



Customer-Led Network Revolution

Driving the Electric Vehicle: Survey Data Visualisation

July 2014 Social Science Team Report

DOCUMENT NUMBER

CLNR-L106

AUTHORS

Dr Klara Anna Capova, Durham University

ISSUE DATE

11 December 2014



Table of Content

1. Introduction	1
2. Analysis and Visualisation	1
2.1 Demographics	2
2.2 Gender of Respondents	2
2.3. Please write your age in the space provided below:	3
2.5. How many people live in your household, including yourself?	3
2.7. What is your marital status?	4
2.9. What is the ethnicity of members of your household?	4
2.10. Does anyone in your household have a disability or a limiting long-term illness?	5
2.11. What type of property best describes your home?	5
2.12. Does someone in the household own or rent your home?	6
2.13. Are any of the adults in the household not in employment, full-time education, or training?	6
2.14. Which make of electric vehicle do you have (e.g. Nissan, Peugeot)?	7
2.15. Is your electric car your main or secondary car?	7
2.16. On what basis do you use the vehicle?	8
2.17. Have you considered changing your supplier to take advantage of cheaper or greener electricity tariffs for charging your electric vehicle?	9
2.18. When do you tend to charge your electric vehicle?	10
2.19. Do you tend to charge your car?	11
2.20. Do you use timed charging?	12
2.21. Does anything affect the access to your charge point or when you charge? e.g. other vehicles or cables being in the way?	13
2.29. Which one of following statements best describes your overall attitude to energy usage within your home?	14
2.30.a. I only buy appliances with high energy efficiency ratings even if they cost more	15
2.30.b. I don't think very much about ways of saving energy in my own home	15
2.30.c. I don't pay much attention to what my energy bill is each month	16
2.30.e. It's difficult to know what information to trust in regards to energy efficiency?	16
2.30.f. Making choices about energy efficiency in the home is complex?	17
2.30.g. I am confident I can invest the time and effort to make changes towards being energy efficient?	17
2.30.h. I am confident that I have the right skills to make informed decisions in energy efficiency	18
2.31. If the government is going to take a lead in order to improve energy efficiency in UK households how do you feel about them using the following measures?	18
2.31.a. Applying energy standards that require minimum levels of energy efficiency on most appliances	18

2.31.b. Providing customised energy advice: free or low cost information about energy efficiency improvements.....	19
2.31.c. Providing financing at low or no interest for energy efficiency improvements	19
2.31.d. Banning inefficient technologies, such as incandescent light bulbs, where more energy efficient options exist	20
2.31.e. Granting direct subsidies so that the cost of energy efficient technologies is shared.....	20
2.32.a. Turning appliances off at the wall (not just leaving on standby)	21
2.32.b. Rinsing the dishes with cold water	21
2.32.c. Reduce heating in unoccupied rooms	22
2.32.d. Switching off lights in unused rooms	22
2.32.e. Wait for a full load before using the washing machine.....	23
2.32.f. Put on more clothing before turning up the heating	23
2.32.g. Keep household heating low to save energy (below 18°C)	24
2.32.h. Line drying of laundry.....	24
2.32.i. Taking shorter showers.....	25
2.32.j. Doing dishes by hand.....	25
2.32.k. Pulling curtains at night	26
2.33. In the last 12 months, which of the following have you heard about energy efficiency from?	27
2.43. How important do you think it is for households like yours to:.....	28
2.43.a. Reduce the amount of energy used at home:.....	28
2.43.b. Reduce the amount of water used at home:	28
2.43.c. Be more environmentally friendly in your day-to-day activities	28
2.44. For some people, saving energy or being more environmentally friendly at home or in your day-to-day life can be difficult to achieve. Do you agree with any of the following statements?... <td>29</td>	29
2.45.a. How easy do you find it to afford to pay your fuel bills?.....	30
2.45.b. Do you ever worry about being able to afford your fuel bills?	30
3. Comments on the Survey	30
4. Appendix	31

Table of Figures

Figure 1: Geography	2
Figure 2: Gender	2
Figure 3: Age	3
Figure 4: How many people live in your household?	3
Figure 5: Marital Status	4
Figure 6: Ethnicity	4
Figure 7: Disability or Long-term Illness	5
Figure 8: Property Type	5
Figure 9: House Tenure	6
Figure 10: Unemployment, Full-time Education, or Training	6
Figure 11: Type of EV	7
Figure 12: Main or Secondary Car?	7
Figure 13: On what basis do you use the vehicle?	8
Figure 14: Have you considered changing your supplier?	9
Figure 15: Charging Times	10
Figure 16: When do you tend to charge your car?	11
Figure 17: Do you use timed charging?	12
Figure 18: Does anything affect the access to your charge point?	13
Figure 19: Attitude to Energy Usage	14
Figure 20: Energy Efficient Appliances	15
Figure 21: Attitudes to Saving Energy	15
Figure 22: Energy Bill	16
Figure 23: What information to trust?	16
Figure 24: Making Choices	17
Figure 25: Making Changes towards Being Energy Efficient	17
Figure 26: Having the Right Skills	18
Figure 27: Applying Energy Standards	18
Figure 28: Customised Energy Advice	19
Figure 29: Providing Financing	20
Figure 30: Banning Inefficient Technologies	20
Figure 31: Granting Direct Subsidies	21
Figure 32: Turning Appliances Off	21
Figure 33: Rinsing the Dishes	21
Figure 34: Reduce Heating	22
Figure 35: Switching Off Lights	22
Figure 36: Wait for a Full Load	23
Figure 37: Put On More Clothing	23
Figure 38: Keep Heating Low	24

Figure 39: Line Drying	24
Figure 40: Shorter Showers.....	25
Figure 41: Doing Dishes by Hand	25
Figure 42: Pulling Curtains at Night	26
Figure 43: Information about Energy Efficiency	27
Figure 44: Attitudes - Reduce the amount of energy used.....	28
Figure 45: Attitudes - Reduce the amount of water used	28
Figure 46: Attitudes - Being more environmentally friendly	28
Figure 47: Is saving energy or being environmentally friendly difficult to achieve?	29
Figure 48: How easy do you find it to afford to pay your fuel bills?.....	30
Figure 49: Do you ever worry about being able to afford your fuel bills?.....	30

1. Introduction

This report presents the initial data analysis and subsequent visualisation of the survey conducted by the Durham Energy Institute, Durham University in 2013. Eighty-eight electric vehicle (EV) drivers were recruited to complete this 46 question survey, the objective of which was to investigate EV drivers' attitudes to energy use in general, their use of their EV, and their attitudes to charging and cost, in order to further enhance and explain findings from the project monitoring trials. The surveys were conducted online using an online survey portal.

2. Analysis and Visualisation

The following section presents the visualisation of responses of the majority of the survey questions. All respondents are based in the North East of England, currently driving the battery operated electric vehicle (BEV). The majority of the sample (94%) was male.

The survey was thematically divided into three broad sections:

- Demographics
- Attitudinal Responses
- Energy Behaviour

We begin the survey by exploring the household composition and socio-demographic make-up of the sample such as age, gender, marital status, occupancy etc. followed by a set of questions related to the electric vehicle (questions 14 to 28).

The second set of questions was designed to inquire into respondent's attitudes towards energy usage that is how aware, knowledgeable and confident people felt about their energy use and energy related purchases. In this section participants were asked to indicate their feeling about what role the government should take in managing energy use and energy markets but these questions are not analysed in this report. More focus is put on the analysis of the energy behaviour (question 32) where participants were asked to indicate how often, if at all, they take active measures to reduce their energy consumption.

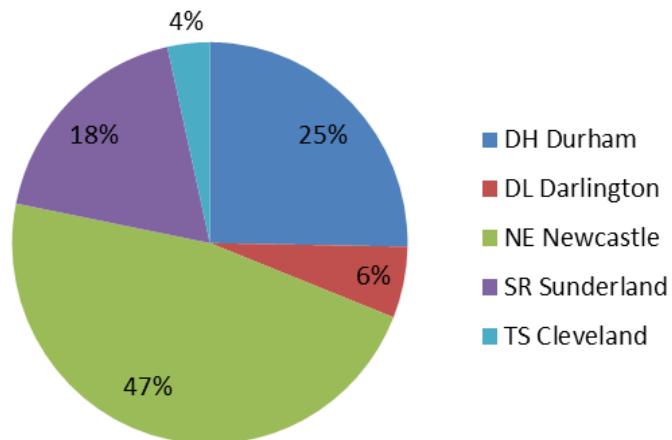
At the end of the survey, participants were also asked about the information sources and design support and asked about who had helped them to make decisions about the most recent energy related change to their home. Participants could choose as many of the possible answers as were applicable.

Taken together the survey contained 46 questions and/or statements in the attitudinal part of the survey, the results of which are summarised below. The full list of survey questions is available in the Appendix.

2.1 Demographics

Code	Area	
DH	Durham	22
DL	Darlington	5
NE	Newcastle	41
SR	Sunderland	16
TS	Cleveland	3

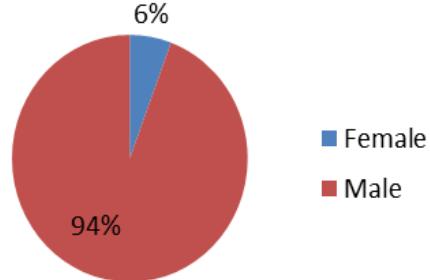
Figure 1: Geography



2.2 Gender of Respondents

Gender	Answers
Female	5
Male	83
TOTAL	88

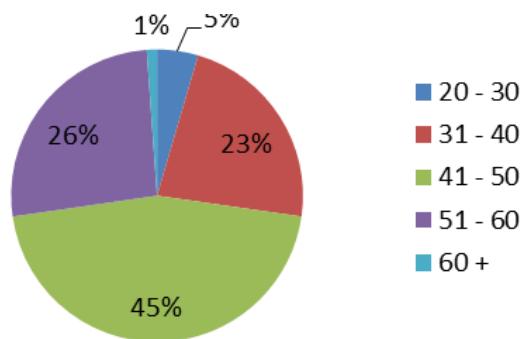
Figure 2: Gender



2.3. Please write your age in the space provided below:

Age Group	Answers
20 - 30	4
31 - 40	20
41 - 50	40
51 - 60	23
60 +	1
TOTAL	88

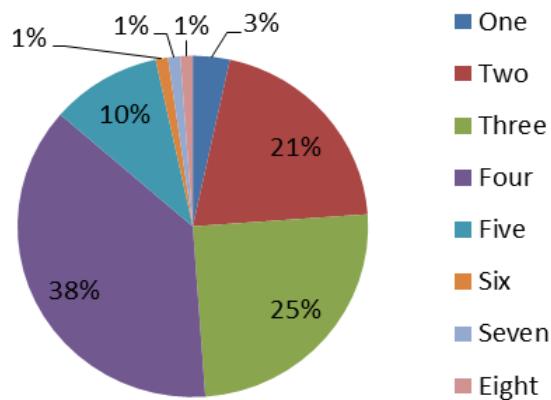
Figure 3: Age



2.5. How many people live in your household, including yourself?

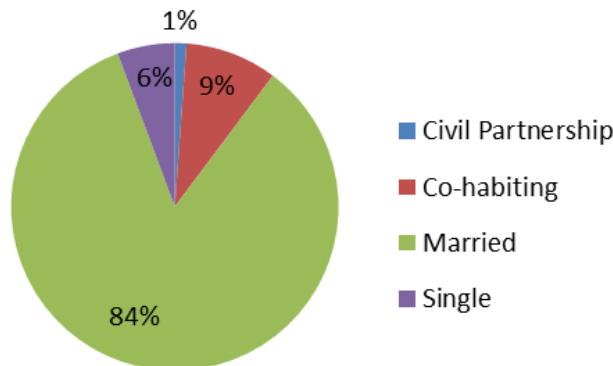
Household	Answers
One	3
Two	18
Three	22
Four	33
Five	9
Six	1
Seven	1
Eight	1
TOTAL	88

Figure 4: How many people live in your household?



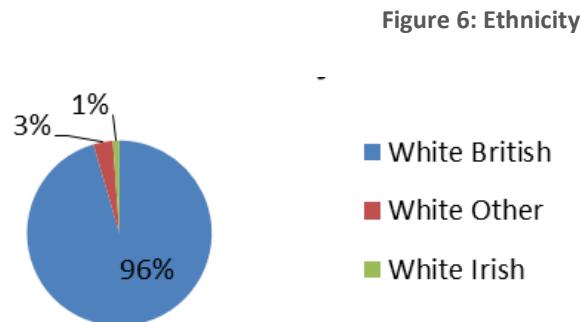
2.7. What is your marital status?

Marital Status	Answers
Civil Partnership	1
Co-habiting	8
Married	74
Single	5
TOTAL	88



2.9. What is the ethnicity of members of your household?

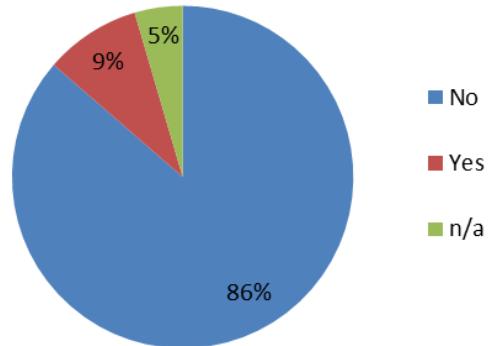
Ethnicity	Answers
White British	84
White Other	3
White Irish	1
TOTAL	88



2.10. Does anyone in your household have a disability or a limiting long-term illness?

Disability	Answers
No	76
Yes	8
n/a	4
TOTAL	88

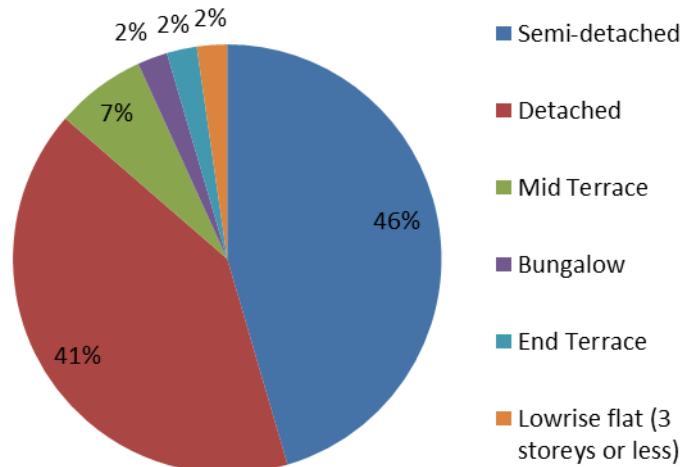
Figure 7: Disability or Long-term Illness



2.11. What type of property best describes your home?

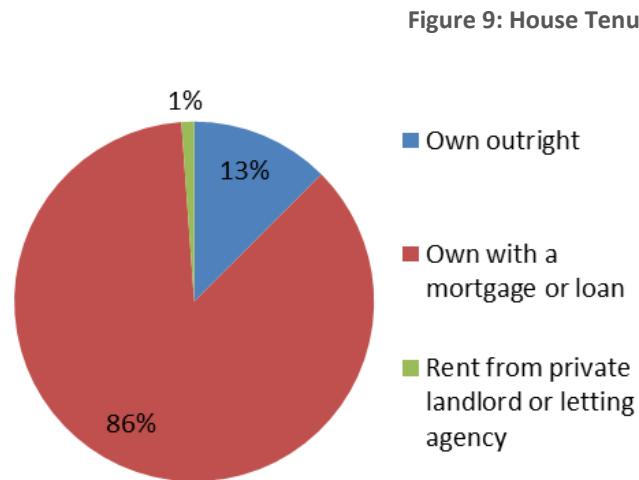
Property Type	Answers
Semi-detached	40
Detached	36
Mid Terrace	6
Bungalow	2
End Terrace	2
Lowrise flat (3 storeys or less)	2
TOTAL	88

Figure 8: Property Type



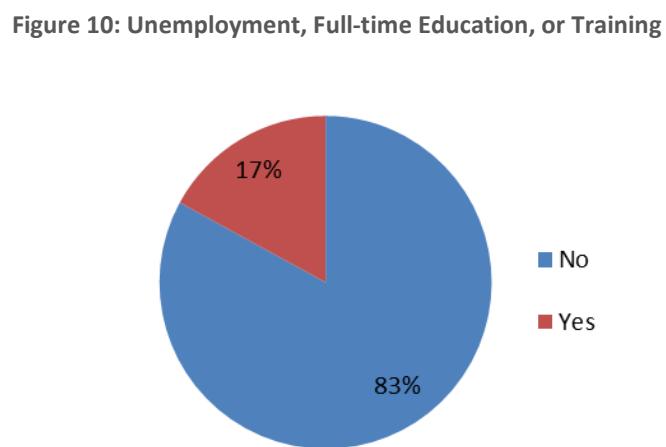
2.12. Does someone in the household own or rent your home?

House Tenure	Answers
Own with a mortgage or loan	76
Own outright	11
Rent from private landlord or letting agency	1
TOTAL	88



2.13. Are any of the adults in the household not in employment, full-time education, or training?

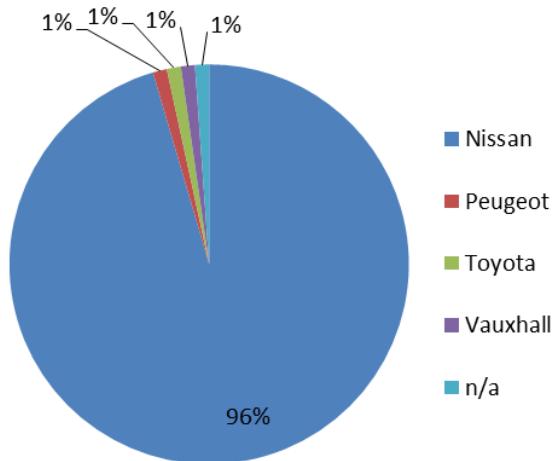
Attitudes	Answers
No	73
Yes	15
TOTAL	88



2.14. Which make of electric vehicle do you have (e.g. Nissan, Peugeot)?

Attitudes	Answers
Nissan	84
Peugeot	1
Toyota	1
Vauxhall	1
n/a	1
TOTAL	88

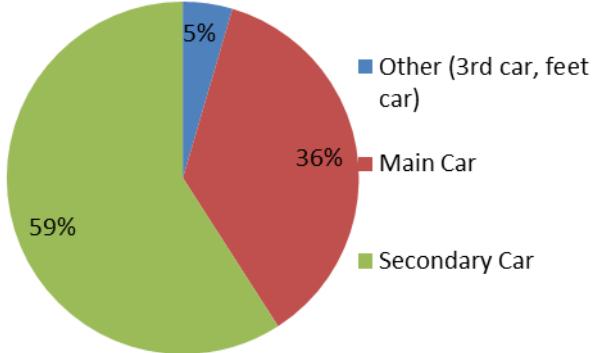
Figure 11: Type of EV



2.15. Is your electric car your main or secondary car?

Attitudes	Answers
Other (3rd car, feet car)	4
Main Car	32
Secondary Car	52
TOTAL	88

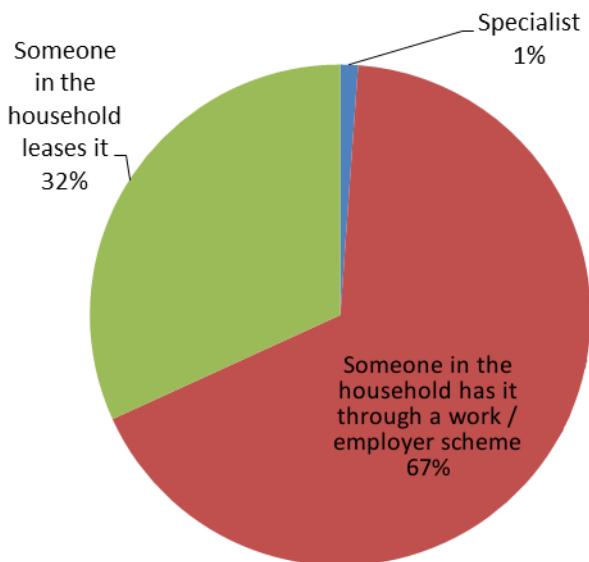
Figure 12: Main or Secondary Car?



2.16. On what basis do you use the vehicle?

Attitudes	Answers
Fleet Specialist	1
Someone in the household has it through a work/employer scheme	59
Someone in the household leases it	28
TOTAL	88

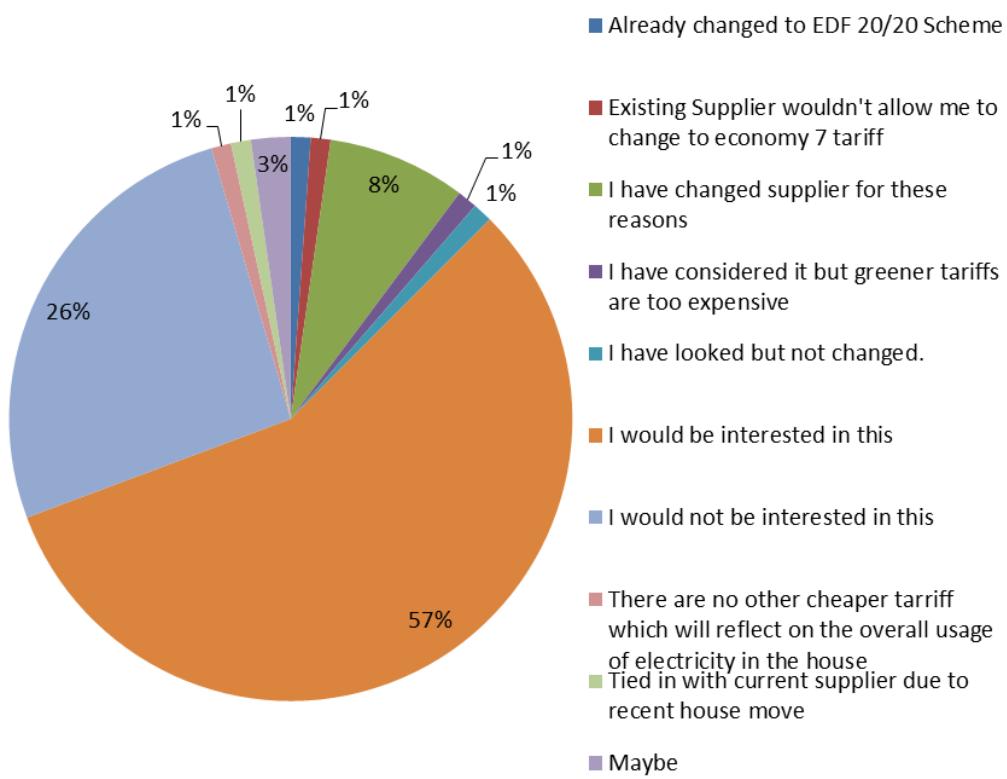
Figure 13: On what basis do you use the vehicle?



2.17. Have you considered changing your supplier to take advantage of cheaper or greener electricity tariffs for charging your electric vehicle?

Attitudes	Answers
Already changed to EDF 20/20 Scheme	1
Existing Supplier wouldn't allow me to change to economy 7 tariff	1
I have changed supplier for these reasons	7
I have considered it but greener tariffs are too expensive	1
I have looked but not changed.	1
I would be interested in this	50
I would not be interested in this	23
There are no other cheaper tariff which will reflect on the overall usage of electricity in the house	1
Tied in with current supplier due to recent house move	1
Maybe	2
TOTAL	88

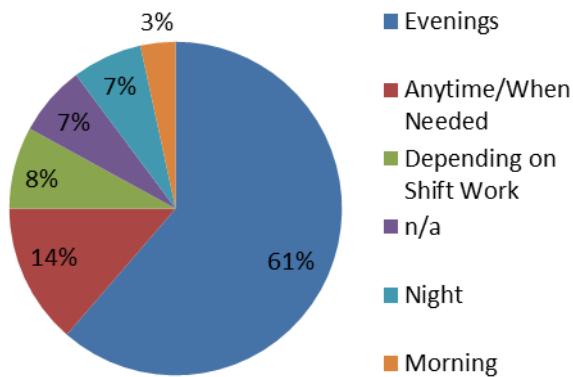
Figure 14: Have you considered changing your supplier?



2.18. When do you tend to charge your electric vehicle?

Attitudes	Answer s
Evenings	54
Anytime/When Needed	12
Depending on Shift Work	7
n/a	6
Night	6
Morning	3
TOTAL	88

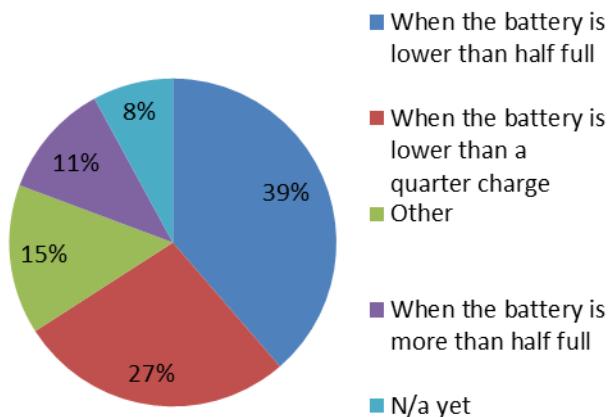
Figure 15: Charging Times



2.19. Do you tend to charge your car?

Attitudes	Answers
When the battery is lower than half full	34
When the battery is lower than a quarter charge	24
Other	13
When the battery is more than half full	10
N/a yet	7
TOTAL	88

Figure 16: When do you tend to charge your car?



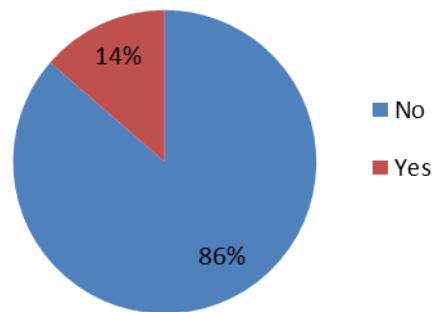
Other Answers (Open Ended)

- After every journey
- Always on arrival at home
- As soon as it is low or not in use for the night
- Charge based on next planned journey length, usually charged every night.
- Daily, regardless of battery status
- Every day
- Every night
- Every time we're finished using it.
- I charge opportunistically, so often 'top it up' whenever I'm near a charger.
- Try to charge at home as soon as I park up - to always have a full charge.
- When I can have access to a car park charging point.
- When needed depending on planned journeys.

2.20. Do you use timed charging?

Attitudes	Answers
No	76
Yes	12
TOTAL	88

Figure 17: Do you use timed charging?



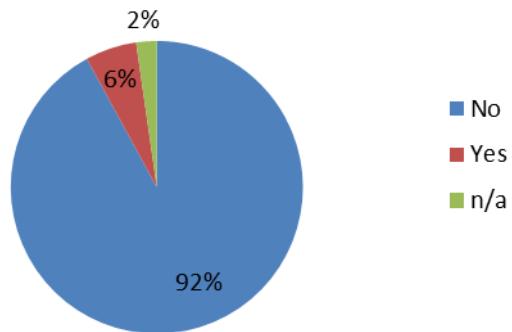
If Yes, why?

- Cheaper overnight
- Played with the car/computer
- To benefit from EDF 20/20 scheme
- I have solar panels so try to avoid charging outside of daylight hours on a weekend.
- to get benefit of cheaper tariff
- To avoid peak times (4-8 in the evening)
- Convenience
- Cheaper overnight electricity tariff
- Optimise battery life
- To get Eco 7 rate
- To come on at night

2.21. Does anything affect the access to your charge point or when you charge? e.g. other vehicles or cables being in the way?

Attitudes	Answers
No	81
Yes	5
n/a	2
TOTAL	88

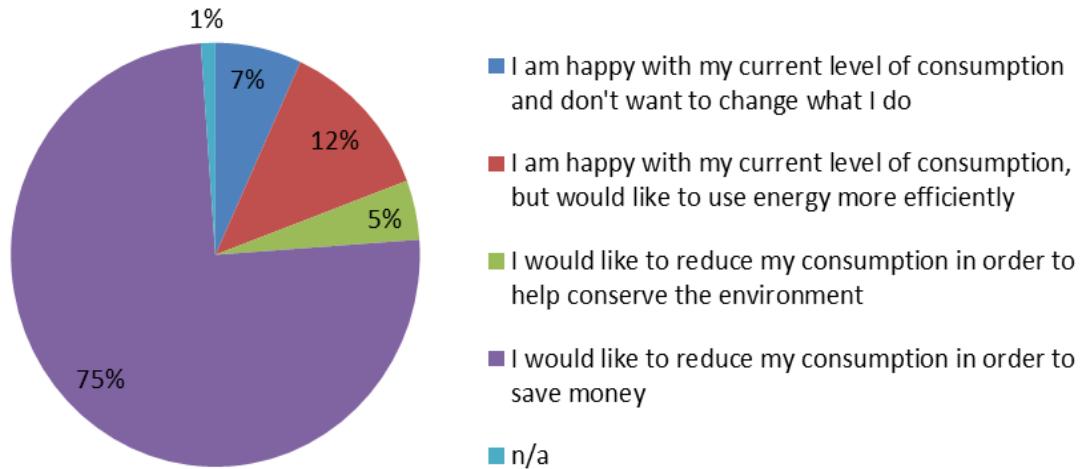
Figure 18: Does anything affect the access to your charge point?



2.29. Which one of following statements best describes your overall attitude to energy usage within your home?

Attitudes	Answers
I am happy with my current level of consumption and don't want to change what I do	6
I am happy with my current level of consumption, but would like to use energy more efficiently	11
I would like to reduce my consumption in order to help conserve the environment	4
I would like to reduce my consumption in order to save money	66
n/a	1
TOTAL	88

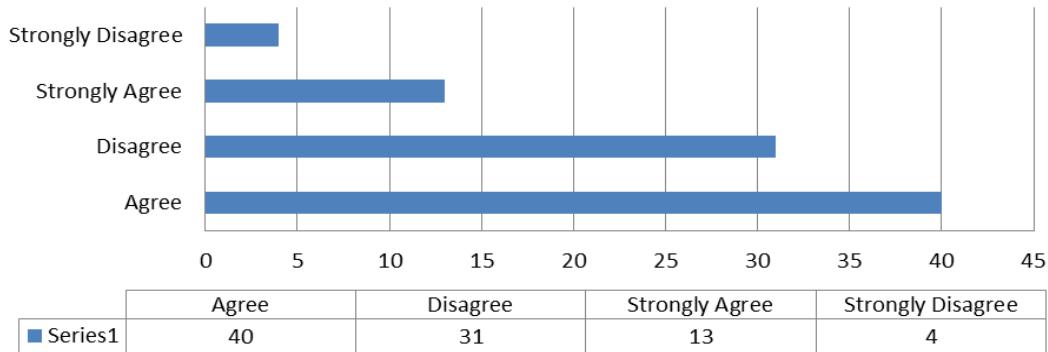
Figure 19: Attitude to Energy Usage



2.30.a. I only buy appliances with high energy efficiency ratings even if they cost more

Attitudes	Answers
Agree	40
Disagree	31
Strongly Agree	13
Strongly Disagree	4
TOTAL	88

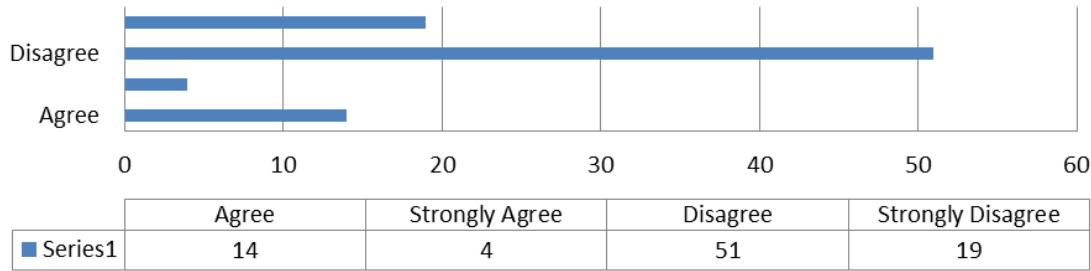
Figure 20: Energy Efficient Appliances



2.30.b. I don't think very much about ways of saving energy in my own home

Attitudes	Answers
Agree	14
Strongly Agree	4
Disagree	51
Strongly Disagree	19
TOTAL	88

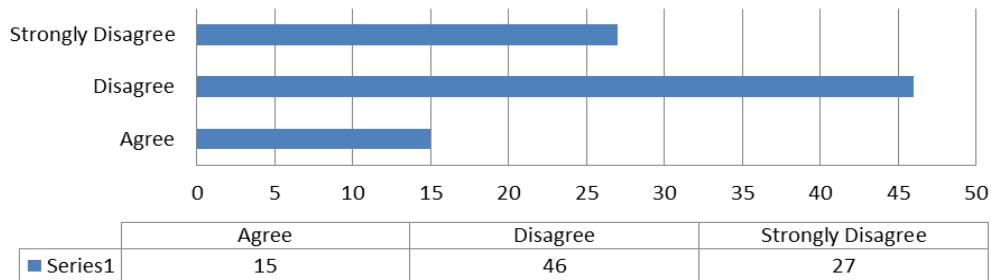
Figure 21: Attitudes to Saving Energy



2.30.c. I don't pay much attention to what my energy bill is each month

Attitudes	Answers
Agree	15
Disagree	46
Strongly Disagree	27
TOTAL	88

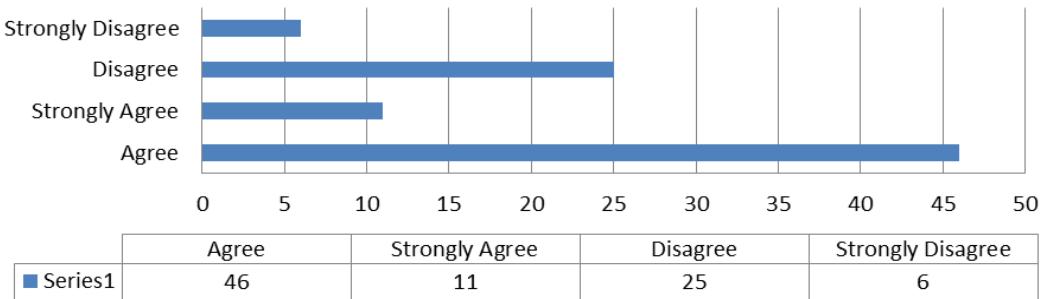
Figure 22: Energy Bill



2.30.e. It's difficult to know what information to trust in regards to energy efficiency?

Attitudes	Answers
Agree	46
Strongly Agree	11
Disagree	25
Strongly Disagree	6
TOTAL	88

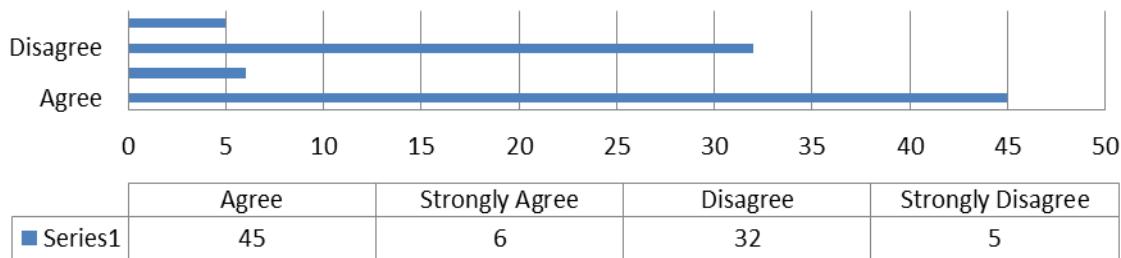
Figure 23: What information to trust?



2.30.f. Making choices about energy efficiency in the home is complex?

Attitudes	Answers
Agree	45
Strongly Agree	6
Disagree	32
Strongly Disagree	5
TOTAL	88

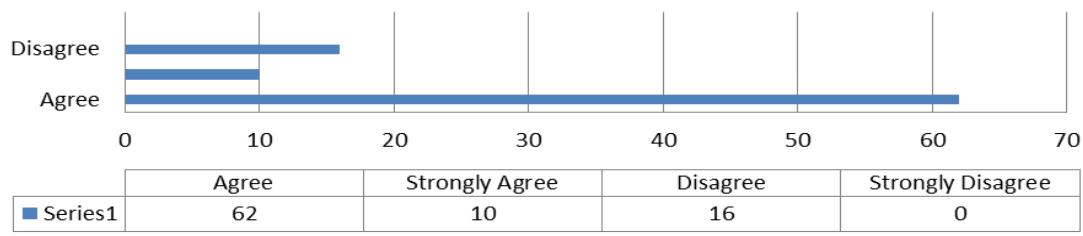
Figure 24: Making Choices



2.30.g. I am confident I can invest the time and effort to make changes towards being energy efficient?

Attitudes	Answers
Agree	62
Strongly Agree	10
Disagree	16
Strongly Disagree	0
TOTAL	88

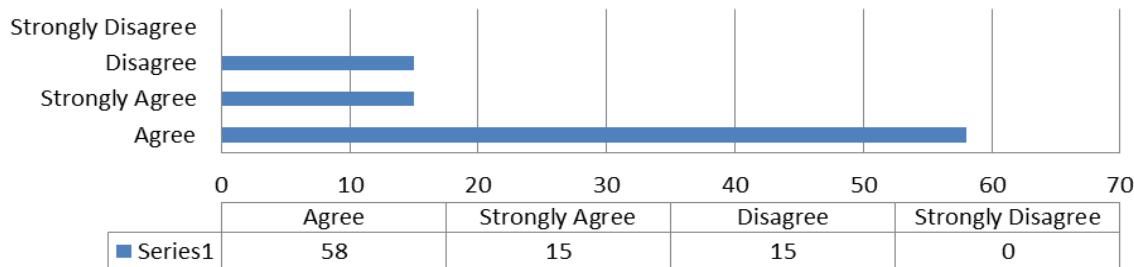
Figure 25: Making Changes towards Being Energy Efficient



2.30.h. I am confident that I have the right skills to make informed decisions in energy efficiency

Attitudes	Answers
Agree	58
Strongly Agree	15
Disagree	15
Strongly Disagree	0
TOTAL	88

Figure 26: Having the Right Skills

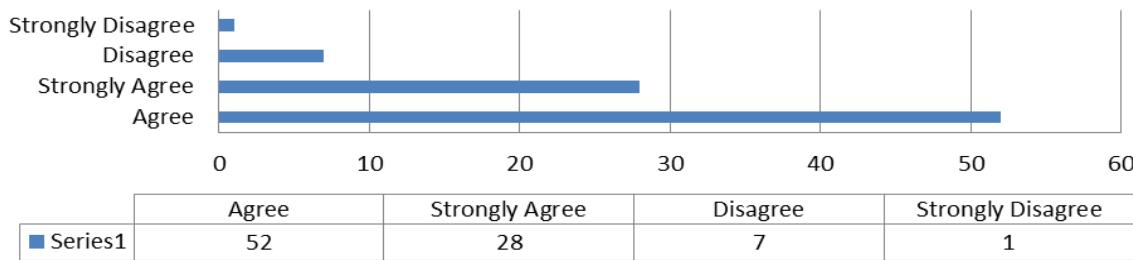


2.31. If the government is going to take a lead in order to improve energy efficiency in UK households how do you feel about them using the following measures?

2.31.a. Applying energy standards that require minimum levels of energy efficiency on most appliances

Attitudes	Answers
Agree	52
Strongly Agree	28
Disagree	7
Strongly Disagree	1
TOTAL	88

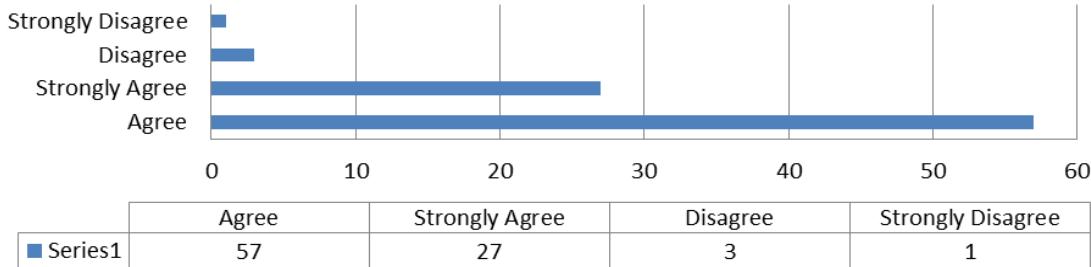
Figure 27: Applying Energy Standards



2.31.b. Providing customised energy advice: free or low cost information about energy efficiency improvements

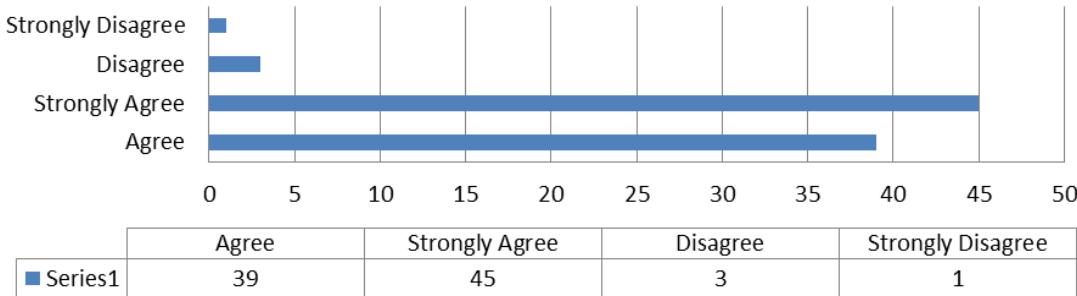
Attitudes	Answers
Agree	57
Strongly Agree	27
Disagree	3
Strongly Disagree	1
TOTAL	88

Figure 28: Customised Energy Advice



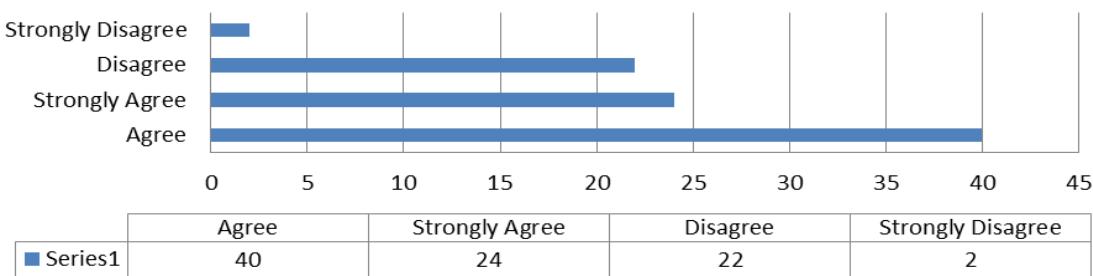
2.31.c. Providing financing at low or no interest for energy efficiency improvements

Attitudes	Answers
Agree	39
Strongly Agree	45
Disagree	3
Strongly Disagree	1
TOTAL	88

Figure 29: Providing Financing


2.31.d. Banning inefficient technologies, such as incandescent light bulbs, where more energy efficient options exist

Attitudes	Answers
Agree	40
Strongly Agree	24
Disagree	22
Strongly Disagree	2
TOTAL	88

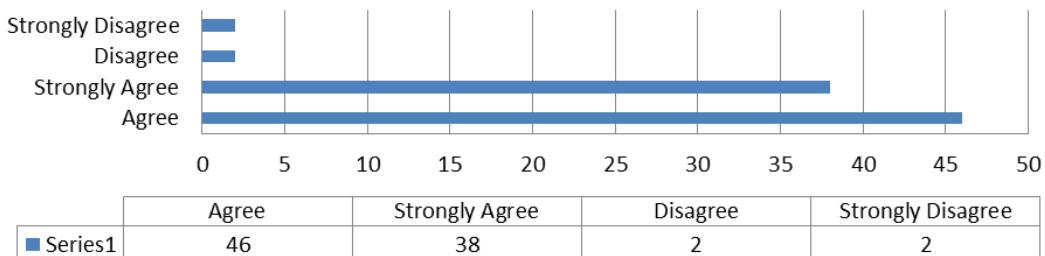
Figure 30: Banning Inefficient Technologies


2.31.e. Granting direct subsidies so that the cost of energy efficient technologies is shared

Attitudes	Answers
Agree	46
Strongly Agree	38

Disagree	2
Strongly Disagree	2
TOTAL	88

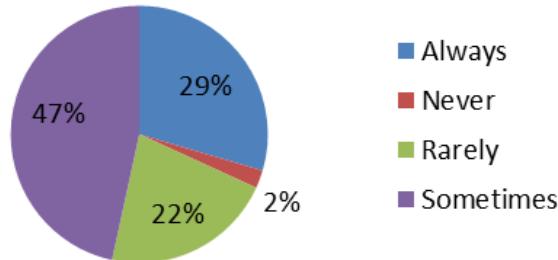
Figure 31: Granting Direct Subsidies



2.32.a. Turning appliances off at the wall (not just leaving on standby)

Attitudes	Answers
Always	26
Sometimes	41
Rarely	19
Never	2
TOTAL	88

Figure 32: Turning Appliances Off



2.32.b. Rinsing the dishes with cold water

Attitudes	Answer
Always	7
Sometimes	33
Rarely	29
Never	19
TOTAL	88

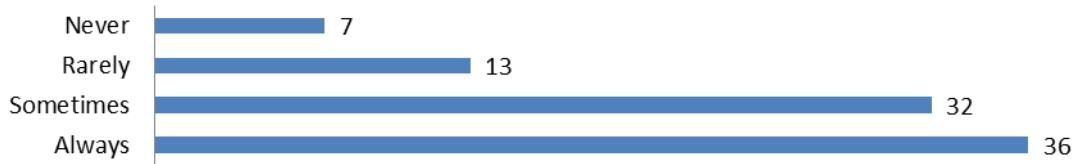
Figure 33: Rinsing the Dishes



2.32.c. Reduce heating in unoccupied rooms

Attitudes	Answer s
Always	36
Sometimes	32
Rarely	13
Never	7
TOTAL	88

Figure 34: Reduce Heating



2.32.d. Switching off lights in unused rooms

Attitudes	Answers
Always	77
Sometimes	10
Rarely	1
Never	0
TOTAL	88

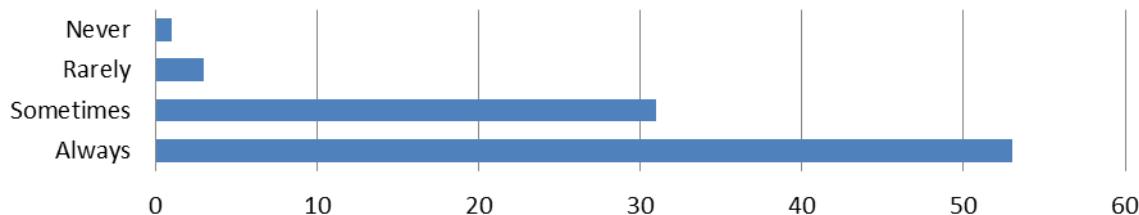
Figure 35: Switching Off Lights



2.32.e. Wait for a full load before using the washing machine

Attitudes	Answers
Always	53
Sometimes	31
Rarely	3
Never	1
TOTAL	88

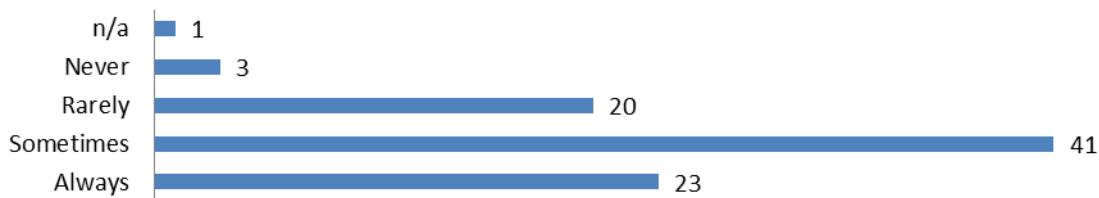
Figure 36: Wait for a Full Load



2.32.f. Put on more clothing before turning up the heating

Attitudes	Answers
Always	23
Sometimes	41
Rarely	20
Never	3
n/a	1
TOTAL	88

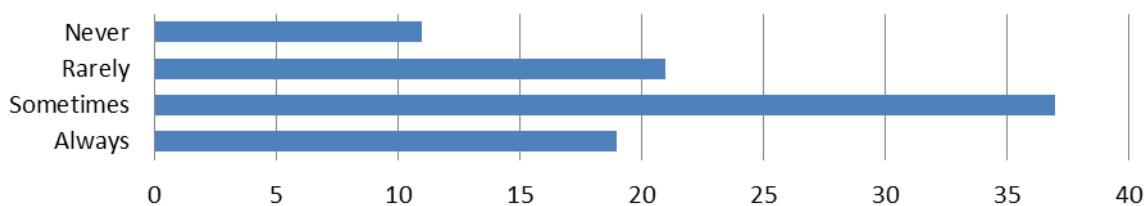
Figure 37: Put On More Clothing



2.32.g. Keep household heating low to save energy (below 18°C)

Attitudes	Answers
Always	19
Sometimes	37
Rarely	21
Never	11
TOTAL	88

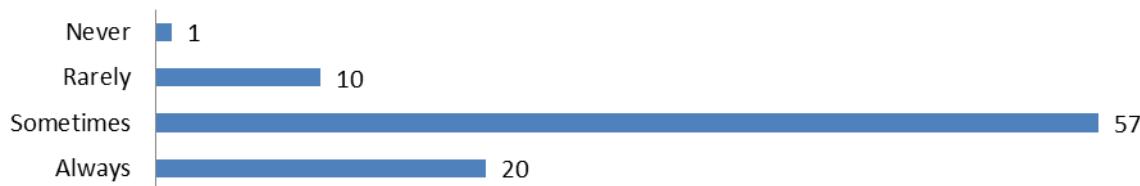
Figure 38: Keep Heating Low



2.32.h. Line drying of laundry

Attitudes	Answers
Always	20
Sometimes	57
Rarely	10
Never	1
TOTAL	88

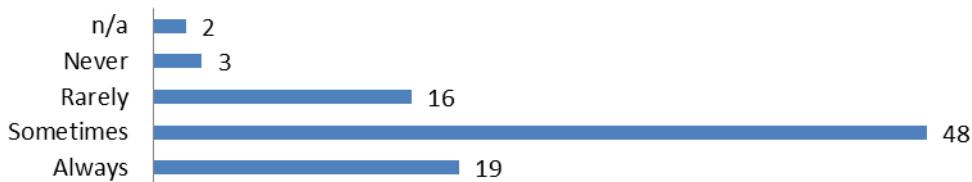
Figure 39: Line Drying



2.32.i. Taking shorter showers

Attitudes	Answers
Always	19
Sometimes	48
Rarely	16
Never	3
n/a	2
TOTAL	88

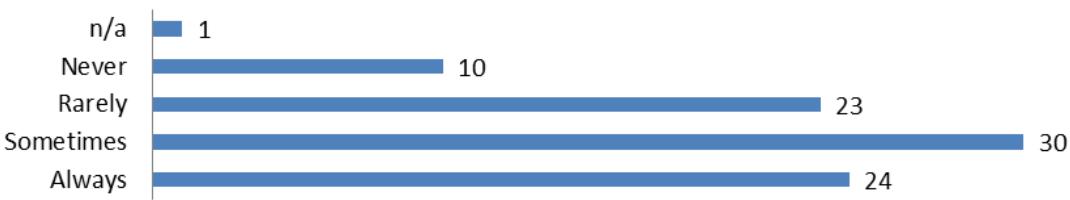
Figure 40: Shorter Showers



2.32.j. Doing dishes by hand

Attitudes	Answers
Always	24
Sometimes	30
Rarely	23
Never	10
n/a	1
TOTAL	88

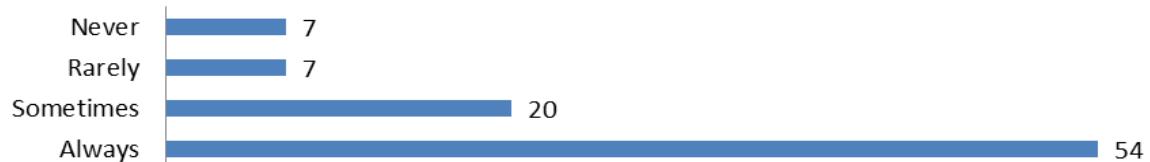
Figure 41: Doing Dishes by Hand



2.32.k. Pulling curtains at night

Attitudes	Answers
Always	54
Sometimes	20
Rarely	7
Never	7
TOTAL	88

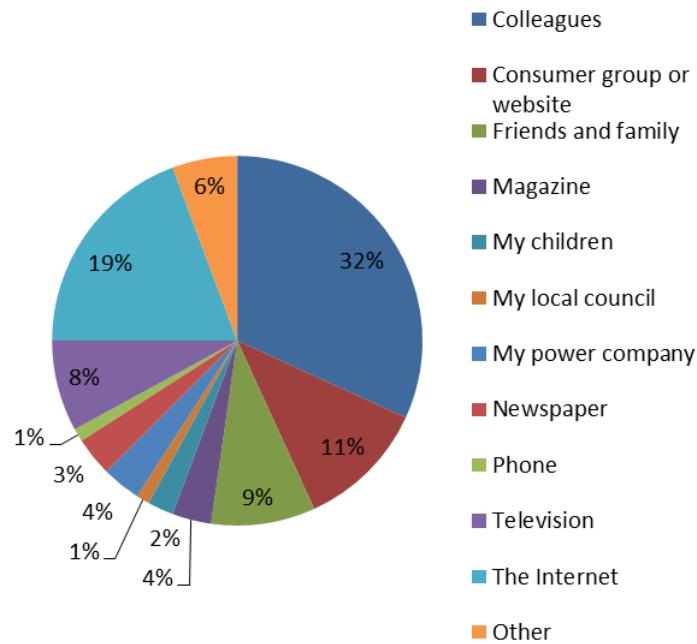
Figure 42: Pulling Curtains at Night



2.33. In the last 12 months, which of the following have you heard about energy efficiency from?

	Answers
Colleagues	28
Consumer group or website	10
Friends and family	8
Magazine	3
My children	2
My local council	1
My power company	3
Newspaper	3
Phone	1
Television	7
The Internet	17
Other	5
TOTAL	88

Figure 43: Information about Energy Efficiency

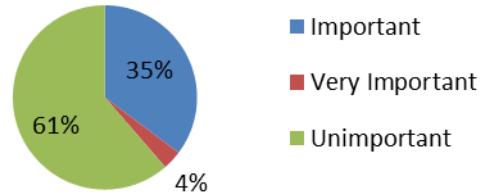


2.43. How important do you think it is for households like yours to:

2.43.a. Reduce the amount of energy used at home:

Attitudes	Answers
Important	31
Very Important	3
Unimportant	54
TOTAL	88

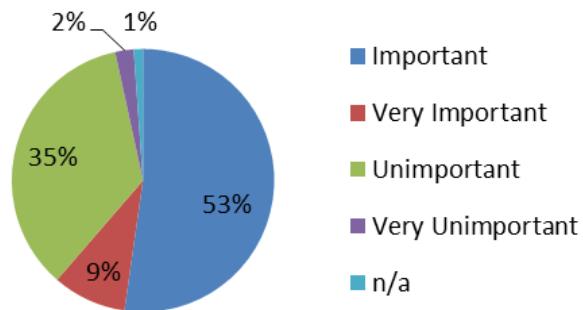
Figure 44: Attitudes - Reduce the amount of energy used



2.43.b. Reduce the amount of water used at home:

Attitudes	Answers
Important	46
Very Important	8
Unimportant	31
Very Unimportant	2
Unimportant	
n/a	1

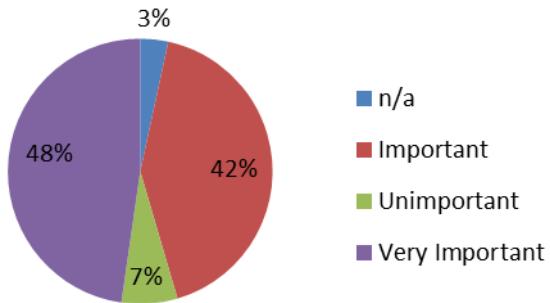
Figure 45: Attitudes - Reduce the amount of water used



2.43.c. Be more environmentally friendly in your day-to-day activities

Attitudes	Answers
n/a	3
Important	37
Unimportant	6
Very Important	42
TOTAL	88

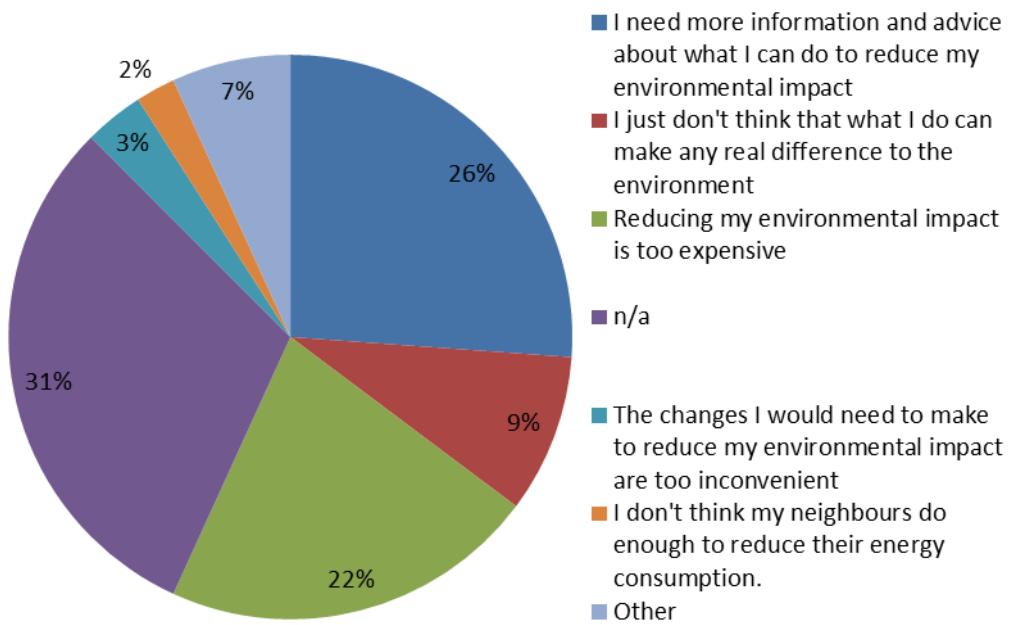
Figure 46: Attitudes - Being more environmentally friendly



2.44. For some people, saving energy or being more environmentally friendly at home or in your day-to-day life can be difficult to achieve. Do you agree with any of the following statements?

Attitudes	Answers
I need more information and advice about what I can do to reduce my environmental impact	23
I just don't think that what I do can make any real difference to the environment	8
Reducing my environmental impact is too expensive	19
n/a	27
The changes I would need to make to reduce my environmental impact are too inconvenient	3
I don't think my neighbours do enough to reduce their energy consumption.	2
Other	6
TOTAL	88

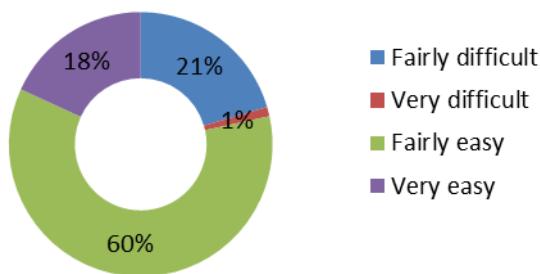
Figure 47: Is saving energy or being environmentally friendly difficult to achieve?



2.45.a. How easy do you find it to afford to pay your fuel bills?

Attitudes	Answers
Fairly difficult	18
Very difficult	1
Fairly easy	53
Very easy	16
TOTAL	88

Figure 48: How easy do you find it to afford to pay your fuel bills?

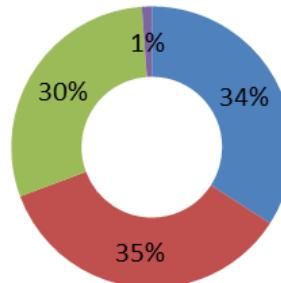


- Fairly difficult
- Very difficult
- Fairly easy
- Very easy

2.45.b. Do you ever worry about being able to afford your fuel bills?

Attitudes	Answers
Never	30
Occasionally	31
Rarely	26
Often	1
TOTAL	88

Figure 49: Do you ever worry about being able to afford your fuel bills?



- Never
- Occasionally
- Rarely
- Often

3. Comments on the Survey

- Your survey fails to take account of the fact I charge fully at work & then 'top up' at home.
- Most people are paying an extortionate amount of money for their fuel and the government should step in to reduce this. We may then have money to invest in environmentally efficient items. More incentives to get solar panels or wind turbines. one at the end of each street to give energy instead of using the grid. Free solar panels to use power without taking from grid. These are the kind of investment the government needs to use. Who cares what heating you use in the house or how

many appliances used if this energy is being sourced for free through these ways instead of using the grid and complaining?

4. Appendix

Survey Questions

1. Please complete the Following Fields:
 - a) Postcode:
2. Are you:
3. Please write your age in the space provided below:
4. Are you (either wholly or part) responsible or for paying/managing household energy bills?
5. How many people live in your household, including yourself
6. Write down the age(s) of everyone living in your household:
 - a) Person 1 – Age
 - b) Person 2 – Age
 - c) Person 3 – Age
 - d) Person 4 – Age
 - e) Person 5 – Age
 - f) Person 6 – Age
 - g) Person 7 – Age
 - h) Person 8 – Age
 - i) Person 9 – Age
 - j) Person 10 – Age
7. What is your marital status
8. Have you previously completed a survey as part of the Customer Led Network Revolution Trial?
9. What is the ethnicity of members of your household? (Tick all that apply)
10. Does anyone in your household have a disability or a limiting long-term illness?
 - a) If yes, does this disability or illness require additional use of electricity in the household?
11. What type of property best describes your home?
12. Does someone in the household own or rent your home?
13. Are any of the adults in the household not in employment, full-time education, or training?
 - a) If yes please state number
 - b) Please list the occupations of the members of the household who are in paid-employment (including those who may be self-employed)
14. Which make of electric vehicle do you have (e.g. Nissan, Peugeot)?
 - a) Which model do you have (e.g. Leaf, iOn)?
15. Is your electric car your main or secondary car?
16. On what basis do you use the vehicle?

17. Have you considered changing your supplier to take advantage of cheaper or greener electricity tariffs for charging your electric vehicle?
18. When do you tend to charge your electric vehicle?
19. Do you tend to charge your car

20. Do you use timed charging?
 - a) If Yes, why?
21. Does anything affect the access to your charge point or when you charge? e.g. other vehicles or cables being in the way
22. In what year was your current home built?
23. What is the main fuel used for heating the rooms of your home?
24. Do you have any of the following Low Carbon Technology at your home?
25. Which of the following do you have in your home: (Tick all that apply)
26. Which of the following do you use in your home? (Tick all that apply)
27. How many of the following do you have in your home?
 - a) Refrigerator -- Please type number
 - b) Combined fridge/freezer -- Please type number
 - c) Stand-alone/chest freezer -- Please type number
 - d) Electric cooker/stove/oven -- Please type number
 - e) Regular electric kettle -- Please type number
 - f) Energy saving electric kettle -- Please type number
 - g) Washing machine -- Please type number
 - h) Tumble dryer -- Please type number
 - i) Dishwasher -- Please type number
 - j) Microwave -- Please type number
 - k) Electric shower -- Please type number
28. How many of the following do you have in your home?
 - a) Desktop computer -- Please type number
 - b) Laptop computer -- Please type number
 - c) Wireless internet -- Please type number
 - d) Television -- Please type number
 - e) Digital receiver/set top box -- Please type number
 - f) Games console(s) -- Please type number
 - g) Mobile phone charger(s) -- Please type number
 - h) Printer -- Please type number
 - i) Photocopier -- Please type number
 - j) Electronic musical instrument -- Please type number
 - k) Aquarium/heated tank for reptiles -- Please type number
 - l) Hair straighteners -- Please type number
 - m) Sun bed -- Please type number
 - n) Electrically powered garden tools (e.g. strimmer, leaf blower, electric lawn mower) --
Please type number

- o) Electric greenhouse heaters -- Please type number
 - p) Heated pool -- Please type number
 - q) Jacuzzi -- Please type number
 - r) Electric patio heater -- Please type number
29. Which one of following statements best describes your overall attitude to energy usage within your home?
30. To what extent do you agree or disagree with each of the following statements?
- a) I only buy appliances with high energy efficiency ratings even if they cost more
 - b) I don't think very much about ways of saving energy in my own home
 - c) I don't pay much attention to what my energy bill is each month
 - d) I find it hard to find information about being energy efficient around the home
 - e) It's difficult to know what information to trust in regards to energy efficiency
 - f) Making choices about energy efficiency in the home is complex
 - g) I am confident I can invest the time and effort to make changes towards being energy efficient
 - h) I am confident that I have the right skills to make informed decisions in energy efficiency
 - i) I know where to find the right information about energy efficiency
31. If the government is going to take a lead in order to improve energy efficiency in UK households how do you feel about them using the following measures?
- a) Applying energy standards that require minimum levels of energy efficiency on most appliances
 - b) Providing customised energy advice: free or low cost information about energy efficiency improvements
 - c) Providing financing at low or no interest for energy efficiency improvements
 - d) Banning inefficient technologies, such as incandescent light bulbs, where more energy efficient options exist
 - e) Granting direct subsidies so that the cost of energy efficient technologies is shared
32. Please read the following list of possible energy saving behaviours. Please indicate how often you do each of the following actions:
- a) Turning appliances off at the wall (not just leaving on standby)
 - b) Rinsing the dishes with cold water
 - c) Reduce heating in unoccupied rooms
 - d) Switching off lights in unused rooms
 - e) Wait for a full load before using the washing machine
 - f) Put on more clothing before turning up the heating
 - g) Keep household heating low to save energy (below 18oC)
 - h) Line drying of laundry
 - i) Taking shorter showers
 - j) Doing dishes by hand
 - k) Pulling curtains at night

33. In the last 12 months, which of the following have you heard about energy efficiency from?
34. Who helped you make decisions about the most recent energy related change to your house?
35. How often do you talk to your friends and neighbours about energy issues or products?
36. Do you or anyone in your household regularly (at least once per month) take part in any of the following activities:
 37. Did you vote in the last general election?
 38. Have you acquired or disposed of any appliances, technologies or electronic devices in the last 12 months?
 - a) If Yes Please List
 39. Have there been any changes to your personal circumstances or those of other members of your household in the last 12 months?
 - a) If Yes Please Describe
 40. If you have an in home display or other visual feedback device as part of the trial please respond to the statements below:
 - a) The display device has caused me to change the time I use some electric appliances
 - b) To what extent has the display device caused you to increase or reduce your energy consumption?
 - c) How easy is it to understand the home display or other visual feedback device?
 - d) What activities have you done at a different time or done differently as a result of the home display or other visual feedback device?
 - e) What would you like to change about the home display or other visual feedback device?
 41. If you have a new tariff (energy pricing deal) as part of the trial please respond to the statements below:
 - a) The new tariff has caused me to change the time I use some electric appliances?
 - b) To what extent has the new tariff caused you to increase or reduce your energy consumption?
 - c) How easy is it to understand the tariff?
 - d) What activities have you done at a different time or done differently as a result of the tariff?
 - e) What, if anything, prevented you from changing your behaviour to take advantage of the price differences in the tariff?
 - f) Are the price differences between the time periods on the tariff large enough to encourage you to change your behaviour?
 - g) What would you like to change about the tariff?
 42. If you have a new appliance or technology as part of the trial please respond to the statements below:
 - a) The new appliance or technology has caused me to change the time I use
 - b) To what extent has the new appliance or technology caused you to increase or reduce your energy consumption?
 - c) How easy is it to understand the new appliance or technology?

- d) What activities have you done at a different time or done differently as a result of the new appliance or technology?
- e) What would you like to change about the new appliance or technology?
43. How important do you think it is for households like yours to:
- a) Reduce the amount of energy used at home:
 - b) Reduce the amount of water used at home:
 - c) Be more environmentally friendly in your day-to-day activities:
44. For some people, saving energy or being more environmentally friendly at home or in your day-to-day life can be difficult to achieve. Do you agree with any of the following statements?
45. The following questions are about the costs of energy
- a) How easy do you find it to afford to pay your fuel bills?
 - b) Do you ever worry about being able to afford your fuel bills?
 - c) I have the heating on lower than I would like to economise
 - d) I go without things so that I can afford to pay my fuel bills
 - e) Have you ever had any problems affording your fuel bills?
46. Thank you for completing the survey. Please provide any additional comments:
- a) Please tick 'YES' below if you are happy to be contacted by someone from Durham Energy Institute who may contact you to take part in further research:



Customer-Led Network
Revolution

Contact info@networkrevolution.co.uk

www.networkrevolution.co.uk