



Poll Conducted for the energy Saving Trust

Pulse Research (July 2014)

- **ENERGY SAVING TRUST PULSE RESEARCH 2014**
- Fieldwork dates: 15th - 18th July 2014
- All figures in percentages
- Base: Adults aged 16-75 in the United Kingdom
- Data have been weighted to the known population profile
- Interviews conducted online
- An asterisk represents a percentage less than 0.5 but greater than 0
- Numbers may not always add up to 100% due to computer rounding or multiple answers

Q49

To what extent, if at all, does your home have any of the following problems?

	Draughts	Condensation	Mould	Damp walls on the inside of the property
I do not have this problem in my home	53%	59%	69%	72%
I have this problem in one or two rooms in my home	26%	24%	19%	14%
I have this problem in a few rooms in my home	10%	9%	6%	6%
I have this problem in most of my home	8%	6%	3%	4%
Don't know	3%	3%	3%	3%

Base: All adults aged 16-75 in the United Kingdom who live in their own home (n=1581)

Q27

If there were no obstacles, such as cost, time or permission from a landlord, which ONE of the following, if any, would you most want done in your home?

Install renewable energy technologies, such as solar panels to generate electricity or heat pumps to	23%
Change the windows to the latest double or triple glazing	19%
A new, more efficient central heating boiler or heating system	18%
A new smart meter/ energy display to help you understand your energy use	8%
Install insulation in the wall (on the inside or the outside of the wall, or in the cavity between the brickwork)	5%
Replace less energy efficient appliances (such as fridges, washing machines) with more energy efficient ones	5%
Install roof (loft and/or flat roof) insulation	3%



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New thermostats and timers or remote controls for your heating system	3%
New, well insulated doors	2%
Fit draught proofing around windows, doors, chimneys, etc	2%
Fit the latest low energy lighting	1%
Don't know	5%
None of these	6%

Base: All home owners aged 16-75 in the United Kingdom (n=1107)

Q22

Which, if any, of the following reasons describe why you don't feel in control of the amount of energy that is used in your home? Please select all the apply.

I have a lot of electrical appliances that all use a lot of electricity	40%
My home is hard to keep warm	35%
My home is not very well insulated	34%
Other members of the household use more energy than I would like	30%
My heating system is old and inefficient	26%
I don't understand how much energy my home uses	20%
My heating system is very difficult to control	19%
We like to heat the home to a high temperature	7%
I don't have time to think about my energy use	6%
Someone else in the household is responsible for monitoring of	4%
Other	6%
Don't know	4%

Base: All adults aged 16-75 in the United Kingdom who do not feel in control of the amount of energy that is used in their home (n=237)



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Q33A1

How much would you estimate a typical Fridge-Freezer would cost in electricity to run over a year?

£1-£24	5%
£25-£49	10%
£50-£74	16%
£75-£99	4%
£100-£149	9%
£150+	9%
Don't know	47%

Base: All adults aged 16-75 in the United Kingdom who live in their own home (n=1581)

Q33C1

How much would you estimate a typical kettle, used 3-4 times a day, would cost in electricity to run over a year?

£1-£10	6%
£11-£20	9%
£21-£39	10%
£40-£59	11%
£60-£100	8%
£101+	7%
Don't know	50%

Base: All adults aged 16-75 in the United Kingdom who live in their own home (n=1581)



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Q78

Between June and August on average, how many times a week do you use your tumble dryer?

Never	43%
Once	30%
Twice	13%
Three or more times	11%
Don't know	3%

Base: All Adults aged 16-75 in the United Kingdom who have a tumble dryer in the household (n=805)

Q70

What was the size of the TV you bought?

Less than 19 inches	1%
19-26 inches	17%
27-38 inches	27%
39-46 inches	39%
47-55 inches	13%
56 inches or more	2%

Base: All Adults aged 16-75 in the United Kingdom that have bought a television in the last 12 months (n=317)

Q84

If you could receive an annual income of between £750 to £1,500 for installing a renewable energy system in your home and generating your own energy, would you be interested in installing a renewable energy system, such as solar photovoltaic or solar thermal?

Yes	60%
No	18%
Don't Know	23%

Base: All adults aged 16-75 in United Kingdom that own a house or bungalow (n=969)



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Q35

Which of the following statements best describes your view on renewable energy systems such as solar panels or heat pumps that extract heat from the ground or air?

I would only consider buying or renting a home which had renewable energy systems installed	3%
I would be far more likely to consider buying or renting a home that had renewable energy systems installed	29%
I would be slightly more likely to consider buying or renting a home that had renewable energy systems installed	27%
It makes no difference if renewable energy systems are installed or not	30%
I would be slightly less likely to consider buying or renting a home that had renewable energy systems installed	2%
I would be far less likely to consider buying or renting a home that had renewable energy systems installed	2%
I would never consider buying or renting a home which had renewable energy systems installed	2%
Don't know	6%

Base: All Adults aged 16-75 in the United Kingdom who know what renewable energy systems are (n=1546)

Q81

The government has a Feed-in Tariff scheme for households in the UK. Which of the following, if any, matches most closely to your understanding of what the Feed-in Tariff scheme is?

An ongoing payment to households with solar panels, wind turbines etc, relating to amount of clean electricity they generate	45%
A domestic energy tariff that households can sign up to, to help them be more energy efficient	4%
A monthly payment made by the government to gas companies when they 'feed-in' bio-gas into the UK's household gas network	3%
A scheme for households living near wind farms that gives them money off energy bills	3%
None of these	4%
Don't know	41%

Base: All adults aged 16-75 in the United Kingdom who live in their own home (n=1581)



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Q83

The government has recently launched Renewable Heat Incentive (RHI) for households in the UK. Which of the following, if any, matches most closely to your understanding of what the Renewable Heat Incentive (RHI) is?

An ongoing payment to homeowners who have a renewable energy heating system, such as a ground source heat pump that extracts heat from the ground	17%
A grant given to households that sign-up to a special energy tariffs that only use energy from renewable energy production	9%
An incentive scheme for housing developers to extract heat from deep underground (geothermal energy)	5%
A grant paid to householders to encourage them to reduce their heating at certain times of the day/year.	5%
None of these	5%
Don't know	60%

Base: All adults aged 16-75 in the United Kingdom who live in their own home (n=1581)

Q52

How many LED bulbs, if any, have you got in your house?

None of my light bulbs are LEDs	33%
One light bulb is an LED	5%
A few of my light bulbs are LEDs	25%
Around half of all my light bulbs are LEDs	8%
Most of my light bulbs are LEDs	9%
All of my light bulbs are LEDs	5%
Don't know	15%

Base: All Adults aged 16-75 in the United Kingdom aware that an LED is type of light bulb (n=1011)



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Q53

To what extent are you positive or negative about your experience of LED light bulbs?

NET: Positive	42%
Very positive	15%
Fairly positive	27%
Neither positive nor negative	35%
Fairly negative	6%
Very negative	1%
NET: Negative	7%
Don't know	16%

Base: All Adults aged 16-75 in the United Kingdom aware that an LED is type of light bulb (n=1011)