

# **Verd Project**

## **Home Renovation survey & experiment**

### **Technical report**

Data Collected by Ipsos Mori Social Research Institute

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# Technical details of the research

## Aims of the research

This survey and experiment are parts of a UKERC funded project. The aim of the project is to assess the acceptability to UK homeowners of alternative value propositions for energy efficient home renovations in the Green Deal-enabled market, and to identify the optimal value propositions for accelerating the diffusion of efficiency measures through the UK housing stock. A value proposition is a bundle of product and service attributes including, for example, core products, additional services and delivery mechanisms.

The main objectives of the project were to:

- test the attractiveness to UK homeowners of different value propositions for energy efficient renovations, including but not limited to those enabled by the Green Deal
- conduct a state-of-the-art research effort, integrated with a major UK service provider's market activities in our focus area of energy efficient renovations to:
  - improve the rigour of empirical data and research findings;
  - better inform policy, academia and market activities;
  - propel UK's research expertise in both academia and industry; and
  - firmly secure an excellent knowledge base for the UK. This will strengthen the UK's position, decision intelligence and reputation in Europe and globally in an important policy domain
- ensure a clear, rapid and extensive uptake of research findings by enhancing the capacity of service providers to simulate the likely result of their business strategies using a freely-downloadable market simulator

## Research approach

The main part of the study consisted of an online survey, managed by Ipsos MORI using the Ipsos Access Panel and occurred in 2 waves; September 2012 and September 2013.

The survey questionnaire was developed by the University of East Anglia (UEA) with Ipsos MORI input before it was sent to research participants. Ipsos MORI ran the survey and provided UEA with datasets. UEA are responsible for analysis, interpretation and reporting of the survey findings.

This report covers the first phase of research which was designed to be conducted prior to the originally proposed launch of the UK Government's Green Deal programme on 1<sup>st</sup> October 2012. The fieldwork dates for the survey were 24- 30 September 2012. The second phase of research followed in September 2013, using the same methodology. Data of Wave 1 are used in the simulator (see simulator in the same collection).

# WAVE 1

## Survey methodology, screening and quotas

### Panel Recruitment

The Ipsos Access Panel is an online panel consisting of a pre-recruited group of individuals or households who have agreed to take part in online market and social research surveys.

Individuals wishing to join the panel first complete the online recruitment survey, where main demographic information is provided by panellists, and accept the terms and conditions of membership, constituting the first “opt-in” to panel membership. Panellists then receive an e-mail and are required to click on a link to confirm they would like to participate in panel membership. This constitutes the second “opt-in”.

The panel is continuously refreshed using a variety of sources and methods, the most important being Affiliate Networks. Affiliate Networks enables recruitment from many different sources as affiliates typically run recruitment campaigns in partnership with 20 to 40 different websites at a time.

Sample was reserved from the panel and quotas applied (see details on quotas below) to ensure a representative sample completed the questionnaire. Panellists were recruited using an email invitation including a link to the online questionnaire.

### Questionnaire design

The content and layout of the questionnaire was designed by the University of East Anglia, with consultation and feedback provided by researchers at Ipsos MORI.

The online format of the questionnaire enabled questions to be interlinked. Electronic script routing was included in the development of the questionnaire in order to ensure that respondents were only asked questions of relevance to them, based on their responses to previous questions.

The questionnaire structure consisted of the main body of the questionnaire followed by a specific version of a choice experiment, and some final follow-up questions. The average<sup>1</sup> time taken to complete the survey was 25.6 minutes (further information on this is included in a later section). A copy of the questionnaire and choice experiment are appended.

### Screening and quotas

Only owner-occupier households (i.e. those who own their home outright or are paying off a mortgage on it) were included in the survey; we excluded all people renting their homes and in other types of accommodation. Within these eligible households, only individuals who are at least partly responsible for financial decisions regarding their home were eligible for the survey; anyone who has no responsibility for these decisions was excluded. Exploratory online research prior to the main survey highlighted that the overall penetration of UK individuals aged 18+ that would be eligible for the survey on the basis of these two factors is around 60%.

Once this screening was complete, strict quotas were set on a key question which established a potential respondent's relevant stage of the home renovation cycle (*the figures in brackets*

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<sup>1</sup> Median average

*show the estimated proportions of eligible individuals who fall into each category based on our exploratory online omnibus study).*

Please pick one of the following that best describes your household's situation.

**SINGLE ANSWER**

1. *I/we are currently right in the middle of renovating (14% across categories 1 and 2)*
2. *I/we are currently finalising plans for renovating (14% across categories 1 and 2)*
3. *I/we are currently planning renovations to be done at some point in the near future (13%)*
4. *I/we are currently thinking about renovations as a possibility (17%)*
5. *I/we are not currently thinking about renovations as a possibility (55%)*

Quotas were set so that we achieved the following numbers of interviews with people in each of the above categories:

Code 1 or 2 (currently renovating/ finalising plans) = 250 responses

Code 3 (Making plans for renovations at some point in near future) = 250 responses

Code 4 (Thinking about renovations as a possibility) = 250 responses

Code 5 (Not current considering renovations) = 250 responses

**TOTAL = at least 1,000 responses**

In order to boost the representativeness of the survey, the initial invites to take part in the research were balanced to reflect the UK population profile across key socio-demographic variables: gender, geographic region, age and employment status.

Panellist information relating to these demographic variables was sourced from the information initially provided by panellists at the point of recruitment. Quotas were set using information from the Labour Force Survey statistics from 2006.

It should be noted that whilst the invites to panel members were controlled across key demographic variables, the screening process through which panel members had to pass through in order to gain access to the survey means that the sample of respondents will not show the same pattern. It would be incorrect to set quotas at the response stage in any case given there are no published population profiles for people meeting the relevant selection criteria.

## **Pilot**

Due to the very tight timescales for ensuring the survey provided 1,000 responses before the launch of the Green Deal, the questionnaire was not systematically piloted with the Ipsos Access Panel. However, piloting had previously been conducted by UEA.

## Survey invites and reminders

Panellists were invited to take part in the research via email. The email contained a unique link to access the survey. The invite text used was as follows:

*Dear \$FIRSTNAME,*

*We have a new survey for you to take part in. It is your chance to give us your views and opinions!*

*Click here to get started*

*This survey will take 35 minutes to complete, and will be open until \$COD. The info on rewards will be waiting for you on the first page.*

*If you cannot click on the link, please copy and paste the following URL into a new browser window. Please ensure you copy all the lines of the link into your browser:*

[\\$LINK\\$PANELISTID](#)

*Thank you for your participation. As always, your responses will be kept confidential.*

Quotas were monitored on a daily basis during fieldwork and fresh invites were sent out during fieldwork to help achieve the quotas. Reminder emails were also sent to all panellists who had not completed the survey.

The following table summarises the number of panellists that were invited to take part in the research, along with the reminder emails that were sent out and the dates of each.

Fieldwork stage	Date sent	Number sent
Main survey – invites	24 <sup>th</sup> September	31,466
Main survey – reminders	26 <sup>th</sup> September	15,719
Survey closed	30 <sup>th</sup> September	

## Incentives

For all studies using the Ipsos Access Panel, panellists are rewarded with points for every survey they complete. The points allocated depend on the questionnaire length and what the research requires of them (for instance, the number of points would be higher if it required a diary to be completed). Accumulated points can be redeemed on the dedicated panellists' website for a variety of vouchers. Rewarding points is the preferred incentive system on panels as it is seen as a neutral system which does not skew the participation of specific groups of people.

## Response statistics

The following tables present the number of panellists invited to take part in the research, the number accessing the survey, and number completing it. It also includes the number who accessed the survey but who were over quota and the number who did not complete the survey.

<b>Number of invites</b>	<b>31,466</b>	<b>100.00%</b>
Clicked through (ie accessed survey link)	5,024	15.9%

<b>Number who clicked through</b>	<b>5024</b>	<b>100.00%</b>
Over quota (the quota target had already been achieved)	1604	21.1%
Incompletes (began but did not finish the survey)	373	7.4%
Completes	1028	20.4%

## Duration of interviews

The median length of time it took respondents to complete the survey, including the choice experiment, was 26 minutes.

Checks are made on the data to exclude respondents who have completed the survey in an unrealistically short amount of time. The script calculates the median completion time for the first 100 completes and uses this as a standard – further respondents who then complete the survey 3 times faster than the median are excluded from the dataset. At 200 completes, the median is calculated again and a new measuring point is set. This process is repeated every 100 completes.

Within the datasets we have provided details of the time in seconds (and minutes and seconds) that each respondent took to complete the survey.

## WAVE 1 DISCRETE CHOICE EXPERIMENT

### OVERALL

We had **4 basic scenarios (each rolled out in 2 stages)** for the DCE (i.e., respondents first answered to one experiment, then answered to another experiment) - these scenarios were randomly assigned to the respondents. Furthermore, to increase variance we had 2 versions for each of these basic scenarios, so we ended up with a total of 8 subsample (125 respondents per version, > 250 in total per scenario. Amenity renovations refer to kitchen remodeling.

As said above, these scenarios are rolled out in 2 stages of DCE and **each** stage was composed of 9 choice tasks. Each choice task has 3 alternatives (options). Attributes and levels are below:

				only for Energy efficient renovations (E1-E2) and Green Deal in all 4 versions 2 <sup>nd</sup> stage
<b>LEVELS</b>	0	1	2	3
<b>reliability of contractor</b>	unknown reliability	reliable	very reliable	independently certified to be very reliable
effort of deciding	a lot of effort deciding	some effort deciding	no effort deciding	
hassle factor	major hassle	manageable hassle	hassle free	
warranty	3	1	5	7

Price regarding renovations ranges between 3000 and 6500 in the A1 and E1 and between 8000 and 11500 in the A2 and E2 experiments- see later for exact details.

## WHAT RESPONDENTS HAVE SEEN AND DATA IN THE DATAFILE

A1S1= AMENITIES SCENARIO 1 STAGE 1

A1S2= AMENITIES SCENARIO 1 STAGE 2

A2S1= AMENITIES SCENARIO 2 STAGE 1

A2S2= AMENITIES SCENARIO 2 STAGE 2

E1S1= ENERGY EFFICIENCY SCENARIO 1 STAGE 1

E1S2= ENERGY EFFICIENCY SCENARIO 1 STAGE 2

E2S1= ENERGY EFFICIENCY SCENARIO 2 STAGE 1

E2S2= ENERGY EFFICIENCY SCENARIO 2 STAGE 2

Summary of what renovations respondents stated they engaged with and what experiments they have answered to

N= respondents

									Correspondence with Experiment N=1028				
		None 0	Amenity 1	Energy 2	Mixed 3	Total			Yes 1	Yes 2	Yes 3	No 1	No 2
Stage								0					
	Step 1	Step 2											
0	A1S1=1	A1S2=2	61			61	61						
	A2S1=3	A2S2=4	61			61	61						
	E1S1=5	E1S2=6	74			74	74						
	E2S1=7	E2S2=8	63			63	63						
	<b>Total</b>		<b>259</b>			<b>259</b>							
1	A1S1=1	A1S2=2	10	28	7	19	64	10	28		19	7	
	A2S1=3	A2S2=4	8	26	15	16	65	8	26		16	15	
	E1S1=5	E1S2=6	7	24	7	20	58	7		7	20		24
	E2S1=7	E2S2=8	3	25	18	21	67	3		18	21		25
	<b>Total</b>		<b>28</b>	<b>103</b>	<b>47</b>	<b>76</b>	<b>254</b>						
2	A1S1=1	A1S2=2	7	31	8	22	68	7	31		22	8	
	A2S1=3	A2S2=4	5	28	9	21	63	5	28		21	9	
	E1S1=5	E1S2=6	2	23	6	21	52	2		6	21		23
	E2S1=7	E2S2=8	6	32	7	25	70	6		7	25		32
	<b>Total</b>		<b>20</b>	<b>114</b>	<b>30</b>	<b>89</b>	<b>253</b>						
3	A1S1=1	A1S2=2	10	29	9	19	67	10	29		19	9	
	A2S1=3	A2S2=4	6	29	10	22	67	6	29		22	10	
	E1S1=5	E1S2=6	10	28	10	24	72	10		10	24		28
	E2S1=7	E2S2=8	7	32	1	16	56	7		1	16		32
	<b>Total</b>		<b>33</b>	<b>118</b>	<b>30</b>	<b>81</b>	<b>262</b>	<b>340</b>	<b>171</b>	<b>49</b>	<b>246</b>	<b>58</b>	<b>164</b>
			<b>340</b>	<b>335</b>	<b>107</b>	<b>246</b>	<b>1028</b>	33%	17%	5%	24%	6%	16%



MORE DETAILED EXPLANATION OF WHAT RESPONDENTS HAVE SEEN

**FIGURES WHERE APPLICABLE REFER TO £**

##### SCREENS SHOWN #####  
**EXPERIMENT A1 – FIRST STAGE (A1S1)**

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Respondent Serial: 34. Current question: DCIntro

In the next set of questions we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are to planning to renovate by remodeling your kitchen including new counters and work surfaces, fittings, and cupboards.

There are various ways in which your household could pay for this renovation, including savings or different ways of borrowing money

You also need to choose a contractor to carry out the renovation work. Imagine you approached 3 different contractors, each of which visited your home and gave you a quote. The quotes differ in various ways which may influence which you prefer. Here are the ways in which the quotes may differ:

**COST:** The total cost for the renovation can vary a lot. It ranges between £3000-£6500.

**RELIABILITY OF CONTRACTOR:** What you know about the reliability of the contractor can vary a lot, both in terms of the quality of their work and in terms of how they interact with customers. Options are:

very reliable	reliable	unknown reliability
the contractor is well known to be trustworthy, carrying out very high quality work and responding well to customers' concerns	the contractor is thought to be trustworthy, carrying out good quality work and on the whole responding to customers' concerns	it's not known whether the contractor is reliable or not, there's little information to go on

**EFFORT OF DECIDING:** How much effort it is to decide what and how to renovate can vary a lot. Think of this as the amount of anxiety and stress caused by trying to decide about renovations. Options are:

no effort deciding	some effort deciding	a lot of effort deciding
useful information may be easy to find and understand, different options can be easily compared, and organising the renovations is straightforward	useful information may be somewhat difficult to find or understand, different options are hard to compare, and it's tricky trying to organise the renovations	useful information may be very hard to find and understand, different options are not at all comparable, and it's a real hassle trying to organise renovations

**HASSLE FACTOR:** The amount of hassle associated with the actual renovation work being done in your home can vary a lot. Options are:

hassle free	manageable hassle	major hassle
having contractors in the home is a minimal disruption to domestic life, and there's no need to redecorate or patch things up once they've left	having contractors in the home causes some disruption to domestic life, and you need to do some redecorating or patching things up once they've left	having contractors in the home is a major disruption to domestic life, and you need to do a lot of redecorating or patching things up once they've left

**WARRANTY:** The length of warranty or guarantee given by the contractors to cover the work done in your home can vary a lot. It ranges between [1 and 7 years].

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**Respondent Serial: 34. Current question: DCIntro2**

In these next questions, we would like you to make a series of choices between different renovation options for remodeling your kitchen including new counters and work surfaces, fittings, and cupboards. We will show you each set of choices on a different screen. Each set of choices will have a reference option which you will need to compare with two other options with different characteristics. These may be better or worse than the reference option. We will then ask you to choose which option you prefer. Once you've chosen, we'll show you a new set of choices. Each new set will not be connected with previous or future choices.

Let's work through an example:

Characteristics	Reference Option	Option A	Option B
cost	£ 5000	£ 6000	£ 3250
reliability of contractor	reliable	very reliable	unknown reliability
effort of deciding	some effort deciding	no effort deciding	a lot of effort
hassle factor	manageable hassle	hassle free	manageable hassle
warranty	1	1	5
I would choose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You have to choose between **Reference Option**, **Option A** and **Option B**. Suppose you choose **Option B**. In the example above, it means that you would be willing to pay **£3250** to renovate by **remodeling your kitchen including new counters and work surfaces, fittings, and cupboards**, as described above: i.e., **it's a lot of effort required** to decide what and how to renovate, using a contractor of **unknown reliability**, who does the renovations with a **manageable** amount of **hassle**, and gives a **5 year warranty** to cover the installation work.

REMEMBER: There are no wrong or right answers. We are just interested in your opinion. Although these are hypothetical choices, do please consider your household finances and the possibilities of using savings or loans when considering the costs of renovating.

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## EXAMPLE OF A CHOICE CARD A1 STAGE 1

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**Respondent Serial: 34. Current question: DCCardLoop[[\_1]].DCOptionSP**

CARD 1 OF 9

Characteristics:	Reference Option	Option A	Option B
cost	£ 5000	£ 5500	£ 6250
reliability of contractor	reliable	very reliable	very reliable
effort of deciding	some effort deciding	no effort deciding	a lot of effort deciding
hassle factor	manageable hassle	major hassle	hassle free
warranty	1	3	5
I would choose:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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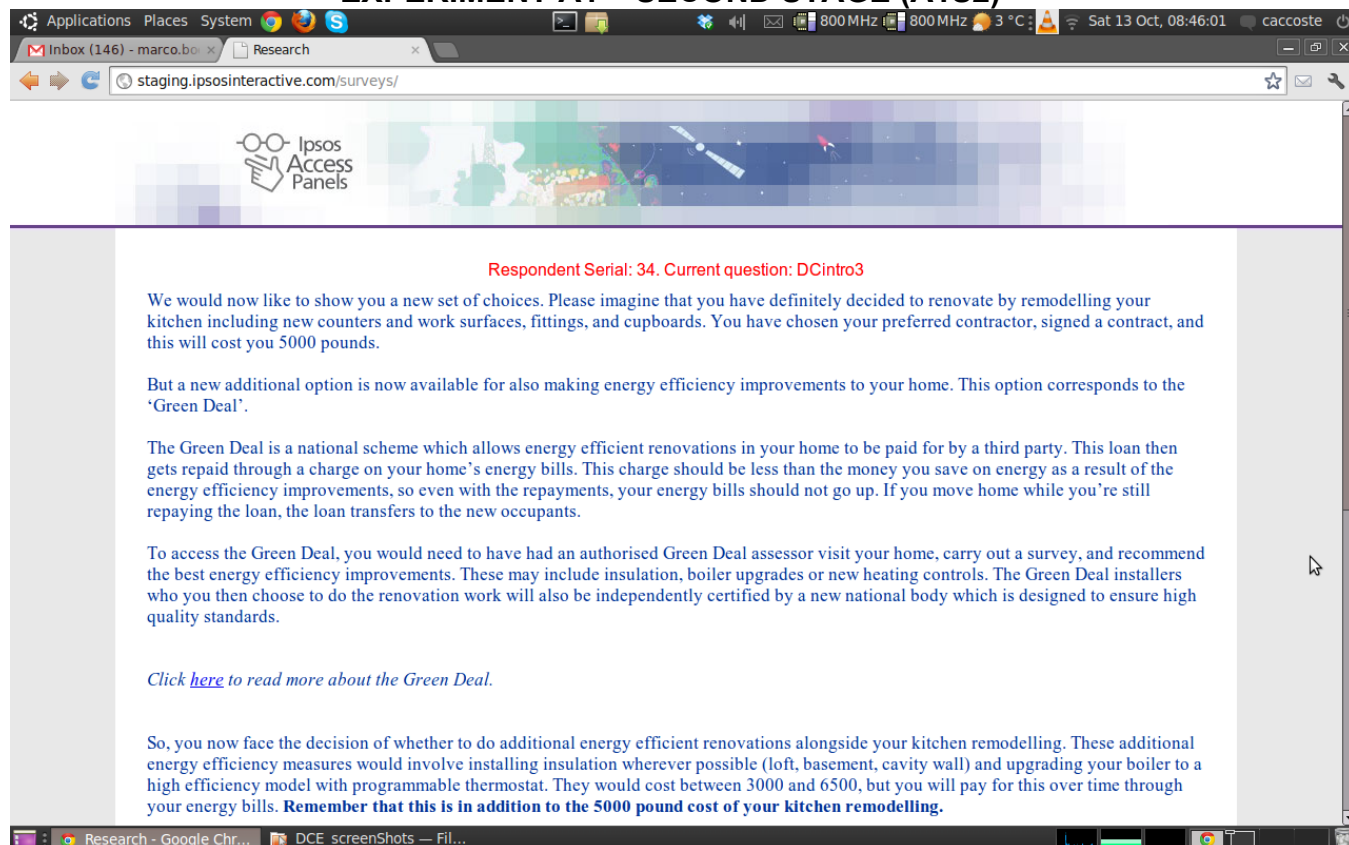
## ATTRIBUTE LEVELS

*Scenario A1S1:*

*Amenities' renovation with a starting cost of 5000 and no plans for energy efficiency renovations).* This scenario basically refers to smaller amenity renovations - explicitly kitchen remodelling (rather than a full kitchen revamp). It has no explicit links to any energy efficiency renovations.

Characteristics	Reference Option Same elements always shown (as explained below)	Option A	Option B
<b>cost</b>	<b>5000</b> in all choice sets shown to respondents	Continuous variable with figures varying from 3000 to 6500  Actual figures in this option varied from 3250 to 6500	Continuous variable with figures varying from 3000 to 6500  Actual figures in this option varied from 3000 to 6500
<b>reliability of contractor</b>	<b>reliable</b> in all choice sets shown to respondents	Categorical variable Varied from 'Unknown' to 'Very reliable'	Categorical variable Varied from 'Unknown' to 'Very reliable'
<b>effort of deciding</b>	<b>some effort deciding</b> in all choice sets shown to respondents	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'
<b>hassle factor</b>	<b>manageable hassle</b> in all choice sets shown to respondents	Categorical variable Varied from 'Major hassle' to 'hassle- free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle- free (=no hassle)'
<b>warranty</b>	<b>1 year</b> in all choice sets shown to respondents	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years
<b>I would choose:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## EXPERIMENT A1 – SECOND STAGE (A1S2)



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**Respondent Serial: 34. Current question: DCintro3**

We would now like to show you a new set of choices. Please imagine that you have definitely decided to renovate by remodelling your kitchen including new counters and work surfaces, fittings, and cupboards. You have chosen your preferred contractor, signed a contract, and this will cost you 5000 pounds.

But a new additional option is now available for also making energy efficiency improvements to your home. This option corresponds to the 'Green Deal'.

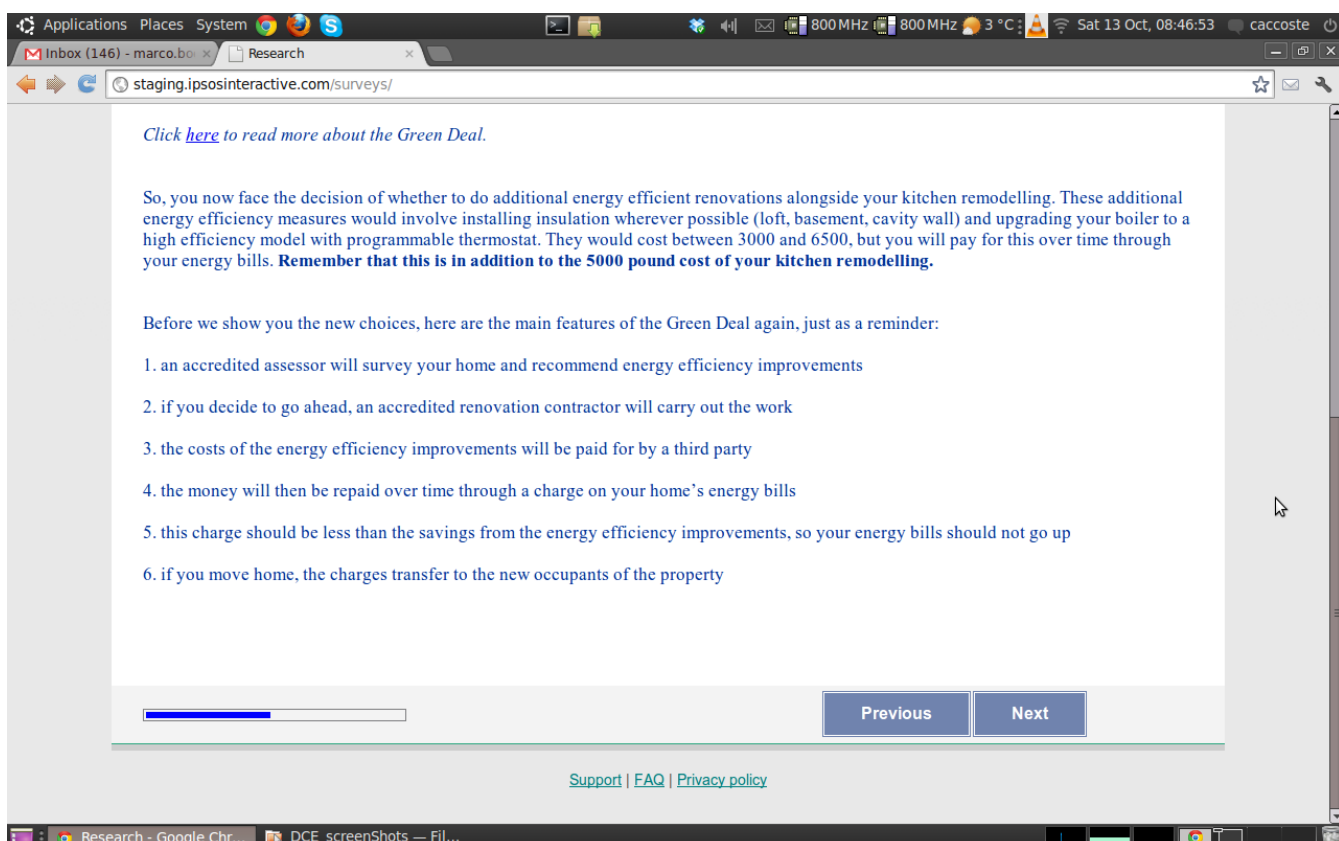
The Green Deal is a national scheme which allows energy efficient renovations in your home to be paid for by a third party. This loan then gets repaid through a charge on your home's energy bills. This charge should be less than the money you save on energy as a result of the energy efficiency improvements, so even with the repayments, your energy bills should not go up. If you move home while you're still repaying the loan, the loan transfers to the new occupants.

To access the Green Deal, you would need to have had an authorised Green Deal assessor visit your home, carry out a survey, and recommend the best energy efficiency improvements. These may include insulation, boiler upgrades or new heating controls. The Green Deal installers who you then choose to do the renovation work will also be independently certified by a new national body which is designed to ensure high quality standards.

Click [here](#) to read more about the Green Deal.

So, you now face the decision of whether to do additional energy efficient renovations alongside your kitchen remodelling. These additional energy efficiency measures would involve installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat. They would cost between 3000 and 6500, but you will pay for this over time through your energy bills. **Remember that this is in addition to the 5000 pound cost of your kitchen remodelling.**

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Click [here](#) to read more about the Green Deal.

So, you now face the decision of whether to do additional energy efficient renovations alongside your kitchen remodelling. These additional energy efficiency measures would involve installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat. They would cost between 3000 and 6500, but you will pay for this over time through your energy bills. **Remember that this is in addition to the 5000 pound cost of your kitchen remodelling.**

Before we show you the new choices, here are the main features of the Green Deal again, just as a reminder:

1. an accredited assessor will survey your home and recommend energy efficiency improvements
2. if you decide to go ahead, an accredited renovation contractor will carry out the work
3. the costs of the energy efficiency improvements will be paid for by a third party
4. the money will then be repaid over time through a charge on your home's energy bills
5. this charge should be less than the savings from the energy efficiency improvements, so your energy bills should not go up
6. if you move home, the charges transfer to the new occupants of the property

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Respondent Serial: 34. Current question: DCintro4

Let's work through an example:

Characteristics	Kitchen remodelling only	Kitchen remodelling AND additional energy efficiency renovations using the Green Deal - Option A	Kitchen remodelling AND additional energy efficiency renovations using the Green Deal - Option B
cost	£5000 kitchen remodelling including new counters and work surfaces, fittings, and cupboards	£3750 repaid through your home's energy bills	£4250 repaid through your home's energy bills
reliability of contractor		independently certified to be very reliable	independently certified to be very reliable
effort of deciding		no effort deciding	a lot of effort deciding
hassle factor		major hassle	manageable hassle
warranty		2	3
I would choose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You have to choose between Kitchen remodelling only, Kitchen remodelling AND additional energy efficiency renovations using the Green Deal – Option A and Kitchen remodelling AND additional energy efficiency renovations using the Green Deal – Option B. Suppose a person chooses Kitchen remodelling only it would mean that the respondent is **not** willing to do any **further renovation, but remodelling your kitchen including new counters and work surfaces, fittings, and cupboards for £ 5000**, even if this could be done and paid through the **Green Deal Option** (no upfront cost and payment through home's energy bill). Furthermore, if a person chooses Kitchen remodelling AND additional energy efficiency renovations using the Green Deal – Option A in the example above, it means that the respondent is willing to do an **energy efficient renovation additional to the already committed Kitchen remodelling for £5000**, accessing the green deal option. He would **pay** additional **£3750** through his/her home's energy bill. These renovations would require **no effort deciding** what and how to renovate, using an **independently certified contractor**, who does the renovations causing **major hassle**, and gives a **2 year warranty** to cover the installation work.

REMEMBER: There are no wrong or right answers. We are just interested in your opinion. For the purpose of this exercise, please assume that by choosing you take a commitment for your household and you will pay the amount indicated by the option to receive the type of package included in the renovation chosen. Do consider your budget constraints and your possibility to access to credit while choosing.

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## ATTRIBUTE LEVELS

## Scenario A1S2:

*Amenities' renovation with a starting cost of 5000 (smaller amenity renovations) and additional energy renovations funded through Green Deal mechanisms*

Characteristics	No more renovation	additional energy efficiency renovation accessing the Green Deal option A	additional energy efficiency renovation accessing the Green Deal option B
<b>cost</b>	NO ADDITIONAL RENOVATION  £5000 kitchen remodelling including new counters and work surfaces, fittings, and cupboards	Continuous variable Figures varied <i>additionally to 5000 from 3750 to 6500 repaid through the home's energy bills</i> Actual figures shown in this option ranged from 4000 to 6500	Continuous variable Figures varied <i>additionally to 5000 from 3750 to 6500 repaid through the home's energy bills</i> Actual figures shown in this option ranged from 3750 to 6500
<b>reliability of contractor</b>	Other characteristics and assumptions in this option: a: Reliability of contractor= 'unknown' b: Effort of deciding= 'a lot' c: hassle= 'major' d: warranty= 0 years	independently certified to be very reliable in all choice sets shown to respondents	independently certified to be very reliable in all choice sets shown to respondents
<b>effort of deciding</b>		Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'
<b>hassle factor</b>		Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'
<b>warranty</b>		Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years
<b>I would choose:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## A2 EXPERIMENT – FIRST STAGE (A2S1)

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**Respondent Serial: 34. Current question: DCIntroB**

In the next set of questions we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are to planning to renovate by fully remodeling your kitchen including new counters and work surfaces, fittings, cupboards as well as new cooker, white goods and appliances.

There are various ways in which your household could pay for this renovation, including savings or different ways of borrowing money

You also need to choose a contractor to carry out the renovation work. Imagine you approached 3 different contractors, each of which visited your home and gave you a quote. The quotes differ in various ways which may influence which you prefer. Here are the ways in which the quotes may differ:

**COST:** The total cost for the renovation can vary a lot. It ranges between £8000 and £11500.

**RELIABILITY OF CONTRACTOR:** What you know about the reliability of the contractor can vary a lot, both in terms of the quality of their work and in terms of how they interact with customers. Options are:

very reliable	reliable	unknown reliability
the contractor is well known to be trustworthy, carrying out very high quality work and responding well to customers' concerns	the contractor is thought to be trustworthy, carrying out good quality work and on the whole responding to customers' concerns	it's not known whether the contractor is reliable or not, there's little information to go on

**EFFORT OF DECIDING:** How much effort it is to decide what and how to renovate can vary a lot. Think of this as the amount of anxiety and stress caused by trying to decide about renovations. Options are:

no effort deciding	some effort deciding	a lot of effort deciding
useful information may be easy to find and understand, different options can be easily compared, and organising the renovations is straightforward	useful information may be somewhat difficult to find or understand, different options are hard to compare, and it's tricky trying to organise the renovations	useful information may be very hard to find and understand, different options are not at all comparable, and it's a real hassle trying to organise renovations

**HASSLE FACTOR:** The amount of hassle associated with the actual renovation work being done in your home can vary a lot. Options are:

hassle free	manageable hassle	major hassle
having contractors in the home is a minimal disruption to domestic life, and there's no need to redecorate or patch things up once they've left	having contractors in the home causes some disruption to domestic life, and you need to do some redecorating or patching things up once they've left	having contractors in the home is a major disruption to domestic life, and you need to do a lot of redecorating or patching things up once they've left

**WARRANTY:** The length of warranty or guarantee given by the contractors to cover the work done in your home can vary a lot. It ranges between [1 and 7 years].

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*Scenario A2S1:*

*Amenities' renovation with a starting cost of 10000 and no plans for energy renovations). Again, this scenario basically refers to more expensive kitchen remodelling (rather than a full kitchen revamp) and has no explicit links to any energy efficiency renovations.*

Characteristics	Reference Option Same elements always shown (as explained below)	Option A	Option B
<b>cost</b>	<b>10000</b>  in all choice sets shown to respondents	Continuous variable with figures varying from 8000 to 11500  Actual figures in this option varied from 8000 to 11500	Continuous variable with figures varying from 8000 to 11500  Actual figures in this option varied from 8000 to 11500
<b>reliability of contractor</b>	<b>reliable</b>  in all choice sets shown to respondents	Categorical variable Varied from 'Unknown' to 'Very reliable'	Categorical variable Varied from 'Unknown' to 'Very reliable'
<b>effort of deciding</b>	<b>some effort deciding</b>  in all choice sets shown to respondents	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'
<b>hassle factor</b>	<b>manageable hassle</b>  in all choice sets shown to respondents	Categorical variable Varied from 'Major hassle' to 'hassle- free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle- free (=no hassle)'
<b>warranty</b>	<b>1 year</b>  in all choice sets shown to respondents	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years
<b>I would choose:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## A2 EXPERIMENT – SECOND STAGE (A2S2)

We would now like to show you a new set of choices. These are similar to before, except that a new renovation option is included. This option corresponds to the 'Green Deal'.

The Green Deal is a national scheme which allows energy efficient renovations in your home to be paid for by a third party. This loan then gets repaid through a charge on your home's energy bills. This charge should be less than the money you save on energy as a result of the energy efficiency improvements, so even with the repayments, your energy bills should not go up. If you move home while you're still repaying the loan, the loan transfers to the new occupants.

To access the Green Deal, you have to have an authorised Green Deal assessor visit your home, carry out an energy survey, and recommend the best energy efficiency improvements. These include things like insulation, draftproofing, heating controls, or boiler upgrades. You then have to choose a Green Deal installer to do the renovation work. They will also be independently certified by a new national body which is designed to ensure high quality standards.

*Click [here](#) to read more about the Green Deal.*

So, as before, we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are planning to renovate by fully remodeling your kitchen including new counters and work surfaces, fittings, cupboards as well as new cooker, white goods and appliances.

This would cost you between 8000 and 11500 pounds paid upfront.

The energy efficiency improvements would cost you 5000 pounds more, but you will pay for this over time through your energy bills and not upfront.

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Therefore, if you would like to access the Green Deal scheme using some energy efficiency improvement, the renovation should change to remodelling your kitchen including new counters and work surfaces, fittings, and cupboards ... **AND** ... using the Green Deal to install insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat. Note that the energy efficiency renovation in the green deal option can be only carried out by a contractor independently certified to be very reliable

This becomes a mixed renovation (partially on energy efficiency) and would allow you to pay what you'd spend on energy efficiency through the Green Deal mechanism (home's energy bills). The remaining is upfront cost.

Before we show you the new choices, here are the main features of the Green Deal again, just as a reminder:

1. an accredited assessor will survey your home and recommend energy efficiency improvements
2. if you decide to go ahead, an accredited renovation contractor will carry out the work
3. the costs of the energy efficiency improvements will be paid for by a third party
4. the money will then be repaid over time through a charge on your home's energy bills
5. this charge should be less than the savings from the energy efficiency improvements, so your energy bills should not go up
6. if you move home, the charges transfer to the new occupants of the property

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Respondent Serial: 34. Current question: DCIntro4

Let's work through an example:

Characteristics	Option A: Kitchen renovation	Option B: Kitchen renovation	GREEN DEAL option: Kitchen remodelling + energy efficient renovation.
cost	£8250	£8500	£6250 + 5000 repaid through your home's energy bills
reliability of the contractor for the kitchen renovation/ remodelling	unknown reliability	very reliable	reliable / the contractor for the Green Deal is independently certified to be very reliable
effort of deciding	some effort deciding	no effort deciding	some effort deciding
hassle factor	hassle free	manageable hassle	hassle free
warranty	1	1	5
I would choose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You have to choose between Option A Kitchen renovation, Option B Kitchen renovation and the Green Deal Option (less spent on kitchen remodelling and some energy efficient renovation). Suppose you choose Option B. In the example above, it means that you would be willing to pay **£8500** for **Fully remodeling your kitchen including new counters and work surfaces, fittings, cupboards as well as new cooker, white goods and appliances**, as described above: **no effort** is required to decide what and how to renovate, using a **very reliable contractor**, who does the renovations with **manageable hassle**, and gives a **1 year warranty** to cover the installation work.

However, suppose you choose the **Green Deal Option**. In the example above, it means that you would be willing to pay **£6250** for **remodelling your kitchen including new counters and work surfaces, fittings and cupboards AND you would be willing to pay £5000** to be paid back over time through your energy bills using the Green Deal for installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat. These renovations would require **some effort** deciding what and how to renovate, using a **reliable contractor** for remodelling the kitchen and an **independently certified contractor** for energy efficient renovation, who does the renovations **hassle free**, and gives a **5 year warranty** to cover the installation work.

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## ATTRIBUTE LEVELS

### Scenario A2S2:

*Amenities' renovation with a starting cost of £10000 (larger kitchen revamp or a less expensive £5000 kitchen remodelling) with an additional £5000 energy efficiency renovations (split) financed through the Green Deal mechanism*

Characteristics	Option A: Kitchen renovation	Option B: Kitchen renovation	GREEN DEAL option: Kitchen remodelling + energy efficient renovation.
<b>Cost</b>	NO ADDITIONAL RENOVATION  Continuous variable  Figures varied from 8000 to 11500  Actual figures shown in this option ranged from 8000 to 11500	NO ADDITIONAL RENOVATION  Continuous variable  Figures varied from 8000 to 11500  Actual figures shown in this option ranged from 8000 to 11500	6250 + 5000 energy renovations repaid through the home's energy bills  Continuous variable  Actual figures shown in this option ranged from 9750 to 11500
<b>reliability of the contractor for the kitchen renovation/ remodelling</b>	Categorical variable Varied from 'Unknown' to 'Very reliable'	Categorical variable Varied from 'Unknown' to 'Very reliable'	Categorical variable Varied from 'Unknown' to 'Very reliable'
<b>effort of deciding</b>	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'
<b>hassle factor</b>	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'
<b>warranty</b>	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years
<b>I would choose:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## E1 EXPERIMENT – FIRST STAGE (E1S1)

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**Respondent Serial: 34. Current question: DCIntroc**

In the next set of questions we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are to planning to renovate by Installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat. Together these measures save you 600 pounds a year on energy costs.

There are various ways in which your household could pay for this renovation, including savings or different ways of borrowing money

You also need to choose a contractor to carry out the renovation work. Imagine you approached 3 different contractors, each of which visited your home and gave you a quote. The quotes differ in various ways which may influence which you prefer. Here are the ways in which the quotes may differ:

**COST:** The total cost for the renovation can vary a lot. It ranges between £3000 and £6500.

**RELIABILITY OF CONTRACTOR:** What you know about the reliability of the contractor can vary a lot, both in terms of the quality of their work and in terms of how they interact with customers. Options are:

very reliable	reliable	independently certified	unknown reliability
the contractor is well known to be trustworthy, carrying out very high quality work and responding well to customers' concerns	the contractor is thought to be trustworthy, carrying out good quality work and on the whole responding to customers' concerns	the contractor is certified by an independent body which ensures high quality work is carried out	it's not known whether the contractor is reliable or not, there's little information to go on

**EFFORT OF DECIDING:** How much effort it is to decide what and how to renovate can vary a lot. Think of this as the amount of anxiety and

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**EFFORT OF DECIDING:** How much effort it is to decide what and how to renovate can vary a lot. Think of this as the amount of anxiety and stress caused by trying to decide about renovations. Options are:

no effort deciding	some effort deciding	a lot of effort deciding
useful information may be easy to find and understand, different options can be easily compared, and organising the renovations is straightforward	useful information may be somewhat difficult to find or understand, different options are hard to compare, and it's tricky trying to organise the renovations	useful information may be very hard to find and understand, different options are not at all comparable, and it's a real hassle trying to organise renovations

**HASSLE FACTOR:** The amount of hassle associated with the actual renovation work being done in your home can vary a lot. Options are:




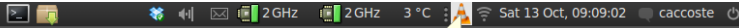
hassle free	manageable hassle	major hassle
having contractors in the home is a minimal disruption to domestic life, and there's no need to redecorate or patch things up once they've left	having contractors in the home causes some disruption to domestic life, and you need to do some redecorating or patching things up once they've left	having contractors in the home is a major disruption to domestic life, and you need to do a lot of redecorating or patching things up once they've left

**WARRANTY:** The length of warranty or guarantee given by the contractors to cover the work done in your home can vary a lot. It ranges between [1 and 7 years].

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Respondent Serial: 34. Current question: DCintroc2

In these next questions, we would like you to make a series of choices between different renovation options for Installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat. We will show you each set of choices on a different screen. Each set of choices will have a reference option which you will need to compare with two other options with different characteristics. These may be better or worse than the reference option. We will then ask you to choose which option you prefer. Once you've chosen, we'll show you a new set of choices. Each new set will be not connected with previous or future choices.

Let's work through an example:

Characteristics	Reference Option	Option A	Option B
cost	£ 5000	£ 6000	£ 3250
reliability of contractor	reliable	very reliable	unknown reliability
effort of deciding	some effort deciding	no effort deciding	a lot of effort
hassle factor	manageable hassle	hassle free	manageable hassle
warranty	1	1	5
I would choose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You have to choose between **Reference Option**, **Option A** and **Option B**. Suppose you choose **Option B**. In the example above, it means that you would be willing to **pay £3250** to renovate by **installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat**, as described above: i.e., **it's a lot of effort required** to decide what and how to renovate, using a contractor of **unknown reliability**, who does the renovations with a **manageable** amount of **hassle**, and gives a **5 year warranty** to cover the installation work.

REMEMBER: There are no wrong or right answers. We are just interested in your opinion. Although these are hypothetical choices, do please consider your household finances and the possibilities of using savings or loans when considering the costs of renovating.

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Respondent Serial: 34. Current question: DCintroc3

We would now like to show you a new set of choices. These are similar to before, except that a new renovation option is included. This option corresponds to the 'Green Deal'.

The Green Deal is a national scheme which allows energy efficient renovations in your home to be paid for by a third party. This loan then gets repaid through a charge on your home's energy bills. This charge should be less than the money you save on energy as a result of the energy efficiency improvements, so even with the repayments, your energy bills should not go up. If you move home while you're still repaying the loan, the loan transfers to the new occupants.

To access the Green Deal, you would need to have had an authorised Green Deal assessor visit your home, carry out a survey, and recommend the best energy efficiency improvements. These may include insulation, draftproofing, heating controls, or boiler upgrades. The Green Deal installers who you then choose to do the renovation work will also be independently certified by a new national body which is designed to ensure high quality standards.

Click [here](#) to read more about the Green Deal.

So, as before, we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are planning to renovate by installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat. Together these measures save you 600 a year on energy costs. **You can choose whether to use the Green Deal or not.**

Before we show you the new choices, here are the main features of the Green Deal again, just as a reminder:

So, as before, we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are planning to renovate by installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat. Together these measures save you 600 a year on energy costs. **You can choose whether to use the Green Deal or not.**

Before we show you the new choices, here are the main features of the Green Deal again, just as a reminder:

1. an accredited assessor will survey your home and recommend energy efficiency improvements
2. if you decide to go ahead, an accredited renovation contractor will carry out the work
3. the costs of the energy efficiency improvements will be paid for by a third party
4. the money will then be repaid over time through a charge on your home's energy bills
5. this charge should be less than the savings from the energy efficiency improvements, so your energy bills should not go up
6. if you move home, the charges transfer to the new occupants of the property

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Respondent Serial: 34. Current question: DCintroc4

Let's work through an example:

Characteristics	Option A	Option B	GREEN DEAL option
cost	£6000	£3250	£6500 through the Green deal (home's energy bills)
reliability of contractor	independently certified to be very reliable	unknown reliability	independently certified to be very reliable
effort of deciding	some effort deciding	a lot of effort deciding	some effort deciding
hassle factor	major hassle	major hassle	hassle free
warranty	1	3	7
I would choose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You have to choose between **Option A**, **Option B** and the **Green Deal Option**. Suppose a person chooses **Option B**. In the example above, it means that the respondent is willing to pay **£3250** to commit to **renovate installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat**, as described above: i.e. **a lot of effort** is required to decide what and how to renovate, using a contractor with **unknown reliability**, who does the renovations with **major hassle**, and gives a **3 year warranty** to cover the installation work. Choosing the **Green deal option** in the example the respondent would be willing to pay for the same type of renovation **£6500** through the **Green deal mechanism** (home's energy bills), as described above: i.e. **some effort is required** to decide what and how to renovate, using a contractor with **independently certified to be very reliable**, who does the renovations **hassle free**, and gives a **7 year warranty** to cover the installation work.

REMEMBER: There are no wrong or right answers. We are just interested in your opinion. For the purpose of this exercise, please assume that by choosing you take a commitment for your household and you will pay the amount indicated by the option to receive the type of package included in the renovation chosen. Do consider your budget constraints and your possibility to access to credit while choosing.

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## ATTRIBUTE LEVELS

### Scenario E1S1:

*Energy renovations with a starting cost of £5000 and no plans for energy renovations funded by the Green Deal. This scenario basically refers to a major £5,000 boiler upgrade and installation of insulation wherever possible.*

Characteristics	Reference Option Same elements always shown (as explained below)	Option A  Includes certification of contractors	Option B  Includes certification of contractors
cost	<b>5000</b>  in all choice sets shown to respondents	Continuous variable with figures varying from 3000 to 6500  Actual figures in this option varied from 3000 to 6500	Continuous variable with figures varying from 3000 to 6500  Actual figures in this option varied from 3500 to 6500
reliability of contractor	<b>reliable</b> in all choice sets shown to respondents	Categorical variable Varied from 'Unknown' to 'Very reliable' but also 'independently certified contractors'	Categorical variable Varied from 'Unknown' to 'Very reliable' but also 'independently certified contractors'
effort of deciding	<b>some effort deciding</b> in all choice sets shown to respondents	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'
hassle factor	<b>manageable hassle</b> in all choice sets shown to respondents	Categorical variable Varied from 'Major hassle' to 'hassle- free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle- free (=no hassle)'
warranty	<b>1 year</b> in all choice sets shown to respondents	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years

I would choose:

☐
☐
☐

## E1 EXPERIMENT – SECOND STAGE (E1S2)

Respondent Serial: 34. Current question: DCintroc3

We would now like to show you a new set of choices. These are similar to before, except that a new renovation option is included. This option corresponds to the 'Green Deal'.

The Green Deal is a national scheme which allows energy efficient renovations in your home to be paid for by a third party. This loan then gets repaid through a charge on your home's energy bills. This charge should be less than the money you save on energy as a result of the energy efficiency improvements, so even with the repayments, your energy bills should not go up. If you move home while you're still repaying the loan, the loan transfers to the new occupants.

To access the Green Deal, you would need to have had an authorised Green Deal assessor visit your home, carry out a survey, and recommend the best energy efficiency improvements. These may include insulation, draftproofing, heating controls, or boiler upgrades. The Green Deal installers who you then choose to do the renovation work will also be independently certified by a new national body which is designed to ensure high quality standards.

*Click [here](#) to read more about the Green Deal.*

So, as before, we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are planning to renovate by installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat. Together these measures save you 600 a year on energy costs. **You can choose whether to use the Green Deal or not.**

Before we show you the new choices, here are the main features of the Green Deal again, just as a reminder:

1. an accredited assessor will survey your home and recommend energy efficiency improvements
2. if you decide to go ahead, an accredited renovation contractor will carry out the work
3. the costs of the energy efficiency improvements will be paid for by a third party
4. the money will then be repaid over time through a charge on your home's energy bills
5. this charge should be less than the savings from the energy efficiency improvements, so your energy bills should not go up
6. if you move home, the charges transfer to the new occupants of the property

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Respondent Serial: 34. Current question: DCIntro4

Let's work through an example:

Characteristics	Option A	Option B	GREEN DEAL option
cost	£6000	£3250	£6500 through the Green deal (home's energy bills)
reliability of contractor	independently certified to be very reliable	unknown reliability	independently certified to be very reliable
effort of deciding	some effort deciding	a lot of effort deciding	some effort deciding
hassle factor	major hassle	major hassle	hassle free
warranty	1	3	7
I would choose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You have to choose between **Option A**, **Option B** and the **Green Deal Option**. Suppose a person chooses **Option B**. In the example above, it means that the respondent is willing to pay **£3250** to commit to **renovate installing insulation wherever possible (loft, basement, cavity wall) and upgrading your boiler to a high efficiency model with programmable thermostat**, as described above: i.e. **a lot of effort** is required to decide what and how to renovate, using a contractor with **unknown reliability**, who does the renovations with **major hassle**, and gives a **3 year warranty** to cover the installation work. Choosing the **Green deal option** in the example the respondent would be willing to pay for the same type of renovation **£6500** through the **Green deal mechanism** (home's energy bills), as described above: i.e. **some effort** is required to decide what and how to renovate, using a contractor with **independently certified to be very reliable**, who does the renovations **hassle free**, and gives a **7 year warranty** to cover the installation work.

REMEMBER: There are no wrong or right answers. We are just interested in your opinion. For the purpose of this exercise, please assume that by choosing you take a commitment for your household and you will pay the amount indicated by the option to receive the type of package included in the renovation chosen. Do consider your budget constraints and your possibility to access to credit while choosing.

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### ATTRIBUTE LEVELS

#### Scenario E1S2:

*Energy renovations with a starting cost of £5000 as above and additional energy renovations funded through the Green Deal mechanism*

Characteristics	Option A	Option B	additional energy efficiency renovation accessing the Green Deal
<b>cost</b>	Continuous variable with figures varying from 3000 to 6500  Actual figures in this option varied from 3000 to 6500	Continuous variable with figures varying from 3000 to 6500  Actual figures in this option varied from 3500 to 6500	Continuous variable with figures varying from 5000 to 6500  Actual figures in this option varied from 5000 to 6500  funded through the Green deal (home's energy bills)
<b>reliability of contractor</b>	Categorical variable Varied from 'Unknown' to 'Very reliable' but also 'independently certified contractors'	Categorical variable Varied from 'Unknown' to 'Very reliable' but also 'independently certified contractors'	independently certified to be very reliable  in all choice sets shown to respondents
<b>effort of deciding</b>	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'
<b>hassle factor</b>	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'
<b>warranty</b>	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years
<b>I would choose:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## E2 EXPERIMENT – FIRST STAGE (E2S1)

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**Respondent Serial: 34. Current question: DCIntrod**

In the next set of questions we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are to planning to renovate by installing insulation wherever possible (loft, basement, cavity wall) including external or internal solid wall insulation, and upgrading your boiler to a high efficiency model with programmable thermostat. These measures save you 900 pounds a year on energy costs.

There are various ways in which your household could pay for this renovation, including savings or different ways of borrowing money

You also need to choose a contractor to carry out the renovation work. Imagine you approached 3 different contractors, each of which visited your home and gave you a quote. The quotes differ in various ways which may influence which you prefer. Here are the ways in which the quotes may differ:

**COST:** The total cost for the renovation can vary a lot. It ranges between £8000 and £11500.

**RELIABILITY OF CONTRACTOR:** What you know about the reliability of the contractor can vary a lot, both in terms of the quality of their work and in terms of how they interact with customers. Options are:

very reliable	reliable	independently certified	unknown reliability
the contractor is well known to be trustworthy, carrying out very high quality work and responding well to customers' concerns	the contractor is thought to be trustworthy, carrying out good quality work and on the whole responding to customers' concerns	the contractor is certified by an independent body which ensures high quality work is carried out	it's not known whether the contractor is reliable or not, there's little information to go on

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**RELIABILITY OF CONTRACTOR:** What you know about the reliability of the contractor can vary a lot, both in terms of the quality of their work and in terms of how they interact with customers. Options are:

very reliable	reliable	independently certified	unknown reliability
the contractor is well known to be trustworthy, carrying out very high quality work and responding well to customers' concerns	the contractor is thought to be trustworthy, carrying out good quality work and on the whole responding to customers' concerns	the contractor is certified by an independent body which ensures high quality work is carried out	it's not known whether the contractor is reliable or not, there's little information to go on

**EFFORT OF DECIDING:** How much effort it is to decide what and how to renovate can vary a lot. Think of this as the amount of anxiety and stress caused by trying to decide about renovations. Options are:

no effort deciding	some effort deciding	a lot of effort deciding
useful information may be easy to find and understand, different options can be easily compared, and organising the renovations is straightforward	useful information may be somewhat difficult to find or understand, different options are hard to compare, and it's tricky trying to organise the renovations	useful information may be very hard to find and understand, different options are not at all comparable, and it's a real hassle trying to organise renovations

**HASSLE FACTOR:** The amount of hassle associated with the actual renovation work being done in your home can vary a lot. Options are:

hassle free	manageable hassle	major hassle
having contractors in the home is a minimal disruption to domestic life, and there's no need to redecorate or patch things up once they've left	having contractors in the home causes some disruption to domestic life, and you need to do some redecorating or patching things up once they've left	having contractors in the home is a major disruption to domestic life, and you need to do a lot of redecorating or patching things up once they've left

**WARRANTY:** The length of warranty or guarantee given by the contractors to cover the work done in your home can vary a lot. It ranges between [1 and 7 years].

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Respondent Serial: 34. Current question: DCIntrod2

In these next questions, we would like you to make a series of choices between different renovation options for installing insulation wherever possible (loft, basement, cavity wall) including external or internal solid wall insulation, and upgrading your boiler to a high efficiency model with programmable thermostat. We will show you each set of choices on a different screen. Each set of choices will have a reference option which you will need to compare with two other options with different characteristics. These may be better or worse than the reference option. We will then ask you to choose which option you prefer. Once you've chosen, we'll show you a new set of choices. Each new set will be not connected with previous or future choices.

Let's work through an example:

Characteristics	Reference Option	Option A	Option B
cost	£ 10000	£ 11000	£ 8250
reliability of contractor	reliable	very reliable	unknown reliability
effort of deciding	some effort deciding	no effort deciding	a lot of effort
hassle factor	manageable hassle	hassle free	manageable hassle
warranty	1	1	5
I would choose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You have to choose between **Reference Option**, **Option A** and **Option B**. Suppose you choose **Option B**. In the example above, it means that you would be willing to pay **£8250** to renovate by **installing insulation wherever possible (loft, basement, cavity wall) including external or internal solid wall insulation, and upgrading your boiler to a high efficiency model with programmable thermostat**, as described above: i.e., it's a **lot of effort** required to decide what and how to renovate, using a contractor of **unknown reliability**, who does the renovations with a **manageable** amount of **hassle**, and gives a **5 year warranty** to cover the installation work.

REMEMBER: There are no wrong or right answers. We are just interested in your opinion. Although these are hypothetical choices, do please consider your household finances and the possibilities of using savings or loans when considering the costs of renovating.

Rubbish Bin

## ATTRIBUTE LEVELS

### Scenario E2S1:

*Energy renovations with a starting cost of £10000 and no plans for energy renovations funded by the Green Deal. This scenario basically refers to larger energy renovations.*

Characteristics	Reference Option	Option A	Option B
cost	<b>10000</b> in all choice sets shown to respondents	Continuous variable with figures varying from 8250 to 11500  Actual figures in this option varied from 8250 to 11250	Continuous variable with figures varying from 8250 to 11500  Actual figures in this option varied from 8250 to 11500
reliability of contractor	<b>reliable</b> in all choice sets shown to respondents	Categorical variable Varied from 'Unknown' to 'Very reliable' but also 'independently certified contractors'	Categorical variable Varied from 'Unknown' to 'Very reliable' but also 'independently certified contractors'
effort of deciding	<b>some effort deciding</b> in all choice sets shown to respondents	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'
hassle factor	<b>manageable hassle</b> in all choice sets shown to respondents	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'
warranty	<b>1 year</b> in all choice sets shown to respondents	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years
I would choose:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## E2 EXPERIMENT – SECOND STAGE (E2S2)

Respondent Serial: 34. Current question: DCintrod3

We would now like to show you a new set of choices. These are similar to before, except that a new renovation option is included. This option corresponds to the 'Green Deal'.

The Green Deal is a national scheme which allows energy efficient renovations in your home to be paid for by a third party. This loan then gets repaid through a charge on your home's energy bills. This charge should be less than the money you save on energy as a result of the energy efficiency improvements, so even with the repayments, your energy bills should not go up. If you move home while you're still repaying the loan, the loan transfers to the new occupants.

To access the Green Deal, you would need to have had an authorised Green Deal assessor visit your home, carry out a survey, and recommend the best energy efficiency improvements. These may include insulation, draftproofing, heating controls, or boiler upgrades. The Green Deal installers who you then choose to do the renovation work will also be independently certified by a new national body which is designed to ensure high quality standards.

[Click here](#) to read more about the Green Deal.

So, as before, we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are planning to renovate by installing insulation wherever possible (loft, basement, cavity wall) including external or internal solid wall insulation, and upgrading your boiler to a high efficiency model with programmable thermostat. These measures save you 900 a year on energy costs. **You can choose whether to use the Green Deal or not.**

So, as before, we would like you to imagine that your household is planning some renovations. Whether this describes your current situation or not, please imagine that you are planning to renovate by installing insulation wherever possible (loft, basement, cavity wall) including external or internal solid wall insulation, and upgrading your boiler to a high efficiency model with programmable thermostat. These measures save you 900 a year on energy costs. **You can choose whether to use the Green Deal or not.**

Before we show you the new choices, here are the main features of the Green Deal again, just as a reminder:

1. an accredited assessor will survey your home and recommend energy efficiency improvements
2. if you decide to go ahead, an accredited renovation contractor will carry out the work
3. the costs of the energy efficiency improvements will be paid for by a third party
4. the money will then be repaid over time through a charge on your home's energy bills
5. this charge should be less than the savings from the energy efficiency improvements, so your energy bills should not go up
6. if you move home, the charges transfer to the new occupants of the property

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Respondent Serial: 34. Current question: DCIntrod4

Let's work through an example:

Characteristics	Option A	Option B	GREEN DEAL option
cost	£11000	£8250	£11500 through the Green deal (home's energy bills)
reliability of contractor	independently certified to be very reliable	unknown reliability	independently certified to be very reliable
effort of deciding	some effort deciding	a lot of effort deciding	some effort deciding
hassle factor	major hassle	major hassle	hassle free
warranty	1	3	7
I would choose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You have to choose between **Option A**, **Option B** and the **Green Deal Option**. Suppose a person chooses **Option B**. In the example above, it means that the respondent is willing to pay **£8250** to commit to renovate **installing insulation wherever possible (loft, basement, cavity wall) including external or internal solid wall insulation, and upgrading your boiler to a high efficiency model with programmable thermostat**, as described above: i.e. a lot of effort is required to decide what and how to renovate, using a contractor with **unknown reliability**, who does the renovations with **major hassle**, and gives a **3 year warranty** to cover the installation work. Choosing the **Green deal option** in the example the respondent would be willing to pay for the same type of renovation **£11500** through the **Green deal mechanism** (home's energy bills), as described above: i.e. **some effort is required** to decide what and how to renovate, using a contractor with **independently certified to be very reliable**, who does the renovations **hassle free**, and gives a **7 year warranty** to cover the installation work.

REMEMBER: There are no wrong or right answers. We are just interested in your opinion. For the purpose of this exercise, please assume that by choosing you take a commitment for your household and you will pay the amount indicated by the option to receive the type of package included in the renovation chosen. Do consider your budget constraints and your possibility to access to credit while choosing.

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## ATTRIBUTE LEVELS

### Scenario E2S2:

*Energy renovations with a starting cost of £10000 (larger energy renovations) and additional energy renovations funded through the Green Deal mechanism*

Characteristics	Option A	Option B	GREEN DEAL option
<b>cost</b>	Continuous variable with figures varying from 8000 to 11500  Actual figures in this option varied from 8250 to 11000	Continuous variable with figures varying from 8000 to 11500  Actual figures in this option varied from 8250 to 11000	Continuous variable with figures varying from 10000 to 11500  Actual figures in this option varied from 10000 to 11500 funded through the Green deal (home's energy bills)
<b>reliability of contractor</b>	Categorical variable Varied from 'Unknown' to 'Very reliable' but also 'independently certified contractors'	Categorical variable Varied from 'Unknown' to 'Very reliable' but also 'independently certified contractors'	independently certified to be very reliable  in all choice sets shown to respondents
<b>effort of deciding</b>	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'	Categorical variable Varied from 'A lot of effort' to 'no effort'
<b>hassle factor</b>	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'	Categorical variable Varied from 'Major hassle' to 'hassle-free (=no hassle)'
<b>warranty</b>	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years	Continuous variable Varied from 1 to 7 years
<b>I would choose:</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>