

GREEN DEAL ASSESSMENTS: FOLLOW-UP SURVEY



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GREEN DEAL Occupancy Assessment

Improvements recommended on the basis of your current energy efficiency

Reference number: 1511111111

Date of assessment: 02 April 2013

Date of report: 02 April 2013

This report shows how your household uses energy currently, and recommends ways of making your home more energy efficient. The amount of money you could save from Green Deal improvements depends on how much energy your household currently uses, the value of your bill, and the energy you could save.

Current energy bill for your household in £/year

Crystal insulation

1145 1285 1440 1600 1765 1930 2100 2265 2430 2595 2760 2925 3090 3255 3420 3585 3750 3915 4080 4245 4410 4575 4740 4905 5070 5235 5400 5565 5730 5895 6060 6225 6390 6555 6720 6885 7050 7215 7380 7545 7710 7875 8040 8205 8370 8535 8700 8865 9030 9195 9360 9525 9690 9855 10020 10185 10350 10515 10680 10845 11010 11175 11340 11505 11670 11835 12000 12165 12330 12495 12660 12825 12990 13155 13320 13485 13650 13815 13980 14145 14310 14475 14640 14805 14970 15135 15300 15465 15630 15795 15960 16125 16290 16455 16620 16785 16950 17115 17280 17445 17610 17775 17940 18105 18270 18435 18600 18765 18930 19095 19260 19425 19590 19755 19920 20085 20250 20415 20580 20745 20910 21075 21240 21405 21570 21735 21900 22065 22230 22395 22560 22725 22890 23055 23220 23385 23550 23715 23880 24045 24210 24375 24540 24705 24870 25035 25200 25365 25530 25695 25860 26025 26190 26355 26520 26685 26850 27015 27180 27345 27510 27675 27840 28005 28170 28335 28500 28665 28830 28995 29160 29325 29490 29655 29820 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Green Deal improvements recommended by your assessor

Improvements	Estimated cost	Your household's annual energy savings
Internal wall insulation (100 mm) to 100% of internal wall	£4,000 - £14,000	£48
Internal wall insulation (100 mm)	£50 - £1,500	£15
Floor insulation (100 mm)	£3,300 - £4,000	£382

Crystal insulation

1145 1285 1440 1600 1765 1930 2100 2265 2430 2595 2760 2925 3090 3255 3420 3585 3750 3915 4080 4245 4410 4575 4740 4905 5070 5235 5400 5565 5730 5895 6060 6225 6390 6555 6720 6885 7050 7215 7380 7545 7710 7875 8040 8205 8370 8535 8700 8865 9030 9195 9360 9525 9690 9855 10020 10185 10350 10515 10680 10845 11010 11175 11340 11505 11670 11835 12000 12165 12330 12495 12660 12825 12990 13155 13320 13485 13650 13815 13980 14145 14310 14475 14640 14805 14970 15135 15300 15465 15630 15795 15960 16125 16290 16455 16620 16785 16950 17115 17280 17445 17610 17775 17940 18105 18270 18435 18600 18765 18930 19095 19260 19425 19590 19755 19920 20085 20250 20415 20580 20745 20910 21075 21240 21405 21570 21735 21900 22065 22230 22395 22560 22725 22890 23055 23220 23385 23550 23715 23880 24045 24210 24375 24540 24705 24870 25035 25200 25365 25530 25695 25860 26025 26190 26355 26520 26685 26850 27015 27180 27345 27510 27675 27840 28005 28170 28335 28500 28665 28830 28995 29160 29325 29490 29655 29820 29985 30150 30315 30480 30645 30810 30975 31140 31305 31470 31635 31800 31965 32130 32295 32460 32625 32790 32955 33120 33285 33450 33615 33780 33945 34110 34275 34440 34605 34770 34935 35100 35265 35430 35595 35760 35925 36090 36255 36420 36585 36750 36915 37080 37245 37410 37575 37740 37905 38070 38235 38400 38565 38730 38895 39060 39225 39390 39555 39720 39885 40050 40215 40380 40545 40710 40875 41040 41205 41370 41535 41700 41865 42030 42195 42360 42525 42690 42855 43020 43185 43350 43515 43680 43845 44010 44175 44340 44505 44670 44835 45000 45165 45330 45495 45660 45825 45990 46155 46320 46485 46650 46815 46980 47145 47310 47475 47640 47805 47970 48135 48300 48465 48630 48795 48960 49125 49290 49455 49620 49785 49950 50115 50280 50445 50610 50775 50940 51105 51270 51435 51600 51765 51930 52095 52260 52425 52590 52755 52920 53085 53250 53415 53580 53745 53910 54075 54240 54405 54570 54735 54900 55065 55230 55395 55560 55725 55890 56055 56220 56385 56550 56715 56880 57045 57210 57375 57540 57705 57870 58035 58200 58365 58530 58695 58860 59025 59190 59355 59520 59685 59850 60015 60180 60345 60510 60675 60840 61005 61170 61335 61500 61665 61830 61995 62160 62325 62490 62655 62820 62985 63150 63315 63480 63645 63810 63975 64140 64305 64470 64635 64800 64965 65130 65295 65460 65625 65790 65955 66120 66285 66450 66615 66780 66945 67110 67275 67440 67605 67770 67935 68100 68265 68430 68595 68760 68925 69090 69255 69420 69585 69750 69915 70080 70245 70410 70575 70740 70905 71070 71235 71400 71565 71730 71895 72060 72225 72390 72555 72720 72885 73045 73210 73375 73540 73705 73870 74035 74200 74365 74530 74695 74860 75025 75190 75355 75520 75685 75850 76015 76180 76345 76510 76675 76840 77005 77170 77335 77500 77665 77830 77995 78160 78325 78490 78655 78820 78985 79150 79315 79480 79645 79810 79975 80140 80305 80470 80635 80800 80965 81130 81295 81460 81625 81790 81955 82120 82285 82450 82615 82780 82945 83110 83275 83440 83605 83770 83935 84100 84265 84430 84595 84760 84925 85090 85255 85420 85585 85750 85915 86080 86245 86410 86575 86740 86905 87070 87235 87400 87565 87730 87895 88060 88225 88390 88555 88720 88885 89050 89215 89380 89545 89710 89875 90040 90205 90370 90535 90700 90865 91030 91195 91360 91525 91690 91855 92020 92185 92350 92515 92680 92845 93010 93175 93340 93505 93670 93835 94000 94165 94330 94495 94660 94825 94990 95155 95320 95485 95650 95815 95980 96145 96310 96475 96640 96805 96970 97135 97300 97465 97630 97795 97960 98125 98290 98455 98620 98785 98950 99115 99280 99445 99610 99775 99940 100105 100270 100435 10



Executive summary

Background and objectives

- GfK NOP carried out survey of households which had had a Green Deal Assessment between January and the end of March 2013 in order to find out more about the experience and what households have done and plan to do since having the assessment. Findings from that survey were published in June [Green Deal assessments research website https://www.gov.uk/government/publications/green-deal-assessment-survey-summary-report](https://www.gov.uk/government/publications/green-deal-assessment-survey-summary-report)
- This a follow-up survey of those respondents who agreed to be re-contacted from the original survey.
- It was commissioned in order to find out more about customers' experiences and what, if anything, has changed since the initial interview.

Methodology and sampling

- In total, 319 respondents (out of the original 506 respondents) agreed to take part in further research and provided a valid telephone number. These respondents were all sent an advance letter introducing the study and explaining the reasons for re-contacting them.
- Telephone fieldwork was conducted between 19th November and 1st December 2013. The sample was fully worked by a small team of experienced interviewers who made 8+ calls to households in order to secure a final outcome.
- A total of 190 interviews was completed, giving an overall response rate of 60%.

Important note on findings

- Because the objective of this research was to see if intentions turned into actions and to gather further evidence on the customer experience, the study did not aim to be representative of the whole assessment population.
- The findings should therefore be treated as indicative and factual, but should not be overstated (for example extrapolating over the 9k assessments between launch and the end of March 2013).
- Small base sizes limit opportunities for sub-group analysis, and caution should be exercised in how

Executive summary

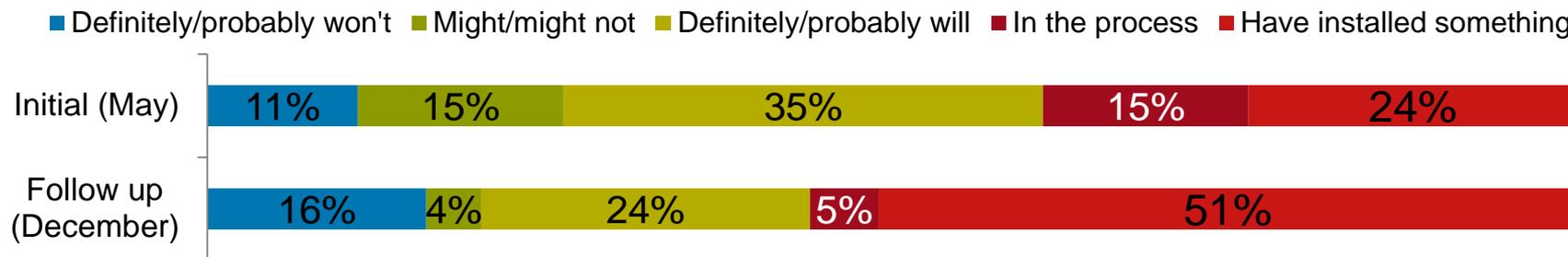
Action and intentions



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- A comparison of post assessment actions and intentions:** Since the initial interview (in May) and this follow up (December) there has been an increase in the proportion of sampled households which have had an energy saving home improvement installed. Over a quarter of households interviewed that had received a Green Deal Advice Report at the time of the initial interview had installed their *first* recommended energy saving improvement since May. These findings are not intended to be representative of the overall population, indicate that some households are acting on their original intentions.



Base (both points in time): All respondents which had received their GDAR and were re-contacted (114).

- Changes in intentions:** Amongst those asked about their intentions and actions at both the initial and follow up interviews:
 - Intentions turned into actions for most measures
 - The vast majority of the measures that were said to be in the process of installation at the initial interview had been claimed to have been installed by the time of the follow up.
 - Most of the measures that households said they were going to be definitely/probably installed at the initial interview have stayed in the same category. Some (just over a quarter) went on to be installed, though installation intentions were lower for others.
 - Of the measures that households said to be might or might not be installed, then the majority are now not intended to be installed
 - In the main, intentions have not changed for the measures that were not intended to be installed

* It should be noted that the figure of 24% of households having had something installed is different to the initial Wave 1 research (where it was 31%). The difference can be explained by this being a follow up survey of an initial sample. This research was not intended to be representative of the overall assessment population between January and the end of March (unlike wave 1 of the research) which can explain the difference.

Motivations for installing

- **Motivations for paying for improvements.** All households (including those that had not received a Green Deal Advice Report at the time of the initial survey) that had installed a measure since the initial interview were asked why they chose to install (where multiple options could be chosen). Broadly two-fifths said the main motivations were:
 - because the it was paid for by someone else
 - they wanted a warmer and more comfortable home
 - they wanted to save money on energy bills
- One in ten said that they had made improvements for environmental reasons.

Installation experience

- **Installation experience.** All households that had installed something were asked some questions about their installation experience. Four-fifths of those who had had a recommended measure installed by an organisation (not installed by themselves) were satisfied with their experience of the installation, satisfied with the quality of the measure installed and satisfied with the quality of the installer's work. However 20% of households stated that they had an issue or problem with the installation. Nearly nine in ten said that they would recommend having the measure installed to friends or family, though fewer (seven in ten) said that they would recommend individual installers.

Reasons for not installing

- **Reasons for not installing:** Those who had not yet installed were asked why they had not installed:
 - Those that had not changed their intentions said they had 'not had enough time to think about it', where 'waiting to carry out work' and 'needed time to save up'
 - Those that had reported lower intentions cited 'hassle/disruption', 'cost', 'won't stay here long enough' and 'cannot access finance' as the main reasons

Background to the research

The Green Deal was officially launched on 28th January 2013 with the aim of helping households to make energy saving home improvements to their properties. The scheme enables households to make energy saving improvements to their home without having to pay all the costs up front. The Green Deal process comprises a number of steps, each of which is outlined in Figure 1.

Figure 1: The Green Deal Process¹



In order to understand how well the process was working for customers GfK NOP was commissioned by DECC to undertake an initial survey about the Green Deal Assessment customer experience in April 2013.

Findings from that survey can be found at [Green Deal assessments research website](https://www.gov.uk/government/publications/green-deal-assessment-survey-summary-report)
<https://www.gov.uk/government/publications/green-deal-assessment-survey-summary-report>

As part of the Green Deal evaluation GfK NOP was commissioned to conduct a follow-up survey of customers with two key objectives:

1. To provide evidence on:
 - Whether intentions turn into action and if not, why not?
 - Installation experience amongst those who have taken action
2. To test the methodology and approach for larger scale follow up research to be undertaken as part of other Green Deal evaluation projects.

1. Source: [Link to website with Green Deal customer journey diagram](#)

Survey Method

Target population

This follow up sample comprised of 319 households which took part in Wave 1 research, who also agreed to be re-contacted after the initial interview in April-June 2013, had not moved address and gave eligible contact details. These households had had a Green Deal Assessment between January and the end of March 2013

Data Collection

All sampled addresses were sent an advance letter before being contacted to take part in a follow-up telephone interview.

Interviewing was conducted by experienced members of GfK NOP's Telephone Interviewing Service (TIS), all of whom were briefed by GfK NOP researchers.

Respondents were offered a £5 conditional incentive for taking part.

In total, 190 households took part in the research (60% response rate)

Fieldwork took place between 19th November and 1st December 2013 (approximately 7 months after the initial interview) and approximately 9-10 months after the Green Deal assessment.



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Sample

In total, 319 leads were available for this survey. The sample was fully worked by a small team of experienced interviewers, who made at least 8 calls to every households (unless interview achieved during that time) over a 2 week period in order to achieve a final outcome.

Reporting conventions

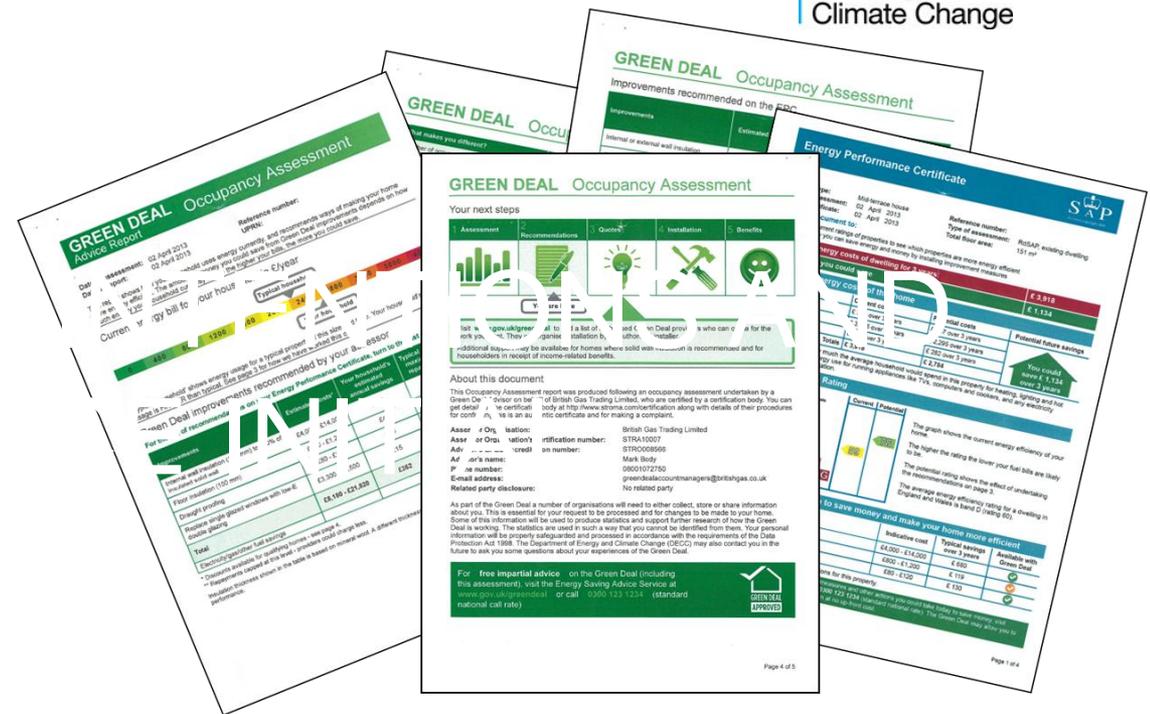
This report provides summary headlines and highlights statistically significant differences between the follow-up and the initial survey.

This report uses the following conventions:

- All differences commented upon are statistically significant at the 95% confidence level.
- Because the same people have been recontacted, differences between the two points in time were tested using a paired test.
- Significant differences are indicated by arrows (↑↓) within charts.
- All base sizes quoted in the report are unweighted.

Findings not aimed to be representative

- Unlike the assessments research Wave 1, this research was not intended to be representative of the 9.2k assessments between (launch in) January and the end of March.
- The objective of this research was to see if intentions turned into actions and to gather further evidence and insights on the installation experience.
- Only households that had received their Green Deal Advice Report been asked about their actions and intentions in the initial (Wave 1) survey. Of the 506 households that took part in Wave 1 of the research, 285 had received their advice report and 194 of these gave permission to be re-contacted. Therefore the number of households to follow up actions and intentions with is lower than may have been expected.
- Because of this findings should be treated as indicative and should not be overstated.
- The small base sizes limit opportunities for sub-group analysis, and caution should be exercised in how these results are used. The finding should not be extrapolated over the whole assessment population. They should instead be used to provide insight on whether intentions are turning into actions, as well as gathering evidence on other aspects such as the installation experience.
- These findings add value over and above the assessments research as they allow us to follow up on households and see if intentions have turned into actions.

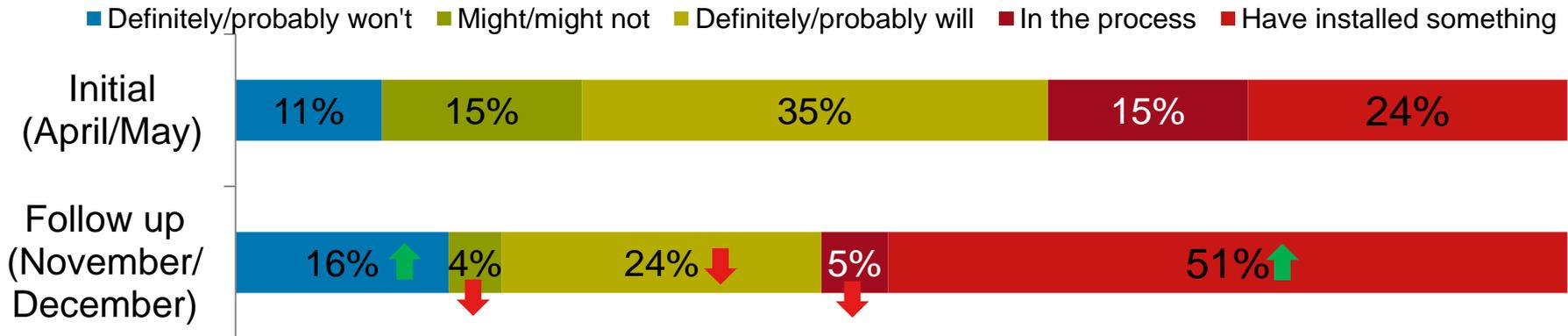


CHANGES IN INTENTIONS AND ACTIONS SINCE INITIAL INTERVIEW (AMONGST THOSE WHO HAD RECEIVED THEIR GREEN DEAL ADVICE REPORT AT WAVE 1)



Post assessment actions and intentions then and now: Since the initial interview there has been an increase in the proportion of households which have had an energy saving home improvement installed. This shows that intentions to install their *first** recommended measure have turned into actions for over a quarter (27%) of households taking part in the research.

- **Only those who had received their Green Deal Advice Report at the initial interview were followed up and asked about their intentions, as only these households were asked about actions and intentions in the initial survey.** The chart below compares intentions amongst this group (that is those asked about intentions at both interviews)
- The chart shows the furthest point that customers had reached at the time of each interview. It is possible that customers are at different stages for two or more measures. For example if a consumer had installed one energy saving improvement and was in the process of installing another they are only shown under 'Have installed something'.



- It should be noted that the figure of 24% of those that had installed something is different to the initial wave 1 research (where it was 31%). This can be explained by this being a follow up survey of an initial sample .
- The reduction in the proportion saying they are in the process (5% at follow up, compared with 15% at initial interview) suggests that these respondents have had work completed that was previously in the process of being done. There has also been a reduction in the proportion saying they might/might not make improvements (4% at follow up, compared with 15% at initial interview). There has, however, been an increase in the proportion saying they definitely/probably won't install (16% at follow up, compared with 11% at initial interview)

Significant differences between waves are indicated by arrows (↑ ↓). Base (both points in time): All respondents who received their Green Deal Advice Report and were re-contacted (112).

* Some households that had installed a measure at wave one and installed a second measure by the time of the follow up. However the chart just shows households that had installed their first measure since May.

Intentions turning into actions: Measures

50 of 408 recommended measures had been installed since the initial survey. Solid wall insulation, new boilers, loft insulation and heating controls were most commonly installed since the initial interview.

- The table below shows the current status of the recommendations that were made to households that received their Green Deal Advice Report at the initial interview.
- Because of low base sizes, the table shows raw figures and not percentages.

Measure (brackets show the number of times each measure was recommended)	Movement				
	Installed by initial interview	Has been installed <u>since</u> initial interview	Intentions stayed the same	<u>More</u> intention to install than at time of initial interview	<u>Less</u> intention to install than at time of initial interview
All measures (408)*	38	50	135	69	117
Solid wall insulation (69)	10	14	14	7	24
Solar photovoltaic (52)	1	3	26	11	10
Floor insulation (50)	1	-	25	4	19
New boiler (47)	8	10	9	8	11
Solar thermal (33)	-	-	20	6	7
Loft insulation (30)	5	8	9	5	3
Cavity wall insulation (18)	2	-	3	3	9

- More intention to install means that the household’s intentions have changed for that particular measure. For example ‘probably intend to install’ changed to ‘in the process’, or ‘probably will not install’ to ‘might or might not’. Less intention to install means a change in intentions in the other direction, for example ‘might/might not install’ to ‘probably will not install’ .

Base: All respondents who had received their Green Deal Advice Report in the initial interview (weighted bases shown on table). Some of the numbers in the chart do not add up due to weighted figures and rounding up/down.

* Not all measures shown: only measures of core interest or recommended to 30 or more respondents shown. The other 109 measures (draft proofing, double/triple glazing and renewable heat (Microgeneration) technologies had very low bases numbers of were of little interest.



Intentions turning into action Almost all recommended measures which were in the process of installation at the initial interview have been installed. For the measures intended to be installed most have stayed the same, but some went on to be installed and other intentions lowered.

At the initial interview, 28 measures were “in the process of being installed”

24 measures have progressed to installation

2 measures definitely/ probably will be installed

1 measure might/might not be installed and 1 measure definitely/ probably will not be installed

- The vast majority measures that were in the process of being installed at wave 1 had been installed by the time of the follow up.

At the initial interview, 97 measures would “definitely/ probably” be installed

25 measures have progressed to installation or are in the process of installing

40 measures will still definitely/probably be installed

32 measures are less likely to be installed (18 might/might not and 14 definitely/ probably won't be installed)

Most of the measures that were intended to be installed at the time of wave 1 are still intended to be installed. Some of the measures have actually been installed, though a greater number had lesser intentions at the time of the follow up.

Intentions turning into action: Of the recommended measures which respondents said ‘might or might not’ be installed, many are now less likely to be installed. For those that were previously ‘probably or definitely’ not to be installed, there has been little change in intentions.

At the initial interview, 81 measures “might or might not” be installed

5 measures have progressed to installation / are in process of installing

15 measures will definitely/probably be installed

19 measures *still* might/might not be installed

42 measures are less likely to be installed (definitely/ probably won't be installed)

- Most of the measures that were might or might not be installed at the time of wave 1 had lesser intentions at the time of the follow up. Some intentions stayed the same, whilst a slightly smaller proportion had greater installations and a small number had been installed.

At the initial interview, 163 measures “probably/definitely” would not be installed

8 measures have progressed to installation

11 measures definitely/probably will be installed

12 measures might/might not be installed

132 measures still definitely/probably won't be installed

- The vast majority measures that were not intended to be installed at the time of wave 1 still had the same intentions by the time of the follow up. However a small number reported greater intentions to install, and there were some actual claimed installations.

Base (both points in time): All measures recommended to respondents who received their Green Deal Advice Report and were re-contacted (weighted bases shown). Notes: **Findings should be treated with caution due to small base sizes, so raw figures are shown rather than percentages.**

Findings are based upon all measures that were recommended as part of the Green Deal Advice Report.



Reasons why intentions have not changed or lowered :

Those who had not changed their intentions said it was because they ‘had not had enough time to think’ about it or ‘needed to carry out other work on their property’. Households that had lowered their intentions cited ‘hassle/disruption’ and ‘cost of improvements’ as the main reasons.

Amongst those who had not changed their intentions, many gave responses which suggested that they may go on to do the work (e.g. saying they need more time to consider, or to do other work first).

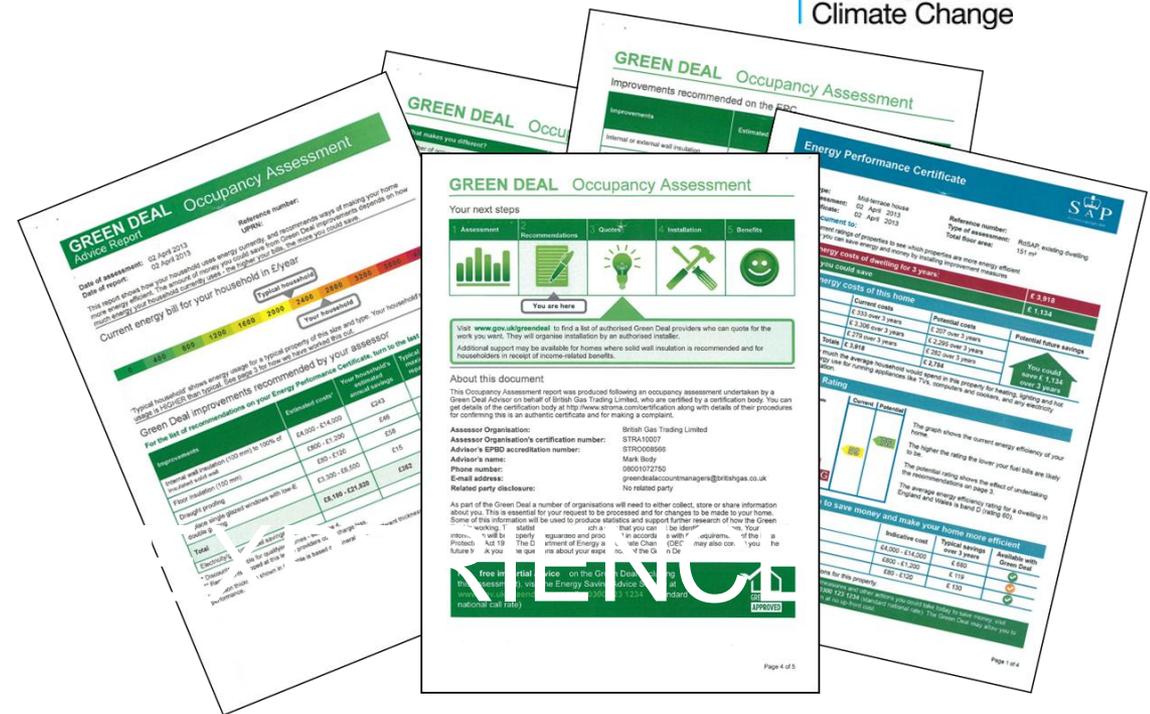
Reasons mentioned by those who have **not changed their intentions** (19 respondents)

- Not had enough time to think about it (4 mentions)
- Need to carry out other work to my property first (4 mentions)
- Need to save up to have this done (3 mentions)
- 3 respondents mentioned issues related to Green Deal/ECO finance (1 had been turned down, 1 was awaiting a decision, 1 was waiting for more information)

Reasons mentioned by those who reported **lower intentions** than at the initial interview (39 respondents)

- Hassle/disruption of making changes (8 mentions)
- Cost of improvements is too high (8 mentions)
- Won't stay here long enough (6 mentions)
- Cannot access the finance (6 mentions)
- Structural considerations (5 mentions)
- Already done enough (4 mentions)

Other responses given by 2 respondents or fewer



GREEN DEAL Advice Report
 Date of assessment: 02 April 2013
 Date of report: 02 April 2013
 Reference number: 15111
 This report shows how your household uses energy currently, and recommends ways of making your home more energy efficient. The amount of money you could save from Green Deal improvements depends on how much energy your household currently uses, the value of your bill, the home you live in, and the improvements you could save.

GREEN DEAL Occupancy Assessment
 Your next steps:
 Assessment | Recommendations | Quoted? | Installation | Benefits
 You are here

GREEN DEAL Occupancy Assessment
 About this document
 This Occupancy Assessment report was produced following an occupancy assessment undertaken by a Green Deal Advisor on behalf of British Gas Trading Limited, who are certified by a certification body. You can get details of the certification body at <http://www.energysavingtrust.org.uk> along with details of their procedures for confirming this is an authentic certificate and for making a complaint.

Energy Performance Certificate
 Reference number: 15111
 Type of assessment: RISSAP (existing dwelling)
 Total floor area: 151 m²

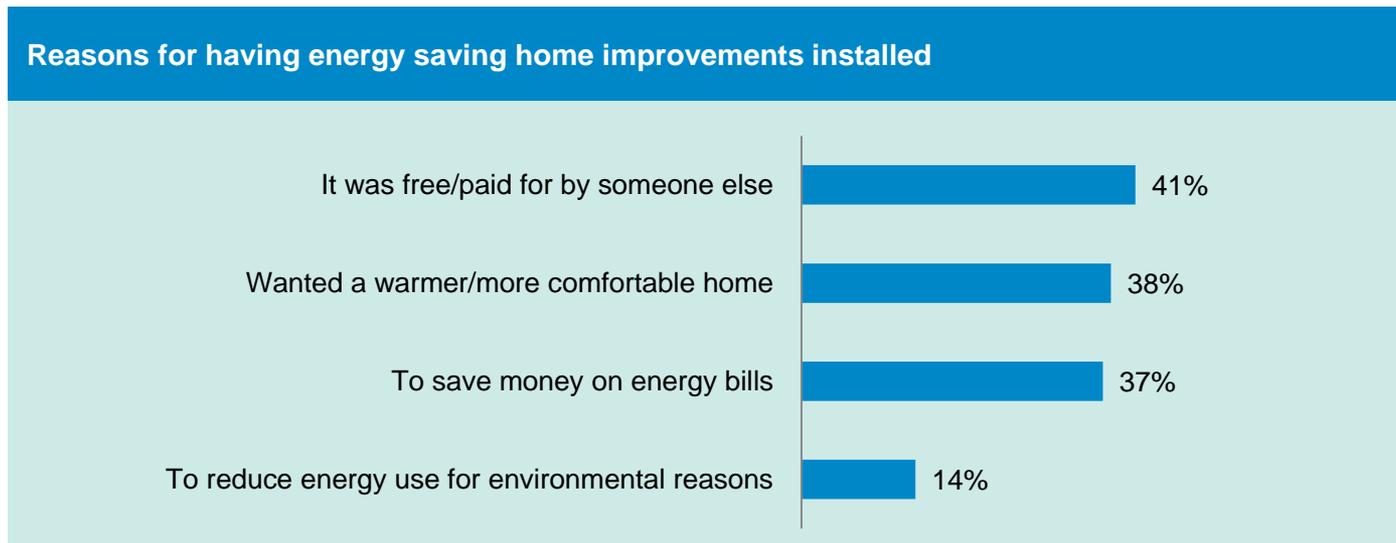
Energy costs of dwelling for 3 years:	Current costs	Potential costs
Current costs	£ 209 over 3 years	£ 207 over 3 years
Potential savings	£ 219 over 3 years	£ 200 over 3 years
Total	£ 418	£ 200 over 3 years

Improvements	Estimated cost	Your household's potential savings
Internal wall insulation (100 mm) to 100% of internal wall area	£4,000 - £14,000	£48
External wall insulation	£50 - £1,500	£15
Floor insulation (100 mm)	£3,300 - £8,000	£32
Energy profile	£8,100 - £21,000	£32

THE INSTALLATION EXPERIENCE

Motivations for installing measures: Amongst those who had had measures installed since the initial interview, the fact that it was paid for by someone else, wanting a more comfortable home and saving money on energy bills were the main reasons given for why they had installed.

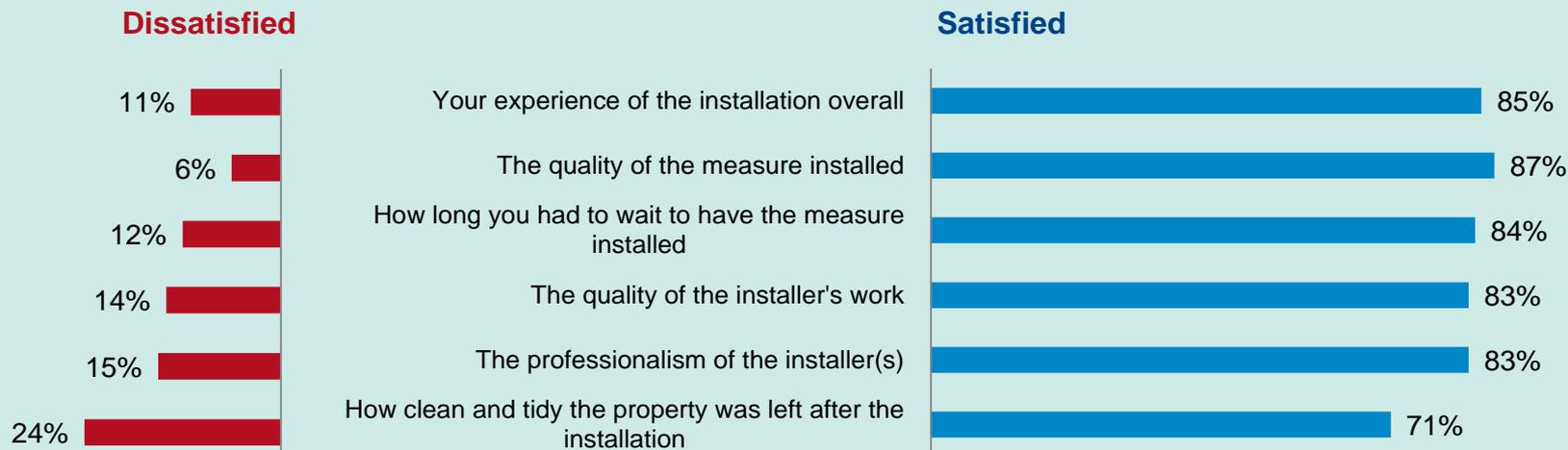
- All households that had installed something since the initial survey (in May) were asked about their motivations for having measures installed and their installation experience.
- In previous waves of the assessments research households were asked about their assessment experience, but this is the first time that findings on motivations and the installation experience have been presented.



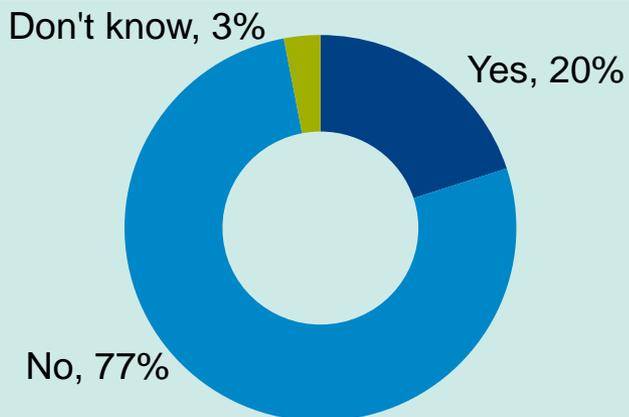
- The main motivation for having measures installed was that it was free/paid for by someone else (41%)
- Wanting a warmer or more comfortable home (38%) and saving money on energy bills (37%) were also commonly mentioned.
- Environmental considerations were stated as the reason for installation by 14%.

The installation process : Those who have had measures installed since the initial interview were generally satisfied with the installation. 77% said they had not had issues or problems since the installation, though 20% said they had had an issue or problem.

% satisfied with different elements of the installation process



% who have had issues or problems with the measure since it was installed

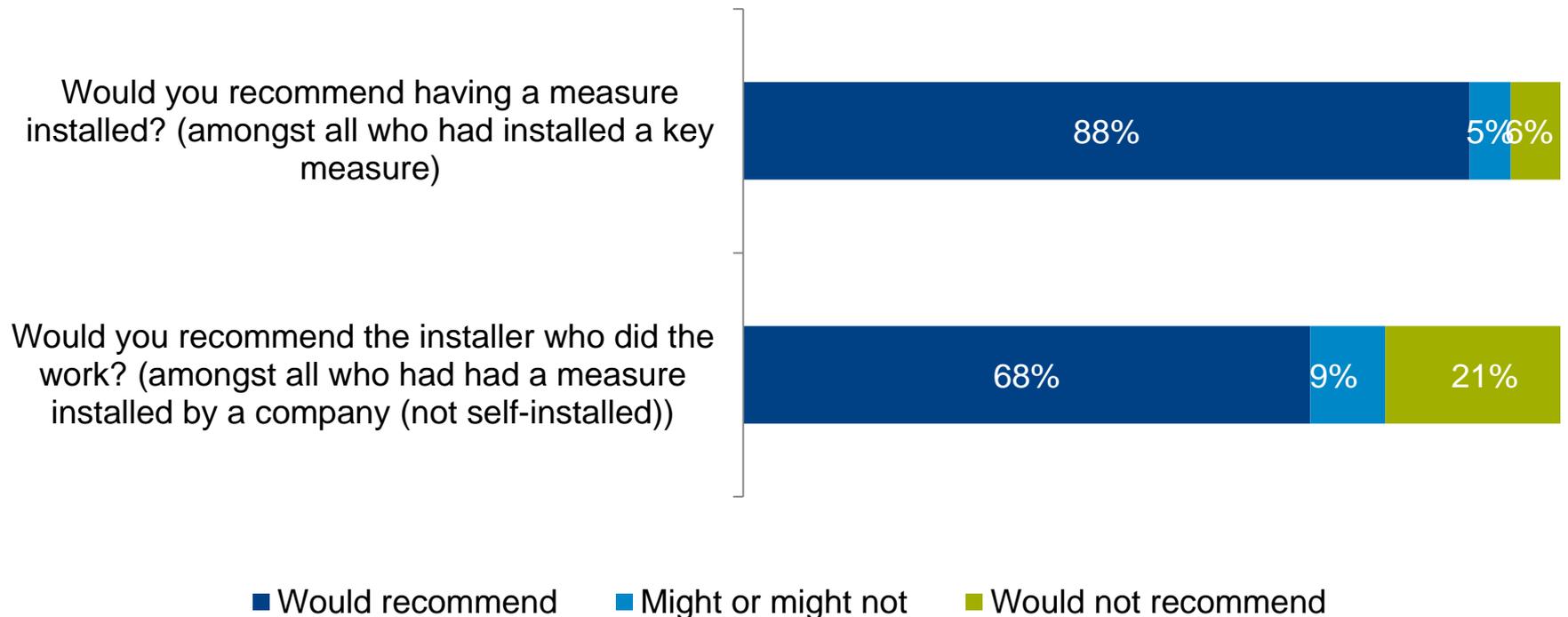


% who were contacted to check on the quality of the installation and whether they were happy with it





Recommendations to friends and family: 88% would recommend have a measure installed to their friends/family. Fewer said they would recommend individual installers, with 68% saying they would recommend them.



Base: All who have installed a recommended key measure since initial interview (72)

All respondents who have had a measure installed by an organisation (not self-installed) since initial interview (70)