



GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.1 In which of these ways do you occupy this accommodation?

Base : all adults aged 16+

	Total	SEX		AGE						SOCIAL CLASS			
		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)
Unweighted total	584	257 44%	327 56%	14 2%	41 7%	113 19%	117 20%	113 19%	186 32%	172 29%	180 31%	114 20%	118 20%
Weighted total	566	260 46%	306 54%	20** 3%	56* 10%	109 19%	108 19%	106 19%	167 30%	154 27%	179 32%	126 22%	107 19%
Owned outright	304 54%	135 52%	169 55%	8 40%	12 22%	26 24%	35 33%	75 71% DEF	148 88% DEFG	83 54%	83 46%	61 48%	78 73% IJK
Buying with the help of a mortgage or loan	262 46%	125 48%	137 45%	12 60%	43 78% GH	84 76% GH	73 67% GH	31 29% H	19 12%	71 46% L	96 54% L	65 52% L	29 27%
Buy part rent part mortgage (shared ownership)	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from private landlord	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from Local Authority	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from Housing Association	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

A.1 In which of these ways do you occupy this accommodation?

Base : all adults aged 16+

	Total	GOVERNMENT OFFICE REGION											
		SCOTLAND (M)	NORTH EAST (N)	NORTH WEST (O)	YORKSHIRE & THE HUMBER (P)	EAST MIDLANDS (Q)	WALES (R)	EAST OF ENGLAND (S)	WEST MIDLANDS (T)	SOUTH WEST (U)	LONDON (V)	SOUTH EAST (W)	NORTHERN IRELAND (X)
Unweighted total	584	42 7%	26 4%	70 12%	52 9%	47 8%	24 4%	58 10%	47 8%	52 9%	54 9%	98 17%	14 2%
Weighted total	566	39* 7%	26** 5%	74* 13%	51* 9%	49* 9%	22** 4%	55* 10%	48* 8%	53* 9%	50* 9%	86* 15%	13** 2%
Owned outright	304 54%	20 51%	15 60%	45 61%	29 57%	22 44%	13 61%	28 51%	28 59%	35 66% QVW	22 44%	41 47%	6 42%
Buying with the help of a mortgage or loan	262 46%	19 49%	10 40%	29 39%	22 43%	27 56% U	9 39%	27 49%	20 41%	18 34%	28 56% U	46 53% U	8 58%
Buy part rent part mortgage (shared ownership)	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from private landlord	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from Local Authority	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from Housing Association	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-

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A.1 In which of these ways do you occupy this accommodation?

Base : all adults aged 16+

	Total	GOVERNMENT OFFICE REGION			MARITAL STATUS			WORKING STATUS			Presence of children in household	
		NORTH (Y)	MIDLANDS (Z)	SOUTH (a)	MARRIED/LIVING AS MARRIED (b)	SINGLE (c)	WIDOWED/DIVORCED/SEPARATED (d)	FULL TIME (e)	PART TIME (f)	NOT WORKING (g)	Yes (h)	No (i)
Unweighted total	584	204 35%	176 30%	204 35%	351 60%	101 17%	132 23%	266 46%	81 14%	237 41%	133 23%	451 77%
Weighted total	566	203 36%	174 31%	190 34%	335 59%	108* 19%	124 22%	272 48%	75* 13%	219 39%	137 24%	429 76%
Owned outright	304 54%	115 57%	91 53%	98 52%	148 44%	50 47%	106 86% bc	85 31%	42 55% e	178 81% ef	40 29%	264 61% h
Buying with the help of a mortgage or loan	262 46%	88 43%	82 47%	92 48%	187 56% d	57 53% d	18 14%	187 69% fg	34 45% g	41 19%	97 71% i	165 39%
Buy part rent part mortgage (shared ownership)	-	-	-	-	-	-	-	-	-	-	-	-
Rented from private landlord	-	-	-	-	-	-	-	-	-	-	-	-
Rented from Local Authority	-	-	-	-	-	-	-	-	-	-	-	-
Rented from Housing Association	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-

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A.1 In which of these ways do you occupy this accommodation?

Base : all adults aged 16+

	Home tenure							Wholly responsible for decisions about the home		Household income					
	Owned outright † (j)	Buying with the help of a mortgage or loan (k)	Buy part, part mortgage (l)	Private rented (m)	Rented from LA (n)	Rented from HA (o)	Other (p)	Yes (q)	No (r)	Under £9,499 (s)	£9,500 - £15,499 (t)	£15,500 - £24,999 (u)	£25,000 - £49,999 (v)	£50,000 - £74,999 (w)	£75,000 and over (x)
Unweighted total	584 55%	262 45%	-	-	-	-	-	584 100%	-	24 4%	70 12%	87 15%	150 26%	79 14%	49 8%
Weighted total	566 54%	262 46%	**	**	**	**	**	566 100%	**	21** 4%	63* 11%	91* 16%	157 28%	77* 14%	42* 7%
Owned outright	304 54%	-	-	-	-	-	-	304 54%	-	16 78%	50 79% uvw	55 60% wx	73 47% w	19 25%	15 35%
Buying with the help of a mortgage or loan	-	262 46%	-	-	-	-	-	262 46%	-	5 22%	14 21%	36 40% †	84 53% †	58 75% tuv	27 65% tu
Buy part rent part mortgage (shared ownership)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from private landlord	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from Local Authority	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from Housing Association	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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A.2 And can I just check, are you the person in whose name this accommodation is owned or rented, or their partner?

Base : all adults aged 16+

	Total	SEX		AGE						SOCIAL CLASS			
		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)
Unweighted total	584	257 44%	327 56%	14 2%	41 7%	113 19%	117 20%	113 19%	186 32%	172 29%	180 31%	114 20%	118 20%
Weighted total	566	260 46%	306 54%	20** 3%	56* 10%	109 19%	108 19%	106 19%	167 30%	154 27%	179 32%	126 22%	107 19%
Yes	495 87%	230 88%	265 87%	1 7%	46 82%	99 91%	96 89%	99 94% D	153 91%	138 89%	154 86%	110 87%	93 87%
No	71 13%	30 12%	41 13%	18 93%	10 18% G	10 9%	12 11%	7 6%	14 9%	16 11%	25 14%	16 13%	14 13%

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	Total	GOVERNMENT OFFICE REGION											
		SCOTLAND (M)	NORTH EAST (N)	NORTH WEST (O)	YORKSHIRE & THE HUMBER (P)	EAST MIDLANDS (Q)	WALES (R)	EAST OF ENGLAND (S)	WEST MIDLANDS (T)	SOUTH WEST (U)	LONDON (V)	SOUTH EAST (W)	NORTHERN IRELAND (X)
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Weighted total	566	39* 7%	26** 5%	74* 13%	51* 9%	49* 9%	22** 4%	55* 10%	48* 8%	53* 9%	50* 9%	86* 15%	13** 2%
Yes	495 87%	35 90%	23 88%	65 88%	48 94% U	47 96% SUV	18 80%	44 81%	41 85%	42 79%	41 82%	82 95% SUV	10 74%
No	71 13%	4 10%	3 12%	9 12%	3 6%	2 4%	4 20%	10 19% QW	7 15%	11 21% PQW	9 18% QW	4 5%	3 26%

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	Total	GOVERNMENT OFFICE REGION			MARITAL STATUS			WORKING STATUS			Presence of children in household	
		NORTH (Y)	MIDLANDS (Z)	SOUTH (a)	MARRIED/LIVING AS MARRIED (b)	SINGLE (c)	WIDOWED/DIVORCED/SEPARATED (d)	FULL TIME (e)	PART TIME (f)	NOT WORKING (g)	Yes (h)	No (i)
Unweighted total	584	204 35%	176 30%	204 35%	351 60%	101 17%	132 23%	266 46%	81 14%	237 41%	133 23%	451 77%
Weighted total	566	203 36%	174 31%	190 34%	335 59%	108* 19%	124 22%	272 48%	75* 13%	219 39%	137 24%	429 76%
Yes	495 87%	180 89%	150 86%	165 87%	291 87%	89 82%	115 93% c	240 88%	68 91%	186 85%	110 81%	384 89% h
No	71 13%	23 11%	24 14%	25 13%	44 13%	19 18% d	9 7%	32 12%	7 9%	33 15%	26 19% i	45 11%



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A.2 And can I just check, are you the person in whose name this accommodation is owned or rented, or their partner?

Base : all adults aged 16+

	Home tenure							Wholly responsible for decisions about the home		Household income					
	Owned outright † (j)	Buying with the help of a mortgage or loan (k)	Buy part, part mortgage (l)	Private rented (m)	Rented from LA (n)	Rented from HA (o)	Other (p)	Yes (q)	No (r)	Under £9,499 (s)	£9,500 - £15,499 (t)	£15,500 -24,999 (u)	£25,000 -49,999 (v)	£50,000 - £74,999 (w)	£75,000 and over (x)
Unweighted total	584	322 55%	262 45%	-	-	-	-	584 100%	-	24 4%	70 12%	87 15%	150 26%	79 14%	49 8%
Weighted total	566	304 54%	262 46%	**	**	**	**	566 100%	**	21** 4%	63* 11%	91* 16%	157 28%	77* 14%	42* 7%
Yes	495 87%	268 88%	227 87%	-	-	-	-	495 87%	-	19 90%	59 93%	81 89%	136 87%	69 90%	32 76%
No	71 13%	37 12%	35 13%	-	-	-	-	71 13%	-	2 10%	4 7%	10 11%	21 13%	7 10%	10 24%



A.3 And are you wholly or jointly responsible for making decisions about your home and accommodation? IF NECESSARY: By that I mean decisions related to major purchases for your home, home improvements, moving house, and things like that.

Base : all adults aged 16+

	Total	SEX		AGE						SOCIAL CLASS			
		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)
Unweighted total	584	257 44%	327 56%	14 2%	41 7%	113 19%	117 20%	113 19%	186 32%	172 29%	180 31%	114 20%	118 20%
Weighted total	566	260 46%	306 54%	20** 3% **	56* 10% *	109 19%	108 19%	106 19%	167 30%	154 27%	179 32%	126 22%	107 19%
Yes	566 100%	260 100%	306 100%	20 100%	56 100%	109 100%	108 100%	106 100%	167 100%	154 100%	179 100%	126 100%	107 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-



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A.3 And are you wholly or jointly responsible for making decisions about your home and accommodation? IF NECESSARY: By that I mean decisions related to major purchases for your home, home improvements, moving house, and things like that.

Base : all adults aged 16+

	Total	GOVERNMENT OFFICE REGION											
		SCOTLAND (M)	NORTH EAST (N)	NORTH WEST (O)	YORKSHIRE & THE HUMBER (P)	EAST MIDLANDS (Q)	WALES (R)	EAST OF ENGLAND (S)	WEST MIDLANDS (T)	SOUTH WEST (U)	LONDON (V)	SOUTH EAST (W)	NORTHERN IRELAND (X)
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Yes	566 100%	39 100%	26 100%	74 100%	51 100%	49 100%	22 100%	55 100%	48 100%	53 100%	50 100%	86 100%	13 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-

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Yes	566 100%	203 100%	174 100%	190 100%	335 100%	108 100%	124 100%	272 100%	75 100%	219 100%	137 100%	429 100%
No	-	-	-	-	-	-	-	-	-	-	-	-

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Unweighted total	584	322 55%	262 45%	-	-	-	-	584 100%	-	24 4%	70 12%	87 15%	150 26%	79 14%	49 8%
Weighted total	566	304 54%	262 46%	**	**	**	**	566 100%	**	21** 4%	63* 11%	91* 16%	157 28%	77* 14%	42* 7%
Yes	566 100%	304 100%	262 100%	-	-	-	-	566 100%	-	21 100%	63 100%	91 100%	157 100%	77 100%	42 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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A.4 You are told that a new energy efficient boiler will cost £2,500. Under a Government scheme you are given two ways to pay: which of them do you prefer?

Base : all adults aged 16+

	Total	SEX		AGE						SOCIAL CLASS			
		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)
Unweighted total	584	257 44%	327 56%	14 2%	41 7%	113 19%	117 20%	113 19%	186 32%	172 29%	180 31%	114 20%	118 20%
Weighted total	566	260 46%	306 54%	20** 3%	56* 10%	109 19%	108 19%	106 19%	167 30%	154 27%	179 32%	126 22%	107 19%
You will get a discount of £600 meaning you will pay £1900 which you would need to finance yourself	298 53%	130 50%	168 55%	15 75%	36 64%	60 55%	53 49%	57 54%	77 46%	94 61% L	93 52%	64 51%	46 43%
You pay £1350 upfront and make monthly repayments on the remaining £1150 at 0% interest over 12 years	178 31%	94 36% B	84 27%	4 22%	16 29%	40 36% H	39 36% H	39 37% H	39 23%	41 27%	62 35%	42 34%	33 30%
Neither of these, I would look elsewhere	57 10%	27 10%	30 10%	- -	1 2%	7 7%	14 13%	8 7%	28 17% DEG	15 10%	15 8%	13 10%	14 13%
Don't know	33 6%	9 4%	24 8% A	1 3%	3 5%	3 3%	2 2%	2 2%	23 14% EFG	3 2%	8 5%	7 5%	15 14% IJK

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		SCOTLAND (M)	NORTH EAST (N)	NORTH WEST (O)	YORKSHIRE & THE HUMBER (P)	EAST MIDLANDS (Q)	WALES (R)	EAST OF ENGLAND (S)	WEST MIDLANDS (T)	SOUTH WEST (U)	LONDON (V)	SOUTH EAST (W)	NORTHERN IRELAND (X)
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Weighted total	566	39* 7%	26** 5%	74* 13%	51* 9%	49* 9%	22** 4%	55* 10%	48* 8%	53* 9%	50* 9%	86* 15%	13** 2%
You will get a discount of £600 meaning you will pay £1900 which you would need to finance yourself	298 53%	25 65% S	15 57%	40 54% S	27 53%	26 53%	11 49%	18 33%	25 52%	31 57% S	26 52%	48 55% S	7 54%
You pay £1350 upfront and make monthly repayments on the remaining £1150 at 0% interest over 12 years	178 31%	9 22%	5 18%	19 26%	13 26%	19 38%	9 40%	28 51% MOPTUW	14 30%	14 26%	16 32%	28 32%	5 36%
Neither of these, I would look elsewhere	57 10%	4 10%	2 9%	12 17% U	8 16%	4 7%	1 4%	6 11%	5 10%	2 4%	5 9%	8 10%	* 3%
Don't know	33 6%	1 3%	4 16%	3 3%	3 5%	1 2%	2 7%	3 6%	4 9%	6 12% W	3 7%	2 3%	1 6%



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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.4 You are told that a new energy efficient boiler will cost £2,500. Under a Government scheme you are given two ways to pay: which of them do you prefer?

Base : all adults aged 16+

	Total	GOVERNMENT OFFICE REGION			MARITAL STATUS			WORKING STATUS			Presence of children in household	
		NORTH (Y)	MIDLANDS (Z)	SOUTH (a)	MARRIED/LIVING AS MARRIED (b)	SINGLE (c)	WIDOWED/DIVORCED/SEPARATED (d)	FULL TIME (e)	PART TIME (f)	NOT WORKING (g)	Yes (h)	No (i)
Unweighted total	584	204 35%	176 30%	204 35%	351 60%	101 17%	132 23%	266 46%	81 14%	237 41%	133 23%	451 77%
Weighted total	566	203 36%	174 31%	190 34%	335 59%	108* 19%	124 22%	272 48%	75* 13%	219 39%	137 24%	429 76%
You will get a discount of £600 meaning you will pay £1900 which you would need to finance yourself	298 53%	114 56%	79 46%	104 55%	179 53%	62 58%	56 45%	145 53%	50 67% eg	102 47%	73 54%	224 52%
You pay £1350 upfront and make monthly repayments on the remaining £1150 at 0% interest over 12 years	178 31%	51 25%	69 40% Y	58 31%	112 34%	31 29%	34 28%	96 35%	21 27%	61 28%	47 34%	131 31%
Neither of these, I would look elsewhere	57 10%	27 13%	15 9%	15 8%	28 8%	11 10%	18 15% b	24 9%	5 6%	29 13%	11 8%	47 11%
Don't know	33 6%	11 6%	10 6%	12 6%	15 5%	3 3%	15 12% bc	6 2%	-	27 12% ef	6 4%	27 6%

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.4 You are told that a new energy efficient boiler will cost £2,500. Under a Government scheme you are given two ways to pay: which of them do you prefer?

Base : all adults aged 16+

	Home tenure							Wholly responsible for decisions about the home		Household income					
	Owned outright (j)	Buying with the help of a mortgage or loan (k)	Buy part, part mortgage (l)	Private rented (m)	Rented from LA (n)	Rented from HA (o)	Other (p)	Yes (q)	No (r)	Under £9,499 (s)	£9,500 - £15,499 (t)	£15,500 -24,999 (u)	£25,000 -49,999 (v)	£50,000 - £74,999 (w)	£75,000 and over (x)
Unweighted total	584	322 55%	262 45%	-	-	-	-	584 100%	-	24 4%	70 12%	87 15%	150 26%	79 14%	49 8%
Weighted total	566	304 54%	262 46%	**	**	**	**	566 100%	**	21** 4%	63* 11%	91* 16%	157 28%	77* 14%	42* 7%
You will get a discount of £600 meaning you will pay £1900 which you would need to finance yourself	298 53%	157 52%	141 54%	-	-	-	-	298 53%	-	9 45%	29 46%	40 44%	99 63tu	47 62u	29 70tu
You pay £1350 upfront and make monthly repayments on the remaining £1150 at 0% interest over 12 years	178 31%	83 27%	95 36%	-	-	-	-	178 31%	-	5 23%	21 33%	37 40%	46 29%	27 35%	11 25%
Neither of these, I would look elsewhere	57 10%	38 72%	20 8%	-	-	-	-	57 10%	-	4 17%	9 14w	13 14w	10 6%	3 3%	2 5%
Don't know	33 6%	26 9k	7 3%	-	-	-	-	33 6%	-	3 14%	4 7vw	1 1%	2 1%	-	-

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.5 Please now listen to these other options for paying for the energy efficient boiler. The options you've just thought about are no longer available. Remember that the boiler will cost £2,500.

Base : all adults aged 16+

	Total	SEX		AGE						SOCIAL CLASS			
		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)
Unweighted total	584	257 44%	327 56%	14 2%	41 7%	113 19%	117 20%	113 19%	186 32%	172 29%	180 31%	114 20%	118 20%
Weighted total	566	260 46%	306 54%	20** 3% **	56* 10% .	109 19%	108 19%	106 19%	167 30%	154 27%	179 32%	126 22%	107 19%
You will get a discount of £1100 meaning you will pay £1400 yourself	313 55%	136 52%	177 58%	13 64%	31 56%	64 58%	55 50%	61 58%	90 54%	92 60%	103 57%	66 52%	53 49%
You pay nothing upfront and make monthly repayments on the full £2500 at 0% interest over 12 years	179 32%	84 32%	95 31%	7 36%	20 36%	38 35% H	41 38% H	36 34% H	38 22%	51 33%	57 32%	41 33%	30 28%
Neither of these, I would look elsewhere	45 8%	26 10%	19 6%	- -	2 4%	5 4%	10 9%	7 7%	21 13% E	7 5%	11 6%	13 10%	14 13% J
Don't know	29 5%	14 5%	15 5%	- -	2 4%	3 3%	3 3%	2 2%	18 71% EFG	4 3%	8 5%	6 5%	10 9% I

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.5 Please now listen to these other options for paying for the energy efficient boiler. The options you've just thought about are no longer available. Remember that the boiler will cost £2,500.

Base : all adults aged 16+

	Total	GOVERNMENT OFFICE REGION											
		SCOTLAND (M)	NORTH EAST (N)	NORTH WEST (O)	YORKSHIRE & THE HUMBER (P)	EAST MIDLANDS (Q)	WALES (R)	EAST OF ENGLAND (S)	WEST MIDLANDS (T)	SOUTH WEST (U)	LONDON (V)	SOUTH EAST (W)	NORTHERN IRELAND (X)
Unweighted total	584	42 7%	26 4%	70 12%	52 9%	47 8%	24 4%	58 10%	47 8%	52 9%	54 9%	98 17%	14 2%
Weighted total	566	39* 7%	26** 5%	74* 13%	51* 9%	49* 9%	22** 4%	55* 10%	48* 8%	53* 9%	50* 9%	86* 15%	13** 2%
You will get a discount of £1100 meaning you will pay £1400 yourself	313 55%	24 61%	16 64%	43 57%	27 52%	23 47%	10 47%	24 44%	24 49%	37 68% Q5	28 55%	52 60%	7 54%
You pay nothing upfront and make monthly repayments on the full £2500 at 0% interest over 12 years	179 32%	12 32%	4 14%	15 21%	17 34%	21 43% O	9 42%	23 43% O	18 38% O	13 24%	16 31%	25 29%	5 36%
Neither of these, I would look elsewhere	45 8%	1 2%	2 6%	11 15% MU	4 9%	3 7%	1 4%	4 8%	5 10%	2 3%	5 10%	7 8%	1 10%
Don't know	29 5%	2 5%	4 16%	5 7%	3 5%	2 4%	2 7%	3 5%	1 3%	2 5%	2 4%	3 3%	-



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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w
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GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.5 Please now listen to these other options for paying for the energy efficient boiler. The options you've just thought about are no longer available. Remember that the boiler will cost £2,500.

Base : all adults aged 16+

	Total	GOVERNMENT OFFICE REGION			MARITAL STATUS			WORKING STATUS			Presence of children in household	
		NORTH (Y)	MIDLANDS (Z)	SOUTH (a)	MARRIED/LIVING AS MARRIED (b)	SINGLE (c)	WIDOWED/DIVORCED/SEPARATED (d)	FULL TIME (e)	PART TIME (f)	NOT WORKING (g)	Yes (h)	No (i)
Unweighted total	584	204 35%	176 30%	204 35%	351 60%	101 17%	132 23%	266 46%	81 14%	237 41%	133 23%	451 77%
Weighted total	566	203 36%	174 31%	190 34%	335 59%	108* 19%	124 22%	272 48%	75* 13%	219 39%	137 24%	429 76%
You will get a discount of £1100 meaning you will pay £1400 yourself	313 55%	117 58% Z	81 47%	116 61% Z	185 55%	60 55%	69 56%	153 56%	50 67% g	110 50%	72 53%	241 56%
You pay nothing upfront and make monthly repayments on the full £2500 at 0% interest over 12 years	179 32%	53 26%	72 42% Ya	54 28%	116 35% d	36 34%	27 22%	93 34%	21 28%	65 30%	52 38%	127 30%
Neither of these, I would look elsewhere	45 8%	19 9%	13 8%	13 7%	21 6%	9 8%	16 13% b	19 7%	3 4%	23 10%	9 6%	36 8%
Don't know	29 5%	14 7%	8 4%	7 4%	13 4%	3 3%	12 10% bc	6 2%	1 1%	21 10% ef	4 3%	25 6%

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w
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GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.5 Please now listen to these other options for paying for the energy efficient boiler. The options you've just thought about are no longer available. Remember that the boiler will cost £2,500.

Base : all adults aged 16+

Total	Home tenure							Wholly responsible for decisions about the home		Household income					
	Owned outright (j)	Buying with the help of a mortgage or loan (k)	Buy part, part mortgage (l)	Private rented (m)	Rented from LA (n)	Rented from HA (o)	Other (p)	Yes (q)	No (r)	Under £9,499 (s)	£9,500 - £15,499 (t)	£15,500 -24,999 (u)	£25,000 -49,999 (v)	£50,000 - £74,999 (w)	£75,000 and over (x)
Unweighted total	584	322 55%	262 45%	-	-	-	-	584 100%	-	24 4%	70 12%	87 15%	150 26%	79 14%	49 8%
Weighted total	566	304 54%	262 46%	**	**	**	**	566 100%	**	21** 4%	63* 11%	91* 16%	157 28%	77* 14%	42* 7%
You will get a discount of £1100 meaning you will pay £1400 yourself	313 55%	170 56%	144 55%	-	-	-	-	313 55%	-	8 3%	32 51%	48 53%	102 65%	40 52%	32 77% tuw
You pay nothing upfront and make monthly repayments on the full £2500 at 0% interest over 12 years	179 32%	83 27%	96 36% j	-	-	-	-	179 32%	-	9 4%	21 33%	33 36% x	44 28%	34 44% vx	8 18%
Neither of these, I would look elsewhere	45 8%	29 10%	16 6%	-	-	-	-	45 8%	-	1 3%	7 12%	7 8%	9 6%	3 4%	1 3%
Don't know	29 5%	22 7% k	7 3%	-	-	-	-	29 5%	-	3 14%	3 4%	2 2%	2 1%	-	1 2%

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w
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GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

	Total	SEX		AGE						SOCIAL CLASS			
		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)
Unweighted total	584	257 44%	327 56%	14 2%	41 7%	113 19%	117 20%	113 19%	186 32%	172 29%	180 31%	114 20%	118 20%
Weighted total	566	260 46%	306 54%	20** 3%	56* 10%	109 19%	108 19%	106 19%	167 30%	154 27%	179 32%	126 22%	107 19%
Under £2,500	4 1%	·	3 1%	-	-	-	1 1%	-	3 2%	2 2%	-	-	1 1%
£2,500-£4,499	3 ·	3 1%	-	-	1 2%	2 1%	-	-	-	-	-	-	3 3% J
£4,500-£6,499	7 1%	4 2%	3 1%	-	-	2 2%	1 1%	2 2%	2 1%	1 1%	-	2 2%	4 4% J
£6,500-£7,499	4 1%	-	4 1%	-	-	1 1%	1 1%	1 1%	1 1%	-	2 1%	1 1%	1 1%
£7,500-£9,499	4 1%	3 1%	1 ·	-	-	-	-	1 1%	3 2%	-	1 ·	-	3 3% I
£9,500-£11,499	20 4%	10 4%	10 3%	-	-	2 2%	2 2%	3 3%	12 7% E	2 1%	2 1%	6 4%	10 9% IJ
£11,500-£13,499	15 3%	2 1%	13 4% A	-	1 1%	-	2 2%	2 2%	10 6% E	2 2%	1 1%	2 2%	9 9% IJK
£13,500-£15,499	29 5%	13 5%	15 5%	-	1 1%	1 1%	6 6%	10 10% E	11 6% E	2 2%	10 6%	8 6%	8 8% I

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GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

	Total	SEX		AGE						SOCIAL CLASS			
		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)
Weighted total	566	260 46%	306 54%	20** 3% **	56* 10% *	109 19%	108 19%	106 19%	167 30%	154 27%	179 32%	126 22%	107 19%
£15,500-£17,499	25 5%	11 4%	15 5%	3 16%	- -	1 7%	3 3%	5 5%	13 8% E	5 4%	7 4%	6 5%	7 6%
£17,500-£19,999	15 3%	6 2%	9 3%	- -	- -	3 3%	2 7%	6 6%	4 2%	2 7%	4 2%	4 4%	4 4%
£20,000-£24,999	51 9%	23 9%	28 9%	1 8%	5 8%	2 2%	12 17% E	8 8% E	22 13% E	14 9%	15 8%	14 11%	8 7%
£25,000-£34,999	81 14%	39 15%	42 14%	1 6%	6 11%	23 21% H	21 20% H	20 19% H	10 6%	17 11%	29 16%	27 21% IL	9 8%
£35,000-£49,999	76 13%	38 14%	38 12%	3 18%	13 24% H	23 21% GH	16 15% H	11 10%	9 5%	21 14% L	35 20% L	14 11%	5 5%
£50,000-£74,999	77 14%	41 16%	36 12%	3 15%	12 21% H	25 23% H	17 16% H	14 13% H	6 3%	37 24% JKL	25 14% L	12 9% L	3 2%
£75,000-£99,999	22 4%	13 5%	8 3%	3 15%	4 7% GH	10 9% FGH	3 3%	* *	1 1%	12 8% KL	7 4% L	3 2%	- -
£100,000+	20 4%	12 5%	8 3%	2 11%	8 14% EFGH	2 2%	4 3%	4 4% H	1 *	10 7% L	7 4% L	3 2%	- -
Don't know	49 9%	11 4%	37 12% A	2 11%	1 2%	5 4%	4 3%	6 5%	32 19% DEFG	9 6%	10 6%	10 8%	20 18% IJK

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

	Total	SEX		AGE						SOCIAL CLASS			
		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)
Weighted total	566	260 46%	306 54%	20** 3% **	56* 10% *	109 19%	108 19%	106 19%	167 30%	154 27%	179 32%	126 22%	107 19%
Refused	66 12%	31 12%	35 12%	-	4 8%	8 7%	13 12%	13 12%	29 17% E	17 11%	23 13%	14 11%	13 12%

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w/x/y/z
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GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

	Total	GOVERNMENT OFFICE REGION											
		SCOTLAND (M)	NORTH EAST (N)	NORTH WEST (O)	YORKSHIRE & THE HUMBER (P)	EAST MIDLANDS (Q)	WALES (R)	EAST OF ENGLAND (S)	WEST MIDLANDS (T)	SOUTH WEST (U)	LONDON (V)	SOUTH EAST (W)	NORTHERN IRELAND (X)
Unweighted total	584	42 7%	26 4%	70 12%	52 9%	47 8%	24 4%	58 10%	47 8%	52 9%	54 9%	98 17%	14 2%
Weighted total	566	39* 7%	26** 5%	74* 13%	51* 9%	49* 9%	22** 4%	55* 10%	48* 8%	53* 9%	50* 9%	86* 15%	13** 2%
Under £2,500	4 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 2%	1 1%	-
£2,500-£4,499	3 *	-	-	2 2%	-	-	-	-	-	1 2%	-	-	-
£4,500-£6,499	7 1%	1 1%	1 3%	2 3%	-	-	-	1 1%	2 4%	1 1%	-	-	-
£6,500-£7,499	4 1%	-	-	1 2%	1 2%	-	-	1 2%	-	-	-	-	1 7%
£7,500-£9,499	4 1%	-	-	1 1%	1 1%	-	-	1 2%	1 3%	-	-	-	-
£9,500-£11,499	20 4%	1 2%	-	3 3%	1 2%	2 4%	1 4%	2 3%	4 8%	2 4%	1 3%	2 2%	1 11%
£11,500-£13,499	15 3%	1 2%	-	3 4%	1 3%	-	-	4 7%	1 2%	2 5%	-	1 2%	1 7%
£13,500-£15,499	29 5%	5 12%	2 9%	4 6%	2 5%	1 2%	1 4%	3 5%	3 6%	2 4%	1 3%	4 5%	-

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w/x/y/z
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GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
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A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

	Total	GOVERNMENT OFFICE REGION											
		SCOTLAND (M)	NORTH EAST (N)	NORTH WEST (O)	YORKSHIRE & THE HUMBER (P)	EAST MIDLANDS (Q)	WALES (R)	EAST OF ENGLAND (S)	WEST MIDLANDS (T)	SOUTH WEST (U)	LONDON (V)	SOUTH EAST (W)	NORTHERN IRELAND (X)
Weighted total	566	39* 7%	26** 5%	74* 13%	51* 9%	49* 9%	22** 4%	55* 10%	48* 8%	53* 9%	50* 9%	86* 15%	13** 2%
£15,500-£17,499	25 5%	1 3%	2 6%	4 5%	3 6%	3 6%	2 8%	4 7%	-	3 6%	-	3 4%	1 7%
£17,500-£19,999	15 3%	1 3%	-	3 4%	1 2%	1 2%	1 3%	2 4%	1 1%	1 2%	1 2%	3 3%	-
£20,000-£24,999	51 9%	3 8%	5 21%	10 14% T	5 10% T	4 8%	1 5%	5 9% T	-	4 8%	2 5%	8 9% T	2 16%
£25,000-£34,999	81 14%	5 13%	6 23%	10 13%	5 10%	10 20%	3 14%	10 18%	7 15%	7 13%	5 9%	11 13%	3 23%
£35,000-£49,999	76 13%	7 19%	-	11 15%	5 9%	6 13%	4 20%	7 12%	13 26% PVW	9 16%	5 9%	9 11%	-
£50,000-£74,999	77 14%	3 8%	1 4%	3 4%	9 17% O	14 28% MOSTU	2 10%	6 12%	4 9%	3 6%	8 17% O	20 23% MOTU	3 21%
£75,000-£99,999	22 4%	2 5%	2 8%	2 2%	1 1%	* 1%	* 2%	1 2%	2 5%	1 2%	6 12% OPQ	3 3%	1 7%
£100,000+	20 4%	-	-	1 1%	2 3%	1 2%	* 2%	4 8%	-	1 3%	5 10% MOT	5 6%	-
Don't know	49 9%	3 7%	3 11%	6 7%	5 10%	4 9%	3 14%	1 1%	7 15% S	5 8%	6 11% S	7 8%	-

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

	GOVERNMENT OFFICE REGION												
	SCOTLAND (M)	NORTH EAST (N)	NORTH WEST (O)	YORKSHIRE & THE HUMBER (P)	EAST MIDLANDS (Q)	WALES (R)	EAST OF ENGLAND (S)	WEST MIDLANDS (T)	SOUTH WEST (U)	LONDON (V)	SOUTH EAST (W)	NORTHERN IRELAND (X)	
Weighted total	566	39* 7%	26** 5%	74* 13%	51* 9%	49* 9%	22** 4%	55* 10%	48* 8%	53* 9%	50* 9%	86* 15%	13** 2%
Refused	66 12%	6 17% Q	4 14%	8 11%	9 18% Q	2 3%	3 13%	5 8%	4 9%	8 16% Q	8 16% Q	10 17%	-

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

Total	GOVERNMENT OFFICE REGION			MARITAL STATUS			WORKING STATUS			Presence of children in household		
	NORTH (Y)	MIDLANDS (Z)	SOUTH (a)	MARRIED/LIVING AS MARRIED (b)	SINGLE (c)	WIDOWED/DIVORCED/SEPARATED (d)	FULL TIME (e)	PART TIME (f)	NOT WORKING (g)	Yes (h)	No (i)	
Unweighted total	584	204 35%	176 30%	204 35%	351 60%	101 17%	132 23%	266 46%	81 14%	237 41%	133 23%	451 77%
Weighted total	566	203 36%	174 31%	190 34%	335 59%	108* 19%	124 22%	272 48%	75* 13%	219 39%	137 24%	429 76%
Under £2,500	4 1%	1 1%	*	2 1%	2 1%	-	1 1%	1 *	1 2%	1 1%	-	4 1%
£2,500-£4,499	3 *	2 1%	-	1 1%	-	3 3% b	-	2 1%	-	1 1%	-	3 1%
£4,500-£6,499	7 1%	3 1%	1 *	3 2%	3 1%	2 2%	2 2%	2 1%	1 2%	3 1%	2 2%	5 1%
£6,500-£7,499	4 1%	3 2%	1 1%	-	3 1%	1 *	1 1%	-	2 2% e	2 1%	1 1%	3 1%
£7,500-£9,499	4 1%	1 1%	2 1%	-	-	1 1%	3 2% b	-	-	4 2% e	-	4 1%
£9,500-£11,499	20 4%	6 3%	8 5%	5 3%	6 2%	4 3%	10 8% b	2 1%	2 3%	15 7% e	3 2%	17 4%
£11,500-£13,499	15 3%	6 3%	5 3%	4 2%	6 2%	3 3%	6 5%	2 1%	2 3%	11 5% e	3 2%	12 3%
£13,500-£15,499	29 5%	14 7%	7 4%	7 4%	13 4%	7 6%	9 7%	9 3%	3 4%	17 8% e	1 1%	28 6% h

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

Total	GOVERNMENT OFFICE REGION			MARITAL STATUS			WORKING STATUS			Presence of children in household		
	NORTH (Y)	MIDLANDS (Z)	SOUTH (a)	MARRIED/LIVING AS MARRIED (b)	SINGLE (c)	WIDOWED/DIVORCED/SEPARATED (d)	FULL TIME (e)	PART TIME (f)	NOT WORKING (g)	Yes (h)	No (i)	
Weighted total	566	203 36%	174 31%	190 34%	335 59%	108* 19%	124 22%	272 48%	75* 13%	219 39%	137 24%	429 76%
£15,500-£17,499	25 5%	11 5%	9 5%	6 3%	10 3%	6 5%	9 8% b	4 1%	1 2%	20 9% ef	1 1%	24 6% h
£17,500-£19,999	15 3%	5 3%	5 3%	5 3%	8 2%	3 3%	4 3%	8 3%	2 2%	5 2%	2 2%	13 3%
£20,000-£24,999	51 9%	26 13% Z	10 6%	15 8%	29 9%	9 8%	13 11%	20 7%	9 12%	21 10%	9 6%	42 10%
£25,000-£34,999	81 14%	29 14%	30 17%	23 12%	52 16% d	19 18% d	10 8%	46 17% g	15 20% g	20 9%	17 12%	65 15%
£35,000-£49,999	76 13%	23 12%	30 17%	23 12%	52 15% d	15 14%	9 7%	52 19% g	12 16% g	12 5%	34 25% i	42 10%
£50,000-£74,999	77 14%	18 9%	27 15%	32 17% Y	59 18% d	12 11%	6 5%	58 21% fg	8 10%	10 5%	30 22% i	47 11%
£75,000-£99,999	22 4%	7 4%	5 3%	10 5%	14 4%	6 6%	1 1%	20 7% g	1 2%	1 *	6 4%	16 4%
£100,000+	20 4%	3 1%	6 3%	12 6% Y	15 5%	4 4%	1 1%	15 5% g	2 2%	4 2%	11 8% i	9 2%
Don't know	49 9%	16 8%	16 9%	17 9%	17 5%	8 7%	25 20% bc	7 2%	5 7%	37 17% ef	5 4%	44 10% h

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
 FIELDWORK DATES : 15th - 17th November 2013

A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

	GOVERNMENT OFFICE REGION			MARITAL STATUS			WORKING STATUS			Presence of children in household		
	NORTH (Y)	MIDLANDS (Z)	SOUTH (a)	MARRIED/LIVING AS MARRIED (b)	SINGLE (c)	WIDOWED/DIVORCED/SEPARATED (d)	FULL TIME (e)	PART TIME (f)	NOT WORKING (g)	Yes (h)	No (i)	
Weighted total	566	203 36%	174 31%	190 34%	335 59%	108* 19%	124 22%	272 48%	75* 13%	219 39%	137 24%	429 76%
Refused	66 12%	27 13%	13 8%	26 14%	47 14% c	6 6%	13 10%	26 9%	8 11%	33 15%	12 9%	54 13%



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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w/x/y/z
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GfK/142.00242 HOME IMPROVEMENTS :Bill pay/partner & owner occupier
FIELDWORK DATES : 15th - 17th November 2013

A.6 For analysis purposes only, what is the total annual income of your household?

Base : all adults aged 16+

	Home tenure							Wholly responsible for decisions about the home		Household income					
	Owned outright † (j)	Buying with the help of a mortgage or loan (k)	Buy part, part mortgage (l)	Private rented (m)	Rented from LA (n)	Rented from HA (o)	Other (p)	Yes (q)	No (r)	Under £9,499 (s)	£9,500 - £15,499 (t)	£15,500 - £24,999 (u)	£25,000 - £49,999 (v)	£50,000 - £74,999 (w)	£75,000 and over (x)
Unweighted total	584 55%	262 45%	-	-	-	-	-	584 100%	-	24 4%	70 12%	87 15%	150 26%	79 14%	49 8%
Weighted total	566 54%	262 46%	**	**	**	**	**	566 100%	**	21** 4%	63* 11%	91* 16%	157 28%	77* 14%	42* 7%
Under £2,500	4 1%	-	-	-	-	-	-	4 1%	-	4 17%	-	-	-	-	-
£2,500-£4,499	3 1%	2 1%	-	-	-	-	-	3 1%	-	3 13%	-	-	-	-	-
£4,500-£6,499	7 1%	5 2%	2 1%	-	-	-	-	7 1%	-	7 32%	-	-	-	-	-
£6,500-£7,499	4 1%	4 1%	1 1%	-	-	-	-	4 1%	-	4 20%	-	-	-	-	-
£7,500-£9,499	4 1%	3 1%	1 1%	-	-	-	-	4 1%	-	4 18%	-	-	-	-	-
£9,500-£11,499	20 4%	20 7% k	-	-	-	-	-	20 4%	-	-	20 31% uvw	-	-	-	-
£11,500-£13,499	15 3%	13 4% k	2 1%	-	-	-	-	15 3%	-	-	15 24% uvw	-	-	-	-
£13,500-£15,499	29 5%	17 6%	11 4%	-	-	-	-	29 5%	-	-	29 45% uvw	-	-	-	-



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	Total	Home tenure						Wholly responsible for decisions about the home		Household income					
		Owned outright † (j)	Buying with the help of a mortgage or loan (k)	Buy part, part mortgage (l)	Private rented (m)	Rented from LA (n)	Rented from HA (o)	Other (p)	Yes (q)	No (r)	Under £9,499 (s)	£9,500 - £15,499 (t)	£15,500 - £24,999 (u)	£25,000 - £49,999 (v)	£50,000 - £74,999 (w)
Weighted total	566	304 54%	262 46%	** ..	** ..	** ..	** ..	566 100%	** ..	21** 4%	63* 11%	91* 16%	157 28%	77* 14%	42* 7%
£15,500-£17,499	25 5%	15 5%	11 4%	-	-	-	-	25 5%	-	-	-	25 28% tvwx	-	-	-
£17,500-£19,999	15 3%	9 3%	6 2%	-	-	-	-	15 3%	-	-	-	15 16% tvwx	-	-	-
£20,000-£24,999	51 9%	31 10%	19 7%	-	-	-	-	51 9%	-	-	-	51 56% tvwx	-	-	-
£25,000-£34,999	81 14%	38 12%	44 17%	-	-	-	-	81 14%	-	-	-	-	81 52% tuvx	-	-
£35,000-£49,999	76 13%	35 12%	40 15%	-	-	-	-	76 13%	-	-	-	-	76 48% tuvx	-	-
£50,000-£74,999	77 14%	19 6%	58 22% j	-	-	-	-	77 14%	-	-	-	-	-	77 100% tuvx	-
£75,000-£99,999	22 4%	10 3%	12 4%	-	-	-	-	22 4%	-	-	-	-	-	-	22 52% tuvw
£100,000+	20 4%	4 1%	16 6% j	-	-	-	-	20 4%	-	-	-	-	-	-	20 48% tuvw
Don't know	49 9%	33 11%	16 6%	-	-	-	-	49 9%	-	-	-	-	-	-	-

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Total															
Weighted total	566	304 54%	262 46%	**	**	**	**	**	**	21** 4%	63* 11%	91* 16%	157 28%	77* 14%	42* 7%
Refused	66 12%	44 14% k	22 9%	-	-	-	-	-	66 12%	-	-	-	-	-	-

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/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/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing