	-	1	9	8	3	9	12	12	4	2	-	-	-	-	-	-	-	-	-	-	30
	6%	5%	6%	-	2%	7%	7%	3%	7%	7%	7%	6%	2%	-	-	-	-	-	-	-	-	-	-	80%
NE Scotland	7	5	2	2	3	-	1	-	1	1	3	3	1	-	-	-	-	-	-	-	-	-	-	7
	1%	2%	1%	17%	5%	-	1%	-	1%	-	1%	5%	1%	-	-	-	-	-	-	-	-	-	-	19%
Border	2	-	2	-	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	1%	-	-	-	1%	-	*	-	-	2%	1%	-	-	-	-	-	-	-	-	-	4%	1%
LIKELIHOOD OF BEING AT HOME																								
Men	255	255	-	6	28	60	50	48	57	94	75	38	38	23	53	17	14	9	20	26	31	27	17	18
	49%	100%	-	67%	52%	52%	47%	49%	46%	55%	43%	58%	42%	46%	50%	34%	42%	54%	56%	49%	64%	49%	49%	49%
Women without children	192	-	192	3	19	11	38	50	67	53	69	22	41	19	44	22	12	5	10	20	14	22	12	13
	37%	-	73%	33%	36%	9%	35%	51%	54%	31%	40%	33%	46%	39%	41%	44%	36%	33%	29%	37%	29%	40%	35%	34%
Women with children	72	-	72	-	7	45	19	-	1	24	29	6	10	7	10	11	7	2	6	8	3	6	6	6
	14%	-	27%	-	13%	39%	18%	-	1%	14%	17%	10%	11%	15%	10%	22%	22%	13%	16%	14%	7%	11%	16%	17%
Men working Full Time	154	154	-	4	28	55	42	21	2	72	45	24	8	15	33	7	7	8	16	15	16	16	11	11
	30%	61%	-	49%	52%	48%	39%	21%	2%	42%	26%	36%	9%	30%	30%	14%	22%	49%	44%	29%	34%	28%	32%	29%
Men not working Full Time	101	101	-	2	-	5	8	27	55	21	30	15	30	8	21	10	7	1	4	10	14	12	6	7
	19%	39%	-	17%	-	4%	8%	26%	44%	13%	17%	22%	34%	16%	19%	21%	20%	5%	12%	19%	30%	21%	17%	20%
Women working	138	-	138	3	23	34	50	26	2	48	62	14	10	16	21	16	5	6	7	19	10	15	11	13
	27%	-	52%	33%	42%	29%	46%	27%	2%	28%	36%	21%	11%	31%	20%	33%	15%	35%	19%	36%	21%	27%	31%	35%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)													LIKELIHOOD OF BEING AT HOME						
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	520	73	50	51	26	42	87	64	57	31	30	7	2	255	192	72	154	101	138	127
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ITV (ISBA)																				
London	73	73	-	-	-	-	-	-	-	-	-	-	-	34	29	10	23	11	19	19
	14%	100%	-	-	-	-	-	-	-	-	-	-	-	13%	15%	13%	15%	11%	14%	15%
Southern	50	-	50	-	-	-	-	-	-	-	-	-	-	21	23	6	12	10	11	18
	10%	-	100%	-	-	-	-	-	-	-	-	-	-	8%	12%	8%	8%	10%	8%	14%
Anglia	51	-	-	51	-	-	-	-	-	-	-	-	-	31	15	5	21	10	12	8
	10%	-	-	100%	-	-	-	-	-	-	-	-	-	12%	8%	7%	13%	10%	9%	7%
South West	26	-	-	-	26	-	-	-	-	-	-	-	-	8	13	5	1	7	8	10
	5%	-	-	-	100%	-	-	-	-	-	-	-	-	3%	7%	7%	1%	7%	6%	8%
Wales and West	42	-	-	-	-	42	-	-	-	-	-	-	-	19	16	7	11	9	10	12
	8%	-	-	-	-	100%	-	-	-	-	-	-	-	8%	8%	9%	7%	9%	7%	10%
Midlands	87	-	-	-	-	-	87	-	-	-	-	-	-	41	33	13	26	14	28	18
	17%	-	-	-	-	-	100%	-	-	-	-	-	-	16%	17%	18%	17%	14%	20%	14%
Lancashire	64	-	-	-	-	-	-	64	-	-	-	-	-	30	25	10	16	14	16	19
	12%	-	-	-	-	-	-	100%	-	-	-	-	-	12%	13%	14%	10%	14%	12%	15%
Yorkshire	57	-	-	-	-	-	-	-	57	-	-	-	-	36	14	7	23	14	10	10
	11%	-	-	-	-	-	-	-	100%	-	-	-	-	14%	7%	10%	15%	14%	8%	8%
North East	31	-	-	-	-	-	-	-	-	31	-	-	-	16	11	4	11	5	10	5
	6%	-	-	-	-	-	-	-	-	100%	-	-	-	6%	6%	6%	7%	5%	7%	4%
Central Scotland	30	-	-	-	-	-	-	-	-	-	30	-	-	14	10	6	8	6	12	4
	6%	-	-	-	-	-	-	-	-	-	100%	-	-	5%	5%	8%	5%	6%	9%	3%
NE Scotland	7	-	-	-	-	-	-	-	-	-	-	7	-	5	2	-	3	2	1	2
	1%	-	-	-	-	-	-	-	-	-	-	100%	-	2%	1%	-	2%	1%	*	1%
Border	2	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	1	1
	*	-	-	-	-	-	-	-	-	-	-	-	100%	-	1%	-	-	-	*	1%
LIKELIHOOD OF BEING AT HOME																				
Men	255	34	21	31	8	19	41	30	36	16	14	5	-	255	-	-	154	101	-	-
	49%	47%	43%	60%	30%	46%	47%	46%	64%	52%	46%	67%	-	100%	-	-	100%	100%	-	-
Women without children	192	29	23	15	13	16	33	25	14	11	10	2	2	-	192	-	-	-	88	104
	37%	40%	46%	30%	50%	38%	39%	38%	24%	34%	33%	33%	100%	-	100%	-	-	-	64%	82%
Women with children	72	10	6	5	5	7	13	10	7	4	6	-	-	-	-	72	-	-	50	22
	14%	13%	11%	10%	20%	16%	15%	16%	12%	14%	21%	-	-	-	-	100%	-	-	36%	18%
Men working Full Time	154	23	12	21	1	11	26	16	23	11	8	3	-	154	-	-	154	-	-	-
	30%	32%	23%	40%	5%	26%	30%	24%	40%	35%	26%	45%	-	61%	-	-	100%	-	-	-
Men not working Full Time	101	11	10	10	7	9	14	14	14	5	6	2	-	101	-	-	-	101	-	-
	19%	15%	20%	20%	25%	21%	16%	22%	24%	17%	20%	22%	-	39%	-	-	-	100%	-	-
Women working	138	19	11	12	8	10	28	16	10	10	12	1	1	-	88	50	-	-	138	-
	27%	27%	21%	24%	31%	24%	32%	25%	18%	32%	42%	9%	36%	-	46%	69%	-	-	100%	-

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Working Status			Marital Status			TENURE					Children in Household		Household Income				
		Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 £14,999	£15,000 £24,999	£25,000 £49,999	£50,000 +
TOTAL	520 100%	249 100%	60 100%	211 100%	59 100%	282 100%	113 100%	283 100%	237 100%	-	-	-	371 100%	149 100%	60 100%	50 100%	109 100%	119 100%	96 100%
ITV (ISBA)																			
London	73 14%	39 16%	4 7%	29 14%	9 16%	37 13%	17 15%	40 14%	33 14%	-	-	-	53 14%	20 13%	6 10%	3 7%	13 12%	13 11%	25 26%
Southern	50 10%	18 7%	6 10%	26 12%	5 9%	24 9%	14 13%	23 8%	27 11%	-	-	-	42 11%	8 5%	5 8%	4 7%	11 10%	5 4%	13 13%
Anglia	51 10%	32 13%	8 14%	12 5%	3 5%	33 12%	8 7%	36 13%	15 7%	-	-	-	33 9%	19 12%	6 10%	6 12%	10 9%	10 8%	12 13%
South West	26 5%	4 2%	5 9%	17 8%	1 2%	11 4%	6 5%	9 3%	17 7%	-	-	-	21 6%	5 4%	7 11%	3 6%	7 6%	3 3%	1 1%
Wales and West	42 8%	18 7%	3 5%	21 10%	9 16%	22 8%	7 6%	18 6%	24 10%	-	-	-	33 9%	8 5%	6 10%	2 4%	11 10%	7 6%	7 8%
Midlands	87 17%	48 19%	7 12%	31 15%	10 17%	48 17%	21 18%	55 19%	32 13%	-	-	-	60 16%	27 18%	10 16%	8 15%	23 21%	25 21%	11 11%
Lancashire	64 12%	25 10%	8 14%	31 15%	7 11%	34 12%	12 11%	33 12%	32 13%	-	-	-	43 12%	21 14%	6 10%	11 22%	13 12%	18 15%	6 7%
Yorkshire	57 11%	28 11%	7 12%	22 10%	6 11%	36 13%	10 9%	32 11%	25 10%	-	-	-	38 10%	19 13%	8 13%	4 8%	12 11%	14 12%	9 10%
North East	31 6%	16 7%	4 7%	10 5%	3 4%	16 6%	6 6%	15 5%	15 7%	-	-	-	22 6%	8 6%	4 6%	3 7%	2 2%	12 10%	5 6%
Central Scotland	30 6%	16 7%	4 7%	10 5%	3 6%	16 6%	8 7%	18 6%	12 5%	-	-	-	21 6%	9 6%	3 5%	5 9%	6 6%	9 8%	6 6%
NE Scotland	7 1%	4 2%	2 3%	2 1%	2 3%	4 1%	1 1%	3 1%	4 2%	-	-	-	3 1%	4 3%	1 2%	-	1 1%	3 2%	1 1%
Border	2 -	1 -	-	1 1%	-	1 -	1 1%	1 -	1 -	-	-	-	2 -	-	-	1 2%	-	1 1%	-
LIKELIHOOD OF BEING AT HOME																			
Men	255 49%	154 62%	16 28%	84 40%	34 57%	150 53%	48 42%	144 51%	111 47%	-	-	-	178 48%	76 51%	26 42%	15 30%	54 50%	65 54%	58 60%
Women without children	192 37%	72 29%	17 28%	104 49%	22 36%	80 28%	59 53%	78 28%	114 48%	-	-	-	192 52%	-	29 49%	28 57%	36 33%	37 31%	18 19%
Women with children	72 14%	23 9%	27 45%	22 11%	4 7%	52 19%	6 5%	61 22%	12 5%	-	-	-	-	72 49%	5 9%	6 13%	18 17%	18 15%	20 21%
Men working Full Time	154 30%	154 62%	-	-	24 41%	97 34%	19 17%	120 42%	34 15%	-	-	-	89 24%	65 44%	2 3%	1 1%	35 32%	52 44%	54 56%
Men not working Full Time	101 19%	-	16 28%	84 40%	9 16%	53 19%	28 25%	24 9%	76 32%	-	-	-	90 24%	11 7%	24 40%	15 29%	19 16%	13 11%	5 5%
Women working	138 27%	95 38%	43 72%	-	16 27%	77 27%	23 20%	101 36%	37 16%	-	-	-	88 24%	50 34%	5 9%	11 21%	32 29%	45 38%	30 31%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
		Yes	No	Yes	No	Yes	No
TOTAL	520 100%	506 100%	13 100%	520 100%	-	412 100%	107 100%
ITV (ISBA)							
London	73 14%	67 13%	5 41%	73 14%	-	57 14%	16 15%
Southern	50 10%	49 10%	1 5%	50 10%	-	38 9%	11 11%
Anglia	51 10%	51 10%	-	51 10%	-	40 10%	12 11%
South West	26 5%	26 5%	-	26 5%	-	22 5%	4 4%
Wales and West	42 8%	42 8%	-	42 8%	-	33 8%	9 8%
Midlands	87 17%	84 17%	3 23%	87 17%	-	66 16%	21 19%
Lancashire	64 12%	63 12%	2 12%	64 12%	-	54 13%	9 9%
Yorkshire	57 11%	57 11%	-	57 11%	-	47 11%	10 10%
North East	31 6%	30 6%	1 8%	31 6%	-	28 7%	3 3%
Central Scotland	30 6%	30 6%	-	30 6%	-	22 5%	7 7%
NE Scotland	7 1%	5 1%	2 12%	7 1%	-	4 1%	3 3%
Border	2 *	2 *	-	2 *	-	2 *	-
LIKELIHOOD OF BEING AT HOME							
Men	255 49%	248 49%	7 52%	255 49%	-	209 51%	46 43%
Women without children	192 37%	187 37%	5 38%	192 37%	-	144 35%	48 45%
Women with children	72 14%	71 14%	1 10%	72 14%	-	59 14%	12 12%
Men working Full Time	154 30%	151 30%	3 22%	154 30%	-	137 33%	17 16%
Men not working Full Time	101 19%	97 19%	4 30%	101 19%	-	72 17%	29 27%
Women working	138 27%	135 27%	3 20%	138 27%	-	120 29%	17 16%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION										
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland
520	255	265	9	54	116	108	98	125	170	173	66	90	50	108	51	33	16	36	53	48	55	34	37
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
127	-	127	-	3	22	8	24	66	29	36	14	42	11	33	17	14	2	9	8	7	13	7	6
24%	-	48%	-	6%	19%	7%	24%	53%	17%	21%	21%	47%	22%	31%	33%	43%	11%	25%	16%	14%	24%	20%	16%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	520	73	50	51	26	42	87	64	57	31	30	7	2	255	192	72	154	101	138	127
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Women not working	127	19	18	8	10	12	18	19	10	5	4	2	1	-	104	22	-	-	-	127
	24%	27%	36%	16%	39%	29%	21%	29%	18%	16%	12%	24%	64%	-	54%	31%	-	-	-	100%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +	
TOTAL	520 100%	249 100%	60 100%	211 100%	59 100%	282 100%	113 100%	283 100%	237 100%	-	-	-	371 100%	149 100%	60 100%	50 100%	109 100%	119 100%	96 100%
Women not working	127 24%	-	-	127 60%	10 16%	55 19%	42 37%	38 13%	89 38%	-	-	-	104 28%	22 15%	29 49%	24 48%	23 21%	10 8%	8 8%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes	No	Yes	No	Yes	No
TOTAL						
520	506	13	520	-	412	107
100%	100%	100%	100%	-	100%	100%
Women not working						
127	123	4	127	-	83	43
24%	24%	28%	24%	-	20%	41%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot -land
TOTAL	520	255	265	9	54	116	108	98	125	170	173	66	90	50	108	51	33	16	36	53	48	55	34	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working Status																								
Full time	249	154	95	7	48	75	74	39	3	105	93	31	12	28	46	15	11	14	20	30	23	25	16	20
	48%	61%	36%	83%	89%	64%	69%	40%	2%	62%	53%	47%	14%	57%	43%	29%	33%	83%	57%	57%	48%	46%	47%	54%
Part time	60	16	43	2	3	17	21	11	6	18	22	10	6	3	15	9	1	1	2	5	6	7	5	5
	12%	6%	16%	17%	5%	15%	20%	12%	5%	10%	13%	16%	7%	6%	14%	17%	3%	5%	6%	10%	12%	13%	16%	15%
Not working	211	84	127	-	3	24	13	47	117	47	59	25	71	18	46	27	21	2	13	18	19	22	13	12
	41%	33%	48%	-	6%	21%	12%	48%	93%	28%	34%	38%	79%	37%	43%	54%	64%	11%	37%	34%	39%	41%	37%	32%
Marital Status																								
Married	59	34	25	4	6	10	20	14	4	20	20	8	10	6	11	3	8	-	5	5	6	7	3	5
	11%	13%	10%	49%	11%	9%	18%	15%	3%	12%	11%	12%	11%	13%	10%	7%	24%	-	15%	10%	12%	12%	8%	13%
Single	282	150	132	1	39	78	56	49	51	101	91	42	39	24	57	25	16	10	20	30	31	29	17	21
	54%	59%	50%	17%	72%	68%	52%	50%	41%	59%	52%	63%	43%	49%	53%	50%	48%	62%	56%	57%	66%	53%	51%	57%
Div/Wid/Sep	113	48	65	3	8	13	17	18	53	37	34	12	27	11	29	12	6	2	6	11	9	10	7	9
	22%	19%	25%	34%	14%	11%	15%	18%	42%	22%	20%	17%	30%	23%	27%	23%	17%	11%	18%	21%	19%	18%	22%	25%
TENURE																								
Owned with mortgage	283	144	139	7	54	98	72	38	12	108	105	39	22	29	55	21	16	14	24	34	26	29	15	21
	54%	56%	53%	83%	100%	84%	67%	39%	9%	64%	60%	58%	24%	58%	51%	41%	47%	83%	67%	63%	56%	52%	46%	57%
Owned outright	237	111	126	2	-	18	35	60	113	62	69	28	68	21	52	30	18	3	12	20	21	26	18	16
	46%	44%	47%	17%	-	16%	33%	61%	91%	36%	40%	42%	76%	42%	49%	59%	53%	17%	33%	37%	44%	48%	54%	43%
Rented from council	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented Privately	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent Free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Children in Household																								
No	371	178	192	7	29	32	74	97	124	117	112	50	75	36	85	37	25	9	25	36	32	38	24	24
	71%	70%	73%	83%	54%	27%	69%	99%	99%	69%	65%	75%	84%	72%	79%	73%	76%	56%	70%	67%	67%	69%	71%	64%
Yes	149	76	72	2	25	84	33	1	2	53	61	17	15	14	23	13	8	7	11	17	16	17	10	13
	29%	30%	27%	17%	46%	73%	31%	1%	1%	31%	35%	25%	16%	28%	21%	27%	24%	44%	30%	33%	33%	31%	29%	36%
Household Income																								
Up to £9,999	60	26	35	-	-	7	4	17	31	4	13	8	31	5	11	8	6	-	5	7	7	5	4	4
	12%	10%	13%	-	-	6%	3%	18%	25%	2%	7%	13%	35%	10%	10%	16%	19%	-	14%	12%	14%	8%	11%	10%
£10,000 - £14,999	50	15	35	-	3	6	8	27	8	8	16	9	15	2	6	5	1	5	1	7	4	8	7	5
	10%	6%	13%	-	6%	3%	6%	8%	22%	5%	9%	13%	17%	4%	6%	9%	4%	33%	3%	13%	8%	14%	19%	13%
£15,000 - £24,999	109	54	55	2	12	35	26	19	15	29	43	16	18	10	23	15	9	1	7	15	10	10	2	7
	21%	21%	21%	18%	22%	31%	24%	20%	12%	17%	25%	25%	20%	20%	22%	29%	28%	3%	19%	29%	20%	19%	6%	19%
£25,000 - £49,999	119	65	54	4	16	33	29	24	12	46	49	18	4	9	14	11	4	4	11	13	12	18	11	12
	23%	25%	20%	49%	30%	28%	27%	25%	10%	27%	28%	27%	4%	19%	13%	21%	13%	27%	31%	25%	25%	32%	34%	33%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)													LIKELIHOOD OF BEING AT HOME						
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	520	73	50	51	26	42	87	64	57	31	30	7	2	255	192	72	154	101	138	127
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working Status																				
Full time	249	39	18	32	4	18	48	25	28	16	16	4	1	154	72	23	154	-	95	-
	48%	53%	36%	61%	16%	42%	55%	39%	49%	53%	54%	54%	36%	61%	37%	32%	100%	-	69%	-
Part time	60	4	6	8	5	3	7	8	7	4	4	2	-	16	17	27	-	16	43	-
	12%	6%	12%	16%	20%	8%	8%	13%	13%	13%	13%	22%	-	6%	9%	37%	-	16%	31%	-
Not working	211	29	26	12	17	21	31	31	22	10	10	2	1	84	104	22	-	84	-	127
	41%	40%	52%	22%	64%	50%	36%	48%	38%	33%	32%	24%	64%	33%	54%	31%	-	84%	-	100%
Marital Status																				
Married	59	9	5	3	1	9	10	7	6	3	3	2	-	34	22	4	24	9	16	10
	11%	13%	11%	6%	5%	22%	12%	11%	11%	8%	11%	22%	-	13%	11%	5%	16%	9%	12%	8%
Single	282	37	24	33	11	22	48	34	36	16	16	4	1	150	80	52	97	53	77	55
	54%	50%	48%	64%	40%	53%	55%	53%	63%	52%	55%	60%	59%	59%	42%	72%	63%	53%	56%	43%
Div/Wid/Sep	113	17	14	8	6	7	21	12	10	6	8	1	1	48	59	6	19	28	23	42
	22%	24%	29%	16%	23%	17%	24%	18%	18%	21%	27%	19%	41%	19%	31%	8%	13%	28%	17%	33%
TENURE																				
Owned with mortgage	283	40	23	36	9	18	55	33	32	15	18	3	1	144	78	61	120	24	101	38
	54%	54%	46%	70%	35%	43%	63%	51%	57%	50%	61%	45%	36%	56%	41%	84%	78%	24%	73%	30%
Owned outright	237	33	27	15	17	24	32	32	25	15	12	4	1	111	114	12	34	76	37	89
	46%	46%	54%	30%	65%	57%	37%	49%	43%	50%	39%	55%	64%	44%	59%	16%	22%	76%	27%	70%
Rented from council	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented Privately	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent Free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Children in Household																				
No	371	53	42	33	21	33	60	43	38	22	21	3	2	178	192	-	89	90	88	104
	71%	73%	84%	64%	80%	81%	69%	67%	66%	73%	69%	41%	100%	70%	100%	-	58%	89%	64%	82%
Yes	149	20	8	19	5	8	27	21	19	8	9	4	-	76	-	72	65	11	50	22
	29%	27%	16%	36%	20%	19%	31%	33%	34%	27%	31%	59%	-	30%	-	100%	42%	11%	36%	18%
Household Income																				
Up to £9,999	60	6	5	6	7	6	10	6	8	4	3	1	-	26	29	5	2	24	5	29
	12%	8%	9%	11%	26%	14%	11%	9%	14%	12%	9%	13%	-	10%	15%	7%	1%	24%	4%	23%
£10,000 - £14,999	50	3	4	6	3	2	8	11	4	3	5	-	1	15	28	6	1	15	11	24
	10%	5%	7%	12%	12%	5%	9%	17%	7%	11%	15%	-	64%	6%	15%	9%	-	15%	8%	19%
£15,000 - £24,999	109	13	11	10	7	11	23	13	12	2	6	1	-	54	36	18	35	19	32	23
	21%	18%	23%	19%	27%	27%	26%	21%	21%	7%	21%	9%	-	21%	19%	26%	23%	19%	23%	18%
£25,000 - £49,999	119	13	5	10	3	7	25	18	14	12	9	3	1	65	37	18	52	13	45	10
	23%	18%	10%	19%	12%	17%	28%	27%	25%	37%	32%	37%	36%	25%	19%	24%	34%	12%	32%	8%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +	
TOTAL	520 100%	249 100%	60 100%	211 100%	59 100%	282 100%	113 100%	283 100%	237 100%	-	-	-	371 100%	149 100%	60 100%	50 100%	109 100%	119 100%	96 100%
Working Status																			
Full time	249 48%	249 100%	-	-	38 65%	144 51%	36 32%	195 69%	54 23%	-	-	-	160 43%	89 60%	4 7%	6 12%	57 53%	79 67%	78 81%
Part time	60 12%	-	60 100%	-	3 6%	43 15%	8 7%	34 12%	26 11%	-	-	-	25 7%	35 23%	4 6%	8 16%	13 12%	21 18%	6 6%
Not working	211 41%	-	-	211 100%	17 30%	96 34%	69 61%	54 19%	157 66%	-	-	-	185 50%	25 17%	52 87%	36 72%	39 36%	18 15%	12 12%
Marital Status																			
Married	59 11%	38 15%	3 6%	17 8%	59 100%	-	-	32 11%	27 12%	-	-	-	54 14%	5 4%	9 14%	5 10%	14 13%	16 13%	8 8%
Single	282 54%	144 58%	43 71%	96 45%	-	282 100%	-	175 62%	107 45%	-	-	-	165 44%	118 79%	16 27%	17 34%	57 52%	76 64%	75 77%
Div/Wid/Sep	113 22%	36 15%	8 13%	69 33%	-	-	113 100%	44 15%	69 29%	-	-	-	100 27%	13 9%	22 37%	15 31%	23 21%	17 14%	9 9%
TENURE																			
Owned with mortgage	283 54%	195 78%	34 57%	54 25%	32 54%	175 62%	44 39%	283 100%	-	-	-	-	159 43%	124 83%	10 17%	15 29%	69 63%	90 75%	72 75%
Owned outright	237 46%	54 22%	26 43%	157 75%	27 46%	107 38%	69 61%	-	237 100%	-	-	-	211 57%	25 17%	50 83%	35 71%	40 37%	29 25%	24 25%
Rented from council	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented Privately	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent Free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Children in Household																			
No	371 71%	160 64%	25 42%	185 88%	54 91%	165 58%	100 88%	159 56%	211 89%	-	-	-	371 100%	-	54 90%	44 87%	68 62%	75 63%	57 59%
Yes	149 29%	89 36%	35 58%	25 12%	5 9%	118 42%	13 12%	124 44%	25 11%	-	-	-	149 40%	149 100%	6 10%	6 13%	41 38%	44 37%	40 41%
Household Income																			
Up to £9,999	60 12%	4 2%	4 6%	52 25%	9 14%	16 6%	22 19%	10 4%	50 21%	-	-	-	54 15%	6 4%	60 100%	-	-	-	-
£10,000 - £14,999	50 10%	6 2%	8 13%	36 17%	5 9%	17 6%	15 14%	4 5%	35 15%	-	-	-	44 12%	6 4%	-	50 100%	-	-	-
£15,000 - £24,999	109 21%	57 23%	13 21%	39 19%	14 24%	57 20%	23 20%	69 24%	40 17%	-	-	-	68 18%	41 28%	-	-	109 100%	-	-
£25,000 - £49,999	119 23%	79 32%	21 36%	18 9%	16 27%	76 27%	17 15%	90 32%	29 12%	-	-	-	75 20%	44 30%	-	-	-	119 100%	-

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
		Yes	No	Yes	No	Yes	No
TOTAL	520 100%	506 100%	13 100%	520 100%	- -	412 100%	107 100%
Working Status							
Full time	249 46%	244 46%	5 36%	249 46%	- -	221 54%	28 26%
Part time	60 12%	58 11%	2 17%	60 12%	- -	45 11%	14 13%
Not working	211 41%	205 40%	6 47%	211 41%	- -	145 35%	65 61%
Marital Status							
Married	59 11%	56 11%	3 23%	59 11%	- -	44 11%	15 14%
Single	282 54%	278 55%	5 36%	282 54%	- -	232 56%	49 46%
Div/Wid/Sep	113 22%	109 22%	4 29%	113 22%	- -	86 21%	27 26%
TENURE							
Owned with mortgage	283 54%	278 55%	5 38%	283 54%	- -	240 58%	42 39%
Owned outright	237 46%	228 45%	8 62%	237 46%	- -	171 42%	65 61%
Rented from council	-	-	-	-	-	-	-
Rented Privately	-	-	-	-	-	-	-
Rent Free	-	-	-	-	-	-	-
Children in Household							
No	371 71%	360 71%	10 78%	371 71%	- -	283 69%	87 82%
Yes	149 29%	146 29%	3 22%	149 29%	- -	129 31%	19 18%
Household Income							
Up to £9,999	60 12%	59 12%	2 13%	60 12%	- -	36 9%	24 22%
£10,000 - £14,999	50 10%	49 10%	1 7%	50 10%	- -	43 10%	7 7%
£15,000 - £24,999	109 21%	107 21%	2 12%	109 21%	- -	89 22%	20 19%
£25,000 - £49,999	119 23%	118 23%	1 5%	119 23%	- -	101 25%	17 16%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland	
520	255	265	9	54	116	108	98	125	170	173	66	90	50	108	51	33	16	36	53	48	55	34	37	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
£50,000 +	96	58	38	1	16	33	30	11	4	62	24	6	2	17	31	4	5	4	5	7	7	6	4	6
	19%	23%	14%	16%	30%	28%	28%	11%	3%	36%	14%	9%	2%	33%	29%	9%	16%	22%	14%	13%	15%	12%	13%	16%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	520	73	50	51	26	42	87	64	57	31	30	7	2	255	192	72	154	101	138	127
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£50,000 +	96	25	13	12	1	7	11	6	9	5	6	1	-	58	18	20	54	5	30	8
	19%	34%	25%	24%	5%	16%	12%	10%	17%	18%	19%	7%	-	23%	10%	28%	35%	5%	22%	6%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +	
TOTAL	520	249	60	211	59	282	113	283	237	-	-	-	371	149	60	50	109	119	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%	100%	100%
£50,000 +	96	78	6	12	8	75	9	72	24	-	-	-	57	40	-	-	-	-	96
	19%	31%	10%	6%	13%	26%	8%	25%	10%	-	-	-	15%	27%	-	-	-	-	100%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes	No	Yes	No	Yes	No
TOTAL	520	13	520	-	412	107
	100%	100%	100%	-	100%	100%
£50,000 +	96	3	96	-	84	12
	19%	18%	19%	-	21%	11%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot-land
TOTAL	520 100%	255 100%	265 100%	9 100%	54 100%	116 100%	108 100%	98 100%	125 100%	170 100%	173 100%	66 100%	90 100%	50 100%	108 100%	51 100%	33 100%	16 100%	36 100%	53 100%	48 100%	55 100%	34 100%	37 100%
Respondent named on accommodation																								
Yes	506 97%	248 97%	258 97%	7 83%	53 98%	111 95%	104 97%	97 99%	124 99%	166 98%	169 97%	65 98%	86 96%	44 88%	106 98%	51 100%	33 100%	16 100%	36 100%	51 97%	48 100%	53 97%	33 97%	36 96%
No	13 2%	7 3%	6 2%	2 17%	1 2%	5 5%	3 3%	1 1%	1 1%	4 2%	4 2%	2 2%	4 4%	5 11%	2 2%	-	-	-	-	2 3%	-	2 3%	1 3%	2 4%
Jointly/Wholly home decision maker																								
Yes	520 100%	255 100%	265 100%	9 100%	54 100%	116 100%	108 100%	98 100%	125 100%	170 100%	173 100%	66 100%	90 100%	50 100%	108 100%	51 100%	33 100%	16 100%	36 100%	53 100%	48 100%	55 100%	34 100%	37 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aware of EPC																								
Yes	412 79%	209 82%	203 77%	6 65%	52 96%	96 83%	91 85%	75 76%	85 68%	145 85%	145 83%	51 77%	55 61%	41 82%	76 70%	40 80%	27 80%	15 94%	28 78%	42 80%	40 85%	45 83%	30 88%	27 73%
No	107 21%	46 18%	61 23%	3 35%	2 4%	20 17%	16 15%	23 24%	40 32%	24 14%	29 17%	15 23%	35 39%	9 18%	32 30%	10 20%	7 20%	1 6%	8 22%	11 20%	7 15%	8 15%	4 12%	10 27%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	520 100%	73 100%	50 100%	51 100%	26 100%	42 100%	87 100%	64 100%	57 100%	31 100%	30 100%	7 100%	2 100%	255 100%	192 100%	72 100%	154 100%	101 100%	138 100%	127 100%
Respondent named on accommodation																				
Yes	506 97%	67 92%	49 99%	51 100%	26 100%	42 100%	84 97%	63 98%	57 100%	30 97%	30 100%	5 78%	2 100%	248 97%	187 97%	71 98%	151 98%	97 96%	135 98%	123 97%
No	13 2%	5 7%	1 1%	-	-	-	3 3%	2 2%	-	1 3%	-	2 22%	-	7 3%	5 3%	1 2%	3 2%	4 4%	3 2%	4 3%
Jointly/Wholly home decision maker																				
Yes	520 100%	73 100%	50 100%	51 100%	26 100%	42 100%	87 100%	64 100%	57 100%	31 100%	30 100%	7 100%	2 100%	255 100%	192 100%	72 100%	154 100%	101 100%	138 100%	127 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aware of EPC																				
Yes	412 79%	57 78%	38 77%	40 77%	22 83%	33 78%	66 76%	54 84%	47 82%	28 90%	22 75%	4 60%	2 100%	209 82%	144 75%	59 82%	137 89%	72 71%	120 87%	83 65%
No	107 21%	16 22%	11 23%	12 23%	4 17%	9 22%	21 24%	9 14%	10 18%	3 10%	7 25%	3 40%	-	46 18%	48 25%	12 17%	17 11%	29 29%	17 12%	43 34%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Working Status			Marital Status			TENURE					Children in Household		Household Income				
		Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +
TOTAL	520 100%	249 100%	60 100%	211 100%	59 100%	282 100%	113 100%	283 100%	237 100%	-	-	-	371 100%	149 100%	60 100%	50 100%	109 100%	119 100%	96 100%
Respondent named on accommodation																			
Yes	506 97%	244 98%	58 96%	205 97%	56 95%	278 98%	109 97%	278 98%	228 96%	-	-	-	360 97%	146 98%	59 97%	49 98%	107 99%	118 99%	93 96%
No	13 2%	5 2%	2 4%	6 3%	3 5%	5 2%	4 3%	5 2%	8 3%	-	-	-	10 3%	3 2%	2 3%	1 2%	2 1%	1 1%	3 3%
Jointly/Wholly home decision maker																			
Yes	520 100%	249 100%	60 100%	211 100%	59 100%	282 100%	113 100%	283 100%	237 100%	-	-	-	371 100%	149 100%	60 100%	50 100%	109 100%	119 100%	96 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aware of EPC																			
Yes	412 79%	221 89%	45 75%	145 69%	44 74%	232 82%	86 76%	240 85%	171 72%	-	-	-	283 76%	129 87%	36 60%	43 86%	89 81%	101 85%	84 88%
No	107 21%	28 11%	14 24%	65 31%	15 26%	49 17%	27 24%	42 15%	65 27%	-	-	-	87 24%	19 13%	24 40%	7 14%	20 19%	17 14%	12 12%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 12

ANALYSIS OF SAMPLE (Weighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
		Yes	No	Yes	No	Yes	No
TOTAL	520 100%	506 100%	13 100%	520 100%	- -	412 100%	107 100%
Respondent named on accommodation							
Yes	506 97%	506 100%	- -	506 97%	- -	405 98%	99 93%
No	13 2%	- -	13 100%	13 2%	- -	6 1%	7 7%
Jointly/Wholly home decision maker							
Yes	520 100%	506 100%	13 100%	520 100%	- -	412 100%	107 100%
No	- -	- -	- -	- -	- -	- -	- -
Aware of EPC							
Yes	412 79%	405 80%	6 45%	412 79%	- -	412 100%	- -
No	107 21%	99 20%	7 55%	107 21%	- -	- -	107 100%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot -land
TOTAL	580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SEX																								
Male	257	257	-	4	15	40	60	55	74	95	49	58	43	29	54	20	12	6	22	28	29	23	14	20
	44%	100%	-	67%	38%	50%	44%	47%	40%	52%	34%	54%	38%	43%	43%	36%	40%	50%	59%	44%	56%	40%	44%	42%
Female	323	-	323	2	24	40	75	62	111	89	97	50	69	38	71	36	18	6	15	36	23	34	18	28
	56%	-	100%	33%	62%	50%	56%	53%	60%	48%	66%	46%	62%	57%	57%	64%	60%	50%	41%	56%	44%	60%	56%	58%
AGE																								
16-24	6	4	2	6	-	-	-	-	-	5	-	1	-	-	1	-	-	-	-	1	2	1	-	1
	1%	2%	1%	100%	-	-	-	-	-	3%	-	1%	-	-	1%	-	-	-	-	2%	4%	2%	-	2%
25-34	39	15	24	-	39	-	-	-	-	15	13	6	1	7	7	3	1	1	1	8	4	4	1	2
	7%	6%	7%	-	100%	-	-	-	-	8%	9%	6%	1%	10%	6%	5%	3%	8%	3%	13%	8%	7%	3%	4%
35-44	80	40	40	-	-	80	-	-	-	34	24	10	9	14	11	6	7	4	7	5	7	5	7	7
	14%	16%	12%	-	-	100%	-	-	-	18%	16%	9%	8%	21%	9%	11%	23%	33%	19%	11%	10%	12%	16%	15%
45-54	135	60	75	-	-	-	135	-	-	57	34	28	12	19	32	8	5	2	10	13	14	12	7	13
	23%	23%	23%	-	-	-	100%	-	-	31%	23%	26%	11%	28%	26%	14%	17%	17%	27%	20%	27%	21%	22%	27%
55-64	117	55	62	-	-	-	-	117	-	35	30	24	23	11	23	16	8	1	11	21	7	8	7	4
	20%	21%	19%	-	-	-	-	100%	-	19%	21%	22%	21%	16%	18%	29%	27%	8%	30%	33%	13%	14%	22%	8%
65+	185	74	111	-	-	-	-	-	185	34	42	34	62	14	46	23	7	4	6	12	20	23	11	19
	32%	29%	34%	-	-	-	-	-	100%	18%	29%	31%	55%	21%	37%	41%	23%	33%	16%	19%	38%	40%	34%	40%
SOCIAL GRADE																								
AB	184	95	89	5	15	34	57	35	34	184	-	-	-	24	46	16	7	5	14	20	11	16	9	16
	32%	37%	28%	83%	38%	43%	42%	30%	18%	100%	-	-	-	36%	37%	29%	23%	42%	38%	31%	21%	28%	28%	33%
C1	146	49	97	-	13	24	34	30	42	-	146	-	-	20	31	16	6	3	7	15	15	12	8	13
	25%	19%	30%	-	33%	30%	25%	26%	23%	-	100%	-	-	30%	25%	29%	20%	25%	19%	23%	29%	21%	25%	27%
C2	108	58	50	1	6	10	28	24	34	-	-	108	-	11	16	5	7	4	10	14	14	9	4	14
	19%	23%	15%	17%	15%	13%	21%	21%	18%	-	-	100%	-	16%	13%	9%	23%	33%	27%	22%	27%	16%	13%	29%
DE	112	43	69	-	1	9	12	23	62	-	-	-	112	10	22	14	9	-	6	12	11	17	7	4
	19%	17%	21%	-	3%	11%	9%	20%	34%	-	-	-	100%	15%	18%	25%	30%	-	16%	19%	21%	30%	22%	8%
STANDARD REGION																								
London	67	29	38	-	7	14	19	11	14	24	20	11	10	67	-	-	-	-	-	-	-	-	-	-
	12%	11%	12%	-	18%	18%	14%	9%	8%	13%	14%	10%	9%	100%	-	-	-	-	-	-	-	-	-	-
South East	125	54	71	1	7	11	32	23	46	46	31	16	22	-	125	-	-	-	-	-	-	-	-	-
	22%	21%	22%	17%	18%	14%	24%	20%	25%	25%	21%	15%	20%	-	100%	-	-	-	-	-	-	-	-	-
South West	56	20	36	-	3	6	8	16	23	16	16	5	14	-	-	56	-	-	-	-	-	-	-	-
	10%	8%	11%	-	8%	8%	6%	14%	12%	9%	11%	5%	13%	-	-	100%	-	-	-	-	-	-	-	-
Wales	30	12	18	-	1	7	5	8	7	7	6	7	9	-	-	-	30	-	-	-	-	-	-	-
	5%	5%	6%	-	3%	9%	4%	7%	4%	4%	4%	6%	8%	-	-	-	100%	-	-	-	-	-	-	-
East Anglia	12	6	6	-	1	4	2	1	4	5	3	4	-	-	-	-	-	12	-	-	-	-	-	-
	2%	2%	2%	-	3%	5%	1%	1%	2%	3%	2%	4%	-	-	-	-	-	100%	-	-	-	-	-	-
East Mids	37	22	15	-	1	7	10	11	6	14	7	10	6	-	-	-	-	-	37	-	-	-	-	-
	6%	9%	5%	-	3%	9%	7%	9%	3%	8%	5%	9%	5%	-	-	-	-	-	100%	-	-	-	-	-

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)													LIKELIHOOD OF BEING AT HOME						
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	580 100%	94 100%	63 100%	48 100%	28 100%	42 100%	99 100%	65 100%	61 100%	30 100%	39 100%	8 100%	3 100%	257 100%	261 100%	62 100%	148 100%	109 100%	168 100%	155 100%
SEX																				
Male	257 44%	41 44%	24 38%	25 52%	8 29%	19 45%	44 44%	26 40%	36 59%	14 47%	17 44%	3 38%	-	257 100%	-	-	148 100%	109 100%	-	-
Female	323 56%	53 56%	39 62%	23 48%	20 71%	23 55%	55 56%	39 60%	25 41%	16 53%	22 56%	5 63%	3 100%	-	261 100%	62 100%	-	-	168 100%	155 100%
AGE																				
16-24	6 1%	1 1%	-	-	-	-	1 1%	1 2%	2 3%	-	-	1 13%	-	4 2%	2 1%	-	3 2%	1 1%	2 1%	-
25-34	39 7%	8 9%	3 5%	3 6%	-	3 7%	11 11%	4 6%	4 7%	1 3%	1 3%	1 13%	-	15 6%	18 7%	6 10%	15 10%	-	22 13%	2 1%
35-44	80 14%	17 18%	2 3%	10 21%	4 14%	7 17%	13 13%	9 14%	7 11%	4 13%	7 18%	-	-	40 16%	10 4%	30 48%	38 26%	2 2%	28 17%	12 8%
45-54	135 23%	25 27%	18 29%	11 23%	2 7%	8 19%	20 20%	13 20%	16 26%	8 27%	11 28%	2 25%	1 33%	60 23%	51 20%	24 39%	54 36%	6 6%	68 40%	7 5%
55-64	117 20%	15 16%	12 19%	10 21%	10 36%	11 26%	28 28%	8 12%	12 20%	7 23%	4 10%	-	-	55 21%	62 24%	-	30 20%	25 23%	39 23%	23 15%
65+	185 32%	26 28%	24 38%	14 29%	12 43%	11 26%	21 21%	28 43%	20 33%	10 33%	15 38%	3 38%	1 33%	74 29%	109 42%	2 3%	4 3%	70 64%	5 3%	106 68%
SOCIAL GRADE																				
AB	184 32%	35 37%	25 40%	17 35%	3 11%	13 31%	34 34%	17 26%	13 21%	11 37%	15 38%	1 13%	-	95 37%	67 26%	22 35%	70 47%	25 23%	60 36%	29 19%
C1	146 25%	27 29%	11 17%	14 29%	9 32%	9 21%	26 26%	14 22%	16 26%	7 23%	12 31%	1 13%	-	49 19%	77 30%	20 32%	29 20%	20 18%	61 36%	36 23%
C2	108 19%	15 16%	8 13%	9 19%	2 7%	8 19%	20 20%	10 15%	17 28%	4 13%	8 21%	5 63%	2 67%	58 23%	42 16%	8 13%	36 24%	22 20%	26 15%	24 15%
DE	112 19%	13 14%	12 19%	6 13%	11 39%	10 24%	16 16%	21 32%	14 23%	4 13%	3 8%	1 13%	1 33%	43 17%	61 23%	8 13%	8 5%	35 32%	14 8%	55 35%
STANDARD REGION																				
London	67 12%	67 71%	-	-	-	-	-	-	-	-	-	-	-	29 11%	29 11%	9 15%	18 12%	11 10%	23 14%	15 10%
South East	125 22%	27 29%	58 92%	33 69%	-	-	7 7%	-	-	-	-	-	-	54 21%	62 24%	9 15%	32 22%	22 20%	29 17%	42 27%
South West	56 10%	-	5 8%	-	28 100%	16 38%	7 7%	-	-	-	-	-	-	20 8%	27 10%	9 15%	10 7%	10 9%	17 10%	19 12%
Wales	30 5%	-	-	-	-	26 62%	-	4 6%	-	-	-	-	-	12 5%	14 5%	4 6%	6 4%	6 6%	6 4%	12 8%
East Anglia	12 2%	-	-	12 25%	-	-	-	-	-	-	-	-	-	6 2%	5 2%	1 2%	5 3%	1 1%	4 2%	2 1%
East Mids	37 6%	-	-	3 6%	-	-	21 21%	-	13 21%	-	-	-	-	22 9%	11 4%	4 6%	18 12%	4 4%	8 5%	7 5%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Working Status			Marital Status			TENURE					Children in Household		Household Income				
		Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +
TOTAL	580 100%	261 100%	69 100%	250 100%	63 100%	302 100%	142 100%	272 100%	308 100%	-	-	-	462 100%	118 100%	78 100%	62 100%	113 100%	123 100%	98 100%
SEX																			
Male	257 44%	148 57%	14 20%	95 38%	34 54%	149 49%	49 35%	126 46%	131 43%	-	-	-	201 44%	56 47%	32 41%	20 32%	51 45%	59 48%	56 57%
Female	323 56%	113 43%	55 80%	155 62%	29 46%	153 51%	93 65%	146 54%	177 57%	-	-	-	261 56%	62 53%	46 59%	42 68%	62 55%	64 52%	42 43%
AGE																			
16-24	6 1%	5 2%	1 1%	-	3 5%	1 *	2 1%	5 2%	1 *	-	-	-	5 1%	1 1%	-	-	1 1%	3 2%	1 1%
25-34	39 7%	34 13%	3 4%	2 1%	4 6%	26 9%	8 6%	39 14%	-	-	-	24 5%	15 13%	-	3 5%	8 7%	10 8%	13 9%	
35-44	80 14%	55 21%	12 17%	13 5%	7 11%	52 17%	10 7%	67 25%	13 4%	-	-	26 6%	54 46%	4 5%	2 3%	24 21%	22 18%	24 18%	24 24%
45-54	135 23%	97 37%	27 39%	11 4%	25 40%	72 24%	19 13%	92 34%	43 14%	-	-	96 21%	39 33%	4 5%	7 11%	31 27%	40 33%	38 39%	
55-64	117 20%	57 22%	16 23%	44 18%	16 25%	62 21%	21 15%	45 17%	72 23%	-	-	116 25%	1 1%	20 26%	9 15%	25 22%	30 24%	14 14%	
65+	185 32%	6 2%	9 13%	170 68%	6 10%	76 25%	79 56%	19 7%	166 54%	-	-	182 39%	3 3%	48 62%	39 63%	21 19%	16 13%	5 5%	
SOCIAL GRADE																			
AB	184 32%	111 43%	22 32%	51 20%	21 33%	108 36%	39 27%	105 39%	79 26%	-	-	136 29%	48 41%	6 8%	9 15%	33 29%	49 40%	63 64%	
C1	146 25%	76 29%	18 26%	52 21%	18 29%	67 22%	36 25%	77 28%	69 22%	-	-	111 24%	35 30%	12 15%	15 24%	33 29%	40 33%	19 19%	
C2	108 19%	50 19%	16 23%	42 17%	12 19%	66 22%	22 15%	57 21%	51 17%	-	-	90 19%	18 15%	17 22%	15 24%	25 22%	27 22%	10 10%	
DE	112 19%	16 6%	7 10%	89 36%	11 17%	45 15%	38 27%	22 8%	90 29%	-	-	100 22%	12 10%	37 47%	20 32%	18 16%	5 4%	3 3%	
STANDARD REGION																			
London	67 12%	37 14%	5 7%	25 10%	11 17%	31 10%	16 11%	35 13%	32 10%	-	-	53 11%	14 12%	6 8%	4 6%	13 12%	14 11%	18 18%	
South East	125 22%	50 19%	17 25%	58 23%	10 16%	64 21%	38 27%	54 20%	71 23%	-	-	105 23%	20 17%	15 19%	7 11%	24 21%	15 12%	32 33%	
South West	56 10%	20 8%	7 10%	29 12%	4 6%	26 9%	15 11%	22 8%	34 11%	-	-	44 10%	12 10%	9 12%	6 10%	18 16%	10 8%	4 4%	
Wales	30 5%	10 4%	2 3%	18 7%	5 8%	16 5%	6 4%	12 4%	18 6%	-	-	25 5%	5 4%	6 8%	1 2%	6 5%	3 2%	6 6%	
East Anglia	12 2%	9 3%	1 1%	2 1%	-	7 2%	2 1%	9 3%	3 1%	-	-	9 2%	3 3%	-	4 6%	1 1%	2 2%	3 3%	
East Mids	37 6%	23 9%	3 4%	11 4%	5 8%	20 7%	8 6%	23 8%	14 5%	-	-	27 6%	10 8%	5 6%	1 2%	7 6%	13 11%	4 4%	

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
		Yes	No	Yes	No	Yes	No
TOTAL	580 100%	567 100%	12	580 100%	-	447 100%	131
SEX							
Male	257 44%	251 44%	6 50%	257 44%	-	208 47%	49 37%
Female	323 56%	316 56%	6 50%	323 56%	-	239 53%	82 63%
AGE							
16-24	6 1%	5 1%	1 8%	6 1%	-	4 1%	2 2%
25-34	39 7%	38 7%	1 8%	39 7%	-	37 8%	2 2%
35-44	80 14%	76 13%	4 33%	80 14%	-	67 15%	13 10%
45-54	135 23%	131 23%	3 25%	135 23%	-	115 26%	19 15%
55-64	117 20%	116 20%	1 8%	117 20%	-	90 20%	27 21%
65+	185 32%	183 32%	2 17%	185 32%	-	122 27%	62 47%
SOCIAL GRADE							
AB	184 32%	179 32%	5 42%	184 32%	-	156 35%	27 21%
C1	146 25%	142 25%	3 25%	146 25%	-	120 27%	26 20%
C2	108 19%	107 19%	1 8%	108 19%	-	83 19%	25 19%
DE	112 19%	109 19%	3 25%	112 19%	-	67 15%	45 34%
STANDARD REGION							
London	67 12%	62 11%	4 33%	67 12%	-	55 12%	12 9%
South East	125 22%	123 22%	2 17%	125 22%	-	86 19%	39 30%
South West	56 10%	56 10%	-	56 10%	-	45 10%	11 8%
Wales	30 5%	30 5%	-	30 5%	-	25 6%	5 4%
East Anglia	12 2%	12 2%	-	12 2%	-	11 2%	1 1%
East Mids	37 6%	37 7%	-	37 6%	-	27 6%	10 8%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION										
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot -land
580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
West Mids	64	28	36	1	8	7	13	21	12	20	15	14	12	-	-	-	-	-	64	-	-	-	-
	11%	11%	11%	17%	21%	9%	10%	18%	6%	11%	10%	13%	11%	-	-	-	-	-	100%	-	-	-	-
Yorks/Humber	52	29	23	2	4	5	14	7	20	11	15	14	11	-	-	-	-	-	-	52	-	-	-
	9%	11%	7%	33%	10%	6%	10%	6%	11%	6%	10%	13%	10%	-	-	-	-	-	-	100%	-	-	-
North West	57	23	34	1	4	7	12	8	23	16	12	9	17	-	-	-	-	-	-	-	57	-	-
	10%	9%	11%	17%	10%	9%	9%	7%	12%	9%	8%	8%	15%	-	-	-	-	-	-	-	100%	-	-
North	32	14	18	-	1	5	7	7	11	9	8	4	7	-	-	-	-	-	-	-	-	32	-
	6%	5%	6%	-	3%	6%	5%	6%	6%	5%	5%	4%	6%	-	-	-	-	-	-	-	-	100%	-
Scot -land	48	20	28	1	2	7	13	4	19	16	13	14	4	-	-	-	-	-	-	-	-	-	48
	8%	8%	9%	17%	5%	9%	10%	3%	10%	9%	9%	13%	4%	-	-	-	-	-	-	-	-	-	100%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	580	94	63	48	28	42	99	65	61	30	39	8	3	257	261	62	148	109	168	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
West Mids	64	-	-	-	-	-	64	-	-	-	-	-	-	28	29	7	15	13	26	10
	11%	-	-	-	-	-	65%	-	-	-	-	-	-	11%	11%	11%	10%	12%	15%	6%
Yorks/Humber	52	-	-	-	-	-	-	-	48	4	-	-	-	29	20	3	13	16	13	10
	9%	-	-	-	-	-	-	-	79%	13%	-	-	-	11%	8%	5%	9%	15%	8%	6%
North West	57	-	-	-	-	-	-	57	-	-	-	-	-	23	29	5	12	11	16	18
	10%	-	-	-	-	-	-	88%	-	-	-	-	-	9%	11%	8%	8%	10%	10%	12%
North	32	-	-	-	-	-	-	4	-	26	-	-	2	14	14	4	8	6	10	8
	6%	-	-	-	-	-	-	6%	-	87%	-	-	67%	5%	5%	6%	5%	6%	6%	5%
Scotland	48	-	-	-	-	-	-	-	-	-	39	8	1	20	21	7	11	9	16	12
	8%	-	-	-	-	-	-	-	-	-	100%	100%	33%	8%	8%	11%	7%	8%	10%	8%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +	
TOTAL	580 100%	261 100%	69 100%	250 100%	63 100%	302 100%	142 100%	272 100%	308 100%	-	-	-	462 100%	118 100%	78 100%	62 100%	113 100%	123 100%	98 100%
West Mids	64 11%	34 13%	8 12%	22 9%	7 11%	34 11%	15 11%	34 13%	30 10%	-	-	-	50 11%	14 12%	9 12%	10 16%	16 14%	16 13%	7 7%
Yorks/Humber	52 9%	21 8%	7 10%	24 10%	6 10%	33 11%	11 8%	25 9%	27 9%	-	-	-	41 9%	11 9%	10 13%	5 8%	9 8%	10 8%	8 8%
North West	57 10%	22 8%	8 12%	27 11%	8 13%	29 10%	10 7%	24 9%	33 11%	-	-	-	45 10%	12 10%	6 8%	10 16%	8 7%	19 15%	5 5%
North	32 6%	13 5%	5 7%	14 6%	2 3%	15 5%	8 6%	11 4%	21 7%	-	-	-	26 6%	6 5%	5 6%	7 11%	2 2%	8 7%	4 4%
Scot -land	48 8%	22 8%	6 9%	20 8%	5 8%	27 9%	13 9%	23 8%	25 8%	-	-	-	37 8%	11 9%	7 9%	7 11%	9 8%	13 11%	7 7%

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
		Yes	No	Yes	No	Yes	No
TOTAL	580 100%	567 100%	12 100%	580 100%	-	447 100%	131 100%
West Mids	64 11%	62 11%	2 17%	64 11%	-	51 11%	13 10%
Yorks/Humber	52 9%	52 9%	-	52 9%	-	42 9%	10 8%
North West	57 10%	55 10%	2 17%	57 10%	-	45 10%	10 8%
North	32 6%	31 5%	1 8%	32 6%	-	27 6%	5 4%
Scot -land	48 8%	47 8%	1 8%	48 8%	-	33 7%	15 11%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	SEX		AGE							SOCIAL GRADE				STANDARD REGION										
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot-land
TOTAL	580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ITV (ISBA)																								
London	94	41	53	1	8	17	25	15	26	35	27	15	13	67	27	-	-	-	-	-	-	-	-	-
	16%	16%	16%	17%	21%	21%	19%	13%	14%	19%	18%	14%	12%	100%	22%	-	-	-	-	-	-	-	-	-
Southern	63	24	39	-	3	2	18	12	24	25	11	8	12	-	58	5	-	-	-	-	-	-	-	-
	11%	9%	12%	-	8%	3%	13%	10%	13%	14%	8%	7%	11%	-	46%	9%	-	-	-	-	-	-	-	-
Anglia	48	25	23	-	3	10	11	10	14	17	14	9	6	-	33	-	-	12	3	-	-	-	-	-
	8%	10%	7%	-	8%	13%	8%	9%	8%	9%	10%	8%	5%	-	26%	-	-	100%	8%	-	-	-	-	-
South West	28	8	20	-	-	4	2	10	12	3	9	2	11	-	-	28	-	-	-	-	-	-	-	-
	5%	3%	6%	-	-	5%	1%	9%	6%	2%	6%	2%	10%	-	-	50%	-	-	-	-	-	-	-	-
Wales and West	42	19	23	-	3	7	8	11	11	13	9	8	10	-	-	16	26	-	-	-	-	-	-	-
	7%	7%	7%	-	8%	9%	6%	9%	6%	7%	6%	7%	9%	-	-	29%	87%	-	-	-	-	-	-	-
Midlands	99	44	55	1	11	13	20	28	21	34	26	20	16	-	7	7	-	-	21	64	-	-	-	-
	17%	17%	17%	17%	28%	16%	15%	24%	11%	18%	18%	19%	14%	-	6%	13%	-	-	57%	100%	-	-	-	-
Lancashire	65	26	39	1	4	9	13	8	28	17	14	10	21	-	-	-	4	-	-	-	-	57	4	-
	11%	10%	12%	17%	10%	11%	10%	7%	15%	9%	10%	9%	19%	-	-	-	13%	-	-	-	-	100%	13%	-
Yorkshire	61	36	25	2	4	7	16	12	20	13	16	17	14	-	-	-	-	-	13	-	48	-	-	-
	11%	14%	8%	33%	10%	9%	12%	10%	11%	7%	11%	16%	13%	-	-	-	-	-	35%	-	92%	-	-	-
North East	30	14	16	-	1	4	8	7	10	11	7	4	4	-	-	-	-	-	-	-	4	-	26	-
	5%	5%	5%	-	3%	5%	6%	6%	5%	6%	5%	4%	4%	-	-	-	-	-	-	-	8%	-	81%	-
Central Scotland	39	17	22	-	1	7	11	4	15	15	12	8	3	-	-	-	-	-	-	-	-	-	-	39
	7%	7%	7%	-	3%	9%	8%	3%	8%	8%	8%	7%	3%	-	-	-	-	-	-	-	-	-	-	81%
NE Scotland	8	3	5	1	1	-	2	-	3	1	1	5	1	-	-	-	-	-	-	-	-	-	-	8
	1%	1%	2%	17%	3%	-	1%	-	2%	1%	1%	5%	1%	-	-	-	-	-	-	-	-	-	-	17%
Border	3	-	3	-	-	-	1	-	1	-	-	2	1	-	-	-	-	-	-	-	-	-	2	1
	1%	-	1%	-	-	-	1%	-	1%	-	-	2%	1%	-	-	-	-	-	-	-	-	-	6%	2%
LIKELIHOOD OF BEING AT HOME																								
Men	257	257	-	4	15	40	60	55	74	95	49	58	43	29	54	20	12	6	22	28	29	23	14	20
	44%	100%	-	67%	38%	50%	44%	47%	40%	52%	34%	54%	38%	43%	43%	36%	40%	50%	59%	44%	56%	40%	44%	42%
Women without children	261	-	261	2	18	10	51	62	109	67	77	42	61	29	62	27	14	5	11	29	20	29	14	21
	45%	-	81%	33%	46%	13%	38%	53%	59%	36%	53%	39%	54%	43%	50%	48%	47%	42%	30%	45%	38%	51%	44%	44%
Women with children	62	-	62	-	6	30	24	-	2	22	20	8	8	9	9	9	4	1	4	7	3	5	4	7
	11%	-	19%	-	15%	38%	18%	-	1%	12%	14%	7%	7%	13%	7%	16%	13%	8%	11%	11%	6%	9%	13%	15%
Men working Full Time	148	148	-	3	15	38	54	30	4	70	29	36	8	18	32	10	6	5	18	15	13	12	8	11
	26%	58%	-	50%	38%	48%	40%	26%	2%	38%	20%	33%	7%	27%	26%	18%	20%	42%	49%	23%	25%	21%	25%	23%
Men not working Full Time	109	109	-	1	-	2	6	25	70	25	20	22	35	11	22	10	6	1	4	13	16	11	6	9
	19%	42%	-	17%	-	3%	4%	21%	38%	14%	14%	20%	31%	16%	18%	18%	20%	8%	11%	20%	31%	19%	19%	19%
Women working	168	-	168	2	22	28	68	39	5	60	61	26	14	23	29	17	6	4	8	26	13	16	10	16
	29%	-	52%	33%	56%	35%	50%	33%	3%	33%	42%	24%	13%	34%	23%	30%	20%	33%	22%	41%	25%	28%	31%	33%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)													LIKELIHOOD OF BEING AT HOME						
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	580	94	63	48	28	42	99	65	61	30	39	8	3	257	261	62	148	109	168	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ITV (ISBA)																				
London	94	94	-	-	-	-	-	-	-	-	-	-	-	41	42	11	26	15	27	26
	16%	100%	-	-	-	-	-	-	-	-	-	-	-	16%	16%	18%	18%	14%	16%	17%
Southern	63	-	63	-	-	-	-	-	-	-	-	-	-	24	33	6	13	11	16	23
	11%	-	100%	-	-	-	-	-	-	-	-	-	-	9%	13%	10%	9%	10%	10%	15%
Anglia	48	-	-	48	-	-	-	-	-	-	-	-	-	25	20	3	17	8	13	10
	8%	-	-	100%	-	-	-	-	-	-	-	-	-	10%	8%	5%	11%	7%	8%	6%
South West	28	-	-	-	28	-	-	-	-	-	-	-	-	8	16	4	2	6	8	12
	5%	-	-	-	100%	-	-	-	-	-	-	-	-	3%	6%	6%	1%	6%	5%	8%
Wales and West	42	-	-	-	-	42	-	-	-	-	-	-	-	19	18	5	11	8	11	12
	7%	-	-	-	-	100%	-	-	-	-	-	-	-	7%	7%	8%	7%	7%	7%	8%
Midlands	99	-	-	-	-	-	99	-	-	-	-	-	-	44	44	11	27	17	36	19
	17%	-	-	-	-	-	100%	-	-	-	-	-	-	17%	17%	18%	18%	16%	21%	12%
Lancashire	65	-	-	-	-	-	-	65	-	-	-	-	-	26	32	7	12	14	17	22
	11%	-	-	-	-	-	-	100%	-	-	-	-	-	10%	12%	11%	8%	13%	10%	14%
Yorkshire	61	-	-	-	-	-	-	-	61	-	-	-	-	36	20	5	21	15	13	12
	11%	-	-	-	-	-	-	-	100%	-	-	-	-	14%	8%	8%	14%	14%	8%	8%
North East	30	-	-	-	-	-	-	-	-	30	-	-	-	14	13	3	8	6	10	6
	5%	-	-	-	-	-	-	-	-	100%	-	-	-	5%	5%	5%	5%	6%	6%	4%
Central Scotland	39	-	-	-	-	-	-	-	-	-	39	-	-	17	15	7	9	8	15	7
	7%	-	-	-	-	-	-	-	-	-	100%	-	-	7%	6%	11%	6%	7%	9%	5%
NE Scotland	8	-	-	-	-	-	-	-	-	-	-	8	-	3	5	-	2	1	1	4
	1%	-	-	-	-	-	-	-	-	-	-	100%	-	1%	2%	-	1%	1%	1%	3%
Border	3	-	-	-	-	-	-	-	-	-	-	-	3	-	3	-	-	-	1	2
	1%	-	-	-	-	-	-	-	-	-	-	-	100%	-	1%	-	-	-	1%	1%
LIKELIHOOD OF BEING AT HOME																				
Men	257	41	24	25	8	19	44	26	36	14	17	3	-	257	-	-	148	109	-	-
	44%	44%	38%	52%	29%	45%	44%	40%	59%	47%	44%	38%	-	100%	-	-	100%	100%	-	-
Women without children	261	42	33	20	16	18	44	32	20	13	15	5	3	-	261	-	-	-	119	142
	45%	45%	52%	42%	57%	43%	44%	49%	33%	43%	38%	63%	100%	-	100%	-	-	-	71%	92%
Women with children	62	11	6	3	4	5	11	7	5	3	7	-	-	-	-	62	-	-	49	13
	11%	12%	10%	6%	14%	12%	11%	11%	8%	10%	18%	-	-	-	-	100%	-	-	29%	8%
Men working Full Time	148	26	13	17	2	11	27	12	21	8	9	2	-	148	-	-	148	-	-	-
	26%	28%	21%	35%	7%	26%	27%	18%	34%	27%	23%	25%	-	58%	-	-	100%	-	-	-
Men not working Full Time	109	15	11	8	6	8	17	14	15	6	8	1	-	109	-	-	-	109	-	-
	19%	16%	17%	17%	21%	19%	17%	22%	25%	20%	21%	13%	-	42%	-	-	-	100%	-	-
Women working	168	27	16	13	8	11	36	17	13	10	15	1	1	-	119	49	-	-	168	-
	29%	29%	25%	27%	29%	26%	36%	26%	21%	33%	38%	13%	33%	-	46%	79%	-	-	100%	-

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 £14,999	£15,000 £24,999	£25,000 £49,999	£50,000 +	
TOTAL	580 100%	261 100%	69 100%	250 100%	63 100%	302 100%	142 100%	272 100%	308 100%	-	-	-	462 100%	118 100%	78 100%	62 100%	113 100%	123 100%	98 100%
ITV (ISBA)																			
London	94 16%	47 18%	7 10%	40 16%	13 21%	45 15%	25 18%	45 16%	49 16%	-	-	-	74 16%	20 17%	7 9%	7 11%	17 15%	18 15%	26 27%
Southern	63 11%	22 8%	9 13%	32 13%	5 8%	30 10%	19 13%	17 10%	37 12%	-	-	-	54 12%	9 8%	7 9%	3 5%	13 12%	6 5%	14 14%
Anglia	48 8%	28 11%	7 10%	13 5%	3 5%	29 10%	10 7%	29 11%	19 6%	-	-	-	37 8%	11 9%	7 9%	5 8%	9 7%	8 7%	11 11%
South West	28 5%	6 2%	4 6%	18 7%	1 2%	11 4%	8 6%	10 4%	18 6%	-	-	-	24 5%	4 3%	7 9%	4 6%	8 7%	3 2%	1 1%
Wales and West	42 7%	18 7%	4 6%	20 8%	7 11%	25 8%	7 5%	17 6%	25 8%	-	-	-	35 8%	7 6%	6 8%	2 3%	11 10%	6 5%	8 8%
Midlands	99 17%	54 21%	10 14%	35 14%	12 19%	51 17%	26 18%	54 20%	45 15%	-	-	-	75 16%	24 20%	13 17%	11 18%	24 21%	27 22%	12 12%
Lancashire	65 11%	22 8%	9 13%	34 14%	8 13%	32 11%	13 9%	26 10%	39 13%	-	-	-	51 11%	14 12%	7 9%	13 21%	9 8%	19 15%	5 5%
Yorkshire	61 11%	27 10%	9 13%	25 10%	7 11%	36 12%	13 9%	29 11%	32 10%	-	-	-	48 10%	13 11%	12 15%	5 8%	11 10%	14 11%	8 8%
North East	30 5%	14 5%	4 6%	12 5%	2 3%	15 5%	7 5%	12 4%	18 6%	-	-	-	25 5%	5 4%	5 6%	4 6%	2 2%	8 7%	6 6%
Central Scotland	39 7%	19 7%	5 7%	15 6%	4 6%	22 7%	10 7%	21 8%	18 6%	-	-	-	30 6%	9 8%	5 6%	6 10%	8 7%	12 10%	6 6%
NE Scotland	8 1%	3 1%	1 1%	4 2%	1 2%	4 1%	3 2%	2 1%	6 2%	-	-	-	6 1%	2 2%	2 3%	-	1 1%	1 1%	1 1%
Border	3 1%	1 *	-	2 1%	-	2 1%	1 1%	2 *	2 1%	-	-	-	3 1%	-	-	2 3%	-	1 1%	-
LIKELIHOOD OF BEING AT HOME																			
Men	257 44%	148 57%	14 20%	95 38%	34 54%	149 49%	49 35%	126 46%	131 43%	-	-	-	201 44%	56 47%	32 41%	20 32%	51 45%	59 48%	56 57%
Women without children	261 45%	91 35%	28 41%	142 57%	26 41%	109 36%	87 61%	96 35%	165 54%	-	-	-	261 56%	-	43 55%	36 58%	46 41%	48 39%	25 26%
Women with children	62 11%	22 8%	27 39%	13 5%	3 5%	44 15%	6 4%	50 18%	12 4%	-	-	-	62 -	62 53%	3 4%	6 10%	16 14%	16 13%	17 17%
Men working Full Time	148 26%	148 57%	-	-	25 40%	90 30%	18 13%	106 39%	42 14%	-	-	-	100 22%	48 41%	3 4%	1 2%	34 30%	46 37%	51 52%
Men not working Full Time	109 19%	-	14 20%	95 38%	9 14%	59 20%	31 22%	20 7%	89 29%	-	-	-	101 22%	8 7%	29 37%	19 31%	17 15%	13 11%	5 5%
Women working	168 29%	113 43%	55 80%	-	20 32%	95 31%	30 21%	115 42%	53 17%	-	-	-	119 26%	49 42%	8 10%	10 16%	41 36%	54 44%	37 38%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
		Yes	No	Yes	No	Yes	No
TOTAL	580 100%	567 100%	12 100%	580 100%	-	447 100%	131 100%
ITV (ISBA)							
London	94 16%	89 16%	4 33%	94 16%	-	74 17%	20 15%
Southern	63 11%	62 11%	1 8%	63 11%	-	44 10%	19 15%
Anglia	48 8%	48 8%	-	48 8%	-	36 8%	12 9%
South West	28 5%	28 5%	-	28 5%	-	23 5%	5 4%
Wales and West	42 7%	42 7%	-	42 7%	-	34 8%	8 6%
Midlands	99 17%	96 17%	3 25%	99 17%	-	77 17%	22 17%
Lancashire	65 11%	63 11%	2 17%	65 11%	-	52 12%	11 8%
Yorkshire	61 11%	61 11%	-	61 11%	-	46 10%	15 11%
North East	30 5%	29 5%	1 8%	30 5%	-	26 6%	4 3%
Central Scotland	39 7%	39 7%	-	39 7%	-	28 6%	11 8%
NE Scotland	8 1%	7 1%	1 8%	8 1%	-	4 1%	4 3%
Border	3 1%	3 1%	-	3 1%	-	3 1%	-
LIKELIHOOD OF BEING AT HOME							
Men	257 44%	251 44%	6 50%	257 44%	-	208 47%	49 37%
Women without children	261 45%	255 45%	5 42%	261 45%	-	187 42%	73 56%
Women with children	62 11%	61 11%	1 8%	62 11%	-	52 12%	9 7%
Men working Full Time	148 26%	145 26%	3 25%	148 26%	-	127 28%	21 16%
Men not working Full Time	109 19%	106 19%	3 25%	109 19%	-	81 18%	28 21%
Women working	168 29%	164 29%	3 25%	168 29%	-	143 32%	24 18%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	SEX		AGE						SOCIAL GRADE				STANDARD REGION										
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland
TOTAL	580	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Women not working	155	155	-	2	12	7	23	106	29	36	24	55	15	42	19	12	2	7	10	10	18	8	12
	27%	48%	-	5%	15%	5%	20%	57%	16%	25%	22%	49%	22%	34%	34%	40%	17%	19%	16%	19%	32%	25%	25%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)												LIKELIHOOD OF BEING AT HOME							
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	580	94	63	48	28	42	99	65	61	30	39	8	3	257	261	62	148	109	168	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Women not working	155	26	23	10	12	12	19	22	12	6	7	4	2	-	142	13	-	-	-	155
	27%	28%	37%	21%	43%	29%	19%	34%	20%	20%	18%	50%	67%	-	54%	21%	-	-	-	100%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +	
TOTAL	580	261	69	250	63	302	142	272	308	-	-	-	462	118	78	62	113	123	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%	100%	100%
Women not working	155	-	-	155	9	58	63	31	124	-	-	-	142	13	38	32	21	10	5
	27%	-	-	62%	14%	19%	44%	11%	40%	-	-	-	31%	11%	49%	52%	19%	8%	5%

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes	No	Yes	No	Yes	No
TOTAL						
580	567	12	580	-	447	131
100%	100%	100%	100%	-	100%	100%
Women not working						
155	152	3	155	-	96	58
27%	27%	25%	27%	-	21%	44%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13
ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot -land
TOTAL	580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working Status																								
Full time	261	148	113	5	34	55	97	57	6	111	76	50	16	37	50	20	10	9	23	34	21	22	13	22
	45%	58%	35%	83%	87%	69%	72%	49%	3%	60%	52%	46%	14%	55%	40%	36%	33%	75%	62%	53%	40%	39%	41%	46%
Part time	69	14	55	1	3	12	27	16	9	22	18	16	7	5	17	7	2	1	3	8	7	8	5	6
	12%	5%	17%	17%	8%	15%	20%	14%	5%	12%	12%	15%	6%	7%	14%	13%	7%	8%	8%	13%	13%	14%	16%	13%
Not working	250	95	155	-	2	13	11	44	170	51	52	42	89	25	58	29	18	2	11	22	24	27	14	20
	43%	37%	48%	-	5%	16%	8%	38%	92%	28%	36%	39%	79%	37%	46%	52%	60%	17%	30%	34%	46%	47%	44%	42%
Marital Status																								
Married	63	34	29	3	4	7	25	16	6	21	18	12	11	11	10	4	5	-	5	7	6	8	2	5
	11%	13%	9%	50%	10%	9%	19%	14%	3%	11%	12%	11%	10%	16%	8%	7%	17%	-	14%	11%	12%	14%	6%	10%
Single	302	149	153	1	26	52	72	62	76	108	67	66	45	31	64	26	16	7	20	34	33	29	15	27
	52%	58%	47%	17%	67%	65%	53%	53%	41%	59%	46%	61%	40%	46%	51%	46%	53%	58%	54%	53%	63%	51%	47%	56%
Div/Wid/Sep	142	49	93	2	8	10	19	21	79	39	36	22	38	16	38	15	6	2	8	15	11	10	8	13
	24%	19%	29%	33%	21%	13%	14%	18%	43%	21%	25%	20%	34%	24%	30%	27%	20%	17%	22%	23%	21%	18%	25%	27%
TENURE																								
Owned with mortgage	272	126	146	5	39	67	92	45	19	105	77	57	22	35	54	22	12	9	23	34	25	24	11	23
	47%	49%	45%	83%	100%	84%	68%	38%	10%	57%	53%	53%	20%	52%	43%	39%	40%	75%	62%	53%	48%	42%	34%	48%
Owned outright	308	131	177	1	-	13	43	72	166	79	69	51	90	32	71	34	18	3	14	30	27	33	21	25
	53%	51%	55%	17%	-	16%	32%	62%	90%	43%	47%	47%	80%	48%	57%	61%	60%	25%	38%	47%	52%	58%	66%	52%
Rented from council	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented Privately	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent Free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Children in Household																								
No	462	201	261	5	24	26	96	116	182	136	111	90	100	53	105	44	25	9	27	50	41	45	26	37
	80%	78%	81%	83%	62%	33%	71%	99%	98%	74%	76%	83%	89%	79%	84%	79%	83%	75%	73%	78%	79%	79%	81%	77%
Yes	118	56	62	1	15	54	39	1	3	48	35	18	12	14	20	12	5	3	10	14	11	12	6	11
	20%	22%	19%	17%	38%	68%	29%	1%	2%	26%	24%	17%	11%	21%	16%	21%	17%	25%	27%	22%	21%	21%	19%	23%
Household Income																								
Up to £9,999	78	32	46	-	-	4	4	20	48	6	12	17	37	6	15	9	6	-	5	9	10	6	5	7
	13%	12%	14%	-	-	5%	3%	17%	26%	3%	8%	16%	33%	9%	12%	16%	20%	-	14%	14%	19%	11%	16%	15%
£10,000 - £14,999	62	20	42	-	3	2	7	9	39	9	15	15	20	4	7	6	1	4	1	10	5	10	7	7
	11%	8%	13%	-	8%	3%	5%	8%	21%	5%	10%	14%	18%	6%	6%	11%	3%	33%	3%	16%	10%	18%	22%	15%
£15,000 - £24,999	113	51	62	1	8	24	31	25	21	33	33	25	18	13	24	18	6	1	7	16	9	8	2	9
	19%	20%	19%	17%	21%	30%	23%	21%	11%	18%	23%	23%	16%	19%	19%	32%	20%	8%	19%	25%	17%	14%	6%	19%
£25,000 - £49,999	123	59	64	3	10	22	40	30	16	49	40	27	5	14	15	10	3	2	13	16	10	19	8	13
	21%	23%	20%	50%	26%	28%	30%	26%	9%	27%	27%	25%	4%	21%	12%	18%	10%	17%	35%	25%	19%	33%	25%	27%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)													LIKELIHOOD OF BEING AT HOME						
	TOTAL	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	580	94	63	48	28	42	99	65	61	30	39	8	3	257	261	62	148	109	168	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working Status																				
Full time	261	47	22	28	6	18	54	22	27	14	19	3	1	148	91	22	148	-	113	-
	45%	50%	35%	58%	21%	43%	55%	34%	44%	47%	49%	38%	33%	58%	35%	35%	100%	-	67%	-
Part time	69	7	9	7	4	4	10	9	9	4	5	1	-	14	28	27	-	14	55	-
	12%	7%	14%	15%	14%	10%	10%	14%	15%	13%	13%	13%	-	5%	11%	44%	-	13%	33%	-
Not working	250	40	32	13	18	20	35	34	25	12	15	4	2	95	142	13	-	95	-	155
	43%	43%	51%	27%	64%	48%	35%	52%	41%	40%	38%	50%	67%	37%	54%	21%	-	87%	-	100%
Marital Status																				
Married	63	13	5	3	1	7	12	8	7	2	4	1	-	34	26	3	25	9	20	9
	11%	14%	8%	6%	4%	17%	12%	12%	11%	7%	10%	13%	-	13%	10%	5%	17%	8%	12%	6%
Single	302	45	30	29	11	25	51	32	36	15	22	4	2	149	109	44	90	59	95	58
	52%	48%	48%	60%	39%	60%	52%	49%	59%	50%	56%	50%	67%	58%	42%	71%	61%	54%	57%	37%
Div/Wid/Sep	142	25	19	10	8	7	26	13	13	7	10	3	1	49	87	6	18	31	30	63
	24%	27%	30%	21%	29%	17%	26%	20%	21%	23%	26%	38%	33%	19%	33%	10%	12%	28%	18%	41%
TENURE																				
Owned with mortgage	272	45	26	29	10	17	54	26	29	12	21	2	1	126	96	50	106	20	115	31
	47%	48%	41%	60%	36%	40%	55%	40%	48%	40%	54%	25%	33%	49%	37%	81%	72%	18%	68%	20%
Owned outright	308	49	37	19	18	25	45	39	32	18	18	6	2	131	165	12	42	89	53	124
	53%	52%	59%	40%	64%	60%	45%	60%	52%	60%	46%	75%	67%	51%	63%	19%	28%	82%	32%	80%
Rented from council	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented Privately	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent Free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Children in Household																				
No	462	74	54	37	24	35	75	51	48	25	30	6	3	201	261	-	100	101	119	142
	80%	79%	86%	77%	86%	83%	76%	78%	79%	83%	77%	75%	100%	78%	100%	-	68%	93%	71%	92%
Yes	118	20	9	11	4	7	24	14	13	5	9	2	-	56	-	62	48	8	49	13
	20%	21%	14%	23%	14%	17%	24%	22%	21%	17%	23%	25%	-	22%	-	100%	32%	7%	29%	8%
Household Income																				
Up to £9,999	78	7	7	7	7	6	13	7	12	5	5	2	-	32	43	3	3	29	8	38
	13%	7%	11%	15%	25%	14%	13%	11%	20%	17%	13%	25%	-	12%	16%	5%	2%	27%	5%	25%
£10,000 - £14,999	62	7	3	5	4	2	11	13	5	4	6	-	2	20	36	6	1	19	10	32
	11%	7%	5%	10%	14%	5%	11%	20%	8%	13%	15%	-	67%	8%	14%	10%	1%	17%	6%	21%
£15,000 - £24,999	113	17	13	9	8	11	24	9	11	2	8	1	-	51	46	16	34	17	41	21
	19%	18%	21%	19%	29%	26%	24%	14%	18%	7%	21%	13%	-	20%	18%	26%	23%	16%	24%	14%
£25,000 - £49,999	123	18	6	8	3	6	27	19	14	8	12	1	1	59	48	16	46	13	54	10
	21%	19%	10%	17%	11%	14%	27%	29%	23%	27%	31%	13%	33%	23%	18%	26%	31%	12%	32%	6%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +	
TOTAL	580 100%	261 100%	69 100%	250 100%	63 100%	302 100%	142 100%	272 100%	308 100%	-	-	-	462 100%	118 100%	78 100%	62 100%	113 100%	123 100%	98 100%
Working Status																			
Full time	261 45%	261 100%	-	-	43 68%	147 49%	38 27%	191 70%	70 23%	-	-	-	191 41%	70 59%	7 9%	5 8%	61 54%	80 65%	80 82%
Part time	69 12%	-	69 100%	-	3 5%	48 16%	12 8%	35 13%	34 11%	-	-	-	38 8%	31 26%	5 6%	9 15%	15 13%	23 19%	9 9%
Not working	250 43%	-	-	250 100%	17 27%	107 35%	92 65%	46 17%	204 66%	-	-	-	233 50%	17 14%	66 85%	48 77%	37 33%	20 16%	9 9%
Marital Status																			
Married	63 11%	43 16%	3 4%	17 7%	63 100%	-	-	31 11%	32 10%	-	-	-	59 13%	4 3%	7 9%	6 10%	16 14%	18 15%	7 7%
Single	302 52%	147 56%	48 70%	107 43%	-	302 100%	-	163 60%	139 45%	-	-	-	212 46%	90 76%	22 28%	23 37%	56 50%	74 60%	77 79%
Div/Wid/Sep	142 24%	38 15%	12 17%	92 37%	-	-	142 100%	46 17%	96 31%	-	-	-	129 28%	13 11%	33 42%	20 32%	26 23%	18 15%	9 9%
TENURE																			
Owned with mortgage	272 47%	191 73%	35 51%	46 18%	31 49%	163 54%	46 32%	272 100%	-	-	-	-	179 39%	93 79%	12 15%	15 24%	64 57%	85 69%	69 70%
Owned outright	308 53%	70 27%	34 49%	204 82%	32 51%	139 46%	96 68%	-	308 100%	-	-	-	283 61%	25 21%	66 85%	47 76%	49 43%	38 31%	29 30%
Rented from council	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented Privately	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent Free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Children in Household																			
No	462 80%	191 73%	38 55%	233 93%	59 94%	212 70%	129 91%	179 66%	283 92%	-	-	-	462 100%	-	74 95%	56 90%	83 73%	89 72%	64 65%
Yes	118 20%	70 27%	31 45%	17 7%	4 6%	90 30%	13 9%	93 34%	25 8%	-	-	-	118 100%	118	4 5%	6 10%	30 27%	34 28%	34 35%
Household Income																			
Up to £9,999	78 13%	7 3%	5 7%	66 26%	7 11%	22 7%	33 23%	12 4%	66 21%	-	-	-	74 16%	4 3%	78 100%	-	-	-	-
£10,000 - £14,999	62 11%	5 2%	9 13%	48 19%	6 10%	23 8%	20 14%	15 6%	47 15%	-	-	-	56 12%	6 5%	-	62 100%	-	-	-
£15,000 - £24,999	113 19%	61 23%	15 22%	37 15%	16 25%	56 19%	26 18%	64 24%	49 16%	-	-	-	83 18%	30 25%	-	-	113 100%	-	-
£25,000 - £49,999	123 21%	80 31%	23 33%	20 8%	18 29%	74 25%	18 13%	85 31%	38 12%	-	-	-	89 19%	34 29%	-	-	-	123 100%	-

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
		Yes	No	Yes	No	Yes	No
TOTAL	580 100%	567 100%	12	580 100%	-	447 100%	131
Working Status							
Full time	261 45%	255 45%	5 42%	261 45%	-	226 51%	35 27%
Part time	69 12%	67 12%	2 17%	69 12%	-	53 12%	15 11%
Not working	250 43%	245 43%	5 42%	250 43%	-	168 38%	81 62%
Marital Status							
Married	63 11%	60 11%	3 25%	63 11%	-	45 10%	18 14%
Single	302 52%	297 52%	5 42%	302 52%	-	244 55%	57 44%
Div/Wid/Sep	142 24%	139 25%	3 25%	142 24%	-	103 23%	39 30%
TENURE							
Owned with mortgage	272 47%	267 47%	5 42%	272 47%	-	230 51%	41 31%
Owned outright	308 53%	300 53%	7 58%	308 53%	-	217 49%	90 69%
Rented from council	-	-	-	-	-	-	-
Rented Privately	-	-	-	-	-	-	-
Rent Free	-	-	-	-	-	-	-
Children in Household							
No	462 80%	451 80%	10 83%	462 80%	-	343 77%	118 90%
Yes	118 20%	116 20%	2 17%	118 20%	-	104 23%	13 10%
Household Income							
Up to £9,999	78 13%	77 14%	1 8%	78 13%	-	47 11%	31 24%
£10,000 - £14,999	62 11%	61 11%	1 8%	62 11%	-	52 12%	10 8%
£15,000 - £24,999	113 19%	112 20%	1 8%	113 19%	-	93 21%	20 15%
£25,000 - £49,999	123 21%	122 22%	1 8%	123 21%	-	104 23%	18 14%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

TOTAL	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scotland	
580	257	323	6	39	80	135	117	185	184	146	108	112	67	125	56	30	12	37	64	52	57	32	48	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
£50,000 +	98	56	42	1	13	24	38	14	5	63	19	10	3	18	32	4	6	3	4	7	8	5	4	7
	17%	22%	13%	17%	33%	30%	28%	12%	3%	34%	13%	9%	3%	27%	26%	7%	20%	25%	11%	11%	15%	9%	13%	15%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	ITV (ISBA)													LIKELIHOOD OF BEING AT HOME						
	London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working	
TOTAL	580	94	63	48	28	42	99	65	61	30	39	8	3	257	261	62	148	109	168	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£50,000 +	98	26	14	11	1	8	12	5	8	6	6	1	-	56	25	17	51	5	37	5
	17%	28%	22%	23%	4%	19%	12%	8%	13%	20%	15%	13%	-	22%	10%	27%	34%	5%	22%	3%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +	
TOTAL	580	261	69	250	63	302	142	272	308	-	-	-	462	118	78	62	113	123	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%	100%	100%
£50,000 +	98	80	9	9	7	77	9	69	29	-	-	-	64	34	-	-	-	-	98
	17%	31%	13%	4%	11%	25%	6%	25%	9%	-	-	-	14%	29%	-	-	-	-	100%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
	Yes	No	Yes	No	Yes	No
580	567	12	580	-	447	131
100%	100%	100%	100%	-	100%	100%
£50,000 +	98	3	98	-	85	13
	17%	25%	17%	-	19%	10%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	SEX		AGE						SOCIAL GRADE				STANDARD REGION											
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	London	South East	South West	Wales	East Anglia	East Mids	West Mids	Yorks/Humber	North West	North	Scot-land
TOTAL	580 100%	257 100%	323 100%	6 100%	39 100%	80 100%	135 100%	117 100%	185 100%	184 100%	146 100%	108 100%	112 100%	67 100%	125 100%	56 100%	30 100%	12 100%	37 100%	64 100%	52 100%	57 100%	32 100%	48 100%
Respondent named on accommodation																								
Yes	567 98%	251 98%	316 98%	5 83%	38 97%	76 95%	131 97%	116 99%	183 99%	179 97%	142 97%	107 99%	109 97%	62 93%	123 98%	56 100%	30 100%	12 100%	37 100%	62 97%	52 100%	55 96%	31 97%	47 98%
No	12 2%	6 2%	6 2%	1 17%	1 3%	4 5%	3 2%	1 1%	2 1%	5 3%	3 2%	1 1%	3 3%	4 6%	2 2%	- -	- -	- -	- -	2 3%	- -	2 4%	1 3%	1 2%
Jointly/Wholly home decision maker																								
Yes	580 100%	257 100%	323 100%	6 100%	39 100%	80 100%	135 100%	117 100%	185 100%	184 100%	146 100%	108 100%	112 100%	67 100%	125 100%	56 100%	30 100%	12 100%	37 100%	64 100%	52 100%	57 100%	32 100%	48 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aware of EPC																								
Yes	447 77%	208 81%	239 74%	4 67%	37 95%	67 84%	115 85%	90 77%	122 66%	156 85%	120 82%	83 77%	67 60%	55 82%	86 69%	45 80%	25 83%	11 92%	27 73%	51 80%	42 81%	45 79%	27 84%	33 69%
No	131 23%	49 19%	82 25%	2 33%	2 5%	13 16%	19 14%	27 23%	62 34%	27 15%	26 18%	25 23%	45 40%	12 18%	39 31%	11 20%	5 17%	1 8%	10 27%	13 20%	10 19%	5 18%	15 16%	15 31%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	ITV (ISBA)											LIKELIHOOD OF BEING AT HOME							
		London	Southern	Anglia	South West	Wales and West	Midlands	Lancashire	Yorkshire	North East	Central Scotland	NE Scotland	Border	Men	Women without children	Women with children	Men working Full Time	Men not working Full Time	Women working	Women not working
TOTAL	580 100%	94 100%	63 100%	48 100%	28 100%	42 100%	99 100%	65 100%	61 100%	30 100%	39 100%	8 100%	3 100%	257 100%	261 100%	62 100%	148 100%	109 100%	168 100%	155 100%
Respondent named on accommodation																				
Yes	567 98%	89 95%	62 98%	48 100%	28 100%	42 100%	96 97%	63 97%	61 100%	29 97%	39 100%	7 88%	3 100%	251 98%	255 98%	61 98%	145 98%	106 97%	164 98%	152 98%
No	12 2%	4 4%	1 2%	-	-	-	3 3%	2 3%	-	1 3%	-	1 13%	-	6 2%	5 2%	1 2%	3 2%	3 3%	3 2%	3 2%
Jointly/Wholly home decision maker																				
Yes	580 100%	94 100%	63 100%	48 100%	28 100%	42 100%	99 100%	65 100%	61 100%	30 100%	39 100%	8 100%	3 100%	257 100%	261 100%	62 100%	148 100%	109 100%	168 100%	155 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aware of EPC																				
Yes	447 77%	74 79%	44 70%	36 75%	23 82%	34 81%	77 78%	52 80%	46 75%	26 87%	28 72%	4 50%	3 100%	208 81%	187 72%	52 84%	127 86%	81 74%	143 85%	96 62%
No	131 23%	20 21%	19 30%	12 25%	5 18%	8 19%	22 22%	11 17%	15 25%	4 13%	11 28%	4 50%	-	49 19%	73 28%	9 15%	21 14%	28 26%	24 14%	58 37%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	Working Status			Marital Status			TENURE					Children in Household		Household Income					
	Full time	Part time	Not working	Married	Single	Div/ Wid/Sep	Owned with mortgage	Owned outright	Rented from council	Rented Privately	Rent Free	No	Yes	Up to £9,999	£10,000 - £14,999	£15,000 - £24,999	£25,000 - £49,999	£50,000 +	
TOTAL	580 100%	261 100%	69 100%	250 100%	63 100%	302 100%	142 100%	272 100%	308 100%	-	-	-	462 100%	118 100%	78 100%	62 100%	113 100%	123 100%	98 100%
Respondent named on accommodation																			
Yes	567 98%	255 98%	67 97%	245 98%	60 95%	297 98%	139 98%	267 98%	300 97%	-	-	-	451 98%	116 98%	77 99%	61 98%	112 99%	122 99%	94 96%
No	12 2%	5 2%	2 3%	5 2%	3 5%	5 2%	3 2%	5 2%	7 2%	-	-	-	10 2%	2 2%	1 1%	1 2%	1 1%	1 1%	3 3%
Jointly/Wholly home decision maker																			
Yes	580 100%	261 100%	69 100%	250 100%	63 100%	302 100%	142 100%	272 100%	308 100%	-	-	-	462 100%	118 100%	78 100%	62 100%	113 100%	123 100%	98 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aware of EPC																			
Yes	447 77%	226 87%	53 77%	168 67%	45 71%	244 81%	103 73%	230 85%	217 70%	-	-	-	343 74%	104 88%	47 60%	52 84%	93 82%	104 85%	85 87%
No	131 23%	35 13%	15 22%	81 32%	18 29%	57 19%	39 27%	41 15%	90 29%	-	-	-	118 26%	13 11%	31 40%	10 16%	20 18%	18 15%	13 13%

Telephone survey - Home Improvement (Cashback) - Billpayers & Home Owners

Table 13

ANALYSIS OF SAMPLE (Unweighted)

Base: All adults 16+ who are bill payers and homeowners

	TOTAL	Respondent named on accommodation		Jointly/Wholly home decision maker		Aware of EPC	
		Yes	No	Yes	No	Yes	No
TOTAL	580 100%	567 100%	12 100%	580 100%	- -	447 100%	131 100%
Respondent named on accommodation							
Yes	567 98%	567 100%	- -	567 98%	- -	440 98%	125 95%
No	12 2%	- -	12 100%	12 2%	- -	6 1%	6 5%
Jointly/Wholly home decision maker							
Yes	580 100%	567 100%	12 100%	580 100%	- -	447 100%	131 100%
No	- -	- -	- -	- -	- -	- -	- -
Aware of EPC							
Yes	447 77%	440 78%	6 50%	447 77%	- -	447 100%	- -
No	131 23%	125 22%	6 50%	131 23%	- -	- -	131 100%