

Understanding Homeowners' Renovation Decisions:

For questions please email: Dr George Chryssochoidis: g.chryssochoidis@uea.ac.uk.

Further information on the project can also found in: <http://www.tyndall.ac.uk/renovation-decisions>

and

<http://www.ukerc.ac.uk/publications/understanding-homeowners-renovation-decisions-findings-of-the-verd-project.html>

This is the Survey Instrument Script (for Wave 2) that was sent to the Market Research Company for Data Collection of Wave 2

Final Changes may have occurred when we checked the Online Version

This document intends to serve for background information only

When 'DELETE' is mentioned (also strikethrough) this indicates what questions asked in Wave 1 have been dropped in Wave 2. If coloured this means that the questions were added during Wave 2. It clearly demonstrates the differences to Wave 1 too.

INTRO TEXT

This survey is being administered by Ipsos on behalf of the University of East Anglia.

This is an updated version of a survey about home renovating. You should have answered the original survey last September. We need to check that you match our records from the original survey as it is important for our research that the same person answers this updated survey.

Please note that throughout the survey, if you do not know, prefer not to answer, or you find the question is not applicable, use: Not Applicable.

MAKE SURE All questions below with 'We/Us' as converted to 'I/me' when it is 1 person household]

MAKE SURE All questions APPEAR ON SINGLE SCREENS AND VERTICAL BARS DO NOT EXIST]

SCREENER QUESTIONS

1: Did you personally answer a survey on home renovating sent to you last September? 1. Yes. 2. No. 3. Can't remember / don't know.

IF ANSWER = 2, THEN THANK AND CLOSE.

Q132 SINGLE CODE

~~And finally, can we ask you a few questions about yourself ...~~ **DELETE PHRASE/LINE**

What is your gender?

1. Male
2. Female
3. Other

IF ANSWER IS NOT CONSISTENT WITH OLDER ANSWER TO Q132 THANK AND CLOSE

3. SCREENER QUESTION

S2. How old you are?

Circle one that applies

1. Under18
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65+

IF ANSWER IS NOT CONSISTENT WITH OLDER ANSWER TO S2 THANK AND CLOSE
[Allow year + 1 as people may have crossed categories]

~~CONTINUE IF 18 OR OVER. OTHERS THANK AND END~~ ~~DELETE~~

~~S1. Which of these applies to your home?~~ ~~DELETE~~

~~SINGLE CODE ONLY~~

- ~~1. It is being bought on a mortgage~~
- ~~2. It is owned outright~~
- ~~3. It is rented from the local authority~~
- ~~4. It is rented from a private landlord~~
- ~~5. It is rented from a Housing Association/Trust~~
- ~~6. Other~~

~~CONTINUE IF BEING BOUGHT ON MORTGAGE OR OWNED OUTRIGHT (CODES 1 OR 2). OTHERS THANK AND END~~

~~S3. Which of the following best describes you personally?~~ ~~DELETE~~

~~SINGLE ANSWER~~

- ~~a. I am fully responsible for making financial decisions regarding my home~~
- ~~b. I am partly responsible for making financial decisions regarding my home~~
- ~~c. I have no responsibility for financial decisions regarding my home~~

~~CONTINUE IF FULLY OR PARTLY RESPONSIBLE (CODES 1 OR 2). OTHERS THANK AND END.~~

Now we ask about you and your household. We define household as one person or a group of people who live together in their only or main home, and share important financial decisions to do with this home.

Q1 - NUMERIC QUESTION

You said last September that [*insert X*] people, including yourself, lived in your household.

Remind them of their previous response to this question.

How many people, including yourself, currently live in your household?

~~How many people live in your household including yourself?~~ ~~DELETE~~

ENTER RANGE (1-99)

Not applicable [exclusive]

NEW QUESTION

“Have you moved home since last September 2012?” If yes REDIRECT THEM TO THE OTHER QUESTIONNAIRE as these are now becoming a new sample

Q2. SINGLE CODE

Reminder of previous response to Q2

The next question is about whether your household is renovating or has plans to renovate. If you've got more than one renovation plan or project on the go, please just think about the one that is most important to you. By renovating we mean major changes to the physical properties of your home which usually require contractors or builders to do the work. For example, 'renovating' may mean remodelling your kitchen, replacing windows, fitting a new bathroom, or installing insulation. 'Renovating' does not include DIY, redecorating, or changing appliances, although these may be done alongside more major renovations.

When you completed our survey in September 2012, we asked about your household's renovation plans.

You told us that:

--- insert previous Q2 response (e.g., I/we are currently thinking about renovations as a possibility)

Remind them here of their previous response to the renovation stage question

We're interested in whether this is the same or has changed.

--- continue with Q2

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*
2. *I/we are currently finalising plans for renovating*
3. *I/we are currently planning renovations to be done at some point in the near future*
4. *I/we are currently thinking about renovations as a possibility*
5. *I/we are not currently thinking about renovations as a possibility*

FOR THE SCRIPTING:

IF ANSWER IS POSITIVE (STAGE HAS CHANGED) REPEAT STEPS BELOW. IF STAGE HAS NOT CHANGED

~~REST BELOW DELETE~~

~~quotas set as follows:~~

~~code 1 or code 2 = maximum 213 interviews~~

~~code 3 = maximum 213 interviews~~

~~code 4 = maximum 213 interviews~~

~~code 5 = maximum 213 interviews~~

~~If quota for the respective stage is reached, thank respondent and close. If not and the respondent is allowed to proceed to complete the full survey~~

IF Q2= 1 SKIP TO Q17A

6

IF Q2= 2 SKIP TO Q12A

IF Q2= 3 SKIP TO Q7A

IF Q2= 4 SKIP TO Q3A

IF Q2= 5 SKIP TO Q22

We will now continue with the rest of the survey. This should take approximately 35 minutes.

SHOW Q3 IF Q2=4

Q3a

The following scenario describes a household which is currently thinking about renovations as a possibility:

“We are aware of things we could change about our home by renovating. We may go ahead and renovate at some point in the future, or we may not, it all depends. We haven’t yet got a good sense of the costs, contractors available, and how to get the work done.”

How well does this scenario describe your household’s situation?

DELETE SHOWING SLIDING BAR: 0-100%. THE RESPONDENT SHOULD PICK A POINT ON THE SLIDING BAR BUT THE BAR ITSELF SHOULD NOT BE VISIBLE AT FIRST.

ACTION:

- 1) LEAVE SLIDING BAR BUT DELETE THE PERCENTAGES IN THE SLIDING BAR**
- 2) DESCRIBE THE ENDS OF THE SCALE AS NOT AT ALL - VERY WELL**

Q3b (same screen)

Are you further along with renovating than this?

Yes

No

IF YES THEN GO TO Q7a. IF NO THEN GO TO Q4

Q4

MULTICODE

Tick all that apply. We are currently thinking about renovating our:

1. Kitchen
2. Other living spaces (e.g., bathroom, living room, bedroom)
3. Windows and/or doors
4. Heating and/or hot water system
5. Cavity wall insulation
6. Loft insulation
7. Other (please specify)

7

Q5

SINGLE CODE

Roughly how long has it been since you first thought about renovating as a possibility?

1. Less than 1 month
2. Between 1-3 months
3. Between 3 -12 months
4. Over 12 months

Q6

MULTICODE

Do any of the following apply to your household's situation?

1. Something in your home stopped working properly so needed fixing or replacing
2. Someone who lives locally strongly recommended home renovations to you
3. A contractor, builder, or outside expert strongly recommended home renovations to you
4. A very attractive financial offer for home renovations became available
5. Other (Please specify)

NOW GO TO Q22

ASK Q7a IF Q2 = CODE 3 OR IF Q3b = YES

Q7a

The following scenario describes a household which is planning renovations to be done at some point in the near future:

"We pretty much know what we want to renovate, but we're still working out the details. We have some information about costs and financing options. We've talked to experts or contractors, and one or more has visited our home. We are not yet committed to renovating, but we expect to go ahead."

How well does this scenario describe your household's situation?

SHOW SLIDING BAR: 0-100%. THE RESPONDENT SHOULD PICK A POINT ON THE SLIDING BAR BUT THE BAR ITSELF SHOULD NOT BE VISIBLE AT FIRST.

DELETE SHOWING SLIDING BAR: 0-100%. THE RESPONDENT SHOULD PICK A POINT ON THE SLIDING BAR BUT THE BAR ITSELF SHOULD NOT BE VISIBLE AT FIRST.

ACTION:

- 1) LEAVE SLIDING BAR BUT DELETE THE PERCENTAGES IN THE SLIDING BAR
- 2) DESCRIBE THE ENDS OF THE SCALE AS NOT AT ALL - VERY WELL

Q7b (same screen)

8

Are you further along with renovating than this?

Yes

No

IF YES GO TO Q12a. IF NO GO TO Q8

AS AT PRESENT THIS HAPPENS ONLY WHEN THE RESPONSE WAS ~100%. BETTER LEAVE THIS FREE FOR ANY % ON THE SCALE

Q8

MULTICODE

Tick all that apply. We are currently planning renovations to our:

1. Kitchen
2. Other living spaces (e.g., bathroom, living room, bedroom)
3. Windows and/or doors
4. Heating and/or hot water system
5. Cavity wall insulation
6. Loft insulation
7. Other (please specify)

Q9

SINGLE CODE

For roughly how long have you been planning your renovations?

1. Less than 1 month
2. Between 1-3 months
3. Between 3 -12 months
4. Over 12 months

Q10

SINGLE CODE

Roughly how long has it been since you first thought about renovating as a possibility?

1. Less than 1 month
2. Between 1-3 months
3. Between 3 -12 months
4. Over 12 months

Q11

MULTICODE

Do any of the following apply to your household's situation?

1. Something in your home stopped working properly so needed fixing or replacing
2. Someone who lives locally strongly recommended home renovations to you
3. A contractor, builder, or outside expert strongly recommended home renovations to you
4. A very attractive financial offer for home renovations became available

NOW GO TO Q22

ASK Q12a IF Q2 = CODE 2 OR IF Q7b = YES

Q12a

The following scenario describes a household which is finalising plans for renovating:

"We are very close to having renovation work done in our home. We have decided what we will renovate, and we know what it will cost and how to finance it. We only need to finalise arrangements with our preferred contractor and organise for the work to be done."

How well does this scenario describe your household's situation?

SHOW SLIDING BAR: 0-100%. THE RESPONDENT SHOULD PICK A POINT ON THE SLIDING BAR BUT THE BAR ITSELF SHOULD NOT BE VISIBLE AT FIRST.

DELETE SHOWING SLIDING BAR: 0-100%. THE RESPONDENT SHOULD PICK A POINT ON THE SLIDING BAR BUT THE BAR ITSELF SHOULD NOT BE VISIBLE AT FIRST.

ACTION:

- 1) LEAVE SLIDING BAR BUT DELETE THE PERCENTAGES IN THE SLIDING BAR
- 2) DESCRIBE THE ENDS OF THE SCALE AS NOT AT ALL - VERY WELL

Q12b (same screen)

Are you further along with renovating than this?

- Yes
No

IF YES GO TO Q17a. IF NO GO TO Q13

AS AT PRESENT THIS HAPPENS ONLY WHEN THE RESPONSE WAS ~100%. BETTER LEAVE THIS FREE FOR ANY % ON THE SCALE

Q13

MULTICODE

Tick all that apply. We are currently finalising plans for renovating our...

1. Kitchen
2. Other living spaces (e.g., bathroom, living room, bedroom)
3. Windows and/or doors
4. Heating and/or hot water system
5. Cavity wall insulation
6. Loft insulation
7. Other (please specify)

Q14

SINGLE CODE

For roughly how long have you been finalising your plans to renovate?

1. Less than 1 month
2. Between 1-3 months
3. Between 3 -12 months
4. Over 12 months

Q15

SINGLE CODE

Roughly how long has it been since you first thought about renovating as a possibility?

1. Less than 1 month
2. Between 1-3 months
3. Between 3 -12 months
4. Over 12 months

Q16

MULTICODE

Do any of the following apply to your household's situation?

1. Something in your home stopped working properly so needed fixing or replacing
2. Someone who lives locally strongly recommended home renovations to you
3. A contractor, builder, or outside expert strongly recommended home renovations to you
4. A very attractive financial offer for home renovations became available

NOW GO TO Q22

ASK Q17a IF Q2 = CODE 1 OR IF Q12b = YES

Q17a

The following scenario describes a household which is currently right in the middle of renovating:

“All the details of our renovations are decided, and we’ve finalised arrangements with our preferred contractors to do the work. There’s no going back now.”

How well does this scenario describe your household's situation?

SHOW SLIDING BAR: 0-100%. THE RESPONDENT SHOULD PICK A POINT ON THE SLIDING BAR BUT THE BAR ITSELF SHOULD NOT BE VISIBLE AT FIRST.

DELETE SHOWING SLIDING BAR: 0-100%. THE RESPONDENT SHOULD PICK A POINT ON THE SLIDING BAR BUT THE BAR ITSELF SHOULD NOT BE VISIBLE AT FIRST.

ACTION:

- 1) LEAVE SLIDING BAR BUT DELETE THE PERCENTAGES IN THE SLIDING BAR
- 2) DESCRIBE THE ENDS OF THE SCALE AS NOT AT ALL - VERY WELL

Q17b (same screen)

Are you further along with renovating than this?

- Yes
No

IF YES GO TO Q22. IF NO GO TO Q18

AS AT PRESENT THIS HAPPENS ONLY WHEN THE RESPONSE WAS ~100%. BETTER LEAVE THIS FREE FOR ANY % ON THE SCALE

*Previous version comment that needs to be checked in the online version: The routing may not be correct. For Q3 only (=which for us is what we call stage 3b), respondents should carry on with the next questions (Q4-Q7 in the original version - which I now assume are coded Q19-20-21) even if they tick this box. They are still in this stage, just further along than the scenario description. Important Change: There is no need for scripting to skip to Q22. **Delete** If YES GO TO Q22*

Q18

MULTICODE

Tick all that apply. We are currently right in the middle of renovating our...

1. Kitchen
2. Other living spaces (e.g., bathroom, living room, bedroom)
3. Windows and/or doors
4. Heating and/or hot water system
5. Cavity wall insulation
6. Loft insulation
7. Other (please specify)

Q19

SINGLE CODE

12

For roughly how long has the renovation been taking place?

1. Less than 1 month
2. Between 1-3 months
3. Between 3 -12 months
4. Over 12 months

Q20

SINGLE CODE

Roughly how long has it been since you first thought about renovating as a possibility?

1. Less than 1 month
2. Between 1-3 months
3. Between 3 -12 months
4. Over 12 months

Q21

MULTICODE

Do any of the following apply to your household's situation?

1. Something in your home stopped working properly so needed fixing or replacing
2. Someone who lives locally strongly recommended home renovations to you
3. A contractor, builder, or outside expert strongly recommended home renovations to you
4. A very attractive financial offer for home renovations became available

ALL RESPONDENTS COME BACK IN AT THIS POINT TO ANSWER Q22

Q22

Regardless of your answers to the previous questions, have you recently completed renovations?

No **[SKIP TO Q27]**

Yes

Q23

The following scenario describes a household which has recently completed renovations:

"We've had work done to our home which is still fresh in our memories. It seems like yesterday that the contractors were in, and we can still remember how we had our home before the work was done."

How well does this scenario describe your household's situation?

SHOW SLIDING BAR: 0-100%. THE RESPONDENT SHOULD PICK A POINT ON THE SLIDING BAR BUT THE BAR ITSELF SHOULD NOT BE VISIBLE AT FIRST.

DELETE SHOWING SLIDING BAR: 0-100%.

THE RESPONDENT SHOULD PICK A POINT ON THE SLIDING BAR BUT THE BAR ITSELF SHOULD NOT BE VISIBLE AT FIRST.

ACTION:

- 1) LEAVE SLIDING BAR BUT DELETE THE PERCENTAGES IN THE SLIDING BAR
- 2) DESCRIBE THE ENDS OF THE SCALE AS NOT AT ALL - VERY WELL

Q24

MULTICODE

Tick all that apply. We recently completed renovating our:

1. Kitchen
2. Other living spaces (e.g., bathroom, living room, bedroom)
3. Windows and/or doors
4. Heating and/or hot water system
5. Cavity wall insulation
6. Loft insulation
7. Other (please specify)

Q25

Roughly how long has it been since you completed these home renovations?

1. Less than 1 month
2. Between 1-3 months
3. Between 3 -12 months
4. Over 12 months

Q26

For these renovations, did any of the following apply to your household's situation:

1. Something in your home stopped working properly so needed fixing or replacing
2. Someone who lives locally strongly recommended home renovations to you
3. A contractor, builder, or outside expert strongly recommended home renovations to you
4. A very attractive financial offer for home renovations became available

ALL RESPONDENTS COME BACK IN AT THIS POINT TO ANSWER Q27

Q27

SINGLE CODE

DELETE

Do you live in a....?

- ~~1. flat~~
- ~~2. Maisonette~~
- ~~3. terraced house~~
- ~~4. semi detached house~~
- ~~5. detached house~~
- ~~6. other (please specify)~~

~~7. refused/do not know~~

~~Q28~~

~~DELETE~~

~~NUMERIC QUESTION (RANGE 0-99)~~

~~How many bedrooms does your home have?~~

~~Q29~~

~~DELETE~~

~~SINGLE CODE~~

~~When was your home built? If you do not know, please give your best guess.~~

- ~~1. Before 1919~~
- ~~2. 1919-1929~~
- ~~3. 1930-1949~~
- ~~4. 1950-1989~~
- ~~5. 1990-1999~~
- ~~6. 2000 or later~~
- ~~7. refused/do not know~~

~~Q30~~

~~DELETE~~

~~SINGLE CODE~~

~~How long have you lived in your current home?~~

- ~~1. Less than a year~~
- ~~2. 1-2 years~~
- ~~3. 2-3 years~~
- ~~4. 3-5 years~~
- ~~5. 5-10 years~~
- ~~6. 10-20 years~~
- ~~7. 20 years or more~~
- ~~8. refused/do not know~~

~~Q31~~

~~DELETE~~

~~SINGLE CODE~~

~~Can you also give us a rough sense of how long you might expect to stay in your current home?~~

- ~~1. Less than a year~~
- ~~2. 1-3 years~~
- ~~3. 3-10 years~~
- ~~4. 10 years or more~~
- ~~5. No plans to ever move~~
- ~~6. refused/do not know~~

INSERT TEXT:

How much do you agree with the following statements about your household? Please tick the appropriate box for each statement. As before, we use 'household' to mean one person or a group of people who live together in their only or main home, and share important financial decisions to do with this home.

In these questions, we also use 'home' to mean the dwelling where your household lives.

SINGLE CODE ONLY FOR EACH ROW

COMMENT REGARDING **ALL 7 POINT SCALES: MORE CLEARLY DISTINGUISH 'NOT APPLICABLE'**

QUESTION TO BE DISCUSSED: BASED ON EXPERIENCE, SHOULD MID POINT BE MORE VISIBLE/NOTED WITH MID POINT HEADING?

		strongly disagree						strongly agree	Not Applicable
		1	2	3	4	5	6	7	
Q32	We have a clear idea about how similar our home is to the typical home in the UK	1	2	3	4	5	6	7	Not Applicable
Q33	Differences we see between our home and other people's homes make us want to change our home	1	2	3	4	5	6	7	Not Applicable
Q34	It's difficult to know how to use the available space at home with all the different things going on in our lives	1	2	3	4	5	6	7	Not Applicable
Q35	New things we're doing in our lives mean we have to rethink the way we use our home	1	2	3	4	5	6	7	Not Applicable
Q36	A new member of our household means we have to rethink the way we use our home DO NOT SHOW IF Q1 RESPONSE = 1	1	2	3	4	5	6	7	Not Applicable
Q37	Some new object or thing we've got means we have to rethink the way we use our home	1	2	3	4	5	6	7	Not Applicable
Q38	We're always changing things around at home	1	2	3	4	5	6	7	Not Applicable
<p>Include five additional items here. Use 7 point agree/disagree response scale (as used for Q32-Q54).</p> <ul style="list-style-type: none"> <i>We often find ourselves thinking about how we could change the physical arrangement of our home.</i> <i>We're aware our home could be altered so it better suits the demands of domestic life.</i> <i>We know that the way we use available space at home could be improved.</i> <i>Some things we need to change about our home mean bringing in contractors, whereas other things we can do ourselves.</i> <i>To make changes to our home, we'll either get contractors in, or we'll do things ourselves, but not both.</i> 									
Q39	The changes we could make to our home would need contractors to do the work	1	2	3	4	5	6	7	Not Applicable
Q40	Repairing, redecorating, reorganising - DIY is the best way to make our home compatible with what we need from it	1	2	3	4	5	6	7	Not Applicable
Q41	Although we could make changes to our home, we are ok just making do	1	2	3	4	5	6	7	Not Applicable

Include three additional items immediately here. Use 7 point agree/disagree response scale (as used for Q32-Q54).

- *Major renovations are the only real way to make the changes we need to our home.*
- *We don't need anything more than DIY projects to improve things about our home.*
- *We get along just fine with how our home is currently arranged, even though we know it could be improved.*

SHOW TEXT:

For these next questions, please think about your current situation and not whether you agree or disagree in principle.

SINGLE CODE ONLY FOR EACH ROW

		strongly disagree						strongly agree	Not Applicable
		1	2	3	4	5	6	7	
Q42	How we use our home is adapted to the physical needs of our household's members	1	2	3	4	5	6	7	Not Applicable
Q43	Physical issues faced by some household members influence how our home is arranged	1	2	3	4	5	6	7	Not Applicable
Q44	Some household members have more to say than others about how we use our home DO NOT SHOW IF Q1 RESPONSE = 1	1	2	3	4	5	6	7	Not Applicable
Q45	More than one person is involved in deciding about what happens at home DO NOT SHOW IF Q1 RESPONSE = 1	1	2	3	4	5	6	7	Not Applicable

ADD QUESTIONS

Include two additional items immediately after Q45.

Use 7 point agree/disagree response scale (as used for Q32-Q54).

As with Q44-Q45, do not show these questions if Q1 Response = 1.

- *For the big decisions about changing our home, there's really just one decision maker in our household.*
- *When it comes to spending money on our home, we all have different things we want done.*

SHOW TEXT:

How much do you agree with the following statements about your household? (Please tick the appropriate box for each statement)

SINGLE CODE ONLY FOR EACH ROW

		strongly disagree						strongly agree	Not Applicable
		1	2	3	4	5	6	7	
Q46	We get lots of ideas and inspirations for changing our own home	1	2	3	4	5	6	7	Not Applicable
Q47	We take on board how other people have their homes when doing things to our home	1	2	3	4	5	6	7	Not Applicable
Q48	How homes are portrayed in the media can't help but influence what we do in our own home	1	2	3	4	5	6	7	Not Applicable
Q49	We get inspired by things we see displayed or advertised in home stores	1	2	3	4	5	6	7	Not Applicable
Q50	Changes we've made to our home are a talking point within our household DROP for 1 person Household	1	2	3	4	5	6	7	Not Applicable
Q51	When people visit our home, we show them the changes we've made	1	2	3	4	5	6	7	Not Applicable

SHOW TEXT:

How much do you agree with the following statements about your household? (Please tick the appropriate box for each household)

SINGLE CODE ONLY FOR EACH ROW

		strongly disagree						strongly agree	Not Applicable
		1	2	3	4	5	6	7	
Q52	We see our home as a project, somewhere we can spend time and effort expressing ourselves	1	2	3	4	5	6	7	Not Applicable

	and how we want to live								<i>icabl e</i>
Q53	We see our home as a haven, somewhere private and comfortable where we can relax	1	2	3	4	5	6	7	<i>Not Appl icabl e</i>
Q54	We see our home as a social space, somewhere for the bustle and activities of domestic life	1	2	3	4	5	6	7	<i>Not Appl icabl e</i>

SHOW TEXT:

The following statements are about your household and home renovations. It doesn't matter if they do not apply to your current situation, we are interested in what members of your household generally think.

As a reminder, we use 'household' to mean one person or a group of people who live together in their only or main home, and share important financial decisions to do with this home.

And by 'renovating' we mean major changes to the physical properties of your home which usually require contractors or builders to do the work. For example, 'renovating' may mean remodeling your kitchen, replacing windows, fitting a new bathroom, or installing insulation. 'Renovating' does not include DIY, redecorating, or changing appliances, although these may be done alongside more major renovations.

SINGLE CODE ONLY FOR EACH ROW

	How much do you agree with the following statements?	strongly disagree						strongly agree	<i>Not App lica ble</i>
		1	2	3	4	5	6	7	
Q55	The pros of renovating clearly outweigh the cons	1	2	3	4	5	6	7	<i>Not Appl icabl e</i>
Q56	The pros of reducing the energy used in homes clearly outweigh the cons	1	2	3	4	5	6	7	<i>Not Appl icabl e</i>
Q57	The pros of reducing the impact homes have on the environment clearly outweigh the cons	1	2	3	4	5	6	7	<i>Not Appl icabl e</i>
Q58	The pros of renovating to improve the quality of life at home clearly outweigh the cons	1	2	3	4	5	6	7	<i>Not Appl icabl e</i>
Q59	There are conflicts in our household when thinking about renovating <i>DO NOT SHOW IF Q1 RESPONSE = 1</i>	1	2	3	4	5	6	7	<i>Not Appl icabl e</i>
Q60	Opinions in our household about renovating are mixed <i>DO NOT SHOW IF Q1 RESPONSE = 1</i>	1	2	3	4	5	6	7	<i>Not Appl icabl e</i>
	How much do you agree with the following	strongly						strongly	

	statements?	disagree						agree	
Q61	Renovations to our home are fully within our control	1	2	3	4	5	6	7	Not Applicable
Q62	Outside experts or contractors take a lead role in renovations in our home	DELETED							
Q63	In our household we struggle to acquire the skills and knowledge needed to renovate								
Q64	In our household we struggle to find the time to renovate								
Q65	In our household we struggle to find the money to pay for renovations								
Q66	In our household, we are confident we have the skills and knowledge needed for renovating								
Q67	In our household, we are confident we can find the time necessary for renovating								
Q68	In our household, we are confident we can find the money necessary for renovating								

Q69	<p>If renovating, would you ever consider a loan of some kind to cover some or all of the costs? Tick all that you might consider.</p> <p>No – would never consider any loan (EXCLUSIVE CODE)</p> <p>Yes (Multiple code options):</p> <ul style="list-style-type: none"> Conventional bank loan Credit card Borrowing against mortgage Other Don't know/not applicable 		
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SHOW TEXT:

We have some additional statements regarding your household and home renovations. It doesn't matter if they do not apply to your current situation, we are interested in what members of your household generally think.

SINGLE CODE ONLY FOR EACH ROW

How much do you agree with the following statements?

USE SAME SCALING, HEADINGS AND PHRASING AS LAST TIME
IN SEPTEMBER 2013 SURVEY

									Not Applicable
		1	2	3	4	5	6	7	
Q70	For our household, renovating in general is worthwhile	1	2	3	4	5	6	7	Not Ap

										ap lic abl e
Q71	For our household, reducing energy use at home is worthwhile	1	2	3	4	5	6	7		Not Ap plic abl e
Q72	For our household, reducing the impact of our home on the environment is worthwhile	1	2	3	4	5	6	7		Not Ap plic abl e
Q73	For our household, renovating our living spaces to improve the quality of life at home is worthwhile	1	2	3	4	5	6	7		Not Ap plic abl e
	How much do you agree with the following statements?	strongly disagree							strongly agree	
Q74	Getting our household directly involved in renovations makes them more likely to happen	1	2	3	4	5	6	7		Not Ap plic abl e
Q75	Getting outside experts or contractors directly involved in renovations makes them more likely to happen	DELETED								
Q76	In our household we struggle to find all that's needed for renovating	1	2	3	4	5	6	7		Not Ap plic abl e
Q77	In our household, we are confident we have what's needed for renovating	1	2	3	4	5	6	7		Not Ap plic abl e
	How much do you agree with the following statements?									
Q78	In general, the time our household spends on renovating is as we would expect	DELETE THIS SECTION								
Q79	In general, the physical effort we put into renovating in our household is manageable									
Q80	In general, renovating is too overwhelming for our household									
Q81	In general, renovating has a disruptive impact on our domestic life									
Q82	In general, the time and effort our household spends finding and making sense of information about renovating is manageable									
Q83	In general, renovating places undue financial strain on our household									
Q84	In general, entering into an agreement with a renovation contractor is manageable for our household									

SHOW TEXT:

How much do you agree or disagree with the following statements regarding home renovations? It doesn't matter if they do not apply to your current situation, we are interested in what members of your household generally think (Please tick appropriate box for each statement)

SINGLE CODE ONLY FOR EACH ROW

		strongly disagree						strongly agree	Not Applicable
		1	2	3	4	5	6	7	
Q85	We renovate our home to make life at home easier and more practical	1	2	3	4	5	6	7	Not Applicable
Q86	We renovate our home to make life at home more enjoyable	1	2	3	4	5	6	7	Not Applicable
Q87	We renovate our home because things need renewing or replacing	1	2	3	4	5	6	7	Not Applicable
Q88	We renovate our home to reduce the money we spend on bills	1	2	3	4	5	6	7	Not Applicable
Q89	We renovate our home as it is a sound financial investment	1	2	3	4	5	6	7	Not Applicable
Q90	Renovating means a lot for our household	1	2	3	4	5	6	7	Not Applicable
Q91	Renovating appeals to the members of our household a lot	1	2	3	4	5	6	7	Not Applicable
Q92	Renovating can later cause much regret	1	2	3	4	5	6	7	Not Applicable
Q93	In our household, we tend to take notice of things to do with renovating	1	2	3	4	5	6	7	Not Applicable
Q94	In our household, we tend to take notice of things to do with energy efficient renovations	1	2	3	4	5	6	7	Not Applicable
Q95	In our household, we tend to take notice of things to do with renovating living spaces (like kitchens, bedrooms and bathrooms)	1	2	3	4	5	6	7	Not Applicable
Q96	Within our household, we've a lot of experience of	1	2	3	4	5	6	7	Not

	energy efficient renovations								<i>Applicable</i>
Q97	Within our household we've a lot of experience of renovating living spaces (like kitchens, bedrooms and bathrooms)	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q98	What other people think about renovating homes to make them more energy efficient is important to our household	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q99	Actually renovating our home to make it more energy efficient like other people do is important to our household	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q100	What other people think about renovating living spaces (like kitchens, living rooms and bedrooms) is important to our household	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q101	Actually renovating our home's living spaces like other people do is important to our household	1	2	3	4	5	6	7	<i>Not Applicable</i>

SHOW TEXT:

How much do you agree or disagree with the following statements regarding home renovations? It doesn't matter if they do not apply to your current situation, we are interested in what members of your household generally think.

As a reminder, we use 'household' to mean one person or a group of people who live together in their only or main home, and share important financial decisions to do with this home.

And by 'renovating' we mean major changes to the physical properties of your home which usually require contractors or builders to do the work. For example, 'renovating' may mean remodelling your kitchen, replacing windows, fitting a new bathroom, or installing insulation. 'Renovating' does not include DIY, redecorating, or changing appliances, although these may be done alongside more major renovations.

SINGLE CODE ONLY FOR EACH ROW

		not at all						very much so	<i>Not Applicable</i>
		-3	-2	-1	0	+1	+2	+3	
Q102	Our household's past experience of energy efficient renovations has largely been positive	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q103	Our household's past experience of renovating	1	2	3	4	5	6	7	<i>Not</i>

	living spaces (like kitchens, bedrooms and bathrooms) has largely been positive								<i>Applicable</i>
Q104	Many people are renovating their homes to make them more energy efficient	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q105	People think favourably of renovating to make homes more energy efficient	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q106	People talk a lot with others about renovating to make homes more energy efficient	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q107	Many people are renovating their home's living spaces (like kitchens, living rooms and bedrooms)	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q108	People think favourably of renovating living spaces in homes (like kitchens, living rooms and bedrooms)	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q109	People talk a lot with others about renovating living spaces in homes (like kitchens, living rooms and bedrooms)	1	2	3	4	5	6	7	<i>Not Applicable</i>

SHOW TEXT:

These next questions focus on energy efficient renovations (like installing insulation or draftproofing, replacing windows, upgrading to high efficiency boilers, or installing programmable heating controls).

How much do you agree with the following statements?

SINGLE CODE ONLY FOR EACH ROW

		strongly disagree						strongly agree	Not Applicable
		1	2	3	4	5	6	7	
Q110	There is a lot of government activity to promote energy efficient renovations	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q111	Government activity to promote energy efficient renovations is effective	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q112	There is a lot of business activity to promote energy efficient renovations	1	2	3	4	5	6	7	<i>Not Applicable</i>
Q113	Business activity to promote energy efficient renovations is effective	1	2	3	4	5	6	7	<i>Not Applicable</i>

Q114	There are a lot of financial incentives to help homeowners do energy efficient renovations	1	2	3	4	5	6	7	Not Applicable
Q115	Finding information about payment alternatives for energy efficient renovations is not a problem	1	2	3	4	5	6	7	Not Applicable
Q116	The upfront costs of doing energy efficient renovations are manageable	1	2	3	4	5	6	7	Not Applicable
Q117	Information available on energy efficient renovations is reliable and trustworthy	1	2	3	4	5	6	7	Not Applicable
Q118	There is a lot of relevant and useful information available on energy efficient renovations	1	2	3	4	5	6	7	Not Applicable
Q119	Our household's energy bills are too high	1	2	3	4	5	6	7	Not Applicable
Q120	Our household's energy bills can be reduced a lot by renovating	1	2	3	4	5	6	7	Not Applicable
Q121	Contractors available for energy efficient renovations are reliable and trustworthy	1	2	3	4	5	6	7	Not Applicable
Q122	There are a lot of contractors available for doing energy efficient home renovations	1	2	3	4	5	6	7	Not Applicable

To what extent do the following apply to your home?

SINGLE CODE ONLY FOR EACH ROW

Q123	We have had a structural survey of our home, or something similar	never	sometime ago	recently	Not Applicable
Q124	We have an energy performance certificate for our home	never	sometime ago	recently	Not Applicable
Q125	We have had an energy audit or assessment of our home	never	sometime ago	recently	Not Applicable

Include **one** additional question *immediately here*.

- *In your household, are you aware of the Green Deal - a national scheme for helping make homes more energy efficient?*
 - *We have not heard of the Green Deal*
 - *We are aware of the Green Deal, but only in general terms*
 - *We have a good understanding of the Green Deal*
 - *We have already been in contact with Green Deal assessors or providers*
 - *We have booked or have already had a Green Deal assessment*
 - *Other [open-ended box]*

CONDUCT EXPERIMENT HERE

8 VERSIONS AVAILABLE

~~HOW TEXT: _____ DELETE~~

~~Please continue to think about these hypothetical renovations you have just been answering questions about~~

~~Q126 _____ DELETE~~

~~SINGLE CODE PER ROW~~

~~When considering contractors, please place the following statements in order of preference. When renovating, we would prefer to choose a contractor which is~~

~~RANK THE FOLLOWING OPTIONS 1-4 WHERE 1 IS MOST IMPORTANT AND 4 IS LEAST IMPORTANT~~

recommended by testimonials or media			
recommended by experts or advisors			
recommended by friends or family			
found through own research			

~~Q127 _____ DELETE~~

~~The type of contractor for renovations to improve living spaces we would prefer to choose is~~

~~RANK THE FOLLOWING OPTIONS 1-3 WHERE 1 IS MOST PREFERRED AND 3 IS LEAST PREFERRED~~

major home store or retailer		
specialist renovation company		
small, local company or tradespeople		

~~Q128 _____ DELETE~~

~~SINGLE CODE PER ROW~~

~~The type of contractor for renovations to improve energy efficiency we would prefer to choose is~~

~~RANK THE FOLLOWING OPTIONS 1-4 WHERE 1 IS MOST PREFERRED AND 4 IS LEAST PREFERRED~~

	Best	Second best	Second worst	Worst
large energy company				
major home store or retailer				
specialist renovation company				
small, local company or tradespeople				

~~Q129~~ ~~DELETE~~

~~SINGLE CODE PER ROW~~

~~The customer service support we would prefer to choose is ...~~

~~RANK THE FOLLOWING OPTIONS 1-6 WHERE 1 IS MOST PREFERRED AND 6 IS LEAST PREFERRED~~

By phone only					
By internet only					
Face to face support in store or office					
Drop in to an advice centre in store or office					
Face to face support at home					
Someone taking care of all the admin, arrangements with sub-contractors, paperwork, etc for the full management of renovations by a third party					

ADD ONE QUESTION

Include **one** additional question **here**.

When shopping for home DIY and renovation products, we are regular customers of:

- > B&Q
- > Homebase
- > Wickes
- > Local stores
- > None of the above
- > Other [please specify]

Q130

ONE NUMERICAL RESPONSE PER ROW (SHOW BOX BESIDE EACH OPTION). TOTAL ACROSS ALL OPTIONS MUST ADD UP TO N (NUMERICAL RESPONSE FROM Q1)

Of the N (**INSERT NUMBER RESPONSE FROM Q1**) people who live in your household, how many are?

1. preschool children
2. school age children
3. adults (16-35)
4. adults (36-65)
5. adults (older than 65)

Q131

ONE NUMERICAL RESPONSE PER ROW (SHOW BOX BESIDE EACH OPTION). TOTAL ACROSS ALL OPTIONS MUST ADD UP TO LESS THAN OR EQUAL TO N (NUMERICAN RESPONSE FROM Q1)

Of these [show numbers –see above], how many typically are at home during the day, Monday to Friday?

1. Preschool children
2. school age children
3. adults (16-35)
4. adults (36-65)
5. adults (older than 65)

~~Q134~~ ~~DELETE~~

~~SINGLE CODE~~

~~What is the highest level of education you have completed?~~

- ~~1. Degree or higher~~
- ~~2. A-Level~~
- ~~3. GCSE or O Levels~~
- ~~4. Other school qualifications~~
- ~~5. Vocational qualifications~~
- ~~6. No qualifications~~

Q135

SINGLE CODE

Thinking generally, which of these phrases best describes how your household are getting along financially nowadays?

1. We manage very well
2. We manage quite well
3. We get by alright
4. We have some financial difficulties
5. We have severe financial difficulties

Q136

SINGLE CODE

What is your TOTAL HOUSEHOLD INCOME from all sources BEFORE TAX and other deductions?

1. Under £5,000
2. £5,000 to £9,999
3. £10,000 to £14,999
4. £15,000 to £19,999
5. £20,000 to £24,999
6. £25,000 to £29,999
7. £30,000 to £34,999
8. £35,000 to £39,999
9. £40,000 to £44,999
10. £45,000 to £54,999
11. £55,000+

THANK AND END