

Old Home SuperHome

More than half the visitors to the Old Home SuperHome network cut their carbon emissions.

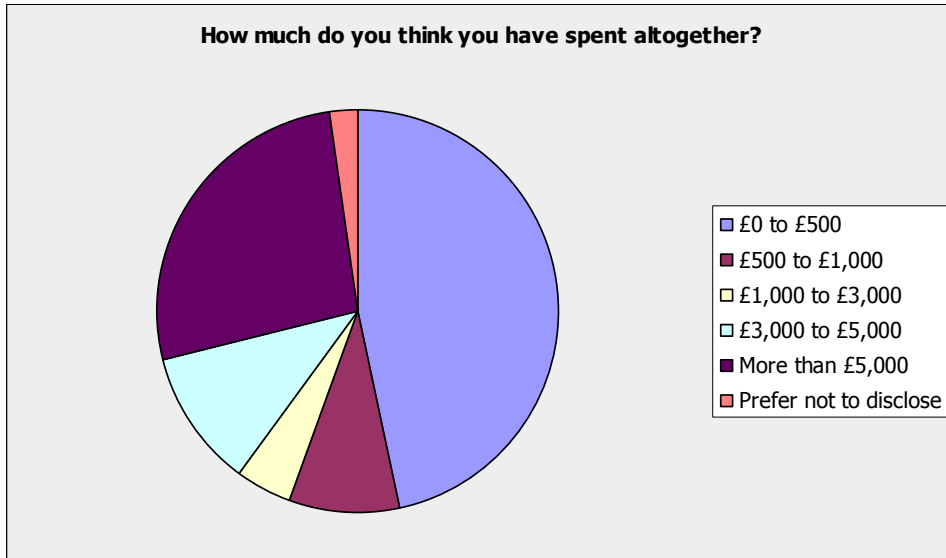
This survey was sent by email to people who had previously visited a SuperHome. They had visited different properties during the previous 18 months. 331 people were invited to take part in the online survey. 77 emails bounced and 12 opted out. Therefore the actual pool was 242. 84 responses were received. This is a response rate of almost 35%. The survey was undertaken in July 2009. Please note that these figures have not been checked for statistical significance and percentages have been rounded.

Following their visit more than half the respondents had installed either energy efficiency or renewable energy technologies (55%)

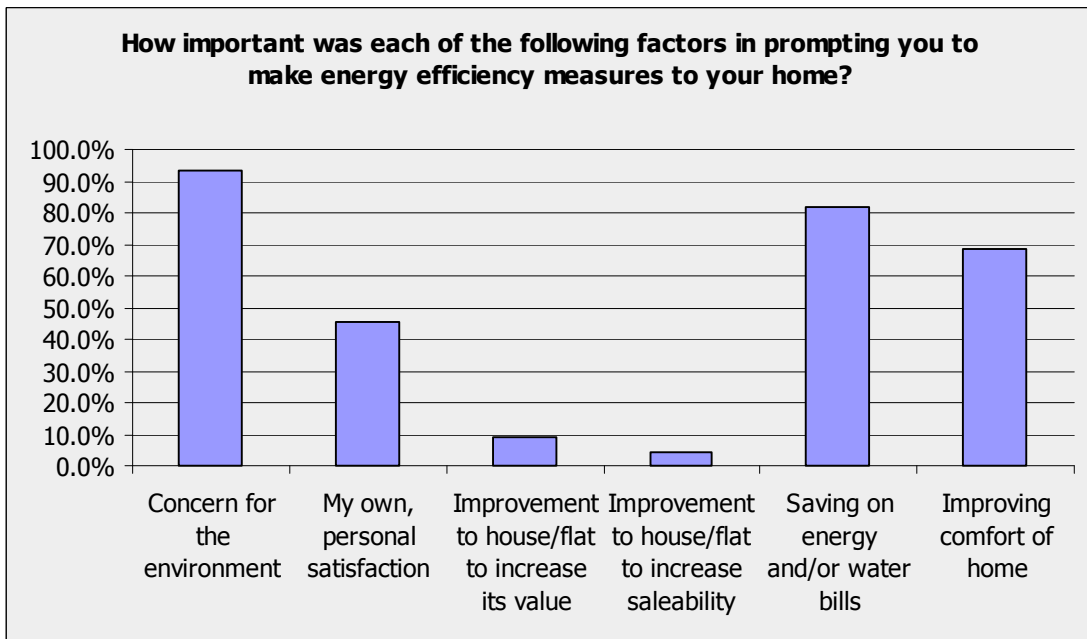
Very large numbers had installed the 'easy wins' – 52% low energy lighting, 43% draught proofing. Although no one had installed a heat pump, respondents had installed one PV system and two Solar Thermal. There were also five installations of wood burning stoves. Particularly pleasing to see is the wall insulation installed by almost a quarter of these respondents (21%).

What have you installed? (Please tick all that apply)		
Answer Options	Response Percent	Response Count
Wall insulation	21.4%	9
Window insulation	16.7%	7
Roof/loft insulation	26.2%	11
Under floor insulation	9.5%	4
Draught proofing	42.9%	18
Double or triple glazing	28.6%	12
Energy efficient light bulbs	52.4%	22
Energy efficient home appliances	21.4%	9
Solar electricity	2.4%	1
Solar water heating	4.8%	2
Ground source heat pumps	0.0%	0
Heating system	2.4%	1
Wood burning stove	11.9%	5
Water efficient WCs	16.7%	7
Dual flush handles or "hippos" to reduce use of flushing water	11.9%	5
Rainwater collection system	11.9%	5
Other (please specify)		9
	<i>answered question</i>	42
	<i>skipped question</i>	42

Almost 27% had spent over £5,000 on their renovations.



When asked how important the following factors were in prompting the installation of the energy efficiency measures 93% cited concern for the environment. 82% cited savings on their energy and water bills. Of particular note here is that very few people were concerned about improving the saleability of their home, just 4%

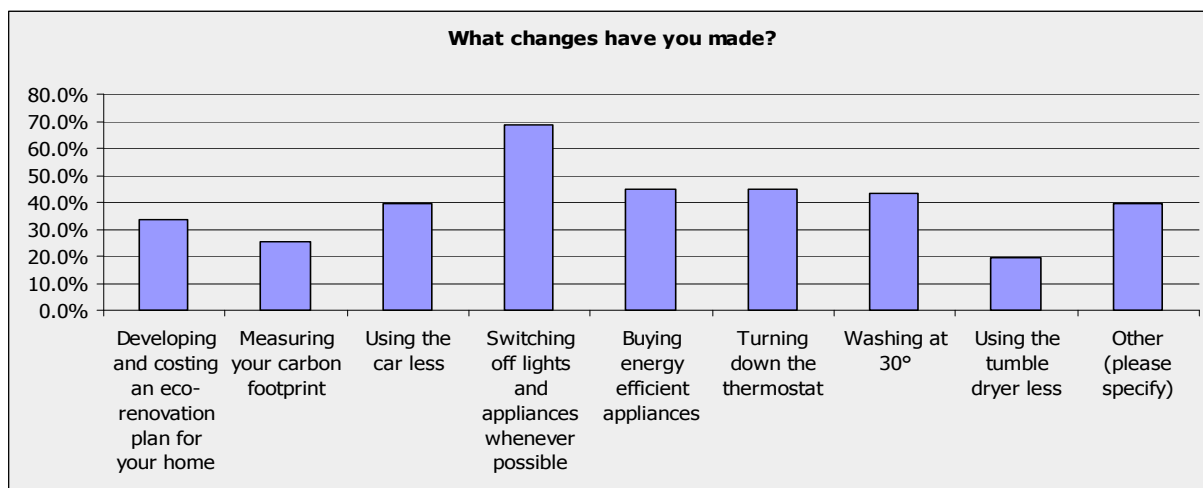


Question five in our survey was concerned with what had deterred homeowners from installing these energy efficiency measures and renewable technologies. A selection of the responses is shown below. Although many homeowners did site lack of information as a factor this did not score particularly highly. Of more consequence was the expense and the consideration that the technology appeared too complicated.

If you have not installed one of the measures listed below, was there a particular reason which stopped you from installing? (Please tick all that apply)

Answer Options	Too complicated	Too expensive	Can't afford it now	Can't find enough information	Response Count
Wall insulation	19	8	6	2	34
Under floor insulation	20	6	6	4	35
Double or triple glazing	3	8	8	1	20
Solar electricity	9	28	10	6	45
Solar water heating	9	22	8	4	40
Ground source heat pumps	16	15	6	4	42
Heating system	4	5	4	2	17
Wood burning stove	5	3	5	2	28
Water efficient WCs	5	2	5	3	21
answered question					55
skipped question					29

When asked whether their visit had inspired them to make 'lifestyle' changes over 67% responded that it had. Those lifestyle changes included 69% turning down their thermostats, and around 40% using the car less, buying energy efficient appliances (45%) and washing at 30 °C (43%).



Having analysed the actions which respondents had taken, we then moved to asking about the project itself. 62% of respondents thought that having more energy efficient refurbished houses to visit was very important in encouraging refurbishment of existing houses in the UK. 76% cited a database of housing professionals with expertise in energy saving refurb.

When asked what action Government should take to encourage more energy efficient refurbishments more than 50% indicated funding of exemplar projects, over 40% cited the introduction of energy efficiency standards for landlords and private homeowners. 78% encouraged grants and 75% indicated a vat reduction on carbon reducing products.

Which of the following government actions do you think would do most to stimulate the energy efficient refurbishment of existing houses?

Answer Options	Response Percent	Response Count
Funding of exemplar projects (e.g. Green Neighbourhood scheme)	52.8%	38
Grant aid	77.8%	56
VAT reduction on building materials designed to reduce carbon emissions (e.g. insulation)	75.0%	54
Introduction of energy efficient standards for private landlords	41.7%	30
Introduction of energy efficient standards for social landlords	40.3%	29
Introduction of energy efficient standards for owner occupiers (e.g. at point of sale)	45.8%	33
I don't know	1.4%	1
Other (please specify)		16
	<i>answered question</i>	72
	<i>skipped question</i>	12

Other questions and responses included 46% of respondents finding the energy measures section of the website most useful, 64% wanting to see a more comprehensive MyGreenBuilder directory and 52% wanting to see reviews of service providers by the SuperHomers.

The Sustainable Energy Academy who manage the Old Home SuperHome project in partnership with the National Energy Foundation were very pleased with the results of this survey.

Old Home SuperHome is a national project which provides a network of exemplar properties which have all been renovated to save a minimum of 60% of their carbon emissions. The properties are then opened to the public to educate and inspire.

For more information on the Old Home SuperHome project please log on to our website www.SuperHomes.org.uk