

Renewable Energy Survey 2004

Draft summary report of findings

Submitted to

Anna Malos

LONDONASSEMBLY

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1 Background & Method

- This report presents the findings of a telephone survey of 601 London home-owners conducted between the 8th and 19th November 2004.
- The survey sought to canvass the opinions and attitudes of Londoners towards a variety of renewable energy options. It was important to talk to those who owned their home and so could consider roof installations such as solar cells (photovoltaics), solar water heating and micro wind turbines.
- Subjects included incentives and barriers to installation and a number of knowledge testing questions about the costs and benefits. A copy of the questionnaire is appendix C.
- The total group of 601 respondents provides a robust margin of error of +/- 4%. This means that if 50% answered a particular way, we can be confident that between 46% and 54% of all London home owners would answer similarly.
- The survey is representative of London home owners rather than Londoners as a whole. The profile of respondents is outlined in section 3.

2 Key findings

2.1 Basic knowledge and attitudes towards renewable energy

Few people felt that they knew a great deal about any of the forms of renewable energy. The solar options (photovoltaic and water heating) were the most commonly known about with only around one in ten not having heard about them.

There was lower recognition of micro wind turbines and very low knowledge about green tariffs.

Figure 1: How much do you know about the following types of renewable energy?

	Solar water heating (%)	Solar cells (%)	Micro wind turbines (%)	Green tariffs (%)
A great deal	6.2	5.2	4.0	2.8
A fair amount	19.5	20.6	10.9	5.9
A little	42.3	38.3	34.9	19.2
Heard of but know nothing about	21.3	21.7	21.9	13.2
Never heard of it	10.7	14.2	28.4	58.9
Base Number (exc. don't knows)	600	598	599	598

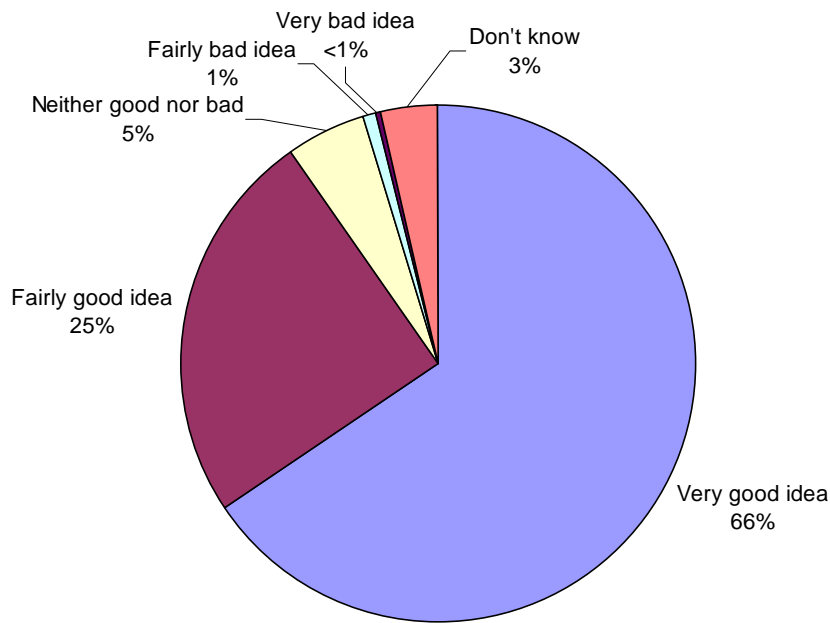
The vast majority of respondents believed that renewable energy is a good idea. Two-thirds felt that it is a ‘very good idea’ and a further quarter stated that is a ‘fairly good idea.’

Perhaps surprisingly, the age group most likely to know a ‘great deal’ or a ‘fair amount’ were the 55 to 64 year olds. For example on the subject of solar water heating, 31% of that age group responded that way, compared to 23% of 35 to 54 year olds and 17% of 25 to 34 year olds.

There were also significant differences on the basis of gender with men far more likely to feel knowledgeable than women. For example on photovoltaics, 37% of men stated that they knew ‘a great deal’ or ‘a fair amount’ compared to 14% of women.

Knowledge was also felt to be highest amongst ABC1s. Taking the example of photovoltaics, 28% of ABC1s stated that they knew ‘a great deal’ or ‘a fair amount’ compared to 16% of C2DEs.

Figure 2: Overall, what is your opinion of renewable energy, is it ...



Base: 601 respondents

2.2 Likelihood of considering installation

Around 20% were ‘very likely’ or ‘fairly likely’ to consider installing solar power options (water heating or photovoltaic). Perhaps the lesser knowledge about wind turbines affected the likelihood to consider them as an option.

Figure 3: How likely are you to consider installing the following types of renewable energy on your roof?

	Solar water heating (%)	Solar cells (%)	Micro wind turbines (%)
Very likely	7.0	5.7	1.7
Fairly likely	14.3	15.0	4.3
Not very likely	36.9	37.1	28.8
Not at all likely	38.1	37.1	55.6
Don't know	3.7	5.2	9.7
Base number	601	601	601

There are some interesting patterns when we look at different groups of Londoners. Although the 25 to 34 year old age believed themselves to be less knowledgeable about renewable energy than older groups, they were far more likely to consider installation. For example, on solar water heating, 38% of 25 to 34 year olds were 'very' or 'fairly' likely to consider it, compared to just 21% of 35 to 54 year olds.

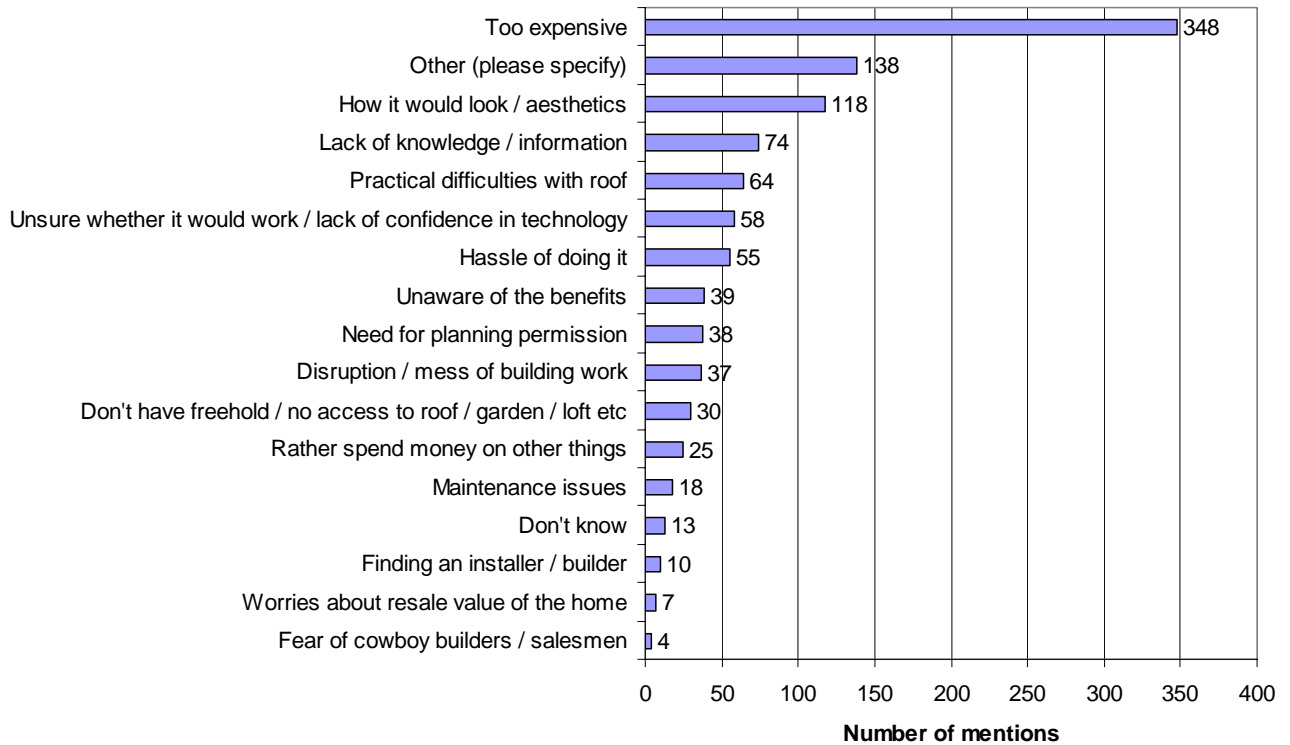
Likelihood consider solar water heating was largely consistent across socio-economic classifications, but differed for solar cells. In the latter case, 23% of ABC1s were 'very' or 'fairly' likely to consider it in the future, compared to 12% of C2DEs.

2.3 Barriers & incentives

The main factor discouraging people from considering renewable energy was the perceived expense. Fifty-eight percent of survey respondents mentioned the expense as a barrier. This factor was distinct from others who felt that they would rather spend money on other things, but this required them to have an idea of how much the options cost.

Perhaps surprisingly there were many comments about the aesthetics of renewable energy and this may reflect a concern about the reaction from neighbours.

Figure 4: What do you think might discourage you from installing one of these types of renewable energy on your roof?¹



Base: all respondents (601)

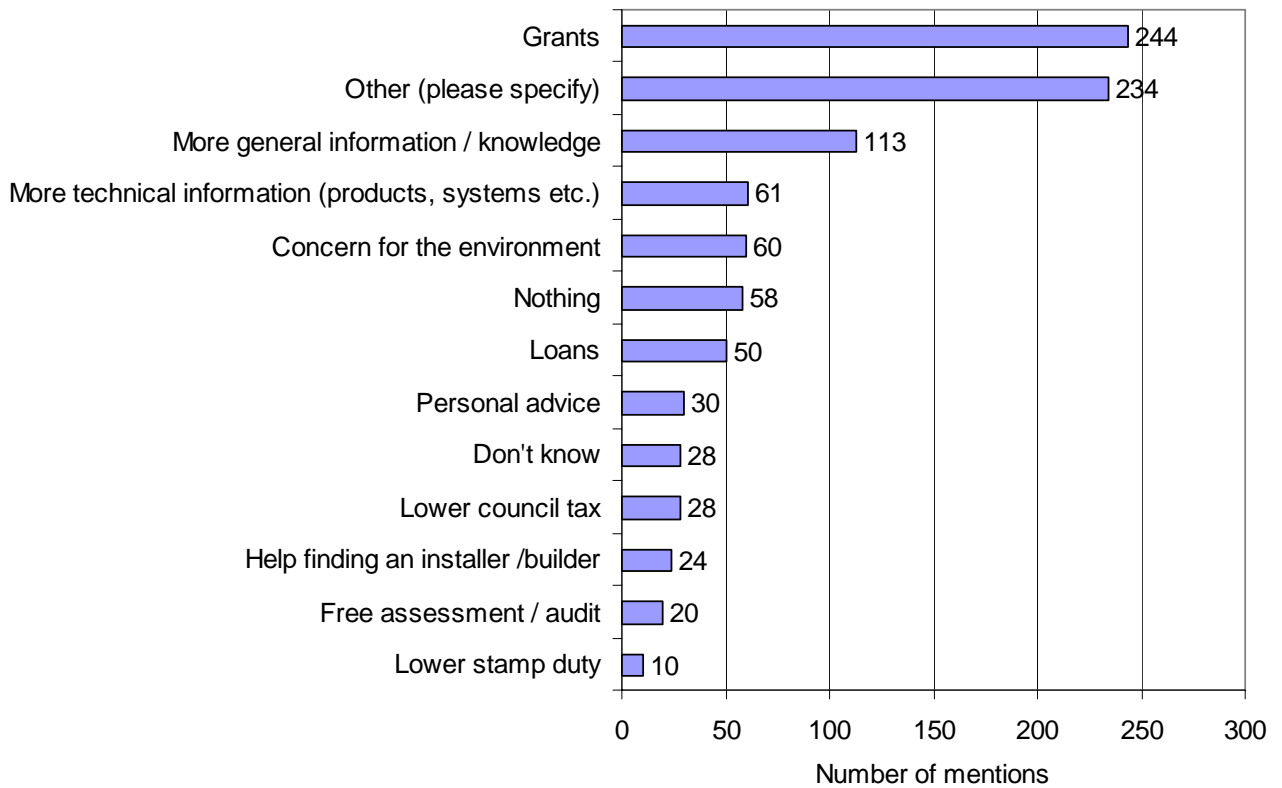
A full list of ‘other’ responses are provided in the appendices. Many of these related to people who were planning to move house soon, either within London or to move abroad. There was a concern about the resale value and attractiveness for potential buyers.

Others felt that they were too old to take on such a project and perhaps would not see the long term benefits. Quite a few believed that the weather in London would not make it practical.

Assistance with the costs was seen as the best motivation for installing renewable energy. Also featuring highly was the call for more general and specific product-related information.

¹ Respondents could state more than more factor. The chart shows the number of mentions for each factor.

Figure 5: What might motivate you to install one of these types of renewable energy?²



Base: all respondents (601)

There were many ‘other’ comments, mainly because the pre-determined list missed the simplest incentive: make the systems cheaper. A few wanted it to be free. More considered respondents wanted a clear demonstration of the financial benefits and potential savings in the long run.

Some wanted the products to become more commonplace and acceptable, for there to be more examples in their neighbourhood. Others felt that higher bills for traditional energy might encourage them.

2.4 Green tariffs for electricity

As noted earlier, knowledge about green tariffs was low. Only seven percent reported that they were signed up to such a scheme.

² Respondents could state more than more factor. The chart shows the number of mentions for each factor.

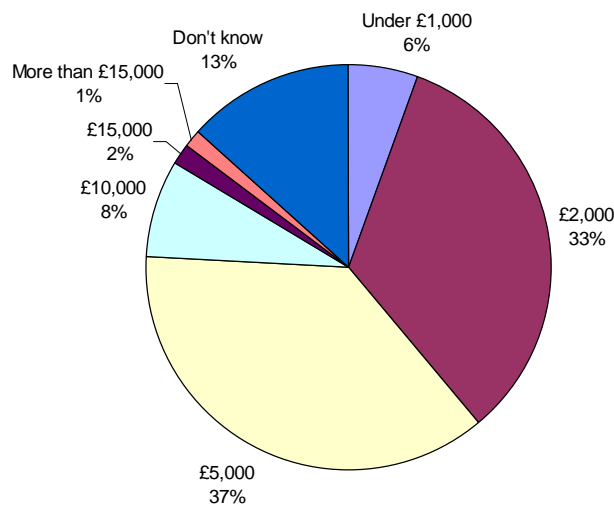
2.5 Testing knowledge and preconceived ideas

A number of questions tested how much they believed renewable energy products typically cost, what help and support is available and what the extent of the benefits are.

The section began by asking whether they knew that they could apply for grants or loans from central and local government bodies to contribute to the cost. Only a quarter (23%) knew that financial assistance was available. A higher proportion knew that there were energy advice centres where they could obtain more information (35%).

Solar water heating

Figure 6: How much do you think it costs to install solar water heating for an average home (say a three bedroom house)?

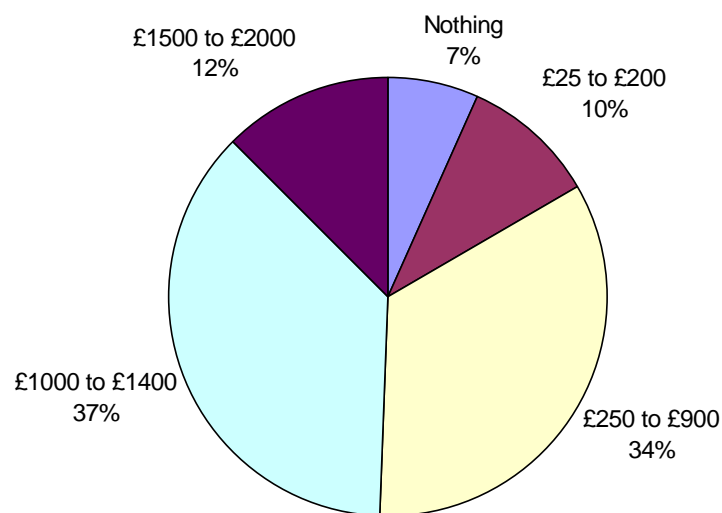


Base: all respondents (601)

A rough estimate of the real cost would be between £2,000 and £2,500. The balance of responses was towards the higher value of £5,000. This seems to support the earlier finding that many people perceive the costs to be higher than they are.

Those choosing to install solar water heating can apply for a grant of up to £400 from the government. We asked survey respondents whether they knew how much they could apply for. Their answers indicate that they expected to receive considerably more than £400. Interviewees were allowed to select any amount and the median figure was £850, the average: £786.

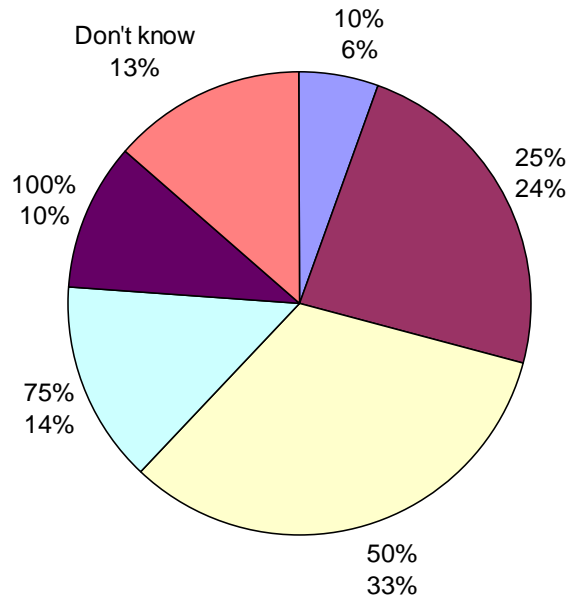
Figure 7: How much in a grant between nothing and £2,000 do you think you can receive from the government for solar water heating?



Base: 412 (excludes don't know)

They were asked next about the benefits of solar water heating in terms of the percentage of hot water needs an average system provides.

Figure 8: What percentage of annual hot water needs do you think an average solar water system provides, do you think it provides?



Base: all respondents (601)

The correct answer is around 50% and was guessed by a third. A significant group (around 30%) believed that the system would provide either a quarter or just 10% of hot water needs. It may also be a concern that around a quarter thought that it would provide more than half.

Solar electricity generation

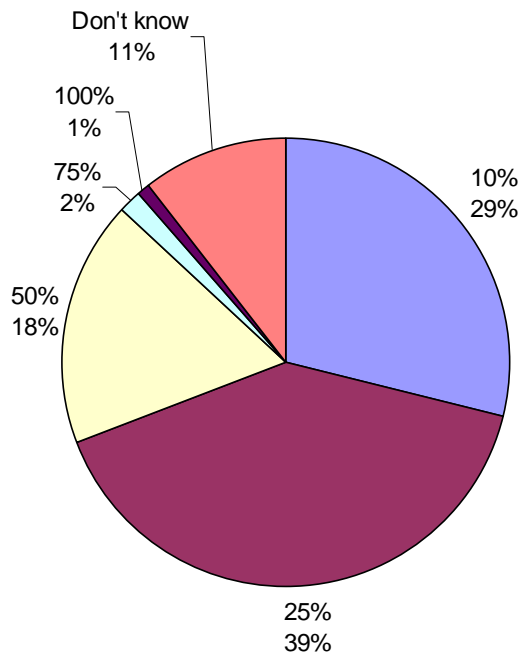
Again we asked how much a typical system would cost. Around a quarter had no idea. Most thought it would be considerably cheaper than it would be in reality. Over half believed that it would be under £5,000 when prices actually would start from £5,000, with between £8,000 and £15,000 more typical.

Figure 9: How much do you think it costs to install solar systems for electricity generation for a typical three bedroom house?

	Count	%
Under £1,000	12	2%
£1,001 to £3,000	207	34%
£3,001 to £5,000	136	23%
£5,001 to £7,500	46	8%
£7,501 to £10,000	27	4%
£10,001 to £15,000	24	4%
£15,001 to £25,000	6	1%
More than £25,000	2	0%
Don't know	141	23%
Total	601	100%

Most people underestimated the potential proportion of the cost they could apply for from the government. The correct answer was half but this was selected by only 18% of those surveyed. Most felt that it was more likely to be 10 or 25 percent of the cost.

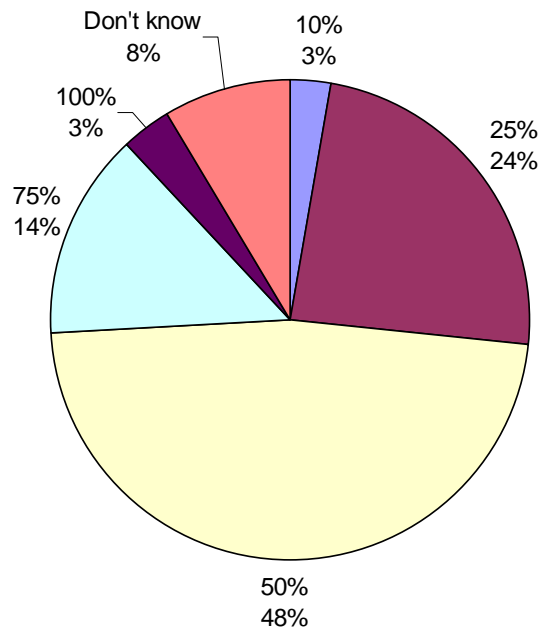
Figure 10: What do you think is the maximum proportion of the cost you can apply for from the government, is it ...?



Base: all respondents (601)

Answers on what proportion of electricity is provided by the average system were more realistic. Nearly half estimated that it would provide 50% of needs and a quarter believed that it would provide 25%. The estimated realistic provision was 30%. More people felt that it would provide less than half than felt it would supply more than half of their needs.

Figure 11: What percentage of annual electricity needs do you think an average system provides, is it ...?



Base: all respondents (601)

Conservation areas and planning permission

Sixteen percent of those interviewed stated that they lived in a listed building or a conservation area.

Significantly, a high proportion of all those interviewed (63%) believed that you would need planning permission to install a system on your roof. This supports the previously noted importance of planning permission as a barrier to installation.

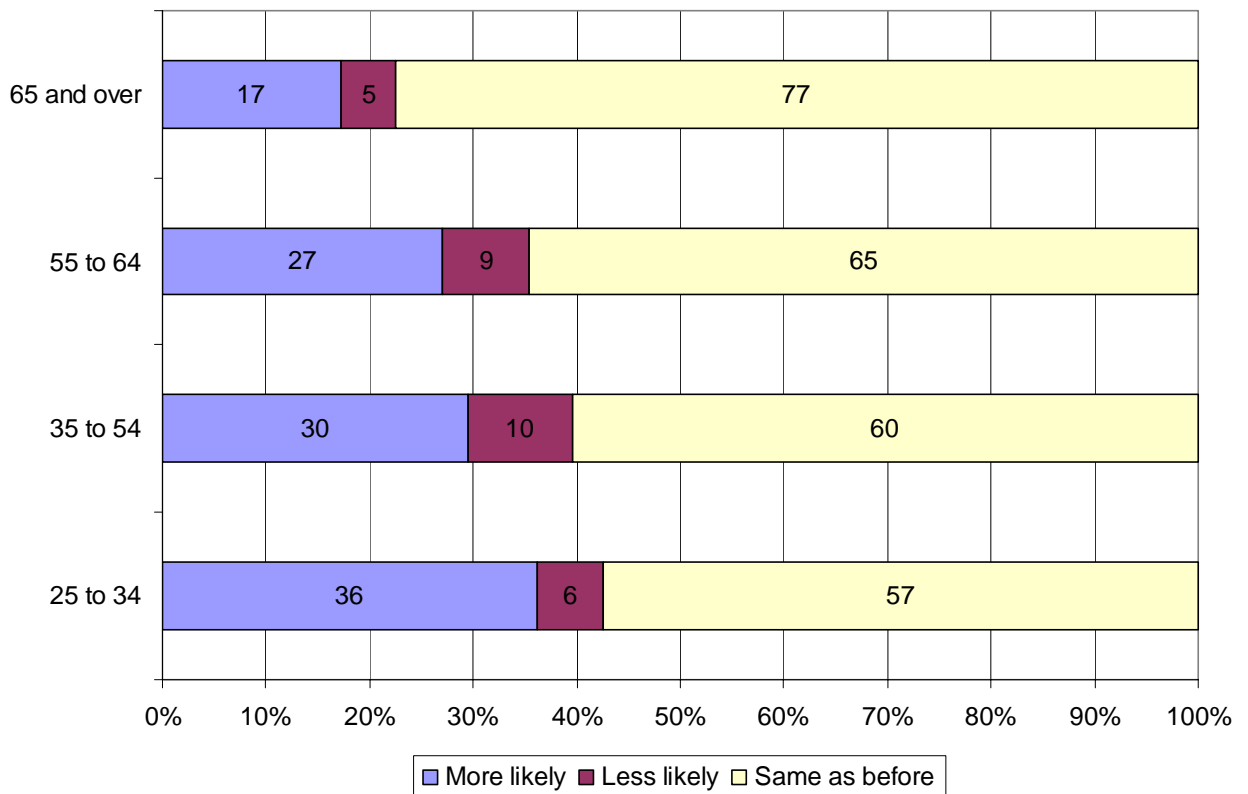
2.6 Challenging opinions

Participants were informed of the roughly correct costs and percentages relating to each question covered.

They were then asked whether what they had heard had changed their opinions and whether they were more or less likely to consider renewable energy. More people (64%) said they felt the same way, but encouragingly a quarter (28%) felt more likely to consider it. Only nine percent were less likely.

Those home-owners aged 25 to 34 were most likely to have been convinced of the benefits after hearing the information in the survey.

Figure 12: Changing opinions by age group³



Having children under 16 does not seem to affect a household’s likelihood to consider renewable energy. Having children may mean that people are more settled in one house and less likely to move on. ABC1s are, predictably, more likely to consider it at this stage (30%) than C2DEs (20%).

³ Under 25s have been excluded due to the low numbers in that group.

It is also interesting to note that leaseholders are not necessarily switched off to the concept. In fact 37% of leaseholders stated that they were 'more likely' however this was based on future potential rather than their current situation. It may also be reflective of a younger age profile amongst leaseholders as compared to older freeholders.

Each person was asked why they felt more likely, less likely or why their opinions had not changed. Full lists of the responses are contained in the appendices.

3 Profile of respondents

- The only criterion for participation was that the respondent should be a home-owner. They could have freehold, share of freehold or leasehold. This obviously has an impact on the profile of survey respondents in terms of their age, status and location for example.

3.1 Location

- The sample was drawn from all 33 London Boroughs. 183 survey respondents (30%) were from ‘inner’ London boroughs and 418 were based in ‘outer’ London (70%).

3.2 Age & gender

Figure 13: Table of respondents (age by gender)

Age bands	Male	Female	Total
16 to 24	4	3	7
25 to 34	19	28	47
35 to 54	162	149	311
55 to 64	75	67	142
65 and over	54	40	94
Total	314	287	601

3.3 Housing type

Figure 14: Type of house

	Frequency	Percent
Detached	90	15.0
Semi-detached	248	41.3
Terraced	181	30.1
Flat	71	11.8
Other (please specify)	10	1.7
Don't know	1	.2
Total	601	100.0

Figure 15: Type of lease

	Frequency	Percent
Freehold	500	83.2
Share of freehold	22	3.7
Leasehold	63	10.5
Other (please specify)	3	.5
Don't know	13	2.2
Total	601	100.0

3.4 Ethnicity of respondents

Figure 16: Ethnicity

	Frequency	Valid Percent
White British	462	76.9
White (other)	48	8.0
Asian or Asian British	48	8.0
Black or Black British	18	3.0
Chinese	3	.5
Other	11	1.8
Refused	11	1.8
Total	590	100.0

3.5 Households with children

- Thirty percent of households included in the survey contained a child under the age of 16.

3.6 Socio-economic classification

- Asking a series of questions about the job role and status of the respondent allowed us to apply the SEC classification system.

- The homeownership criteria for participation meant that a high proportion of interviewees were ABC1s.

Figure 17: SEC of the respondents

	Frequency	Percent
A	70	11.6
B	204	33.9
C1	198	32.9
C2	65	10.8
D	31	5.2
E	33	5.5
Total	601	100.0

Appendix A: Barriers & incentives (other suggestions)

What do you think would discourage you from installing one of these types of renewable energy on your roof (other)?

- "I won't be around for long".
- Absolutely nothing, no ... Nothing
- Any new products needs testing word of mouth from family and friends
- Appearance of it.
- Area
- As I say we are thinking of moving my husband deals with these sort of things
- Availability of fuel source
- Because house is old and there is no point in doing it as it will probably be knocked down in the next ten years.
- Because I don't know nothing about it
- Because I moving home
- Because I'm moving to Spain
- Because I'm moving. If it would add to my house price then I would do it but it doesn't.
- Capital costs.
- Concern about payback from the investment.
- Concern about running costs.
- Concern about the cost.
- Concern about the weather.
- Concern about what happens when it breaks down.
- Concerned about the system taking up space indoors besides being on the roof with pipes a boiler etc.
- Convincing my husband.
- Cost and the fact that were in a conservation area.
- Cost is main issue also if I might move.
- Cost.
- Cost.
- Cost.
- Don't think there is enough sunshine to make this work,
- Ease of Installation Efficiency Price wise Size
- Efficiency
- Everything in the house has already been done.
- Financial the length of time required
- How long the system would last how long it would work for.
- How long we will stay in this property No interest in researching it
- How would it affect the price if I want to sell
- I am happy with my bills.
- I don't have a roof because I live in a flat
- I don't know the financial implications of it I don't know the planning

implications of it overall their very expensive if their was a national push or major subsidy towards cost I would consider it.

- I have never really thought about it so it wouldn't really bother me and I'm not really interested
- I live in a block of flats.
- I live in a ground floor flat.
- I live in a listed building.
- I live in a service building and it's not my decision.
- I'm moving in a few weeks,
- I'm over retirement age and I might move to a smaller nicer place. Too expensive.
- If I lived in Florida the weather is not great.
- If it stuck out as obvious and not discrete.
- I'm content with the energy supplier I have it's not something I rank highly.
- I'm not sure if I am allowed to, because of the restrictive covenants I just haven't really thought about it.
- I'm thinking of moving.
- Initial cost it would take me years to get my money back as I'm 60 I wouldn't get my money back.
- Insurance reasons - and whether running costs may exceed benefits
- It costs energy to make these goods in the first place
- It's leasehold.
- I've got more important things to do I'm saving up for a mini cooper we live in a private estate, we would all have to agree to it, it would be difficult.
- Just had the whole place done over
- Lack of availability.
- Lack of encouragement
- Lack of knowledge information on price convenience.
- Life span
- Likely to move home.
- Listing building issues
- Live in a flat
- Moving out
- Moving out of London next year
- Moving out soon
- Moving soon
- My age.
- My house is ugly enough as it is not enough space
- My husband's opinion.
- No sun
- Not being able to pay for it,
- Not enough people in the house to benefit from it.
- Not interested in doing it
- Not knowing about the producers of these systems.

- Not much sun here in Britain.
- Not wanting to be the first.... Popular appeal, I suppose you might say
- Nothing unless the council said no
- Old age
- One I live in London two people underneath my flat won't contribute.
- Other people have to agree before I can have one installed.
- Payback period is too long.
- Planning permission which I need to seek.
- Possibly moving house soon might need backup in winter.
- Possibly not being cost effective in the long term.
- Practicality opposition from the joint owner of the house.
- Price unsightliness structural issues.
- Probably neighbours complaints.
- Probably price and planning restrictions.
- Property faces north rather than south which is not good for solar energy I am also moving soon.
- Return on the spending the cost of spending your money on this and the return I get in this may be less so it may not be a viable proposition for me well at least not in this country
- Ruining the roof.
- Safety
- Safety issues
- See it in action
- Structurally unsound
- Talk to partner
- That I've just set up a new boiler we've had the wiring redone as well and spent 5000 pounds.
- That the costs outweigh the savings.
- The area in general
- The British weather.
- The cost didn't make it financially viable.
- The cost.
- The cost.
- The expense and the fact that were at a retirement age.
- The fact that I got a flat roof.
- The fact that I live in a block of flats it's not within the terms of the lease.
- The fact that I'm selling the house.
- The fact that we don't get enough sunshine in this country, I don't consider it to be a viable option I would probably consider it as a supplement but not as a standalone.
- The financial issue don't know if it costs too much it might not.
- The house is too old to put that sort of stuff on the roof, it is not strong enough
- The look and cost of it.
- The looks of the system on my roof,
- The noise - I stayed with a friend who had one and it was so noisy!

When they improve them, then maybe I would ...

- The noise the wind turbines would make concern about them braking even.
- The position I'm in - I'm in a position of selling my house up and to move over to France
- The re-coupmnt of cost in the next five years. Whether it would be noisy.
- The return on investment is so poor that it is to not make it a feasible investment
- The systems are not developed enough in this country.
- The weather
- Their completely out of keeping with my Edwardian house.
- There no access to the roof we have two flat above us.
- Time
- To get your money back you would have to stay for quite a few years.
- Too noisy
- Too old
- Type of property
- Unsure about the weather for the systems it would have to be a communal decision as I live in a communal dwelling who would own it once it's set up technical issues as well.
- Unsure whether it would help the general community.
- Vandalism.
- We are moving home soon.
- We are possibly moving house in the next five years and I'm concerned about whether I might recover my money.
- We do not have the proper weather for it
- We don't get sunshine at all so what's the point.
- We don't have enough sun to heat up on the roof
- Well, we're planning on moving so it wouldn't be worth it
- What would happen in the winter, I'd like the old fashioned systems.
- Where we live
- Whether it will make any noise.
- With the wind turbines there might be noise pollution.
- Won't be needed for my situation in life at the moment
- Won't like very nice
- Worried about how long it will take to recover costs.
- Would it be in line with the neighbours, I don't know if the would be anything that would actually be harmful to the environment, I need to know more

What might motivate you to install one of these types of renewable energy?

- A fair price.
- A financial inducement
- A sudden financial windfall.
- Acceptable cost.
- Adaptability of roof space.
- Advertising in library or in media.
- Advertising.
- All natural sources and need financial incentives and more information
- Already got it in my house
- An incentive such as council tax breaks from utility companies reductions in bills.
- And possibly to save money if it becomes cheaper to install one of these things and you get hot water free of charge that is saving money
- Assistance with the cost and maintenance of it the easiness and demonstrated success.
- Availability.
- Because i think it's a good idea.
- Because of global warming for the generations to come, we have no right to burn out the resources stop the destruction of the forest to have better renewable energy for things like cars to also sort out the oil companies, there was oil burning into the atmosphere that could be seen from space.
- Big discount
- Brand values trust, a lot of publicity behind it.
- Buy a new house
- By having it interest free - pay it by savings made of your electricity -
- Cheaper and free of charge
- Cheaper bills, easy to install
- Cheaper cost.
- Cheaper to install.
- Cheaper.
- Cleaner environment,
- Cost benefit
- Cost effective, must cost less than electricity i am currently using.
- Cost low
- Cost of other fuel.
- Cost saving.
- Cost savings
- Cut my bills in half
- Depends on the market save money.
- Didn't cost a lot.
- Different area
- Discounts / practical information somebody i could rely on.
- Discounts better awareness.

- Dramatic reduction in costs in energy sources.
- Easier installation and if it was cost saving
- Easily serviceable - reliability
- Eventual return on investment.
- Everything works well as it is.
- Financial incentive to offset the cost
- Free installation.
- Free installation; cheap to run
- Give it free.
- Good for the environment
- Good for the environment may be cheaper in the long run.
- Got a new boiler i don't need it.
- Guaranteed reduction in heating costs giving the world a chance.
- Having a house, saving money, protecting the planet
- Having the money to do it.
- I do every thing to be green and i am environmentally aware.
- I'd like to see how much i would save what it looks like if there is any installation, maintenance or planning problems.
- If costs were cheaper more cost effective if they didn't look too bad
- If council pushed installation of these systems on new houses while being built.
- If everyone in the family thought the same"
- If government paid for it
- If i can move to a house that we can have access to our own home.
- If i could be guaranteed it that it would be cost effective, i would consider it.
- If i could recover my money fairly quickly. I don't know if i would use it that much. I'm not too sure if they work that well.
- If i could sell electricity back to the grid if i could see a practical example and if i knew i could store it as well.
- If i didn't have to pay for them
- If i ever moved
- If i got it installed for nothing.
- If i knew how it would affect the price of my house
- If i lived in a more modern property.
- If i lived in a property that i could install it on and the benefit to the environment and if there were cost savings.
- If i lived in a rural area and not in the middle of the city.
- If i move to a different house
- If i moved and got a new house
- If i moved as I'm living in a block of flats currently and you live within the rules.
- If i was 20 yrs younger
- If i was living in the house a long time.
- If i was shown that there were convincing savings a result of setting the

system if the government excluded the systems from vat.

- If i won the lottery!
- If i would stay here and it would be subsidised i would do it.
- If in time to come it was to become compulsory then everyone would have to do it if it was going to save energy like money and things like that i suppose allot of people would like it as well, economy
- If it blended into the house
- If it is done for free, along with my roof maintenance.
- If it is efficient enough and the cost
- If it looked appropriate.
- If it reduced the bills taking into account the installation if an example of i t were set up to inform.
- If it reduces costs.
- If it saves me a lot money.
- If it saves me money.
- If it was a group effort it becomes more manageable for everybody.
- If it was a lot cheaper than the electric that you pay for.
- If it was cheap to do
- If it was cheaper if i was persuaded that there was some benefit to the environment if it demonstrated to me.
- If it was cost effective
- If it was cost saving
- If it was free
- If it was free and not obvious.
- If it was free.
- If it was free.
- If it was made more affordable.
- If it was nation wide like gas or electricity
- If it was practical energy efficient
- If it was really cheap.
- If it was saving me money if it's eco friendly.
- If it was to save money and would help protect the environment
- If it wasn't too expensive
- If it were a reasonable price.
- If it were cheaper than conventional energy expenditures they should lead by example Islington town hall local hospitals they should start themselves by installing these systems.
- If it were cheaper than other energy sources.
- If it were cheaper.
- If it were comparable to what I'm spending now.
- If it were free at no extra cost.
- If it will save me money and if it is good for the environment
- If it will save money on the heating
- If it worked and was affordable.
- If it worked well the cost how effective it would be.
- If it would help the community, if it wasn't so expensive and if there

wasn't any hassle of installation and if it would be beneficial.

- If it would reduce costs in bill
- If it's cheap.
- If its better than alternative sources
- If it's cheaper
- If it's cheaper than current supply.
- If it's cheaper than what I've got now.
- If it's easy to install.
- If its free
- If my building is no more listed
- If outlet costs were lower.
- If people took it out in numbers and that made the price drop.
- If some one gives me a lot of money to try it out
- If supplier or government did it for free.
- If the company was to give it at a reduced price
- If the cost of the technology were cheaper.
- If the cost was subsidised.
- If the costs were lower.
- If the council were more holistic as in they made themselves responsible for insulation double glazing etc. if there were a recycling incentive if they did the whole hog.
- If the energy cost of electricity went up significantly
- If the government help us to install it
- If the government underwrites the instalment if the supplier could offer their systems with a payment in instalments more advertising.
- If the money was right
- If the price came down
- If the price dropped that is if the market made it drop.
- If the price of commodities kept rising if the cost of installation dropped if other people did it so would i supply and demand law would lower the price.
- If the price of normal energy went up, or if i had more money
- If the price was lower
- If the price went down, I suppose
- If the technology were more economical respect to the current bills expenditure if the government acted as a buying association and passed lower prices to the citizen.
- If the total cost were under what i pay for my bills including the installation over the long term.
- If their was a reduction.
- If there is massive financial incentives
- If there was a cost effective means of supplying it, i would definitely consider it.
- If there wasn't high expense and there wasn't a lot of work involved.
- If there were a demonstration if it were enforced by the government
- If there were a well publicised web site to compare prices and other

information.

- If they abolished vat on the systems.
- If they broke even if their disposal were environmentally friendly and they fall into a holistic approach that is they didn't damage the environment as well.
- If they come down in size.
- If they did it themselves if it's economical to run safe no leaks.
- If they were affordable and they were more aesthetically pleasing.
- If those problems were removed if I have to go and get planning permission, i won't do it, and if it's expensive.
- If we had free installation.
- If we moved and of we spoke to someone about it
- If you could hide out of sight and you wouldn't see the ugly looking thing.
- If you could simply afford to do it.
- If you had a roof i might think about it. I don't think it concerns me because i live in a block of flats and we would need to have everybody else's permission would think so. I don't know much about it.
- Improve the appearance
- Improved design of the fixtures.
- Incentive schemes difficulty of actually installing it, if it's just a bolt on part than that's fine, but if there could be major structural work.
- Install for free, save lots of money on the bills,
- Interested if there was a slight subsidy tax break
- It all depends on cost and what it looks like.
- It is prohibitively expensive a reduction is expense and an increase in its yield might encourage me
- It should be compulsory
- It will have to be much more economic to re-coup the capital cost of installation.
- It would have to be free
- Its got to be good for the environment
- Just to see if it cost less this new system might be good
- Long term benefit.
- Long term benefits leaving a better environment for the children
- Low interest loan. Advertising and promoting it is a good thing to do. Rising costs will motivate me, as i will then switch.
- Lower bills cheaper.
- Lower cost
- Lower costs better benefits.
- Lower costs.
- Lower prices.
- Major discounts on the bills from our current suppliers improved reliability of the systems if the technology lowered down in price.
- More advertising on TV.
- More people having it would make them more appealing.
- Moving to a bigger house, would be more practical.

- No one has ever come to me with information and said; look this would be a good idea because of this, this and this... If it was easily accessible - if it was something that the neighbours were in the process of doing ...it's a built up area, very residential, there's nothing like that here...
- Not too inconvenient way of doing it
- Nothing because i haven't any access to roof
- Offering plan permission i can't place these systems on the roof facing the road.
- Once i am able to get over my planning permission
- Once i can get over with getting the planning permission, because i am seriously considering it
- Only if some ones pay for it
- Only if the cost dropped.
- Power saving for the future the cost - it depends on the cost and it probably would save money on my bills wouldn't it if it was energy from the sun
- Price is the obvious one.... Ease of use...social awareness, i guess... Anything that means we don't have to use nuclear power, oh and it would annoy my neighbours and they've been annoying me for long enough.
- Price.
- Proof that it works
- Proven cost effectiveness
- Provide ease of access to the systems.
- Reasonable, cheaper and if it looks ok.
- Reduced costs
- Renewed youth would inspire me.
- Save money
- Save money by the installation
- Save money.
- Save on money and resources
- Saving money using environmental resources.
- Saving the environment.
- Seeing other people do it. And seeing if it is cost effective
- Self sufficiency
- Some sort of government subsidy or grant and well we can't do much about the weather can we, but if we had more sunshine....and probably if fuel costs went up - conventional fuel, that is...
- Somebody to assist with the pay back period.
- Someone offering to pay for it.
- Something that would include the whole neighbourhood, so that everyone will be involved. And this would be in relation to the construction work so there's no bothering any neighbours.
- Subsidize in some way
- Technical advance.
- The cost and what it would look like.

- The cost if practical. Any proven source - technology proven to be sound.
- The cost, if some one sponsored me to do it
- The cost, recouping your outlay and the green aspect the renewable part of it.
- The green issue of the environment, saves money on the long run, use less energy and pay less bills
- The incentive should be high
- The long term saving and if it became popular
- The outlay - if the outlay is justified by the savings
- The savings and you would feel like you were doing you re bit, you know?
- The savings initial cost of installing it what it may look like.
- Too old, the cost of it and little help from government.
- Unless its free
- Well, the North Sea gas will be running out soon - so if other supplies of energy weren't there...If the costs came over as being advantageous... If they gave you something like they do for loft insulation....
- What it might look like if everybody else in the neighbourhood did i would
- What would motivate me is the continuing increase in the cost of normal energy is making the investment in renewable energy more and more financially attractive.
- When bills go up if my family look into it the cost.
- When it became more generalised and not too expensive.

Appendix B: Changing opinions

Each respondent was asked either why their opinion had changed or why it had not. The comments below are sorted in order of those answering ‘less likely’; ‘more likely’ and then ‘same as before.’

More likely, less likely or same as before?	Age	Housing type	Why do you say this?
Less likely	35 to 54	Leasehold	It's leasehold you need planning permission, I don't have access to the roof, it's a communal roof.
Less likely	55 to 64	Freehold	I would be dead before I recouped my outlay.
Less likely	55 to 64	Freehold	Happy with what I've got, might be moving soon to a hotter country
Less likely	35 to 54	Freehold	Its purely money, its just financially not worth it, I changed my mind because its 5,000 pounds to do anything realistic and you only get 30% of the electricity.
Less likely	35 to 54	Freehold	Because I haven't realised how expensive it was, and I can't believe that it doesn't deal with 100% of requirements.
Less likely	35 to 54	Freehold	Because I couldn't afford to spend that money, if it didn't cost anything I'll prefer to use it.
Less likely	25 to 34	Freehold	Because it is ridiculously expensive and personal philosophical short termism.
Less likely	25 to 34	Freehold	I'm going to spend a large capital outlay which I will not recover for many many years to come.
Less likely	35 to 54	Share of freehold	Less likely because you only get 30% of your electricity from the solar panels, you expect more, same for the solar water heating, also expect more than 50% for the grants.
Less likely	35 to 54	Freehold	Because of the cost, purely and simply because of the cost, maybe the solar water system sounds more attractive, it costs less.
Less likely	55 to 64	Freehold	Not enough incentives to change it, when you attach it to a building it's unattractive. I'm sure I was reading some where there are reasonably high maintenance costs.
Less likely	35 to 54	Leasehold	Because it's very expensive and the grants is less than I would need to be able to install it. Maybe because 35% of electricity isn't really much.

Less likely	35 to 54	Freehold	We're not thinking of doing anything in the house.
Less likely	35 to 54	Freehold	We are considering moving in the next year or so and certainly wouldn't consider it then. And also the cost it's too expensive.
Less likely	35 to 54	Freehold	Because it's too expensive.
Less likely	35 to 54	Freehold	It's too expensive, you're talking about grants that they are giving, the system costs between 5-15,000 pounds, there's no way I think I can afford that kind of money. It's basically about the money. To get a planning permission is quite a hassle
Less likely	55 to 64	Freehold	The cost of it.
Less likely	25 to 34	Freehold	My belief previously was that a big investment was required, and having heard the numbers it seems they are still high and the percentage of the electricity provided is quite low, it doesn't seem worthwhile, you could easily spend 10000 pounds, if it's down to the individual, if I spent the money, would I recover it if I were to move in 5 years, other people would go on holiday and I wouldn't, the bills are not that high, I spend 1700pounds a year, and on selling the house the difference on the house would be minimal.
Less likely	55 to 64	Freehold	Sounds expensive.
Less likely	55 to 64	Freehold	Can't see the benefits, initial outlay for savings.
Less likely	35 to 54	Freehold	Less because I thought the energy provided by the systems would be higher and the cost, the hot water system, it provides more.
Less likely	35 to 54	Freehold	I don't think the technology has improved and the cost, the payback period, it doesn't pay for itself, it takes years for it to get ahead of itself, mayor costs, even with the grants, they will break down before they start making you money.
Less likely	35 to 54	Freehold	Because of the cost, it's more expensive that I thought it was, the way I look at it you're never going to get your money back, you're still going to have to pay the bills, I don't see how it can pay for itself, and then I might move house, I don't know how it might affect the house price, if it would improve it or not, it's very expensive.
Less likely	65 plus	Freehold	Because of my age, and I don't know anybody talking about it,
Less likely	55 to 64	Freehold	Because of the cost and my age, I would like to know that it has been tried and tested, and that we actually have more information about it.
Less likely	35 to 54	Freehold	It's basically the cost, we haven't got spare money for anything like that, and you need quite a bit of spare money.

Less likely	55 to 64	Freehold	Costs too much; already have boiling, heating system installed; don't want the hassle to go for renewable energy;
Less likely	35 to 54	Don't know	The government give no help
Less likely	35 to 54	Freehold	Because of the cost you will never recover the cost.
Less likely	35 to 54	Freehold	Because the cost would not be just worth it because gas and electricity combines only comes about 600 pounds a year
Less likely	35 to 54	Freehold	More expensive...doesn't give much as u want.....have to look into to it to see if its cost efficient
Less likely	35 to 54	Freehold	Even through you are getting a grant you still have to lay out quite a bit more.
Less likely	55 to 64	Freehold	Because I think you mentioned cost was eight thousand pounds, it would take me an awful long time to break even.
Less likely	65 plus	Share of freehold	Live in a conservation area, impossible to install any form of renewable energy ; would probably install it if there is no restriction, planning permission,
Less likely	35 to 54	Freehold	It seems lots of money to pay to justify any costs savings or environmental benefits.
Less likely	65 plus	Freehold	BECAUSE OF THE COST, IT IS COMMERCIALY VIABLE I.e. IF YOU SPEND 10,000 IT WOULD NOT PAY OFF.
Less likely	35 to 54	Freehold	Because of the cost, the big green save things as I spend more money to save it
Less likely	55 to 64	Freehold	At my age, not something I would want to do. The cost would also influence my decision, as it would be expensive.
Less likely	35 to 54	Freehold	Its too expensive
Less likely	35 to 54	Freehold	Disruption to the home when having constructions done.
Less likely	55 to 64	Freehold	Out of my price range, don't need the aggravation of installing a system.
Less likely	35 to 54	Leasehold	Because its a flat
Less likely	35 to 54	Freehold	I thought it would give me more than 30% energy and the cost is too expensive at the moment. However definitely will think about it in the future once financially more stable.
Less likely	35 to 54	Freehold	Money to be pay out, the inconvenience of having it installed space in the loft.
Less likely	35 to 54	Freehold	Can't understand, you'd have to have a booklet or more information and explain how the whole thing works. Money thing as well. I don't even know how it works!!!

Less likely	65 plus	Freehold	Because who wants to go through this hassle
Less likely	65 plus	Don't know	Too old.
Less likely	35 to 54	Freehold	Recently bought the house; cost is the main factor not to install it at the moment
Less likely	35 to 54	Freehold	The cost is too high need another system at an average price.
Less likely	55 to 64	Freehold	It's something that I've never thought of or something that I ever think about, maybe in years to come there could be at the moment no.
More likely	35 to 54	Freehold	Just some facts I didn't know prior to the call, because we have to use renewable energy, we can't carry on as we are, we must use other forms of energy, the only issue would be costs.
More likely	35 to 54	Freehold	More interested now because the financial aspects are better than I thought they were.
More likely	55 to 64	Leasehold	Because I never knew the government was this generous about grants.
More likely	25 to 34	Freehold	I thought there were planning implications, I thought they were more expensive, the figures that you've given me for the percentage of solar heating are good, it's clear that the government are providing subsidies that I wasn't aware of.
More likely	35 to 54	Freehold	Because you are suggesting that they are more efficient than they have been. And that the grants appear to be higher than they have been for installation.
More likely	25 to 34	Leasehold	I'm quite shocked that the government isn't going to put more in, the grants should be higher, the councils should do something within their environment responsibilities, solar water system should be better, 50% is alright, not sure if can have both at the same time, councils should take more responsibilities, education really, I'm worried about the aesthetics, seeing a model would help, useful, like a display in local towns, interactive.
More likely	35 to 54	Freehold	At the moment I live in a conservation area, if I moved to another area I would consider environmental issues. If I moved out of the area and at the same time looking at changing systems.
More likely	55 to 64	Freehold	Because you have made me aware of it and I wasn't aware of the costs, awareness has made me interested.
More likely	55 to 64	Freehold	It's better than I thought, you would always need another system for backup, if money wasn't an object I would go for it straight away, but money is always an object, we tend to change things only when they go wrong, say if we had a leak in the roof, we are retiring in

			two years, we also have to take care of an elderly lady.
More likely	55 to 64	Freehold	Costs are less than I anticipated and the benefits appear to be larger than I anticipated.
More likely	55 to 64	Freehold	Because I suppose the information you have provided me with details of the cost and the returns from the amount of energy you can get from them is interesting.
More likely	55 to 64	Freehold	The solar panels is something I think is a very good idea, I think it is very likely that there will be a time when our energy requirements are not easily available like putting on a switch.
More likely	25 to 34	Leasehold	Purely on the basis that I didn't know how large the grants would be, certainly I was quite surprised by the hot water percentage, ecofriendly things are good.
More likely	35 to 54	Freehold	I didn't realise the cost was low, I didn't realise there were grants and I actually didn't realise the efficiency savings.
More likely	35 to 54	Freehold	Some of the costs are lower than I last looked; similarly the grants are higher than I thought.
More likely	35 to 54	Freehold	The grants are more generous than I thought and it probably works out cheaper
More likely	35 to 54	Freehold	The one that I thought was less than 1000 pounds, that's a cost I see as more likely to spend than the other one.
More likely	25 to 34	Freehold	Probably long term more efficient, saves more money and good for the environment.
More likely	35 to 54	Freehold	Because you brought it to my attention that I should be doing something about it because I have a young family.
More likely	35 to 54	Freehold	I've been thinking about them, you've informed me that there are grants and subsidies, I fancy more the solar panels because considering the size of the roof you can only put one and cutting electricity bills would be the priority, in Italy or Germany where I've seen you need large containers for the hot water but I don't have a lot of space for the hot water tank, I've got a loft conversion and we got rid of our water tank, the electricity side, even with the higher costs, you haven't given me figures of efficiency for the micro wind turbines, why is that, I need electricity all day as I work from home and I could cut my bills.
More likely	35 to 54	Freehold	The fact that there is no planning permission needed, the cost is relatively low, solar heating is better, electricity as well, we are in two so the expenditure is not great.
More likely	35 to 54	Freehold	It depends on whether there is a pilot scheme in the area that would be attractive to me; I would want more details that are linked to some of the points of concern, such as size and price.
More likely	35 to 54	Freehold	In the end we've been looking at these forms of renewable energy for 30 years and there

			has never been a convincing investment case, wind production large scale might be an option, more publicity is necessary on the grants etc.
More likely	35 to 54	Freehold	You've informed me and reassured me that the government is sympathetic to renewable energy, solar panels are more attractive, anything that can be good for the environment should be supported, and in Germany they use rainwater for the washing machine and showers.
More likely	65 plus	Freehold	The problem of producing energy is difficult, the problem of taking care of the environment, solar heating would be better than other forms, government could try to induce people to use less of other forms of heating generation, and I would like to see the effect of saving the environment.
More likely	35 to 54	Freehold	Because I am keen to help the environment for my children, so any way of saving energy as long as it's cost effective has to be good.
More likely	35 to 54	Freehold	Because based on the information you've given me, I would be more likely than I was 10 minutes ago.
More likely	35 to 54	Freehold	I was surprised at how much of the energy it would provide.
More likely	55 to 64	Freehold	If the money were not an issue I would do it, because obviously concerned and it is a good thing to do, the electricity generation system sounds better, because then I would get hot water as well, I am always wondering why in the last two years the local councils don't give planning permission straight away to install these things, when they give building permission for new houses or extensions, they should incorporate the two.
More likely	35 to 54	Freehold	Because of the telephone number, it's just reminded of the issue and that some things are going on, I didn't know that the London Assembly is addressing these issues.
More likely	35 to 54	Share of freehold	Because of the governments input, also of the surprising evidence that we have more solar energy than we thought, anything to improve the environment and being encouraged by the government is good.
More likely	65 plus	Freehold	You've opened a Pandora's box for me, if I read some information on it I would consider it more, it's a very good idea for the government to take on board, to take a step, do a bit more publicity, I hope the call comes to fruition, it's an excellent idea.
More likely	65 plus	Freehold	Well I'm likely to consider for the simple reason of money savings and environmental friendliness.

More likely	55 to 64	Leasehold	Because I've always been interested in it and your excellent information has made me more interested. If only I could get to the roof I would do it. Also if I had 20 acres of land I would plant willow trees and use that for energy also.
More likely	35 to 54	Freehold	For the water, it was cheaper than I expected and it contributed to offset the costs more
More likely	35 to 54	Freehold	Because of the understanding I had with regard to the cost, clearly I can get it done at a more economical rate, it does make it a lot more affordable option.
More likely	35 to 54	Freehold	Because you told me that the government gives you a grant. That's the only reason
More likely	55 to 64	Freehold	Because you've put the case across very well
More likely	35 to 54	Freehold	The grants are low, I would like to try it, because it might save electricity, electricity system would be the more important system, and maybe renewables could save energy.
More likely	55 to 64	Freehold	It's given me a bit of insight into the statistics, they were quite useful, what it's about, a little, actually it's not as expensive as I thought, the energy one probably, we spend a lot of electricity, more than anything else, start with that and then pass to the water one.
More likely	35 to 54	Freehold	Simply the cost of installation minus the advantage of a grant means that I would calculate there would be a long term pay back. Which although I would like advice on, on a personal level, is it actually worth while for me?
More likely	16 to 24	Freehold	Because you've made me aware that the government would provide me with grants, and the cost is not as great as I thought
More likely	55 to 64	Freehold	The grants seem to be a bit bigger, generally I would look at conservation, recycling is very cost effective either, more attractive as now I know what I would have to shore up, they are key things, get more fuel efficient cars.
More likely	35 to 54	Freehold	It's one of those things you need more advertising about, it needs to be more in your face to consider it, they spend millions on programs like Changing Rooms, and if they included these systems in their house renewals they would become more popular, I think it's almost inevitable that they will occur, energy sources, in the media world it's very slow, solar cells are interesting, electricity is expensive to generate, we still haven't got to the zenith of the idea, I wouldn't want to invest in a panel that would be replaced in a couple of years.
More likely	35 to 54	Freehold	If it's a way of saving money in the long term.
More likely	35 to 54	Leasehold	I have learned something from the survey.
More likely	25 to 34	Freehold	Probably because it's not as expensive as I thought but still a lot of money for a family like

			ours. I'm surprised by the range of services that you could use for the environment on your house, the different panels you can install.
More likely	55 to 64	Freehold	Not as expensive as I thought and you get a better grant than I thought. Better percentage of energy from the installation than I thought you would.
More likely	25 to 34	Leasehold	Based on the figures that you've given, it seems like an economically viable option, if I was in a position to use it I would.
More likely	35 to 54	Freehold	I knew there were some grants available but did not realise the size and scope of them, I need to look into it a bit more, the fact you don't need planning permission is quite advantageous.
More likely	35 to 54	Leasehold	Purely that I was ignorant of the grant, the possibility is there.
More likely	35 to 54	Freehold	If I could generate a surplus and sell that to the national grid, it would probably work only in the summer, say from April to September, control system, I'd need to store it at night, it's paramount, electricity generation, not sure about the hot water, and not sure about the temperature it would reach.
More likely	25 to 34	Freehold	Basically the fact that you're providing grants, its good news that I welcome, rectify the environment, and ensure we get renewable energy for our supplies, for the good of the world, pleased you've called, I'll call the number.
More likely	35 to 54	Freehold	Because there's a range of incentives that I wasn't aware of, and the savings.
More likely	55 to 64	Freehold	The fact that there is government grant available. Certainly some of the systems are not as expensive as I thought they were.
More likely	55 to 64	Freehold	If there could be a system of paying in instalments, a flexible system to pay over a long time in line with the mortgage, making it cheap, the installer would still have to be paid, if the government would subsidise it would be a better idea, solar power, just simple panels.
More likely	35 to 54	Freehold	Yes I would make me consider energy efficient measures; I had no information prior to the call. Now I would consider from the information.
More likely	25 to 34	Freehold	Because I've given a great deal of thought to installing solar panels, but I don't know enough to go a bit further.
More likely	55 to 64	Freehold	I would get some help for installation, and its energy saving if it's solar energy.
More likely	65 plus	Freehold	It isn't that I wouldn't do it, it's seemed inappropriate, the cost and the aesthetics would still be an issue, my friend in Hawaii had these systems but he returned to conventional systems

			after a few years, I don't know why but you could have only short showers and watch just a little TV during the day, the savings would have to be considerate because of the expenses, we're concerned about the issue, my son is an environment engineer, but it might not be appropriate, we would need more information.
More likely	35 to 54	Freehold	Basically the prices are what I expected, the energy they provide, 50 percent is a bit more than I expected.
More likely	35 to 54	Freehold	The hot water because the savings are quite interesting, the instalment cost is not too high and the savings could be considerable, I might like to know more about it after this call.
More likely	55 to 64	Freehold	I say more likely purely because, if an organisation like yours is now contacting people then hopefully we would get some information and encouragement to do it and anybody who cares about the faith of the planet and knows we have to do something about it should be interested.
More likely	35 to 54	Freehold	Because of the cost, I mean the fact that there are grants available which are of a significant size.
More likely	35 to 54	Freehold	Because I didn't realize that the hot water was so inexpensive, didn't know that the grant for electricity was 50%.
More likely	55 to 64	Freehold	Because I would like to have it in theory, but I have not got the practical means to do it.
More likely	35 to 54	Freehold	The knowledge of the grants available, the one for the hot water rather than the electricity one.
More likely	55 to 64	Freehold	Well at least you're telling me something about it that I didn't know before.
More likely	35 to 54	Freehold	Because I didn't realise the solar water heater was as inexpensive as it is.
More likely	55 to 64	Freehold	It's not as expensive as I imagined and also the amount of energy produced is greater than I thought.
More likely	25 to 34	Leasehold	The fact that the cost is less and we can get a grant from the government. Provides more energy than I thought. And also the fact you don't need planning permission.
More likely	35 to 54	Freehold	Like to find out more, costs and savings that could be made, I don't think we can have anything installed as we live in a conservation area.
More likely	65 plus	Freehold	Because it sounds like a good idea, if we maximise on solar energy it seems to me these are existing forms of energy lets use them instead of lets digging up the earth, if it works it would be effective.

More likely	35 to 54	Freehold	I think there are savings and there is money to install these systems, I still think it's a big expense but I would consider it in the long term.
More likely	65 plus	Share of freehold	You've given me information I didn't previously have, in general over the next few years the country in general will have to move to more renewable energy.
More likely	55 to 64	Share of freehold	Because of the funding that the government provides,
More likely	35 to 54	Freehold	Because I have a phone number, because I'm not convinced the phone number will actually deliver the info I need.
More likely	65 plus	Freehold	It's going to be good for the environment first and foremost, it will be cheaper I think than what we pay at the moment, if it is going to conform to the area code that it will not be an eyesore, if it needs maintenance, clean, it lasts for ever I hope, I'd like to know if there are any defects about the system before I make up my mind and any disadvantages that it holds as there must be some.
More likely	55 to 64	Freehold	Because I didn't realise that there grants available.
More likely	35 to 54	Freehold	What I need to clarify is when I actually save money against the cost of installation. I appreciate that I am aware now about the grant before I wasn't consideration at all, I would consider but the figures present make it seems unlikely.
More likely	65 plus	Freehold	I actually do approve of renewable energy and if they weren't too expensive to install, I would consider it. I would also take into account what savings would be made, in actually using it. How much cheaper would it be to my current supply and also any maintenance cost.
More likely	35 to 54	Freehold	It's not something we would consider while living in London, might be more beneficial in our new home.
More likely	35 to 54	Freehold	Listening to the benefits.
More likely	35 to 54	Freehold	The percentage of government assistance is more than I thought actually, and I was quite surprised about the amount of energy you can produce with renewable energy...
More likely	65 plus	Freehold	It sounds as if it would save me money in the long run.
More likely	35 to 54	Freehold	Because there is a cash incentive to go ahead with the project. I know a bit more about it now
More likely	35 to 54	Leasehold	Primarily, I'm a hippy - I'm a vegetarian hippy and have been now for the last 20 years. I'm

			in favour of anything which would deter from using natural resources and I'm inclined to it for that reason
More likely	25 to 34	Leasehold	Conserving energy and lower bills for energy.
More likely	35 to 54	Freehold	Because it is not as expensive as I thought it would be and I didn't know about the grant in detail.
More likely	55 to 64	Freehold	If grants were available, then we would probably take it.
More likely	35 to 54	Freehold	It's something I've been interested in the past, converting the car to LPG, must be beneficial to the environment.
More likely	55 to 64	Freehold	I'm quite surprised at the information you gave me, especially about the costs and the grants from the government, I would like to see the information in front of me.
More likely	25 to 34	Share of freehold	Makes you think about it more, makes you think about the cost.
More likely	55 to 64	Freehold	Because of the price and the help that they give, if they are going to give 50% off then I would definitely consider it, it sounds a lot better.
More likely	35 to 54	Freehold	You've given a number that I can ring and I can find more about it, the cost isn't quite as much as I thought, water heating, slightly cheaper, other sounds good but the benefits are not as considerable.
More likely	55 to 64	Freehold	I need to see things in person, read about it, quantify whether it's worthwhile doing.
More likely	35 to 54	Freehold	The price - I didn't realise you could get all that back ...if it was your long term house the amount you could save in your life-time. Obviously energy prices can only go up....
More likely	35 to 54	Freehold	I was surprised about the grant that you can get from the government they give you quite a lot. It provides a lot more energy in the home than I thought
More likely	16 to 24	Don't know	Before you called I have no information on it and now that we have discussed and talked I m a lot more aware of sort of cost and different types of renewable energy sources
More likely	35 to 54	Freehold	Because the incentives and the percentage of renewable energy you can obtain from these installations.
More likely	35 to 54	Freehold	If I move to different place other than conservation area, where its viable to install solar system, I would consider it
More likely	65 plus	Freehold	It would, I was giving you a bigger quote and it came out less.
More likely	35 to 54	Freehold	That's something my husband would go for. Better for the environment and save money

More likely	35 to 54	Freehold	I think having more information on the subject helps to understand the cost savings and benefits.
More likely	35 to 54	Freehold	We had talked about it, probably this is the way we should all be going, maybe not in the immediate future, but eventually it should be supported for all to have, we could be dependant on foreign gas, we depend on pipelines and we could be at risk if something happened to them, we should be spreading our sources of energy so we could have different options, we're not using wave power, we're restricted to wind power, I'm not sure of the research but I'm interested, the government should be doing more.
More likely	35 to 54	Freehold	Given me some information, I need to work out pay back time and cost, still the hassle of application and likelihood of getting grant.
More likely	35 to 54	Freehold	I was not aware you did not need planning permission, I think if you live like I do in a Victorian terrace any of this sort of thing that would be going on your roof you would actually have to do in sympathy with the rest of the row of houses, probably the electricity one, what I would actually be interested in personally are the systems that do triple glazing and solar panels in conjunction with each other because you can then use it to do like a loft extension where you could be doing it not only for energy but also for a light source for the loft room, we actually were thinking of doing a loft extension and so if it could be combined
More likely	35 to 54	Freehold	If the government is going to give an incentive towards the equipment then I think it's a good thing, solar cell systems.
More likely	35 to 54	Freehold	The size of it the solar panels are too big on the roof if they were smaller.
More likely	25 to 34	Freehold	I think the energy saving options are a good idea,
More likely	35 to 54	Leasehold	Do not have much information so would not like to make a hasty decision
More likely	65 plus	Freehold	I don't want to spend a lot of money that I could be interested
More likely	35 to 54	Freehold	Because obviously the government are trying to make the effort, it makes it easier to get cost benefits and more info, because for the solar water heating the grant is reasonable and the cost doesn't make it too bad, the cost is reasonable considering the advantages.
More likely	55 to 64	Freehold	They seem more efficient then I have originally believed and cheaper to install.
More likely	55 to 64	Freehold	Because basically it should be free because its a natural and comes from sun so its free in other words
More likely	35 to 54	Freehold	Saved me a bit of money

More likely	55 to 64	Freehold	Nothing changes in this country
More likely	65 plus	Freehold	You reminded me about it...I suppose u can level government grant
More likely	35 to 54	Leasehold	I didn't realise there was grant available, I thought it would be more expensive.
More likely	25 to 34	Leasehold	Now that I know I can get grants, because of the environment.
More likely	65 plus	Freehold	Because I didn't know that I could get a grant before and now I know I can.
More likely	35 to 54	Freehold	Because it's made me think more about them for a start, it's a natural occurring resource, I think nationally it should be encouraged, and also because I'm more aware of the costs and grants available, water heating, I know someone who has it, and it's the least complicated, and more developed, more work is need for the other one, in installing it as well.
More likely	55 to 64	Share of freehold	Well because I live in a conservation area and I am in joint ownership of the freehold and the other members would have to agree with that, because I didn't know that there was any help with it I am more likely to seek out info from the local council about it and possible things for the future
More likely	35 to 54	Freehold	I need more solid advice, information from the government, currently the information on this subject is vague, need advice on implementing the most effective system to reduce my current bills
More likely	35 to 54	Freehold	Don't know.
More likely	65 plus	Freehold	Because it sounds efficient but I would need know exactly, what the pitfalls are, what the cost benefits analyse and overall efficient and the breakdown.
More likely	35 to 54	Freehold	Well I mean the costs and benefits, the two combined together and also if you're subsidized by the government. Obviously it makes the environment cleaner.
More likely	35 to 54	Freehold	I'm all for the environment, and its cleaner I suppose.
More likely	55 to 64	Freehold	I'm worried about energy such as oil and gas, and the coal mines closing down, the eastern bloc countries are developing now and we have china and India, these countries have increasing needs for energy and oil is one of the most expensive, the whole world is using energy so we need to look for alternative systems.
More likely	35 to 54	Leasehold	I would like to do more for the environment, but right now it's not possible because we don't have access to the roof.
More likely	25 to 34	Share of freehold	Having a better awareness of what the discounts are, how much energy it can provide.

More likely	55 to 64	Freehold	If it was going to save on energy.
More likely	35 to 54	Leasehold	Sooner or later it has to be done, due to our incessant use of fossil fuels.
More likely	55 to 64	Freehold	You've given me info that I didn't know about to start with. I have more info on the subject. I'm very interested in general recycling and using different types of energy. I just find the whole subject very interesting. We need to find other sources of energy. We cannot keep using unsustainable forms of energy. We need to find other ways of doing this.
More likely	65 plus	Freehold	I think the cost help from government and also the amount of energy you gain from one of these things and also the ease of planning permission.
More likely	35 to 54	Freehold	First if all the cost is a little bit less than I presumed, the running efficiency is probably a little bit higher or in the region of expectations and the getting help from government grants is a plus.
More likely	55 to 64	Freehold	Because doing this survey over the phone I have gained a lot of information so I would look into it a lot further
More likely	35 to 54	Freehold	I wasn't aware that you could get a 50% grant for installing electricity systems.
More likely	35 to 54	Freehold	I'm getting divorced it's actually so far down on my list of priorities.
More likely	25 to 34	Freehold	Save money and the environment.
More likely	55 to 64	Share of freehold	I would like to make the world safer
More likely	55 to 64	Freehold	Its better use of energy resources and over period if time I imagine it would be cheaper bills and it is probably cleaner and more efficient.
More likely	55 to 64	Leasehold	From what you've said, you've given me fresh information and the ease of getting it and the cost, I didn't know about planning, I thought you had gone through it.
More likely	35 to 54	Freehold	I thought it was more expensive
More likely	35 to 54	Freehold	The grant seems a good idea.
More likely	35 to 54	Freehold	I think its a good idea but I still wont be able to afford it,
More likely	35 to 54	Freehold	Because if it's renewable and it works out cheaper in bills, then I will definitely go for it.
More likely	35 to 54	Freehold	There are grants available. It is more economic. Cheaper in the long run.
More likely	35 to 54	Leasehold	Because every year it changes and I think it's a new development and technology and I think its cheaper and a good way of having electricity. Modern way of having cheaper electricity and cheaper

More likely	55 to 64	Freehold	Because I have a practical way of getting it, because you gave me a telephone number for solar information. I was already keen but I didn't know where to go.
More likely	25 to 34	Freehold	Didn't realise that you could generate such a large percentage of your energy needs using these systems,
More likely	16 to 24	Share of freehold	It will save energy, good for environment
More likely	35 to 54	Freehold	If I can see the benefit
More likely	35 to 54	Leasehold	Electricity will be more expensive in the future; therefore it might be an idea to look at other sources.
More likely	55 to 64	Leasehold	Because I know more about it now.... Very informative
More likely	25 to 34	Leasehold	Needed more information
More likely	35 to 54	Freehold	The benefits both financial and environmental.
More likely	35 to 54	Don't know	Because at the moment I live in a flat. If I move to a house I would consider looking into it.
More likely	35 to 54	Leasehold	It is the time people to try to protect the planet's natural resources. It is cheaper than what I realised
More likely	65 plus	Freehold	I didn't know about government grants.
More likely	35 to 54	Leasehold	Considering what I have heard, I had never heard about the various systems before and after finding out about them, I feel in favour of them.
More likely	35 to 54	Leasehold	Because it was expensive so if you can get grant for it I would be more likely to consider. Its a good idea
More likely	35 to 54	Freehold	If I had help from the government, I think it would be better for the environment for me to have solar heating installed. It would be more economical in the long run too.
More likely	16 to 24	Don't know	Found out different aspects I was not aware of before, I can save money on the bills.
Same as before	65 plus	Freehold	I'm just not interested, my hot water and electricity are not that expensive, and the intrusion would still remain a problem.
Same as before	35 to 54	Freehold	The government grants are far too low, very little knowledge about the projects are available, they don't give me confidence towards trying to install it.
Same as before	35 to 54	Freehold	For the environment, you may gain towards being cost effective in the end; it's good for the

			environment.
Same as before	35 to 54	Freehold	Because I think the cost of alternative energy, some of it should be carried by the original providers, the service providers of gas and electricity, the saying is polluter pays, I'm not convinced that a halfway system is enough, considering I would still have to pay charges for non renewables on the side, if it were done on a larger scale, for an area say, starting from heating from the ground like in Cornwall, energy conservation would have to be considered as well.
Same as before	35 to 54	Freehold	I don't like the look of the things on the roof.
Same as before	35 to 54	Freehold	Too expensive, and its not that environmentally clear in regards to costs.
Same as before	35 to 54	Freehold	I think the systems are more expensive than I initially thought, and because I live in conservation area, getting the planning permission, might be complex.
Same as before	55 to 64	Freehold	Well haven heard about the cost that will prohibit me from doing it. If they don't provide the full amount of energy you would need, then you'll still need your existing system.
Same as before	35 to 54	Share of freehold	Practically it would be quite difficult.
Same as before	35 to 54	Freehold	It's just the cost of the installation; it's a lot of money.
Same as before	35 to 54	Share of freehold	It's more expensive than I thought, and the savings are not as much as I thought.
Same as before	65 plus	Freehold	I'm not 100% convinced. I just don't think it's worth it. Cost is prohibited.
Same as before	35 to 54	Freehold	For practical reasons, the size of the roof.
Same as before	35 to 54	Freehold	It is an interesting idea, but it is a lot of money to pay out.
Same as before	35 to 54	Freehold	It has to be a reliable well researched practical technology widely available and serving a similar purpose to current technologies. You have raised my awareness.
Same as before	55 to 64	Freehold	The cost is too high, this is the basis. Also the aesthetics comes into this.
Same as before	55 to 64	Freehold	I think they are too expensive.
Same as before	35 to 54	Leasehold	Because I live in a block of flats and therefore don't have any access to the roof.
Same as before	35 to 54	Freehold	Because of financial problem, cost is still prohibitive isn't very essential at the moment I have just taken on financial work extended the house so we had to remortgage, If I heard of it before I would have possibly considered it,
Same as before	35 to 54	Freehold	I'm intending to move, possibly in my new property but not here.

Same as before	35 to 54	Share of freehold	Because the cost of putting it in would be much greater. And what one has to do to strengthen the roof.
Same as before	35 to 54	Freehold	I've already got heating and electricity that are fairly efficient, we've got good insulation, that is environmentally friendly, solar doesn't give 100% so we would be paying in conjunction, there aren't plans to make them more attractive, they should give a larger contribution, it's not an alternative because it doesn't give you all you need.
Same as before	25 to 34	Freehold	My parents are interested in renewable energy. It will reduce your reliance on the electricity company. It is good for the environment, but it is not so good for our pocket.
Same as before	55 to 64	Freehold	To wait & see how it develops. Would like to see it proven before it is introduced.
Same as before	35 to 54	Freehold	I think the capital cost is still quite significant, even with the grant, I guess there is a degree of reluctance for aesthetic reasons, hassle of plumbing, maybe it's a smaller problem with the electricity system, but the capital costs are higher, although less obtrusive.
Same as before	35 to 54	Freehold	If it was such a good deal, I'm sure there would be a lot more publicity about it- that's all really, the figures that I had as a guess were the ones I was making judgements on before I spoke to you and you confirmed that those figures were most of the time correct - so there was no new information to change my mind.
Same as before	55 to 64	Freehold	I think it is a bad idea. It would be too costly; it should be done on a bigger scale.
Same as before	35 to 54	Freehold	You haven't tempted me cost wise, takes a lot to recover the cost, capital incentives aren't high enough, that's it.
Same as before	65 plus	Freehold	Not value for money basically never get your money back on investment or I would have done it years ago that all
Same as before	35 to 54	Freehold	Because by the time I get the savings back I would be 6 foot under, I would not get anything back for it.
Same as before	35 to 54	Freehold	Cost, how long it takes to recover the cost, also I wonder how much it would affect the value of the house.
Same as before	35 to 54	Freehold	I guess I'm really not keen on having any work done unless, its absolutely necessary because there are too many rogue trade people about and I just find it too stressful. I don't want the stress. I don't want to contemplate having anything done. And then it takes a long time as I need to read things through and see things in black and white. The company would need to have an excellent reputation backed up by guarantees and so forth.

Same as before	55 to 64	Freehold	Again it's still the cost. The cost it would take to install it.
Same as before	35 to 54	Freehold	It is the wind turbines, they are disgusting, ugly and noisy, the government is trying to make us do all the work, they should have done it earlier, milk flow was designed 30 years ago, and they still haven't brought out a descent car, recycle stuff, I live in a borough that has an incinerator for electricity generation, all they give us is a green shoe box for recycling that they pick up every two weeks.
Same as before	55 to 64	Freehold	It's all too much to get my head round. We got two weddings, elderly parents, business and a house that needs a lot of work on it.
Same as before	55 to 64	Freehold	In my daily life it's not a high priority, the information needs to be more accessible, and it could be sold so that when I retire I wouldn't have to pay heavy bills, age concern could participate, and it should be good for the elderly on low income.
Same as before	55 to 64	Freehold	Were going to move houses, away from London and everything you have quoted is to do with London.
Same as before	55 to 64	Freehold	The yield is too small compared to the expense, I have just returned to the country and I have not seen anything in the media encouraging its use so I am still a little bit lost about it.
Same as before	35 to 54	Freehold	Because I haven't heard about it. And don't know enough about it to understand it. And to know that it is safe and proven to work. And that I would save a significant amount of money. And that it is helping the environment.
Same as before	55 to 64	Freehold	The costs compared with the savings. The cost of installation and perhaps the running costs. The aesthetic look on the house.
Same as before	65 plus	Freehold	At my stage of life I don't think it's necessary.
Same as before	55 to 64	Freehold	Like so many people who work long hours, it makes me not have time to look into things, I'm having a new kitchen fitted, it took months to set up, time is the biggest issue, time is a financial issue, in the local area there should be where to recycle cardboard, I do glass, newspapers, cans, but where can I do cardboard?.
Same as before	55 to 64	Freehold	Because the cost benefits are unlikely to be there.
Same as before	65 plus	Freehold	Because I know I can't get one because of the planning laws.
Same as before	35 to 54	Freehold	I won't be going out buying a renewable energy device system in the foreseeable future, considerations about house, still repaying for the house, it's an old home.
Same as before	35 to 54	Freehold	Because we are in a conservation area and it wouldn't fit with the style of the house or

			surroundings. Cost is too high and would take too long to recoup from reduced bills. Grants need to be higher
Same as before	35 to 54	Freehold	Because the installation costs would still be beyond my ability to pay for the installation, the capital grants are still too low, considering the benefits of renewable energy, they are very small, comparing the costs against householders, when we think of the funds given towards the building of power stations, if the government needs a power station they build one.
Same as before	55 to 64	Freehold	The return you're going to get, if you're doing this for yourself besides the conservation side it is sort of a lot to put in, energy conservation, the price really.
Same as before	35 to 54	Freehold	It comes back down to costing. Well you're looking at between 5-8,000 pounds fitting a solar system and the government will only fund it to 25% and it only accounts for 30% of our fuel consumption, then that is a large outlay for a relatively short term return. The central and local government need to investigate more thoroughly making renewable energy more accessible to people who are on sort of middle to higher range income. These are the main people who find it most difficult to get grants. It just comes back down to authorities being prepared to put money where their mouths are.
Same as before	55 to 64	Freehold	I haven't got time to think about these things, my life is too busy and can't have another stress.
Same as before	35 to 54	Freehold	It still comes down to cost; I don't think that what I pay for my system of electricity and gas at present is particularly exorbitant.
Same as before	65 plus	Freehold	It all depends on the future property, it might be likely with the cost of energy going up, we are trying to cut the cost like everyone of our energy, it would be nice to get the energy from the sun, depends on panels, what they look like, could be an attractive feature, if made of glass they could bring light to the house, I saw on American TV a feature on them and they were very attractive, examples of them should be on show.
Same as before	35 to 54	Freehold	I think it's a lot of hassle; I won't be putting it in my house.
Same as before	35 to 54	Freehold	Its too expensive, I couldn't afford to do it
Same as before	35 to 54	Freehold	The cost, the cost is far higher than I thought, the systems are not as beneficial as I thought, and the contributions are not very high, the water system sound like the better of the two.
Same as before	25 to 34	Don't know	Because the costs are still great, even though there is support. I'll be spending out to get the system up and still having to pay for 25-50% of my electricity. Because I keep on top of this

			information, my understanding isn't that far from the reality
Same as before	35 to 54	Freehold	I don't think I would be able to recoup these costs in the time that I plan to stay here.
Same as before	55 to 64	Freehold	Because the payback period is too long, I still don't think they look particularly nice, I think that the companies that provide electricity should be looking to renewable supplies and delivering them to us instead of individual households.
Same as before	35 to 54	Freehold	Because I still think it's expensive. Well I'd like to know with the outlay that I have in installing solar power, what is the payback period. It's not widely used, I think it's expensive to install, the value of my house, if I'm the only house on the road with solar panel, does my house become unsellable or lose value because of it.
Same as before	35 to 54	Freehold	Because I didn't know nothing about anything before. I think it's a very good idea for the hot water and light.
Same as before	35 to 54	Freehold	Cost is prohibitive, I would also like to see what it looked like when it was installed, the aesthetics of it.
Same as before	35 to 54	Freehold	Mainly for the same reasons, it's like satellite dishes, their not kept out of the way.
Same as before	65 plus	Freehold	Were too old and will be moving to an old folks home not too distance to the future.
Same as before	35 to 54	Freehold	I knew most of the implications prior to your phone call and then it's the cost.
Same as before	35 to 54	Freehold	Because it's easier to stay in the same position using the same system because unknown systems would frighten me. The cost, it's too expensive to change. If who ever is doing this wants to change the system that I already use for me then they pay for it, then I'll change it.
Same as before	35 to 54	Freehold	To be honest with you, it's not one of my priorities; I have more things to do at the moment. The cost basically and not at the top of our priorities. I'm not really that interested at the present time in solar energy. It does cost a lot of money. I don't have 5000 pounds to do solar heating system.
Same as before	35 to 54	Freehold	I'm actually quite shocked that the government don't offer more financial support. To save natural resources I would have thought the government would back such a venture like that more financially. The cost of it to me will be an issue as well. The average cost is 2500 to 5000 pounds which will be an issue.
Same as before	35 to 54	Freehold	It's not something I thought about, I don't have the money to do something about it.
Same as before	35 to 54	Freehold	It still sounds expensive; it's expensive as I thought it was.
Same as before	35 to 54	Freehold	Because there's not enough information about it. The government gives you 400 pounds or

			so towards whatever it is, then you've got to install the system and everything else. Just needs to be more out in the open, should be made easier. Why should a private house owner cough out 1500 pounds? We have to pay for everything, they're not giving anything. They've already got my council tax which is nearly 2000 pounds. They should give it free.
Same as before	25 to 34	Share of freehold	It's the cost, at the moment on what I earn, you'd have to have both systems, solar water heating seems better, I live in a shared house, a collective decision would have to make and people have different earnings.
Same as before	55 to 64	Freehold	I always felt renewable energy is the way to go because oil, gas and coal are not renewable. And I'm unhappy with nuclear.
Same as before	35 to 54	Freehold	I don't know because I don't know how much it will cost. If I could get a grant I would be interested
Same as before	55 to 64	Freehold	I think renewable energy is important, telephone polling is the wrong way to go about it, it should be done through the existing forms of media, the consumer association is an important body, not just them I mean, but they are unbiased, they would give confidence as to who the installers should be, correct information, they would evaluate the whole process, test claims made, in general, cost savings, also the negatives from using a renewable source.
Same as before	35 to 54	Freehold	Because I've just set up a new boiler, definitely I would do it, now that I know that the government is supporting it putting 20% to 30%, no two ways about it.
Same as before	65 plus	Share of freehold	I am not considering any of these options because the savings isn't that great and the sort of building I am in, I don't think I'll would be allowed because it would effect the outside which is listed.
Same as before	55 to 64	Freehold	It still costs more then I want to pay.
Same as before	35 to 54	Freehold	I've had a loft conversion so it's got a flat roof, so I doubt if it's the right shape or strength to support anything.
Same as before	35 to 54	Freehold	Being a single person I would have thought it would not be beneficial, this is the main reason I would not consider it.
Same as before	25 to 34	Leasehold	Because I know it's not an option for me at the moment.
Same as before	65 plus	Other	It's age of the owners of the house and moving possibilities.
Same as before	35 to 54	Freehold	Because I was pro before, it would make me more interested in looking at the prices again.

Same as before	55 to 64	Freehold	It's slightly out of my league, it's opened my eyes a bit as to what I can get, but you would have to win the lottery, I don't expect them to give it to me, lack of funds you see.
Same as before	35 to 54	Freehold	Not sure because I wouldn't be given the full grant, it's not an issue I have really thought about.
Same as before	65 plus	Freehold	Well I was thinking of solar energy, I thought it would provide more than what you've said.
Same as before	35 to 54	Freehold	Because I'm aware of alternative energy systems on the market, but I would need more information to check up on them, with solar power I'd be concerned with the lack of sun, the percentage of output for the outlay, I think people tend to move every 10 years and you're not going to get your money back from them, it might sell the house better, the water system because of the 50% and it costs less, bit concerned about the one that costs 18.000, it's a big outlay, if it were on the DIY market, so you could install it yourself, it would make it cheaper, for 20000 you could get an house extension, the return would be better on the extension than
Same as before	35 to 54	Freehold	I would like to see it working, how effective it is, the exact cost, and what happens in winter.
Same as before	25 to 34	Freehold	It's a wee bit expensive, I don't know about the work involved in installing it, and what happens afterwards, the cost of it monthly, maintenance costs.
Same as before	55 to 64	Freehold	Nuclear fuel is the answer and I think it should be supplied by the energy providers supported by the government grants because it is the only way forward and fossil fuels will disappear before long. It's the only viable way forward.
Same as before	35 to 54	Freehold	Still too expensive, it doesn't give you 100 percent,
Same as before	35 to 54	Freehold	Because it doesn't interest me, I wouldn't bother putting it in.
Same as before	55 to 64	Freehold	Because I had doubts about it before and nothing has changed. A doubt about the cost effectiveness of it and that basically is it.
Same as before	55 to 64	Share of freehold	Because I don't have my own personal roof because I live in a flat.
Same as before	35 to 54	Freehold	I don't believe what they say about it, I'd like to see more people on it before I commit myself.
Same as before	55 to 64	Freehold	I'm not really interested; I have no intention of doing it, not where I live at the moment. I'm not really just interested and there are too many other things I would do before I do that.
Same as before	35 to 54	Leasehold	I don't think I would be that interested in it.

Same as before	35 to 54	Freehold	I'm a bit shocked at the poor percentage the solar electricity system provides, it probably depends on how many solar cells you buy or how much of your roof you cover with them, I had looked into the solar water heating, I had seen they went for 5000 some time ago, it's a question of getting the money together, the initial costs are quite high, the capital should be more green aware.
Same as before	65 plus	Freehold	The main factor is the high cost, the inconvenience of converting an old property.
Same as before	55 to 64	Leasehold	I live in a flat, people won't contribute to the cost, I'd need permission from the local authorities, I'm just not interested.
Same as before	35 to 54	Leasehold	Because I'm a leaseholder in a council property. And therefore it's not relevant.
Same as before	25 to 34	Freehold	Problems do often occur when building
Same as before	35 to 54	Leasehold	It's still a high sum of money and whilst I appreciate it would be beneficial long term, it's a large sum of money to find, and in my circumstances it wouldn't be very beneficial as we spend a high percentage of our time in Spain.
Same as before	25 to 34	Freehold	It's because I'm going to sell my house.
Same as before	65 plus	Freehold	Because I am too old and it's too costly for my age.
Same as before	65 plus	Freehold	My husband is against it so therefore I'm not considering it.
Same as before	35 to 54	Freehold	We've never considered it and aren't very interested.
Same as before	35 to 54	Freehold	It's just the initial outlay, quite expensive and the amount of time it actually takes to fit, reproofing and pipe works. My electricity and gas bills are not expensive. I've got double glazing and good insulation
Same as before	35 to 54	Freehold	Probably because I don't have the funds to do it at the moment
Same as before	35 to 54	Freehold	Not really interested, don't deal with these decisions.
Same as before	65 plus	Freehold	Nothing you've told me - we're engineering consultants and its even too expensive even with the grant - its not a viable economic investment, it is not feasible for the average home
Same as before	35 to 54	Share of freehold	I live in a basement flat; my heating is done by a combination of boiler. So I have no where to store hot water, which means if I was to install a solar system I would have to install water tank somewhere. I would have to install battery somewhere for the solar panels.
Same as before	35 to 54	Freehold	Not really thought about it for the future, something I have never thought about.
Same as before	55 to 64	Freehold	Well because I think we wouldn't get permission in a conservation area. In our conservation area I haven't seen a house with any alteration on the roof, in form of solar panels or

			obvious change in the roof
Same as before	25 to 34	Leasehold	Ambivalent, you would have to ensure that the provider would cap their prices, with the fuel increases, check if they have a green tariff, if they were associated with any scheme or pilot with the council, such initiatives have been carried out to be able to give the questions you are giving me, they must have done it before, wind might be an idea with the weather, the electricity system, you might get power for 4-5 months.
Same as before	35 to 54	Freehold	I just feel the same
Same as before	65 plus	Freehold	I don't think it's worth the effort, hassle. I might think about it when we move. I cant be bothered
Same as before	35 to 54	Freehold	Because I never gave it that much thought, really we take energy for granted.
Same as before	25 to 34	Leasehold	Because we are committed to considering renewable forms of energy for environmental reasons. Likelihood of considering remains the same, financial incentives would encourage actual use.
Same as before	65 plus	Leasehold	I couldn't afford it, just about to have my house done next month.
Same as before	35 to 54	Freehold	It's just something that I haven't thought about.
Same as before	55 to 64	Freehold	I'm probably too much set in my ways about things, I don't believe in change unless change is absolutely necessary, I believe in things as they are.
Same as before	35 to 54	Freehold	The grant support available is insufficient to encourage an average domestic householder to install energy efficient products. Because the payback period is too long.
Same as before	35 to 54	Freehold	Only because of the cost, with limited returns.
Same as before	55 to 64	Freehold	About 15 years ago I was in a hotel in Greece, it was solar powered, it was awful, it was a load of crap, if you wanted a shower in the morning, you couldn't get hot water, I'm sure it's improved, but I don't want it.
Same as before	55 to 64	Freehold	Because of the initial cost, as I'm 60 I wouldn't get my money back.
Same as before	35 to 54	Freehold	I don't really think it is practical bearing in mind the cost implications and it would only give me a certain percentage of every usage.
Same as before	35 to 54	Freehold	I wasn't interested before and I'm still not interested
Same as before	35 to 54	Freehold	It's not high on my list of priorities, it's just I haven't consciously thought of where my energy comes from, I have two kids to take care of and if I had money I n the bank then I might think of what to do with it, it might not raise the value of the house, electricity generation,

			wind turbines, I wouldn't mind having one in my back yard, we live on a hill and it's quite windy, we would need someone to come round and examine what would be most suitable for the climate.
Same as before	35 to 54	Freehold	The cost of electricity I can cope with, but I don't want much to supplement it, as the cost involved is a lot, it's also the appearance, it would be totally not in keeping with my house, I just don't want it.
Same as before	35 to 54	Don't know	I don't really understand it, I know it's probably better to use it, but it only generates part of it. And when I need it in the winter, when there's no sun. I end up going back to the old system.
Same as before	35 to 54	Freehold	Because of the extra cost in value, getting a return from the extra outlay, with in the next 5 to 10 years I plan to move abroad.
Same as before	55 to 64	Freehold	Because I'm not planning to change my energy supply, if I was building a new house I could incorporate it in the planning with the pipes and wires, the architect would get on board, I haven't thought of it, I'm still not planning to make any changes, solar panels, but they would cover the four windows, it's an excellent idea, but not suitable for my house, it's quite old.
Same as before	25 to 34	Freehold	Because I don't know much about all the energy saving and how useful it would be or the importance of having it, the finance side as well, even with the grant I would have to pay half of the cost, if someone came to visit me, solar electricity one, you don't have to pay any bills.
Same as before	55 to 64	Freehold	Too expensive, it doesn't give 100% of what you need, I think it's a good idea, but financially you're looking to reduce cost, not increase it, or maintain it at least.
Same as before	35 to 54	Freehold	Because I think it will be very expensive and you reiterated that fact, the actual upheaval of installing the system.
Same as before	55 to 64	Freehold	The cost of generating renewable energy was higher than I thought, I must be convinced that these devices conserve the environment after taking into account their creation and eventual disposal.
Same as before	35 to 54	Freehold	I'd like to do it, it's a good idea, there's financial restraints really, now that you've said a few things I might look into it, the bottom line is that it's a financial issue, electricity generation one, it produces a lot more energy, although it is the more expensive one, and it takes a lot to get you're money back.

Same as before	16 to 24	Don't know	Lack of information and time.
Same as before	35 to 54	Freehold	I recognize its benefits but I remain unconvinced that the cost today will be of benefit. I expect installation costs to come down in future.
Same as before	35 to 54	Freehold	I think from the numbers you've talked about the actual costs of it would be how much it would actually cost and how it would make sense in the longer times
Same as before	65 plus	Freehold	It's very expensive, it eventually pays for itself but where in our 70's so we don't have long enough.
Same as before	35 to 54	Freehold	Its still a too expensive an option to consider in the short term.
Same as before	35 to 54	Freehold	Don't know nothing
Same as before	35 to 54	Leasehold	I live in a ground floor flat.
Same as before	55 to 64	Freehold	I've considered it very seriously and decided against it reluctantly.
Same as before	35 to 54	Freehold	It's just the product and manufacturer, don't really make the product everywhere like b and q, its not popular enough, might have problems to maintain and support.
Same as before	35 to 54	Freehold	Because I haven't really thought about it, I haven't enquired if it's possible with the restrictive covenants on the property and the cost of it.
Same as before	55 to 64	Freehold	Because I have got my opinion about its and anything you have said does not change it.
Same as before	65 plus	Freehold	Well, I think I'm agnostic about the concept; I'm not sure about its reliability.
Same as before	55 to 64	Freehold	Cost, where I live we have to pay for their up keeping and we need permission for windows, etc to be changed, if we want to make changes on the property we need permission.
Same as before	35 to 54	Freehold	Because it is out of our reach at the moment, it is just cost, yes I agree with it but it is just excessive cost
Same as before	55 to 64	Freehold	We had looked at it before, why did we say no, I can't think, I would consider a solar panel for water heating, but not for electricity, it's too costly.
Same as before	35 to 54	Freehold	Because I know very little about it, I would need to know more information, what sort of equipment is available, and obviously the pros and cons of this and what the benefit will be, how easy it was to install.
Same as before	25 to 34	Freehold	Because I still don't know where I could get the information about how I would get solar power apart from the number you gave me and the cost implications, well you just told me it's 2000 pounds, so that's a lot of money and I've already got good heating.

Same as before	65 plus	Don't know	I have already got plans to install a solar energy system on my roof.
Same as before	35 to 54	Freehold	Because the cost of installing it all, you are not going to get your money back, small family, we don't use a lot of energy, comfortable with bills, I know a little more now but the cost is higher.
Same as before	55 to 64	Freehold	Don't think its worth the cost, I wouldn't want it on the roof,
Same as before	35 to 54	Freehold	I just haven't given it any thought.
Same as before	65 plus	Freehold	If we were staying here for 10 years, it would be very likely I'd install something.
Same as before	35 to 54	Freehold	I haven't heard anything in my answers to convince me.
Same as before	35 to 54	Freehold	I would really like to do it, but the costs, practicality and the fact that you would need a back up system, I didn't realise they don't give a 100% of your needs, you would still need a boiler and a power supply, concern about getting it done, water one seems to offer the most potential, because it gives you the highest percentage and costs the less.
Same as before	35 to 54	Freehold	I don't know anymore how much systems operate, don't know the costs and how likely are they to break down.
Same as before	35 to 54	Freehold	I would have to calculate the cost benefits, I will be changing my roof in the next few years, I want to know if I would save money or not, you have given me some information, it sounds like it's being encouraged so that's made me feel more confident, solar energy sounds more reasonable, because it's more feasible.
Same as before	35 to 54	Freehold	Because I think until I research I wouldn't purchase nothing I would research before I purchase
Same as before	65 plus	Freehold	Because you have to take note of the installation cost and the possible running costs and from the work I have done it shows that payoff is very long.
Same as before	55 to 64	Freehold	Because when the guy came 10 years ago he said that we'd have to move your tank to the south of the roof not to where it is now which is the north and because our loft is boarded it would mean a lot of work - putting everything upside down
Same as before	55 to 64	Leasehold	I went into the whole thing, but realised that the cost was exorbitant because of the building that I live in, it was just not viable.
Same as before	35 to 54	Freehold	Because I think that you need more subsidies in order to make it worth your while.
Same as before	65 plus	Freehold	Being a widow for about 5 weeks, I still have to wait for the solicitor to tell me if I can afford

			to buy a car, I haven't thought about it at all.
Same as before	35 to 54	Freehold	I think most people are apathetic and the costs. People would pay for it themselves and they could spend the money on other things
Same as before	35 to 54	Freehold	I have learnt only the 3 different types of energies you mentioned
Same as before	16 to 24	Freehold	Because of the pros and cons - they've sort of cancelled each other out in a way. It's been good because of the information but... Like the cost, it would take a long time to recuperate the costs of having these things, probably quite a good a few years...
Same as before	35 to 54	Freehold	She did not change her mind
Same as before	55 to 64	Freehold	I don't think the return to me would be worth the expenditure, I'd like to know the effect on the sale value of the house.
Same as before	55 to 64	Freehold	
Same as before	55 to 64	Freehold	The financial incentives are not enough. It was different when I installed insulation on my loft.
Same as before	55 to 64	Freehold	We do often talk about it and don't do anything about it; we should do something about it other than just talk about it, just to consider the environment.
Same as before	65 plus	Freehold	I'm not inclined to be disturbed, why should I spend so much money, when in fact it does not deliver what I require?
Same as before	55 to 64	Freehold	Something I don't know anything about and I'm happy with what I've got.
Same as before	55 to 64	Freehold	Because cost money, over your life time you work to pay for things and nobody helps
Same as before	55 to 64	Freehold	Because it takes too long to pay the money back from the savings in the electricity cost
Same as before	25 to 34	Freehold	Personal circumstances and funds I have available, I think there are more accessible ways of energy efficiency.
Same as before	35 to 54	Freehold	The thought of too much trouble having to install at this stage.
Same as before	55 to 64	Freehold	Because I've got no money to spend
Same as before	35 to 54	Freehold	Probably as I said before, the cost and the look of it.
Same as before	65 plus	Freehold	I'm a pensioner, I'm on my own, it's a big decision, I haven't got the money.
Same as before	25 to 34	Share of freehold	I think I was aware grants were available, but I still don't think I know enough about it...
Same as before	35 to 54	Freehold	With the electricity one if I was doing solar, I'd expect it to run at least 75% and same with

			the other one. I think solar cells are a very good idea and I think the government should invest more money on research in solar cells
Same as before	55 to 64	Freehold	Once again it's the cost to me and the grant that I could get and the design, because some of the designs are too bulky. The overall cost, if I did for the hot water and electricity we're talking about 7600 pounds with a grant of 2900 pounds, you're still talking about nearly 4500 pounds and the return on the capital would take too many years.
Same as before	55 to 64	Freehold	I still need further information and to look at other options of energy savings and the price and any comparison.
Same as before	65 plus	Freehold	Without looking into it more I feel the same as before... Because one is used to what one has....because, whether at my age I need to change completely. Of course you never know where you might be in 15 year's time, do you?, better the devil you know...yes, I would change if I felt sure it would help the environment
Same as before	35 to 54	Freehold	They would encourage us to use theses more natural forms of energy, the cost its quite expensive compared to traditional methods.
Same as before	55 to 64	Freehold	Because I've lived in England quite sometime I know the difference between talk and practice, practical difficulties, unless it is broadly promoted it would be an individual effort and not a collective effort, if I did it would be a drop I n the ocean, probably the hot water is the most practical for it's low technology and the lower cost, the assembly for London is welcome to my views, them and Richmond council seem to duplicate efforts at times, things happen twice.
Same as before	55 to 64	Freehold	Its not possible to implement this system in the country, probably middle-east, far-east more viable option, costs
Same as before	65 plus	Freehold	I'm still in the dark.
Same as before	35 to 54	Freehold	We've got to look into it first; we've got to do some research.
Same as before	35 to 54	Freehold	This is the first time I heard about these things, in England the first time people talking about solar.
Same as before	35 to 54	Freehold	It would still be quite expensive. The solar panels would be unsightly on the roof but mostly its the expense
Same as before	35 to 54	Freehold	Because of the cost, my pension doesn't stretch to things like this but I think it's a good idea for all new homes, especially council residences.

Same as before	35 to 54	Freehold	Personal financial reasons I suppose.
Same as before	55 to 64	Freehold	Capital outlay to financial benefits is relatively low for like a small house we live in
Same as before	55 to 64	Leasehold	The cost really, that would be the major factor.
Same as before	35 to 54	Freehold	I still don't know an awful lot - I'd probably want an exact cost and what the government would pay to weigh up the pros and cons...if we were in a country that was mainly sunny I probably would
Same as before	35 to 54	Leasehold	I am very apathetic
Same as before	35 to 54	Freehold	Because it's expensive.
Same as before	25 to 34	Freehold	I'd like to see more info, I guess the interview has made me a bit more interested, because for those decisions where I'm spending 2 to 5000 pounds I would need more detailed information, wind turbines could be a bit of an eyesore, I like the idea of the solar panels but they are a bit expensive, I don't know what the hot water system looks like, I don't know much about it.
Same as before	65 plus	Freehold	I'm getting onto 70, still working, only part time. Can't see how long am I going to stay here, I'm not going to recoup the outlay, in 5 or 10 years.
Same as before	65 plus	Freehold	Relatively new house, has efficient energy saving system, installed double glazing, energy system is based on gas
Same as before	35 to 54	Freehold	If I were to move to the country I would do all of that sort of thing, yeah, if I lived where it was more appropriate. Two of the grants were higher than I expected so that's encouraging, if it was easily done, you know, but if there was a lot of disruption then, well, I am too old for disruption, I've been through all that
Same as before	35 to 54	Freehold	We are thinking moving so no point
Same as before	55 to 64	Freehold	Because I am quite happy with what I got.
Same as before	35 to 54	Freehold	I'm surprised at how expensive it is to install the systems, and that the systems do not provide all the electricity needs.
Same as before	35 to 54	Freehold	Because I don't know from where to buy get the loan to buy the thing heater on roof and money and permission and not easy as we live in the house and whole shape of house will change and style will change and more of hassle in doing this
Same as before	35 to 54	Freehold	My knowledge about it, time and costs. I'll need to know a lot more. Getting someone to install it and the amount it would cost, I'll probably spend the amount on something else. I'll

			stay with the same supplier because I'm happy with it.
Same as before	35 to 54	Freehold	The government should help a bit more because it costs too much
Same as before	65 plus	Freehold	Cost, I have got to the stage in life where I don't want a lot of change or disruption and I'm living on an old age pension now.
Same as before	25 to 34	Leasehold	It's still the case of its very expensive and we haven't got that kind of money. If I had the money I probably would.
Same as before	35 to 54	Freehold	Because I think we are very wasteful and we have got to look for other forms of energy, I think it would be cleaner as well and save money.
Same as before	65 plus	Freehold	I am moving out of London
Same as before	55 to 64	Freehold	Need more information, cost, balance of financial benefits to financial outlay. Knowing who will install it.
Same as before	35 to 54	Freehold	Because it will just cost me money, if the government decided to build new homes and buildings with solar energy and if that something will happen nation wide then I might consider it buying a property
Same as before	65 plus	Freehold	It's something I've not really thought about. If you were looking in to set up something, it would be something you have to go into and also with neighbours as well.
Same as before	65 plus	Freehold	I can't believe anyone would spend that kind of money, someone could have a decent holiday for that money, basically I don't believe any of these systems give a worthwhile saving, ever, water heating better but I still wouldn't consider it.
Same as before	35 to 54	Leasehold	Cost IS TOO HIGH .AT PRESENT CANNOT AFFORD IT.
Same as before	55 to 64	Freehold	Not to long ago they moved corncord and that caused disruption so quite discouraging
Same as before	55 to 64	Freehold	Because I know very little about these things I need more information before I consider it, this will be away out of my price range unless I could get a loan to install it
Same as before	55 to 64	Freehold	As I said I'm retiring in 3years time and I'm not staying in this country, getting out of here as soon as I can. If I go to a third world country, I'd probably be treated better than in my own country.
Same as before	35 to 54	Freehold	System I have is fine
Same as before	35 to 54	Freehold	Because there is the cost factor, how much it would cost and what benefit I would get out of it, it also depends on how long I stay, if I was to move house and renovate I would definitely consider it.

Same as before	35 to 54	Freehold	Because I would be reluctant to spend all that money and it was a lifetime investment and I don't know if I'm going to be in that house for that long, unless it was proven that the value of the house would go up with it being installed
Same as before	35 to 54	Freehold	The survey has not changed my views at all, if some one install it free to test it out then I might consider it
Same as before	35 to 54	Freehold	Because of the cost and we would not be allowed to have it
Same as before	65 plus	Freehold	Very simply we already have a house in the Mediterranean and may permanently move there or may stay in the UK. In which case we may sell the house or do it up and use it for rental income.
Same as before	35 to 54	Share of freehold	Good in principle but I couldn't afford it
Same as before	65 plus	Freehold	My house is facing the wrong way, will need two solar panels for it to work.
Same as before	35 to 54	Freehold	Because there are other new forms of energy technology coming out soon such as energy cells that combine heat and power.
Same as before	55 to 64	Freehold	Because I'm selling my house and I've got roof panel heating in my other house. I've got hot water and electricity. I haven't got big enough garden to get wind turbine.
Same as before	65 plus	Freehold	What's the point spending money for somebody else if I'm moving to Spain
Same as before	55 to 64	Freehold	Just don't know much about it never given it enough thought.
Same as before	35 to 54	Leasehold	I live in a block of flats, we would need permission from the managing agents and all the tenants within the development, if everyone agreed then it's something we could go ahead and do.
Same as before	65 plus	Leasehold	Because it is not in my control, I live in a double block of 30's flats with a flat roof and all decisions regarding energy supply are taken by a managing committee and the cost reflected through the service charges.
Same as before	65 plus	Freehold	Because I have no available cash.
Same as before	65 plus	Freehold	Have just renewed oil boiler so anything is not really worth my while.
Same as before	55 to 64	Freehold	The cost of it, it is such a lot of money considering the time it would take to recuperate it
Same as before	35 to 54	Freehold	Well because it's really not clarified for you. If that included the whole heating systems and was cheaper I will but can't afford it so couldn't do it.
Same as before	35 to 54	Freehold	Mainly because of cost, in an ideal world if money was no object I would do it, a typical

			family what comes in tends to go out on living.
Same as before	25 to 34	Don't know	Without the knowledge I cant make a decision
Same as before	35 to 54	Leasehold	Although I like the idea in principle and I'd like to do it, the cost is prohibitive even taking into account potential grants.
Same as before	25 to 34	Freehold	If I knew more about it, I still don't know much about it - I need to be sold I t- someone would have to tell me exactly why it is a good idea
Same as before	35 to 54	Freehold	Reason being is there is not much out there such as encouragement or advertising in the local paper or the Londoner, even on the radio and radio is cheap, just to say it's available, we have the London news on TV, more information should be offered such as grants, if people knew there is help such as grants, and on the internet, if they wanted more information.
Same as before	35 to 54	Leasehold	Because I need a lot more information, you need an advisor to come and see you and you need a lot of time to do this.
Same as before	35 to 54	Freehold	Planning on moving not a great concern
Same as before	65 plus	Freehold	It is not cost effective.
Same as before	55 to 64	Freehold	Because we are both ill and do not intend making any changes at all.
Same as before	25 to 34	Freehold	Because I don't know how much it will save me in the long run.
Same as before	55 to 64	Freehold	It is not a priority with me, my priority is retirement and saving for retirement, getting a decent pension.
Same as before	35 to 54	Freehold	Expenses are too high
Same as before	25 to 34	Freehold	Nothing I have heard has changed my mind
Same as before	25 to 34	Freehold	First of all it seems quite costly, it doesn't seem to replace the need for my current supply, considering how much it costs, there is not much information, I haven't heard of it or seen it around, electricity one, not sure why, it's spitting hairs.
Same as before	25 to 34	Freehold	I would need more information, I would want to know the process of getting these things and my eligibility...I don't know if there would be mean testing. If money was no object I would go for solar heating rather than the water...
Same as before	35 to 54	Freehold	I suppose it's because I don't know enough about it and I've never seen advertising for it.
Same as before	55 to 64	Freehold	I think the suggestion is excellent but in my personal case I have not got the finance to

			consider installation
Same as before	35 to 54	Freehold	I've no interest to change, I'm currently happy with it plus I do not know or have any knowledge with the solar energy system you have been marketing to me.
Same as before	35 to 54	Freehold	Just got some much to things to think about now
Same as before	55 to 64	Freehold	Don't want any disruption and don't have much finance
Same as before	35 to 54	Freehold	Because I think I was over estimating, government need to pay more towards it, or the price has to come down.
Same as before	35 to 54	Freehold	For the capital cost involved and amount of energy you use, so its cheaper with the method I use so will wait until it is cheaper
Same as before	35 to 54	Freehold	Cheapest and best buy, I am definitely installing one, need to make resources last longer.
Same as before	25 to 34	Share of freehold	Because I knew that solar system was good it is the only thing I would I've thought about? And also cost too high.
Same as before	55 to 64	Freehold	Because its an economic option and its unsightly and doesn't look good on my roof
Same as before	35 to 54	Leasehold	Because it think it's quite costly, great there is grant still sceptic about the functionality of all the systems. not to mention really expensive
Same as before	35 to 54	Freehold	Other priorities in my life and will be buying another property
Same as before	55 to 64	Freehold	We are set in your ways and don't want to change them. You don't know if these things work, and I've seen a lot of cowboys try to do them and if done properly its great but it's got to be done properly. It's just the construction - there's just too much disruption. There are rules and standards to comply.
Same as before	35 to 54	Freehold	I can't really answer your question. You can't image what it would be like if you have not had anything like that before.
Same as before	35 to 54	Freehold	Basically because you can't rely on it 100%, you still have to have the normal services, and I would not like these things stuck on my pitched roof, you've got two sets of bills to pay really.
Same as before	25 to 34	Freehold	We have an understanding of the benefits of renewable energy that does not change our real opinion of it.
Same as before	55 to 64	Freehold	Its too expensive, can't afford it.
Same as before	35 to 54	Freehold	I think at the moment the cost is prohibited for the amount energy you t from it
Same as before	65 plus	Freehold	Unlikely because of my area, not the right climate

Same as before	65 plus	Freehold	Because at my age I'm not exploiting I'm sitting life enjoying what I got and waiting till I die
Same as before	35 to 54	Freehold	Cost factor, grant availability, installation cost, what return I would get when comparing normal energy with solar energy.
Same as before	35 to 54	Freehold	I just have not got the money to consider it.
Same as before	35 to 54	Freehold	I would consider it if the price is right. If I spend 15,000 what do I get out of it? And I have to ask if I'm going to live here and if it's going to be an eyesore when the construction is taking place.
Same as before	55 to 64	Leasehold	Because the pay back period is not enough to pay back the expenditure
Same as before	65 plus	Freehold	I don't want the hassle at this age, happy with what I have got.
Same as before	35 to 54	Freehold	It's the cost of putting it up and used in it. I don't like the look of the panels.
Same as before	35 to 54	Leasehold	You don't recoup your money, not a good investment
Same as before	35 to 54	Share of freehold	It's the cost of it.
Same as before	65 plus	Freehold	Age and the area that I live in, when you are in retirement you have to consider costs, I think that its a marvellous idea but all houses should be built with it to make it easier.
Same as before	65 plus	Freehold	Cannot afford it.
Same as before	35 to 54	Freehold	Like I said I wouldn't have the money to do it
Same as before	35 to 54	Freehold	Cost wise most of this thing its environmental friendly, more expensive really price wise should be made more affordable
Same as before	65 plus	Freehold	I don't think it would give us any gain. I don't want it done.
Same as before	55 to 64	Leasehold	Because my opinion haven't change.
Same as before	35 to 54	Leasehold	Because the amount of electricity and heating cost I already incur would not become more efficient or less after the installation of a new system
Same as before	55 to 64	Freehold	Because I can't afford it. I would like to research them for doing anything about it. I research the restructuring, installation, even when it comes to buying a fridge...
Same as before	35 to 54	Leasehold	I'm aware of it now but don't think id use it until I saw other people using it, I'll go with everyone else and say I don't like change.
Same as before	35 to 54	Leasehold	Because there are 3 flats in the house and there would be complications getting it organised, it would be expensive even though there are grants.

Same as before	55 to 64	Freehold	Probable because it sounds too expensive, and there's a possibility you may not get the grant from the council.
Same as before	55 to 64	Freehold	Moving
Same as before	35 to 54	Freehold	Just because the cost of it makes me know I can't do anything about it and I want too...
Same as before	35 to 54	Freehold	It bound to be good.
Same as before	65 plus	Freehold	Not at all convinced to change because of the costs
Same as before	65 plus	Leasehold	Because I don't know whether the council would agree to it and I don't know how it would affect the price of my home
Same as before	35 to 54	Freehold	Because I have to know more about it, cheaper than I thought.
Same as before	65 plus	Freehold	Because I cant have it on my roof,
Same as before	35 to 54	Freehold	I do not have enough money and I make do with what I have.
Same as before	35 to 54	Freehold	It's not something that I'm really interested in, at the moment, I've got enough expenses, and it's not something that's necessary at the moment.
Same as before	35 to 54	Leasehold	We are not allowed to build on our roof so it is not worth while
Same as before	35 to 54	Freehold	Claims are not realistic; typical efficiency is not as much; too much maintenance cost
Same as before	35 to 54	Freehold	Because my situation is changing, I haven't got time or money, where I'm moving we've just have put in a gas central heating system because it is easy and cheap. I haven't changed my mind because it doesn't fit in with my circumstances in this present time, I can't afford to rip out what I have just fitted. I may change my mind in 10 years
Same as before	35 to 54	Freehold	I need more information. I don't have enough information about the cost and the regulations.
Same as before	35 to 54	Freehold	Other sources might bust in the future so it is always a good idea to keep your options open
Same as before	65 plus	Freehold	It is mainly cost of installation. I am quite old and wonder if I will live to see the returns.
Same as before	65 plus	Freehold	Because of my age, don't want any significant change in structure on my property
Same as before	35 to 54	Freehold	Its out of my hands, it's down to my husband.
Same as before	65 plus	Freehold	I don't have the money to spend on it.
Same as before	55 to 64	Leasehold	Because of the fact that we cannot install anything on our roof. We are governed by the management company.
Same as before	35 to 54	Freehold	The cost, only way I could fit it in if it was free, its something I never thought of because I cant afford it

Same as before	25 to 34	Freehold	I don't have the resources(the Money)	I don't feel I need it
Same as before	35 to 54	Freehold	I haven't thought about it, other things to be done in and around the house before considering renewal energy,	
Same as before	55 to 64	Freehold	Because of our age. Too much hassle.	
Same as before	35 to 54	Freehold	Because of the cost implications. I would want to know more about it before applying for it.	
Same as before	65 plus	Freehold	Well its one of the things that are not top of the priority least because I'm a pensioner, it's the cost isn't it really-the pension won't run for it.	
Same as before	55 to 64	Share of freehold	Physically impossible to install in our area	
Same as before	35 to 54	Freehold	If there were any financial incentives towards it.	
Same as before	55 to 64	Freehold	Because I wouldn't install one, unless it was free. Sun can't be guaranteed and then you'll have to revert back to your original supplier	
Same as before	35 to 54	Freehold	Everything is good idea is good but the expenses is too much	
Same as before	65 plus	Freehold	I'm moving in with my daughter and I'm not interested,	
Same as before	55 to 64	Freehold	Because we are thinking of moving, I don't really want to do anything about it and also because my husband deals with it all and I leave it all to him	
Same as before	25 to 34	Leasehold	I don't have a roof therefore can't put them in, current supplier is electricity only and don't know weather they work with renewable supplier and too expensive.	
Same as before	25 to 34	Freehold	There is no sun in this country. And moreover I don't think I have the kind of money to spend on things like this.	
Same as before	35 to 54	Leasehold	Something I have heard of but thought of implementing	
Same as before	55 to 64	Freehold	Not sure what to do. Need leaflets. Discuss with family and see if we can afford it.	
Same as before	65 plus	Freehold	Don't know nothing about it	
Same as before	65 plus	Freehold	Because I have the only one I can possibly need which will benefit me...sounds too deer for the returns you get 30% is quite low	
Same as before	35 to 54	Leasehold	Because I live in a block of flats.	
Same as before	65 plus	Freehold	I might be moving to a one bedroom or a maisonette, so it would not be applicable really.	
Same as before	55 to 64	Freehold	All I have heard is what you have told me on the phone, that's all I know.	
Same as before	65 plus	Leasehold	To be honest we are from the old generation and are used to living how we are. We are not	

			using all these new things it for toady's generation. We got central heating and as long as we are warm that all we care about.
Same as before	35 to 54	Freehold	Well like I said before I have never considered it so I'm not really looking into anything like that, not at the moment anyway
Same as before	55 to 64	Freehold	Because I am happy with what I have got we have wind turbines anyway.
Same as before	55 to 64	Freehold	Were living on a retirement pension, therefore there's not much point, when you get to our age you don't want to much change, and were economical with what we have now anyway.
Same as before	65 plus	Freehold	We haven't really had a good think about it.
Same as before	65 plus	Freehold	Because when you are largely ignorant over the costs, efficiency and worked about solar energy or green energy it would be stupid to make a guess. I know very little about physics of solar cells and therefore things I know about I am willing to give an opinion about but not when I am largely ignorant. Over the efficiency and economics of solar energy it would be stupid to make a guess
Same as before	35 to 54	Freehold	Due to installation costs and savings, I do not think the weather and it is practical. Is it worth it?
Same as before	65 plus	Freehold	Still not convinced about the costs and benefits of installing renewal energy and about the maintenance,
Same as before	35 to 54	Leasehold	Cost.
Same as before	55 to 64	Freehold	Because none are suitable for my property.
Same as before	65 plus	Freehold	Because I know that I haven't got the money to install it
Same as before	65 plus	Freehold	I say same as before because the grant is not that big, the disruption and the initial cost is inhibiting and I'm not convinced that if it changes the appearance of the house, it would not be a selling point and I need to add to that , that it may well need more maintenance than an ordinary roof.
Same as before	55 to 64	Freehold	I still think it is a good idea but even with the government grant you still need to find the other half of the money.
Same as before	65 plus	Freehold	Do not know much about it ,in order to change my mind
Same as before	65 plus	Other	Because I need to know about it.
Same as before	35 to 54	Leasehold	Cost more than anything, government should give more money.
Same as before	65 plus	Freehold	I just don't want it,

Same as before	65 plus	Freehold	I haven't had time to think about it
Same as before	55 to 64	Freehold	The reason why I say same as before, I'll agree with all these energy saving things, but it's all down to the cost. I've got other priorities; I've got a mortgage to pay.
Same as before	65 plus	Freehold	Well because I think it's desirable but may not be possible
Same as before	16 to 24	Don't know	I do not see it getting any advertising to make people aware of the benefits of it and that it exists.
Same as before	65 plus	Freehold	My husband and I are an elderly couple, and the cost of these sources is not in our reach1
Same as before	25 to 34	Freehold	Don't know what the stuff is, need more information then maybe consider it,
Same as before	65 plus	Don't know	Because at the moment I have to gets a new boiler for my central heating system. I also need to get double glazing. Those are the things that need doing.
Same as before	65 plus	Freehold	Our situation is the money flow will not take on any commitments
Same as before	55 to 64	Freehold	Because of the cost, I thought of solar power before but I haven't gone into it because of the cost
Same as before	55 to 64	Freehold	We're fine how we are, don't know anything about it.
Same as before	35 to 54	Don't know	I just want to pay the expenses so only 30% wont be sufficient to have to keep what u 100%
Same as before	55 to 64	Freehold	Because I still don't know an awful lot about it.
Same as before	35 to 54	Leasehold	Without seeing them in use they are no use to me.
Same as before	35 to 54	Freehold	Because it is going to cost me quite a lot of money.

Appendix C: The questionnaire

91502 Renewables Survey 2004

Questionnaire final version

Introduction

Good afternoon/ evening.

Hello, my name is.... and I'm calling from ORC International, a market research company. We are conducting a short survey on behalf of the London Assembly about energy use in the home. It will take around 10 minutes. The results will help inform the work of the London Assembly's Environment Committee.

Your response will be treated in the strictest confidence and no information that could identify you will be passed on to a third party. This call may be monitored as part of our quality control procedures.

Screening

- 1 Do you own your home?

Yes	1	Route
No.....	2	Thank & Close
Don't know	99	Thank & Close

- 2 How much, if at all, would you say you know about the following types of renewable energy for the home?

SET SCALE

Scale: 1 a great deal; 2 a fair amount; 3 a little; 4 heard of but know nothing about; 5 never heard of it; 99 Don't know

Solar water heating	1	Route
Solar cells (electricity generation)	2	
Micro-wind turbines.....	3	
Green tariffs for electricity	4	

- 3 Overall, what is your opinion of renewable energy, is it ...?

READ OUT SCALE

Very good idea.....	1	Route
Fairly good idea	2	
Neither good nor bad	3	
Fairly bad idea	4	
Very bad idea.....	5	
Don't know	99	

- 4 How likely are you to consider installing the following forms of the renewable energy on your roof?

PROMPT IF NECESSARY: LEAVING ASIDE ANY POSSIBLE PROBLEMS WITH FREEHOLD OR ACCESS TO YOUR ROOF

SET SCALE

1 very likely; 2 fairly likely; 3 not very likely; 4 not at all likely; 99 don't know

Solar water heating	1	Route
Solar cells (electivity generation)	2	
Micro-wind turbines.....	3	

- 5 What do you think would discourage you from installing one of these types of renewable energy on your roof?

DO NOT READ OUT, MULTICODE, PROBE FULLY

Too expensive	1	Route
Rather spend money on other things	2	
Don't have freehold / no access to roof / garden / loft etc.....	3	
Practical difficulties with roof.....	4	
Unsure whether it would work / lack of confidence in technology	5	
Unaware of benefits	6	
How it would look / aesthetics.....	7	
Need for planning permission	8	
Hassle of doing it	9	
Disruption / mess of building work	10	
Lack of knowledge / information	11	
Worries about resale value of the home.....	12	
Maintenance issues	13	
Fear of cowboy builders / salesmen	14	
Finding an installer / builder	15	
Other (please specify)	29	
Don't know	99	

6 What might motivate you to install one of these types of renewable energy?

DO NOT READ OUT, MULTICODE, PROBE FULLY
 IF STRUGGLING FOR RESPONSE: WHAT ABOUT FINANCIAL INCENTIVES? WHAT FORM WOULD THEY TAKE? WHAT ABOUT MORE INFORMATION? WHAT TYPES OF INFORMATION OR ADVICE?

Grants	1	Route
Loans	2	
Lower stamp duty.....	3	
Concern for the environment	4	
Lower council tax	5	
More general information / knowledge	6	
More technical information (products, systems etc.)	7	
Personal advice	8	
Free assessment / audit	9	
Help finding an installer /builder.....	10	
Nothing.....	11	
Other (please specify)	29	
Don't know	99	

7 Do you have a green tariff for your electricity?

PROMPT IF NECESSARY, A GREEN TARIFF IS WHERE THE SUPPLIER MATCHES ALL, OR A PERCENTAGE, OF THE ENERGY YOU USE WITH ELECTRICITY FROM A RENEWABLE SOURCE, OR YOU PAY A PREMIUM, AND THE ENERGY SUPPLIER INVESTS IT IN NEW RENEWABLE ENERGY DEVELOPMENTS - SOME MATCH THE PREMIUM THEMSELVES.

Yes.....	1	Route
No.....	2	
Don't know	99	

8 Prior to this survey, did you know that you can apply for grants from central government and some local authorities to set-up renewable energy systems

Yes	1	Route
No.....	2	
Don't know	99	

9 Did you know that there are energy advice centres for more information?

NOTE: IF ANYONE IS INTERESTED A NUMBER TO CALL FOR MORE INFORMATION IS 0845 677 3333

Yes	1	Route
No.....	2	
Don't know	99	

- 10 How much do you think it costs to install solar water heating for an average home (say a 3 bedroom home), is it...?

READ OUT

Under £1,000
 £2,000
 £5,000
 £10,000
 £15,000
 More than £15,000
 Don't know

	Route
1	
2	
3	
4	
5	
6	
99	

A TYPICAL SYSTEM COSTS BETWEEN £2,000 AND £2,500

- 11 How much in a grant between 0 and £2,000 do you think you can receive from the government for solar water heating, is it ...?

Type in number (restricted field)
 Don't know

	Route
1	
99	

THE ANSWER IS £400

- 12 What percentage of annual hot water needs do you think an average solar water system provides, do you think it provides ...?

READ OUT

10%
 25%
 50%
 75%
 100%
 Don't know

	Route
1	
2	
3	
4	
5	
99	

THE ANSWER IS AROUND 50%

- 13 How much do you think it costs to install solar systems for electricity generation for a typical 3 bed house?

DO NOT READ OUT

Under £1,000
 £1,001 to £3,000
 £3,001 to £5,000
 £5,001 to £7,500
 £7,501 to £10,000
 £10,001 to £15,000
 £15,001 to £25,000
 More than £25,000
 Don't know

	Route
1	
2	
3	
4	
5	
6	
7	
8	
99	

SYSTEMS START FROM AROUND £5,000, WITH £8,000 TO £15,000 MORE TYPICAL.

- 14 What do you think is the maximum proportion of the cost you can apply for from the government? Is it ...?

READ OUT

10%.....
 25%.....
 50%.....
 75%.....
 100%.....
 Don't know

	Route
1	
2	
3	
4	
5	
99	

IT IS 50%

- 15 What percentage of annual electricity needs do you think an average system provides, is it...?

READ OUT

10%.....
 25%.....
 50%.....
 75%.....
 100%.....
 Don't know

	Route
1	
2	
3	
4	
5	
99	

THE ANSWER IS AROUND 30%

- 16 Do you live a listed building or a conservation area?

Yes.....
 No.....
 Don't know

	Route
1	
2	
99	

- 17 Do you think you do or don't need official planning permission to install a system on your roof?

DO NOT READ OUT

Do need planning permission
 Don't need planning permission
 Don't know

	Route
1	
2	
99	

YOU ONLY NEED PLANNING PERMISSION IN RARE CASES OR IF IN A LISTED BUILDING OR CONSERVATION AREA

- 18** Based on what you've heard, has this made you more likely to consider renewable energy options, less likely, or do you feel the same as before?

DO NOT READ OUT

More likely	1	Route
Less likely	2	
Same as before.....	3	
Don't know	99	

- 19** Why do you say this?

PROBE FULLY: WHAT HAS CHANGED YOUR MIND? IS ONE TYPE OF SYSTEM MORE ATTRACTIVE THAN ANOTHER? WHY HAVEN'T YOU CHANGED YOUR MIND?

Please type in	1	Route
Don't know	99	

NOW I JUST HAVE A FEW BACKGROUND QUESTIONS

- 20** To which of the following age groups do you belong?

READ OUT

16 to 24	1	Route
25 to 34	2	
35 to 54	3	
55 to 64	4	
65 and over	5	

- 21** Which of the following describes your home?

READ OUT

Detached.....	1	Route
Semi-detached.....	2	
Terraced.....	3	
Flat	4	
Other (please specify).....	5	
Don't know	99	

- 22** Do you have the freehold, share of freehold or leasehold for your home?

Freehold.....	1	Route
Share of freehold	2	
Leasehold	3	
Other (please specify)	29	
Don't know	99	

- 23** Do you have any children (under 16) living at home?

Yes.....	1	Route
No.....	2	

Don't know

99	
----	--

24 In order for us to check we have contacted a representative group of people, could you please indicate your ethnic origin, is it?

READ OUT, SINGLE CODE

White British.....
 White (other).....
 Asian or Asian British.....
 Black or Black British.....
 Chinese.....
 Other.....
 Refused.....

	Route
1	
2	
3	
4	
5	
29	
30	

25 What are / were the occupations of the income earners in your household? What is / was their job title? What industry do / did they work in? Are / Were they responsible for any staff? If so, how many?

Write in.....

1	Route
---	--------------

 Don't know

99	
----	--

THANK & CLOSE

Should you want to contact the MRS (the Market Research Society) to verify that ORC International comply with the code of conduct, please freephone 0500 396999 and ask for freephone MRS. You can also contact Gavin Ellison, the researcher for this project on 020 7675 1037.

26 For coding purposes only

A
 B
 C1
 C2
 D
 E

	Route
1	
2	
3	
4	
5	
6	

27 Please record the gender of the respondent

Male

1	Route
---	--------------

 Female

2	
---	--