

**WARM PLAN PHASE 4 TELEPHONE QUESTIONNAIRE – April/May 2008**

Respondent's Name..... Phone No.....

Sample: Get HelpCo Reports  Got Smart Meter only

Interviewer..... Date..... Length.....

**Introduction**

Hello, my name is ..... and I am calling from Avalon Research about your Warm Plan Smart Meter. I believe you are taking part in a pilot project to test Smart Meters from HelpCo. (ADD: You may have kindly completed a postal questionnaire last year, and this is a follow-up to that survey to see how you are getting on now.) May I talk to you for a few minutes now, or would you like to suggest a better time for me to call back?

Call-back Appointment: Day..... Time.....

Thank you for taking part in this Research Project. Your details will be held in confidence (as required by the Market Research Society's Code of Conduct) and not passed on to anyone else outside this project nor used for any selling purposes

**Meter installations**

- Q1. In which month was your new Smart Meter installed?
- Nov 2006 or earlier
  - Dec 2006
  - Jan 2007
  - Feb 2007
  - Mar 2007
  - April 2007
  - May 2007 or later
  - Don't remember

- Q2. Where in your home is the Smart Meter display unit installed?
- Kitchen
  - Hallway/corridor
  - Cellar
  - Under stairs
  - Other room (Which?).....

- Q3. And is the Smart Meter display unit easily visible, or in a cupboard?
- Visible
  - In a cupboard
  - Other (please explain).....

- Q4a. How happy or unhappy are you with this location for your Smart Meter display unit? (READ OUT)
- Very happy
  - Quite happy
  - Neither happy nor unhappy
  - Rather unhappy
  - Very unhappy

Q4b. Why do you feel that way about where your Smart Meter display unit is sited?  
.....

- Q5. Is there anywhere else you would rather have had your Smart Meter display fitted?
- No
  - Yes – in kitchen
  - Yes – in hall/corridor
  - Yes, elsewhere (Where?).....
  - Yes – in a cupboard
  - Yes – not in a cupboard

Q6a. Where in your home are your *main* gas and electricity meters installed?

	<u>Gas Meter</u>	<u>Electricity Meter</u>
Kitchen	<input type="checkbox"/>	<input type="checkbox"/>
Hallway/corridor	<input type="checkbox"/>	<input type="checkbox"/>
Cellar	<input type="checkbox"/>	<input type="checkbox"/>
Under stairs	<input type="checkbox"/>	<input type="checkbox"/>
Other room (which?).....	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

Q6b. And are your *main* gas and electricity meters visible or in a cupboard?

	<u>Gas Meter</u>	<u>Electricity Meter</u>
Visible	<input type="checkbox"/>	<input type="checkbox"/>
In cupboard	<input type="checkbox"/>	<input type="checkbox"/>
Other (please explain).....	<input type="checkbox"/>	<input type="checkbox"/>

**Advantages of Smart Meters**

Q7. Which factors encouraged you to agree to try a Smart Meter in your home? (READ OUT)

Q8. And which *one of these* was the most important in encouraging you to try a Smart Meter?

	Q7. <u>Encouraged</u> <u>trial</u>	Q8. <u>Most</u> <u>important</u>
Read remotely/no need for meter readers to call	<input type="checkbox"/>	<input type="checkbox"/>
Accurate readings/no more estimated bills	<input type="checkbox"/>	<input type="checkbox"/>
Could use meter to monitor energy consumption	<input type="checkbox"/>	<input type="checkbox"/>
It could help you cut your energy bills	<input type="checkbox"/>	<input type="checkbox"/>
It was something new/a trial of new meter	<input type="checkbox"/>	<input type="checkbox"/>
It was free of charge	<input type="checkbox"/>	<input type="checkbox"/>
It came with free, energy saving measures	<input type="checkbox"/>	<input type="checkbox"/>
You would get free energy saving reports/advice	<input type="checkbox"/>	<input type="checkbox"/>
Others (write in).....	<input type="checkbox"/>	<input type="checkbox"/>
Don't remember	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	<input type="checkbox"/>

**Free energy saving measures**

Q9. Did the surveyor or the installer give you any of these free energy saving measures? (READ OUT)

Q10a. Have you used any of these free energy saving measures yet?

	Q9. <u>Measures given</u>	Q10. <u>Measures used</u>
No – none	<input type="checkbox"/>	<input type="checkbox"/>
Electric kettle	<input type="checkbox"/>	<input type="checkbox"/>
Energy saving bulbs	<input type="checkbox"/>	<input type="checkbox"/>
Reflective radiator panels	<input type="checkbox"/>	<input type="checkbox"/>
Others (what?).....	<input type="checkbox"/>	<input type="checkbox"/>
Don't remember	<input type="checkbox"/>	<input type="checkbox"/>

ASK Q10b IF SOME “not used”: Q10b: Why haven't you used the free.....?

.....

**Your meter readings**

Q11. *Before you had your new Smart meter installed, how often would you yourself read your old gas or electricity meters? (READ OUT)*

Q12. *Now that you have a Smart Meter, how often do you read it nowadays for each fuel? (READ OUT)*

	<i>Q11. Read OLD meters for:</i>		<i>Q12. Read NEW SMART meter for:</i>	
	<u>Gas</u>	<u>Electricity</u>	<u>Gas</u>	<u>Electricity</u>
Never	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Only when <i>estimated</i> bills come/ if you miss the meter reader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Every quarter/every 3 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than once a quarter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
About once a month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
About once a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More often than once a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13. Which (if any) of the following types of information have you read *on your new Smart Meter*?  
READ OUT:

	<u>For Gas</u>	<u>For Electricity</u>
Current energy consumption	<input type="checkbox"/>	<input type="checkbox"/>
Current cost of energy consumption	<input type="checkbox"/>	<input type="checkbox"/>
Previous day's consumption	<input type="checkbox"/>	<input type="checkbox"/>
Previous week's consumption	<input type="checkbox"/>	<input type="checkbox"/>
Previous month's consumption	<input type="checkbox"/>	<input type="checkbox"/>
Total energy consumption	<input type="checkbox"/>	<input type="checkbox"/>
Price per unit (Rate Data)	<input type="checkbox"/>	<input type="checkbox"/>
Others.....	<input type="checkbox"/>	<input type="checkbox"/>
None of these	<input type="checkbox"/>	<input type="checkbox"/>

Q14a. How easy or difficult do you find it to use your new Smart Meter display unit? (READ OUT)

- Very easy
- Quite easy
- Neither easy nor difficult
- Quite difficult
- Very difficult
- Don't know/not tried to use it yet

IF "Quite Difficult" OR "Very Difficult" : Q14b. In what way do you find it difficult to use?

.....  
 .....

(OMIT Q15 IF SM LOOKED AT "more than once a week" AT Q12)

Q15. Why don't you read your new Smart Meter display more frequently than you do at present to find out how much gas and electricity you are using?

- Don't know how to/it was never explained to me
- Too complicated/difficult to use
- Don't see any point using it more than I do
- Find the *User Guide* hard to follow
- Smart Meter is hard to access/in cupboard/in cellar/under stairs
- Other reasons (write in).....
- No particular reason
- Don't know

Q16a. Have you read your *Smart Meter User Guide*? Yes   
 No   
 Never received one   
 IF "never received one" GO TO Q18c

IF "Yes": Q16b. How easy to understand did you find your *Smart Meter User Guide*?  
 Very easy   
 Quite easy   
 Neither easy nor difficult   
 Quite difficult   
 Very difficult

IF "Not read User Guide": Q16c. Why have you not read your *Smart Meter User Guide* yet?  
 .....

Q17a. Have you still got your *Smart Meter User Guide*? Yes   
 No   
 Don't know   
 Never had a *User Guide*

IF "Yes": Q17b. Where do you keep your *Smart Meter User Guide* now? In kitchen   
 In Living Room   
 By the Smart Meter   
 Elsewhere (where?).....   
 Don't know where it is

Q18a. Do you think you will look at your *Smart Meter User Guide* again in future? Yes   
 No   
 Might do if I have time   
 Don't know

IF "No": Q18b. Why don't you think you will look at your *Smart Meter User Guide* again?  
 .....

Q18c. Have you received a simpler Laminated Card which tells you how to use your Smart Meter?  
 Yes   
 No   
 Don't know

IF "Yes": Q18d. Do you still have this Laminated Card which tells you how to use your Smart Meter?  
 Yes   
 No   
 Don't know

**Learning from your Smart Meter**

Q19. Has anything you have learned *from your Smart Meter* helped you in any of the following ways? (READ OUT IN TURN)

	<u>YES</u>	<u>NO</u>	<u>DK</u>
Has it helped you change your behaviour to save energy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has it helped you control your heating better?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has it helped you control your hot water better?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has it encouraged you to not leave appliances on stand-by?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has it encouraged you to use more energy saving light bulbs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has it encouraged you to turn off lights not needed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has it helped you to get more accurate fuel bills?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has it helped you to get lower fuel bills?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has it encouraged you to install other energy saving measures (what?).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has it helped you in other ways (what?).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(DON'T READ OUT) No – not helped in any ways like this			<input type="checkbox"/>

**Information from HelpCo (ASK ONLY IF ALSO GET REPORTS – OTHERS GO TO Q28a)**

Q20. Which (if any) of the following types of printed information have you received from HelpCo since your new Smart Meter was installed? (READ OUT)

- Postcards (monthly)
- Warning Postcards (alerting you to a problem)
- Paper (Quarterly) Reports
- Other (write in).....
- None

IF “None” GO TO Q28a.

Q21. Since your Smart Meter was installed, have you received any advice or information over the telephone, or through a home visit, from HelpCo?

- Yes – over the telephone
- Yes – in a Home Visit
- Neither
- Don’t remember

Q22a. Have you followed any of the advice provided by HelpCo by doing any of the following things? (READ OUT IN TURN)

- Setting programmer to turn off heating when not needed
- Setting programmer to turn off hot water when not needed
- Turning off appliances at night (not leaving on stand-by)
- Fitting low energy bulbs in more lights
- Turning off lights not needed
- Any other advice followed? (write in).....
- No – none of HelpCo’s advice followed
- Don’t remember

IF “No advice followed”: Q22b. Why have you not followed any of HelpCo’s advice?

.....

Q23a. How useful have you found the information you have been sent by HelpCo? (READ OUT)

- Very useful
- Quite useful
- Not very useful
- Not at all useful
- Don’t know/not read it

Q23b. Why is that?

.....

Q24. In the HelpCo information sent to you they wrote about “Targets” for your home’s energy consumption: how useful did you find these “Targets”? (READ OUT)

- Very useful
- Quite useful
- Not very useful
- Not at all useful
- Did not notice them (DON’T READ OUT)
- No Targets were given (DON’T READ OUT)

Q25. These “Targets” for your home’s energy consumption can be set in one or more ways. In which of the following ways would you like to see these “Targets” set? (You may choose more than one) READ OUT FIRST THREE ONLY:

- By comparison with your previous year’s energy consumption
- By comparison with similar homes nearby
- By calculating a target based on your home’s age/type/insulation etc
- Don’t know/no preference

- Q26. When Targets are set by HelpCo, in what terms (units) would you like them to be set? (READ OUT):
- £ spent on energy
  - kWh (kilowatt hours) of energy used
  - Kgs (Kilograms) of CO<sub>2</sub> emissions
  - Some other units (what?).....
  - Don't know/no preference

- Q27. HelpCo could provide you with more help to save energy in the following ways: which (if any) of these forms of help would you like to receive in future? READ OUT:
- More advice and information over the telephone
  - An energy adviser to visit your home and give advice
  - Information on any grants or subsidy schemes
  - Energy efficiency improvements arranged for you by HelpCo
  - Advice and information on a HelpCo website
  - Any other ideas? (write in).....
  - None of these

**Fuel bills since the Smart Meter was installed**

- Q28a. Since you have had your Smart Meter, do you feel that your fuel bills are lower than this time two years ago, about the same, or higher?
- Lower than this time two years ago
  - About the same
  - Higher than this time last year
  - Don't know

IF "Higher" OR "Lower": Q28b. Why do you think this is?

.....

Q28c. How much lower or higher are your fuel bills now compared to two years ago?

.....

- Q29a. Since you have had your Smart Meter have EDF Energy stopped sending a meter reader, or is someone still calling to read it?
- Meter reader has now stopped calling
  - Meter reader still calls now
  - Don't know yet/too early to tell

IF "Meter reader still calls": Q29b. How do you feel about that?

.....

- Q30. Since you have had your Smart Meter do you feel your gas and electricity bills are now more accurate, less accurate, or about the same as they were before?
- More accurate now
  - Less accurate now
  - About the same as before
  - Don't know/too early to tell

- Q31. Was the last bill you received an *Actual* or an *Estimated* bill?
- Actual
  - Estimated
  - Don't know

- Q32. How do you pay for your gas and electricity nowadays?
- |                              | <u>Gas</u>               | <u>Electricity</u>       |
|------------------------------|--------------------------|--------------------------|
| On receipt of Quarterly Bill | <input type="checkbox"/> | <input type="checkbox"/> |
| By monthly Direct Debit      | <input type="checkbox"/> | <input type="checkbox"/> |
| Other ways (write in).....   | <input type="checkbox"/> | <input type="checkbox"/> |

**Overall views on the Smart Meter**

- Q33a. Taking everything into account, how likely are you to recommend these Smart Meters to a friend? (READ OUT)
- Very likely
  - Quite likely
  - Not very likely
  - Very unlikely
  - Don't know

Q33b. Why do you feel that way?

.....

Q34. What do you *like most* about your new Smart Meter?

.....

.....

Q35. What do you *dislike most* about your new Smart Meter?

.....

.....

Q36. Do you have any other comments about your Smart Meter, the advice provided by HelpCo, or any other aspects of this trial?

.....

.....

Q37. Finally could you please tell me whether you (READ OUT)....

- Own your own home outright
- Are buying it on a mortgage
- Rent it from a Housing Association
- Rent it from a private landlord
- Or rent it from the Council
- Other (state).....
- Don't know/refused/no answer

**Thank you very much for your help. This project is being conducted on behalf of Ofgem. Your answers are held in confidence and will not be used for any purposes other than this research.**

**AVALON TO TRANSFER CLASSIFICATION DATA FROM HELPCO FILES**

- Q38. Built Form of Home
- Detached (inc. Bungalow)
  - Semi-detached
  - Mid-Terrace
  - End of Terrace
  - Flat (unexposed)
  - Flat (exposed roof)
  - Other (state).....

- Q39. Property Age
- 01 (Pre 1900)
  - 02 (1900-1929)
  - 03 (1930-1949)
  - 04 (1950-1965)
  - 05 (1966-1976)
  - 06 (1977-1981)
  - 07 (1982-1990)
  - 08 (1991-1994)
  - 09 (post 1995)
  - Other.....

Q40.	Number of Storeys	1	<input type="checkbox"/>
		2	<input type="checkbox"/>
		3	<input type="checkbox"/>
		4	<input type="checkbox"/>
		5+	<input type="checkbox"/>
		Other.....	<input type="checkbox"/>
Q41.	Number of Bedrooms	1	<input type="checkbox"/>
		2	<input type="checkbox"/>
		3	<input type="checkbox"/>
		4	<input type="checkbox"/>
		5	<input type="checkbox"/>
		6	<input type="checkbox"/>
		7	<input type="checkbox"/>
		8 or more Not stated	<input type="checkbox"/>
Q42.	Total Number of People in Household	1	<input type="checkbox"/>
		2	<input type="checkbox"/>
		3	<input type="checkbox"/>
		4	<input type="checkbox"/>
		5	<input type="checkbox"/>
		6	<input type="checkbox"/>
		7	<input type="checkbox"/>
		8	<input type="checkbox"/>
		9	<input type="checkbox"/>
		10 or more Not stated	<input type="checkbox"/>
Q43.	Heating System	Condensing Gas Boiler	<input type="checkbox"/>
		New Gas Boiler	<input type="checkbox"/>
		Old Gas Boiler	<input type="checkbox"/>
		Gas Warm Air	<input type="checkbox"/>
		Electric Fires	<input type="checkbox"/>
		Non-metered system	<input type="checkbox"/>
		Others.....	<input type="checkbox"/>
Q44.	Number of Adults in Household	1	<input type="checkbox"/>
		2	<input type="checkbox"/>
		3	<input type="checkbox"/>
		4	<input type="checkbox"/>
		5	<input type="checkbox"/>
		6	<input type="checkbox"/>
		7	<input type="checkbox"/>
		8 or more	<input type="checkbox"/>
Q45.	Number of Dependant Children in Household	None (left blank)	<input type="checkbox"/>
		1	<input type="checkbox"/>
		2	<input type="checkbox"/>
		3	<input type="checkbox"/>
		4	<input type="checkbox"/>
		5	<input type="checkbox"/>
		6	<input type="checkbox"/>
		7	<input type="checkbox"/>
		8 or more Other answer.....	<input type="checkbox"/>
Q46.	Hours Heating ON on Weekdays	.....	
Q47.	Hours Heating ON at Weekends	.....	



- Q48. House Heating
- 1-Whole House heated
  - 2-Part House heated
  - 3-None heated
  - 4-Don't Know
  - Not stated
- Q49. Employment Status
- Employed
  - Self-employed
  - Looking for work
  - Working solely at home
  - Unable to work (due to illness/disability)
  - Retired
  - Other.....
  - Not stated
- Q50. Employment (or former employment if retired).....  
.....
- Q51. Social Grade
- AB
  - C1
  - C2
  - DE
  - Unknown/inadequate information
- Q52. Terminal Education Age
- 14 or earlier
  - 15
  - 16
  - 17
  - 18
  - 19
  - 20
  - 21
  - 22
  - 23
  - 24 or later
  - Not stated
- Q53. Ethnicity – Respondent
- White British/Irish
  - White European
  - Afro-Caribbean
  - African
  - Asian
  - SE Asian (e.g. Chinese/Japanese/Filipino)
  - Mixed race
  - Other.....
  - Not stated
- Q54. Ethnicity – Partner
- White British/Irish
  - White European
  - Afro-Caribbean
  - African
  - Asian
  - SE Asian (e.g. Chinese/Japanese/Filipino)
  - Mixed race
  - Other.....
  - Not stated/No Partner

- Q55. Age
- AA – 24 or under
  - AB – 25-34
  - AC – 35-44
  - AD – 45-54
  - AE – 55-64
  - AF – 65-74
  - AG – 75 or over
  - Not stated/refused
- Q56. Gender of Respondent (check name on questionnaire)
- Male
  - Female
  - Other.....
- Q57. Anyone disabled in Household?
- Yes – TRUE
  - No – FALSE
  - Not stated

NOW ENTER HISTORICAL AND LATEST FUEL CONSUMPTION

- Q58. Historical Average Annual Fuel Consumption (from Spreadsheet)
- kWh Gas .....
  - kWh Electricity .....
- Q59. Latest Annual Fuel Consumption (from HelpCo data)
- kWh Gas .....
  - kWh Electricity .....
- Q60. Reliability of EDF Historical Fuel Consumption data:
- 1. Good (All Firm Readings/over 18 months data)
  - 2. Fair (Some Estimates/Customer readings or only 12 – 17.9 months data)
  - 3. Poor (Less than 12 months data)
  - 4. No Data or Unusable Data
- Q61. Reliability of Latest HelpCo Fuel Consumption data:
- 1. Good (12 months April 2007-March 2008)
  - 2. Fair (Some months missing, but at least 8 months actual data used)
  - 3. Poor (7 or fewer months data)
  - 4. No Data or Unusable Data