



Department  
of Energy &  
Climate Change

# Research into the Green Deal and ECO Programme Supply Chain (Follow-up Study)

**Research instruments**

July 2015

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Any enquiries regarding this publication should be sent to us at [HouseholdEnergyEfficiencyResearch@decc.gsi.gov.uk](mailto:HouseholdEnergyEfficiencyResearch@decc.gsi.gov.uk).

The views expressed in this report are those of the authors, not necessarily those of the Department of Energy and Climate Change (nor do they reflect Government policy).

# Annex 1: General advance email text/ letter



Department  
of Energy &  
Climate Change

DATE 2014

Our ref:

**Subject: Independent evaluation of the Green Deal (GD) and Energy Companies Obligation (ECO)**

ICF International (www.icfi.com) and GfK NOP (www.gfk.com) have been commissioned by the Department of Energy and Climate Change (DECC) to conduct an independent evaluation of the Green Deal (GD) and Energy Company Obligation (ECO).

A key component of this evaluation is research into the role of the GD supply chain and their views on the operation of the GD and ECO.

This is an opportunity for you to provide your views on the delivery of the GD and ECO and how your business interacts with this market. Your feedback is invaluable as it enables DECC to understand how its policies impact upon your business and will inform the independent evaluation of the GD and ECO. Your feedback will also inform on-going delivery of the GD and ECO programme.

The supply chain research will involve a telephone survey of authorised GD Advisors, Assessors and Installers. The interviews will be undertaken by experienced interviewers working for GfK NOP and will last approximately 20 minutes. One of the GfK NOP team is likely to contact you from 2<sup>nd</sup> December to arrange a convenient time to speak with you. Your help would be very much appreciated.

ICF International and GfK NOP are independent research companies, and all the information you provide will be treated with the strictest confidence and in line with the Data Protection Act. DECC will not be provided with any information that will identify you or your organisation.

We hope you participate in this important study. If you would like to discuss the evaluation with an official at DECC, please contact [REDACTED] by email at [REDACTED]. Alternatively you can call or email [REDACTED] about the research at GfK NOP on [REDACTED].

Thanks in advance for your help

Yours sincerely,  
[REDACTED]

# Annex 2: Advance email text/letter for supply chain with generic contact details



Department  
of Energy &  
Climate Change

DATE 2014

Our ref:

**Subject: Independent evaluation of the Green Deal (GD) and Energy Companies Obligation (ECO)**

ICF International ([www.icfi.com](http://www.icfi.com)) and GfK NOP ([www.gfk.com](http://www.gfk.com)) have been commissioned by the Department of Energy and Climate Change (DECC) to conduct an independent evaluation of the Green Deal (GD) and Energy Company Obligation (ECO).

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This is an opportunity for you to provide your views on the delivery of the GD and ECO and how your business interacts with this market. Your feedback is invaluable as it enables DECC to understand how its policies impact upon your business and will inform the independent evaluation of the GD and ECO. Your feedback will also inform on-going delivery of the GD and ECO programme.

The supply chain research will involve a telephone survey of authorised GD Advisors, Assessors and Installers. The interviews will be undertaken by experienced interviewers working for GfK NOP and will last approximately 20 minutes. One of the GfK NOP team is likely to contact you from 2<sup>nd</sup> December to arrange a convenient time to speak with you – they will interview you immediately if you have time or book an appointment for a more convenient slot. Your help would be very much appreciated.

**We have a general 0800 or 0845 number for you, could you please let us know by return email if there is a better number to contact you on, such as a mobile or direct landline.**

ICF International and GfK NOP are independent research companies, and all the information you provide will be treated with the strictest confidence and in line with the Data Protection Act. DECC will not be provided with any information that will identify you or your organisation.

We hope you participate in this important study. If you would like to discuss the evaluation with an official at DECC, please contact [REDACTED] by email at [REDACTED]. Alternatively you can call or email [REDACTED] at GfK NOP on [REDACTED].

Thanks in advance for your help  
Yours sincerely,

[REDACTED]

# Annex 3: Quantitative Survey

IF ASSESSOR/INSTALLER SAMPLE: READ OUT Good morning/afternoon, can I just check is this COMPANY NAME at FIRST LINE OF ADDRESS? IF NOT ASK TO BE PUT THROUGH

ADVISOR SAMPLE/ASSESSOR OR INSTALLER WHEN THROUGH TO CORRECT SITE: Good morning/afternoon. Could I please speak to (NAMED CONTACT)?

AT NAMED CONTACT Good morning/afternoon, my name is XXX and I am calling from GfK NOP, an independent research organisation. We are undertaking a survey on behalf of the Department of Energy and Climate Change (DECC) as part of an independent evaluation of the Green Deal (GD) and Energy Companies Obligation (ECO). You should have received an email or a letter from DECC introducing the evaluation and asking for your participation in this survey of Green Deal suppliers.

The purpose of the survey is to understand the experiences of those involved in supplying services as part of the Green Deal and ECO programmes. It is important for us to gather views and opinions to help ensure the programmes are working effectively. The survey will last approximately 20 minutes, depending on your answers.

Any information you provide will be treated in strictest confidence, and the answers you give will not be attributed to you or your organisation in our reporting.

## REASSURANCES TO USE AS NEEDED

- We work strictly within the Market Research Society Code of Conduct.
- The contact at GfK NOP is CONTACT AT GFK on NUMBER
- Your contact details have been provided to DECC by The Green Deal Oversight and Registration Body register.
- The Government department responsible for commissioning this work is DECC. If you would like to confirm that this research is genuine you can call CONTACT AT DECC.

READ OUT We will be asking you questions about [IF ADVISOR/ASSESSOR: assessments] [IF INSTALLER: installations] IF ADVISOR AND/OR ASSESSOR AND INSTALLER: installations and/or assessments] undertaken in the last year from these business premises. Can I just check are you the best person to speak to?

CONTINUE	1
TRANSFER TO APPROPRIATE RESPONDENT	2
NOT A SUPPLIER OF GREEN DEAL	3
REFUSED (COLLECT REASON FOR REFUSAL)	4
HARD APPOINTMENT	5
SOFT APPOINTMENT	6
UNOBTAINABLE NUMBER (DEAD LINE)	7
OTHER (SPECIFY)	9

IF CODE 2:

Good morning/afternoon, my name is XXX and I am calling from GfK NOP, an independent research organisation. We are undertaking a survey on behalf of the Department of Energy and Climate Change (DECC) as part of an independent evaluation of the Green Deal and Energy Companies Obligation. You should have received an email or a letter from DECC introducing the evaluation and asking for your participation in this survey of Green Deal suppliers.

The purpose of the survey is to understand the experiences of those involved in supplying services as part of the Green Deal and ECO programmes. It is important for us to gather views and opinions to help ensure the programmes are working effectively. This survey takes the form of a telephone interview lasting approximately 20 minutes.

Any information you provide will be treated in strictest confidence, and the answers you give will not be attributed to you or your organisation in our reporting.

#### REASSURANCES TO USE AS NEEDED

- We work strictly within the Market Research Society Code of Conduct.
- The contact at GfK NOP is CONTACT AT GfK on NUMBER
- Your contact details have been provided to DECC by The Green Deal Oversight and Registration Body register.
- The Government department responsible for commissioning this work is DECC. If you would like to confirm that this research is genuine you can call CONTACT AT DECC

READ OUT We will be asking you questions about [installations and/or assessments FILTERED FROM SAMPLE] undertaken in the last year from these business premises. Can I just check are you the best person to speak to?

## **Section A: Screening/Company background**

#### ASK ALL

- A1) I would like to start by asking a few details about [textfil: company name from sample] for classification reasons. (ADD IF ASSESSOR – TYPE 2 Please can you answer these questions on behalf of your organisation rather than personally)

Can I confirm that ASSESSOR/INSTALLER (your organisation is) ADVISOR (you are) registered as a Green Deal (READ OUT AS FILTERED advisor/assessor organisation/installer)? SINGLE CODE ONLY

1. Yes (CONTINUE)
2. No (THANK AND CLOSE)

IF A1 (ADVISOR AND ASSESSOR) READ OUT:

Thank you. I would like you to answer the survey from the point of view of your role as an assessor organisation.

ASK IF A1/2

A1a) Thinking only about your registration under the Green Deal scheme, please can you confirm your role or roles? MULTI CODE ALLOWED.

1. Registered Green Deal Advisor
2. Registered Green Deal Assessor
3. Registered Green Deal Installer
4. None of these (THANK AND CLOSE)

IF A1A/1 AND 2 ONLY

Thank you. I would like you to answer the survey from the point of view of your role as an assessor organisation.

**NOTE: A1a to A1d determine which route through the questionnaire the respondent takes if they were flagged as multi role on the sample**

IF (A1/1 AND NOT ASSESSOR ROLE AT ALL) OR (A1A IS MULTICODE BUT NOT CODES 1 AND 2 OR NOT CODES 1 2 AND 3)

A1b) And which role would you say is the main focus of your organisation's activity under the Green Deal? SINGLE CODE ONLY.

1. Advisor
2. Assessor
3. Installer
4. Can't say – equal split

IF (A1/1 AND TYPE 7) OR (A1A/MULTICODE AND CODES 1 2 AND 3)

A1C) And which role would you say is the main focus of your organisation's activity under the Green Deal? SINGLE CODE ONLY.

1. Assessor
2. Installer
3. Can't say – equal split

IF A1b/4 OR A1C/3

A1D) Please tell me which role you are best placed to answer questions regarding the supply of services as part of the Green Deal and ECO programmes. SINGLE CODE ONLY

1. Advisor (ONLY SHOW FOR A1B/4)
2. Assessor
3. Installer

ASK ADVISORS ONLY (TYPE 1). OTHERS GO TO FILTER BEFORE A8

A2) Are you a sole trader?

1. Yes
2. No
3. Don't know

ASK IF A SOLE TRADER ADVISOR (A2/1). OTHERS GO TO A4

A3) In addition to being a sole trader, are you employed as a Green Deal Advisor for any Green Deal Assessor Organisations?

1. Yes
2. No
3. Don't know

ASK IF NOT A SOLE TRADER (A2/2-3) OR A SOLE TRADER WHO ALSO WORKS FOR OTHER ASSESSOR ORGANISATIONS (A3/1). OTHERS GO TO A9

A4) Are you employed as a Green Deal Advisor for a single assessor organisation or for multiple ones?  
SINGLE CODE ONLY

1. Employed by a single assessor organisation
2. Employed by multiple assessor organisations
3. Refused

ADVISOR TYPE

1	Sole trader only	A2/1 and A3/2-3
2	Sole trader and employed by assessor org(s)	A2/1 and A3/1
3	Employed by assessor organisation(s) only	A2/2-3

ASK IF EMPLOYED BY MULTIPLE ASSESSOR ORGS (A4/2). OTHERS GO TO A9

A5) How many assessor organisations are you employed as a Green Deal Advisor for? WRITE IN

Don't know                    X  
Refused                      Y

NB: A6 AND A7 DELETED

ASK INSTALLERS (TYPE = 3). OTHERS GO TO A8a

A8) Is your organisation authorised to provide any of these other services under the Green Deal?  
READ OUT. MULTICODE OK 1-2.

1. Certified Green Deal Provider
2. Certified Green Deal Assessor Organisation
3. Neither of these
4. Don't know.

ASK ASSESSORS (TYPE =2). OTHERS GO TO A9

A8a) Is your organisation a Certified Green Deal Provider?

1. Yes
2. No
3. Don't know.



ASK ALL

A9 (ADVISORS): Please think specifically about Green Deal assessments, including any assessments for Energy Companies Obligation or ECO, which of these, if any, describes your activity as an Advisor ?

(ASSESSORS): Please think specifically about Green Deal assessments, including any assessments for Energy Companies Obligation or ECO, which of these, if any, describes activity at this site ?

(INSTALLERS): Please think specifically about Green Deal installations, which of these, if any, describes activity at this site ? READ OUT. CODE ALL THAT APPLY

IF NECESSARY: By installations under the Green Deal programme, we mean measures installed that were at least partially funded through Green Deal finance, Green Deal cashback or the Green Deal Home Improvement Fund (GDHIF), or measures that were installed following recommendations in a Green Deal Advice Report (GDAR)

1. We [if Advisor I] have delivered Green Deal [IF TYPE 1,2: assessments/ IF TYPE 3: installations] since January 2014
2. We [if Advisor I] have delivered Green Deal [IF TYPE 1,2: assessments/ IF TYPE 3: installations] previous to January 2014
3. We are [if Advisor I am] planning to deliver Green Deal [IF TYPE 1,2: assessments] [IF TYPE 3: installations] in the future
4. None of the above
5. Don't know

ASK ALL THOSE NOT ACTIVE AT ALL (A9/4) OR ACTIVE BEFORE JAN 14 A9/(SINGLE CODE 2) OR (CODE 2 AND CODE 3 ONLY) OR NOT ACTIVE BUT INTEND TO BE (A9/SINGLE CODE 3) OTHERS GO TO FILTER BEFORE A11.

A10) (ADVISORS AND ASSESSORS) IF CODE 3 ONLY AT A9: Why have not yet delivered any Green Deal assessments? / IF CODE 4 AT A9: Why do you say you have not , and are not planning to, deliver any Green Deal assessments? [IFA9/2 ONLY or A9/code 2 and 3 ONLY] Why have you not delivered any Green Deal assessments since January 2014? DO NOT PROMPT. MULTICODE OK 1-9

(INSTALLERS) IF CODE 3 ONLY AT A9: Why have not yet delivered any installations under the Green Deal programme? / IF CODE 4 AT A9: Why do you say you have not , and are not planning to, deliver installations under the Green Deal programme? [IFA9/2 ONLY or A9/code 2 and 3 ONLY] Why have you not delivered installations under the Green Deal programme since January 2014? DO NOT PROMPT. MULTICODE OK 1-9

(INSTALLERS) IF NECESSARY: By installations under the Green Deal programme, we mean measures installed that were at least partially funded through Green Deal finance, Green Deal cashback or the Green Deal Home Improvement Fund (GDHIF), or measures that were installed following recommendations in a Green Deal Advice Report (GDAR)

1. No Demand
2. Focussing on Energy Companies Obligation (ECO)
3. Focussing on other business activities
4. Risk associated with Green Deal
5. Complexity of Green Deal
6. Cost of getting set up with Green Deal
7. Opportunities are outside our geographical area
8. Uncertainty about how Green Deal would work
9. Other (SPECIFY)
10. Don't know
11. Refused

ASK ALL EXCEPT ADVISORS/ASSESSORS NOT DOING OR PLANNING TO DO GREEN DEAL (I.E. NOT TYPES 1-2 AND A9 '4'). OTHERS GO TO FILTER ABOVE A12

A11) (ADVISORS) And thinking about Green Deal assessments for the Energy Companies Obligation (ECO), which of these, if any, describes your activity as an Advisor ? READ OUT. CODE ALL THAT APPLY

(ASSESSORS) And thinking about Green Deal assessments for the Energy Companies Obligation (ECO), which of these, if any, describes your activity at this site ? READ OUT. CODE ALL THAT APPLY

(INSTALLERS) And thinking about installations for the Energy Companies Obligation (ECO), which of these, if any, describes your activity at this site? READ OUT. CODE ALL THAT APPLY

1. [DO NOT SHOW IF A9/ NOT CODE 1] We [if Advisor I] have delivered ECO [IF TYPE 1,2: assessments/ IF TYPE 3: installations]] since January 2014
2. We [if Advisor I] have delivered ECO [IF TYPE 1,2: assessments/ IF TYPE 3: installations]] previous to January 2014
3. We are [if Advisor I am] planning to deliver ECO [IF TYPE 1,2: assessments] [IF TYPE 3: installations] in the future
4. None of the above
5. Don't know

ALL ASSESSORS AND ADVISORS ONLY. INSTALLERS GO TO A12y

A12) (ADVISORS) And in regard to other property surveys for the Energy Companies Obligation (ECO) that are not Green Deal assessments which of these, if any, apply? MULTI CODE ALLOWED  
(ASSESSORS) Has your organisation undertaken other property surveys for the Energy Companies Obligation (ECO) that are not Green Deal assessments? IF NO: Are you planning to do so in the future? MULTI CODE ALLOWED

1. We [if Advisor I] have delivered other surveys for ECO that were not Green Deal assessments since January 2014
2. We [if Advisor I] have delivered other surveys for ECO that were not Green Deal assessments previous to January 2014
3. We are [if Advisor I am] planning to deliver other surveys for ECO that are not Green Deal assessments in the future
4. None of the above
5. Don't know

ASK IF YES (1) AT A12

A12X) Which of the following types of property surveys that are not Green Deal assessments have you undertaken for the Energy Companies Obligation (ECO)?  
READ OUT. CODE ALL THAT APPLY.

1. Energy Performance Certificates (EPC)
2. Chartered Surveyor reports
3. Other type of survey (not a Green Deal assessment) (SPECIFY)
4. Don't know

(INSTALLERS ONLY, TYPE 3) READ OUT: The next questions are about the Green Deal Home Improvement Fund, We are going to call this [PRONOUNCE G-D-HIF] from this point on  
ASK ALL INSTALLERS, REST GO TO FILTER AT A12a  
A12Y) Please tell me which of the following describes your status in respect of the first round of the GDHIF which took place between June and July 2014? READ OUT

1. Never registered
2. Registered for the first round of GDHIF
3. Don't know
4. Refused

ASK IF NEVER REGISTERED (A12Y/2)

A12Z) Why you did not register for the first round of GDHIF? DO NOT READ OUT AND CODE ALL THAT APPLY 1 - 11

IF NECESSARY: the first round of GDHIF ran from June to July 2014

1. Intended to register but scheme closed before you were able to
2. Did not have sufficient information on the registration process
3. Complexity of registration / too much work or time to register
4. Did not know enough about GDHIF scheme
5. Did not think there would be enough demand under GDHIF scheme
6. Wanted to wait and see what happened
7. Already had sufficient work available outside of GDHIF
8. Market is too competitive
9. Costs of marketing GDHIF to customers
10. Did not want to change current business model
11. Not in England or Wales
12. Other (specify)
13. DO NOT READ OUT: None of these
14. Don't know

ASK ALL INSTALLERS AND ASSESSORS. ADVISORS GO TO A18

A12a) When was your business established? WRITE IN YEAR

Year:	
-------	--

- Don't know      X  
Refused          Y

NB: A12b DELETED

ASK INSTALLERS AND ASSESSORS ONLY, IF A12a >= 2011. OTHERS GO TO FILTER BEFORE A14X.

A13) **Was your company established to enter the Green Deal or ECO market?** SINGLE CODE ONLY.

1. Yes – Green Deal market
2. Yes – ECO market
3. Yes – both markets
4. No
5. Don't know

ASK ALL INSTALLERS AND ASSESSORS

A14X) Are the business premises at [textfil address from sample]...

READ OUT

- 1. The only business premises in the organisation, or
- 2. One of a number of business premises within the organisation?
- 3. Don't know

ASK ALL INSTALLERS AND ASSESSORS

A14Y) How many people, approximately, including yourself are employed at the place where you work?

PROMPT: Do not include sub-contractors

PROMPT: Include both full-time and part-time staff

PROMPT: Partners and co-owners should be included

WRITE IN EXACT NUMBER 0-9,999

--	--	--	--

Don't know X  
 Refused Y

ASK ALL INSTALLERS AND ASSESSORS IF PART OF A LARGER ORGANISATION (CODE 2 AT A14X)

A14) How many people, approximately, including yourself are employed by your organisation as a whole in Great Britain?

PROMPT: Do not include sub-contractors

PROMPT: Include both full-time and part-time staff

PROMPT: Partners and co-owners should be included

WRITE IN EXACT NUMBER 0-9,999

--	--	--	--

Don't know X  
 Refused Y

CHECK: a14Y CANNOT BE GREATER THAN A14A=>a14Y

NB: A15 DELETED

NB: A16-A17 DELETED

ASK ALL

A18) What, approximately, [IF SINGLE SITE A14X/1: was your annual turnover/ IF PART OF LARGER ORGANISATION A14x/2: was the annual turnover in the UK for your organisation] in the last financial year 2013 to 2014? IF NOT WILLING TO PROVIDE EXACT FIGURE, READ OUT RANGES UNTIL ANSWER GIVEN. SINGLE CODE ONLY.

WRITE IN EXACT NUMBER

--	--	--	--

CHECK: INTERVIEWER: YOU HAVE ENTERED THE AMOUNT £[SHOW AMOUNT ENTERED, SEPARATED BY COMMAS, E.G. £1,000,000]. SELECT '1' TO CONFIRM THIS IS CORRECT OR '2' TO AMEND [IF 2 THEN LOOP BACK TO A18]

Less than £35,000	1
£35,000 to £72,999	2
£73,000 to £249,999	3
£250,000 to £499,999	4
£500,000 to £999,999	5
£1 million to £1.99 million	6
£2 million to £4.99 million	7
£5 million to £9.99 million	8
£10 million to £24.99 million	9
£25 million to £39.99 million	10
£40 million or more	
Not applicable, business established in current financial year	
Don't know	11
Refused	12

ASK ALL ADVISORS. OTHERS GO TO A20

A19) May I just check the postcode where you work? Is it [READ OUT textfil postcode from sample]?

1. Yes
2. No
3. Don't know
4. Refused

ASK IF a19/ 2 OR NO POSTCODE DETAILS ON SAMPLE FILE

A19a) Please tell me the postcode of the business premises where you normally work

WRITE IN (IF UNKNOWN/REFUSED, TRY TO COLLECT FIRST PART OF POSTCODE OR LOCATION)

--

Don't know            X  
Refused                Y

ASK ALL

A20) (ADVISORS/ASSESSORS) In which regions [IF TYPE 1 AND AX=1,2 are you/IF TYPE 1 AND AX=3 OR TYPE 2: is your organisation] willing to carry out assessments or surveys? READ OUT. MULTICODE OK 1-11

(INSTALLERS TYPE 3) In which regions is your organisation willing to carry out installations? READ OUT. MULTICODE OK 1-11. MULTICODE OK 1-11

1. North East
2. North West
3. Yorkshire and the Humber
4. East Midlands
5. West Midlands
6. East of England
7. London
8. South East
9. South West
10. Scotland
11. Wales
12. NEW CODE Spontaneous: Anywhere/ all English regions and Wales/ Scotland
13. Don't know

ADD CHECK:

IF A20=CODE 10 ONLY AND A12Y=2 THEN SHOW SOFT CHECK

A20\_check: You said earlier that you registered for the first round of the Green Deal Home Improvement Fund (GDHIF) which took place between June and July 2014 but that you are only willing to carry out installations in Scotland. GDHIF was available to households in England and Wales only, so can I just check that you were registered for the first round of GDHIF? Please note that we are not referring to the Green Home Cashback Scheme that was available in Scotland during the same period.

1. Yes - respondent confirms that they registered for GDHIF [CONTINUE]
2. No - respondent was not registered for GDHIF [RESPONSE AT A12Y TO BE CHANGED TO CODE 1]
3. Don't know [RESPONSE AT A12Y TO BE CHANGED TO CODE 3]

## **Section B: Previous experience**

NB: B1-B2 DELETED AT W2

ASK ALL INSTALLERS ONLY. OTHERS GO TO FILTER BEFORE C4

ASK ALL INSTALLERS

B2a) I am going to read out a list of installations. Please tell me which of them, if any, you install? Please think about ALL installations at this site regardless of their link to Green Deal or ECO. READ OUT AND CODE ALL THAT APPLY

1. Internal solid wall insulation
2. External solid wall insulation
3. Cavity wall insulation
4. Loft insulation (NOT room in roof insulation)
5. Floor insulation
6. Room in roof insulation (NOT loft insulation)
7. Flat roof insulation
8. Replacement/ secondary glazing or doors
9. Boilers – gas
10. Boilers – oil
11. Solar photovoltaics
12. Solar thermal
13. Ground source heat pumps
14. Air source heat pumps
15. Biomass boilers
16. None of these (GO TO ROUTING AT SECTION B2b)
17. Don't know (GO TO ROUTING AT SECTION b2b)

ASK ALL INSTALLERS THAT HAVE INSTALLED UNDER GREEN DEAL (A9=1,2) OTHERS GO TO ROUTING AT B2a3

B2a2) And which of these do you install under Green Deal [IF A9=1 AND A12Y=2 'including GDHIF]? READ OUT

LIST TO SHOW ALL THOSE THAT WERE MENTIONED AT B2a

1. Internal solid wall insulation
2. External solid wall insulation
3. Cavity wall insulation
4. Loft insulation (NOT room in roof insulation)
5. Floor insulation
6. Room in roof insulation (NOT loft insulation)
7. Flat roof insulation
8. Replacement/ secondary glazing or doors
9. Boilers – gas
10. Boilers – oil
11. Solar photovoltaics
12. Solar thermal
13. Ground source heat pumps
14. Air source heat pumps
15. Biomass boilers
16. None of these
17. Don't know

ASK ALL INSTALLERS THAT HAVE INSTALLED UNDER ECO (A11=1,2) OTHERS GO TO b2B

B2a3) And which of these do you install under ECO? READ OUT  
LIST TO SHOW ALL THOSE THAT WERE MENTIONED AT B2a

1. Internal solid wall insulation
2. External solid wall insulation
3. Cavity wall insulation
4. Loft insulation (NOT room in roof insulation)
5. Floor insulation
6. Room in roof insulation (NOT loft insulation)
7. Flat roof insulation
8. Replacement/ secondary glazing or doors
9. Boilers – gas
10. Boilers – oil
11. Solar photovoltaics
12. Solar thermal
13. Ground source heat pumps
14. Air source heat pumps
15. Biomass boilers
16. None of these
17. Don't know

ASK ALL INSTALLERS. OTHERS GO TO FILTER BEFORE C4

B2b) May I just check, do you deliver measures under any of these other DECC policies? READ OUT.

	Yes	No	Don't know
a) Feed-in Tariff (FiT)	1	2	X
b) Renewable Heat Incentive (RHI)	1	2	X

NB: B3-B4 DELETED

ASK ALL INSTALLERS ONLY. OTHERS GO TO FILTER BEFORE C4

B5) Were you involved in delivering services under the CERT or CESP programmes? SINGLE CODE ONLY

INTERVIEWER NOTE: The Carbon Emissions Reduction Target (CERT) and the Community Energy Saving Programme (CESP) were previous energy efficiency schemes which ran up until December 2012.

1. Yes
2. No
3. Don't know

NB: B6 DELETED



Section C: Participation in the Green Deal (and ECO) market

READ OUT IF HAVE ALREADY DELIVERED GREEN DEAL (A9/1) OR ECO (A11/1 OR A12/1) SINCE JANUARY 2014. OTHERS GO TO C19a

I'm now going to ask some questions about your participation in the Green Deal and ECO markets. Please think about assessments/installations FILTER AS APPROPRIATE from January 2014 to now.

NB: C1-C3 DELETED

ASK ALL IF HAVE ALREADY DELIVERED GREEN DEAL (A9/1) OR ECO AS PART OF GD PROGRAMME (A11/1). OTHERS GO TO FILTER BEFORE C5

C4) (ADVISORS) How many Green Deal assessments have you completed as part of the Green Deal and ECO programmes since January 2014? WRITE IN 1-25,000

(ASSESSORS) How many Green Deal assessments has your organisation completed as part of the Green Deal and ECO programmes since January 2014? WRITE IN 1-25,000

(INSTALLERS) How many Green Deal installations has your organisation completed as part of the Green Deal and ECO programmes, including those related to GDHIF, since January 2014?

Interviewer note: By installations we mean *individual measures* completed as part of the scheme(s). There could be more than one per household. WRITE IN 1-25,000

IF NECESSARY: By installations under the Green Deal programme, we mean measures installed that were at least partially funded through Green Deal finance, Green Deal cashback or the Green Deal Home Improvement Fund (GDHIF), or measures that were installed following recommendations in a Green Deal Advice Report (GDAR)

Interviewer: if respondent says that some work was subcontracted, ask how many assessments/installations they or their organisation carried out, excluding any that were subcontracted

(DO NOT ALLOW ZERO TO BE WRITTEN IN.. CANNOT BE ZERO AT C4 AND C5)

SPONTANEOUS ONLY: none, all assessments/ installations are sub-contracted Z

Don't know X

Refused Y

ASK IF DON'T KNOW AT C4

C4a) Is it...(ALLOW ZERO. CANNOT BE ZERO AT C4 **AND** C5)

1. Less than 10
2. Between 10 and 24
3. .Between 21 and 49
4. Between 50 and 99
5. 100-249
6. 250-499
7. 500-999
8. 1000 or more
9. Don't Know

ASK IF ANSWER C4 (C4>0 AND NOT CODE Z) or C4a=1-8 AND IF HAVE ALREADY DELIVERED GD ASSESSMENTS FOR ECO (A11/1).

C5) (ADVISORS) How many of these Green Deal assessments were undertaken for ECO purposes?  
WRITE IN 1-25,000 CHECK: CANNOT BE GREATER THAN ANSWER AT C4 OR BAND AT C4a

(ASSESSORS) How many of these Green Deal assessments were undertaken for ECO purposes?  
WRITE IN 1-25,000. CHECK: CANNOT BE GREATER THAN ANSWER AT C4 OR BAND AT C4a

(INSTALLERS) How many of these installations were funded solely by ECO? WRITE IN 1-25,000.  
CHECK: CANNOT BE GREATER THAN ANSWER AT C4 OR BAND AT C4a

Interviewer note: By installations we mean *individual measures* completed as part of the scheme(s). There could be more than one per household.

(ALLOW ZERO.)

CATI: IF C4=C5, AUTOMATICALLY CODE AS CODE Z (ALL UNDERTAKEN FOR/FUNDED BY ECO)

ALL UNDERTAKEN FOR / FUNDED BY ECO	Z
Don't know	X
Refused	Y

ASK IF DON'T KNOW AT C5

CHECK: ANSWER BAND CANNOT BE GREATER THAN FIGURE AT C4/ BAND AT C4AC5a) Is it....

(ALLOW ZERO. CANNOT BE ZERO AT C4 AND C5)

1. none
2. Less than 10
3. Between 10 and 24
4. Between 25 and 49
5. Between 50 and 99
6. 100-249
7. 250-499
8. 500-999
9. 1000 or more
10. Don't Know

ASK IF C5>0 OR c5a>0, ASK IF C5/CODE Z

C5X) And of these [textfil number from c5] ECO [TYPE 1 OR 2: assessments/ TYPE 3: installations], what percentage were funded by each of the following: Carbon Saving Community Obligation (CSCO), Carbon Emissions Reduction Obligation (CERO) and Affordable Warmth? CHECK: TOTAL AT C5/ RANGE AT C5A MUST EQUAL SUM AT C5X

	WRITE IN %
Carbon Saving Community Obligation (CSCO)	
Carbon Emissions Reduction Obligation (CERO)	
Affordable Warmth, also known as the Home Heating Cost Reduction Obligation (HHCRO)	

DON'T KNOW  
REFUSED

CHECK: TOTAL ACROSS THREE FUNDING STREAMS MUST SUM TO 100%

ASK ALL ANSWERING (1 and above) AT C4/C4a (INCLUDING C4=CODE z) AND (INSTALLERS AND ASSESSORS ONLY) IF ESTABLISHED BEFORE 2013 (A12a <= 2013, excluding don't know)

C5b) (ADVISORS) Has the number of Green Deal assessments completed as part of the Green Deal and ECO programmes increased or decreased in the period since January 2014 compared with the previous year?

(ASSESSORS) Has the number of Green Deal assessments completed by your organisation as part of the Green Deal and ECO programmes increased or decreased in the period since January 2014 compared with the previous year?

(INSTALLERS) Has the number of Green Deal installations completed by your organisation as part of the Green Deal and ECO programmes (including those related to GD HIF) increased or decreased in the period since January 2014 compared with the previous year?

Interviewer note: By installations we mean *individual measures* completed as part of the scheme(s). There could be more than one per household.

1. Increased
2. Decreased
3. About the same level
4. (Advisors only) Not in the GD/ECO market in year prior to January 2014
5. Don't know X
6. Refused Y

ASK ASSESSORS/ADVISORS ONLY (IF TYPE 1-2) HAVE ALREADY DELIVERED NON-GD ECO ASSESSMENTS (A12x). OTHERS GO TO FILTER BEFORE C10

C6) (ADVISORS) And how many of the following assessments have you undertaken for ECO purposes since January 2014 that were not Green Deal assessments? WRITE IN 1-25,000

(ASSESSORS) And, how many of the following non-Green Deal assessments or property surveys has your organisation undertaken for ECO purposes since January 2014? WRITE IN 1-25,000

LIST ONLY REPORTS CODED AT A12X

	Write in number
Energy Performance Certificates	
Chartered Surveyor reports	
Other property surveys/ assessments	

Don't know X  
 Refused Y

IF A12Y= 2 AND CODE 10 (SCOTLAND) SELECTED AT A20: The next few questions ask about the first round of the Green Deal Home Improvement Fund which we refer to as GDHIF, that launched in June 2014. When answering, we want you to think about the GDHIF only and not about the Green Homes Cashback Scheme that ran in Scotland during the same period.

ASK ALL INSTALLERS REGISTERED FOR GDHIF (A12Y=2)

C7) Thinking about the installation of any measures where the household used or will be using a GDHIF voucher from the first round of GDHIF that launched in June 2014, which of the following apply?

READ OUT. ALLOW MULTICODE 1-3 BUT NOT 2 AND 3

If necessary: the voucher may be for part payment or full payment

INTERVIEWER NOTE: The GDHIF voucher is a promise of future funding - the householder redeems the voucher via DECC and then pays the installer

1. I have installed/ I am currently installing measures using a GDHIF voucher
2. I have work booked in to install measures using a GDHIF voucher
3. I am expecting to install within the voucher redemption period but have nothing definite booked
4. None of the above
5. Don't know

ASK IF C7 (C7/1)

C8a) How many installations have you finished using a GDHIF voucher?

Interviewer note: By installations we mean *individual measures* completed as part of the GDHIF scheme. There could be more than one per household.

INTERVIEWER NOTE: The GDHIF voucher is a promise of future funding - the householder redeems the voucher via DECC and then pays the installer

WRITE IN NUMBER. ALLOW ZERO.

CHECK: CANNOT BE ZERO AT C8a AND C8b.

CHECK: ANSWER CANNOT BE GREATER THAN AT C4

ASK IF DON'T KNOW AT C8a

C8ai) Is it....

1. Less than 10
2. Between 10 and 24
3. Between 21 and 49
4. Between 50 and 99
5. 100-249
6. 250 or more
7. Don't Know

ASK IF YES AT C7 (C7/1)

C8b) How many installations are you currently working on using a GDHIF voucher?

Interviewer note: By installations we mean *individual measures* undertaken as part of the GDHIF scheme. There could be more than one per household.

INTERVIEWER NOTE: The GDHIF voucher is a promise of future funding - the householder redeems the voucher via DECC and then pays the installer

WRITE IN NUMBER. ALLOW ZERO

CHECK: CANNOT BE ZERO AT C8a AND C8b

ASK IF DON'T KNOW AT C8b

C8bi) Is it....

1. Less than 10
2. Between 10 and 24
3. Between 21 and 49
4. Between 50 and 99
5. 100-249
6. 250 or more
7. Don't Know

ASK IF CODES 4 AT C7

C9) You said you had not completed any installations using a GDHIF voucher and that you are not planning to do so. Why is that? DO NOT READ OUT, MULTICODE OK 1 - 12

Interviewer note: By installations we mean *individual measures* undertaken as part of the GDHIF scheme. INTERVIEWER NOTE: The GDHIF voucher is a promise of future funding - the householder redeems the voucher via DECC and then pays the installer

CUSTOMER FACTORS

1. Insufficient demand from customer base for the GDHIF
2. Incentive too low/not attractive for customers
3. Customer contribution level too high
4. 6 month voucher expiry period too short (for customer to work with)
5. Customer delays/ cancellations
6. Other problems mobilising customer to commit to work being carried out

BUSINESS FACTORS

7. Did not understand how the GDHIF worked
8. HIF too complex to deliver
9. No profit to be made in GDHIF
10. Too much competition from bigger players in the market
11. Focussing on non-GDHIF work at the moment
12. Other (specify)
13. Don't know

ASK IF DELIVERING GREEN DEAL SINCE JANUARY 2014 (A9/1) OR ECO (A11/1 OR A12/1).  
OTHERS GO TO C19b

C10) (ADVISORS) Since January 2014, to what extent do sales under Green Deal and ECO programmes represent your core business activity? READ OUT. SINGLE CODE ONLY

(ASSESSORS AND INSTALLERS) Since January 2014, to what extent do sales under Green Deal and ECO programmes represent your organisation's core business activity? READ OUT. SINGLE CODE ONLY

1. Less than 10% of overall sales
2. 10-49% of overall sales
3. 50-99% of overall sales
4. 100% - Deliver Green Deal and ECO only
5. Don't know/not applicable

ASK IF DELIVERING ECO SINCE JANUARY 2014 (A11/1 OR A12/1).

C10a) Since January 2014, are levels of business activity resulting from ECO in line with your expectations? SINGLE CODE ONLY. IF NO: Are activity levels higher or lower than expected?

1. Yes
2. No, activity levels are higher
3. No, activity levels are lower

ASK IF DELIVERING GREEN DEAL SINCE JANUARY 2014 (A9/1).

C11) Since January 2014, are levels of business activity resulting from the Green Deal in line with your expectations? SINGLE CODE ONLY. IF NO: Are activity levels higher or lower than expected?

1. Yes
2. No, activity levels are higher
3. No, activity levels are lower

READ OUT TO ALL ASSESSORS AND ADVISORS EXCEPT THOSE ANSWERING CODE 10 (SCOTLAND) ONLY (SINGLE CODE) AT A20: The next question is about the Green Deal Home Improvement Fund We are going to call this [PRONOUNCE G-D-HIF] [

C11a) To what extent, if at all, did the first round of GDHIF which launched in June 2014 have an impact on the demand for Green Deal assessments? READ OUT

1. A large extent
2. To some extent
3. No impact at all
4. Don't know

NB: C12-C18 DELETED

ASK IF HAVE ALREADY DELIVERED ECO OR PLAN TO (A11/1-3 OR A12/1-3). OTHERS GO TO C19b

C19a) (ADVISORS AND ASSESSORS) How do you expect demand for assessments for ECO purposes to change over the next year?

(INSTALLERS) How do you expect demand for ECO installations to change over the next year?  
SINGLE CODE ONLY

1. Increase
2. Decrease
3. No change
4. Don't know

ASK ALL

C19b) (ADVISORS AND ASSESSORS) How do you expect demand for Green Deal assessments to change over the next year? SINGLE CODE ONLY

(INSTALLERS) How do you expect demand for Green Deal installations to change over the next year? SINGLE CODE ONLY

1. Increase
2. Decrease
3. No change
4. Don't know

## **Section D: Relationships with other suppliers**

IF NOT DELIVERING GD OR ECO since January 2014 (NOT A9/ 1' OR A11/ 1 OR A12/1'), SKIP TO SECTION Z

Next I'd like to ask you about your relationships with other suppliers. Please think about [type 1, 2] assessments [type 3] installations from January 2014 to now.

ASK ALL DELIVERING GD OR ECO (A9 '1' OR A11 '1 OR A12 '1'). OTHERS GO TO FILTER BEFORE D11

D1) (ADVISORS AND ASSESSORS) Since January 2014, have you undertaken Green Deal or ECO assessments for any of the following organisations? READ OUT 1-7. ROTATE 1-7. MULTICODE OK 1-7

(INSTALLERS) Since January 2014, have you undertaken Green Deal or ECO installations for any of the following organisations? READ OUT 1-7. ROTATE 1-7. MULTICODE OK 1-7

1. Energy companies
2. Green Deal Providers
3. Local authorities
4. Housing associations
5. (ADD IF ADVISOR/ASSESSOR: Other) Green Deal Advisors or Assessors
6. (ADD IF INSTALLER: Other) Green Deal Installers
7. Letting agents/landlords
8. None of these
9. Don't know

NB: D1a DELETED

ASK IF ARRANGEMENTS WITH ORGANISATIONS (D1/1-7). OTHERS GO TO FILTER BEFORE D11  
D2) IF MULTI CODE AT D1 And which of these, if any, have you only begun working with because of the Green Deal or ECO? READ OUT LIST OF THOSE MENTION AT D1. MULTICODE OK

IF SINGLE CODE AT D1 And did you begin working with this organisation because of the Green Deal or ECO? READ OUT ORGANISATION NAME AND CODE IF YES.

1. Energy companies
2. Green Deal Providers
3. Local authorities
4. Housing associations
5. ADD IF ADVISOR/ASSESSOR: Other) Green Deal Advisors or Assessors
6. (ADD IF INSTALLER: Other) Green Deal Installers
7. Letting agents/landlords
8. None of them
9. Don't know

ASK IF CODE 6 AT D2 AND INSTALLER

D2a) You said that you have begun working with (IF INSTALLER: other) Green Deal or ECO installers. Which measures are covered by this organisation (or organisations)?

1. Internal solid wall insulation
2. External solid wall insulation
3. Cavity wall insulation
4. Loft insulation (NOT room in roof insulation)
5. Floor insulation
6. Room in roof insulation (NOT loft insulation)
7. Flat roof insulation
8. Replacement/ secondary glazing or doors
9. Boilers – gas
10. Boilers – oil
11. Solar Photovoltaics
12. Solar thermal
13. Ground source heat pumps
14. Air source heat pumps
15. Biomass boilers
16. Other
17. Don't know
18. Refused

NB: D3-D10 DELETED

ASK INSTALLERS AND ASSESSORS ONLY (TYPE 2 OR 3), IF NOT ALREADY A GD PROVIDER (DO NOT ASK IF A8/1 or A8a/1). OTHERS GO TO FILTER BEFORE F1.

D11) Has your organisation considered becoming a Green Deal Provider? IF NO: Would you consider this in the future? SINGLE CODE ONLY

1. Yes currently considering
2. No, but may consider it in future
3. No, would not consider it in future
4. We are in the process at the moment
5. Other
6. Don't know

ASK IF HAS CONSIDERED BECOMING A GD PROVIDER (D11/1). OTHERS GO TO FILTER BEFORE F1.

D12) You said that you have considered becoming a Green Deal Provider, why have you not done so already? READ OUT AND ROTATE 1-5



1. Cost of accreditation process
2. Too much red tape/complexity of the accreditation process
3. Too much red tape/complexity of providing Green Deal finance
4. We are concentrating on current business activities
5. Wanted to understand the process/set up
6. Other (SPECIFY)
7. No particular reason
8. Don't know

<p><b><u>Section F: Targeting ECO customers (NB: Section F now appears before section E)</u></b></p>
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READ OUT IF ENGAGED WITH ECO SERVICES (A11/1 OR A12/1. OTHERS GO TO FILTER BEFORE E1

We would now like to ask about how you have targeted ECO customers since January 2014.

F1) Who is responsible for generating leads for ECO work? PROMPT IF NECESSARY. MULTICODE 1-13 OK

IF NECESSARY Please consider other organisations that may pass on customer contact details to you

1. You personally
2. other people in your organisation
3. (If type 1: Other) Green Deal Advisors
4. (if type 2: Other ) Green Deal Assessor organisations
5. Green Deal Providers
6. (if type 3: Other) Green Deal Installers
7. (If type 3: Other) Installers – not Green Deal accredited
8. Local authorities
9. Registered social landlords/Housing Associations
10. Lead generation company
11. Energy companies
12. Other third party suppliers
13. Respond to direct enquiries from public
14. Private landlords

15. Others (SPECIFY)

16. Don't know

17. Refused

NB: F2 moved to SECTION E

ASK IF GENERATE OWN LEADS (F1/1,2). OTHERS GO TO FILTER BEFORE F6

F3) (ADVISOR) How are potential ECO customers first contacted? DO NOT PROMPT. MULTICODE OK 1-10

(ASSESSORS/INSTALLERS) How are potential ECO customers first contacted? DO NOT PROMPT. MULTICODE OK 1-10

1. Door-to-door sales
2. Telesales/texting
3. Own print marketing
4. Own TV/radio advertising
5. Own email/e-newsletter
6. Own internet/website/social media
7. DECC marketing materials
8. Lead generation company
9. Previous customers revisited/ contacted existing customer base
10. Leads identified by other organisations/third party affiliates
11. Other (SPECIFY)
12. Don't, consumers contact the company
13. Don't know
14. Refused

ASK IF F3/10

F3a You said potential customers for ECO were identified by other organisations or third party affiliates. Which organisations identified potential customers for you?

1. (if type 1: Other) Green Deal Advisors
2. (if type 2: Other) Green Deal Assessor organisations
3. Green Deal Providers
4. (if type 3: Other) Green Deal Installers
5. (if type 3: Other) Installers – not Green Deal accredited
6. Local authorities
7. Registered social landlords/Housing Associations
8. Lead generation company
9. Energy companies
10. Private landlords
11. Others (SPECIFY)
12. Don't know
13. Refused

ASK IF F3/1-11 MULTICODED. OTHERS GO TO F5

F4) You said you use [textfil from F3: list all answers coded, for codes 3-6 preface with 'your'] to contact potential ECO customers. Which of these is your MAIN means of making contact??  
SINGLE CODE ONLY. PROMPT IF NECESSARY. ONLY SHOW THOSE MENTIONED AT F3

1. Door-to-door sales
2. Telesales/texting
3. Own print marketing
4. Own TV/radio advertising
5. Own email/e-newsletter
6. Own internet/website/social media
7. Used DECC marketing materials
8. Lead generation company
9. Previous customers revisited/ contacted existing customer base
10. Identified by other organisations
11. Other (SPECIFY)
12. Don't know
13. Refused

ASK IF GENERATE OWN LEADS (F1/1 or 2).

F5) Do you target specific types of customers for ECO? If so, what type? READ OUT. MULTICODE  
OK 1 - 7

1. Those on lower incomes/benefits Higher income properties / those that can afford to make contributions to the cost of the installation
2. Older/less efficient properties
3. Off-grid gas properties
4. Properties in rural areas
5. Previous customers
6. Other (SPECIFY)
7. Do not target specific customers
8. Don't know
9. Refused

ASK THOSE WHO DO NOT CODE 3 OR 4 AT F5

F5a) You said you do not target [textfil from F5: off-grid gas properties /(and) properties in rural areas].  
Why is that?

1. Not enough demand from these types of properties
2. Measures we specialise in installing are not covered by ECO for these types of properties
3. Outside our geographical area of operation
4. Lack of expertise in working on these types of property
5. No partner organisations working in those areas
6. Not profitable/too costly (specify)
7. Other reason (specify)
8. Don't know
9. Refused

ASK ADVISORS (TYPE 1) THAT ARE ENGAGED WITH ECO (A11/1 or A12/1). OTHERS GO TO FILTER BEFORE F8

F6) How much time, in minutes, do you typically spend at a property in order to complete each of the following types of ECO assessments?

READ OUT AND WRITE IN NUMBER OF MINUTES FOR EACH

ONLY SHOW THE TYPES OF REPORTS MENTIONED AT A11/A12X

	Write in number of minutes (or not applicable)
Green Deal Assessment Report (GDAR)	
Energy Performance Certificate (EPC)	
Chartered Surveyor report	

Don't know X

Refused Y

NB: F7 DELETED

ASK ADVISORS/ASSESSORS (TYPE 1 & 2) THAT ARE ENGAGED WITH ECO SINCE JANUARY 2014 (A11/1 OR A12/1). OTHERS GO TO FILTER BEFORE E1

F8) (ADVISORS) After undertaking the following assessments for ECO customers, do you usually provide them with a report? IF RESPONDENT SAYS SOMETIMES, PROBE FOR 'DO THEY USUALLY PROVIDE..'

(ASSESSORS) After undertaking the following assessments for ECO customers, does your organisation usually provide them with a report? IF RESPONDENT SAYS SOMETIMES, PROBE FOR 'DO THEY USUALLY PROVIDE..'

ONLY SHOW THE TYPES OF REPORTS MENTIONED AT A11/A12X

	Yes	No	Not applicable	Don't know	Refused	
Green Deal Assessment Report (GDAR)						
Energy Performance Certificate (EPC)						
Chartered Surveyor report						

ASK ALL WHO SAY 'NO' PER REPORT AT F8

F8a) You said you do not provide / your organisation does not provide [list all reports not provided to customers at F8] to customers. Why is that?

1. OPEN-ENDED
2. Don't know
3. Refused

NB: F9-F16 DELETED

## **Section E: Targeting Green Deal customers**

READ OUT IF ADVISORS/ASSESSORS/INSTALLERS ENGAGED WITH GD (A9 /1) EXCLUDE THOSE WHO SAY ALL ASSESSMENTS/ INSTALLATIONS DONE FOR ECO (C5=code Z).. OTHERS GO TO FILTER BEFORE EX

We would now like to ask about how you have targeted Green Deal customers since January 2014 [IF INSTALLER THAT DELIVERED GDHIF (A12Y=2): , as well as any differences in the way you target GDHIF customers].

IF A12Y= 2 AND CODE 10 (SCOTLAND) SELECTED AT A20: Please remember, when answering questions about GDHIF, we want you to think about GDHIF only and not about the Green Homes Cashback Scheme that ran in Scotland during the same period.

E1a) Who is responsible for generating leads for Green Deal work? [IF INSTALLER THAT DELIVERED GDHIF (A12Y=2): When answering, please exclude anyone responsible for generating leads ONLY for GDHIF work.] PROMPT IF NECESSARY MULTICODE OK 2-15

IF NECESSARY Please consider other organisations that may pass on customer contact details to you

1. IF ANSWERED F1: The same individuals/organisations responsible for generating leads for ECO
2. You personally
3. Other people in your organisation
4. (If type 1: Other) Green Deal Advisors
5. (if type 2; other) Green Deal Assessor organisations
6. Green Deal Providers
7. (if type 3: Other) Green Deal Installers
8. (If type 3:Other) Installers – not Green Deal accredited
9. Local authorities
10. Registered social landlords/Housing Associations
11. Lead generation company
12. Energy companies
13. Other third party suppliers
14. Respond to direct enquiries from public
15. Private landlords
16. Others (SPECIFY)
17. Don't know
18. Refused

IF INSTALLER THAT DELIVERED GDHIF (A12Y=2) AND CODES 1-16 AT E1

E1b) And who is responsible for generating leads specifically for GDHIF work?

INTERVIEWER: PROMPT IF NECESSARY. MULTICODE OK 2-15. IF RESPONDENT SAYS THERE IS NO DIFFERENCE IN LEAD GENERATION FROM GREEN DEAL (PREVIOUS QUESTION) – USE CODE 1. NOTE THAT FOR REFERENCE THE LIST OF ORGANISATIONS AT PREVIOUS QUESTION IS SHOWN BELOW

SHOW LIST OF CODES SELECTED AT E1a FOR INTERVIEWER TO REFERENCE

1. In the same way - The same individuals/organisations responsible for generating leads for GD [SHOW THIS CODE FIRST IN THE LIST]
2. You personally
3. Other people in your organisation
4. (Other) Green Deal Advisors
5. Green Deal Assessor organisations
6. Green Deal Providers
7. (Other) Green Deal Installers
8. (Other) Installers – not Green Deal accredited
9. Local authorities
10. Registered social landlords/Housing Associations
11. Lead generation company
12. Energy companies
13. Other third party suppliers
14. Respond to direct enquiries from public
15. Private landlords
16. Others (SPECIFY)
17. Don't know
18. Refused

ASK IF THEY OR THEIR ORGANISATION ARE RESPONSIBLE FOR GENERATING GD LEADS (E1a/2 or 3 OR E1A/1 AND F1/1 or 2) OTHERS GO TO FILTER BEFORE E5

E2a) (ADVISORS) How are potential Green Deal customers first contacted? DO NOT PROMPT. MULTICODE OK 1-9

(ASSESSORS/INSTALLERS) How does your organisation first contact potential Green Deal customers? [F INSTALLER THAT DELIVERED GDHIF: When answering, please exclude any methods you ONLY use to contact potential GDHIF customers.] DO NOT PROMPT. MULTICODE OK 1-11

1. Door-to-door sales
2. Telesales/texting
3. Own print marketing
4. Own TV/radio advertising
5. Own email/e-newsletter
6. Own internet/website/social media
7. DECC marketing materials
8. Lead generation company
9. Previous customers revisited/ contacted existing customer base
10. Leads identified by other organisations /third party affiliates
11. Other (SPECIFY)
12. Don't, consumers contact the company
13. Don't know
14. Refused

IF INSTALLER THAT DELIVERED GDHIF (A12Y=2) AND CODES 1-11 AT E2a

E2b) And how does your organisation specifically contact potential GDHIF customers? INTERVIEWER: DO NOT PROMPT. MULTICODE OK 2-12 IF RESPONDENT SAYS THAT THERE IS NO DIFFERENCE IN CONTACT TYPE FROM GREEN DEAL (PREVIOUS QUESTION) – USE CODE 1. IF YOU NEED IT FOR REFERENCE THE LIST OF CONTACT TYPES AT PREVIOUS QUESTION IS SHOWN BELOW

SHOW LIST OF CODES SELECTED AT E2a FOR INTERVIEWER TO REFERENCE

1. In the same way - Using the same methods as Green Deal customers [SHOW THIS CODE FIRST IN THE LIST]
2. Door-to-door sales
3. Telesales/texting
4. Own print marketing
5. Own TV/radio advertising
6. Own email/e-newsletter
7. Own internet/website/social media
8. DECC marketing materials
9. Lead generation company
10. Previous customers revisited/ contacted existing customer base
11. Leads identified by other organisations/third party affiliates
12. Other (SPECIFY)
13. Don't, consumers contact the company
14. Don't know
15. Refused

ASK IF E2a/10

E2c You said potential customers for GD (if installer: but not GDHIF) were identified by other organisations or third party affiliates. Which organisations identified potential customers for you?

1. (if type 1; other) Green Deal Advisors
2. (if type 2: other) Green Deal Assessor organisations
3. Green Deal Providers
4. (if type 3: Other) Green Deal Installers
5. (if type 3: Other) Installers – not Green Deal accredited
6. Local authorities
7. Registered social landlords/Housing Associations
8. Lead generation company
9. Energy companies
10. Private landlords
11. Others (SPECIFY)
12. Don't know
13. Refused

ASK IF E2b/10

E2d And you said potential customers for GDHIF were identified by other organisations or third party affiliates. Which organisations identified potential customers for you?

1. (if type 1: other) Green Deal Advisors
2. (if type 2: other) Green Deal Assessor organisations
3. Green Deal Providers
4. (if type 3: Other) Green Deal Installers
5. (if type 3: Other) Installers – not Green Deal accredited
6. Local authorities
7. Registered social landlords/Housing Associations
8. Lead generation company
9. Energy companies
10. Private landlords
11. Others (SPECIFY)
12. Don't know
13. Refused

ASK IF E2a/1-11 MULTICODED. OTHERS GO TO E4

E3a) You said you use [textfill from E2a: list all answers coded] to contact potential Green Deal customers. Which of these is your MAIN means of making contact? [IF INSTALLER THAT DELIVERED GDHIF (A12Y=2): When answering, please exclude GDHIF customers]. SINGLE CODE ONLY. PROMPT IF NECESSARY. ONLY SHOW THOSE MENTIONED AT E2

1. Door-to-door sales
2. Telesales/texting
3. Own print marketing
4. Own TV/radio advertising
5. Own email/e-newsletter
6. Own internet/website/social media
7. DECC marketing materials
8. Lead generation company
9. Previous customers revisited/ contacted existing customer base
10. Leads identified by other organisations
11. Other (SPECIFY)
12. Don't know
13. Refused



ASK IF (E2b/1 and E2a multicoded) or E2b/2-12 MULTICODED. OTHERS GO TO FILTER BEFORE E4a

E3b) You said you use [textfill from E2b: list all answers coded] to contact potential GDHIF customers. Which of these is your MAIN means of making contact? SINGLE CODE ONLY. PROMPT IF NECESSARY. ONLY SHOW THOSE MENTIONED AT E2b. IF E2b/1 LIST ALL CODES MENTIONED AT E2a

1. Door-to-door sales
2. Telesales/texting
3. Own print marketing
4. Own TV/radio advertising
5. Own email/e-newsletter
6. Own internet/website/social media
7. DECC marketing materials
8. Lead generation company
9. Previous customers revisited/ contacted existing customer base
10. Leads identified by other organisations
11. Other (SPECIFY)
12. Don't know
13. Refused

ASK IF E3b CODES 1 – 8, 10 OR 11

E3c And thinking of making contact with potential GDHIF customers via [textfil: answer from E3B/ preface codes 3 – 6 with 'your' }, did this activity take place with mostly new customers or mostly existing customers?

1. Mostly new customers
2. Mostly existing customers
3. Approximately equal
4. Don't know

ASK IF GENERATE OWN LEADS E1A/2 or 3 OR E1A/1 AND F1/1 or 2

E4a) [IF INSTALLER THAT DELIVERED GDHIF (A12Y=2): Thinking specifically about Green Deal (not GDHIF),] Do you target specific types of customers? If so, what type? READ OUT. MULTICODE OK 1 - 7

1. Those on lower incomes/benefits
2. Higher income properties/ those that can afford to make contributions to the cost of the installation
3. Older/less efficient properties
4. Off-grid gas properties
5. Properties in rural areas
6. Previous customers
7. Other (SPECIFY)
8. Do not target specific customers
9. Don't know
10. Refused

IF INSTALLER THAT DELIVERED GDHIF (A12Y=2)

E4b) And thinking specifically about GDHIF, do you target specific types of customers? If so, what type?  
READ OUT. MULTICODE OK

SHOW LIST OF CODES SELECTED AT E4a FOR INTERVIEWER TO REFERENCE

1. Those on lower incomes/benefits
2. Higher income properties/ those that can afford to make contributions to the cost of the installation
3. Older/less efficient properties
4. Off-grid gas properties
5. Properties in rural areas
6. Previous customers
7. Other (SPECIFY)
8. Do not target specific customers
9. Target the same types of customers as for Green Deal
10. Don't know
11. Refused

ASK ALL ASSESSORS AND ADVISORS ENGAGED WITH GD (A9 /1) EXCLUDING THOSE WHO SAY ALL ASSESSMENTS/ INSTALLATIONS DONE FOR ECO.

OTHERS GO TO FILTER BEFORE E5

EX) When speaking with customers [IF RESPONSIBLE FOR GENERATING LEADS FOR GD WORK E1a/2 , 3 OR e1a/1 AND f1/1, 2: or making contact with potential customers], have you ever done any of the following? READ OUT. MULTICODE OK

1. Discussed the Green Deal Home Improvement Fund (GDHIF)
2. Provided written information about the Green Deal Home Improvement Fund (for example, a leaflet)
3. Recommended the Green Deal Home Improvement Fund
4. [IF RESPONSIBLE FOR GENERATING LEADS FOR GD WORK E1a/2,3 OR e1a/1 AND f1/1,2] Used the Green Deal Home Improvement Fund on your advertising/marketing materials
5. None of these
6. Don't know

ASK ALL ADVISORS ENGAGED WITH GD (A9 /1) EXCLUDING THOSE WHO SAY ALL ASSESSMENTS/ INSTALLATIONS DONE FOR ECO.

E5) How much time, in minutes, do you typically spend at a property in order to complete your Green Deal assessments?

WRITE IN NUMBER OF MINUTES

--	--	--	--

Don't know X

Refused Y

IF ANSWERED F6 – GDAR: (Spontaneous) Same time as for Green Deal Assessment carried out for ECO assessment

NB: E6-E9 DELETED

ASK ALL ASSESSORS AND ADVISORS ENGAGED WITH GD (A9 /1) EXCLUDING THOSE WHO SAY ALL ASSESSMENTS/ INSTALLATIONS DONE FOR ECO.

OTHERS GO TO FILTER BEFORE E12

E10) (ADVISORS) Once you have undertaken an assessment, do you provide the customer with any of the following support? READ OUT. ROTATE AND MULTICODE OK 1-6

(ASSESSORS) Once you have undertaken an assessment, does your organisation provide the customer with any of the following support? READ OUT. ROTATE AND MULTICODE OK 1-6

1. General energy saving advice
2. Help understanding the report
3. Advice on next steps
4. Recommend Green Deal provider or Green Deal installer
5. Recommend installers that are not Green Deal authorised
6. Provide general information on Green Deal or other finance options available to customers
7. Recommend specific financial products or financial organisations to customers
8. Arrange or broker finance for customers
9. None of these
10. Don't know
11. Refused

IF CODE 6-7 AT E10

E11a) Which of the following types of finance do you provide information about or recommend to your Green Deal customers? READ OUT. MULTICODE OK 1-8

1. Green Deal finance
2. ECO funding
3. Green Deal Provider's own finance, e.g. top up loan
4. Other third party finance (PLEASE SPECIFY)
5. Your own finance
6. Green Deal Home Improvement Fund (GDHIF)
7. Finance related to the installation of renewable heat or solar power
8. Other (SPECIFY)
9. Don't know
10. Refused

IF CODE 8 AT E10

E11) Which of the following types of finance do you arrange or broker for your Green Deal customers? READ OUT. MULTICODE OK 1-8

1. Green Deal finance
2. ECO funding
3. Green Deal Provider's own finance, e.g. top up loan
4. Other third party finance (PLEASE SPECIFY)
5. Your own finance
6. Green Deal Home Improvement Fund (GDHIF)
7. Finance related to the installation of renewable heat or solar power
8. Other (SPECIFY)
9. Don't know
10. Refused

ASK INSTALLERS (TYPE 3) ENGAGED WITH GD since January 2014 (A9/1). OTHERS GO TO FILTER BEFORE E13

E12) Do you provide any of the following services for your Green Deal customers? READ OUT

1. Provide general information on finance options available to customers
2. Recommend specific financial products or providers to customers
3. Arrange or broker finance for customers
4. None of these
5. Don't know
6. Refused

IF CODE 1-2 AT E12

E13a) Which of the following types of finance do you provide information about or recommend to your Green Deal customers? READ OUT. MULTICODE OK 1-8

1. Green Deal finance
2. ECO funding
3. Green Deal Provider's own finance, e.g. top up loan
4. Other third party finance (PLEASE SPECIFY)
5. Your own finance
6. Green Deal Home Improvement Fund (GDHIF)
7. Finance related to the installation of renewable heat or solar power
8. Other (SPECIFY)
9. Don't know
10. Refused

IF CODE 3 AT E12

E13) Which of the following types of finance do you arrange or broker for your Green Deal customers? READ OUT. MULTICODE OK 1-8

1. Green Deal finance
2. ECO funding
3. Green Deal Provider's own finance, e.g. top up loan
4. Other third party finance (PLEASE SPECIFY)
5. Your own finance
6. Green Deal Home Improvement Fund (GDHIF)
7. Finance related to the installation of renewable heat or solar power
8. Other (SPECIFY)
9. Don't know
10. Refused

IF ARRANGE/BROKER MULTIPLE TYPES OF FINANCE FOR CUSTOMERS AND (CODE 8 AT E10 AND MORE THAN ONE OF CODES 1-8 SELECTED AT E11) OR (CODE 3 AT E12 AND MORE THAN ONE OF CODES 1-8 SELECTED AT E13)

E14\_NEW) IF CODE 2 AT E11 OR E13 NOT SELECTED, OR 3 OR MORE OF CODES 1-8 SELECTED AT E11/E13 INCLUDING CODE 2: For what proportion of your Green Deal customers do you arrange orbroker finance by blending or combining multiple sources of finance?

IF CODE 2 AT E11 OR E13 (NOT IF DK AT E14): And for what proportion of your Green Deal customers do you arrange orbroker finance by blending or combining multiple sources of finance that include ECO funding?

READ OUT

1. None
2. Less than 10%
3. 10-24%
4. 25-49%
5. 50-74%
6. 75-90%
7. More than 90%
8. Don't know
9. Refused

NB: E14-E15 DELETED AT W2

NB: E16 DELETED

ASK ALL INSTALLERS (TYPE 3) ENGAGED WITH GD since jan 2014 (A9/1). OTHERS GO TO FILTER BEFORE G1

E17) Which of the following, if any, have caused delays to your Green Deal installations? READ OUT AND ROTATE 1-6. MULTICODE OK 1-7.

1. Insufficient capacity within your company to meet demand
2. Insufficient capacity within partner / third party suppliers to meet demand
3. Customers experienced delays identifying / securing a Green Deal Provider
4. Customers experienced delays finalising their Green Deal Plan
5. Customers experienced delays securing finance to fund their installation
6. You experienced delays in completing the installation
7. Other delays (SPECIFY)
8. No delays
9. Don't know
10. Refused

## **SECTION Z: GREEN DEAL HOME IMPROVEMENT FUND**

IF INSTALLER THAT REGISTERED FOR GDHIF (A12Y=2)

We would now like to ask you some question about the first round of the Green Deal Home Improvement Fund or GDHIF, which ran from June to July 2014.

IF A12Y= 2 AND CODE 10 (SCOTLAND) SELECTED AT A20: Please remember, when answering questions about GDHIF, we want you to think about GDHIF only and not about the Green Homes Cashback Scheme that ran in Scotland during the same period.

ASK ALL WHO ARE C7/1 (ACTIVE UNDER GDHIF)

Z1a) Earlier you told me that you had installed the following measures under Green Deal. Which of these have you installed under GDHIF? LIST ONLY RELEVANT MEASURES FROM B2A2, CODE YES/ NO TO EACH. ALLOW DON'T KNOW/ REF

1.Internal solid wall insulation
2.External solid wall insulation
3.Cavity wall insulation
4.Loft insulation (NOT room in roof insulation)
5.Floor insulation
6.Room in roof insulation (NOT loft insulation)
7.Flat roof insulation
8.Replacement/ secondary glazing or doors
9.Boilers - gas
10.Boilers - oil
11.Solar Photovoltaics
12.Solar thermal
13.Ground source heat pumps
14.Air source heat pumps
15.Biomass boilers
16.None of these

ASK ALL ACTIVE UNDER GDHIF (C7/1)

Z1B) And have you installed any of the following under GDHIF? READ OUT, CODE YES /NO TO EACH.

1.Condensing gas boilers
2.Flue gas heat recovery
3.Waste water heat recovery
4.Warm air unit
5.Fan assisted storage heaters
6.Other
7.None of these

IF INSTALLER THAT REGISTERED FOR GDHIF (A12Y=2)

Z2) Was the customer demand that you experienced under the first round of GDHIF in line with your expectations before the scheme started? Would you say customer demand was.... READ OUT. CODE ONE ONLY

If necessary: the first round of GDHIF ran from June to July 2014

1. higher than expected
2. lower than expected
3. or in line with your expectations?
4. (don't know)

ASK IF Z2 = 1 OR 2

Z3) What was the impact on your business of customer demand being [textfil from z12]? READ OUT.  
CODE ALL THAT APPLY

IF HIGHER

1. Unable to fulfil installations (in voucher redemption period)
2. Had to subcontract some of the work to meet demand
3. Had to recruit/employ additional staff
4. Difficulty finding partner organisations/other organisations to meet demand
5. Problems with collecting customer payment following voucher redemption
6. Other (specify)
7. None – no impact on business
8. Don't know
9. Refused

IF LOWER

1. Costs to business of marketing/advertising
2. Lack of work for installers/unable to offer staff work
3. Had to reduce staff numbers/redundancies
4. Other (specify)
5. None – no impact on business
6. Don't know
7. Refused

IF INSTALLER THAT REGISTERED FOR GDHIF (A12Y=2)

Z4) Thinking about the first round of GDHIF, were you ready to respond to the anticipated demands from the initiative. READ OUT. CODE ONE ONLY

IF NECESSARY Think about your awareness of the initiative, your planned marketing and resourcing of work

1. at launch (9<sup>th</sup> June 2014)
2. 1 week after launch
3. 2 weeks after launch
4. 4 weeks after launch
5. by the time the scheme closed (24<sup>th</sup> July 2014)
6. or were you not ready to offer vouchers during the time that the scheme was open
7. (don't know/ can't remember)

ASK ALL REGISTERED FOR GDHIF

Z4a) What additional support, if any, from DECC would have helped you respond to the first round the GDHIF scheme?

INTERVIEWER: If necessary: the first round of GDHIF ran from June to July 2014. If necessary: DECC stands for the Department of Energy and Climate Change

OPEN RESPONSE. WRITE IN

- Don't know
- Refused

ASK ALL ACTIVE UNDER GDHIF (C7/1)

Z5) Have you ever established any alliances with other installers in order to complete a GDHIF funded installation?

1. Yes
2. No
3. Don't know
4. Refused

IF YES AT Z5

Z5A) For which measures have you established alliances in order to complete a GDHIF funded installation? DO NOT READ OUT. PROMPT TO PRECODES. CODE ALL THAT APPLY

1. Internal solid wall insulation
2. External solid wall insulation
3. Cavity wall insulation
4. Floor insulation
5. Room-in-roof insulation (not loft insulation)
6. Flat roof insulation
7. Replacement/secondary glazing or doors
8. Condensing gas boiler
9. Flue gas heat recovery
10. Waste water heat recovery
11. Warm air unit
12. Fan-assisted storage heaters
13. Solar panel
14. Air Source heat pump
15. other specify
16. No – none of these
17. Don't know
18. Refused

IF ANY AT Z5A

Z6) Why did you establish an alliance/alliances with these other installers in order to complete a GDHIF funded installation? DO NOT PROMPT. MULTICODE OK

1. Do not install the measure ourselves/do not have the expertise to install measure
2. Wanted to expand our installer offering
3. Did not have the capacity to carry out the work ourselves
4. Customer requested we work with a specific installer
5. Other (specify)
6. Don't know
7. Refused

ASK ALL ACTIVE UNDER GDHIF (C7/1)

Z7) Did you experience any difficulties in establishing an alliance with another installer to complete a GDHIF funded installation?

1. Yes
2. No
3. Didn't try to establish alliance (don't show if Z5=1)
4. Don't know
5. Refused

IF YES AT Z7

Z8) Why was this? DO NOT PROMPT. MULTICODE OK



1. Could not find an installer in the local area/willing to work in the area
2. Could not find an installer registered to install measures under GDHIF
3. Could not find an installer willing to form an alliance/install the measure
4. Could not find an installer with capacity to install the measure
5. Could not find an installer of the specific measure at all
6. Other (specify)
7. Don't know
8. Refused

IF INSTALLER THAT REGISTERED FOR GDHIF (A12Y=2)

Z8a) Still thinking about the first round of GDHIF, was the incentive set at the right level...?

If necessary: the first round of GDHIF ran from June to July 2014

	Too high	Too low	or about right	(Don't know)	(Refused)
...for solid wall insulation. Would you say it was...	1	2	3	4	5
...for installing two measures. Would you say it was...	1	2	3	4	5

IF ANY "TOO HIGH" AT Z8

Z9a) You said that the incentive for [installing solid wall insulation (and) for installing two measures] was too high. What, if anything, was the impact on your business of the incentives being too high?

1. OPEN-ENDED
2. Don't know
3. Refused

IF ANY "TOO LOW" AT Z8

Z9b) You said that the incentive for [installing solid wall insulation (and) for installing two measures] was too low. What, if anything, was the impact on your business of the incentives being too low?

1. OPEN-ENDED
2. Don't know
3. Refused

Z11a) And thinking about the level of customer contribution required by GDHIF, would you say that this was...?

READ OUT

1. too high
2. too low
3. or about right?
4. Don't know
5. Refused

ASK IF Z11A CODE 1 OR 2

Z11b) What do you think the customer contribution level should have been?

1. WRITE IN PERCENTAGE
2. (Spontaneous) Depends on the combination/types of measures being installed
3. Don't know
4. Refused

ASK IF Z11b/3

Z11c) Should the customer contribution have been...?

1. 15% or less
2. 16-20%
3. 21-25%
4. 26-30%
5. 31-35%
6. 36-40%
7. 41-45%
8. 46-50%
9. More than 50%
10. (Spontaneous) Depends on the combination/types of measures being installed
11. Don't know
12. Refused

ASK ALL REGISTERED FOR GDHIF

Z12) Can I check, do you intend to carry out installations under the next round of GDHIF (which commences in December 2014)?

1. Yes (intend to do so/currently doing so)
2. No
3. Haven't decided/don't know
4. Refused

IF NO AT Z12

Z13) Why do you not intend to carry out installations under the next round of GDHIF? DO NOT PROMPT. CODE ALL THAT APPLY

1. GDHIF payment process is too slow
2. Demand is too high under GDHIF/cannot manage demand
3. Complexity of registration / too much work or time to register
4. Cost of registration
5. Do not think there will be enough demand under GDHIF scheme
6. Already have sufficient work available outside of GDHIF
7. Market is too competitive
8. Costs of marketing GDHIF to customers
9. Do not want to change current business model
10. Other (specify)
11. Don't know

## Section G: Fees/prices

READ OUT IF ADVISORS AND ASSESSORS (TYPE 1-2) THAT HAVE MADE GD ASSESSMENTS (A9 '1'). OTHERS GO TO FILTER BEFORE G8a

I'm now going to ask a few questions about your fees and prices. Think about assessments done since January 2014

G1) (ADVISORS) Do you ever charge a fee to the customer for the following....? READ OUT AND CODE ALL THAT APPLY

(ASSESSORS) Does your organisation ever charge a fee to the customer for the following....? READ OUT AND CODE ALL THAT APPLY

1. Green Deal Assessments
2. ECO assessments under Green Deal
3. ECO assessments not under Green Deal
4. Don't know

RESPONSE OPTIONS: YES ALWAYS, YES SOMETIMES, NO, DON'T KNOW

ASK IF NOT OR ONLY SOMETIMES CHARGING A FEE (G1i/2-3). OTHERS GO TO FILTER BEFORE G5

G2) (ADVISORS) Why, if at all do you not charge a fee for (some) Green Deal assessments? READ OUT. MULTICODE OK 1-6

(ASSESSORS) Why, if at all doesn't your company charge a fee for (some) Green Deal assessments? READ OUT. MULTICODE OK 1-6

1. To generate new business
2. Free assessments are conditional on taking out a Green Deal Plan
3. They are paid for by energy company
4. They are paid for by Green Deal Assessor Organisation
5. They are paid for by Green Deal Installer
6. They are paid for by another organisation (SPECIFY)
7. Other (SPECIFY)
8. Don't know
9. Refused

NB: G3-G4a DELETED

ASK IF EVER CHARGE A FEE FOR GD (G1/1 OR 2). OTHERS GO TO FILTER BEFORE G8a

G5) (ADD IF G1/3: When you do charge, on average, how much do you charge for assessments? Please think about (TEXT FILL FROM G1) WRITE IN. RANGE £0-£999 IF RANGE GIVEN PROBE FOR BEST AVERAGE OR USUAL PRICE

LOOP FOR ALL CODED AT G1

--	--	--

Varies too much		X
Don't know	Y	
Refused		Z

NB: G6-G7 DELETED

ASK INSTALLERS ONLY IF DELIVER ECO SERVICES (A11/1). OTHERS GO TO FILTER BEFORE G8b

G5a) As an installer, do you seek a customer contribution for any measures regarding ECO installations?

IF YES:

1. Yes – all measures
2. Yes – some measures
3. No measures
4. Don't know
5. Refused

If code 2 (sometimes) at G5a

G5b) For which measures installed under ECO do you request a customer contribution?

SHOW ONLY MEASURES INSTALLED UNDER ECO FROM QUESTION B2A3  
READ OUT

1. Internal solid wall insulation
2. External solid wall insulation
3. Cavity wall insulation
4. Loft insulation (NOT room in roof insulation)
5. Floor insulation
6. Room in roof insulation (NOT loft insulation)
7. Flat roof insulation
8. Replacement/ secondary glazing or doors
9. Boilers – gas
10. Boilers – oil
11. Solar Photovoltaics
12. Solar thermal
13. Ground source heat pumps
14. Air source heat pumps
15. Biomass boilers
16. DON'T KNOW
17. REFUSED

ASK IF G5a = 1 OR ANY CODED 1 -15 AT G5BG5C)

G5c) On what basis do you seek a customer contribution. Is it... READ OUT AND CODE ALL THAT APPLY

1. a fixed sum by type of measure
2. a percentage of the total cost by type of measure
3. a percentage based on household income
4. a percentage chosen on a job by job basis to make it economically competitive
5. Or on some other basis (please specify)?
6. Don't know
7. Refused

## Section L: Qualitative Interviews

ASK ALL

L1) Thank you for participating in this survey. It is extremely valuable and helps to ensure that the programmes are able to meet your needs effectively. We would like to talk to some respondents further about this specific project. This would entail another interview over the telephone on some more focussed issues. Would you be willing to be contacted specifically for research purposes? This would involve GfK NOP passing your name and best contact number to DECC and their appointed researchers. We would not link any data you have just given us in the interview to this information. SINGLE CODE ONLY

1. Yes (GO TO SCREEN TO CONFIRM NAME AND TELEPHONE NUMBER AND EMAIL)
2. No

ASK ALL

L1a) It is sometimes possible by using your unique Green Deal accreditation number to link the data we have collected today with other Government surveys or datasets held by the government for the purposes of statistical analysis. Would you be happy for your responses to be passed to DECC for this purpose?

IF NECESSARY: Your confidentiality will be maintained, and linked data will only be used for statistical purposes by researchers authorised by, and analysts working for, DECC.

1. Yes - willing
2. No - unwilling

CLOSE

That brings us to the end of the survey, which was commissioned by the Department of Energy and Climate Change. On behalf of them and GfK NOP, thank you very much for your time. The results of the survey will be published in 2015.

If you would like to check my company's credentials you can call the Market Research Society, free from a UK landline. Would you like the number?

o IF YES: It's 0500396999, they will confirm GfK NOP are a genuine market research company. If calling from a mobile you will be charged for the call

o ADD IF NECESSARY: Or you can visit the MRS Website at [www.mrs.org.uk](http://www.mrs.org.uk)

If necessary: If you have any questions about the research you can call CONTACT AT GfK

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