

**Microgeneration: Survey of Early Adopters (JN572167)****Q1 - How long will it take for your low carbon energy system to pay for itself?****Base : All respondents**

|                                  | Sample Type |           | Tenure (Domestic) |           |      | Tenure (Community) |          | Region    |          |           |           |
|----------------------------------|-------------|-----------|-------------------|-----------|------|--------------------|----------|-----------|----------|-----------|-----------|
|                                  | Total       | Domestic  | Community         | Own       | Rent | Land lord          | Rent     | Own       | North    | Mid lands | South     |
| Base                             | 110         | 80        | 30                | 80        | -    | -                  | 5        | 24        | 22       | 40        | 48        |
| Less than 5 years                | 17<br>15%   | 12<br>15% | 5<br>17%          | 12<br>15% | -    | -                  | 2<br>40% | 3<br>13%  | 3<br>14% | 3<br>8%   | 11<br>23% |
| 6 to 9 years                     | 13<br>12%   | 8<br>10%  | 5<br>17%          | 8<br>10%  | -    | -                  | 1<br>20% | 4<br>17%  | 5<br>23% | 5<br>13%  | 3<br>6%   |
| 10 years                         | 17<br>15%   | 16<br>20% | 1<br>3%           | 16<br>20% | -    | -                  | -        | 1<br>4%   | 2<br>9%  | 9<br>23%  | 6<br>13%  |
| 11 to 15 years                   | 13<br>12%   | 12<br>15% | 1<br>3%           | 12<br>15% | -    | -                  | 1<br>20% | -         | 3<br>14% | 6<br>15%  | 4<br>8%   |
| 16+ years                        | 18<br>16%   | 13<br>16% | 5<br>17%          | 13<br>16% | -    | -                  | -        | 5<br>21%  | 2<br>9%  | 5<br>13%  | 11<br>23% |
| System will never pay for itself | 3<br>3%     | 3<br>4%   | -                 | 3<br>4%   | -    | -                  | -        | -         | 1<br>5%  | 1<br>3%   | 1<br>2%   |
| Don't know                       | 29<br>26%   | 16<br>20% | 13<br>43%         | 16<br>20% | -    | -                  | 1<br>20% | 11<br>46% | 6<br>27% | 11<br>28% | 12<br>25% |
| Mean                             | 13.17       | 13.41     | 12.29             | 13.41     | -    | -                  | 6.75     | 14.00     | 12.07    | 12.04     | 14.54     |
| Std. Dev                         | 11.44       | 11.66     | 10.91             | 11.66     | -    | -                  | 5.25     | 11.77     | 11.50    | 7.17      | 14.06     |
| Median                           | 9           | 9         | 7                 | 9         | -    | -                  | 6        | 8         | 8        | 9         | 9         |

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|                                  | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|----------------------------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                                  | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base                             | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Less than 5 years                | 17<br>15%              | 2<br>20%                | 1<br>11%     | 2<br>18% | 1<br>6%               | 8<br>17%                | 2<br>17%     | 1<br>20% | 2<br>22%               | 1<br>10%          | 2<br>18%          | 8<br>16%              | 3<br>25%     | 1<br>8%       | -               |
| 6 to 9 years                     | 13<br>12%              | 2<br>20%                | 2<br>22%     | 1<br>9%  | 1<br>6%               | 6<br>13%                | -            | 1<br>20% | 2<br>22%               | 3<br>30%          | -                 | 6<br>12%              | 1<br>8%      | 1<br>8%       | -               |
| 10 years                         | 17<br>15%              | -                       | -            | 1<br>9%  | 1<br>6%               | 11<br>23%               | 3<br>25%     | 1<br>20% | -                      | 1<br>10%          | -                 | 12<br>24%             | 2<br>17%     | 1<br>8%       | 1<br>14%        |
| 11 to 15 years                   | 13<br>12%              | -                       | -            | 1<br>9%  | 4<br>25%              | 7<br>15%                | 1<br>8%      | -        | 1<br>11%               | -                 | -                 | 7<br>14%              | 1<br>8%      | 3<br>25%      | 1<br>14%        |
| 16+ years                        | 18<br>16%              | 3<br>30%                | -            | 2<br>18% | 4<br>25%              | 7<br>15%                | 2<br>17%     | -        | 2<br>22%               | 1<br>10%          | 2<br>18%          | 8<br>16%              | 1<br>8%      | 2<br>17%      | 2<br>29%        |
| System will never pay for itself | 3<br>3%                | -                       | -            | -        | -                     | 1<br>2%                 | 2<br>17%     | -        | -                      | -                 | -                 | 1<br>2%               | 1<br>8%      | 1<br>8%       | -               |
| Don't know                       | 29<br>26%              | 3<br>30%                | 6<br>67%     | 4<br>36% | 5<br>31%              | 7<br>15%                | 2<br>17%     | 2<br>40% | 2<br>22%               | 4<br>40%          | 7<br>64%          | 7<br>14%              | 3<br>25%     | 3<br>25%      | 3<br>43%        |
| Mean                             | 13.17                  | 16.00                   | 6.67         | 11.00    | 17.09                 | 12.46                   | 15.38        | 7.00     | 15.14                  | 8.50              | 13.00             | 12.83                 | 9.25         | 19.38         | 15.75           |
| Std. Dev                         | 11.44                  | 14.05                   | 1.53         | 9.26     | 12.00                 | 11.70                   | 12.92        | 2.65     | 13.95                  | 6.57              | 11.22             | 11.74                 | 5.80         | 16.39         | 5.06            |
| Median                           | 9                      | 7                       | 6            | 8        | 14                    | 9                       | 8            | 6        | 7                      | 8                 | 13                | 9                     | 8            | 14            | 17              |

**Microgeneration: Survey of Early Adopters (JN572167)****Q1 - How long will it take for your low carbon energy system to pay for itself?****Base : All respondents**

|                                     | Actual Cost (Domestic) |                   |                   |                   |                    |                         | Property Type (Domestic) |                           |          |          |
|-------------------------------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|----------|
|                                     | Total                  | £3,000<br>or less | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other    |
| Base                                | 110                    | 18                | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4        |
| Less than 5 years                   | 17<br>15%              | 3<br>17%          | 4<br>20%          | 4<br>24%          | 1<br>10%           | -                       | 8<br>17%                 | 1<br>8%                   | 3<br>20% | -        |
| 6 to 9 years                        | 13<br>12%              | 1<br>6%           | 3<br>15%          | 2<br>12%          | 2<br>20%           | -                       | 4<br>8%                  | 1<br>8%                   | 1<br>7%  | 2<br>50% |
| 10 years                            | 17<br>15%              | 3<br>17%          | 5<br>25%          | 5<br>29%          | 1<br>10%           | 2<br>13%                | 10<br>21%                | 2<br>15%                  | 3<br>20% | 1<br>25% |
| 11 to 15 years                      | 13<br>12%              | 1<br>6%           | 5<br>25%          | 2<br>12%          | 2<br>20%           | 2<br>13%                | 8<br>17%                 | 1<br>8%                   | 2<br>13% | 1<br>25% |
| 16+ years                           | 18<br>16%              | 3<br>17%          | 1<br>5%           | 3<br>18%          | 2<br>20%           | 4<br>27%                | 6<br>13%                 | 4<br>31%                  | 3<br>20% | -        |
| System will never pay<br>for itself | 3<br>3%                | 1<br>6%           | 1<br>5%           | -                 | -                  | 1<br>7%                 | 2<br>4%                  | -                         | 1<br>7%  | -        |
| Don't know                          | 29<br>26%              | 6<br>33%          | 1<br>5%           | 1<br>6%           | 2<br>20%           | 6<br>40%                | 10<br>21%                | 4<br>31%                  | 2<br>13% | -        |
| Mean                                | 13.17                  | 17.27             | 9.89              | 11.00             | 16.13              | 18.13                   | 11.44                    | 25.56                     | 11.58    | 9.25     |
| Std. Dev                            | 11.44                  | 20.68             | 5.04              | 6.09              | 14.61              | 9.89                    | 6.30                     | 24.32                     | 6.39     | 2.22     |
| Median                              | 9                      | 9                 | 9                 | 8                 | 13                 | 17                      | 9                        | 13                        | 9        | 9        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q2 - In general, how do you make decisions about investing in such products?****Base : All respondents**

|  | Total     | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |           | Region    |           |           |
|--|-----------|-------------|-----------|-------------------|------|-----------|--------------------|-----------|-----------|-----------|-----------|
|  |           | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own       | North     | Mid lands | South     |
| Base   | 110       | 80          | 30        | 80                | -    | -         | 5                  | 24        | 22        | 40        | 48        |
| Seek advice from energy efficiency experts (e.g. the Carbon Trust/Energy Saving Trust) | 74<br>67% | 52<br>65%   | 22<br>73% | 52<br>65%         | -    | -         | 4<br>80%           | 17<br>71% | 13<br>59% | 26<br>65% | 35<br>73% |
| Compare quotations from manufacturers/installers                                       | 66<br>60% | 50<br>63%   | 16<br>53% | 50<br>63%         | -    | -         | 4<br>80%           | 12<br>50% | 15<br>68% | 22<br>55% | 29<br>60% |
| Calculate future costs and benefits/savings  | 57<br>52% | 40<br>50%   | 17<br>57% | 40<br>50%         | -    | -         | 4<br>80%           | 13<br>54% | 18<br>82% | 16<br>40% | 23<br>48% |
| View a consultant's report   | 39<br>35% | 24<br>30%   | 15<br>50% | 24<br>30%         | -    | -         | 2<br>40%           | 13<br>54% | 13<br>59% | 11<br>28% | 15<br>31% |
| Other  | 9<br>8%   | 6<br>8%     | 3<br>10%  | 6<br>8%           | -    | -         | 1<br>20%           | 2<br>8%   | 1<br>5%   | 5<br>13%  | 3<br>6%   |
| Personal recommendation / Advice   | 3<br>3%   | 3<br>4%     | -         | 3<br>4%           | -    | -         | -                  | -         | -         | 2<br>5%   | 1<br>2%   |
| Don't know   | 3<br>3%   | 2<br>3%     | 1<br>3%   | 2<br>3%           | -    | -         | -                  | 1<br>4%   | -         | 2<br>5%   | 1<br>2%   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q2 - In general, how do you make decisions about investing in such products?****Base : All respondents**

|  | Total     | Technology (Community)  |              |          | Technology (Domestic) |                         |              |           | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|--|-----------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|-----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|  |           | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other     | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base   | 110       | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5         | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Seek advice from energy efficiency experts (e.g. the Carbon Trust/Energy Saving Trust) | 74<br>67% | 7<br>70%                | 7<br>78%     | 8<br>73% | 10<br>63%             | 31<br>66%               | 6<br>50%     | 5<br>100% | 7<br>78%               | 8<br>80%          | 7<br>64%          | 32<br>65%             | 9<br>75%     | 8<br>67%      | 3<br>43%        |
| Compare quotations from manufacturers/installers                                       | 66<br>60% | 6<br>60%                | 5<br>56%     | 5<br>45% | 11<br>69%             | 29<br>62%               | 6<br>50%     | 4<br>80%  | 6<br>67%               | 3<br>30%          | 7<br>64%          | 30<br>61%             | 6<br>50%     | 10<br>83%     | 4<br>57%        |
| Calculate future costs and benefits/savings  | 57<br>52% | 5<br>50%                | 6<br>67%     | 6<br>55% | 9<br>56%              | 21<br>45%               | 6<br>50%     | 4<br>80%  | 6<br>67%               | 5<br>50%          | 6<br>55%          | 23<br>47%             | 8<br>67%     | 7<br>58%      | 2<br>29%        |
| View a consultant's report   | 39<br>35% | 4<br>40%                | 6<br>67%     | 5<br>45% | 7<br>44%              | 11<br>23%               | 4<br>33%     | 2<br>40%  | 4<br>44%               | 5<br>50%          | 6<br>55%          | 12<br>24%             | 4<br>33%     | 6<br>50%      | 2<br>29%        |
| Other  | 9<br>8%   | 1<br>10%                | -            | 2<br>18% | -                     | 5<br>11%                | 1<br>8%      | -         | 1<br>11%               | 2<br>20%          | -                 | 5<br>10%              | 1<br>8%      | -             | -               |
| Personal recommendation / Advice   | 3<br>3%   | -                       | -            | -        | -                     | 3<br>6%                 | -            | -         | -                      | -                 | -                 | 3<br>6%               | -            | -             | -               |
| Don't know   | 3<br>3%   | -                       | 1<br>11%     | -        | 1<br>6%               | -                       | 1<br>8%      | -         | -                      | -                 | 1<br>9%           | -                     | 1<br>8%      | -             | 1<br>14%        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q2 - In general, how do you make decisions about investing in such products?****Base : All respondents**

|  | Actual Cost (Domestic) |                |               |               |                |                   | Property Type (Domestic) |                     |           |          |
|--|------------------------|----------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|-----------|----------|
|  | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow  | Other    |
| Base   | 110                    | 18             | 20            | 17            | 10             | 15                | 48                       | 13                  | 15        | 4        |
| Seek advice from energy efficiency experts (e.g. the Carbon Trust/Energy Saving Trust) | 74<br>67%              | 11<br>61%      | 12<br>60%     | 12<br>71%     | 8<br>80%       | 9<br>60%          | 28<br>58%                | 9<br>69%            | 13<br>87% | 2<br>50% |
| Compare quotations from manufacturers/installers                                       | 66<br>60%              | 8<br>44%       | 12<br>60%     | 13<br>76%     | 6<br>60%       | 11<br>73%         | 35<br>73%                | 5<br>38%            | 8<br>53%  | 2<br>50% |
| Calculate future costs and benefits/savings  | 57<br>52%              | 8<br>44%       | 8<br>40%      | 9<br>53%      | 8<br>80%       | 7<br>47%          | 23<br>48%                | 6<br>46%            | 8<br>53%  | 3<br>75% |
| View a consultant's report   | 39<br>35%              | 4<br>22%       | 5<br>25%      | 6<br>35%      | 3<br>30%       | 6<br>40%          | 18<br>38%                | 1<br>8%             | 3<br>20%  | 2<br>50% |
| Other  | 9<br>8%                | 2<br>11%       | 4<br>20%      | -             | -              | -                 | 4<br>8%                  | -                   | 1<br>7%   | 1<br>25% |
| Personal recommendation / Advice   | 3<br>3%                | 2<br>11%       | 1<br>5%       | -             | -              | -                 | -                        | 2<br>15%            | 1<br>7%   | -        |
| Don't know   | 3<br>3%                | 1<br>6%        | -             | -             | -              | 1<br>7%           | 2<br>4%                  | -                   | -         | -        |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q3 - If you were to make another investment in a low carbon technology, within how many years would you require the energy savings to pay back the purchase cost?**

**Base : All respondents**

|                   | Total     | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |          | Region   |           |           |
|-------------------|-----------|-------------|-----------|-------------------|------|-----------|--------------------|----------|----------|-----------|-----------|
|                   |           | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own      | North    | Mid lands | South     |
| Base              | 110       | 80          | 30        | 80                | -    | -         | 5                  | 24       | 22       | 40        | 48        |
| Less than 5 years | 25<br>23% | 20<br>25%   | 5<br>17%  | 20<br>25%         | -    | -         | 1<br>20%           | 4<br>17% | 6<br>27% | 9<br>23%  | 10<br>21% |
| 6 to 9 years      | 10<br>9%  | 4<br>5%     | 6<br>20%  | 4<br>5%           | -    | -         | 1<br>20%           | 4<br>17% | 3<br>14% | 2<br>5%   | 5<br>10%  |
| 10 years          | 24<br>22% | 19<br>24%   | 5<br>17%  | 19<br>24%         | -    | -         | 1<br>20%           | 4<br>17% | 3<br>14% | 11<br>28% | 10<br>21% |
| 11 to 15 years    | 10<br>9%  | 9<br>11%    | 1<br>3%   | 9<br>11%          | -    | -         | -                  | 1<br>4%  | 2<br>9%  | 4<br>10%  | 4<br>8%   |
| 16+ years         | 6<br>5%   | 3<br>4%     | 3<br>10%  | 3<br>4%           | -    | -         | 1<br>20%           | 2<br>8%  | 1<br>5%  | 1<br>3%   | 4<br>8%   |
| Don't know        | 35<br>32% | 25<br>31%   | 10<br>33% | 25<br>31%         | -    | -         | 1<br>20%           | 9<br>38% | 7<br>32% | 13<br>33% | 15<br>31% |
| Mean              | 9.45      | 9.42        | 9.55      | 9.42              | -    | -         | 10.25              | 9.47     | 8.20     | 10.00     | 9.58      |
| Std. Dev          | 6.56      | 7.01        | 5.26      | 7.01              | -    | -         | 6.95               | 5.18     | 4.77     | 8.68      | 5.22      |
| Median            | 8         | 8           | 8         | 8                 | -    | -         | 9                  | 8        | 6        | 8         | 8         |

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**Q3 - If you were to make another investment in a low carbon technology, within how many years would you require the energy savings to pay back the purchase cost?**

**Base : All respondents**

|                   | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|-------------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                   | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base              | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Less than 5 years | 25<br>23%              | 2<br>20%                | 1<br>11%     | 2<br>18% | 2<br>13%              | 10<br>21%               | 6<br>50%     | 2<br>40% | 2<br>22%               | 3<br>30%          | -<br>-            | 12<br>24%             | 4<br>33%     | 4<br>33%      | -<br>-          |
| 6 to 9 years      | 10<br>9%               | 2<br>20%                | 2<br>22%     | 2<br>18% | -<br>-                | 3<br>6%                 | 1<br>8%      | -<br>-   | 1<br>11%               | 2<br>20%          | 3<br>27%          | 3<br>6%               | 1<br>8%      | -<br>-        | -<br>-          |
| 10 years          | 24<br>22%              | 1<br>10%                | 1<br>11%     | 3<br>27% | 3<br>19%              | 13<br>28%               | 2<br>17%     | 1<br>20% | 1<br>11%               | 2<br>20%          | 2<br>18%          | 13<br>27%             | 3<br>25%     | 3<br>25%      | -<br>-          |
| 11 to 15 years    | 10<br>9%               | -<br>-                  | -<br>-       | 1<br>9%  | 3<br>19%              | 6<br>13%                | -<br>-       | -<br>-   | -<br>-                 | -<br>-            | 1<br>9%           | 6<br>12%              | -<br>-       | 1<br>8%       | 2<br>29%        |
| 16+ years         | 6<br>5%                | 1<br>10%                | 1<br>11%     | 1<br>9%  | -<br>-                | 3<br>6%                 | -<br>-       | -<br>-   | 1<br>11%               | 1<br>10%          | 1<br>9%           | 3<br>6%               | -<br>-       | -<br>-        | -<br>-          |
| Don't know        | 35<br>32%              | 4<br>40%                | 4<br>44%     | 2<br>18% | 8<br>50%              | 12<br>26%               | 3<br>25%     | 2<br>40% | 4<br>44%               | 2<br>20%          | 4<br>36%          | 12<br>24%             | 4<br>33%     | 4<br>33%      | 5<br>71%        |
| Mean              | 9.45                   | 8.83                    | 9.80         | 9.89     | 9.50                  | 10.46                   | 6.22         | 6.67     | 9.00                   | 8.50              | 11.14             | 10.16                 | 7.00         | 7.38          | 13.50           |
| Std. Dev          | 6.56                   | 5.88                    | 6.10         | 4.99     | 4.14                  | 8.27                    | 2.28         | 2.89     | 6.56                   | 5.24              | 4.71              | 8.13                  | 2.62         | 3.54          | 2.12            |
| Median            | 8                      | 7                       | 8            | 8        | 8                     | 8                       | 5            | 5        | 6                      | 8                 | 9                 | 8                     | 6            | 8             | 14              |



**Microgeneration: Survey of Early Adopters (JN572167)**

**Q3 - If you were to make another investment in a low carbon technology, within how many years would you require the energy savings to pay back the purchase cost?**

**Base : All respondents**

|                   | Total     | Actual Cost (Domestic) |               |               |                |                   | Property Type (Domestic) |                     |          |          |
|-------------------|-----------|------------------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|----------|----------|
|                   |           | £3,000 or less         | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow | Other    |
| Base              | 110       | 18                     | 20            | 17            | 10             | 15                | 48                       | 13                  | 15       | 4        |
| Less than 5 years | 25<br>23% | 6<br>33%               | 6<br>30%      | 2<br>12%      | 4<br>40%       | 2<br>13%          | 13<br>27%                | 2<br>15%            | 3<br>20% | 2<br>50% |
| 6 to 9 years      | 10<br>9%  | 1<br>6%                | 2<br>10%      | 1<br>6%       | -<br>-         | -<br>-            | 2<br>4%                  | -<br>-              | 1<br>7%  | 1<br>25% |
| 10 years          | 24<br>22% | 3<br>17%               | 4<br>20%      | 7<br>41%      | 3<br>30%       | 2<br>13%          | 12<br>25%                | 3<br>23%            | 3<br>20% | 1<br>25% |
| 11 to 15 years    | 10<br>9%  | 1<br>6%                | 4<br>20%      | 1<br>6%       | -<br>-         | 3<br>20%          | 5<br>10%                 | 1<br>8%             | 3<br>20% | -<br>-   |
| 16+ years         | 6<br>5%   | 1<br>6%                | -<br>-        | 2<br>12%      | -<br>-         | -<br>-            | 1<br>2%                  | 1<br>8%             | 1<br>7%  | -<br>-   |
| Don't know        | 35<br>32% | 6<br>33%               | 4<br>20%      | 4<br>24%      | 3<br>30%       | 8<br>53%          | 15<br>31%                | 6<br>46%            | 4<br>27% | -<br>-   |
| Mean              | 9.45      | 10.75                  | 8.31          | 10.77         | 6.71           | 9.86              | 9.21                     | 10.71               | 10.18    | 6.75     |
| Std. Dev          | 6.56      | 12.84                  | 4.61          | 4.66          | 3.25           | 3.72              | 8.26                     | 5.35                | 4.87     | 2.36     |
| Median            | 8         | 6                      | 9             | 9             | 5              | 9                 | 7                        | 8                   | 9        | 6        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q4 - Do you ever use the following standard accounting tools when making decisions about investments in energy efficiency?****Base : All respondents that have received a community grant**

|                               | Sample Type |          | Tenure (Domestic) |     |      | Tenure (Community) |          | Region    |          |           |          |
|-------------------------------|-------------|----------|-------------------|-----|------|--------------------|----------|-----------|----------|-----------|----------|
|                               | Total       | Domestic | Community         | Own | Rent | Land lord          | Rent     | Own       | North    | Mid lands | South    |
| Base                          | 30          | -        | 30                | -   | -    | -                  | 5        | 24        | 9        | 11        | 10       |
| Net Present Value             | 6<br>20%    | -        | 6<br>20%          | -   | -    | -                  | 1<br>20% | 5<br>21%  | 1<br>11% | 1<br>9%   | 4<br>40% |
| Internal Rate of Return (IRR) | 8<br>27%    | -        | 8<br>27%          | -   | -    | -                  | -        | 8<br>33%  | 3<br>33% | 2<br>18%  | 3<br>30% |
| Other                         | 2<br>7%     | -        | 2<br>7%           | -   | -    | -                  | 2<br>40% | -         | 1<br>11% | 1<br>9%   | -        |
| I don't use accounting tools  | 14<br>47%   | -        | 14<br>47%         | -   | -    | -                  | 2<br>40% | 12<br>50% | 4<br>44% | 5<br>45%  | 5<br>50% |
| Don't know                    | 5<br>17%    | -        | 5<br>17%          | -   | -    | -                  | -        | 4<br>17%  | 1<br>11% | 3<br>27%  | 1<br>10% |

**Microgeneration: Survey of Early Adopters (JN572167)****Q4 - Do you ever use the following standard accounting tools when making decisions about investments in energy efficiency?****Base : All respondents that have received a community grant**

|                               | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |       | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|-------------------------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|-------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                               | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base                          | 30                     | 10                      | 9            | 11       | -                     | -                       | -            | -     | 9                      | 10                | 11                | -                     | -            | -             | -               |
| Net Present Value             | 6<br>20%               | 2<br>20%                | 2<br>22%     | 2<br>18% | -                     | -                       | -            | -     | 3<br>33%               | 1<br>10%          | 2<br>18%          | -                     | -            | -             | -               |
| Internal Rate of Return (IRR) | 8<br>27%               | 3<br>30%                | 3<br>33%     | 2<br>18% | -                     | -                       | -            | -     | 3<br>33%               | 2<br>20%          | 3<br>27%          | -                     | -            | -             | -               |
| Other                         | 2<br>7%                | 2<br>20%                | -            | -        | -                     | -                       | -            | -     | 2<br>22%               | -                 | -                 | -                     | -            | -             | -               |
| I don't use accounting tools  | 14<br>47%              | 3<br>30%                | 4<br>44%     | 7<br>64% | -                     | -                       | -            | -     | 2<br>22%               | 7<br>70%          | 5<br>45%          | -                     | -            | -             | -               |
| Don't know                    | 5<br>17%               | 2<br>20%                | 2<br>22%     | 1<br>9%  | -                     | -                       | -            | -     | 1<br>11%               | 1<br>10%          | 3<br>27%          | -                     | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q4 - Do you ever use the following standard accounting tools when making decisions about investments in energy efficiency?****Base : All respondents that have received a community grant**

|                                  | Total     | Actual Cost (Domestic) |                   |                   |                    |                         | Property Type (Domestic) |                           |          |       |
|----------------------------------|-----------|------------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|-------|
|                                  |           | £3,000<br>or less      | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other |
| Base                             | 30        | -                      | -                 | -                 | -                  | -                       | -                        | -                         | -        | -     |
| Net Present Value                | 6<br>20%  | -                      | -                 | -                 | -                  | -                       | -                        | -                         | -        | -     |
| Internal Rate of Return<br>(IRR) | 8<br>27%  | -                      | -                 | -                 | -                  | -                       | -                        | -                         | -        | -     |
| Other                            | 2<br>7%   | -                      | -                 | -                 | -                  | -                       | -                        | -                         | -        | -     |
| I don't use accounting<br>tools  | 14<br>47% | -                      | -                 | -                 | -                  | -                       | -                        | -                         | -        | -     |
| Don't know                       | 5<br>17%  | -                      | -                 | -                 | -                  | -                       | -                        | -                         | -        | -     |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q7a: If an energy efficient boiler cost £5000 more than a conventional system, but would pay that money back to you through reduced energy bills over future years, what would the annual savings have to be for you to install such a boiler? £500?**

**Base : All respondents**

|            | Total     | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |           | Region   |           |           |
|------------|-----------|-------------|-----------|-------------------|------|-----------|--------------------|-----------|----------|-----------|-----------|
|            |           | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own       | North    | Mid lands | South     |
| Base       | 110       | 80          | 30        | 80                | -    | -         | 5                  | 24        | 22       | 40        | 48        |
| Yes        | 51<br>46% | 35<br>44%   | 16<br>53% | 35<br>44%         | -    | -         | 4<br>80%           | 11<br>46% | 8<br>36% | 22<br>55% | 21<br>44% |
| No         | 29<br>26% | 23<br>29%   | 6<br>20%  | 23<br>29%         | -    | -         | -                  | 6<br>25%  | 5<br>23% | 9<br>23%  | 15<br>31% |
| Don't know | 30<br>27% | 22<br>28%   | 8<br>27%  | 22<br>28%         | -    | -         | 1<br>20%           | 7<br>29%  | 9<br>41% | 9<br>23%  | 12<br>25% |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q7a: If an energy efficient boiler cost £5000 more than a conventional system, but would pay that money back to you through reduced energy bills over future years, what would the annual savings have to be for you to install such a boiler? £500?**

**Base : All respondents**

|            | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|            | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base       | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes        | 51<br>46%              | 5<br>50%                | 5<br>56%     | 6<br>55% | 7<br>44%              | 24<br>51%               | 3<br>25%     | 1<br>20% | 5<br>56%               | 4<br>40%          | 7<br>64%          | 24<br>49%             | 3<br>25%     | 5<br>42%      | 3<br>43%        |
| No         | 29<br>26%              | 3<br>30%                | 2<br>22%     | 1<br>9%  | 3<br>19%              | 11<br>23%               | 6<br>50%     | 3<br>60% | 2<br>22%               | 3<br>30%          | 1<br>9%           | 13<br>27%             | 6<br>50%     | 4<br>33%      | -<br>-          |
| Don't know | 30<br>27%              | 2<br>20%                | 2<br>22%     | 4<br>36% | 6<br>38%              | 12<br>26%               | 3<br>25%     | 1<br>20% | 2<br>22%               | 3<br>30%          | 3<br>27%          | 12<br>24%             | 3<br>25%     | 3<br>25%      | 4<br>57%        |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q7a: If an energy efficient boiler cost £5000 more than a conventional system, but would pay that money back to you through reduced energy bills over future years, what would the annual savings have to be for you to install such a boiler? £500?**

**Base : All respondents**

|            | Actual Cost (Domestic) |                   |                   |                   |                    |                         | Property Type (Domestic) |                           |          |           |
|------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|-----------|
|            | Total                  | £3,000<br>or less | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other     |
| Base       | 110                    | 18                | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4         |
| Yes        | 51<br>46%              | 9<br>50%          | 8<br>40%          | 9<br>53%          | 3<br>30%           | 6<br>40%                | 23<br>48%                | 5<br>38%                  | 7<br>47% | -         |
| No         | 29<br>26%              | 6<br>33%          | 5<br>25%          | 6<br>35%          | 5<br>50%           | 1<br>7%                 | 11<br>23%                | 6<br>46%                  | 2<br>13% | 4<br>100% |
| Don't know | 30<br>27%              | 3<br>17%          | 7<br>35%          | 2<br>12%          | 2<br>20%           | 8<br>53%                | 14<br>29%                | 2<br>15%                  | 6<br>40% | -         |

**Microgeneration: Survey of Early Adopters (JN572167)****Q7b: What is the smallest value that the savings would have to be for you to install the boiler?****Base : All respondents**

|                | Sample Type |           | Tenure (Domestic) |           |      | Tenure (Community) |          | Region   |          |           |          |
|----------------|-------------|-----------|-------------------|-----------|------|--------------------|----------|----------|----------|-----------|----------|
|                | Total       | Domestic  | Community         | Own       | Rent | Land lord          | Rent     | Own      | North    | Mid lands | South    |
| Base           | 110         | 80        | 30                | 80        | -    | -                  | 5        | 24       | 22       | 40        | 48       |
| Less than £299 | 12<br>11%   | 8<br>10%  | 4<br>13%          | 8<br>10%  | -    | -                  | 2<br>40% | 2<br>8%  | 4<br>18% | 4<br>10%  | 4<br>8%  |
| £299-£399      | 10<br>9%    | 7<br>9%   | 3<br>10%          | 7<br>9%   | -    | -                  | 1<br>20% | 1<br>4%  | -        | 3<br>8%   | 7<br>15% |
| £400-£499      | 11<br>10%   | 8<br>10%  | 3<br>10%          | 8<br>10%  | -    | -                  | -        | 3<br>13% | 3<br>14% | 3<br>8%   | 5<br>10% |
| Don't know     | 18<br>16%   | 12<br>15% | 6<br>20%          | 12<br>15% | -    | -                  | 1<br>20% | 5<br>21% | 1<br>5%  | 12<br>30% | 5<br>10% |



**Microgeneration: Survey of Early Adopters (JN572167)****Q7b: What is the smallest value that the savings would have to be for you to install the boiler?****Base : All respondents**

|                | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|----------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base           | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Less than £299 | 12<br>11%              | 2<br>20%                | 1<br>11%     | 1<br>9%  | 2<br>13%              | 6<br>13%                | -<br>-       | -<br>-   | 2<br>22%               | 1<br>10%          | 1<br>9%           | 6<br>12%              | -<br>-       | 2<br>17%      | -<br>-          |
| £299-£399      | 10<br>9%               | 1<br>10%                | -<br>-       | 2<br>18% | 1<br>6%               | 6<br>13%                | -<br>-       | -<br>-   | 1<br>11%               | 1<br>10%          | 1<br>9%           | 6<br>12%              | -<br>-       | -<br>-        | 1<br>14%        |
| £400-£499      | 11<br>10%              | 1<br>10%                | 1<br>11%     | 1<br>9%  | 3<br>19%              | 5<br>11%                | -<br>-       | -<br>-   | 1<br>11%               | -<br>-            | 2<br>18%          | 5<br>10%              | -<br>-       | 1<br>8%       | 2<br>29%        |
| Don't know     | 18<br>16%              | 1<br>10%                | 3<br>33%     | 2<br>18% | 1<br>6%               | 7<br>15%                | 3<br>25%     | 1<br>20% | 1<br>11%               | 2<br>20%          | 3<br>27%          | 7<br>14%              | 3<br>25%     | 2<br>17%      | -<br>-          |

**Microgeneration: Survey of Early Adopters (JN572167)****Q7b: What is the smallest value that the savings would have to be for you to install the boiler?****Base : All respondents**

|                | Total     | Actual Cost (Domestic) |                   |                   |                    |                         | Property Type (Domestic) |                           |          |       |
|----------------|-----------|------------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|-------|
|                |           | £3,000<br>or less      | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other |
| Base           | 110       | 18                     | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4     |
| Less than £299 | 12<br>11% | -                      | 2<br>10%          | 4<br>24%          | 2<br>20%           | -                       | 6<br>13%                 | 1<br>8%                   | 1<br>7%  | -     |
| £299-£399      | 10<br>9%  | 1<br>6%                | 2<br>10%          | 3<br>18%          | -                  | 1<br>7%                 | 5<br>10%                 | 1<br>8%                   | 1<br>7%  | -     |
| £400-£499      | 11<br>10% | 1<br>6%                | 2<br>10%          | 2<br>12%          | -                  | 3<br>20%                | 6<br>13%                 | -                         | 2<br>13% | -     |
| Don't know     | 18<br>16% | 7<br>39%               | 2<br>10%          | -                 | 1<br>10%           | 2<br>13%                | 6<br>13%                 | 3<br>23%                  | 3<br>20% | -     |

**Microgeneration: Survey of Early Adopters (JN572167)****Q7c - Would the savings have to be £750?****Base : All respondents**

|            | Total     | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |          | Region   |           |           |
|------------|-----------|-------------|-----------|-------------------|------|-----------|--------------------|----------|----------|-----------|-----------|
|            |           | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own      | North    | Mid lands | South     |
| Base       | 110       | 80          | 30        | 80                | -    | -         | 5                  | 24       | 22       | 40        | 48        |
| Yes        | 18<br>16% | 16<br>20%   | 2<br>7%   | 16<br>20%         | -    | -         | -                  | 2<br>8%  | 2<br>9%  | 5<br>13%  | 11<br>23% |
| No         | 11<br>10% | 7<br>9%     | 4<br>13%  | 7<br>9%           | -    | -         | -                  | 4<br>17% | 3<br>14% | 4<br>10%  | 4<br>8%   |
| Don't know | -         | -           | -         | -                 | -    | -         | -                  | -        | -        | -         | -         |

**Microgeneration: Survey of Early Adopters (JN572167)****Q7c - Would the savings have to be £750?****Base : All respondents**

|            | Technology (Community) |                         |              |         | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|------------|------------------------|-------------------------|--------------|---------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|            | Total                  | Solar Thermal Hot Water | Wind Turbine | Other   | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base       | 110                    | 10                      | 9            | 11      | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes        | 18<br>16%              | 1<br>10%                | 1<br>11%     | -       | 2<br>13%              | 9<br>19%                | 4<br>33%     | 1<br>20% | -                      | 1<br>10%          | 1<br>9%           | 11<br>22%             | 2<br>17%     | 3<br>25%      | -               |
| No         | 11<br>10%              | 2<br>20%                | 1<br>11%     | 1<br>9% | 1<br>6%               | 2<br>4%                 | 2<br>17%     | 2<br>40% | 2<br>22%               | 2<br>20%          | -                 | 2<br>4%               | 4<br>33%     | 1<br>8%       | -               |
| Don't know | -                      | -                       | -            | -       | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q7c - Would the savings have to be £750?****Base : All respondents**

|            | Total     | Actual Cost (Domestic) |               |               |                |                   | Property Type (Domestic) |                     |          |          |
|------------|-----------|------------------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|----------|----------|
|            |           | £3,000 or less         | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow | Other    |
| Base       | 110       | 18                     | 20            | 17            | 10             | 15                | 48                       | 13                  | 15       | 4        |
| Yes        | 18<br>16% | 4<br>22%               | 4<br>20%      | 5<br>29%      | 2<br>20%       | 1<br>7%           | 7<br>15%                 | 4<br>31%            | 2<br>13% | 3<br>75% |
| No         | 11<br>10% | 2<br>11%               | 1<br>5%       | 1<br>6%       | 3<br>30%       | -                 | 4<br>8%                  | 2<br>15%            | -        | 1<br>25% |
| Don't know | -         | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q7d - Would the savings have to be £1,000?****Base : All respondents**

|            | Total    | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |          | Region   |           |         |
|------------|----------|-------------|-----------|-------------------|------|-----------|--------------------|----------|----------|-----------|---------|
|            |          | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own      | North    | Mid lands | South   |
| Base       | 110      | 80          | 30        | 80                | -    | -         | 5                  | 24       | 22       | 40        | 48      |
| Yes        | 10<br>9% | 6<br>8%     | 4<br>13%  | 6<br>8%           | -    | -         | -                  | 4<br>17% | 3<br>14% | 3<br>8%   | 4<br>8% |
| No         | -        | -           | -         | -                 | -    | -         | -                  | -        | -        | -         | -       |
| Don't know | 1<br>1%  | 1<br>1%     | -         | 1<br>1%           | -    | -         | -                  | -        | -        | 1<br>3%   | -       |

**Microgeneration: Survey of Early Adopters (JN572167)****Q7d - Would the savings have to be £1,000?****Base : All respondents**

|            | Technology (Community) |                         |              |         | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|------------|------------------------|-------------------------|--------------|---------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|            | Total                  | Solar Thermal Hot Water | Wind Turbine | Other   | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base       | 110                    | 10                      | 9            | 11      | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes        | 10<br>9%               | 2<br>20%                | 1<br>11%     | 1<br>9% | 1<br>6%               | 1<br>2%                 | 2<br>17%     | 2<br>40% | 2<br>22%               | 2<br>20%          | -                 | 1<br>2%               | 4<br>33%     | 1<br>8%       | -               |
| No         | -                      | -                       | -            | -       | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |
| Don't know | 1<br>1%                | -                       | -            | -       | -                     | 1<br>2%                 | -            | -        | -                      | -                 | -                 | 1<br>2%               | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q7d - Would the savings have to be £1,000?****Base : All respondents**

|            | Total    | Actual Cost (Domestic) |                   |                   |                    |                         | Property Type (Domestic) |                           |          |          |
|------------|----------|------------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|----------|
|            |          | £3,000<br>or less      | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other    |
| Base       | 110      | 18                     | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4        |
| Yes        | 10<br>9% | 2<br>11%               | 1<br>5%           | -                 | 3<br>30%           | -                       | 4<br>8%                  | 1<br>8%                   | -        | 1<br>25% |
| No         | -        | -                      | -                 | -                 | -                  | -                       | -                        | -                         | -        | -        |
| Don't know | 1<br>1%  | -                      | -                 | 1<br>6%           | -                  | -                       | -                        | 1<br>8%                   | -        | -        |



**Microgeneration: Survey of Early Adopters (JN572167)****Q7 - Summary Table : The annual savings or revenue necessary for you to install an energy efficient boiler which costs £5,000 more than a conventional model?****Base : All respondents**

|                      | Sample Type |           |           | Tenure (Domestic) |      |           | Tenure (Community) |          | Region   |           |           |
|----------------------|-------------|-----------|-----------|-------------------|------|-----------|--------------------|----------|----------|-----------|-----------|
|                      | Total       | Domestic  | Community | Own               | Rent | Land lord | Rent               | Own      | North    | Mid lands | South     |
| Base                 | 110         | 80        | 30        | 80                | -    | -         | 5                  | 24       | 22       | 40        | 48        |
| Less than £299       | 12<br>11%   | 8<br>10%  | 4<br>13%  | 8<br>10%          | -    | -         | 2<br>40%           | 2<br>8%  | 4<br>18% | 4<br>10%  | 4<br>8%   |
| £299-£399            | 10<br>9%    | 7<br>9%   | 3<br>10%  | 7<br>9%           | -    | -         | 1<br>20%           | 1<br>4%  | -        | 3<br>8%   | 7<br>15%  |
| £400-£499            | 11<br>10%   | 8<br>10%  | 3<br>10%  | 8<br>10%          | -    | -         | -                  | 3<br>13% | 3<br>14% | 3<br>8%   | 5<br>10%  |
| £500                 | 18<br>16%   | 12<br>15% | 6<br>20%  | 12<br>15%         | -    | -         | 1<br>20%           | 5<br>21% | 1<br>5%  | 12<br>30% | 5<br>10%  |
| £750                 | 18<br>16%   | 16<br>20% | 2<br>7%   | 16<br>20%         | -    | -         | -                  | 2<br>8%  | 2<br>9%  | 5<br>13%  | 11<br>23% |
| £1,000               | 10<br>9%    | 6<br>8%   | 4<br>13%  | 6<br>8%           | -    | -         | -                  | 4<br>17% | 3<br>14% | 3<br>8%   | 4<br>8%   |
| £1,500               | -           | -         | -         | -                 | -    | -         | -                  | -        | -        | -         | -         |
| £2,000               | -           | -         | -         | -                 | -    | -         | -                  | -        | -        | -         | -         |
| £3,000               | -           | -         | -         | -                 | -    | -         | -                  | -        | -        | -         | -         |
| Don't know           | 31<br>28%   | 23<br>29% | 8<br>27%  | 23<br>29%         | -    | -         | 1<br>20%           | 7<br>29% | 9<br>41% | 10<br>25% | 12<br>25% |
| Mean Savings/Revenue | 545.47      | 553.42    | 524.86    | 553.42            | -    | -         | 300.00             | 591.00   | 561.38   | 524.93    | 556.83    |
| Std. Dev             | 256.12      | 244.76    | 288.58    | 244.76            | -    | -         | 168.33             | 289.04   | 313.05   | 238.45    | 254.74    |

**Microgeneration: Survey of Early Adopters (JN572167)****Q7 - Summary Table : The annual savings or revenue necessary for you to install an energy efficient boiler which costs £5,000 more than a conventional model?****Base : All respondents**

|                      | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|----------------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                      | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base                 | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Less than £299       | 12<br>11%              | 2<br>20%                | 1<br>11%     | 1<br>9%  | 2<br>13%              | 6<br>13%                | -<br>-       | -<br>-   | 2<br>22%               | 1<br>10%          | 1<br>9%           | 6<br>12%              | -<br>-       | 2<br>17%      | -<br>-          |
| £299-£399            | 10<br>9%               | 1<br>10%                | -<br>-       | 2<br>18% | 1<br>6%               | 6<br>13%                | -<br>-       | -<br>-   | 1<br>11%               | 1<br>10%          | 1<br>9%           | 6<br>12%              | -<br>-       | -<br>-        | 1<br>14%        |
| £400-£499            | 11<br>10%              | 1<br>10%                | 1<br>11%     | 1<br>9%  | 3<br>19%              | 5<br>11%                | -<br>-       | -<br>-   | 1<br>11%               | -<br>-            | 2<br>18%          | 5<br>10%              | -<br>-       | 1<br>8%       | 2<br>29%        |
| £500                 | 18<br>16%              | 1<br>10%                | 3<br>33%     | 2<br>18% | 1<br>6%               | 7<br>15%                | 3<br>25%     | 1<br>20% | 1<br>11%               | 2<br>20%          | 3<br>27%          | 7<br>14%              | 3<br>25%     | 2<br>17%      | -<br>-          |
| £750                 | 18<br>16%              | 1<br>10%                | 1<br>11%     | -<br>-   | 2<br>13%              | 9<br>19%                | 4<br>33%     | 1<br>20% | -<br>-                 | 1<br>10%          | 1<br>9%           | 11<br>22%             | 2<br>17%     | 3<br>25%      | -<br>-          |
| £1,000               | 10<br>9%               | 2<br>20%                | 1<br>11%     | 1<br>9%  | 1<br>6%               | 1<br>2%                 | 2<br>17%     | 2<br>40% | 2<br>22%               | 2<br>20%          | -<br>-            | 1<br>2%               | 4<br>33%     | 1<br>8%       | -<br>-          |
| £1,500               | -                      | -                       | -            | -        | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |
| £2,000               | -                      | -                       | -            | -        | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |
| £3,000               | -                      | -                       | -            | -        | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |
| Don't know           | 31<br>28%              | 2<br>20%                | 2<br>22%     | 4<br>36% | 6<br>38%              | 13<br>28%               | 3<br>25%     | 1<br>20% | 2<br>22%               | 3<br>30%          | 3<br>27%          | 13<br>27%             | 3<br>25%     | 3<br>25%      | 4<br>57%        |
| Mean Savings/Revenue | 545.47                 | 537.38                  | 571.29       | 464.14   | 509.80                | 491.09                  | 722.22       | 812.50   | 528.43                 | 614.29            | 443.50            | 505.47                | 777.78       | 566.56        | 416.33          |
| Std. Dev             | 256.12                 | 359.33                  | 237.85       | 277.94   | 266.47                | 217.58                  | 195.43       | 239.36   | 351.03                 | 309.18            | 216.12            | 219.67                | 231.99       | 278.42        | 103.68          |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q7 - Summary Table : The annual savings or revenue necessary for you to install an energy efficient boiler which costs £5,000 more than a conventional model?**

**Base : All respondents**

|                      | Actual Cost (Domestic) |                |               |               |                | Property Type (Domestic) |                |                     |          |          |
|----------------------|------------------------|----------------|---------------|---------------|----------------|--------------------------|----------------|---------------------|----------|----------|
|                      | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001        | Detached House | Semi Detached House | Bungalow | Other    |
| Base                 | 110                    | 18             | 20            | 17            | 10             | 15                       | 48             | 13                  | 15       | 4        |
| Less than £299       | 12<br>11%              | -              | 2<br>10%      | 4<br>24%      | 2<br>20%       | -                        | 6<br>13%       | 1<br>8%             | 1<br>7%  | -        |
| £299-£399            | 10<br>9%               | 1<br>6%        | 2<br>10%      | 3<br>18%      | -              | 1<br>7%                  | 5<br>10%       | 1<br>8%             | 1<br>7%  | -        |
| £400-£499            | 11<br>10%              | 1<br>6%        | 2<br>10%      | 2<br>12%      | -              | 3<br>20%                 | 6<br>13%       | -                   | 2<br>13% | -        |
| £500                 | 18<br>16%              | 7<br>39%       | 2<br>10%      | -             | 1<br>10%       | 2<br>13%                 | 6<br>13%       | 3<br>23%            | 3<br>20% | -        |
| £750                 | 18<br>16%              | 4<br>22%       | 4<br>20%      | 5<br>29%      | 2<br>20%       | 1<br>7%                  | 7<br>15%       | 4<br>31%            | 2<br>13% | 3<br>75% |
| £1,000               | 10<br>9%               | 2<br>11%       | 1<br>5%       | -             | 3<br>30%       | -                        | 4<br>8%        | 1<br>8%             | -        | 1<br>25% |
| £1,500               | -                      | -              | -             | -             | -              | -                        | -              | -                   | -        | -        |
| £2,000               | -                      | -              | -             | -             | -              | -                        | -              | -                   | -        | -        |
| £3,000               | -                      | -              | -             | -             | -              | -                        | -              | -                   | -        | -        |
| Don't know           | 31<br>28%              | 3<br>17%       | 7<br>35%      | 3<br>18%      | 2<br>20%       | 8<br>53%                 | 14<br>29%      | 3<br>23%            | 6<br>40% | -        |
| Mean Savings/Revenue | 545.47                 | 613.33         | 542.15        | 460.64        | 668.75         | 499.71                   | 520.50         | 605.00              | 505.33   | 812.50   |
| Std. Dev             | 256.12                 | 208.28         | 244.85        | 240.32        | 352.48         | 132.29                   | 259.70         | 233.87              | 172.21   | 125.00   |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q8a - If a device offers a saving of £500 off your annual fuel bill for at least 15 years, how much would you be willing to pay today out of your own money for this device? Would you pay £8,000?**

**Base : All respondents**

|            | Sample Type |           | Tenure (Domestic) |           |      | Tenure (Community) |          | Region   |           |           |           |
|------------|-------------|-----------|-------------------|-----------|------|--------------------|----------|----------|-----------|-----------|-----------|
|            | Total       | Domestic  | Community         | Own       | Rent | Land lord          | Rent     | Own      | North     | Mid lands | South     |
| Base       | 110         | 80        | 30                | 80        | -    | -                  | 5        | 24       | 22        | 40        | 48        |
| Yes        | 40<br>36%   | 29<br>36% | 11<br>37%         | 29<br>36% | -    | -                  | 2<br>40% | 8<br>33% | 5<br>23%  | 15<br>38% | 20<br>42% |
| No         | 43<br>39%   | 33<br>41% | 10<br>33%         | 33<br>41% | -    | -                  | 2<br>40% | 8<br>33% | 10<br>45% | 14<br>35% | 19<br>40% |
| Don't know | 27<br>25%   | 18<br>23% | 9<br>30%          | 18<br>23% | -    | -                  | 1<br>20% | 8<br>33% | 7<br>32%  | 11<br>28% | 9<br>19%  |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q8a - If a device offers a saving of £500 off your annual fuel bill for at least 15 years, how much would you be willing to pay today out of your own money for this device? Would you pay £8,000?**

**Base : All respondents**

|            | Technology (Community) |                         |              |       | Technology (Domestic) |                         |              |       | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|------------|------------------------|-------------------------|--------------|-------|-----------------------|-------------------------|--------------|-------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|            | Total                  | Solar Thermal Hot Water | Wind Turbine | Other | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base       | 110                    | 10                      | 9            | 11    | 16                    | 47                      | 12           | 5     | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes        | 40                     | 2                       | 3            | 6     | 5                     | 19                      | 5            | -     | 1                      | 2                 | 8                 | 20                    | 3            | 3             | 3               |
|            | 36%                    | 20%                     | 33%          | 55%   | 31%                   | 40%                     | 42%          | -     | 11%                    | 20%               | 73%               | 41%                   | 25%          | 25%           | 43%             |
| No         | 43                     | 6                       | 2            | 2     | 6                     | 19                      | 5            | 3     | 6                      | 3                 | 1                 | 20                    | 6            | 6             | 1               |
|            | 39%                    | 60%                     | 22%          | 18%   | 38%                   | 40%                     | 42%          | 60%   | 67%                    | 30%               | 9%                | 41%                   | 50%          | 50%           | 14%             |
| Don't know | 27                     | 2                       | 4            | 3     | 5                     | 9                       | 2            | 2     | 2                      | 5                 | 2                 | 9                     | 3            | 3             | 3               |
|            | 25%                    | 20%                     | 44%          | 27%   | 31%                   | 19%                     | 17%          | 40%   | 22%                    | 50%               | 18%               | 18%                   | 25%          | 25%           | 43%             |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q8a - If a device offers a saving of £500 off your annual fuel bill for at least 15 years, how much would you be willing to pay today out of your own money for this device? Would you pay £8,000?**

**Base : All respondents**

|            | Total     | Actual Cost (Domestic) |               |               |                |                   | Property Type (Domestic) |                     |          |          |
|------------|-----------|------------------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|----------|----------|
|            |           | £3,000 or less         | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow | Other    |
| Base       | 110       | 18                     | 20            | 17            | 10             | 15                | 48                       | 13                  | 15       | 4        |
| Yes        | 40<br>36% | 7<br>39%               | 8<br>40%      | 9<br>53%      | 1<br>10%       | 4<br>27%          | 14<br>29%                | 4<br>31%            | 9<br>60% | 2<br>50% |
| No         | 43<br>39% | 8<br>44%               | 8<br>40%      | 7<br>41%      | 7<br>70%       | 3<br>20%          | 21<br>44%                | 6<br>46%            | 4<br>27% | 2<br>50% |
| Don't know | 27<br>25% | 3<br>17%               | 4<br>20%      | 1<br>6%       | 2<br>20%       | 8<br>53%          | 13<br>27%                | 3<br>23%            | 2<br>13% | -        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8b - What is the largest amount you would be willing to pay for this device?****Base : All respondents**

|                   | Total     | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |          | Region  |           |          |
|-------------------|-----------|-------------|-----------|-------------------|------|-----------|--------------------|----------|---------|-----------|----------|
|                   |           | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own      | North   | Mid lands | South    |
| Base              | 110       | 80          | 30        | 80                | -    | -         | 5                  | 24       | 22      | 40        | 48       |
| £8,001 to £8,999  | 11<br>10% | 11<br>14%   | -         | 11<br>14%         | -    | -         | -                  | -        | 1<br>5% | 1<br>3%   | 9<br>19% |
| £9,000 to £10,000 | 14<br>13% | 10<br>13%   | 4<br>13%  | 10<br>13%         | -    | -         | 1<br>20%           | 2<br>8%  | 2<br>9% | 7<br>18%  | 5<br>10% |
| More than £10,001 | 3<br>3%   | 2<br>3%     | 1<br>3%   | 2<br>3%           | -    | -         | -                  | 1<br>4%  | -       | 2<br>5%   | 1<br>2%  |
| Don't know        | 12<br>11% | 6<br>8%     | 6<br>20%  | 6<br>8%           | -    | -         | 1<br>20%           | 5<br>21% | 2<br>9% | 5<br>13%  | 5<br>10% |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8b - What is the largest amount you would be willing to pay for this device?****Base : All respondents**

|                   | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |       | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|-------------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|-------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                   | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base              | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5     | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| £8,001 to £8,999  | 11<br>10%              | -                       | -            | -        | 1<br>6%               | 7<br>15%                | 3<br>25%     | -     | -                      | -                 | -                 | 8<br>16%              | 1<br>8%      | 1<br>8%       | 1<br>14%        |
| £9,000 to £10,000 | 14<br>13%              | 1<br>10%                | 2<br>22%     | 1<br>9%  | 3<br>19%              | 6<br>13%                | 1<br>8%      | -     | 1<br>11%               | 1<br>10%          | 2<br>18%          | 6<br>12%              | 1<br>8%      | 2<br>17%      | 1<br>14%        |
| More than £10,001 | 3<br>3%                | -                       | -            | 1<br>9%  | -                     | 2<br>4%                 | -            | -     | -                      | 1<br>10%          | -                 | 2<br>4%               | -            | -             | -               |
| Don't know        | 12<br>11%              | 1<br>10%                | 1<br>11%     | 4<br>36% | 1<br>6%               | 4<br>9%                 | 1<br>8%      | -     | -                      | -                 | 6<br>55%          | 4<br>8%               | 1<br>8%      | -             | 1<br>14%        |



**Microgeneration: Survey of Early Adopters (JN572167)****Q8b - What is the largest amount you would be willing to pay for this device?****Base : All respondents**

|                   | Actual Cost (Domestic) |                   |                   |                   |                    | Property Type (Domestic) |                   |                           |          |          |
|-------------------|------------------------|-------------------|-------------------|-------------------|--------------------|--------------------------|-------------------|---------------------------|----------|----------|
|                   | Total                  | £3,000<br>or less | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001  | Detached<br>House | Semi<br>Detached<br>House | Bungalow | Other    |
| Base              | 110                    | 18                | 20                | 17                | 10                 | 15                       | 48                | 13                        | 15       | 4        |
| £8,001 to £8,999  | 11<br>10%              | 2<br>11%          | 4<br>20%          | 3<br>18%          | -                  | 2<br>13%                 | 5<br>10%          | 3<br>23%                  | 3<br>20% | -        |
| £9,000 to £10,000 | 14<br>13%              | 2<br>11%          | 2<br>10%          | 4<br>24%          | 1<br>10%           | 1<br>7%                  | 5<br>10%          | -                         | 4<br>27% | 1<br>25% |
| More than £10,001 | 3<br>3%                | -                 | 1<br>5%           | 1<br>6%           | -                  | -                        | 1<br>2%           | 1<br>8%                   | -        | -        |
| Don't know        | 12<br>11%              | 3<br>17%          | 1<br>5%           | 1<br>6%           | -                  | 1<br>7%                  | 3<br>6%           | -                         | 2<br>13% | 1<br>25% |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8c - Would you be willing to pay £6,000?****Base : All respondents**

|            | Total     | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |          | Region   |           |           |
|------------|-----------|-------------|-----------|-------------------|------|-----------|--------------------|----------|----------|-----------|-----------|
|            |           | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own      | North    | Mid lands | South     |
| Base       | 110       | 80          | 30        | 80                | -    | -         | 5                  | 24       | 22       | 40        | 48        |
| Yes        | 20<br>18% | 16<br>20%   | 4<br>13%  | 16<br>20%         | -    | -         | 1<br>20%           | 3<br>13% | 4<br>18% | 7<br>18%  | 9<br>19%  |
| No         | 23<br>21% | 17<br>21%   | 6<br>20%  | 17<br>21%         | -    | -         | 1<br>20%           | 5<br>21% | 6<br>27% | 7<br>18%  | 10<br>21% |
| Don't know | -         | -           | -         | -                 | -    | -         | -                  | -        | -        | -         | -         |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8c - Would you be willing to pay £6,000?****Base : All respondents**

|            | Technology (Community) |                                  |                 |         | Technology (Domestic) |                                  |                 |          | Grant Size (Community) |                      |                         | Grant Size (Domestic) |                 |                  |                       |
|------------|------------------------|----------------------------------|-----------------|---------|-----------------------|----------------------------------|-----------------|----------|------------------------|----------------------|-------------------------|-----------------------|-----------------|------------------|-----------------------|
|            | Total                  | Solar<br>Thermal<br>Hot<br>Water | Wind<br>Turbine | Other   | Solar<br>Photovoltaic | Solar<br>Thermal<br>Hot<br>Water | Wind<br>Turbine | Other    | £10,000<br>or less     | £10,001 -<br>£20,000 | More<br>than<br>£20,000 | £400<br>or less       | £401 -<br>£2000 | £2001 -<br>£5000 | More<br>than<br>£5001 |
| Base       | 110                    | 10                               | 9               | 11      | 16                    | 47                               | 12              | 5        | 9                      | 10                   | 11                      | 49                    | 12              | 12               | 7                     |
| Yes        | 20<br>18%              | 2<br>20%                         | 1<br>11%        | 1<br>9% | 4<br>25%              | 9<br>19%                         | 2<br>17%        | 1<br>20% | 2<br>22%               | 1<br>10%             | 1<br>9%                 | 9<br>18%              | 2<br>17%        | 4<br>33%         | 1<br>14%              |
| No         | 23<br>21%              | 4<br>40%                         | 1<br>11%        | 1<br>9% | 2<br>13%              | 10<br>21%                        | 3<br>25%        | 2<br>40% | 4<br>44%               | 2<br>20%             | -                       | 11<br>22%             | 4<br>33%        | 2<br>17%         | -                     |
| Don't know | -                      | -                                | -               | -       | -                     | -                                | -               | -        | -                      | -                    | -                       | -                     | -               | -                | -                     |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8c - Would you be willing to pay £6,000?****Base : All respondents**

|            | Total     | Actual Cost (Domestic) |               |               |                |                   | Property Type (Domestic) |                     |          |          |
|------------|-----------|------------------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|----------|----------|
|            |           | £3,000 or less         | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow | Other    |
| Base       | 110       | 18                     | 20            | 17            | 10             | 15                | 48                       | 13                  | 15       | 4        |
| Yes        | 20<br>18% | 3<br>17%               | 4<br>20%      | 3<br>18%      | 3<br>30%       | 3<br>20%          | 11<br>23%                | 3<br>23%            | 2<br>13% | -        |
| No         | 23<br>21% | 5<br>28%               | 4<br>20%      | 4<br>24%      | 4<br>40%       | -                 | 10<br>21%                | 3<br>23%            | 2<br>13% | 2<br>50% |
| Don't know | -         | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8d - Would you be willing to pay £4,000?****Base : All respondents**

|            | Total     | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |          | Region   |           |          |
|------------|-----------|-------------|-----------|-------------------|------|-----------|--------------------|----------|----------|-----------|----------|
|            |           | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own      | North    | Mid lands | South    |
| Base       | 110       | 80          | 30        | 80                | -    | -         | 5                  | 24       | 22       | 40        | 48       |
| Yes        | 17<br>15% | 12<br>15%   | 5<br>17%  | 12<br>15%         | -    | -         | 1<br>20%           | 4<br>17% | 4<br>18% | 5<br>13%  | 8<br>17% |
| No         | 6<br>5%   | 5<br>6%     | 1<br>3%   | 5<br>6%           | -    | -         | -                  | 1<br>4%  | 2<br>9%  | 2<br>5%   | 2<br>4%  |
| Don't know | -         | -           | -         | -                 | -    | -         | -                  | -        | -        | -         | -        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8d - Would you be willing to pay £4,000?****Base : All respondents**

|            | Technology (Community) |                         |              |       | Technology (Domestic) |                         |              |       | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|------------|------------------------|-------------------------|--------------|-------|-----------------------|-------------------------|--------------|-------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|            | Total                  | Solar Thermal Hot Water | Wind Turbine | Other | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base       | 110                    | 10                      | 9            | 11    | 16                    | 47                      | 12           | 5     | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes        | 17                     | 3                       | 1            | 1     | 2                     | 8                       | 1            | 1     | 3                      | 2                 | -                 | 8                     | 2            | 2             | -               |
|            | 15%                    | 30%                     | 11%          | 9%    | 13%                   | 17%                     | 8%           | 20%   | 33%                    | 20%               | -                 | 16%                   | 17%          | 17%           | -               |
| No         | 6                      | 1                       | -            | -     | -                     | 2                       | 2            | 1     | 1                      | -                 | -                 | 3                     | 2            | -             | -               |
|            | 5%                     | 10%                     | -            | -     | -                     | 4%                      | 17%          | 20%   | 11%                    | -                 | -                 | 6%                    | 17%          | -             | -               |
| Don't know | -                      | -                       | -            | -     | -                     | -                       | -            | -     | -                      | -                 | -                 | -                     | -            | -             | -               |
|            | -                      | -                       | -            | -     | -                     | -                       | -            | -     | -                      | -                 | -                 | -                     | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8d - Would you be willing to pay £4,000?****Base : All respondents**

|            | Total     | Actual Cost (Domestic) |               |               |                |                   | Property Type (Domestic) |                     |          |          |
|------------|-----------|------------------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|----------|----------|
|            |           | £3,000 or less         | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow | Other    |
| Base       | 110       | 18                     | 20            | 17            | 10             | 15                | 48                       | 13                  | 15       | 4        |
| Yes        | 17<br>15% | 3<br>17%               | 3<br>15%      | 3<br>18%      | 3<br>30%       | -                 | 7<br>15%                 | 2<br>15%            | 1<br>7%  | 2<br>50% |
| No         | 6<br>5%   | 2<br>11%               | 1<br>5%       | 1<br>6%       | 1<br>10%       | -                 | 3<br>6%                  | 1<br>8%             | 1<br>7%  | -        |
| Don't know | -         | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8e - Would you be willing to pay £2,000?****Base : All respondents**

|            | Total   | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |         | Region  |           |         |
|------------|---------|-------------|-----------|-------------------|------|-----------|--------------------|---------|---------|-----------|---------|
|            |         | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own     | North   | Mid lands | South   |
| Base       | 110     | 80          | 30        | 80                | -    | -         | 5                  | 24      | 22      | 40        | 48      |
| Yes        | 6<br>5% | 5<br>6%     | 1<br>3%   | 5<br>6%           | -    | -         | -                  | 1<br>4% | 2<br>9% | 2<br>5%   | 2<br>4% |
| No         | -       | -           | -         | -                 | -    | -         | -                  | -       | -       | -         | -       |
| Don't know | -       | -           | -         | -                 | -    | -         | -                  | -       | -       | -         | -       |



**Microgeneration: Survey of Early Adopters (JN572167)****Q8e - Would you be willing to pay £2,000?****Base : All respondents**

|            | Technology (Community) |                         |              |       | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|------------|------------------------|-------------------------|--------------|-------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|            | Total                  | Solar Thermal Hot Water | Wind Turbine | Other | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base       | 110                    | 10                      | 9            | 11    | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes        | 6<br>5%                | 1<br>10%                | -            | -     | -                     | 2<br>4%                 | 2<br>17%     | 1<br>20% | 1<br>11%               | -                 | -                 | 3<br>6%               | 2<br>17%     | -             | -               |
| No         | -                      | -                       | -            | -     | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |
| Don't know | -                      | -                       | -            | -     | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8e - Would you be willing to pay £2,000?****Base : All respondents**

|            | Total   | Actual Cost (Domestic) |                   |                   |                    |                         | Property Type (Domestic) |                           |          |       |
|------------|---------|------------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|-------|
|            |         | £3,000<br>or less      | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other |
| Base       | 110     | 18                     | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4     |
| Yes        | 6<br>5% | 2<br>11%               | 1<br>5%           | 1<br>6%           | 1<br>10%           | -                       | 3<br>6%                  | 1<br>8%                   | 1<br>7%  | -     |
| No         | -       | -                      | -                 | -                 | -                  | -                       | -                        | -                         | -        | -     |
| Don't know | -       | -                      | -                 | -                 | -                  | -                       | -                        | -                         | -        | -     |

**Microgeneration: Survey of Early Adopters (JN572167)****Q8 - Summary Table : How much you would be willing to pay for a device which offers a saving of £500 off your annual fuel****bill for at least 15 years?****Base : All respondents**

|                      | Sample Type |          |           | Tenure (Domestic) |      |           | Tenure (Community) |         | Region |           |        |
|----------------------|-------------|----------|-----------|-------------------|------|-----------|--------------------|---------|--------|-----------|--------|
|                      | Total       | Domestic | Community | Own               | Rent | Land lord | Rent               | Own     | North  | Mid lands | South  |
| Base                 | 110         | 80       | 30        | 80                | -    | -         | 5                  | 24      | 22     | 40        | 48     |
| More than £10,001    | 3           | 2        | 1         | 2                 | -    | -         | -                  | 1       | -      | 2         | 1      |
|                      | 3%          | 3%       | 3%        | 3%                | -    | -         | -                  | 4%      | -      | 5%        | 2%     |
| £9,000 to £10,000    | 14          | 10       | 4         | 10                | -    | -         | 1                  | 2       | 2      | 7         | 5      |
|                      | 13%         | 13%      | 13%       | 13%               | -    | -         | 20%                | 8%      | 9%     | 18%       | 10%    |
| £8,001 to £8,999     | 11          | 11       | -         | 11                | -    | -         | -                  | -       | 1      | 1         | 9      |
|                      | 10%         | 14%      | -         | 14%               | -    | -         | -                  | -       | 5%     | 3%        | 19%    |
| £8,000               | 12          | 6        | 6         | 6                 | -    | -         | 1                  | 5       | 2      | 5         | 5      |
|                      | 11%         | 8%       | 20%       | 8%                | -    | -         | 20%                | 21%     | 9%     | 13%       | 10%    |
| £6,000               | 20          | 16       | 4         | 16                | -    | -         | 1                  | 3       | 4      | 7         | 9      |
|                      | 18%         | 20%      | 13%       | 20%               | -    | -         | 20%                | 13%     | 18%    | 18%       | 19%    |
| £4,000               | 17          | 12       | 5         | 12                | -    | -         | 1                  | 4       | 4      | 5         | 8      |
|                      | 15%         | 15%      | 17%       | 15%               | -    | -         | 20%                | 17%     | 18%    | 13%       | 17%    |
| £2,000               | 6           | 5        | 1         | 5                 | -    | -         | -                  | 1       | 2      | 2         | 2      |
|                      | 5%          | 6%       | 3%        | 6%                | -    | -         | -                  | 4%      | 9%     | 5%        | 4%     |
| Don't know           | 27          | 18       | 9         | 18                | -    | -         | 1                  | 8       | 7      | 11        | 9      |
|                      | 25%         | 23%      | 30%       | 23%               | -    | -         | 20%                | 33%     | 32%    | 28%       | 19%    |
| Mean Savings/Revenue | 7084.47     | 6838.89  | 7809.52   | 6838.9            | -    | -         | 7000.00            | 7875.00 | 5866.7 | 8034.5    | 6846.4 |
| Std. Dev             | 3870.51     | 3089.94  | 5618.00   | 3089.9            | -    | -         | 2581.99            | 6344.29 | 2559.8 | 5454.2    | 2580.8 |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q8 - Summary Table : How much you would be willing to pay for a device which offers a saving of £500 off your annual fuel bill for at least 15 years?**

**Base : All respondents**

|                      | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|----------------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                      | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base                 | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| More than £10,001    | 3<br>3%                | -                       | -            | 1<br>9%  | -                     | 2<br>4%                 | -            | -        | -                      | 1<br>10%          | -                 | 2<br>4%               | -            | -             | -               |
| £9,000 to £10,000    | 14<br>13%              | 1<br>10%                | 2<br>22%     | 1<br>9%  | 3<br>19%              | 6<br>13%                | 1<br>8%      | -        | 1<br>11%               | 1<br>10%          | 2<br>18%          | 6<br>12%              | 1<br>8%      | 2<br>17%      | 1<br>14%        |
| £8,001 to £8,999     | 11<br>10%              | -                       | -            | -        | 1<br>6%               | 7<br>15%                | 3<br>25%     | -        | -                      | -                 | -                 | 8<br>16%              | 1<br>8%      | 1<br>8%       | 1<br>14%        |
| £8,000               | 12<br>11%              | 1<br>10%                | 1<br>11%     | 4<br>36% | 1<br>6%               | 4<br>9%                 | 1<br>8%      | -        | -                      | -                 | 6<br>55%          | 4<br>8%               | 1<br>8%      | -             | 1<br>14%        |
| £6,000               | 20<br>18%              | 2<br>20%                | 1<br>11%     | 1<br>9%  | 4<br>25%              | 9<br>19%                | 2<br>17%     | 1<br>20% | 2<br>22%               | 1<br>10%          | 1<br>9%           | 9<br>18%              | 2<br>17%     | 4<br>33%      | 1<br>14%        |
| £4,000               | 17<br>15%              | 3<br>30%                | 1<br>11%     | 1<br>9%  | 2<br>13%              | 8<br>17%                | 1<br>8%      | 1<br>20% | 3<br>33%               | 2<br>20%          | -                 | 8<br>16%              | 2<br>17%     | 2<br>17%      | -               |
| £2,000               | 6<br>5%                | 1<br>10%                | -            | -        | -                     | 2<br>4%                 | 2<br>17%     | 1<br>20% | 1<br>11%               | -                 | -                 | 3<br>6%               | 2<br>17%     | -             | -               |
| Don't know           | 27<br>25%              | 2<br>20%                | 4<br>44%     | 3<br>27% | 5<br>31%              | 9<br>19%                | 2<br>17%     | 2<br>40% | 2<br>22%               | 5<br>50%          | 2<br>18%          | 9<br>18%              | 3<br>25%     | 3<br>25%      | 3<br>43%        |
| Mean Savings/Revenue | 7084.47                | 5500.00                 | 7600.00      | 10250.0  | 7000.09               | 7184.39                 | 6200.30      | 4000.00  | 5142.86                | 10800.00          | 8222.22           | 7075.20               | 5555.67      | 6555.67       | 8000.25         |
| Std. Dev             | 3870.51                | 2563.48                 | 2607.68      | 8172.25  | 2144.81               | 3400.01                 | 2740.86      | 2000.00  | 2544.84                | 11009.09          | 1201.85           | 3414.86               | 2788.98      | 2068.37       | 1632.99         |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Q8 - Summary Table : How much you would be willing to pay for a device which offers a saving of £500 off your annual fuel bill for at least 15 years?**

**Base : All respondents**

|                      | Actual Cost (Domestic) |                |               |               |                |                   | Property Type (Domestic) |                     |          |          |
|----------------------|------------------------|----------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|----------|----------|
|                      | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow | Other    |
| Base                 | 110                    | 18             | 20            | 17            | 10             | 15                | 48                       | 13                  | 15       | 4        |
| More than £10,001    | 3<br>3%                | -              | 1<br>5%       | 1<br>6%       | -              | -                 | 1<br>2%                  | 1<br>8%             | -        | -        |
| £9,000 to £10,000    | 14<br>13%              | 2<br>11%       | 2<br>10%      | 4<br>24%      | 1<br>10%       | 1<br>7%           | 5<br>10%                 | -                   | 4<br>27% | 1<br>25% |
| £8,001 to £8,999     | 11<br>10%              | 2<br>11%       | 4<br>20%      | 3<br>18%      | -              | 2<br>13%          | 5<br>10%                 | 3<br>23%            | 3<br>20% | -        |
| £8,000               | 12<br>11%              | 3<br>17%       | 1<br>5%       | 1<br>6%       | -              | 1<br>7%           | 3<br>6%                  | -                   | 2<br>13% | 1<br>25% |
| £6,000               | 20<br>18%              | 3<br>17%       | 4<br>20%      | 3<br>18%      | 3<br>30%       | 3<br>20%          | 11<br>23%                | 3<br>23%            | 2<br>13% | -        |
| £4,000               | 17<br>15%              | 3<br>17%       | 3<br>15%      | 3<br>18%      | 3<br>30%       | -                 | 7<br>15%                 | 2<br>15%            | 1<br>7%  | 2<br>50% |
| £2,000               | 6<br>5%                | 2<br>11%       | 1<br>5%       | 1<br>6%       | 1<br>10%       | -                 | 3<br>6%                  | 1<br>8%             | 1<br>7%  | -        |
| Don't know           | 27<br>25%              | 3<br>17%       | 4<br>20%      | 1<br>6%       | 2<br>20%       | 8<br>53%          | 13<br>27%                | 3<br>23%            | 2<br>13% | -        |
| Mean Savings/Revenue | 7084.47                | 6266.80        | 7062.75       | 7687.69       | 5250.00        | 7428.86           | 6657.29                  | 6700.30             | 7538.69  | 6500.00  |
| Std. Dev             | 3870.51                | 2604.12        | 3087.02       | 4094.22       | 2375.47        | 1511.98           | 3262.53                  | 3529.37             | 2470.38  | 3000.00  |

**Microgeneration: Survey of Early Adopters (JN572167)****Q9 - What fuel do you use to heat your property?****Base : All respondents**

|                  | Total     | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |           | Region   |           |           |
|------------------|-----------|-------------|-----------|-------------------|------|-----------|--------------------|-----------|----------|-----------|-----------|
|                  |           | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own       | North    | Mid lands | South     |
| Base             | 110       | 80          | 30        | 80                | -    | -         | 5                  | 24        | 22       | 40        | 48        |
| Mains gas        | 54<br>49% | 40<br>50%   | 14<br>47% | 40<br>50%         | -    | -         | 1<br>20%           | 12<br>50% | 8<br>36% | 18<br>45% | 28<br>58% |
| Oil              | 27<br>25% | 21<br>26%   | 6<br>20%  | 21<br>26%         | -    | -         | 1<br>20%           | 5<br>21%  | 7<br>32% | 12<br>30% | 8<br>17%  |
| Biomass          | 16<br>15% | 12<br>15%   | 4<br>13%  | 12<br>15%         | -    | -         | 2<br>40%           | 2<br>8%   | 3<br>14% | 7<br>18%  | 6<br>13%  |
| Electric heating | 14<br>13% | 8<br>10%    | 6<br>20%  | 8<br>10%          | -    | -         | 1<br>20%           | 5<br>21%  | 2<br>9%  | 6<br>15%  | 6<br>13%  |
| Solid fuel       | 7<br>6%   | 5<br>6%     | 2<br>7%   | 5<br>6%           | -    | -         | -                  | 2<br>8%   | 2<br>9%  | 2<br>5%   | 3<br>6%   |
| LPG              | 6<br>5%   | 4<br>5%     | 2<br>7%   | 4<br>5%           | -    | -         | -                  | 2<br>8%   | 1<br>5%  | 4<br>10%  | 1<br>2%   |
| Other            | 2<br>2%   | -           | 2<br>7%   | -                 | -    | -         | -                  | 2<br>8%   | 1<br>5%  | 1<br>3%   | -         |
| Don't know       | 1<br>1%   | 1<br>1%     | -         | 1<br>1%           | -    | -         | -                  | -         | -        | -         | 1<br>2%   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q9 - What fuel do you use to heat your property?****Base : All respondents**

|                  | Total     | Technology (Community)  |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|------------------|-----------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                  |           | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base             | 110       | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Mains gas        | 54<br>49% | 7<br>70%                | 4<br>44%     | 3<br>27% | 9<br>56%              | 25<br>53%               | 6<br>50%     | -        | 6<br>67%               | 3<br>30%          | 5<br>45%          | 27<br>55%             | 5<br>42%     | 4<br>33%      | 4<br>57%        |
| Oil              | 27<br>25% | 1<br>10%                | 3<br>33%     | 2<br>18% | 4<br>25%              | 16<br>34%               | 1<br>8%      | -        | 1<br>11%               | 3<br>30%          | 2<br>18%          | 16<br>33%             | 1<br>8%      | 2<br>17%      | 2<br>29%        |
| Biomass          | 16<br>15% | 1<br>10%                | -            | 3<br>27% | 1<br>6%               | 7<br>15%                | 1<br>8%      | 3<br>60% | 1<br>11%               | -                 | 3<br>27%          | 7<br>14%              | 3<br>25%     | 2<br>17%      | -               |
| Electric heating | 14<br>13% | 2<br>20%                | 3<br>33%     | 1<br>9%  | 2<br>13%              | 3<br>6%                 | 1<br>8%      | 2<br>40% | 1<br>11%               | 1<br>10%          | 4<br>36%          | 3<br>6%               | 2<br>17%     | 1<br>8%       | 2<br>29%        |
| Solid fuel       | 7<br>6%   | -                       | 1<br>11%     | 1<br>9%  | 1<br>6%               | 1<br>2%                 | 2<br>17%     | 1<br>20% | -                      | 2<br>20%          | -                 | 1<br>2%               | 1<br>8%      | 3<br>25%      | -               |
| LPG              | 6<br>5%   | 1<br>10%                | -            | 1<br>9%  | 1<br>6%               | 2<br>4%                 | 1<br>8%      | -        | -                      | -                 | 2<br>18%          | 2<br>4%               | 1<br>8%      | 1<br>8%       | -               |
| Other            | 2<br>2%   | -                       | 1<br>11%     | 1<br>9%  | -                     | -                       | -            | -        | -                      | 1<br>10%          | 1<br>9%           | -                     | -            | -             | -               |
| Don't know       | 1<br>1%   | -                       | -            | -        | -                     | 1<br>2%                 | -            | -        | -                      | -                 | -                 | 1<br>2%               | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q9 - What fuel do you use to heat your property?****Base : All respondents**

|                  | Actual Cost (Domestic) |                   |                   |                   |                    |                         | Property Type (Domestic) |                           |          |          |
|------------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|----------|
|                  | Total                  | £3,000<br>or less | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other    |
| Base             | 110                    | 18                | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4        |
| Mains gas        | 54<br>49%              | 13<br>72%         | 13<br>65%         | 6<br>35%          | 4<br>40%           | 4<br>27%                | 24<br>50%                | 7<br>54%                  | 7<br>47% | 2<br>50% |
| Oil              | 27<br>25%              | 3<br>17%          | 6<br>30%          | 7<br>41%          | 1<br>10%           | 4<br>27%                | 14<br>29%                | 2<br>15%                  | 4<br>27% | 1<br>25% |
| Biomass          | 16<br>15%              | -                 | 5<br>25%          | 4<br>24%          | 1<br>10%           | 2<br>13%                | 8<br>17%                 | -                         | 4<br>27% | -        |
| Electric heating | 14<br>13%              | 1<br>6%           | -                 | 1<br>6%           | 2<br>20%           | 4<br>27%                | 5<br>10%                 | 2<br>15%                  | 1<br>7%  | -        |
| Solid fuel       | 7<br>6%                | -                 | -                 | 2<br>12%          | 1<br>10%           | 2<br>13%                | 2<br>4%                  | 2<br>15%                  | 1<br>7%  | -        |
| LPG              | 6<br>5%                | 1<br>6%           | 1<br>5%           | 1<br>6%           | 1<br>10%           | -                       | 1<br>2%                  | -                         | 2<br>13% | 1<br>25% |
| Other            | 2<br>2%                | -                 | -                 | -                 | -                  | -                       | -                        | -                         | -        | -        |
| Don't know       | 1<br>1%                | -                 | -                 | 1<br>6%           | -                  | -                       | 1<br>2%                  | -                         | -        | -        |



**Microgeneration: Survey of Early Adopters (JN572167)****Q10 - What is your best estimate for your current monthly heating bills?****Base : All respondents**

|                | Sample Type |           | Tenure (Domestic) |           |      | Tenure (Community) |          | Region    |          |           |           |
|----------------|-------------|-----------|-------------------|-----------|------|--------------------|----------|-----------|----------|-----------|-----------|
|                | Total       | Domestic  | Community         | Own       | Rent | Land lord          | Rent     | Own       | North    | Mid lands | South     |
| Base           | 110         | 80        | 30                | 80        | -    | -                  | 5        | 24        | 22       | 40        | 48        |
| £25 or less    | 10<br>9%    | 9<br>11%  | 1<br>3%           | 9<br>11%  | -    | -                  | 1<br>20% | -         | 2<br>9%  | 1<br>3%   | 7<br>15%  |
| £26 to £40     | 17<br>15%   | 17<br>21% | -                 | 17<br>21% | -    | -                  | -        | -         | 3<br>14% | 5<br>13%  | 9<br>19%  |
| £41 to £75     | 15<br>14%   | 15<br>19% | -                 | 15<br>19% | -    | -                  | -        | -         | 3<br>14% | 6<br>15%  | 6<br>13%  |
| £76 to £100    | 19<br>17%   | 17<br>21% | 2<br>7%           | 17<br>21% | -    | -                  | 1<br>20% | 1<br>4%   | 3<br>14% | 9<br>23%  | 7<br>15%  |
| More than £101 | 14<br>13%   | 6<br>8%   | 8<br>27%          | 6<br>8%   | -    | -                  | 1<br>20% | 7<br>29%  | 6<br>27% | 3<br>8%   | 5<br>10%  |
| Don't know     | 35<br>32%   | 16<br>20% | 19<br>63%         | 16<br>20% | -    | -                  | 2<br>40% | 16<br>67% | 5<br>23% | 16<br>40% | 14<br>29% |
| Mean           | 545.08      | 68.53     | 3317.73           | 68.53     | -    | -                  | 85.00    | 4530.00   | 918.59   | 89.46     | 679.94    |
| Std. Dev       | 2690.40     | 59.86     | 6605.36           | 59.86     | -    | -                  | 54.08    | 7494.70   | 2524.9   | 80.15     | 3590.8    |
| Median         | 59          | 53        | 225               | 53        | -    | -                  | 63       | 350       | 80       | 78        | 43        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q10 - What is your best estimate for your current monthly heating bills?****Base : All respondents**

|                | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|----------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base           | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| £25 or less    | 10<br>9%               | -                       | -            | 1<br>9%  | 1<br>6%               | 5<br>11%                | 2<br>17%     | 1<br>20% | 1<br>11%               | -                 | -                 | 5<br>10%              | 1<br>8%      | 2<br>17%      | 1<br>14%        |
| £26 to £40     | 17<br>15%              | -                       | -            | -        | 4<br>25%              | 11<br>23%               | 2<br>17%     | -        | -                      | -                 | -                 | 11<br>22%             | 3<br>25%     | -             | 3<br>43%        |
| £41 to £75     | 15<br>14%              | -                       | -            | -        | 3<br>19%              | 8<br>17%                | 3<br>25%     | 1<br>20% | -                      | -                 | -                 | 9<br>18%              | 3<br>25%     | 2<br>17%      | 1<br>14%        |
| £76 to £100    | 19<br>17%              | -                       | -            | 2<br>18% | 4<br>25%              | 10<br>21%               | 1<br>8%      | 2<br>40% | -                      | 1<br>10%          | 1<br>9%           | 11<br>22%             | 2<br>17%     | 3<br>25%      | 1<br>14%        |
| More than £101 | 14<br>13%              | 2<br>20%                | 3<br>33%     | 3<br>27% | 1<br>6%               | 4<br>9%                 | -            | 1<br>20% | 2<br>22%               | 3<br>30%          | 3<br>27%          | 4<br>8%               | 1<br>8%      | -             | 1<br>14%        |
| Don't know     | 35<br>32%              | 8<br>80%                | 6<br>67%     | 5<br>45% | 3<br>19%              | 9<br>19%                | 4<br>33%     | -        | 6<br>67%               | 6<br>60%          | 7<br>64%          | 9<br>18%              | 2<br>17%     | 5<br>42%      | -               |
| Mean           | 545.08                 | 215.00                  | 7200.00      | 2410.83  | 86.31                 | 65.18                   | 42.63        | 89.20    | 151.67                 | 1172.50           | 7837.50           | 65.55                 | 67.20        | 60.00         | 96.00           |
| Std. Dev       | 2690.40                | 120.21                  | 11951.57     | 4030.10  | 98.40                 | 43.81                   | 31.86        | 69.59    | 138.77                 | 1889.36           | 9922.48           | 43.16                 | 52.82        | 40.41         | 136.63          |
| Median         | 59                     | 215                     | 300          | 175      | 55                    | 58                      | 43           | 65       | 78                     | 300               | 5125              | 58                    | 48           | 65            | 38              |

**Microgeneration: Survey of Early Adopters (JN572167)****Q10 - What is your best estimate for your current monthly heating bills?****Base : All respondents**

|                | Actual Cost (Domestic) |                   |                   |                   |                    |                         | Property Type (Domestic) |                           |          |          |
|----------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|----------|
|                | Total                  | £3,000<br>or less | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other    |
| Base           | 110                    | 18                | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4        |
| £25 or less    | 10<br>9%               | 2<br>11%          | 1<br>5%           | 1<br>6%           | 2<br>20%           | 3<br>20%                | 5<br>10%                 | 3<br>23%                  | 1<br>7%  | -        |
| £26 to £40     | 17<br>15%              | 2<br>11%          | 9<br>45%          | 2<br>12%          | 1<br>10%           | 3<br>20%                | 11<br>23%                | 1<br>8%                   | 5<br>33% | -        |
| £41 to £75     | 15<br>14%              | 4<br>22%          | 5<br>25%          | 2<br>12%          | 2<br>20%           | 2<br>13%                | 4<br>8%                  | 3<br>23%                  | 5<br>33% | 3<br>75% |
| £76 to £100    | 19<br>17%              | 5<br>28%          | 1<br>5%           | 5<br>29%          | 2<br>20%           | 4<br>27%                | 13<br>27%                | 2<br>15%                  | 1<br>7%  | 1<br>25% |
| More than £101 | 14<br>13%              | -                 | -                 | 4<br>24%          | 1<br>10%           | 1<br>7%                 | 5<br>10%                 | -                         | 1<br>7%  | -        |
| Don't know     | 35<br>32%              | 5<br>28%          | 4<br>20%          | 3<br>18%          | 2<br>20%           | 2<br>13%                | 10<br>21%                | 4<br>31%                  | 2<br>13% | -        |
| Mean           | 545.08                 | 60.08             | 46.69             | 90.00             | 70.75              | 79.38                   | 77.50                    | 43.33                     | 58.92    | 71.25    |
| Std. Dev       | 2690.40                | 27.80             | 20.59             | 55.19             | 61.77              | 102.96                  | 70.45                    | 29.05                     | 45.76    | 8.54     |
| Median         | 59                     | 48                | 38                | 70                | 65                 | 43                      | 58                       | 38                        | 43       | 73       |

**Microgeneration: Survey of Early Adopters (JN572167)****Q11 - What is your best estimate for your current monthly electricity bills?****Base : All respondents**

|                | Sample Type |           | Tenure (Domestic) |           |      | Tenure (Community) |          | Region    |          |           |           |
|----------------|-------------|-----------|-------------------|-----------|------|--------------------|----------|-----------|----------|-----------|-----------|
|                | Total       | Domestic  | Community         | Own       | Rent | Land lord          | Rent     | Own       | North    | Mid lands | South     |
| Base           | 110         | 80        | 30                | 80        | -    | -                  | 5        | 24        | 22       | 40        | 48        |
| £25 or less    | 21<br>19%   | 19<br>24% | 2<br>7%           | 19<br>24% | -    | -                  | 1<br>20% | 1<br>4%   | 5<br>23% | 9<br>23%  | 7<br>15%  |
| £26 to £40     | 16<br>15%   | 15<br>19% | 1<br>3%           | 15<br>19% | -    | -                  | -        | 1<br>4%   | 2<br>9%  | 7<br>18%  | 7<br>15%  |
| £41 to £100    | 30<br>27%   | 28<br>35% | 2<br>7%           | 28<br>35% | -    | -                  | 1<br>20% | 1<br>4%   | 4<br>18% | 9<br>23%  | 17<br>35% |
| More than £101 | 13<br>12%   | 3<br>4%   | 10<br>33%         | 3<br>4%   | -    | -                  | 2<br>40% | 8<br>33%  | 6<br>27% | 3<br>8%   | 4<br>8%   |
| Don't know     | 30<br>27%   | 15<br>19% | 15<br>50%         | 15<br>19% | -    | -                  | 1<br>20% | 13<br>54% | 5<br>23% | 12<br>30% | 13<br>27% |
| Mean           | 508.00      | 47.15     | 2505.00           | 47.15     | -    | -                  | 1308.75  | 2940.00   | 716.76   | 62.18     | 763.26    |
| Std. Dev       | 2449.64     | 36.97     | 5347.52           | 36.97     | -    | -                  | 2461.13  | 6118.55   | 1945.7   | 71.15     | 3450.3    |
| Median         | 44          | 37        | 175               | 37        | -    | -                  | 105      | 275       | 48       | 38        | 46        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q11 - What is your best estimate for your current monthly electricity bills?****Base : All respondents**

|                | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|----------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base           | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| £25 or less    | 21<br>19%              | 1<br>10%                | -            | 1<br>9%  | 4<br>25%              | 12<br>26%               | 2<br>17%     | 1<br>20% | 1<br>11%               | 1<br>10%          | -                 | 12<br>24%             | 2<br>17%     | 2<br>17%      | 3<br>43%        |
| £26 to £40     | 16<br>15%              | -                       | 1<br>11%     | -        | 3<br>19%              | 10<br>21%               | 1<br>8%      | 1<br>20% | -                      | 1<br>10%          | -                 | 10<br>20%             | 2<br>17%     | 2<br>17%      | 1<br>14%        |
| £41 to £100    | 30<br>27%              | 1<br>10%                | 1<br>11%     | -        | 6<br>38%              | 15<br>32%               | 4<br>33%     | 3<br>60% | 1<br>11%               | 1<br>10%          | -                 | 17<br>35%             | 6<br>50%     | 2<br>17%      | 3<br>43%        |
| More than £101 | 13<br>12%              | 1<br>10%                | 3<br>33%     | 6<br>55% | -                     | 1<br>2%                 | 2<br>17%     | -        | 2<br>22%               | 4<br>40%          | 4<br>36%          | 1<br>2%               | 2<br>17%     | -             | -               |
| Don't know     | 30<br>27%              | 7<br>70%                | 4<br>44%     | 4<br>36% | 3<br>19%              | 9<br>19%                | 3<br>25%     | -        | 5<br>56%               | 3<br>30%          | 7<br>64%          | 9<br>18%              | -            | 6<br>50%      | -               |
| Mean           | 508.00                 | 91.67                   | 4328.00      | 2237.14  | 42.85                 | 44.66                   | 67.78        | 40.20    | 1318.75                | 548.57            | 7115.00           | 46.05                 | 57.83        | 40.83         | 40.57           |
| Std. Dev       | 2449.64                | 62.92                   | 8769.32      | 3112.90  | 29.10                 | 38.60                   | 45.35        | 17.33    | 2454.70                | 729.74            | 9338.84           | 38.60                 | 39.11        | 22.00         | 36.91           |
| Median         | 44                     | 63                      | 300          | 275      | 38                    | 34                      | 50           | 38       | 125                    | 150               | 4175              | 35                    | 49           | 35            | 25              |

**Microgeneration: Survey of Early Adopters (JN572167)****Q11 - What is your best estimate for your current monthly electricity bills?****Base : All respondents**

|                | Actual Cost (Domestic) |                   |                   |                   |                    |                         | Property Type (Domestic) |                           |          |          |
|----------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|----------|
|                | Total                  | £3,000<br>or less | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other    |
| Base           | 110                    | 18                | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4        |
| £25 or less    | 21<br>19%              | 3<br>17%          | 7<br>35%          | 3<br>18%          | 2<br>20%           | 4<br>27%                | 7<br>15%                 | 6<br>46%                  | 5<br>33% | 1<br>25% |
| £26 to £40     | 16<br>15%              | 3<br>17%          | 4<br>20%          | 5<br>29%          | 1<br>10%           | 2<br>13%                | 10<br>21%                | -                         | 3<br>20% | 2<br>50% |
| £41 to £100    | 30<br>27%              | 7<br>39%          | 6<br>30%          | 5<br>29%          | 5<br>50%           | 5<br>33%                | 18<br>38%                | 3<br>23%                  | 6<br>40% | 1<br>25% |
| More than £101 | 13<br>12%              | 2<br>11%          | 1<br>5%           | -                 | -                  | -                       | 2<br>4%                  | -                         | 1<br>7%  | -        |
| Don't know     | 30<br>27%              | 3<br>17%          | 2<br>10%          | 4<br>24%          | 2<br>20%           | 4<br>27%                | 11<br>23%                | 4<br>31%                  | -        | -        |
| Mean           | 508.00                 | 57.73             | 49.39             | 38.31             | 46.63              | 39.91                   | 51.08                    | 32.11                     | 50.07    | 33.75    |
| Std. Dev       | 2449.64                | 38.86             | 53.19             | 15.51             | 21.68              | 29.50                   | 30.39                    | 16.74                     | 58.66    | 11.09    |
| Median         | 44                     | 46                | 34                | 32                | 49                 | 38                      | 46                       | 23                        | 33       | 28       |

**Microgeneration: Survey of Early Adopters (JN572167)****Q12 - Since you installed your low carbon energy system, has the amount of attention you pay towards your energy use changed?****Base : All respondents**

|                               | Sample Type |           |           | Tenure (Domestic) |      |           | Tenure (Community) |           | Region   |           |           |
|-------------------------------|-------------|-----------|-----------|-------------------|------|-----------|--------------------|-----------|----------|-----------|-----------|
|                               | Total       | Domestic  | Community | Own               | Rent | Land lord | Rent               | Own       | North    | Mid lands | South     |
| Base                          | 110         | 80        | 30        | 80                | -    | -         | 5                  | 24        | 22       | 40        | 48        |
| I pay much more attention     | 52<br>47%   | 36<br>45% | 16<br>53% | 36<br>45%         | -    | -         | 3<br>60%           | 13<br>54% | 7<br>32% | 19<br>48% | 26<br>54% |
| I pay slightly more attention | 27<br>25%   | 23<br>29% | 4<br>13%  | 23<br>29%         | -    | -         | 1<br>20%           | 3<br>13%  | 9<br>41% | 9<br>23%  | 9<br>19%  |
| No change                     | 26<br>24%   | 18<br>23% | 8<br>27%  | 18<br>23%         | -    | -         | 1<br>20%           | 6<br>25%  | 6<br>27% | 10<br>25% | 10<br>21% |
| I pay slightly less attention | -           | -         | -         | -                 | -    | -         | -                  | -         | -        | -         | -         |
| I pay much less attention     | 2<br>2%     | 2<br>3%   | -         | 2<br>3%           | -    | -         | -                  | -         | -        | 1<br>3%   | 1<br>2%   |
| Don't know                    | 3<br>3%     | 1<br>1%   | 2<br>7%   | 1<br>1%           | -    | -         | -                  | 2<br>8%   | -        | 1<br>3%   | 2<br>4%   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q12 - Since you installed your low carbon energy system, has the amount of attention you pay towards your energy use changed?****Base : All respondents**

|                               | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|-------------------------------|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                               | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base                          | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| I pay much more attention     | 52<br>47%              | 4<br>40%                | 4<br>44%     | 8<br>73% | 7<br>44%              | 24<br>51%               | 3<br>25%     | 2<br>40% | 5<br>56%               | 4<br>40%          | 7<br>64%          | 24<br>49%             | 4<br>33%     | 5<br>42%      | 3<br>43%        |
| I pay slightly more attention | 27<br>25%              | 2<br>20%                | 1<br>11%     | 1<br>9%  | 6<br>38%              | 14<br>30%               | 2<br>17%     | 1<br>20% | 2<br>22%               | 2<br>20%          | -<br>-            | 14<br>29%             | 3<br>25%     | 4<br>33%      | 2<br>29%        |
| No change                     | 26<br>24%              | 3<br>30%                | 4<br>44%     | 1<br>9%  | 3<br>19%              | 8<br>17%                | 6<br>50%     | 1<br>20% | 2<br>22%               | 3<br>30%          | 3<br>27%          | 10<br>20%             | 3<br>25%     | 3<br>25%      | 2<br>29%        |
| I pay slightly less attention | -<br>-                 | -<br>-                  | -<br>-       | -<br>-   | -<br>-                | -<br>-                  | -<br>-       | -<br>-   | -<br>-                 | -<br>-            | -<br>-            | -<br>-                | -<br>-       | -<br>-        | -<br>-          |
| I pay much less attention     | 2<br>2%                | -<br>-                  | -<br>-       | -<br>-   | -<br>-                | -<br>-                  | 1<br>8%      | 1<br>20% | -<br>-                 | -<br>-            | -<br>-            | -<br>-                | 2<br>17%     | -<br>-        | -<br>-          |
| Don't know                    | 3<br>3%                | 1<br>10%                | -<br>-       | 1<br>9%  | -<br>-                | 1<br>2%                 | -<br>-       | -<br>-   | -<br>-                 | 1<br>10%          | 1<br>9%           | 1<br>2%               | -<br>-       | -<br>-        | -<br>-          |



**Microgeneration: Survey of Early Adopters (JN572167)****Q12 - Since you installed your low carbon energy system, has the amount of attention you pay towards your energy use changed?****Base : All respondents**

|                                  | Actual Cost (Domestic) |                   |                   |                   |                    |                         | Property Type (Domestic) |                           |          |          |
|----------------------------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|----------|
|                                  | Total                  | £3,000<br>or less | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other    |
| Base                             | 110                    | 18                | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4        |
| I pay much more<br>attention     | 52<br>47%              | 6<br>33%          | 11<br>55%         | 9<br>53%          | 4<br>40%           | 6<br>40%                | 23<br>48%                | 6<br>46%                  | 4<br>27% | 3<br>75% |
| I pay slightly more<br>attention | 27<br>25%              | 6<br>33%          | 5<br>25%          | 6<br>35%          | 4<br>40%           | 2<br>13%                | 12<br>25%                | 4<br>31%                  | 6<br>40% | 1<br>25% |
| No change                        | 26<br>24%              | 4<br>22%          | 4<br>20%          | 2<br>12%          | 2<br>20%           | 6<br>40%                | 10<br>21%                | 3<br>23%                  | 5<br>33% | -        |
| I pay slightly less<br>attention | -                      | -                 | -                 | -                 | -                  | -                       | -                        | -                         | -        | -        |
| I pay much less<br>attention     | 2<br>2%                | 1<br>6%           | -                 | -                 | -                  | 1<br>7%                 | 2<br>4%                  | -                         | -        | -        |
| Don't know                       | 3<br>3%                | 1<br>6%           | -                 | -                 | -                  | -                       | 1<br>2%                  | -                         | -        | -        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q13 - Before you installed your low carbon energy system, which of the following changes (if any) had you already made to your property or lifestyle?****Base : All respondents**

|  | Sample Type |           |           | Tenure (Domestic) |      |           | Tenure (Community) |           | Region    |           |           |
|--|-------------|-----------|-----------|-------------------|------|-----------|--------------------|-----------|-----------|-----------|-----------|
|  | Total       | Domestic  | Community | Own               | Rent | Land lord | Rent               | Own       | North     | Mid lands | South     |
| Base   | 110         | 80        | 30        | 80                | -    | -         | 5                  | 24        | 22        | 40        | 48        |
| Saved electricity by turning off lights in unoccupied rooms                          | 97<br>88%   | 73<br>91% | 24<br>80% | 73<br>91%         | -    | -         | 4<br>80%           | 19<br>79% | 21<br>95% | 35<br>88% | 41<br>85% |
| Minimising the number of devices left on "standby" overnight (eg TV, phone chargers) | 90<br>82%   | 71<br>89% | 19<br>63% | 71<br>89%         | -    | -         | 4<br>80%           | 14<br>58% | 20<br>91% | 34<br>85% | 36<br>75% |
| Reducing your heating energy use by turning your thermostat down                     | 73<br>66%   | 56<br>70% | 17<br>57% | 56<br>70%         | -    | -         | 3<br>60%           | 14<br>58% | 18<br>82% | 24<br>60% | 31<br>65% |
| Switched to a green electricity supplier   | 41<br>37%   | 28<br>35% | 13<br>43% | 28<br>35%         | -    | -         | 2<br>40%           | 10<br>42% | 8<br>36%  | 17<br>43% | 16<br>33% |
| None of these  | 8<br>7%     | 3<br>4%   | 5<br>17%  | 3<br>4%           | -    | -         | 1<br>20%           | 4<br>17%  | -         | 2<br>5%   | 6<br>13%  |
| Don't know   | -           | -         | -         | -                 | -    | -         | -                  | -         | -         | -         | -         |

**Microgeneration: Survey of Early Adopters (JN572167)****Q13 - Before you installed your low carbon energy system, which of the following changes (if any) had you already made to your property or lifestyle?****Base : All respondents**

|  | Total     | Technology (Community)  |              |          | Technology (Domestic) |                         |              |           | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|--|-----------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|-----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|  |           | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other     | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base   | 110       | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5         | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Saved electricity by turning off lights in unoccupied rooms                          | 97<br>88% | 9<br>90%                | 8<br>89%     | 7<br>64% | 14<br>88%             | 42<br>89%               | 12<br>100%   | 5<br>100% | 8<br>89%               | 7<br>70%          | 9<br>82%          | 44<br>90%             | 12<br>100%   | 12<br>100%    | 5<br>71%        |
| Minimising the number of devices left on "standby" overnight (eg TV, phone chargers) | 90<br>82% | 8<br>80%                | 7<br>78%     | 4<br>36% | 15<br>94%             | 40<br>85%               | 11<br>92%    | 5<br>100% | 7<br>78%               | 4<br>40%          | 8<br>73%          | 42<br>86%             | 11<br>92%    | 12<br>100%    | 6<br>86%        |
| Reducing your heating energy use by turning your thermostat down                     | 73<br>66% | 8<br>80%                | 5<br>56%     | 4<br>36% | 9<br>56%              | 34<br>72%               | 11<br>92%    | 2<br>40%  | 7<br>78%               | 5<br>50%          | 5<br>45%          | 36<br>73%             | 9<br>75%     | 7<br>58%      | 4<br>57%        |
| Switched to a green electricity supplier   | 41<br>37% | 5<br>50%                | 4<br>44%     | 4<br>36% | 7<br>44%              | 17<br>36%               | 3<br>25%     | 1<br>20%  | 4<br>44%               | 1<br>10%          | 8<br>73%          | 18<br>37%             | 1<br>8%      | 5<br>42%      | 4<br>57%        |
| None of these  | 8<br>7%   | 1<br>10%                | 1<br>11%     | 3<br>27% | 1<br>6%               | 2<br>4%                 | -            | -         | 1<br>11%               | 2<br>20%          | 2<br>18%          | 2<br>4%               | -            | -             | 1<br>14%        |
| Don't know   | -         | -                       | -            | -        | -                     | -                       | -            | -         | -                      | -                 | -                 | -                     | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q13 - Before you installed your low carbon energy system, which of the following changes (if any) had you already made to your property or lifestyle?****Base : All respondents**

|   | Actual Cost (Domestic) |                   |                   |                   |                    |                         | Property Type (Domestic) |                           |            |          |
|---|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|------------|----------|
|   | Total                  | £3,000<br>or less | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow   | Other    |
| Base  | 110                    | 18                | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15         | 4        |
| Saved electricity by<br>turning off lights in<br>unoccupied rooms                             | 97<br>88%              | 18<br>100%        | 16<br>80%         | 16<br>94%         | 10<br>100%         | 13<br>87%               | 43<br>90%                | 12<br>92%                 | 15<br>100% | 3<br>75% |
| Minimising the number of<br>devices left on<br>"standby" overnight (eg<br>TV, phone chargers) | 90<br>82%              | 17<br>94%         | 16<br>80%         | 14<br>82%         | 10<br>100%         | 14<br>93%               | 41<br>85%                | 12<br>92%                 | 15<br>100% | 3<br>75% |
| Reducing your heating<br>energy use by turning<br>your thermostat down                        | 73<br>66%              | 15<br>83%         | 13<br>65%         | 13<br>76%         | 6<br>60%           | 9<br>60%                | 34<br>71%                | 8<br>62%                  | 12<br>80%  | 2<br>50% |
| Switched to a green<br>electricity supplier   | 41<br>37%              | 3<br>17%          | 8<br>40%          | 8<br>47%          | 2<br>20%           | 7<br>47%                | 17<br>35%                | 3<br>23%                  | 7<br>47%   | 1<br>25% |
| None of these   | 8<br>7%                | -                 | 2<br>10%          | -                 | -                  | 1<br>7%                 | 3<br>6%                  | -                         | -          | -        |
| Don't know  | -                      | -                 | -                 | -                 | -                  | -                       | -                        | -                         | -          | -        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q14 - Since you purchased your low carbon energy system, which of the following changes (if any) have you made to your property or lifestyle?****Base : All respondents**

|  | Sample Type |           |           | Tenure (Domestic) |      |           | Tenure (Community) |           | Region    |           |           |
|--|-------------|-----------|-----------|-------------------|------|-----------|--------------------|-----------|-----------|-----------|-----------|
|  | Total       | Domestic  | Community | Own               | Rent | Land lord | Rent               | Own       | North     | Mid lands | South     |
| Base   | 110         | 80        | 30        | 80                | -    | -         | 5                  | 24        | 22        | 40        | 48        |
| Increased your hot water use   | 13<br>12%   | 8<br>10%  | 5<br>17%  | 8<br>10%          | -    | -         | 1<br>20%           | 4<br>17%  | 3<br>14%  | 5<br>13%  | 5<br>10%  |
| Heated your home for longer or to a higher temperature                               | 13<br>12%   | 8<br>10%  | 5<br>17%  | 8<br>10%          | -    | -         | 2<br>40%           | 3<br>13%  | 4<br>18%  | 6<br>15%  | 3<br>6%   |
| Saved electricity by turning off lights in unoccupied rooms                          | 6<br>5%     | 4<br>5%   | 2<br>7%   | 4<br>5%           | -    | -         | -                  | 2<br>8%   | 1<br>5%   | 3<br>8%   | 2<br>4%   |
| Reducing your heating energy use by turning your thermostat down                     | 6<br>5%     | 6<br>8%   | -         | 6<br>8%           | -    | -         | -                  | -         | -         | 3<br>8%   | 3<br>6%   |
| Minimising the number of devices left on "standby" overnight (eg TV, phone chargers) | 4<br>4%     | 3<br>4%   | 1<br>3%   | 3<br>4%           | -    | -         | -                  | 1<br>4%   | 1<br>5%   | 2<br>5%   | 1<br>2%   |
| Switched to a green electricity supplier   | 3<br>3%     | 2<br>3%   | 1<br>3%   | 2<br>3%           | -    | -         | -                  | 1<br>4%   | 1<br>5%   | 1<br>3%   | 1<br>2%   |
| None of these  | 77<br>70%   | 58<br>73% | 19<br>63% | 58<br>73%         | -    | -         | 3<br>60%           | 15<br>63% | 16<br>73% | 24<br>60% | 37<br>77% |
| Don't know   | 2<br>2%     | -         | 2<br>7%   | -                 | -    | -         | -                  | 2<br>8%   | 1<br>5%   | -         | 1<br>2%   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q14 - Since you purchased your low carbon energy system, which of the following changes (if any) have you made to your property or lifestyle?****Base : All respondents**

|  | Total     | Technology (Community)  |              |          | Technology (Domestic) |                         |              |           | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|--|-----------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|-----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|  |           | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other     | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base   | 110       | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5         | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Increased your hot water use   | 13<br>12% | 1<br>10%                | 2<br>22%     | 2<br>18% | 1<br>6%               | 7<br>15%                | -<br>-       | -<br>-    | 1<br>11%               | 3<br>30%          | 1<br>9%           | 7<br>14%              | -<br>-       | -<br>-        | 1<br>14%        |
| Heated your home for longer or to a higher temperature                               | 13<br>12% | -<br>-                  | 3<br>33%     | 2<br>18% | 1<br>6%               | 4<br>9%                 | 3<br>25%     | -<br>-    | 1<br>11%               | 3<br>30%          | 1<br>9%           | 4<br>8%               | 2<br>17%     | 1<br>8%       | 1<br>14%        |
| Saved electricity by turning off lights in unoccupied rooms                          | 6<br>5%   | -<br>-                  | 1<br>11%     | 1<br>9%  | -<br>-                | 4<br>9%                 | -<br>-       | -<br>-    | -<br>-                 | 2<br>20%          | -<br>-            | 4<br>8%               | -<br>-       | -<br>-        | -<br>-          |
| Reducing your heating energy use by turning your thermostat down                     | 6<br>5%   | -<br>-                  | -<br>-       | -<br>-   | 1<br>6%               | 5<br>11%                | -<br>-       | -<br>-    | -<br>-                 | -<br>-            | -<br>-            | 5<br>10%              | -<br>-       | 1<br>8%       | -<br>-          |
| Minimising the number of devices left on "standby" overnight (eg TV, phone chargers) | 4<br>4%   | -<br>-                  | 1<br>11%     | -<br>-   | -<br>-                | 3<br>6%                 | -<br>-       | -<br>-    | -<br>-                 | 1<br>10%          | -<br>-            | 3<br>6%               | -<br>-       | -<br>-        | -<br>-          |
| Switched to a green electricity supplier   | 3<br>3%   | -<br>-                  | 1<br>11%     | -<br>-   | 1<br>6%               | 1<br>2%                 | -<br>-       | -<br>-    | -<br>-                 | 1<br>10%          | -<br>-            | 1<br>2%               | -<br>-       | 1<br>8%       | -<br>-          |
| None of these  | 77<br>70% | 8<br>80%                | 5<br>56%     | 6<br>55% | 13<br>81%             | 31<br>66%               | 9<br>75%     | 5<br>100% | 6<br>67%               | 4<br>40%          | 9<br>82%          | 33<br>67%             | 10<br>83%    | 9<br>75%      | 6<br>86%        |
| Don't know   | 2<br>2%   | 1<br>10%                | -<br>-       | 1<br>9%  | -<br>-                | -<br>-                  | -<br>-       | -<br>-    | 1<br>11%               | -<br>-            | 1<br>9%           | -<br>-                | -<br>-       | -<br>-        | -<br>-          |

**Microgeneration: Survey of Early Adopters (JN572167)****Q14 - Since you purchased your low carbon energy system, which of the following changes (if any) have you made to your property or lifestyle?****Base : All respondents**

|  | Actual Cost (Domestic) |                |               |               |                |                   | Property Type (Domestic) |                     |           |          |
|--|------------------------|----------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|-----------|----------|
|  | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow  | Other    |
| Base   | 110                    | 18             | 20            | 17            | 10             | 15                | 48                       | 13                  | 15        | 4        |
| Increased your hot water use   | 13<br>12%              | 2<br>11%       | 2<br>10%      | 3<br>18%      | -              | 1<br>7%           | 3<br>6%                  | 2<br>15%            | 3<br>20%  | -        |
| Heated your home for longer or to a higher temperature                               | 13<br>12%              | 3<br>17%       | 2<br>10%      | 1<br>6%       | -              | 2<br>13%          | 5<br>10%                 | -                   | 3<br>20%  | -        |
| Saved electricity by turning off lights in unoccupied rooms                          | 6<br>5%                | -              | 3<br>15%      | 1<br>6%       | -              | -                 | 3<br>6%                  | 1<br>8%             | -         | -        |
| Reducing your heating energy use by turning your thermostat down                     | 6<br>5%                | 1<br>6%        | 3<br>15%      | 1<br>6%       | 1<br>10%       | -                 | 3<br>6%                  | 2<br>15%            | -         | 1<br>25% |
| Minimising the number of devices left on "standby" overnight (eg TV, phone chargers) | 4<br>4%                | -              | 3<br>15%      | -             | -              | -                 | 2<br>4%                  | -                   | -         | 1<br>25% |
| Switched to a green electricity supplier   | 3<br>3%                | -              | 1<br>5%       | -             | 1<br>10%       | -                 | 2<br>4%                  | -                   | -         | -        |
| None of these  | 77<br>70%              | 12<br>67%      | 13<br>65%     | 12<br>71%     | 8<br>80%       | 13<br>87%         | 37<br>77%                | 9<br>69%            | 10<br>67% | 2<br>50% |
| Don't know   | 2<br>2%                | -              | -             | -             | -              | -                 | -                        | -                   | -         | -        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15a - Is the following energy-efficiency measure present in your property?****Loft insulation****Base : All respondents**

|   | Total     | Sample Type |           | Tenure (Domestic) |        |           | Tenure (Community) |           | Region    |           |           |
|---|-----------|-------------|-----------|-------------------|--------|-----------|--------------------|-----------|-----------|-----------|-----------|
|   |           | Domestic    | Community | Own               | Rent   | Land lord | Rent               | Own       | North     | Mid lands | South     |
| Base  | 110       | 80          | 30        | 80                | -      | -         | 5                  | 24        | 22        | 40        | 48        |
| Yes, it was installed by previous occupier  | 13<br>12% | 13<br>16%   | -<br>-    | 13<br>16%         | -<br>- | -<br>-    | -<br>-             | -<br>-    | 1<br>5%   | 6<br>15%  | 6<br>13%  |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 77<br>70% | 56<br>70%   | 21<br>70% | 56<br>70%         | -<br>- | -<br>-    | 4<br>80%           | 16<br>67% | 16<br>73% | 28<br>70% | 33<br>69% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 4<br>4%   | 3<br>4%     | 1<br>3%   | 3<br>4%           | -<br>- | -<br>-    | -<br>-             | 1<br>4%   | -<br>-    | 2<br>5%   | 2<br>4%   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%   | 3<br>4%     | 2<br>7%   | 3<br>4%           | -<br>- | -<br>-    | 1<br>20%           | 1<br>4%   | 2<br>9%   | 2<br>5%   | 1<br>2%   |
| No, it cannot be fitted in this property  | 2<br>2%   | -<br>-      | 2<br>7%   | -<br>-            | -<br>- | -<br>-    | -<br>-             | 2<br>8%   | 1<br>5%   | 1<br>3%   | -<br>-    |
| No, it is not present in this property  | 8<br>7%   | 5<br>6%     | 3<br>10%  | 5<br>6%           | -<br>- | -<br>-    | -<br>-             | 3<br>13%  | 2<br>9%   | 1<br>3%   | 5<br>10%  |
| Don't know  | 1<br>1%   | -<br>-      | 1<br>3%   | -<br>-            | -<br>- | -<br>-    | -<br>-             | 1<br>4%   | -<br>-    | -<br>-    | 1<br>2%   |



**Microgeneration: Survey of Early Adopters (JN572167)****Q15a - Is the following energy-efficiency measure present in your property?****Loft insulation****Base : All respondents**

|   | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|---|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|   | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base  | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes, it was installed by previous occupier  | 13<br>12%              | -                       | -            | -        | 4<br>25%              | 7<br>15%                | 1<br>8%      | 1<br>20% | -                      | -                 | -                 | 7<br>14%              | 2<br>17%     | 1<br>8%       | 3<br>43%        |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 77<br>70%              | 8<br>80%                | 4<br>44%     | 9<br>82% | 9<br>56%              | 34<br>72%               | 10<br>83%    | 3<br>60% | 8<br>89%               | 6<br>60%          | 7<br>64%          | 36<br>73%             | 9<br>75%     | 8<br>67%      | 3<br>43%        |
| Yes, it was installed by you as a condition of the LCBP grant                               | 4<br>4%                | -                       | -            | 1<br>9%  | 2<br>13%              | 1<br>2%                 | -            | -        | -                      | 1<br>10%          | -                 | 1<br>2%               | -            | 1<br>8%       | 1<br>14%        |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%                | 2<br>20%                | -            | -        | 1<br>6%               | 2<br>4%                 | -            | -        | 1<br>11%               | -                 | 1<br>9%           | 2<br>4%               | -            | 1<br>8%       | -               |
| No, it cannot be fitted in this property  | 2<br>2%                | -                       | 2<br>22%     | -        | -                     | -                       | -            | -        | -                      | 1<br>10%          | 1<br>9%           | -                     | -            | -             | -               |
| No, it is not present in this property  | 8<br>7%                | -                       | 2<br>22%     | 1<br>9%  | -                     | 3<br>6%                 | 1<br>8%      | 1<br>20% | -                      | 2<br>20%          | 1<br>9%           | 3<br>6%               | 1<br>8%      | 1<br>8%       | -               |
| Don't know  | 1<br>1%                | -                       | 1<br>11%     | -        | -                     | -                       | -            | -        | -                      | -                 | 1<br>9%           | -                     | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15a - Is the following energy-efficiency measure present in your property?****Loft insulation****Base : All respondents**

|   | Actual Cost (Domestic) |                |               |               |                | Property Type (Domestic) |                |                     |           |          |
|---|------------------------|----------------|---------------|---------------|----------------|--------------------------|----------------|---------------------|-----------|----------|
|   | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001        | Detached House | Semi Detached House | Bungalow  | Other    |
| Base  | 110                    | 18             | 20            | 17            | 10             | 15                       | 48             | 13                  | 15        | 4        |
| Yes, it was installed by previous occupier  | 13<br>12%              | 3<br>17%       | 4<br>20%      | 3<br>18%      | -<br>-         | 3<br>20%                 | 9<br>19%       | 2<br>15%            | 1<br>7%   | 1<br>25% |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 77<br>70%              | 14<br>78%      | 12<br>60%     | 13<br>76%     | 8<br>80%       | 9<br>60%                 | 30<br>63%      | 10<br>77%           | 13<br>87% | 3<br>75% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 4<br>4%                | -<br>-         | -<br>-        | 1<br>6%       | -<br>-         | 2<br>13%                 | 3<br>6%        | -<br>-              | -<br>-    | -<br>-   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%                | -<br>-         | 2<br>10%      | -<br>-        | 1<br>10%       | -<br>-                   | 3<br>6%        | -<br>-              | -<br>-    | -<br>-   |
| No, it cannot be fitted in this property  | 2<br>2%                | -<br>-         | -<br>-        | -<br>-        | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | -<br>-    | -<br>-   |
| No, it is not present in this property  | 8<br>7%                | 1<br>6%        | 2<br>10%      | -<br>-        | 1<br>10%       | 1<br>7%                  | 3<br>6%        | 1<br>8%             | 1<br>7%   | -<br>-   |
| Don't know  | 1<br>1%                | -<br>-         | -<br>-        | -<br>-        | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | -<br>-    | -<br>-   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15b - Is the following energy-efficiency measure present in your property?****Double glazing****Base : All respondents**

|   | Sample Type |           | Tenure (Domestic) |           |      | Tenure (Community) |          | Region    |           |           |           |
|---|-------------|-----------|-------------------|-----------|------|--------------------|----------|-----------|-----------|-----------|-----------|
|   | Total       | Domestic  | Community         | Own       | Rent | Land lord          | Rent     | Own       | North     | Mid lands | South     |
| Base  | 110         | 80        | 30                | 80        | -    | -                  | 5        | 24        | 22        | 40        | 48        |
| Yes, it was installed by previous occupier  | 17<br>15%   | 15<br>19% | 2<br>7%           | 15<br>19% | -    | -                  | 1<br>20% | 1<br>4%   | 3<br>14%  | 6<br>15%  | 8<br>17%  |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 78<br>71%   | 57<br>71% | 21<br>70%         | 57<br>71% | -    | -                  | 2<br>40% | 18<br>75% | 15<br>68% | 30<br>75% | 33<br>69% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 3<br>3%     | 1<br>1%   | 2<br>7%           | 1<br>1%   | -    | -                  | -        | 2<br>8%   | -         | 3<br>8%   | -         |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%     | 4<br>5%   | 1<br>3%           | 4<br>5%   | -    | -                  | -        | 1<br>4%   | 3<br>14%  | 1<br>3%   | 1<br>2%   |
| No, it cannot be fitted in this property  | 1<br>1%     | -         | 1<br>3%           | -         | -    | -                  | 1<br>20% | -         | 1<br>5%   | -         | -         |
| No, it is not present in this property  | 6<br>5%     | 3<br>4%   | 3<br>10%          | 3<br>4%   | -    | -                  | 1<br>20% | 2<br>8%   | -         | -         | 6<br>13%  |
| Don't know  | -           | -         | -                 | -         | -    | -                  | -        | -         | -         | -         | -         |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15b - Is the following energy-efficiency measure present in your property?****Double glazing****Base : All respondents**

|   | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|---|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|   | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base  | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes, it was installed by previous occupier  | 17<br>15%              | 1<br>10%                | -            | 1<br>9%  | 3<br>19%              | 11<br>23%               | 1<br>8%      | -        | 1<br>11%               | -                 | 1<br>9%           | 11<br>22%             | -            | 2<br>17%      | 2<br>29%        |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 78<br>71%              | 7<br>70%                | 7<br>78%     | 7<br>64% | 11<br>69%             | 32<br>68%               | 10<br>83%    | 4<br>80% | 6<br>67%               | 9<br>90%          | 6<br>55%          | 34<br>69%             | 11<br>92%    | 8<br>67%      | 4<br>57%        |
| Yes, it was installed by you as a condition of the LCBP grant                               | 3<br>3%                | -                       | 1<br>11%     | 1<br>9%  | 1<br>6%               | -                       | -            | -        | -                      | 1<br>10%          | 1<br>9%           | -                     | -            | 1<br>8%       | -               |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%                | 1<br>10%                | -            | -        | 1<br>6%               | 2<br>4%                 | 1<br>8%      | -        | -                      | -                 | 1<br>9%           | 2<br>4%               | -            | 1<br>8%       | 1<br>14%        |
| No, it cannot be fitted in this property  | 1<br>1%                | -                       | -            | 1<br>9%  | -                     | -                       | -            | -        | -                      | -                 | 1<br>9%           | -                     | -            | -             | -               |
| No, it is not present in this property  | 6<br>5%                | 1<br>10%                | 1<br>11%     | 1<br>9%  | -                     | 2<br>4%                 | -            | 1<br>20% | 2<br>22%               | -                 | 1<br>9%           | 2<br>4%               | 1<br>8%      | -             | -               |
| Don't know  | -                      | -                       | -            | -        | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15b - Is the following energy-efficiency measure present in your property?****Double glazing****Base : All respondents**

|   | Actual Cost (Domestic) |                |               |               |                | Property Type (Domestic) |                |                     |           |          |
|---|------------------------|----------------|---------------|---------------|----------------|--------------------------|----------------|---------------------|-----------|----------|
|   | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001        | Detached House | Semi Detached House | Bungalow  | Other    |
| Base  | 110                    | 18             | 20            | 17            | 10             | 15                       | 48             | 13                  | 15        | 4        |
| Yes, it was installed by previous occupier  | 17<br>15%              | 3<br>17%       | 6<br>30%      | 3<br>18%      | -<br>-         | 3<br>20%                 | 9<br>19%       | 3<br>23%            | 2<br>13%  | 1<br>25% |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 78<br>71%              | 14<br>78%      | 13<br>65%     | 11<br>65%     | 10<br>100%     | 9<br>60%                 | 33<br>69%      | 9<br>69%            | 12<br>80% | 3<br>75% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 3<br>3%                | -<br>-         | -<br>-        | -<br>-        | -<br>-         | 1<br>7%                  | 1<br>2%        | -<br>-              | -<br>-    | -<br>-   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%                | -<br>-         | 1<br>5%       | 1<br>6%       | -<br>-         | 2<br>13%                 | 3<br>6%        | -<br>-              | 1<br>7%   | -<br>-   |
| No, it cannot be fitted in this property  | 1<br>1%                | -<br>-         | -<br>-        | -<br>-        | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | -<br>-    | -<br>-   |
| No, it is not present in this property  | 6<br>5%                | 1<br>6%        | -<br>-        | 2<br>12%      | -<br>-         | -<br>-                   | 2<br>4%        | 1<br>8%             | -<br>-    | -<br>-   |
| Don't know  | -<br>-                 | -<br>-         | -<br>-        | -<br>-        | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | -<br>-    | -<br>-   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15c - Is the following energy-efficiency measure present in your property?****High-efficiency boilers****Base : All respondents**

|   | Sample Type |           |           | Tenure (Domestic) |      |           | Tenure (Community) |          | Region   |           |           |
|---|-------------|-----------|-----------|-------------------|------|-----------|--------------------|----------|----------|-----------|-----------|
|   | Total       | Domestic  | Community | Own               | Rent | Land lord | Rent               | Own      | North    | Mid lands | South     |
| Base  | 110         | 80        | 30        | 80                | -    | -         | 5                  | 24       | 22       | 40        | 48        |
| Yes, it was installed by previous occupier  | 8<br>7%     | 7<br>9%   | 1<br>3%   | 7<br>9%           | -    | -         | -                  | 1<br>4%  | 3<br>14% | 2<br>5%   | 3<br>6%   |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 40<br>36%   | 29<br>36% | 11<br>37% | 29<br>36%         | -    | -         | 1<br>20%           | 9<br>38% | 6<br>27% | 14<br>35% | 20<br>42% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 11<br>10%   | 4<br>5%   | 7<br>23%  | 4<br>5%           | -    | -         | 2<br>40%           | 5<br>21% | 2<br>9%  | 5<br>13%  | 4<br>8%   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 9<br>8%     | 7<br>9%   | 2<br>7%   | 7<br>9%           | -    | -         | -                  | 2<br>8%  | 3<br>14% | 2<br>5%   | 4<br>8%   |
| No, it cannot be fitted in this property  | 2<br>2%     | 2<br>3%   | -         | 2<br>3%           | -    | -         | -                  | -        | -        | -         | 2<br>4%   |
| No, it is not present in this property  | 34<br>31%   | 27<br>34% | 7<br>23%  | 27<br>34%         | -    | -         | 2<br>40%           | 5<br>21% | 7<br>32% | 15<br>38% | 12<br>25% |
| Don't know  | 6<br>5%     | 4<br>5%   | 2<br>7%   | 4<br>5%           | -    | -         | -                  | 2<br>8%  | 1<br>5%  | 2<br>5%   | 3<br>6%   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15c - Is the following energy-efficiency measure present in your property?****High-efficiency boilers****Base : All respondents**

|   | Total     | Technology (Community)  |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|---|-----------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|   |           | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base  | 110       | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes, it was installed by previous occupier  | 8<br>7%   | 1<br>10%                | -            | -        | 3<br>19%              | 4<br>9%                 | -            | -        | 1<br>11%               | -                 | -                 | 4<br>8%               | -            | 2<br>17%      | 1<br>14%        |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 40<br>36% | 3<br>30%                | 3<br>33%     | 5<br>45% | 5<br>31%              | 16<br>34%               | 5<br>42%     | 3<br>60% | 3<br>33%               | 4<br>40%          | 4<br>36%          | 16<br>33%             | 8<br>67%     | 3<br>25%      | 2<br>29%        |
| Yes, it was installed by you as a condition of the LCBP grant                               | 11<br>10% | 3<br>30%                | 1<br>11%     | 3<br>27% | 2<br>13%              | -                       | -            | 2<br>40% | 2<br>22%               | 1<br>10%          | 4<br>36%          | -                     | 2<br>17%     | 1<br>8%       | 1<br>14%        |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 9<br>8%   | 2<br>20%                | -            | -        | 1<br>6%               | 4<br>9%                 | 2<br>17%     | -        | 1<br>11%               | -                 | 1<br>9%           | 4<br>8%               | 1<br>8%      | 1<br>8%       | 1<br>14%        |
| No, it cannot be fitted in this property  | 2<br>2%   | -                       | -            | -        | -                     | 2<br>4%                 | -            | -        | -                      | -                 | -                 | 2<br>4%               | -            | -             | -               |
| No, it is not present in this property  | 34<br>31% | 1<br>10%                | 3<br>33%     | 3<br>27% | 5<br>31%              | 18<br>38%               | 4<br>33%     | -        | 2<br>22%               | 3<br>30%          | 2<br>18%          | 20<br>41%             | 1<br>8%      | 4<br>33%      | 2<br>29%        |
| Don't know  | 6<br>5%   | -                       | 2<br>22%     | -        | -                     | 3<br>6%                 | 1<br>8%      | -        | -                      | 2<br>20%          | -                 | 3<br>6%               | -            | 1<br>8%       | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15c - Is the following energy-efficiency measure present in your property?****High-efficiency boilers****Base : All respondents**

|   | Actual Cost (Domestic) |                |               |               |                | Property Type (Domestic) |                |                     |          |          |
|---|------------------------|----------------|---------------|---------------|----------------|--------------------------|----------------|---------------------|----------|----------|
|   | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001        | Detached House | Semi Detached House | Bungalow | Other    |
| Base  | 110                    | 18             | 20            | 17            | 10             | 15                       | 48             | 13                  | 15       | 4        |
| Yes, it was installed by previous occupier  | 8<br>7%                | 2<br>11%       | 2<br>10%      | -<br>-        | 2<br>20%       | 1<br>7%                  | 6<br>13%       | 1<br>8%             | -<br>-   | -<br>-   |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 40<br>36%              | 8<br>44%       | 5<br>25%      | 6<br>35%      | 5<br>50%       | 5<br>33%                 | 20<br>42%      | 4<br>31%            | 3<br>20% | 2<br>50% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 11<br>10%              | -<br>-         | -<br>-        | 1<br>6%       | 1<br>10%       | 2<br>13%                 | 2<br>4%        | -<br>-              | 2<br>13% | -<br>-   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 9<br>8%                | 2<br>11%       | 3<br>15%      | -<br>-        | -<br>-         | 2<br>13%                 | 5<br>10%       | -<br>-              | 2<br>13% | -<br>-   |
| No, it cannot be fitted in this property  | 2<br>2%                | -<br>-         | -<br>-        | 2<br>12%      | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | 1<br>7%  | 1<br>25% |
| No, it is not present in this property  | 34<br>31%              | 6<br>33%       | 9<br>45%      | 6<br>35%      | 2<br>20%       | 4<br>27%                 | 15<br>31%      | 6<br>46%            | 5<br>33% | 1<br>25% |
| Don't know  | 6<br>5%                | -<br>-         | 1<br>5%       | 2<br>12%      | -<br>-         | 1<br>7%                  | -<br>-         | 2<br>15%            | 2<br>13% | -<br>-   |



**Microgeneration: Survey of Early Adopters (JN572167)****Q15d - Is the following energy-efficiency measure present in your property?****Low energy lighting****Base : All respondents**

|   | Sample Type |           |           | Tenure (Domestic) |        |           | Tenure (Community) |           | Region    |           |           |
|---|-------------|-----------|-----------|-------------------|--------|-----------|--------------------|-----------|-----------|-----------|-----------|
|   | Total       | Domestic  | Community | Own               | Rent   | Land lord | Rent               | Own       | North     | Mid lands | South     |
| Base  | 110         | 80        | 30        | 80                | -      | -         | 5                  | 24        | 22        | 40        | 48        |
| Yes, it was installed by previous occupier  | 8<br>7%     | 8<br>10%  | -<br>-    | 8<br>10%          | -<br>- | -<br>-    | -<br>-             | -<br>-    | 1<br>5%   | 4<br>10%  | 3<br>6%   |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 73<br>66%   | 54<br>68% | 19<br>63% | 54<br>68%         | -<br>- | -<br>-    | 5<br>100%          | 13<br>54% | 14<br>64% | 25<br>63% | 34<br>71% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 7<br>6%     | 5<br>6%   | 2<br>7%   | 5<br>6%           | -<br>- | -<br>-    | -<br>-             | 2<br>8%   | -<br>-    | 5<br>13%  | 2<br>4%   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 17<br>15%   | 12<br>15% | 5<br>17%  | 12<br>15%         | -<br>- | -<br>-    | -<br>-             | 5<br>21%  | 5<br>23%  | 5<br>13%  | 7<br>15%  |
| No, it cannot be fitted in this property  | -<br>-      | -<br>-    | -<br>-    | -<br>-            | -<br>- | -<br>-    | -<br>-             | -<br>-    | -<br>-    | -<br>-    | -<br>-    |
| No, it is not present in this property  | 4<br>4%     | 1<br>1%   | 3<br>10%  | 1<br>1%           | -<br>- | -<br>-    | -<br>-             | 3<br>13%  | 2<br>9%   | 1<br>3%   | 1<br>2%   |
| Don't know  | 1<br>1%     | -<br>-    | 1<br>3%   | -<br>-            | -<br>- | -<br>-    | -<br>-             | 1<br>4%   | -<br>-    | -<br>-    | 1<br>2%   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15d - Is the following energy-efficiency measure present in your property?****Low energy lighting****Base : All respondents**

|   | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |           | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|---|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|-----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|   | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other     | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base  | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5         | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes, it was installed by previous occupier  | 8<br>7%                | -                       | -            | -        | 3<br>19%              | 4<br>9%                 | 1<br>8%      | -         | -                      | -                 | -                 | 4<br>8%               | 1<br>8%      | 1<br>8%       | 2<br>29%        |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 73<br>66%              | 6<br>60%                | 4<br>44%     | 9<br>82% | 8<br>50%              | 35<br>74%               | 6<br>50%     | 5<br>100% | 7<br>78%               | 6<br>60%          | 6<br>55%          | 36<br>73%             | 10<br>83%    | 5<br>42%      | 3<br>43%        |
| Yes, it was installed by you as a condition of the LCBP grant                               | 7<br>6%                | -                       | 1<br>11%     | 1<br>9%  | 3<br>19%              | 1<br>2%                 | 1<br>8%      | -         | -                      | 1<br>10%          | 1<br>9%           | 1<br>2%               | -            | 3<br>25%      | 1<br>14%        |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 17<br>15%              | 3<br>30%                | 1<br>11%     | 1<br>9%  | 2<br>13%              | 6<br>13%                | 4<br>33%     | -         | 2<br>22%               | 1<br>10%          | 2<br>18%          | 7<br>14%              | 1<br>8%      | 3<br>25%      | 1<br>14%        |
| No, it cannot be fitted in this property  | -                      | -                       | -            | -        | -                     | -                       | -            | -         | -                      | -                 | -                 | -                     | -            | -             | -               |
| No, it is not present in this property  | 4<br>4%                | -                       | 3<br>33%     | -        | -                     | 1<br>2%                 | -            | -         | -                      | 2<br>20%          | 1<br>9%           | 1<br>2%               | -            | -             | -               |
| Don't know  | 1<br>1%                | 1<br>10%                | -            | -        | -                     | -                       | -            | -         | -                      | -                 | 1<br>9%           | -                     | -            | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15d - Is the following energy-efficiency measure present in your property?****Low energy lighting****Base : All respondents**

|   | Actual Cost (Domestic) |                |               |               |                | Property Type (Domestic) |                |                     |           |          |
|---|------------------------|----------------|---------------|---------------|----------------|--------------------------|----------------|---------------------|-----------|----------|
|   | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001        | Detached House | Semi Detached House | Bungalow  | Other    |
| Base  | 110                    | 18             | 20            | 17            | 10             | 15                       | 48             | 13                  | 15        | 4        |
| Yes, it was installed by previous occupier  | 8<br>7%                | 1<br>6%        | 3<br>15%      | -<br>-        | 1<br>10%       | 3<br>20%                 | 4<br>8%        | 1<br>8%             | 2<br>13%  | 1<br>25% |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 73<br>66%              | 12<br>67%      | 13<br>65%     | 15<br>88%     | 8<br>80%       | 6<br>40%                 | 32<br>67%      | 9<br>69%            | 10<br>67% | 3<br>75% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 7<br>6%                | 1<br>6%        | -<br>-        | 1<br>6%       | -<br>-         | 3<br>20%                 | 5<br>10%       | -<br>-              | -<br>-    | -<br>-   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 17<br>15%              | 4<br>22%       | 3<br>15%      | 1<br>6%       | 1<br>10%       | 3<br>20%                 | 7<br>15%       | 3<br>23%            | 2<br>13%  | -<br>-   |
| No, it cannot be fitted in this property  | -<br>-                 | -<br>-         | -<br>-        | -<br>-        | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | -<br>-    | -<br>-   |
| No, it is not present in this property  | 4<br>4%                | -<br>-         | 1<br>5%       | -<br>-        | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | 1<br>7%   | -<br>-   |
| Don't know  | 1<br>1%                | -<br>-         | -<br>-        | -<br>-        | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | -<br>-    | -<br>-   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15e - Is the following energy-efficiency measure present in your property?****A-rated appliances (eg. fridge/freezer)****Base : All respondents**

|   | Sample Type |           |           | Tenure (Domestic) |      |           | Tenure (Community) |          | Region    |           |           |
|---|-------------|-----------|-----------|-------------------|------|-----------|--------------------|----------|-----------|-----------|-----------|
|   | Total       | Domestic  | Community | Own               | Rent | Land lord | Rent               | Own      | North     | Mid lands | South     |
| Base  | 110         | 80        | 30        | 80                | -    | -         | 5                  | 24       | 22        | 40        | 48        |
| Yes, it was installed by previous occupier  | 8<br>7%     | 7<br>9%   | 1<br>3%   | 7<br>9%           | -    | -         | 1<br>20%           | -        | 1<br>5%   | 2<br>5%   | 5<br>10%  |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 61<br>55%   | 49<br>61% | 12<br>40% | 49<br>61%         | -    | -         | 2<br>40%           | 9<br>38% | 15<br>68% | 22<br>55% | 24<br>50% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 4<br>4%     | 2<br>3%   | 2<br>7%   | 2<br>3%           | -    | -         | -                  | 2<br>8%  | 1<br>5%   | 2<br>5%   | 1<br>2%   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 12<br>11%   | 10<br>13% | 2<br>7%   | 10<br>13%         | -    | -         | -                  | 2<br>8%  | 1<br>5%   | 7<br>18%  | 4<br>8%   |
| No, it cannot be fitted in this property  | -           | -         | -         | -                 | -    | -         | -                  | -        | -         | -         | -         |
| No, it is not present in this property  | 16<br>15%   | 9<br>11%  | 7<br>23%  | 9<br>11%          | -    | -         | 1<br>20%           | 6<br>25% | 2<br>9%   | 6<br>15%  | 8<br>17%  |
| Don't know  | 9<br>8%     | 3<br>4%   | 6<br>20%  | 3<br>4%           | -    | -         | 1<br>20%           | 5<br>21% | 2<br>9%   | 1<br>3%   | 6<br>13%  |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15e - Is the following energy-efficiency measure present in your property?****A-rated appliances (eg. fridge/freezer)****Base : All respondents**

|   | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|---|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|   | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base  | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes, it was installed by previous occupier  | 8<br>7%                | -                       | -            | 1<br>9%  | 1<br>6%               | 6<br>13%                | -            | -        | 1<br>11%               | -                 | -                 | 6<br>12%              | -            | 1<br>8%       | -               |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 61<br>55%              | 5<br>50%                | 3<br>33%     | 4<br>36% | 9<br>56%              | 29<br>62%               | 8<br>67%     | 3<br>60% | 4<br>44%               | 4<br>40%          | 4<br>36%          | 30<br>61%             | 8<br>67%     | 7<br>58%      | 4<br>57%        |
| Yes, it was installed by you as a condition of the LCBP grant                               | 4<br>4%                | -                       | 2<br>22%     | -        | -                     | 2<br>4%                 | -            | -        | -                      | 1<br>10%          | 1<br>9%           | 2<br>4%               | -            | -             | -               |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 12<br>11%              | 1<br>10%                | 1<br>11%     | -        | 3<br>19%              | 4<br>9%                 | 3<br>25%     | -        | -                      | 1<br>10%          | 1<br>9%           | 5<br>10%              | 1<br>8%      | 2<br>17%      | 2<br>29%        |
| No, it cannot be fitted in this property  | -                      | -                       | -            | -        | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |
| No, it is not present in this property  | 16<br>15%              | 1<br>10%                | -            | 6<br>55% | 3<br>19%              | 4<br>9%                 | 1<br>8%      | 1<br>20% | 2<br>22%               | 3<br>30%          | 2<br>18%          | 4<br>8%               | 2<br>17%     | 2<br>17%      | 1<br>14%        |
| Don't know  | 9<br>8%                | 3<br>30%                | 3<br>33%     | -        | -                     | 2<br>4%                 | -            | 1<br>20% | 2<br>22%               | 1<br>10%          | 3<br>27%          | 2<br>4%               | 1<br>8%      | -             | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15e - Is the following energy-efficiency measure present in your property?****A-rated appliances (eg. fridge/freezer)****Base : All respondents**

|   | Actual Cost (Domestic) |                |               |               |                | Property Type (Domestic) |                |                     |          |          |
|---|------------------------|----------------|---------------|---------------|----------------|--------------------------|----------------|---------------------|----------|----------|
|   | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001        | Detached House | Semi Detached House | Bungalow | Other    |
| Base  | 110                    | 18             | 20            | 17            | 10             | 15                       | 48             | 13                  | 15       | 4        |
| Yes, it was installed by previous occupier  | 8<br>7%                | 2<br>11%       | 4<br>20%      | -<br>-        | 1<br>10%       | -<br>-                   | 4<br>8%        | 1<br>8%             | 1<br>7%  | 1<br>25% |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 61<br>55%              | 10<br>56%      | 10<br>50%     | 12<br>71%     | 8<br>80%       | 9<br>60%                 | 31<br>65%      | 8<br>62%            | 7<br>47% | 3<br>75% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 4<br>4%                | -<br>-         | 1<br>5%       | 1<br>6%       | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | 2<br>13% | -<br>-   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 12<br>11%              | 2<br>11%       | 3<br>15%      | 1<br>6%       | 1<br>10%       | 3<br>20%                 | 6<br>13%       | 2<br>15%            | 2<br>13% | -<br>-   |
| No, it cannot be fitted in this property  | -<br>-                 | -<br>-         | -<br>-        | -<br>-        | -<br>-         | -<br>-                   | -<br>-         | -<br>-              | -<br>-   | -<br>-   |
| No, it is not present in this property  | 16<br>15%              | 3<br>17%       | 1<br>5%       | 2<br>12%      | -<br>-         | 3<br>20%                 | 5<br>10%       | 1<br>8%             | 3<br>20% | -<br>-   |
| Don't know  | 9<br>8%                | 1<br>6%        | 1<br>5%       | 1<br>6%       | -<br>-         | -<br>-                   | 2<br>4%        | 1<br>8%             | -<br>-   | -<br>-   |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15f - Is the following energy-efficiency measure present in your property?****Cavity wall insulation****Base : All respondents**

|   | Total     | Sample Type |           | Tenure (Domestic) |      |           | Tenure (Community) |           | Region    |           |           |
|---|-----------|-------------|-----------|-------------------|------|-----------|--------------------|-----------|-----------|-----------|-----------|
|   |           | Domestic    | Community | Own               | Rent | Land lord | Rent               | Own       | North     | Mid lands | South     |
| Base  | 110       | 80          | 30        | 80                | -    | -         | 5                  | 24        | 22        | 40        | 48        |
| Yes, it was installed by previous occupier  | 14<br>13% | 14<br>18%   | -         | 14<br>18%         | -    | -         | -                  | -         | 3<br>14%  | 5<br>13%  | 6<br>13%  |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 48<br>44% | 34<br>43%   | 14<br>47% | 34<br>43%         | -    | -         | 2<br>40%           | 11<br>46% | 10<br>45% | 21<br>53% | 17<br>35% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 5<br>5%   | 3<br>4%     | 2<br>7%   | 3<br>4%           | -    | -         | -                  | 2<br>8%   | -         | 2<br>5%   | 3<br>6%   |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%   | 3<br>4%     | 2<br>7%   | 3<br>4%           | -    | -         | -                  | 2<br>8%   | 1<br>5%   | 2<br>5%   | 2<br>4%   |
| No, it cannot be fitted in this property  | 28<br>25% | 22<br>28%   | 6<br>20%  | 22<br>28%         | -    | -         | 2<br>40%           | 4<br>17%  | 7<br>32%  | 8<br>20%  | 13<br>27% |
| No, it is not present in this property  | 10<br>9%  | 4<br>5%     | 6<br>20%  | 4<br>5%           | -    | -         | 1<br>20%           | 5<br>21%  | 1<br>5%   | 2<br>5%   | 7<br>15%  |
| Don't know  | -         | -           | -         | -                 | -    | -         | -                  | -         | -         | -         | -         |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15f - Is the following energy-efficiency measure present in your property?****Cavity wall insulation****Base : All respondents**

|   | Technology (Community) |                         |              |          | Technology (Domestic) |                         |              |          | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|---|------------------------|-------------------------|--------------|----------|-----------------------|-------------------------|--------------|----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|   | Total                  | Solar Thermal Hot Water | Wind Turbine | Other    | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other    | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| Base  | 110                    | 10                      | 9            | 11       | 16                    | 47                      | 12           | 5        | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| Yes, it was installed by previous occupier  | 14<br>13%              | -                       | -            | -        | 5<br>31%              | 9<br>19%                | -            | -        | -                      | -                 | -                 | 9<br>18%              | -            | 2<br>17%      | 3<br>43%        |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 48<br>44%              | 6<br>60%                | 2<br>22%     | 6<br>55% | 5<br>31%              | 22<br>47%               | 6<br>50%     | 1<br>20% | 6<br>67%               | 4<br>40%          | 4<br>36%          | 24<br>49%             | 5<br>42%     | 5<br>42%      | -               |
| Yes, it was installed by you as a condition of the LCBP grant                               | 5<br>5%                | 1<br>10%                | -            | 1<br>9%  | 1<br>6%               | 1<br>2%                 | -            | 1<br>20% | -                      | 1<br>10%          | 1<br>9%           | 1<br>2%               | 1<br>8%      | 1<br>8%       | -               |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%                | 1<br>10%                | 1<br>11%     | -        | 1<br>6%               | 2<br>4%                 | -            | -        | -                      | 1<br>10%          | 1<br>9%           | 2<br>4%               | -            | -             | 1<br>14%        |
| No, it cannot be fitted in this property  | 28<br>25%              | 2<br>20%                | 2<br>22%     | 2<br>18% | 4<br>25%              | 10<br>21%               | 6<br>50%     | 2<br>40% | 2<br>22%               | 1<br>10%          | 3<br>27%          | 10<br>20%             | 5<br>42%     | 4<br>33%      | 3<br>43%        |
| No, it is not present in this property  | 10<br>9%               | -                       | 4<br>44%     | 2<br>18% | -                     | 3<br>6%                 | -            | 1<br>20% | 1<br>11%               | 3<br>30%          | 2<br>18%          | 3<br>6%               | 1<br>8%      | -             | -               |
| Don't know  | -                      | -                       | -            | -        | -                     | -                       | -            | -        | -                      | -                 | -                 | -                     | -            | -             | -               |



**Microgeneration: Survey of Early Adopters (JN572167)****Q15f - Is the following energy-efficiency measure present in your property?****Cavity wall insulation****Base : All respondents**

|   | Actual Cost (Domestic) |                |               |               |                | Property Type (Domestic) |                |                     |          |          |
|---|------------------------|----------------|---------------|---------------|----------------|--------------------------|----------------|---------------------|----------|----------|
|   | Total                  | £3,000 or less | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001        | Detached House | Semi Detached House | Bungalow | Other    |
| Base  | 110                    | 18             | 20            | 17            | 10             | 15                       | 48             | 13                  | 15       | 4        |
| Yes, it was installed by previous occupier  | 14<br>13%              | 3<br>17%       | 6<br>30%      | 1<br>6%       | 1<br>10%       | 3<br>20%                 | 10<br>21%      | 2<br>15%            | 2<br>13% | -        |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 48<br>44%              | 9<br>50%       | 8<br>40%      | 9<br>53%      | 5<br>50%       | 3<br>20%                 | 19<br>40%      | 5<br>38%            | 8<br>53% | 2<br>50% |
| Yes, it was installed by you as a condition of the LCBP grant                               | 5<br>5%                | -              | -             | 1<br>6%       | -              | 2<br>13%                 | 2<br>4%        | -                   | 1<br>7%  | -        |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%                | -              | 2<br>10%      | -             | -              | 1<br>7%                  | 3<br>6%        | -                   | -        | -        |
| No, it cannot be fitted in this property  | 28<br>25%              | 6<br>33%       | 3<br>15%      | 5<br>29%      | 2<br>20%       | 6<br>40%                 | 12<br>25%      | 5<br>38%            | 3<br>20% | 2<br>50% |
| No, it is not present in this property  | 10<br>9%               | -              | 1<br>5%       | 1<br>6%       | 2<br>20%       | -                        | 2<br>4%        | 1<br>8%             | 1<br>7%  | -        |
| Don't know  | -                      | -              | -             | -             | -              | -                        | -              | -                   | -        | -        |

**Microgeneration: Survey of Early Adopters (JN572167)****Q15 - Summary Table: Is the following energy-efficiency measure present in your property?**

|   | Is loft insulation present in your property | Is double glazing present in your property | Do you have high-efficiency boilers present in your property | Is low energy lighting present in your property | Do you have A-rated appliances (eg. fridge/freezer) present in your property | Is cavity wall insulation present in your property |
|---|---|--|--|---|--|--|
| Base  | 110   | 110  | 110  | 110   | 110  | 110  |
| Yes, it was installed by previous occupier  | 13<br>12%                                   | 17<br>15%                                  | 8<br>7%  | 8<br>7%   | 8<br>7%  | 14<br>13%  |
| Yes, it was installed by you prior to receiving Low Carbon Buildings Programme (LCBP) grant | 77<br>70%                                   | 78<br>71%                                  | 40<br>36%  | 73<br>66%                                       | 61<br>55%  | 48<br>44%  |
| Yes, it was installed by you as a condition of the LCBP grant                               | 4<br>4%                                     | 3<br>3%                                    | 11<br>10%  | 7<br>6%   | 4<br>4%  | 5<br>5%  |
| Yes, it was installed by you since the LCBP grant was awarded (not a condition of grant)    | 5<br>5%                                     | 5<br>5%                                    | 9<br>8%  | 17<br>15%                                       | 12<br>11%  | 5<br>5%  |
| No, it cannot be fitted in this property  | 2<br>2%                                     | 1<br>1%                                    | 2<br>2%  | -<br>-  | -<br>-   | 28<br>25%  |
| No, it is not present in this property  | 8<br>7%                                     | 6<br>5%                                    | 34<br>31%  | 4<br>4%   | 16<br>15%  | 10<br>9%   |
| Don't know  | 1<br>1%                                     | -<br>-                                     | 6<br>5%  | 1<br>1%   | 9<br>8%  | -<br>-   |

**Microgeneration: Survey of Early Adopters (JN572167)****Sample Profile**

|                           | Sample Type |          |           | Tenure (Domestic) |      |           | Tenure (Community) |      | Region |           |       |
|---------------------------|-------------|----------|-----------|-------------------|------|-----------|--------------------|------|--------|-----------|-------|
|                           | Total       | Domestic | Community | Own               | Rent | Land lord | Rent               | Own  | North  | Mid lands | South |
| Total                     | 110         | 80       | 30        | 80                | -    | -         | 5                  | 24   | 22     | 40        | 48    |
| <b>Sample Type</b>        |             |          |           |                   |      |           |                    |      |        |           |       |
| Domestic                  | 80          | 80       | -         | 80                | -    | -         | -                  | -    | 13     | 29        | 38    |
|                           | 73%         | 100%     | -         | 100%              | -    | -         | -                  | -    | 59%    | 73%       | 79%   |
| Community                 | 30          | -        | 30        | -                 | -    | -         | 5                  | 24   | 9      | 11        | 10    |
|                           | 27%         | -        | 100%      | -                 | -    | -         | 100%               | 100% | 41%    | 28%       | 21%   |
| <b>Tenure (Domestic)</b>  |             |          |           |                   |      |           |                    |      |        |           |       |
| Own                       | 80          | 80       | -         | 80                | -    | -         | -                  | -    | 13     | 29        | 38    |
|                           | 73%         | 100%     | -         | 100%              | -    | -         | -                  | -    | 59%    | 73%       | 79%   |
| Rent                      | -           | -        | -         | -                 | -    | -         | -                  | -    | -      | -         | -     |
|                           | -           | -        | -         | -                 | -    | -         | -                  | -    | -      | -         | -     |
| Landlord                  | -           | -        | -         | -                 | -    | -         | -                  | -    | -      | -         | -     |
|                           | -           | -        | -         | -                 | -    | -         | -                  | -    | -      | -         | -     |
| <b>Tenure (Community)</b> |             |          |           |                   |      |           |                    |      |        |           |       |
| Rent                      | 5           | -        | 5         | -                 | -    | -         | 5                  | -    | 2      | 1         | 2     |
|                           | 5%          | -        | 17%       | -                 | -    | -         | 100%               | -    | 9%     | 3%        | 4%    |
| Own                       | 24          | -        | 24        | -                 | -    | -         | -                  | 24   | 7      | 9         | 8     |
|                           | 22%         | -        | 80%       | -                 | -    | -         | -                  | 100% | 32%    | 23%       | 17%   |
| <b>Region</b>             |             |          |           |                   |      |           |                    |      |        |           |       |
| East Midlands             | 9           | 3        | 6         | 3                 | -    | -         | -                  | 5    | -      | 9         | -     |
|                           | 8%          | 4%       | 20%       | 4%                | -    | -         | -                  | 21%  | -      | 23%       | -     |
| East of England           | 17          | 16       | 1         | 16                | -    | -         | -                  | 1    | -      | 17        | -     |
|                           | 15%         | 20%      | 3%        | 20%               | -    | -         | -                  | 4%   | -      | 43%       | -     |
| London                    | 4           | 1        | 3         | 1                 | -    | -         | -                  | 3    | -      | -         | 4     |
|                           | 4%          | 1%       | 10%       | 1%                | -    | -         | -                  | 13%  | -      | -         | 8%    |
| North East                | 2           | -        | 2         | -                 | -    | -         | 1                  | 1    | 2      | -         | -     |
|                           | 2%          | -        | 7%        | -                 | -    | -         | 20%                | 4%   | 9%     | -         | -     |
| North West                | 2           | 2        | -         | 2                 | -    | -         | -                  | -    | 2      | -         | -     |
|                           | 2%          | 3%       | -         | 3%                | -    | -         | -                  | -    | 9%     | -         | -     |
| Northern Ireland          | 4           | 1        | 3         | 1                 | -    | -         | 1                  | 2    | 4      | -         | -     |
|                           | 4%          | 1%       | 10%       | 1%                | -    | -         | 20%                | 8%   | 18%    | -         | -     |
| South East                | 17          | 15       | 2         | 15                | -    | -         | -                  | 2    | -      | -         | 17    |
|                           | 15%         | 19%      | 7%        | 19%               | -    | -         | -                  | 8%   | -      | -         | 35%   |
| South West                | 27          | 22       | 5         | 22                | -    | -         | 2                  | 3    | -      | -         | 27    |
|                           | 25%         | 28%      | 17%       | 28%               | -    | -         | 40%                | 13%  | -      | -         | 56%   |
| Wales                     | 7           | 4        | 3         | 4                 | -    | -         | 1                  | 2    | -      | 7         | -     |
|                           | 6%          | 5%       | 10%       | 5%                | -    | -         | 20%                | 8%   | -      | 18%       | -     |
| West Midlands             | 7           | 6        | 1         | 6                 | -    | -         | -                  | 1    | -      | 7         | -     |
|                           | 6%          | 8%       | 3%        | 8%                | -    | -         | -                  | 4%   | -      | 18%       | -     |
| Yorkshire and the Humber  | 14          | 10       | 4         | 10                | -    | -         | -                  | 4    | 14     | -         | -     |
|                           | 13%         | 13%      | 13%       | 13%               | -    | -         | -                  | 17%  | 64%    | -         | -     |

## Microgeneration: Survey of Early Adopters (JN572167)

## Sample Profile

|                               | Sample Type |           | Tenure (Domestic) |           |      | Tenure (Community) |          | Region    |          |           |           |
|-------------------------------|-------------|-----------|-------------------|-----------|------|--------------------|----------|-----------|----------|-----------|-----------|
|                               | Total       | Domestic  | Community         | Own       | Rent | Land lord          | Rent     | Own       | North    | Mid lands | South     |
| Total                         | 110         | 80        | 30                | 80        | -    | -                  | 5        | 24        | 22       | 40        | 48        |
| <b>Technology (Domestic)</b>  |             |           |                   |           |      |                    |          |           |          |           |           |
| Solar Photovoltaic            | 16<br>15%   | 16<br>20% | -                 | 16<br>20% | -    | -                  | -        | -         | 5<br>23% | 7<br>18%  | 4<br>8%   |
| Solar Thermal Hot Water       | 47<br>43%   | 47<br>59% | -                 | 47<br>59% | -    | -                  | -        | -         | 5<br>23% | 18<br>45% | 24<br>50% |
| Wind Turbine                  | 12<br>11%   | 12<br>15% | -                 | 12<br>15% | -    | -                  | -        | -         | 3<br>14% | 4<br>10%  | 5<br>10%  |
| Other                         | 5<br>5%     | 5<br>6%   | -                 | 5<br>6%   | -    | -                  | -        | -         | -        | -         | 5<br>10%  |
| <b>Technology (Community)</b> |             |           |                   |           |      |                    |          |           |          |           |           |
| Solar Thermal Hot Water       | 10<br>9%    | -         | 10<br>33%         | -         | -    | -                  | 2<br>40% | 7<br>29%  | 2<br>9%  | 5<br>13%  | 3<br>6%   |
| Wind Turbine                  | 9<br>8%     | -         | 9<br>30%          | -         | -    | -                  | -        | 9<br>38%  | 4<br>18% | 3<br>8%   | 2<br>4%   |
| Other                         | 11<br>10%   | -         | 11<br>37%         | -         | -    | -                  | 3<br>60% | 8<br>33%  | 3<br>14% | 3<br>8%   | 5<br>10%  |
| <b>Grant Size (Domestic)</b>  |             |           |                   |           |      |                    |          |           |          |           |           |
| £400 or less                  | 49<br>45%   | 49<br>61% | -                 | 49<br>61% | -    | -                  | -        | -         | 5<br>23% | 19<br>48% | 25<br>52% |
| £401 - £2000                  | 12<br>11%   | 12<br>15% | -                 | 12<br>15% | -    | -                  | -        | -         | 1<br>5%  | 3<br>8%   | 8<br>17%  |
| £2001 - £5000                 | 12<br>11%   | 12<br>15% | -                 | 12<br>15% | -    | -                  | -        | -         | 5<br>23% | 5<br>13%  | 2<br>4%   |
| More than £5001               | 7<br>6%     | 7<br>9%   | -                 | 7<br>9%   | -    | -                  | -        | -         | 2<br>9%  | 2<br>5%   | 3<br>6%   |
| <b>Grant Size (Community)</b> |             |           |                   |           |      |                    |          |           |          |           |           |
| £10,000 or less               | 9<br>8%     | -         | 9<br>30%          | -         | -    | -                  | 4<br>80% | 5<br>21%  | 2<br>9%  | 3<br>8%   | 4<br>8%   |
| £10,001 - £20,000             | 10<br>9%    | -         | 10<br>33%         | -         | -    | -                  | -        | 10<br>42% | 4<br>18% | 4<br>10%  | 2<br>4%   |
| More than £20,000             | 11<br>10%   | -         | 11<br>37%         | -         | -    | -                  | 1<br>20% | 9<br>38%  | 3<br>14% | 4<br>10%  | 4<br>8%   |
| <b>Actual Cost (Domestic)</b> |             |           |                   |           |      |                    |          |           |          |           |           |
| £3,000 or less                | 18<br>16%   | 18<br>23% | -                 | 18<br>23% | -    | -                  | -        | -         | 1<br>5%  | 8<br>20%  | 9<br>19%  |
| £3,001- £4,000                | 20<br>18%   | 20<br>25% | -                 | 20<br>25% | -    | -                  | -        | -         | 3<br>14% | 9<br>23%  | 8<br>17%  |
| £4,001- £5,000                | 17<br>15%   | 17<br>21% | -                 | 17<br>21% | -    | -                  | -        | -         | 2<br>9%  | 4<br>10%  | 11<br>23% |
| £5,001- £10,000               | 10<br>9%    | 10<br>13% | -                 | 10<br>13% | -    | -                  | -        | -         | 3<br>14% | 3<br>8%   | 4<br>8%   |

**Microgeneration: Survey of Early Adopters (JN572167)****Sample Profile**

|                                 | Sample Type |          |           | Tenure (Domestic) |      |           | Tenure (Community) |     | Region |           |       |
|---------------------------------|-------------|----------|-----------|-------------------|------|-----------|--------------------|-----|--------|-----------|-------|
|                                 | Total       | Domestic | Community | Own               | Rent | Land lord | Rent               | Own | North  | Mid lands | South |
| Total                           | 110         | 80       | 30        | 80                | -    | -         | 5                  | 24  | 22     | 40        | 48    |
| More than £10,001               | 15          | 15       | -         | 15                | -    | -         | -                  | -   | 4      | 5         | 6     |
|                                 | 14%         | 19%      | -         | 19%               | -    | -         | -                  | -   | 18%    | 13%       | 13%   |
| <b>Property Type (Domestic)</b> |             |          |           |                   |      |           |                    |     |        |           |       |
| Detached House                  | 48          | 48       | -         | 48                | -    | -         | -                  | -   | 10     | 14        | 24    |
|                                 | 44%         | 60%      | -         | 60%               | -    | -         | -                  | -   | 45%    | 35%       | 50%   |
| Semi Detached House             | 13          | 13       | -         | 13                | -    | -         | -                  | -   | 1      | 5         | 7     |
|                                 | 12%         | 16%      | -         | 16%               | -    | -         | -                  | -   | 5%     | 13%       | 15%   |
| Bungalow                        | 15          | 15       | -         | 15                | -    | -         | -                  | -   | 2      | 8         | 5     |
|                                 | 14%         | 19%      | -         | 19%               | -    | -         | -                  | -   | 9%     | 20%       | 10%   |
| Other                           | 4           | 4        | -         | 4                 | -    | -         | -                  | -   | -      | 2         | 2     |
|                                 | 4%          | 5%       | -         | 5%                | -    | -         | -                  | -   | -      | 5%        | 4%    |

### Microgeneration: Survey of Early Adopters (JN572167)

#### Sample Profile

|                           | Technology (Community) |                         |              |       | Technology (Domestic) |                         |              |       | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |  |
|---------------------------|------------------------|-------------------------|--------------|-------|-----------------------|-------------------------|--------------|-------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|--|
|                           | Total                  | Solar Thermal Hot Water | Wind Turbine | Other | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |  |
| <b>Total</b>              | 110                    | 10                      | 9            | 11    | 16                    | 47                      | 12           | 5     | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |  |
| <b>Sample Type</b>        |                        |                         |              |       |                       |                         |              |       |                        |                   |                   |                       |              |               |                 |  |
| Domestic                  | 80                     | -                       | -            | -     | 16                    | 47                      | 12           | 5     | -                      | -                 | -                 | 49                    | 12           | 12            | 7               |  |
|                           | 73%                    | -                       | -            | -     | 100%                  | 100%                    | 100%         | 100%  | -                      | -                 | -                 | 100%                  | 100%         | 100%          | 100%            |  |
| Community                 | 30                     | 10                      | 9            | 11    | -                     | -                       | -            | -     | 9                      | 10                | 11                | -                     | -            | -             | -               |  |
|                           | 27%                    | 100%                    | 100%         | 100%  | -                     | -                       | -            | -     | 100%                   | 100%              | 100%              | -                     | -            | -             | -               |  |
| <b>Tenure (Domestic)</b>  |                        |                         |              |       |                       |                         |              |       |                        |                   |                   |                       |              |               |                 |  |
| Own                       | 80                     | -                       | -            | -     | 16                    | 47                      | 12           | 5     | -                      | -                 | -                 | 49                    | 12           | 12            | 7               |  |
|                           | 73%                    | -                       | -            | -     | 100%                  | 100%                    | 100%         | 100%  | -                      | -                 | -                 | 100%                  | 100%         | 100%          | 100%            |  |
| Rent                      | -                      | -                       | -            | -     | -                     | -                       | -            | -     | -                      | -                 | -                 | -                     | -            | -             | -               |  |
|                           | -                      | -                       | -            | -     | -                     | -                       | -            | -     | -                      | -                 | -                 | -                     | -            | -             | -               |  |
| Landlord                  | -                      | -                       | -            | -     | -                     | -                       | -            | -     | -                      | -                 | -                 | -                     | -            | -             | -               |  |
|                           | -                      | -                       | -            | -     | -                     | -                       | -            | -     | -                      | -                 | -                 | -                     | -            | -             | -               |  |
| <b>Tenure (Community)</b> |                        |                         |              |       |                       |                         |              |       |                        |                   |                   |                       |              |               |                 |  |
| Rent                      | 5                      | 2                       | -            | 3     | -                     | -                       | -            | -     | 4                      | -                 | 1                 | -                     | -            | -             | -               |  |
|                           | 5%                     | 20%                     | -            | 27%   | -                     | -                       | -            | -     | 44%                    | -                 | 9%                | -                     | -            | -             | -               |  |
| Own                       | 24                     | 7                       | 9            | 8     | -                     | -                       | -            | -     | 5                      | 10                | 9                 | -                     | -            | -             | -               |  |
|                           | 22%                    | 70%                     | 100%         | 73%   | -                     | -                       | -            | -     | 56%                    | 100%              | 82%               | -                     | -            | -             | -               |  |
| <b>Region</b>             |                        |                         |              |       |                       |                         |              |       |                        |                   |                   |                       |              |               |                 |  |
| East Midlands             | 9                      | 3                       | 1            | 2     | 1                     | 2                       | -            | -     | 1                      | 2                 | 3                 | 2                     | 1            | -             | -               |  |
|                           | 8%                     | 30%                     | 11%          | 18%   | 6%                    | 4%                      | -            | -     | 11%                    | 20%               | 27%               | 4%                    | 8%           | -             | -               |  |
| East of England           | 17                     | -                       | 1            | -     | 3                     | 11                      | 2            | -     | -                      | -                 | 1                 | 12                    | 1            | 3             | -               |  |
|                           | 15%                    | -                       | 11%          | -     | 19%                   | 23%                     | 17%          | -     | -                      | -                 | 9%                | 24%                   | 8%           | 25%           | -               |  |
| London                    | 4                      | 2                       | 1            | -     | -                     | 1                       | -            | -     | 1                      | -                 | 2                 | 1                     | -            | -             | -               |  |
|                           | 4%                     | 20%                     | 11%          | -     | -                     | 2%                      | -            | -     | 11%                    | -                 | 18%               | 2%                    | -            | -             | -               |  |
| North East                | 2                      | 1                       | -            | 1     | -                     | -                       | -            | -     | 1                      | -                 | 1                 | -                     | -            | -             | -               |  |
|                           | 2%                     | 10%                     | -            | 9%    | -                     | -                       | -            | -     | 11%                    | -                 | 9%                | -                     | -            | -             | -               |  |
| North West                | 2                      | -                       | -            | -     | -                     | 2                       | -            | -     | -                      | -                 | -                 | 2                     | -            | -             | -               |  |
|                           | 2%                     | -                       | -            | -     | -                     | 4%                      | -            | -     | -                      | -                 | -                 | 4%                    | -            | -             | -               |  |
| Northern Ireland          | 4                      | 1                       | 2            | -     | -                     | -                       | 1            | -     | 1                      | 2                 | -                 | -                     | -            | 1             | -               |  |
|                           | 4%                     | 10%                     | 22%          | -     | -                     | -                       | 8%           | -     | 11%                    | 20%               | -                 | -                     | -            | 8%            | -               |  |
| South East                | 17                     | 1                       | -            | 1     | 3                     | 10                      | -            | 2     | 1                      | 1                 | -                 | 10                    | 2            | -             | 3               |  |
|                           | 15%                    | 10%                     | -            | 9%    | 19%                   | 21%                     | -            | 40%   | 11%                    | 10%               | -                 | 20%                   | 17%          | -             | 43%             |  |
| South West                | 27                     | -                       | 1            | 4     | 1                     | 13                      | 5            | 3     | 2                      | 1                 | 2                 | 14                    | 6            | 2             | -               |  |
|                           | 25%                    | -                       | 11%          | 36%   | 6%                    | 28%                     | 42%          | 60%   | 22%                    | 10%               | 18%               | 29%                   | 50%          | 17%           | -               |  |
| Wales                     | 7                      | 2                       | 1            | -     | -                     | 2                       | 2            | -     | 2                      | 1                 | -                 | 2                     | 1            | 1             | -               |  |
|                           | 6%                     | 20%                     | 11%          | -     | -                     | 4%                      | 17%          | -     | 22%                    | 10%               | -                 | 4%                    | 8%           | 8%            | -               |  |
| West Midlands             | 7                      | -                       | -            | 1     | 3                     | 3                       | -            | -     | -                      | 1                 | -                 | 3                     | -            | 1             | 2               |  |
|                           | 6%                     | -                       | -            | 9%    | 19%                   | 6%                      | -            | -     | -                      | 10%               | -                 | 6%                    | -            | 8%            | 29%             |  |
| Yorkshire and the Humber  | 14                     | -                       | 2            | 2     | 5                     | 3                       | 2            | -     | -                      | 2                 | 2                 | 3                     | 1            | 4             | 2               |  |
|                           | 13%                    | -                       | 22%          | 18%   | 31%                   | 6%                      | 17%          | -     | -                      | 20%               | 18%               | 6%                    | 8%           | 33%           | 29%             |  |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Sample Profile**

|                               | Technology (Community) |                         |              |            | Technology (Domestic) |                         |              |           | Grant Size (Community) |                   |                   | Grant Size (Domestic) |              |               |                 |
|-------------------------------|------------------------|-------------------------|--------------|------------|-----------------------|-------------------------|--------------|-----------|------------------------|-------------------|-------------------|-----------------------|--------------|---------------|-----------------|
|                               | Total                  | Solar Thermal Hot Water | Wind Turbine | Other      | Solar Photovoltaic    | Solar Thermal Hot Water | Wind Turbine | Other     | £10,000 or less        | £10,001 - £20,000 | More than £20,000 | £400 or less          | £401 - £2000 | £2001 - £5000 | More than £5001 |
| <b>Total</b>                  | 110                    | 10                      | 9            | 11         | 16                    | 47                      | 12           | 5         | 9                      | 10                | 11                | 49                    | 12           | 12            | 7               |
| <b>Technology (Domestic)</b>  |                        |                         |              |            |                       |                         |              |           |                        |                   |                   |                       |              |               |                 |
| Solar Photovoltaic            | 16<br>15%              | -                       | -            | -          | 16<br>100%            | -                       | -            | -         | -                      | -                 | -                 | -                     | 1<br>8%      | 8<br>67%      | 7<br>100%       |
| Solar Thermal Hot Water       | 47<br>43%              | -                       | -            | -          | -                     | 47<br>100%              | -            | -         | -                      | -                 | -                 | 47<br>96%             | -            | -             | -               |
| Wind Turbine                  | 12<br>11%              | -                       | -            | -          | -                     | -                       | 12<br>100%   | -         | -                      | -                 | -                 | 2<br>4%               | 6<br>50%     | 4<br>33%      | -               |
| Other                         | 5<br>5%                | -                       | -            | -          | -                     | -                       | -            | 5<br>100% | -                      | -                 | -                 | -                     | 5<br>42%     | -             | -               |
| <b>Technology (Community)</b> |                        |                         |              |            |                       |                         |              |           |                        |                   |                   |                       |              |               |                 |
| Solar Thermal Hot Water       | 10<br>9%               | 10<br>100%              | -            | -          | -                     | -                       | -            | -         | 7<br>78%               | -                 | 3<br>27%          | -                     | -            | -             | -               |
| Wind Turbine                  | 9<br>8%                | -                       | 9<br>100%    | -          | -                     | -                       | -            | -         | -                      | 5<br>50%          | 4<br>36%          | -                     | -            | -             | -               |
| Other                         | 11<br>10%              | -                       | -            | 11<br>100% | -                     | -                       | -            | -         | 2<br>22%               | 5<br>50%          | 4<br>36%          | -                     | -            | -             | -               |
| <b>Grant Size (Domestic)</b>  |                        |                         |              |            |                       |                         |              |           |                        |                   |                   |                       |              |               |                 |
| £400 or less                  | 49<br>45%              | -                       | -            | -          | -                     | 47<br>100%              | 2<br>17%     | -         | -                      | -                 | -                 | 49<br>100%            | -            | -             | -               |
| £401 - £2000                  | 12<br>11%              | -                       | -            | -          | 1<br>6%               | -                       | 6<br>50%     | 5<br>100% | -                      | -                 | -                 | -                     | 12<br>100%   | -             | -               |
| £2001 - £5000                 | 12<br>11%              | -                       | -            | -          | 8<br>50%              | -                       | 4<br>33%     | -         | -                      | -                 | -                 | -                     | -            | 12<br>100%    | -               |
| More than £5001               | 7<br>6%                | -                       | -            | -          | 7<br>44%              | -                       | -            | -         | -                      | -                 | -                 | -                     | -            | -             | 7<br>100%       |
| <b>Grant Size (Community)</b> |                        |                         |              |            |                       |                         |              |           |                        |                   |                   |                       |              |               |                 |
| £10,000 or less               | 9<br>8%                | 7<br>70%                | -            | 2<br>18%   | -                     | -                       | -            | -         | 9<br>100%              | -                 | -                 | -                     | -            | -             | -               |
| £10,001 - £20,000             | 10<br>9%               | -                       | 5<br>56%     | 5<br>45%   | -                     | -                       | -            | -         | -                      | 10<br>100%        | -                 | -                     | -            | -             | -               |
| More than £20,000             | 11<br>10%              | 3<br>30%                | 4<br>44%     | 4<br>36%   | -                     | -                       | -            | -         | -                      | -                 | 11<br>100%        | -                     | -            | -             | -               |
| <b>Actual Cost (Domestic)</b> |                        |                         |              |            |                       |                         |              |           |                        |                   |                   |                       |              |               |                 |
| £3,000 or less                | 18<br>16%              | -                       | -            | -          | -                     | 10<br>21%               | 8<br>67%     | -         | -                      | -                 | -                 | 12<br>24%             | 6<br>50%     | -             | -               |
| £3,001 - £4,000               | 20<br>18%              | -                       | -            | -          | -                     | 20<br>43%               | -            | -         | -                      | -                 | -                 | 20<br>41%             | -            | -             | -               |
| £4,001 - £5,000               | 17<br>15%              | -                       | -            | -          | 1<br>6%               | 15<br>32%               | -            | 1<br>20%  | -                      | -                 | -                 | 15<br>31%             | 1<br>8%      | 1<br>8%       | -               |

**Microgeneration: Survey of Early Adopters (JN572167)****Sample Profile**

|                                 | Technology (Community) |                                  |                 |       | Technology (Domestic) |                                  |                 |          | Grant Size (Community) |                      |                         | Grant Size (Domestic) |                 |                  |                       |
|---------------------------------|------------------------|----------------------------------|-----------------|-------|-----------------------|----------------------------------|-----------------|----------|------------------------|----------------------|-------------------------|-----------------------|-----------------|------------------|-----------------------|
|                                 | Total                  | Solar<br>Thermal<br>Hot<br>Water | Wind<br>Turbine | Other | Solar<br>Photovoltaic | Solar<br>Thermal<br>Hot<br>Water | Wind<br>Turbine | Other    | £10,000<br>or less     | £10,001 -<br>£20,000 | More<br>than<br>£20,000 | £400<br>or less       | £401 -<br>£2000 | £2001 -<br>£5000 | More<br>than<br>£5001 |
| Total                           | 110                    | 10                               | 9               | 11    | 16                    | 47                               | 12              | 5        | 9                      | 10                   | 11                      | 49                    | 12              | 12               | 7                     |
| £5,001- £10,000                 | 10<br>9%               | -                                | -               | -     | 7<br>44%              | 1<br>2%                          | -               | 2<br>40% | -                      | -                    | -                       | 1<br>2%               | 3<br>25%        | 6<br>50%         | -                     |
| More than £10,001               | 15<br>14%              | -                                | -               | -     | 8<br>50%              | 1<br>2%                          | 4<br>33%        | 2<br>40% | -                      | -                    | -                       | 1<br>2%               | 2<br>17%        | 5<br>42%         | 7<br>100%             |
| <b>Property Type (Domestic)</b> |                        |                                  |                 |       |                       |                                  |                 |          |                        |                      |                         |                       |                 |                  |                       |
| Detached House                  | 48<br>44%              | -                                | -               | -     | 12<br>75%             | 25<br>53%                        | 7<br>58%        | 4<br>80% | -                      | -                    | -                       | 26<br>53%             | 7<br>58%        | 9<br>75%         | 6<br>86%              |
| Semi Detached House             | 13<br>12%              | -                                | -               | -     | 1<br>6%               | 9<br>19%                         | 3<br>25%        | -        | -                      | -                    | -                       | 10<br>20%             | 1<br>8%         | 2<br>17%         | -                     |
| Bungalow                        | 15<br>14%              | -                                | -               | -     | 2<br>13%              | 10<br>21%                        | 2<br>17%        | 1<br>20% | -                      | -                    | -                       | 10<br>20%             | 4<br>33%        | -                | 1<br>14%              |
| Other                           | 4<br>4%                | -                                | -               | -     | 1<br>6%               | 3<br>6%                          | -               | -        | -                      | -                    | -                       | 3<br>6%               | -               | 1<br>8%          | -                     |



**Microgeneration: Survey of Early Adopters (JN572167)****Sample Profile**

|                           | Total | Actual Cost (Domestic) |               |               |                |                   | Property Type (Domestic) |                     |          |       |
|---------------------------|-------|------------------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|----------|-------|
|                           |       | £3,000 or less         | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow | Other |
| Total                     | 110   | 18                     | 20            | 17            | 10             | 15                | 48                       | 13                  | 15       | 4     |
| <b>Sample Type</b>        |       |                        |               |               |                |                   |                          |                     |          |       |
| Domestic                  | 80    | 18                     | 20            | 17            | 10             | 15                | 48                       | 13                  | 15       | 4     |
|                           | 73%   | 100%                   | 100%          | 100%          | 100%           | 100%              | 100%                     | 100%                | 100%     | 100%  |
| Community                 | 30    | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
|                           | 27%   | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
| <b>Tenure (Domestic)</b>  |       |                        |               |               |                |                   |                          |                     |          |       |
| Own                       | 80    | 18                     | 20            | 17            | 10             | 15                | 48                       | 13                  | 15       | 4     |
|                           | 73%   | 100%                   | 100%          | 100%          | 100%           | 100%              | 100%                     | 100%                | 100%     | 100%  |
| Rent                      | -     | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
|                           | -     | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
| Landlord                  | -     | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
|                           | -     | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
| <b>Tenure (Community)</b> |       |                        |               |               |                |                   |                          |                     |          |       |
| Rent                      | 5     | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
|                           | 5%    | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
| Own                       | 24    | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
|                           | 22%   | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
| <b>Region</b>             |       |                        |               |               |                |                   |                          |                     |          |       |
| East Midlands             | 9     | -                      | 2             | -             | 1              | -                 | -                        | -                   | 3        | -     |
|                           | 8%    | -                      | 10%           | -             | 10%            | -                 | -                        | -                   | 20%      | -     |
| East of England           | 17    | 4                      | 5             | 4             | 1              | 2                 | 10                       | 3                   | 3        | -     |
|                           | 15%   | 22%                    | 25%           | 24%           | 10%            | 13%               | 21%                      | 23%                 | 20%      | -     |
| London                    | 4     | -                      | -             | 1             | -              | -                 | -                        | -                   | -        | 1     |
|                           | 4%    | -                      | -             | 6%            | -              | -                 | -                        | -                   | -        | 25%   |
| North East                | 2     | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
|                           | 2%    | -                      | -             | -             | -              | -                 | -                        | -                   | -        | -     |
| North West                | 2     | -                      | 2             | -             | -              | -                 | 2                        | -                   | -        | -     |
|                           | 2%    | -                      | 10%           | -             | -              | -                 | 4%                       | -                   | -        | -     |
| Northern Ireland          | 4     | -                      | -             | -             | -              | 1                 | 1                        | -                   | -        | -     |
|                           | 4%    | -                      | -             | -             | -              | 7%                | 2%                       | -                   | -        | -     |
| South East                | 17    | 2                      | 4             | 3             | 2              | 4                 | 9                        | 3                   | 2        | 1     |
|                           | 15%   | 11%                    | 20%           | 18%           | 20%            | 27%               | 19%                      | 23%                 | 13%      | 25%   |
| South West                | 27    | 7                      | 4             | 7             | 2              | 2                 | 15                       | 4                   | 3        | -     |
|                           | 25%   | 39%                    | 20%           | 41%           | 20%            | 13%               | 31%                      | 31%                 | 20%      | -     |
| Wales                     | 7     | 3                      | -             | -             | -              | 1                 | 1                        | 1                   | 2        | -     |
|                           | 6%    | 17%                    | -             | -             | -              | 7%                | 2%                       | 8%                  | 13%      | -     |
| West Midlands             | 7     | 1                      | 2             | -             | 1              | 2                 | 3                        | 1                   | -        | 2     |
|                           | 6%    | 6%                     | 10%           | -             | 10%            | 13%               | 6%                       | 8%                  | -        | 50%   |
| Yorkshire and the Humber  | 14    | 1                      | 1             | 2             | 3              | 3                 | 7                        | 1                   | 2        | -     |
|                           | 13%   | 6%                     | 5%            | 12%           | 30%            | 20%               | 15%                      | 8%                  | 13%      | -     |

**Microgeneration: Survey of Early Adopters (JN572167)**

**Sample Profile**

|                               | Total     | Actual Cost (Domestic) |               |               |                |                   | Property Type (Domestic) |                     |           |          |
|-------------------------------|-----------|------------------------|---------------|---------------|----------------|-------------------|--------------------------|---------------------|-----------|----------|
|                               |           | £3,000 or less         | £3,001-£4,000 | £4,001-£5,000 | £5,001-£10,000 | More than £10,001 | Detached House           | Semi Detached House | Bungalow  | Other    |
| <b>Total</b>                  | 110       | 18                     | 20            | 17            | 10             | 15                | 48                       | 13                  | 15        | 4        |
| <b>Technology (Domestic)</b>  |           |                        |               |               |                |                   |                          |                     |           |          |
| Solar Photovoltaic            | 16<br>15% | -                      | -             | 1<br>6%       | 7<br>70%       | 8<br>53%          | 12<br>25%                | 1<br>8%             | 2<br>13%  | 1<br>25% |
| Solar Thermal Hot Water       | 47<br>43% | 10<br>56%              | 20<br>100%    | 15<br>88%     | 1<br>10%       | 1<br>7%           | 25<br>52%                | 9<br>69%            | 10<br>67% | 3<br>75% |
| Wind Turbine                  | 12<br>11% | 8<br>44%               | -             | -             | -              | 4<br>27%          | 7<br>15%                 | 3<br>23%            | 2<br>13%  | -        |
| Other                         | 5<br>5%   | -                      | -             | 1<br>6%       | 2<br>20%       | 2<br>13%          | 4<br>8%                  | -                   | 1<br>7%   | -        |
| <b>Technology (Community)</b> |           |                        |               |               |                |                   |                          |                     |           |          |
| Solar Thermal Hot Water       | 10<br>9%  | -                      | -             | -             | -              | -                 | -                        | -                   | -         | -        |
| Wind Turbine                  | 9<br>8%   | -                      | -             | -             | -              | -                 | -                        | -                   | -         | -        |
| Other                         | 11<br>10% | -                      | -             | -             | -              | -                 | -                        | -                   | -         | -        |
| <b>Grant Size (Domestic)</b>  |           |                        |               |               |                |                   |                          |                     |           |          |
| £400 or less                  | 49<br>45% | 12<br>67%              | 20<br>100%    | 15<br>88%     | 1<br>10%       | 1<br>7%           | 26<br>54%                | 10<br>77%           | 10<br>67% | 3<br>75% |
| £401 - £2000                  | 12<br>11% | 6<br>33%               | -             | 1<br>6%       | 3<br>30%       | 2<br>13%          | 7<br>15%                 | 1<br>8%             | 4<br>27%  | -        |
| £2001 - £5000                 | 12<br>11% | -                      | -             | 1<br>6%       | 6<br>60%       | 5<br>33%          | 9<br>19%                 | 2<br>15%            | -         | 1<br>25% |
| More than £5001               | 7<br>6%   | -                      | -             | -             | -              | 7<br>47%          | 6<br>13%                 | -                   | 1<br>7%   | -        |
| <b>Grant Size (Community)</b> |           |                        |               |               |                |                   |                          |                     |           |          |
| £10,000 or less               | 9<br>8%   | -                      | -             | -             | -              | -                 | -                        | -                   | -         | -        |
| £10,001 - £20,000             | 10<br>9%  | -                      | -             | -             | -              | -                 | -                        | -                   | -         | -        |
| More than £20,000             | 11<br>10% | -                      | -             | -             | -              | -                 | -                        | -                   | -         | -        |
| <b>Actual Cost (Domestic)</b> |           |                        |               |               |                |                   |                          |                     |           |          |
| £3,000 or less                | 18<br>16% | 18<br>100%             | -             | -             | -              | -                 | 8<br>17%                 | 7<br>54%            | 3<br>20%  | -        |
| £3,001- £4,000                | 20<br>18% | -                      | 20<br>100%    | -             | -              | -                 | 12<br>25%                | 1<br>8%             | 6<br>40%  | 1<br>25% |
| £4,001- £5,000                | 17<br>15% | -                      | -             | 17<br>100%    | -              | -                 | 10<br>21%                | 2<br>15%            | 3<br>20%  | 2<br>50% |
| £5,001- £10,000               | 10<br>9%  | -                      | -             | -             | 10<br>100%     | -                 | 6<br>13%                 | 2<br>15%            | 1<br>7%   | 1<br>25% |

**Microgeneration: Survey of Early Adopters (JN572167)****Sample Profile**

|                                 | Total | Actual Cost (Domestic) |                   |                   |                    |                         | Property Type (Domestic) |                           |          |       |
|---------------------------------|-------|------------------------|-------------------|-------------------|--------------------|-------------------------|--------------------------|---------------------------|----------|-------|
|                                 |       | £3,000<br>or less      | £3,001-<br>£4,000 | £4,001-<br>£5,000 | £5,001-<br>£10,000 | More<br>than<br>£10,001 | Detached<br>House        | Semi<br>Detached<br>House | Bungalow | Other |
| Total                           | 110   | 18                     | 20                | 17                | 10                 | 15                      | 48                       | 13                        | 15       | 4     |
| More than £10,001               | 15    | -                      | -                 | -                 | -                  | 15                      | 12                       | 1                         | 2        | -     |
|                                 | 14%   | -                      | -                 | -                 | -                  | 100%                    | 25%                      | 8%                        | 13%      | -     |
| <b>Property Type (Domestic)</b> |       |                        |                   |                   |                    |                         |                          |                           |          |       |
| Detached House                  | 48    | 8                      | 12                | 10                | 6                  | 12                      | 48                       | -                         | -        | -     |
|                                 | 44%   | 44%                    | 60%               | 59%               | 60%                | 80%                     | 100%                     | -                         | -        | -     |
| Semi Detached House             | 13    | 7                      | 1                 | 2                 | 2                  | 1                       | -                        | 13                        | -        | -     |
|                                 | 12%   | 39%                    | 5%                | 12%               | 20%                | 7%                      | -                        | 100%                      | -        | -     |
| Bungalow                        | 15    | 3                      | 6                 | 3                 | 1                  | 2                       | -                        | -                         | 15       | -     |
|                                 | 14%   | 17%                    | 30%               | 18%               | 10%                | 13%                     | -                        | -                         | 100%     | -     |
| Other                           | 4     | -                      | 1                 | 2                 | 1                  | -                       | -                        | -                         | -        | 4     |
|                                 | 4%    | -                      | 5%                | 12%               | 10%                | -                       | -                        | -                         | -        | 100%  |

| Page | Table             | Title   | Base Description  | Base |
|------|-------------------|---|---|------|
| 1    | 1 ><br>Page<br>1  | Q1 - How long will it take for your low carbon energy system to pay for itself?   | Base : All respondents                                      | 110  |
| 2    | 1 ><br>Page<br>2  | Q1 - How long will it take for your low carbon energy system to pay for itself?   | Base : All respondents                                      | 110  |
| 3    | 1 ><br>Page<br>3  | Q1 - How long will it take for your low carbon energy system to pay for itself?   | Base : All respondents                                      | 110  |
| 4    | 2 ><br>Page<br>4  | Q2 - In general, how do you make decisions about investing in such products?  | Base : All respondents                                      | 110  |
| 5    | 2 ><br>Page<br>5  | Q2 - In general, how do you make decisions about investing in such products?  | Base : All respondents                                      | 110  |
| 6    | 2 ><br>Page<br>6  | Q2 - In general, how do you make decisions about investing in such products?  | Base : All respondents                                      | 110  |
| 7    | 3 ><br>Page<br>7  | Q3 - If you were to make another investment in a low carbon technology, within how many years would you require the energy savings to pay back the purchase cost? | Base : All respondents                                      | 110  |
| 8    | 3 ><br>Page<br>8  | Q3 - If you were to make another investment in a low carbon technology, within how many years would you require the energy savings to pay back the purchase cost? | Base : All respondents                                      | 110  |
| 9    | 3 ><br>Page<br>9  | Q3 - If you were to make another investment in a low carbon technology, within how many years would you require the energy savings to pay back the purchase cost? | Base : All respondents                                      | 110  |
| 10   | 4 ><br>Page<br>10 | Q4 - Do you ever use the following standard accounting tools when making decisions about investments in energy efficiency?  | Base : All respondents that have received a community grant | 30   |
| 11   | 4 ><br>Page<br>11 | Q4 - Do you ever use the following standard accounting tools when making decisions about investments in energy efficiency?  | Base : All respondents that have received a community grant | 30   |

| Page | Table             | Title  | Base Description  | Base |
|------|-------------------|--|---|------|
| 12   | 4 ><br>Page<br>12 | Q4 - Do you ever use the following standard accounting tools when making decisions about investments in energy efficiency?   | Base : All respondents that have received a community grant | 30   |
| 13   | 5 ><br>Page<br>13 | Q7a: If an energy efficient boiler cost £5000 more than a conventional system, but would pay that money back to you through reduced energy bills over future years, what would the annual savings have to be for you to install such a boiler? £500? | Base : All respondents                                      | 110  |
| 14   | 5 ><br>Page<br>14 | Q7a: If an energy efficient boiler cost £5000 more than a conventional system, but would pay that money back to you through reduced energy bills over future years, what would the annual savings have to be for you to install such a boiler? £500? | Base : All respondents                                      | 110  |
| 15   | 5 ><br>Page<br>15 | Q7a: If an energy efficient boiler cost £5000 more than a conventional system, but would pay that money back to you through reduced energy bills over future years, what would the annual savings have to be for you to install such a boiler? £500? | Base : All respondents                                      | 110  |
| 16   | 6 ><br>Page<br>16 | Q7b: What is the smallest value that the savings would have to be for you to install the boiler?   | Base : All respondents                                      | 110  |
| 17   | 6 ><br>Page<br>17 | Q7b: What is the smallest value that the savings would have to be for you to install the boiler?   | Base : All respondents                                      | 110  |
| 18   | 6 ><br>Page<br>18 | Q7b: What is the smallest value that the savings would have to be for you to install the boiler?   | Base : All respondents                                      | 110  |
| 19   | 7 ><br>Page<br>19 | Q7c - Would the savings have to be £750?   | Base : All respondents                                      | 110  |
| 20   | 7 ><br>Page<br>20 | Q7c - Would the savings have to be £750?   | Base : All respondents                                      | 110  |
| 21   | 7 ><br>Page<br>21 | Q7c - Would the savings have to be £750?   | Base : All respondents                                      | 110  |
| 22   | 8 ><br>Page<br>22 | Q7d - Would the savings have to be £1,000?   | Base : All respondents                                      | 110  |

| Page | Table              | Title  | Base Description       | Base |
|------|--------------------|--|------------------------|------|
| 23   | 8 ><br>Page<br>23  | Q7d - Would the savings have to be £1,000?   | Base : All respondents | 110  |
| 24   | 8 ><br>Page<br>24  | Q7d - Would the savings have to be £1,000?   | Base : All respondents | 110  |
| 25   | 13 ><br>Page<br>25 | Q7 - Summary Table : The annual savings or revenue necessary for you to install an energy efficient boiler which costs £5,000 more than a conventional model?                                      | Base : All respondents | 110  |
| 26   | 13 ><br>Page<br>26 | Q7 - Summary Table : The annual savings or revenue necessary for you to install an energy efficient boiler which costs £5,000 more than a conventional model?                                      | Base : All respondents | 110  |
| 27   | 13 ><br>Page<br>27 | Q7 - Summary Table : The annual savings or revenue necessary for you to install an energy efficient boiler which costs £5,000 more than a conventional model?                                      | Base : All respondents | 110  |
| 28   | 14 ><br>Page<br>28 | Q8a - If a device offers a saving of £500 off your annual fuel bill for at least 15 years, how much would you be willing to pay today out of your own money for this device? Would you pay £8,000? | Base : All respondents | 110  |
| 29   | 14 ><br>Page<br>29 | Q8a - If a device offers a saving of £500 off your annual fuel bill for at least 15 years, how much would you be willing to pay today out of your own money for this device? Would you pay £8,000? | Base : All respondents | 110  |
| 30   | 14 ><br>Page<br>30 | Q8a - If a device offers a saving of £500 off your annual fuel bill for at least 15 years, how much would you be willing to pay today out of your own money for this device? Would you pay £8,000? | Base : All respondents | 110  |
| 31   | 15 ><br>Page<br>31 | Q8b - What is the largest amount you would be willing to pay for this device?  | Base : All respondents | 110  |
| 32   | 15 ><br>Page<br>32 | Q8b - What is the largest amount you would be willing to pay for this device?  | Base : All respondents | 110  |
| 33   | 15 ><br>Page<br>33 | Q8b - What is the largest amount you would be willing to pay for this device?  | Base : All respondents | 110  |

| Page | Table              | Title   | Base Description       | Base |
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| 34   | 16 ><br>Page<br>34 | Q8c - Would you be willing to pay £6,000?   | Base : All respondents | 110  |
| 35   | 16 ><br>Page<br>35 | Q8c - Would you be willing to pay £6,000?   | Base : All respondents | 110  |
| 36   | 16 ><br>Page<br>36 | Q8c - Would you be willing to pay £6,000?   | Base : All respondents | 110  |
| 37   | 17 ><br>Page<br>37 | Q8d - Would you be willing to pay £4,000?   | Base : All respondents | 110  |
| 38   | 17 ><br>Page<br>38 | Q8d - Would you be willing to pay £4,000?   | Base : All respondents | 110  |
| 39   | 17 ><br>Page<br>39 | Q8d - Would you be willing to pay £4,000?   | Base : All respondents | 110  |
| 40   | 18 ><br>Page<br>40 | Q8e - Would you be willing to pay £2,000?   | Base : All respondents | 110  |
| 41   | 18 ><br>Page<br>41 | Q8e - Would you be willing to pay £2,000?   | Base : All respondents | 110  |
| 42   | 18 ><br>Page<br>42 | Q8e - Would you be willing to pay £2,000?   | Base : All respondents | 110  |
| 43   | 20 ><br>Page<br>43 | Q8 - Summary Table : How much you would be willing to pay for a device which offers a saving of £500 off your annual fuel bill for at least 15 years? | Base : All respondents | 110  |
| 44   | 20 ><br>Page<br>44 | Q8 - Summary Table : How much you would be willing to pay for a device which offers a saving of £500 off your annual fuel bill for at least 15 years? | Base : All respondents | 110  |

| Page | Table              | Title   | Base Description       | Base |
|------|--------------------|---|------------------------|------|
| 45   | 20 ><br>Page<br>45 | Q8 - Summary Table : How much you would be willing to pay for a device which offers a saving of £500 off your annual fuel bill for at least 15 years? | Base : All respondents | 110  |
| 46   | 21 ><br>Page<br>46 | Q9 - What fuel do you use to heat your property?  | Base : All respondents | 110  |
| 47   | 21 ><br>Page<br>47 | Q9 - What fuel do you use to heat your property?  | Base : All respondents | 110  |
| 48   | 21 ><br>Page<br>48 | Q9 - What fuel do you use to heat your property?  | Base : All respondents | 110  |
| 49   | 22 ><br>Page<br>49 | Q10 - What is your best estimate for your current monthly heating bills?  | Base : All respondents | 110  |
| 50   | 22 ><br>Page<br>50 | Q10 - What is your best estimate for your current monthly heating bills?  | Base : All respondents | 110  |
| 51   | 22 ><br>Page<br>51 | Q10 - What is your best estimate for your current monthly heating bills?  | Base : All respondents | 110  |
| 52   | 23 ><br>Page<br>52 | Q11 - What is your best estimate for your current monthly electricity bills?  | Base : All respondents | 110  |
| 53   | 23 ><br>Page<br>53 | Q11 - What is your best estimate for your current monthly electricity bills?  | Base : All respondents | 110  |
| 54   | 23 ><br>Page<br>54 | Q11 - What is your best estimate for your current monthly electricity bills?  | Base : All respondents | 110  |
| 55   | 24 ><br>Page<br>55 | Q12 - Since you installed your low carbon energy system, has the amount of attention you pay towards your energy use changed?                         | Base : All respondents | 110  |



| Page | Table              | Title   | Base Description       | Base |
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| 56   | 24 ><br>Page<br>56 | Q12 - Since you installed your low carbon energy system, has the amount of attention you pay towards your energy use changed?                         | Base : All respondents | 110  |
| 57   | 24 ><br>Page<br>57 | Q12 - Since you installed your low carbon energy system, has the amount of attention you pay towards your energy use changed?                         | Base : All respondents | 110  |
| 58   | 25 ><br>Page<br>58 | Q13 - Before you installed your low carbon energy system, which of the following changes (if any) had you already made to your property or lifestyle? | Base : All respondents | 110  |
| 59   | 25 ><br>Page<br>59 | Q13 - Before you installed your low carbon energy system, which of the following changes (if any) had you already made to your property or lifestyle? | Base : All respondents | 110  |
| 60   | 25 ><br>Page<br>60 | Q13 - Before you installed your low carbon energy system, which of the following changes (if any) had you already made to your property or lifestyle? | Base : All respondents | 110  |
| 61   | 26 ><br>Page<br>61 | Q14 - Since you purchased your low carbon energy system, which of the following changes (if any) have you made to your property or lifestyle?         | Base : All respondents | 110  |
| 62   | 26 ><br>Page<br>62 | Q14 - Since you purchased your low carbon energy system, which of the following changes (if any) have you made to your property or lifestyle?         | Base : All respondents | 110  |
| 63   | 26 ><br>Page<br>63 | Q14 - Since you purchased your low carbon energy system, which of the following changes (if any) have you made to your property or lifestyle?         | Base : All respondents | 110  |
| 64   | 27 ><br>Page<br>64 | Q15a - Is the following energy-efficiency measure present in your property? Loft insulation   | Base : All respondents | 110  |
| 65   | 27 ><br>Page<br>65 | Q15a - Is the following energy-efficiency measure present in your property? Loft insulation   | Base : All respondents | 110  |
| 66   | 27 ><br>Page<br>66 | Q15a - Is the following energy-efficiency measure present in your property? Loft insulation   | Base : All respondents | 110  |

| Page | Table              | Title   | Base Description       | Base |
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| 67   | 28 ><br>Page<br>67 | Q15b - Is the following energy-efficiency measure present in your property? Double glazing                          | Base : All respondents | 110  |
| 68   | 28 ><br>Page<br>68 | Q15b - Is the following energy-efficiency measure present in your property? Double glazing                          | Base : All respondents | 110  |
| 69   | 28 ><br>Page<br>69 | Q15b - Is the following energy-efficiency measure present in your property? Double glazing                          | Base : All respondents | 110  |
| 70   | 29 ><br>Page<br>70 | Q15c - Is the following energy-efficiency measure present in your property? High-efficiency boilers                 | Base : All respondents | 110  |
| 71   | 29 ><br>Page<br>71 | Q15c - Is the following energy-efficiency measure present in your property? High-efficiency boilers                 | Base : All respondents | 110  |
| 72   | 29 ><br>Page<br>72 | Q15c - Is the following energy-efficiency measure present in your property? High-efficiency boilers                 | Base : All respondents | 110  |
| 73   | 30 ><br>Page<br>73 | Q15d - Is the following energy-efficiency measure present in your property? Low energy lighting                     | Base : All respondents | 110  |
| 74   | 30 ><br>Page<br>74 | Q15d - Is the following energy-efficiency measure present in your property? Low energy lighting                     | Base : All respondents | 110  |
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