
The Economic Impact of Bristol Green Doors: Interim Report

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Dr Matthew Cole
University of Bristol
matthew.cole@bristol.ac.uk

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1 Introduction

1.1 Background to project

This research¹ assesses the economic impact of Bristol Green Doors, a community interest company which aims to:

1. Present good practice of green refurbishment
2. Increase the uptake of green refurbishment
3. Develop the green economy supply chain
4. Celebrate local sustainability (people & homes)
5. Facilitate successful community activity
6. Pilot an effective project that other cities can use

This research therefore tracks quantitative outcomes relating to aims 2 and 3 in particular, and will indirectly support aim 6. The research design is to administer online surveys at two points, respectively (and approximately) at 3 months and 8 months after the BGD weekend (September 11th and 12th 2010), with members of the public attending BGD weekend and / or follow-up events.² This document reports on the results of the first survey, which was timed to coincide with the end of a programme of follow-up events organized by BGD.

1.2 Benefits of the research

Bristol Green Doors will benefit by receiving quantitative evidence of the uptake of green refurbishment (aim 2) and the development of a green economic supply chain (aim 3) as a consequence of the programme of events they are organizing. The surveys will provide a quantified measurement of the impact of Bristol Green Doors, which will be of benefit in establishing the viability of the project for adaptation by other cities (aim 6). Depending on the research findings, providing a quantifiable measure of economic success may also assist Bristol Green Doors in securing support and funding for future events. Bristol Green Doors will also benefit from association with the University of Bristol as a reputable research partner. The University of Bristol will benefit by strengthening its links with the local community, through the building of a collaborative relationship with Bristol Green Doors. The University will also benefit from the research findings, which will both enhance understanding of the work and impact of TSOs, and enhance the ability of the University to provide research of relevance to TSOs in general.

¹ This research forms part of an initiative funded by the Economic and Social Research Council (ESRC), the Office of the Third Sector and the Barrow Cadbury Trust as part of a major investment in third sector research. The cluster is hosted by the Centre for Market and Public Organisation (CMPO) at the University of Bristol. The aim of the wider initiative is to develop capacity in research for, by and with third sector organisations (TSOs). The focus of this cluster is on the economic impact of the third sector. For more information, see: <http://www.bristol.ac.uk/cmppo/cbcluster/> or email Dr Sarah Smith: sarah.smith@bristol.ac.uk

² It was originally hoped to survey local contractors and traders in the green economy at these time points as well, but this proved to be beyond the budgetary constraints of the project.

1.3 Survey design and piloting

A draft survey was designed using the online tool SurveyMonkey³ in November-December 2010, and piloted with BGD volunteers and associates (partner organisations such as the Energy Savings Trust (EST)) and with academic colleagues, in December. In light of the piloting process, the survey was redrafted, in consultation with BGD. The survey is reproduced in Appendix 1. At the request of BGD, additional questions relating to Home Information Sheets (HIS) were incorporated into the survey (see questions 12-15 in Appendix 1). These had originally been part of a separate, unrelated, survey. Analysis of these questions is therefore excluded from this report.

1.4 Research population and participant recruitment

The research population constituted members of the public who gave their contact details on feedback forms distributed on the BGD weekend, and at follow-up events.⁴ This produced a research population of 456 individuals. For comparison, there were over 2700 visitors to open homes during the BGD weekend. Participants were recruited by email invitation in December 2010. A reminder email was sent in January 2010. The survey was incentivized with a prize draw of 10 prizes of £25, with a deadline for entry of 10th January 2010. The survey was closed on 16th January 2010.

2 Results

Survey responses were downloaded from SurveyMonkey into an Excel spreadsheet, which was then coded and imported into SPSS 18.0⁵ for data analysis. Throughout this section, relevant question numbers are given in footnotes, which can be cross-referenced with the survey in Appendix 1. For brevity, 'improvements' or 'home improvements' are often used to indicate 'energy saving home improvements' throughout. Free text answers to what respondents 'found most interesting, useful or inspiring' are interspersed where they illuminate particular findings.

2.1 Response rates

146 individuals started the survey, which represents a response rate of 32.0%. Of those, 121 (26.5% of the research population; 82.9% of respondents) completed the survey. 110 individuals (24.1% of the research population; 75.3% of respondents), entered the prize draw.

2.2 Demographics

- ***Respondents tend to display relatively privileged social characteristics***

The social characteristics of respondents suggest that particular types of people were attracted to BGD, and more so to completing the survey, as detailed in the sections below, which respectively consider ethnic background, tenure, household income, age group and gender.

³ See: <http://www.surveymonkey.com/>

⁴ Analysis of the feedback forms themselves is included in BGD's own report, available at: <http://www.bristolgreendoors.org/sites/default/files/BGD-2010-Report.pdf>

⁵ Statistical Package for the Social Sciences, see: www.spss.com

2.2.1 Ethnic background

97.5% (n=118) of respondents who answered, reported their ethnic background⁶ as 'White' (British, Irish or Other). Only three respondents reported a non-White ethnicity: one Asian Indian and two Mixed. This 2.5% non-White figure compares with 7.9% of the general UK population⁷ and 8.2% of the Bristol Unitary Authority population⁸ as recorded in the 2001 census. The current figures for non-White national and local populations are likely to be higher, given continuing patterns of migration in the intervening 10 years. This picture differs from that of the research population, among whom just over 10% reported a non-White ethnic background, which suggests a closer approximation to the Bristol population as a whole, although detailed figures beyond White and non-White were unavailable at the time of writing.⁹

2.2.2 Tenure

86.3% (n=126) of respondents were homeowners, while 11% (n=16) were private tenants¹⁰. No respondents were in social housing. This suggests that respondents tended to be relatively affluent compared to the general Bristol population: 63.3% of Bristol's overall population were homeowners according to the 2001 census.¹¹ Related to section 2.2.1 above, 64.7% of Bristol's White population and 42.1% of Bristol's non-White population were homeowners according to the 2001 census.

2.2.3 Household income

The relative affluence of respondents was supported by information on annual household income.¹² Median annual household income in the UK in 2008/9 was just over £30,000,¹³ meaning that 50% of households had an income below that figure at that time. In contrast, only 32.7% (n=35) of survey respondents reported a figure of £30,000 or below, while 67.3% reported a figure of £30,001 or higher. Full details of income distribution are shown in Table 1 below.

⁶ See Q.18

⁷ Source: Office of National Statistics (ONS) (2001) 'Focus on Ethnicity and Identity', <http://www.statistics.gov.uk/focuson/ethnicity/> (accessed 15 March 2011).

⁸ Source: Bristol City Council (2001) 'Table T13 - Theme Table on Ethnicity – BRISTOL', http://www.bristol.gov.uk/ccm/cms-service/stream/asset/?asset_id=32915004 (accessed 15 March 2011).

⁹ Source: Weisselberg, D. & Watson, K. (2010) *A citywide promotion of retrofitting: Bristol Green Doors 2010*, Bristol: Bristol Green Doors. p.15

¹⁰ See Q.3

¹¹ Source: Bristol City Council (2001) 'Table T13 - Theme Table on Ethnicity – BRISTOL', http://www.bristol.gov.uk/ccm/cms-service/stream/asset/?asset_id=32915004 (accessed 15 March 2011).

¹² See Q.19

¹³ Office for National Statistics (ONS) (2010) 'Household Income', <http://www.statistics.gov.uk/cci/nugget.asp?id=334> (accessed 15 March 2011).

Table 1: Annual household income of survey respondents

Income range (£'s)	Percentage	Frequency
0-10,000	4.7	5
10,001-20,000	11.2	12
20,001-30,000	16.8	18
30,001-40,000	19.6	21
40,001-50,000	17.8	19
50,001-60,000	13.1	14
60,001-70,000	4.7	5
70,001-80,001	4.7	5
80,001 or above	7.5	8
Total	100	107

This picture of relatively high incomes is perhaps unsurprising, as a level of material affluence opens more possibilities for considering and implementing home improvements. As one respondent commented:

Fantastic, from an educational perspective, how ideas could be applied in the architectural field rather than from a personal view as many of the ideas were unobtainable for those in rented property, unless you knew you were going to be there for a long time.

Homeowners in particular arguably have a greater emotional investment in the home as both an identity project and as an expression of their social values, in this case related to pro-environmental behaviours. Non-homeowners may express similar values in different ways, for instance through making 'greener' choices in transport, food, in generally lower levels of consumption, or through thriftiness, make-do-and-mend and so on.

2.2.4 Age group

The age groups of respondents were similar in most respects to the research population, although skewed towards older (45 and above) respondents: 58.7% of survey respondents were aged 45 or older compared with 51% of the research population. However, there were striking deviations in some respects, from the general pattern of age groups distribution within Bristol, as illustrated in Table 2 below.

Table 2:¹⁴ Age group of survey respondents, the research population¹⁵ and Bristol population¹⁶

Age Group	Survey respondents % (n)	Research population %	Bristol population %
Under 25	3.2 (4)	7	18
25-44	38.1 (48)	44	38.1
45-64	49.2 (62)	43	25.5
Over 65	9.5 (12)	6	18.4
Total	100 (126)	100	100

¹⁴ The Table excludes those aged 15 or under from the Bristol population, to make the figures comparable to BGD attendees, who by definition are householders.

¹⁵ Source: Weisselberg, D. & Watson, K. (2010) *A citywide promotion of retrofitting: Bristol Green Doors 2010*, Bristol: Bristol Green Doors. p.16

¹⁶ Figures taken from the 2001 census. Source: Source: Bristol City Council (2001) 'Table T07 - Theme Table on All People - BRISTOL', http://www.bristol.gov.uk/ccm/cms-service/stream/asset/?asset_id=32896029 (accessed 15 March 2011).

The lower figures for younger people among survey respondents and the research population are understandable given that many of them will not yet be householders, compounded by the fact that BGD respondents are disproportionately homeowners. Interestingly, the size of the 25-44 age group matches that for the general Bristol population. The 45-64 age group is almost twice as large, while the over 65 age group is a little over half as big. This is concordant with an impression of late middle-aged affluent homeowners as being a demographic that has the time, material resources and sufficiently robust health to engage in home improvement projects.

2.2.5 Gender

The exception to this overall picture of privileged social characteristics predominating emerged in the more even gender distribution of respondents, with 52.4% (n=66) of the 126 respondents who answered stating 'female' and 47.6% (n=60) 'male' as their gender. This compares to 2001 census figures for Bristol of 51.2% females and 48.8% males.¹⁷ However, this differed markedly from the research population, of whom nearly twice as many were female as male.¹⁸ Caution must be exercised in reading any interpretation into this difference, but it might be speculated that men had a disproportionate say over major household purchasing decisions among the research population, and were therefore more likely to complete the follow-up survey.

2.3 Attendance

- ***Most respondents visited more than one home***
- ***Follow-up events were poorly attended by respondents***

Survey respondents were more likely to have visited more than one home during the BGD weekend.¹⁹ Only 30.5% (n=43) visited one, or no, homes, while 69.5% (n=98) visited two or more. The full spread of visits is shown in Table 3 below.

Table 3: Number of visits to homes during BGD weekend

Number of homes visited	Percentage	Frequency
0	5.0	7
1	25.5	36
2	14.9	21
3	20.6	29
4	10.6	15
5	8.5	12
More than 5	14.9	21
Total	100	141

Only 12.3% (n=18) of respondents visited any of the 10 BGD follow-up events listed on the survey,²⁰ with the Green Homes Surgery at the Create Centre proving by far the most popular (receiving 12

¹⁷ Source: Bristol City Council (2001) 'Table T07 - Theme Table on All People - BRISTOL', http://www.bristol.gov.uk/ccm/cms-service/stream/asset/?asset_id=32896029 (accessed 15 March 2011).

¹⁸ Source: Weisselberg, D. & Watson, K. (2010) *A citywide promotion of retrofitting: Bristol Green Doors 2010*, Bristol: Bristol Green Doors. p.15

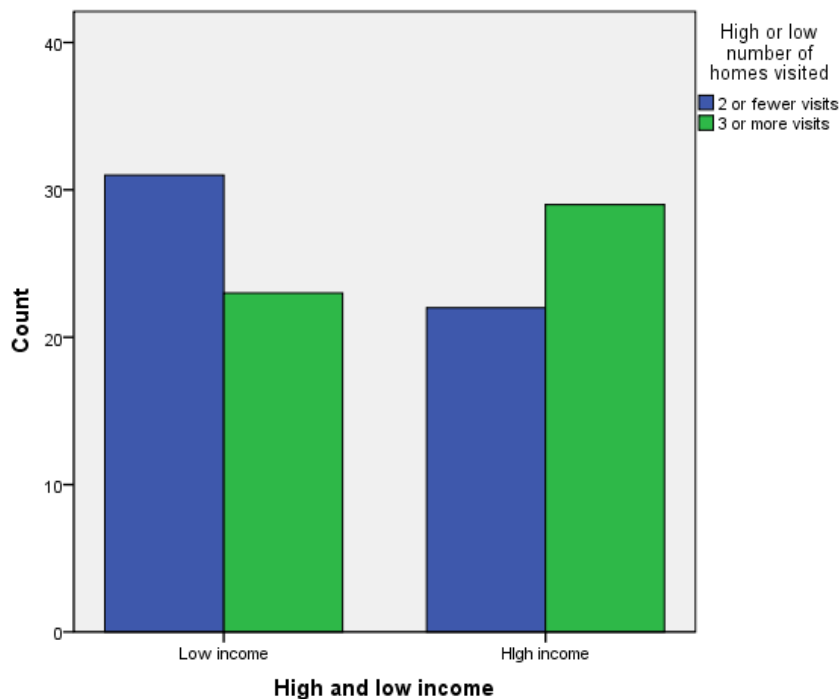
¹⁹ See Q.1

²⁰ See Q.2

visits compared to 7 for the Westbury-on-Trym Ecofiesta, which was the next most popular). Of these, 1 respondent attended 3 events, 7 respondents attended 2 events, and 10 respondents attended 1 event.

As illustrated by Figure 1 below, respondents on a high household income (above the median) were more likely to visit 3 or more homes than those on a low household income. This may suggest higher levels of commitment to BGD among high income respondents and / or more time and money to devote to visiting more Green Doors than low income respondents.

Figure 1: Number of home visits by income level



2.4 Impact on local trade

- **Local independent traders were by far the most popular**
- **BGD made little impact on choice of trader**

Table 4 shows the popularity of different kinds of traders used by respondents since BGD. Of respondents who had undertaken home improvements since BGD (57.5%, n=84 respondents), local independent traders were the most popular option, chosen by 70.2% (n=59) of respondents who had undertaken some home improvements. Of the 12 'other' responses, 4 respondents said they had completed the work themselves (2 'self' and 2 'DIY').

Table 4: Types of traders used by respondents

Type of Trader	Percent	Frequency
Local independent trader	70.2	59
Local chain (e.g. Kellaway)	19.0	16
National chain (e.g. B&Q, Homebase)	34.5	29
Online/Mail order supplier	10.7	9
Other	14.3	12
Total	N/A²¹	84

Some respondents used more than one type of trader: 17 used 2 types; 6 used 3 types; 4 used 4 types. It is therefore not possible to be sure of the exact balance of business directed towards local versus non-local traders in these cases. However, by comparing those who reported using local traders²² with reports on spending since BGD,²³ it can be seen that 75% (30 of the 40) £1,000+ spends were undertaken by respondents who *had* used local independent traders, though this does not exclude the possibility that non-local traders were the recipients of that particular large spend. This may be investigated through further analysis. It should also be noted that the BGD internal report cites 9 sales of solar installations between two companies as a consequence of BGD.²⁴

2.4.1 BGD effect on local trade

Although there is good evidence that local traders were frequently used, there is little evidence that BGD itself influenced the decision of who to trade with to any great extent. Only 14.4% (n=18) of those who answered, agreed or strongly agreed with the statement 'Because of BGD, I used different suppliers / contractors that I otherwise would have'. Q.6 asks how traders were chosen. Of the 75 respondents who answered this question, 72% (n=54) used already known/used traders and 36% (n=27) found them independently. Only 16% (n=12) followed BGD homeowner recommendations, 5.3%²⁵ (n=4) followed a HIS recommendation, and no respondents chose a trader listed from the BGD website. This finding on the low impact of HIS recommendations, tallies with the answer to Q.12, which asked whether respondents had already made improvements using HIS information. Only 10.8% (n=11) of the 102 respondents to this question answered 'yes'. However, there is a stronger stated intention to undertake improvements in the *future* based on HIS information; 39.4% (n=39) of the 99 respondents to this question answered 'yes' (see Q.13). This more optimistic finding can be tested in the next follow-up survey.

However, there is some evidence to suggest that BGD did increase local spending on home improvements, albeit mostly with already known, rather than new / BGD-related traders. 37.6% (n=47) of respondents who answered agreed or strongly agreed with the statement, 'Because of BGD, I spent more money on home improvements'. Furthermore, 50% (n=63) of respondents who answered, agreed or strongly agreed with the statement, 'Because of BGD, I undertook more

²¹ These percentages are not cumulative, as some respondents used more than one type of trader

²² See Q.5

²³ See Q.7

²⁴ Source: Weisselberg, D. & Watson, K. (2010) *A citywide promotion of retrofitting: Bristol Green Doors 2010*, Bristol: Bristol Green Doors. p.19

²⁵ These percentages are not cumulative, indicating that some respondents used more than one method to find traders.

energy-saving home improvements'.²⁶ The discrepancy between the answers to the two statements is noteworthy. In the absence of further information, it might be suggested that the improvements undertaken by approximately 13.4% of respondents as a result of BGD, were therefore zero-cost. This raises an interesting issue, as zero-cost measures contribute to the reduction of CO₂ emissions, but without a tangible benefit to the local 'green' economy.

2.5 Impact of BGD on spending

- ***Est. £55,731 spent on home improvements by respondents since BGD***
- ***Est. £192,856 spent on home improvements by respondents before BGD***

2.5.1 Estimated spending following BGD

The survey did not request exact spending figures from respondents.²⁷ An estimate of the total amount spent by respondents since BGD was therefore produced by taking the mean of each spread of values, rounded up to the nearest pound, and multiplying those figures by the number of spends recorded in respective categories. For the £1000+ category, a figure of £1000 per spend was estimated so as to err on the side of caution. This calculation therefore produced a conservative estimated total spend of £55,731, or approximately £381.72 per respondent. If that figure were replicated among the approximately 2700²⁸ BGD attendees, this would amount to a total spend of £1,030,641 within 3-4 months of BGD. However, extreme caution should be taken over this figure, which is based on a number of unverifiable assumptions. As indicated by the demographic analysis above, it is reasonable to infer that survey respondents may be more affluent relative both to the research population and to BGD visitors as a whole. This is especially important to bear in mind as £40,000 (72.2%) of the £55,731 estimate derives from 40 individual spends of £1000+, suggesting a fairly small cohort of highly committed home improvers with a large disposable income. It is likely that survey respondents are disproportionately committed to the values and aims of BGD, and therefore more likely to spend money on these types of home improvements. As one respondent put it:

Already very aware of domestic carbon footprint. Upgrading house as money allows. Was interested in woodburner with water heating

Free text responses confirmed that at least some respondents were already highly committed to the values of BGD, for instance:

It was great to see what is possible and to find out suppliers people used. Good to meet other people that are concerned about the environment.

Being able to talk to like minded people who are enthusiastic about energy saving...

Finding other people who have similar interests - sometimes it feels no one else is bothered!

²⁶ See Q.11

²⁷ See Q.7

²⁸ Figure taken from Weisselberg, D. & Watson, K. (2010) *A citywide promotion of retrofitting: Bristol Green Doors 2010*, Bristol: Bristol Green Doors. p.15

Furthermore, it is likely that high spenders would be more disposed to sharing their experiences with researchers via completing the survey. More fundamentally, it is impossible to know with any *certainty* that BGD *caused* any of this spending, although it is very likely that at least *some* of it did result from the experience of BGD (see section 2.4.1 above). In free text answers to what respondents ‘found most interesting, useful or inspiring’, only one respondent explicitly stated that they had been inspired to undertake specific improvements as a result of BGD:

Able to see real installations of Solar PV and talk to the owners. Their enthusiasm and the data they supplied has inspired me to invest in my own system early in the new year.

2.5.2 Estimated spending before BGD

Using the same method as outlined in section 2.5.1, an estimated £192,856 was spent on home improvements before BGD by survey respondents, or approximately £1,320.93 per respondent.²⁹ As with the spending since BGD, the bulk (75.5%) of this spending was taken up by £145,000 on 145 individual spends of £1000+. Given that £1000+ spends were treated as £1000 each for the purposes of calculating this estimate, the true proportion of total spending attributable to these high cost measures is likely to be higher, both before and since BGD. This level of spending provides further support to the finding that survey respondents tended to be relatively affluent, as well as being already highly committed to the values and aims of BGD. As one respondent commented:

have to have a bit of cash for longer term pay off

2.6 Popular types of home improvements

- ***Similar, lower cost, improvements were popular before and after BGD***
- ***BGD raised intentions to undertake low cost improvements***
- ***BGD raised aspirations to undertake high cost improvements***

There are similarities between the most popular improvements undertaken by survey respondents before and after BGD, which tend to be lower cost measures.

2.6.1 Popularity of improvements indicated by spending patterns

The seven most popular home improvements undertaken before BGD are shown in Table 5.³⁰ Respondents were presented with a list of 17 improvements, and asked whether they had undertaken them before or since BGD, whether they planned or hoped to undertake them in the future, whether they were undecided, or whether they did not intend to undertake them. The improvements in Table 5 were the only seven for which ‘did before BGD’ was the most popular answer.

²⁹ See Q.8

³⁰ See Q.4

Table 5: Popular improvements before BGD

Rank order	Improvement type	Did before BGD % (n)	Plan/hope to do % (n)
1	Installed more low energy lighting	65.5 (91)	8.6 (12)
2	Used recycled materials	52.5 (73)	20.9 (29)
3	Upgraded the heating system	46.8 (65)	22.3 (31)
4	Installed or increased loft insulation	44.6 (62)	21.6 (30)
5	Draught proofing of doors	41.0 (57)	28.8 (40)
6	Installed rainwater collection	38.8 (54)	35.3 (49)
7	Draught proofing of windows	34.5 (48)	25.2 (35)

For comparison, Table 6 shows the most popular improvements undertaken *since* BGD. By comparing Tables 5 and 6, it can be seen that 5 of the 7 most popular improvements before and since BGD are the same: lighting, draught proofing of doors and windows, loft insulation and using recycled materials. These 5 examples share the characteristic of being *generally* low to medium cost (under £250) measures, as indicated by answers to Q.7 and Q.8 on spending since and before BGD respectively.

Table 6: Popular improvements since BGD

Rank order	Improvement type	Did since BGD % (n)
1=	Installed more low energy lighting	18.7 (26)
1=	Draught proofing of doors	18.7 (26)
3=	Installed or increased loft insulation	18.0 (25)
3=	Draught proofing of windows	18.0 (25)
5	Draught proofing of floors	10.1 (14)
6=	Used recycled materials	6.5 (9)
6=	Installed solar PV microgeneration	6.5 (9)

This suggests that BGD, at the time of the survey, had not yet had a significant impact on the most popular types of improvements undertaken by BGD visitors. In other words, people are generally undertaking the same types of improvements as were already popular before BGD happened. The two exceptions in Table 6, solar PV microgeneration and draught proofing of floors, are generally high cost measures (solar PV exclusively so, costing over £1000 in 17 of the 18 examples before and since BGD). This supports the finding of the BGD report, that a relatively small number of high cost measures, such as solar PV, have been undertaken since BGD and as a result of it. Confirming the general pattern of affluent respondents, of those who provided income information, 5 of the 6 respondents who had already installed solar PV before BGD, have a household income above the median range (i.e. over £30,000). However, of those who provided income information, 3 of the 6 respondents who have installed solar PV since BGD have a below-median income. Other generally high cost measures that have been undertaken since BGD include upgraded heating systems (n=7), solar thermal microgeneration (n=5), window upgrades/replacements (n=5) and biomass heating (n=4).

2.6.2 Popularity of improvements indicated by attitude statements

Further confirmation of this pattern of similar patterns of popularity of improvements comes from Q.11, which directly asked respondents about the effect of BGD: Only 17.7% (n=22) agreed or strongly agreed with the statement 'I spent money on different things than I'd planned to'. With reference to section 2.4.1 above, this suggests somewhat conflicting evidence, as 50% agreed that they'd undertaken more improvements and 37.6% agreed that they'd spent more money, as a result of BGD. Interpretation will inevitably be speculative, but one explanation may be to return to the earlier point that respondents were likely to be already highly committed to the values and aims of BGD, so that BGD mostly prompted spending on improvements that respondents already had in mind, but hadn't yet got round to acting on. If so, this suggests that BGD may act as a 'trigger', or reminder, to undertake actions that already concur with the dispositions of BGD visitors. This interpretation may be elaborated with reference to respondents' expressed attitudes, which are discussed in section 2.7 below.

2.6.3 Popularity of planned/hoped for improvements

Combining the expressed intention to undertake improvements (within 6 or 12 months of the survey) with improvements that respondents hoped to undertake at an unspecified time, gives a good indication of respondents' aspirations. Table 7 below illustrates the 5 improvements that respondents most commonly aspired to.

Table 7: Most popular planned/hoped for improvements

Rank order	Improvement type	Intended/hoped to do % (n)
1	Rainwater collection	33.6 (49)
2	Solar PV microgeneration	31.5 (46)
3	Draught proofing of floors	29.5 (43)
4	Biomass heating	28.8 (42)
5	Draught proofing of doors	27.4 (40)

Table 7 reveals a mixture of more or less 'realistic' aspirations. The most popular, installing rainwater collection, is a low cost improvement, suggesting that BGD succeeded in educating respondents about this measure and persuading many to undertake it in the future. The same point holds for draught proofing of doors, the 5th most popular intended/hoped for improvement. In each case, roughly as many respondents expressed an *intention* to undertake the measure as expressed the *hope* to undertake it. By contrast, the other 3 of the top 5, especially solar PV and biomass heating, tend to be high cost measures. Not surprisingly, few respondents expressed a firm intention to implement these 3 measures within 12 months. A similar pattern emerged for other high cost improvements, such as solar thermal microgeneration and window upgrades/replacements. This suggests that BGD may be successful in both educating and inspiring the uptake of certain low cost measures, and also in raising aspirations for high cost energy-saving home improvements. Unsurprisingly, it was more common for those on high incomes to express *intentions* as opposed to *hopes* to implement high cost measures.

2.7 Awareness, concern and empowerment

- **BGD raised awareness and concern and empowered respondents to act**
 - **Direct householder contact especially valued by respondents**

The survey suggests that BGD had a major impact on raising awareness, concern and capacity for action among respondents in respect of energy-saving home improvements, energy use and climate change.³¹ Free text responses suggested that the direct contact with homeowners and the capacity to witness improvements first-hand were particularly effective.

2.7.1 Evidence of raised awareness

Awareness may be viewed as practical (in relation to energy-saving home improvements) and theoretical (in relation to climate change). In terms of practical awareness, 84.8% (n=106) of respondents agreed or strongly agreed that, 'Because of BGD, I became more aware of what energy-saving home improvements are possible'. This represents the most strongly agreed with of the 9 statements in Q.11. Raised awareness of possible improvements was almost matched by raised capacity for action: 72.8% (n=125) of respondents agreed or strongly agreed that, 'Because of BGD, I felt more able to undertake energy-saving home improvements'. Taken together, this suggests that BGD succeeded in opening up a range of energy-saving home improvements for most respondents, as well as enabling most respondents to feel more competent in undertaking improvements. It is noteworthy that felt competence does not exactly match raised awareness. Although the statements do not exactly coincide (i.e. the former does not ask respondents to reflect on their competence to undertake the specific improvements that BGD newly made them aware of), achieving a closer fit between raised awareness and felt competence may be an issue for BGD to address.

There was also less strong evidence of raised awareness and concern about climate change. 49.6% (n=62) of respondents who answered, agreed or strongly agreed that, 'Because of BGD, I became more aware of energy use and climate change', while 46.4% (n=58) of respondents who answered, agreed or strongly agreed that, 'Because of BGD, I became more concerned about energy use and climate change'. It is perhaps unsurprising that the evidence for raised awareness and concern about energy use and climate change is less strong than in relation to practical awareness. As noted above, it is likely that respondents already shared at least some of the aims and values of BGD, and that the attendance of at least some respondents was motivated, at least in part, by awareness and concern of energy use and climate change. The survey does not indicate how strong that awareness and concern already was *before* BGD. It may therefore be the case that BGD reinforced already existing dispositions towards these issues.

2.7.2 The importance of direct contact and experience

The success of BGD in raising awareness, concern and empowerment seems to have been particularly related to the value that respondents placed on meeting homeowners and directly witnessing home improvements in context. 50% (n=73) of respondents provided free text responses about what they 'found most interesting, useful or inspiring'.³² Among those responses, the value of seeing improvements in situ was mentioned 24 times. The value of meeting, speaking to or

³¹ See Q.11

³² See Q.10

hearing the experience of BGD householders was mentioned 28 times, and sometimes both were combined in the same response. A few examples follow:

- Seeing things actually working instead of reading about it
- Seeing how other people, in a similar situation to myself, have managed to install environmental improvements.
- Valuable to see initiatives [*sic*] in place + speak to people who'd undertaken them.
- Seeing real projects and listening to peoples stories
- Making information accessible, being able to talk to people first hand who have installed measures of interest
- Speaking to people who had made changes so I could learn from their experience

The general value of the direct experience of home improvements and householder contact afforded by BGD, was explicitly mentioned or implied by nearly all responses to this question. Notably, none of the free text responses mentioned increased awareness or concern about energy use or climate change in general, which support the interpretation above that BGD reinforced already existing 'green' values.

3 Conclusion

3.1 Summary of key findings

Twelve key findings were identified, indicated by bold bullet points at the start of each section of the results. These are summarized below.

1. Respondents tend to display relatively privileged social characteristics

This was manifested in high levels of household income, high rates of home ownership, very few non-White respondents, an age distribution skewed towards late middle age, and a greater representation of male respondents relative to the research population.

2. Most respondents visited more than one home

Over two thirds of respondents visited two or more homes, suggesting high levels of commitment to BGD among respondents.

3. Follow-up events were poorly attended by respondents

Contrastingly, just under 1 in 8 respondents attended any of the ten follow-up events.

4. Local independent traders were by far the most popular

Local independent traders were chosen by 7 in 10 of respondents who provided information.

5. BGD made little impact on choice of trader

But, choice of trader was largely informed by prior knowledge, rather than BGD (as measured by the influence of BGD homeowner recommendations, HIS's and the BGD website).

6. Est. £55,731 spent on home improvements by respondents since BGD

This conservative estimate is largely comprised of 40 individual spends on expensive (£1000+) improvements, and should not obscure the finding that most spends since BGD have tended to be on low cost improvements.

7. Est. £192,856 spent on home improvements by respondents before BGD

The same applies to this estimate, which included 145 individual spends of £1000+. This level of spending, and the number of spends on high cost improvements, suggests respondents already highly committed to the values and aims of BGD.

8. Similar, lower cost, improvements were popular before and after BGD

Findings suggest that BGD made little impact on the types of improvements undertaken by respondents so far, excepting some high cost examples, such as solar PV.

9. BGD raised intentions to undertake low cost improvements

BGD appeared to succeed in raising awareness and intention among many respondents to implement some low cost improvements, such as rainwater collection and draught proofing of doors.

10. BGD raised aspirations to undertake high cost improvements

BGD appeared to have raised aspirations among many respondents to undertake high cost improvements such as solar PV microgeneration and biomass heating.

11. BGD raised awareness and concern and empowered respondents to act

Raised awareness of energy-saving home improvements is the single most striking finding of the survey, closely followed by raised felt capacity to act on the basis of that raised awareness. There was less strong evidence for raised awareness and concern of energy use and climate change.

12. Direct householder contact especially valued by respondents

Free text responses suggested considerable 'warmth' towards the BGD experience among respondents, and emphasized the value of meeting householders and seeing home improvements 'in the flesh', as one respondent put it.

3.2 Implications and further research

The clearest implication of this report is the need to test whether expressed intentions and aspirations to undertake improvements are matched by action in a second follow-up survey (scheduled for April/May 2011). It must be stressed that this first survey took place quite soon (3-4 months) after BGD. Many of the improvements require considerable thought, planning and budgeting before implementation, and so it would be unreasonable to expect high uptake immediately after BGD in many cases. Further, more detailed, analysis of the relationship between previous behaviour and behaviour subsequent to BGD (as measured by spending on different improvements) will be undertaken in the final report. This should reveal a fuller picture of the extent to which BGD *may* have motivated more, or different, patterns of spending on energy-saving home improvements.

Beyond the issues directly addressed by the survey, these findings also raise interesting issues. The relationship between climate change, energy use, social values and home improvements is complex, and beyond the scope of this research to investigate fully. However, it may be argued that *lower* levels of raised awareness and concern about energy use and climate change, relative to *high* levels of awareness and capacity to effect energy-saving home improvements, would be an even stronger measure of success for a community initiative, in that this would imply effecting behavioural change *without* necessary commitment to the 'green' values that are explicitly embedded in BGD. Stereotypes of privilege and affluence are attached to much 'green' behaviour, especially in the context of 'green consumerism'. In this context, especially in light of the survey findings that suggest pre-existing commitment to 'green' energy practices among respondents, it is a reasonable inference that members of the public who don't already have a strong 'green' identity were not

attracted to BGD. Furthermore, there is evidence that BGD may have driven aspirations to high levels of green consumerism that were beyond the financial means of many BGD visitors. To the extent to which less privileged groups appear to have been largely absent as BGD visitors, BGD may arguably play a role in reproducing stereotypes of green consumerism as a preserve of an affluent elite. There may be a fine line between 'showing' and 'showing-off' Green Doors, with attendant issues of 'green' envy (no pun intended) or status anxiety. This may be a particular problem for initiatives such as BGD which *individualise* solutions through suggesting that particular households can/should take the initiative for reducing their own energy use. As indicated by the demographic analysis, certain, less privileged, groups appear to have been absent from the BGD experience. As one respondent wistfully commented (in response to a question about the usefulness of HIS's):

Im [*sic*] my future home, if I can get one, one day!

It would be interesting to compare the impact of initiatives such as BGD with alternatives that downplay the 'green' element in favour of arguably more inclusive and immediate aspirations, such as keeping warm in winter, or reducing fuel bills, for instance in terms of the demographics of those who are engaged and the impact on energy reduction achieved.

A counter argument to this critique of apparent BGD exclusivity, is that highly motivated green consumers are precisely those who should be targeted by this kind of initiative, as it is they who can act as a vanguard of domestic energy reduction by building a local green economy and 'normalising' green social values through highly visible green actions (such as implementing, and publicising, energy-saving home improvements). Furthermore, given that high levels of affluence are strongly associated with high levels of consumption (in all senses), it may be argued that the relatively affluent ought to be targeted first to reduce their domestic energy use, if the guiding aim is to reduce CO₂ emissions. In this respect, BGD appears to be a promising route to effect the uptake of energy-saving home improvements, but a combination of different engagement strategies, to target different demographics, may prove more effective to thoroughly embed domestic energy reduction on a city-wide basis.

Glossary

BGD Bristol Green Doors: <http://www.bristolgreendoors.org/>

CMPO Centre for Market and Public Organisation: <http://www.bristol.ac.uk/cmppo/>

ESRC Economic and Social Research Council: <http://www.esrc.ac.uk/>

EST Energy Saving Trust: <http://www.energysavingtrust.org.uk/>

HIS Home Information Sheets (distributed by participating homes to the public during the BGD weekend)

SPSS Statistical Package for the Social Sciences: www.spss.com

TSO Third Sector Organization

Appendix: Survey

The survey is downloadable as a pdf file from SurveyMonkey, but could not be converted into a Word document without loss of formatting. The survey is therefore reproduced here as a series of PNG images, with apologies for loss of quality/readability. A pdf of the survey is available on request.

Bristol Green Doors

Bristol Green Doors Survey

This survey consists of a few questions about the homes and / or events you attended as part of the Bristol Green Doors project, and about energy-saving home improvements that you may have undertaken. Bristol Green Doors weekend was held on 11th-12th September and gave visitors the chance to see energy-saving home improvements first-hand. You have been invited to take part because you gave your email address during the Bristol Green Doors weekend, or at one of the follow-up events.

The survey should take no more than 15 minutes to complete. Your responses will be anonymous. You will be given the chance to enter a free prize draw, with 10 prizes of £25 cash, at the end of the survey, as a thank-you for taking part. If you do choose to enter the prize draw, your contact details will be stored separately from your survey answers and will not be used for any other purpose, and will be deleted once the draw has been made. You will also be invited to take part in a similar online follow-up survey in about 6 months time. If you choose to take part, your contact email will be stored separately from your survey answers and only used to contact you for that follow-up survey.

This survey is being conducted by the University of Bristol in collaboration with Bristol Green Doors. Results of the survey will be published on the Bristol Green Doors website next year: <http://www.bristolgreendoors.org/>

Meanwhile, if you have any questions or concerns about the survey, please contact Matthew Cole: matthew.cole@bristol.ac.uk

Bristol Green Doors

Bristol Green Doors Weekend and Follow-up Events

1. Bristol Green Doors was held on 10th & 11th September, how many homes did you visit over the weekend?

- | | |
|-------------------------|--------------------------------------|
| <input type="radio"/> 0 | <input type="radio"/> 4 |
| <input type="radio"/> 1 | <input type="radio"/> 5 |
| <input type="radio"/> 2 | <input type="radio"/> More than 5 |
| <input type="radio"/> 3 | <input type="radio"/> Can't remember |

2. Bristol Green Doors also organized a programme of follow-up events this autumn, did you attend any of them? Please tick as many as apply.

- | | |
|---|---|
| <input type="checkbox"/> Energy Saving Trust Advice 21/23 Sept, Bristol Central Library | <input type="checkbox"/> Make Your Home an Eco Home Course, 5 Oct onwards, Create Ecohome |
| <input type="checkbox"/> Westbury-on-Trym Ecofeats, 19 Sept | <input type="checkbox"/> Joining up Bristol's Local Community Energy Groups: Meeting, 7 Oct, Hamilton House |
| <input type="checkbox"/> Refurbishing the Path to a Low Carbon Future, 22 Sept, Architecture Centre | <input type="checkbox"/> Understanding Traditional Buildings Seminar, 30 Oct, Create Centre |
| <input type="checkbox"/> Ashley Vale Self Build Project Tour, 25 Sept | <input type="checkbox"/> Harbour Works / Waterwise Exhibition, 28-30 Oct, Create Centre |
| <input type="checkbox"/> Behind the Green Door Exhibition, 4 Oct to date, Create Ecohome | <input type="checkbox"/> Green homes surgery, 13 Nov, Create Centre |

Your housing status

*** 3. Are you a:**

- Homeowner
- Tenant (private)
- Tenant (Council or Housing Association)
- Other (please specify)
- Landlord (private)
- Landlord (social)
- Property developer

Bristol Green Doors

Have you made any home improvements?

*** 4. Please indicate which of the following home improvements you've undertaken, or might undertake, since Bristol Green Doors (BGD)?**

	Did before BGD	Have done since BGD	Plan to do within 6 months	Plan to do within 1 year	Hope to do, but don't know when	Undecided	Don't intend to do
Draught proofing of doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Draught proofing of floors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Draught proofing of windows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed a living / green roof	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed biomass heating (e.g. wood burning stove)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed cavity wall insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed heat pump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed more low energy lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed or increased loft insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed rainwater collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed solar PV microgeneration (electricity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed solar thermal microgeneration (hot water)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed window upgrades / replacements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid wall external insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid wall internal insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgraded the heating system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used recycled materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bristol Green Doors

What suppliers or contractors have you used to make home improvements?

5. If you have undertaken any home improvements since Bristol Green Doors, which supplier(s) / contractor(s) did you use? Please tick as many as apply. Leave blank if you haven't undertaken any home improvements since Bristol Green Doors.

- Local independent trader
- Local chain (e.g. Kellaway)
- National chain (e.g. B&Q, Homebase)
- Online / Mail order supplier
- Other (please specify)

6. How did you choose your supplier(s) / contractor(s)? Please tick as many as apply. Leave blank if you haven't undertaken any home improvements since Bristol Green Doors.

- Recommended by a Bristol Green Doors homeowner
- Mentioned on a Bristol Green Doors Home Information Sheet
- Listed on the Bristol Green Doors website
- Already known to you / used by you
- Found independently (e.g. searching online)

Other (please specify)

Bristol Green Doors

How much have you spent on home improvements?

* 7. How much (if anything) have you spent on these home improvements SINCE Bristol Green Doors? If you aren't sure of the exact amount, please give your best estimate.

	Nothing	Less than £10	£11-£50	£51-£100	£101-£250	£251-£500	£501-£1000	More than £1000
Draught proofing of doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Draught proofing of floors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Draught proofing of windows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed a living / green roof	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed biomass heating (e.g. wood burning stove)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed cavity wall insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed heat pump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed more low energy lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed or increased loft insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed rainwater collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed solar PV microgeneration (electricity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed solar thermal microgeneration (hot water)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed window upgrades / replacements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid wall external insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid wall internal insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgraded the heating system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used recycled materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bristol Green Doors

How much have you spent on home improvements (continued)

*** 8. How much (if anything) did you spend on these home improvements BEFORE Bristol Green Doors? If you aren't sure of the exact amount, please give your best estimate.**

	Nothing	Less than £10	£11-£50	£51-£100	£101-£250	£251-£500	£501-£1000	More than £1000	Can't remember
Draught proofing of doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Draught proofing of floors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Draught proofing of windows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed a living / green roof	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed biomass heating (e.g. wood burning stove)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed cavity wall insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed heat pump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed more low energy lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed or increased loft insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed rainwater collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed solar PV microgeneration (electricity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed solar thermal microgeneration (hot water)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed window upgrades / replacements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid wall external insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solid wall internal insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgraded the heating system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used recycled materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Have you carried out a home energy assessment? Please tick as many as apply.

- EPC (Energy Performance Certificate)
- Energy Saving Trust Home Energy Check
- Other (please specify)

Bristol Green Doors

Your comments about Bristol Green Doors

10. Please tell us what you found most interesting, useful or inspiring about Bristol Green Doors and / or any follow-up events you attended.

11. To what extent do you agree with the following: 'Because of Bristol Green Doors...'

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I became more aware of energy use and climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I became more aware of what energy-saving home improvements are possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I became more concerned about energy use and climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I didn't feel any more concerned about saving energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt more able to undertake energy-saving home improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spent money on different things than I'd planned to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spent more money on energy-saving home improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I undertook more energy-saving home improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I used different suppliers / contractors than I otherwise would have	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bristol Green Doors

About Home Information Sheets

Home Information Sheets were provided by all the participating showhomes in the Bristol Green Doors weekend. If you didn't visit any of the showhomes over that weekend, and haven't seen any Home Information Sheets, please leave these questions blank.

12. Have you already made energy saving home improvements using information from the Home Information Sheets?

Yes

No

If yes, please give details

13. Are you planning on making any energy saving improvements using information from the Home Information Sheets

Yes

No

If yes, please give details

14. Have you shared any Home Information Sheets with other people? Please tick as many as apply.

- Yes, online through email
- Yes, online through Twitter
- Yes, online through Facebook
- Yes, in conversation
- Yes, showing them a printout
- No
- Can't remember

15. How could we improve the Home Information Sheets?

Bristol Green Doors

About you

* 16. Gender

* 17. Age

* 18. Ethnic background

* 19. Annual household income (not personal income)

Bristol Green Doors

Thank-you!

Your answers help us learn how to improve Bristol Green Doors and similar events in the future.

The deadline to complete the survey to be entered into the prize draw is 10th January 2011

The prize draw will take place later in January 2011, and if you have entered and are a winner, you will be contacted by email.