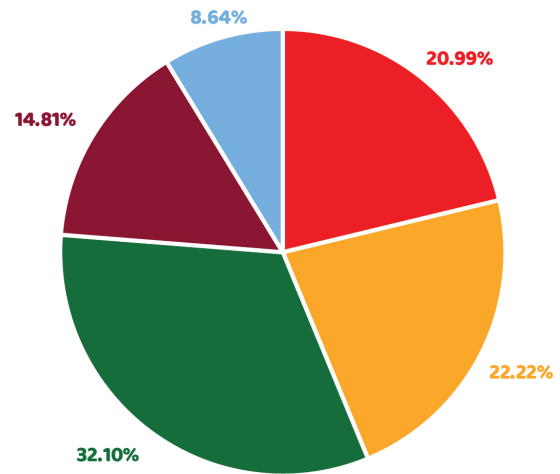
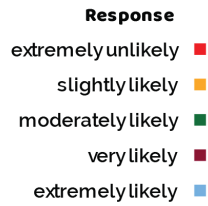


Survey Data

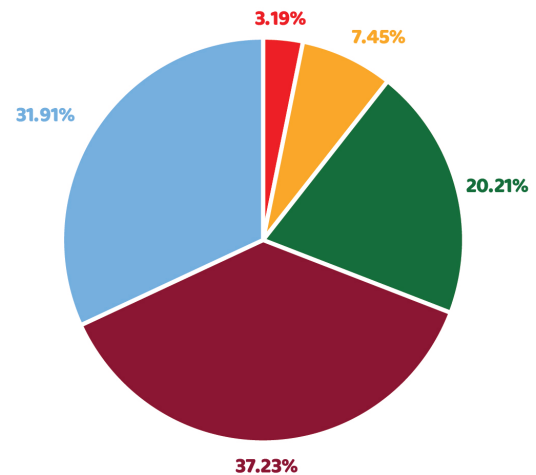
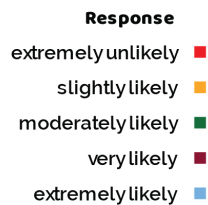
Would you call a telephone helpline?

Response	Response Percent	Response Count
1 extremely unlikely	20.99%	17
2 slightly likely	22.22%	18
3 moderately likely	32.10%	26
4 very likely	14.81%	12
5 extremely likely	8.64%	7



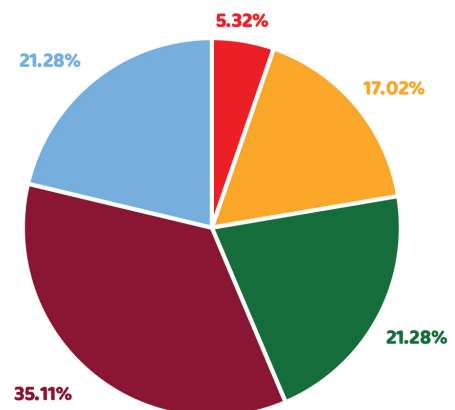
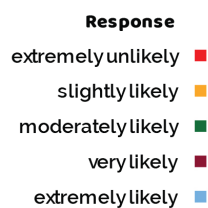
Would you watch videos showing local examples of energy saving ideas and tips?

Response	Response Percent	Response Count
1 extremely unlikely	3.19%	2
2 slightly likely	7.45%	5
3 moderately likely	20.21%	16
4 very likely	37.23%	27
5 extremely likely	31.91%	27



Would you take part in a home tour to see what can be done to reduce energy usage?

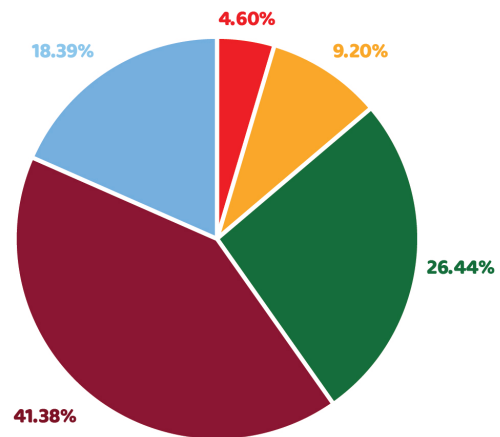
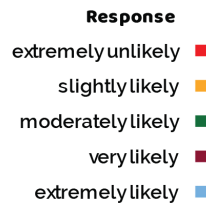
Response	Response Percent	Response Count
1 extremely unlikely	5.32%	5
2 slightly likely	17.02%	14
3 moderately likely	21.28%	19
4 very likely	35.11%	25
5 extremely likely	21.28%	15



Survey Data

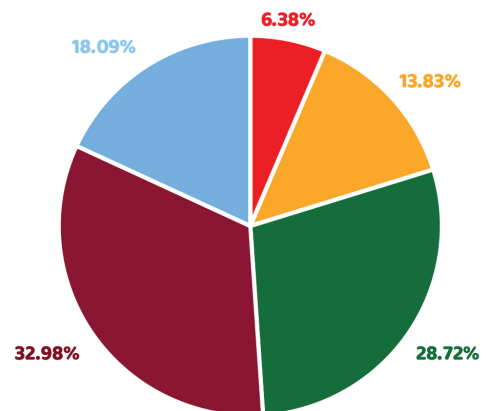
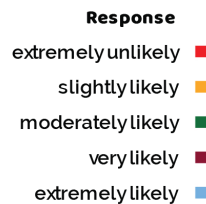
Would you get the equipment and skills to monitor your home energy use?

Response	Response Percent	Response Count
1 extremely unlikely	4.60%	4
2 slightly likely	9.20%	8
3 moderately likely	26.44%	20
4 very likely	41.38%	32
5 extremely likely	18.39%	11



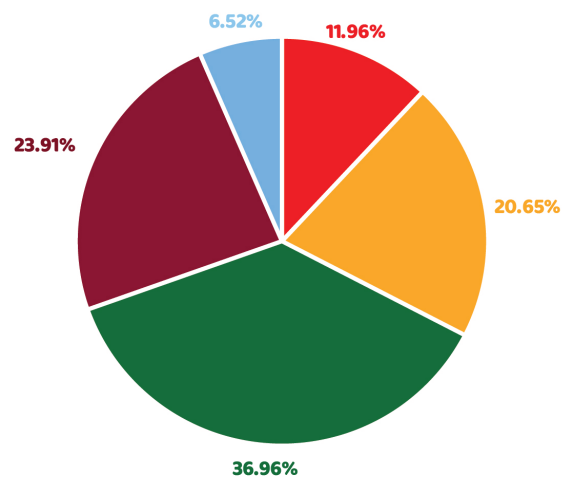
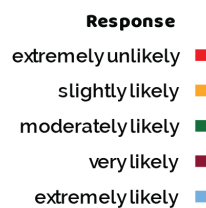
Would you attend social events or workshops to gather information?

Response	Response Percent	Response Count
1 extremely unlikely	6.38%	6
2 slightly likely	13.83%	11
3 moderately likely	28.72%	22
4 very likely	32.98%	27
5 extremely likely	18.09%	14



Would you join a support group of householders sharing experiences?

Response	Response Percent	Response Count
1 extremely unlikely	11.96%	8
2 slightly likely	20.65%	18
3 moderately likely	36.96%	29
4 very likely	23.91%	19
5 extremely likely	6.52%	5

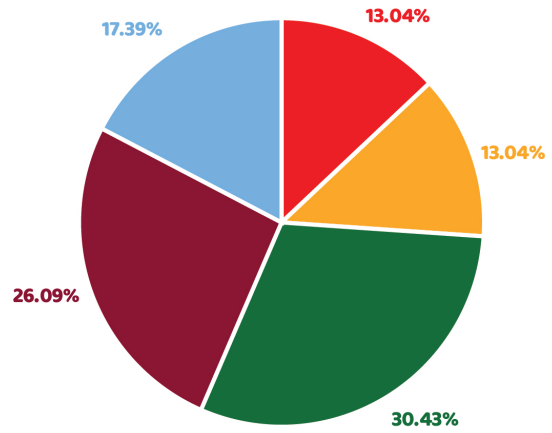


Would you use social media to find advice or recommendations?

Response	Response Percent	Response Count
1 extremely unlikely	13.04%	9
2 slightly likely	13.04%	10
3 moderately likely	30.43%	26
4 very likely	26.09%	22
5 extremely likely	17.39%	12

Response

- extremely unlikely ■
- slightly likely ■
- moderately likely ■
- very likely ■
- extremely likely ■

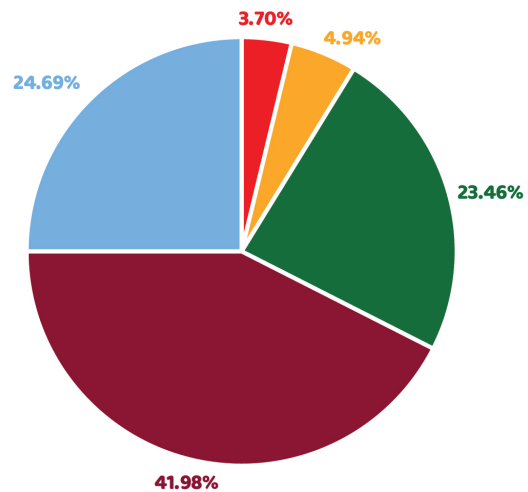


Would you actively seek the experience of people who had already made improvements?

Response	Response Percent	Response Count
1 extremely unlikely	3.70%	3
2 slightly likely	4.94%	4
3 moderately likely	23.46%	19
4 very likely	41.98%	34
5 extremely likely	24.69%	20

Response

- extremely unlikely ■
- slightly likely ■
- moderately likely ■
- very likely ■
- extremely likely ■



	Would you call a telephone helpline?	Would you actively seek the experience of people who had already made improvements?	Would you attend social events or workshops to gather information?	Would you take part in a home tour to see what can be done to reduce energy usage?	Would you watch videos showing local examples of energy saving ideas and tips?	Would you use social media to find advice or recommendations?	Would you join a support group of householders sharing experiences?	Would you get equipment and skills to monitor your home energy use?
Standard deviation	1.220	0.999	1.154	1.185	1.067	1.198	1.066	1.045
Mean	2.675	3.800	3.400	3.400	3.888	3.228	2.937	3.507
Median	3	4	4	4	4	3	3	4
Variance	1.4880	0.9975	1.3316	1.3570	1.1391	1.4346	1.1370	1.0912
Mode (most frequent)	3	4	4	4	4	3	3	4