



Thanks for taking part in Low Carbon London, the UK's first dynamic pricing smart meter trial.

Your experience of Economy Alert is uniquely valuable and by completing the enclosed questionnaire you'll help EDF Energy and, our partner, Imperial College London to understand exactly which households benefit most from the Economy Alert tariff.

Once you're happy you've answered each question accurately, please post the questionnaire **by the 06/12/13** using the freepost envelope provided.

By way of a 'thank you', on receipt of your completed survey we'll send you a letter with a barcode which you can use to **redeem £20** from any Post Office. Once the barcode has been scanned, you'll receive the £20 in cash.

We do appreciate your help with this trial and can assure your anonymity. Neither you nor your household will be identified in any published findings or to anyone outside of the project partners.

If you have any questions, please call the Smart Metering team free on 0800 015 8787*.

Yours sincerely

A handwritten signature in black ink that reads 'Steve Hayfield'.

Steve Hayfield

Customer Services Director



Economy Alert Trial Questionnaire

Thank you for your continued interest and help with our research. Please complete the following questionnaire and return it to us in the reply paid envelope provided (also below). On receipt of your completed questionnaire you will be sent a voucher to collect £20 in cash from your local Post Office.

This questionnaire asks you about your household's experience on the Economy Alert tariff trial since it began in January 2013. The questions cover how flexible you were able to be in avoiding the High-rate electricity periods and taking advantage of the Low-rate periods, how you did this, and how the tariff or trial might have been better. If you have left the trial for any reason, please still try and complete the questionnaire as much as possible based on the time you were on the trial.

1. Using appliances flexibly

Thinking about your efforts to use less electricity during the High-rate periods and to take advantage of the Low rate electricity, which appliances or activities were you able to use flexibly?

For each appliance in the table below, please indicate **how well your household has been able to change your electricity consumption with that appliance**, when periods of High and Low rate electricity have occurred.

If your household does not own (or never uses) that appliance, please just circle the code in the first column only.

Appliance/Activity	Our household DOES NOT HAVE this appliance (circle if applicable)	For this appliance, our household managed to avoid the <u>High</u> rate ... (please circle one option below)					For this appliance, our household managed to move some consumption onto the <u>Low</u> rate... (please circle one option below)				
		Never	Occas- ionally	Half the time	Usually	Always	Never	Occas- ionally	Half the time	Usually	Always
Washing machine	01	1	2	3	4	5	1	2	3	4	5
Tumble dryer	02	1	2	3	4	5	1	2	3	4	5
Dishwasher	03	1	2	3	4	5	1	2	3	4	5
Immersion water heater	04	1	2	3	4	5	1	2	3	4	5
Electric oven	05	1	2	3	4	5	1	2	3	4	5
Electric hob	06	1	2	3	4	5	1	2	3	4	5
Ironing	07	1	2	3	4	5	1	2	3	4	5
Electric shower	08	1	2	3	4	5	1	2	3	4	5
Kettle	09	1	2	3	4	5	1	2	3	4	5
Lighting	10	1	2	3	4	5	1	2	3	4	5
Electric heater	11	1	2	3	4	5	1	2	3	4	5

Appliance/Activity	For this appliance, our household managed to avoid the <u>High</u> rate ...					For this appliance, our household managed to move some consumption onto the <u>Low</u> rate...				
	(please circle one option below)					(please circle one option below)				
	Never	Occas- ionally	Half the time	Usually	Always	Never	Occas- ionally	Half the time	Usually	Always
Other appliance (please specify) _____	1	2	3	4	5	1	2	3	4	5
Other appliance (please specify) _____	1	2	3	4	5	1	2	3	4	5
Other appliance (please specify) _____	1	2	3	4	5	1	2	3	4	5

Any additional comments:

2. Your household routines for using appliances

Please tell us below about your household's routines before and after you started Economy Alert.

Appliance/ activity	Our household DOES NOT HAVE this appliance (Circle if applicable)	Does your household tend to have a fixed routine for WHEN this appliance is used (same days of the week or times of the day)? (Circle one) Yes No	Please tell us WHO within your household uses this appliance regularly <i>Please circle <u>all</u> responses that apply; eg, if one male uses the appliance and they deal with the bill circle first <u>two</u> numbers)</i> Person who deals with the electricity bill ① Male(s) ②	Please tell us below about any changes (since Economy Alert began) in the routines or ways this appliance is used in your household
Washing machine	01	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Tumble dryer	02	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Dishwasher	03	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Immersion water heater	04	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	

Appliance/ activity	Our household DOES NOT HAVE this appliance (Circle if applicable)	Does your household tend to have a fixed routine for WHEN this appliance is used? (Circle one) Yes No	Please tell us WHO within your household uses this appliance regularly	Please tell us below about any changes (since Economy Alert began) in the routines or ways this appliance is used in your household
Electric oven	05	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Electric hob	06	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Ironing	07	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Electric shower	08	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Kettle	09	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	

Appliance/ activity	Our household DOES NOT HAVE this appliance <i>(Circle if applicable)</i>	Does your household tend to have a fixed routine for WHEN this appliance is used? <i>(Circle one)</i> Yes No	Please tell us WHO within your household uses this appliance regularly	Please tell us below about any changes (since Economy Alert began) in the routines or ways this appliance is used in your household
Lighting	10	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Electric heater	11	1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Other (please specify) _____		1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	
Other (please specify) _____		1 2	Person who deals with the electricity bill 1 Male(s) 2 Female(s) 3 Sons/daughters 4 Home help 5	

Any additional comments:

3. When you are flexible in your energy use

Generally speaking, for all appliances, on which days or at what times have you found your household tends to be **most successful in adapting to the High and Low rates?**

For each time period in the table below, please indicate how often your household has been able to use less High rate electricity and use more Low rate electricity.

Day/Time of day	For this time period, our household has managed to shift electricity use off the <u>High</u> rate...					For this time period, our household has managed to shift electricity usage onto the <u>Low</u> rate...				
	(please circle one option below)					(please circle one option below)				
	Never	Occas- ionally	Half the time	Usually	Always	Never	Occas- ionally	Half the time	Usually	Always
Saturdays	1	2	3	4	5	1	2	3	4	5
Sundays	1	2	3	4	5	1	2	3	4	5
Mon–Fri mornings (7am–noon)	1	2	3	4	5	1	2	3	4	5
Mon–Fri afternoons (noon–5pm)	1	2	3	4	5	1	2	3	4	5
Mon–Fri evenings (5–10pm)	1	2	3	4	5	1	2	3	4	5
Night-time (10pm–7am)	1	2	3	4	5	1	2	3	4	5
Other (please specify) _____	1	2	3	4	5	1	2	3	4	5

Any additional comments:

4. Using timer switches.

For each appliance below, please circle one code to indicate how you have used timer switches to turn appliances on/off to respond to the High or Low rates.

	We don't have this appliance	We don't have a timer function on this appliance	I'm not sure if we have a timer on this appliance	We have a timer on this appliance but we never use the timer	We have a timer on this appliance and sometimes use the timer	We have a timer on this appliance and often use the timer
Washer-dryer (combined)	1	2	3	4	5	6
Washing machine	1	2	3	4	5	6
Tumble dryer	1	2	3	4	5	6
Dishwasher	1	2	3	4	5	6
Electric space heating (plug-in radiators/underfloor heating etc)	1	2	3	4	5	6
Electric water heating (eg, immersion heater)	1	2	3	4	5	6
Other appliance (please specify):		2	3	4	5	6
Other appliance (please specify):		2	3	4	5	6

Any additional comments:

5. Things you *have done* to adapt to the Economy Alert tariff

Thinking about what you and other members of your household have done to take advantage of the Economy Alert rate changes, please indicate how often you have used each of the actions below.

Please circle one code in each row.

	Never	Occasionally	Sometimes	Often	Always
We have been flexible in our working hours or worked from home	1	2	3	4	5
We have been flexible in when we go out of the home (other than for work)	1	2	3	4	5
We have changed <i>who</i> uses appliances (eg, washing machine/dishwasher/ironing)	1	2	3	4	5
We have switched between electric and gas for cooking or water/space heating	1	2	3	4	5
We have used appliances on a different cycle (eg, running a shorter/cooler cycle on your dishwasher/washing machine during a High rate period)	1	2	3	4	5
We have used a microwave (or slow cooker etc) instead of electric oven or hob	1	2	3	4	5
We have used less lighting than before Economy Alert began	1	2	3	4	5
Other (please specify): _____	1	2	3	4	5
Other (please specify): _____	1	2	3	4	5

Any additional comments:

6. Things that *limited* your household's response to Economy Alert.

(a) Our response to Economy Alert High and Low rates has been limited by ...

Please indicate your agreement with each of the statements below – circle one code in each row.

	Strongly disagree	Disagree	Agree	Strongly agree
... no-one being at home when the Low rate periods occur	1	2	3	4
... our inflexible working hours	1	2	3	4
... our children's daily/weekly routines which can't be changed	1	2	3	4
... having fixed routines for <i>when</i> we use appliances (do the laundry/dishwasher/ironing etc) that we did not want to change	1	2	3	4
... having fixed routines for <i>who</i> uses appliances (washing machine/dishwasher/ironing etc) that we did not want to change	1	2	3	4
... not wanting to reduce comfort and/or convenience	1	2	3	4
... the hassle of moving electricity usage around	1	2	3	4
... the Economy Alert rate changes being too complicated/confusing	1	2	3	4
... not being sure when the High and Low rates were occurring	1	2	3	4
... thinking that we would only have saved a small amount on our bill	1	2	3	4
... the notice period before rate changes not being long enough	1	2	3	4
... because I/we forget when the High/Low rate periods are	1	2	3	4
... because it was too complex	1	2	3	4

(b) If you found Economy Alert too complex, please say in what way: _____

Any additional comments:

7. Things which *helped* your household respond to the High and Low rate periods on Economy Alert

Which of the following has your household found useful, to help you respond to the High/Low electricity rates?

Please circle one code in each row.

	Not helpful at all	A little helpful	Very helpful
The In-home display unit	1	2	3
Writing the alerts down on a calendar or notepad	1	2	3
Having rate messages/alerts sent to your mobile phone	1	2	3
Being able to work from home	1	2	3
Being able to choose work shifts flexibly	1	2	3
Talking between household members about how to coordinate household activities	1	2	3
Other (please specify): _____	1	2	3
Other (please specify): _____	1	2	3

Any additional comments:

8. Things which could help your household respond/adapt better to Economy Alert

Which of the following do you think your household **might find helpful in the future**, for responding to High/Low electricity rates?

Please circle one code in each row.

	My household could find this...		
	Not helpful at all	A little helpful	Very helpful
Having more appliances with timer switches (eg washing machine/dishwasher/oven/heating)	1	2	3
A mobile phone app to allow you to turn appliances on/off when you are out of the home	1	2	3
Automated controls which turn appliances on/off according to electricity rate changes	1	2	3
Better information on energy use through the display unit/bills/online/smart phone	1	2	3
More predictable timing of High and Low rate electricity	1	2	3
If the in-home display always showed the current rate being charged using a traffic light system as it does now for your current usage (green for Low rate, amber for normal rate, red for High rate),	1	2	3
If the in-home display always showed two sets of traffic lights – one for current rate/price and another for current usage	1	2	3

Any additional comments:

9. Your experience of being on Economy Alert

Based on your experience, please indicate your agreement with the following statements about Economy Alert.

Please circle one code in each row.

		Strongly disagree	Disagree	Agree	Strongly agree
i)	Avoiding the High rate electricity is easy	1	2	3	4
ii)	Taking advantage of the Low rate electricity is easy	1	2	3	4
iii)	The changes I/we have made to our electricity consumption while on the Economy Alert trial have reduced our comfort or quality of life.	1	2	3	4
iv)	I/We actually enjoyed some aspects of changing my routine or electricity usage for Economy Alert	1	2	3	4
v)	I/We found the information via the in-home-display unit <u>clear</u>	1	2	3	4
vi)	I/We found the information via the in-home-display unit <u>useful</u> for responding to High/Low rates	1	2	3	4
vii)	I/We found the information via the monthly feedback letter <u>clear</u>	1	2	3	4
viii)	I/We found the information via the monthly feedback letter <u>useful</u> for responding to High/Low rates	1	2	3	4
ix)	I/We feel more in control of my electricity bill by being on the Economy Alert tariff	1	2	3	4
x)	Our household managed to reduce our overall consumption of electricity while on Economy Alert	1	2	3	4
xi)	I could see our household maintaining the effort we have made long-term if we were on a tariff similar to Economy Alert	1	2	3	4
xii)	Without the guarantee that we will be reimbursed (if we spend more than the cost would have been on our previous tariff) I/we would never have signed up	1	2	3	4
xiii)	Without the guarantee that we will be reimbursed (if we spend more than the cost would have been on our previous tariff) I/we would have made more effort in responding to the High and Low rates.	1	2	3	4

		Strongly disagree	Disagree	Agree	Strongly agree
xiv)	Our household finds the Economy Alert tariff too complex	1	2	3	4
xv)	Convenience and comfort are more important to my household than saving a bit on our bill	1	2	3	4
xvi)	Avoiding the High rate and chasing the Low rate periods is more hassle than it's worth	1	2	3	4
xvii)	The price alerts for High and Low rates are frustrating when you cannot respond to them by changing your electricity usage	1	2	3	4
xviii)	We often talked about the Economy Alert High/Low rate events to plan our energy use	1	2	3	4
xix)	Some members of the household do not make an effort with Economy Alert and this has been frustrating	1	2	3	4
xx)	Our household have found it frustrating not knowing the reasons for the timing of the High and Low rates	1	2	3	4
xxi)	I would be curious to know how other households on the trial did on the Economy Alert	1	2	3	4
xxii)	I would be curious to hear/swap experiences with other households on the Economy Alert trial	1	2	3	4
xxiii)	If it encourages more efficient use of electricity and resources, multi-rate tariffs like Economy Alert should be offered to everyone	1	2	3	4
xxiv)	If it is a fairer way of charging people for the real cost of electricity at different times, multi-rate tariffs like Economy Alert should be the standard tariff for everyone	1	2	3	4
xxv)	Being on the Economy Alert tariff has lead to our household using less electricity overall	1	2	3	4
xxvi)	If it was possible, we would want to stay on the Economy Alert tariff after the end of the trial	1	2	3	4

10. Savings

- (i) If you had to guess, how much would you estimate you will have saved over the 12 months of being on Economy Alert, when compared to your previous flat rate tariff or similar? *Please write in*

£_____/per year

- (ii) How much would you **want** to save on your bill (compared to being on a standard flat rate tariff) for you **to be happy staying on a tariff like Economy Alert?** *Please write in*

£_____/per year

AND/OR

____% saving on annual bill

Any additional comments:

11. Renewable energy

If, in the future, you were offered a multi-rate tariff similar to Economy Alert, how would you feel about **the price changes being linked to the varying generation of wind and solar power** in order to support more renewable power?

	Strongly disagree	Disagree	Agree	Strongly agree
This would make me more likely to sign up to the tariff	1	2	3	4
This would make me more likely to try to adapt my behaviour to the price changes	1	2	3	4

If in the future you were offered a multi-rate tariff similar to Economy Alert, which of the following would describe your motivations for signing up?

Reason/motivation to sign up to tariff (assuming you already had a smart meter)	Please circle all/any that apply
To reduce energy bills by being flexible in my energy use	1
To help society use energy more efficiently	2
To support more renewable energy (wind/solar) generation	3
Because it could be interesting	4
Because it's the way things are going to be in the future and I'd like to be involved	5
Other reason (please specify): _____	6
Other reason (please specify): _____	7
I would not sign up to a multi-rate tariff	8

Any additional comments:

12. Tariff variations

If in the future you were offered a multi-rate tariff similar to Economy Alert, how would the following possible variations to the tariff affect your interest in signing up?

Please circle one code in each row

	Much less likely	Less likely	No difference	More likely	Much more likely
If High/Low rates occurred only on weekends (fixed normal rate during weekdays)?	1	2	3	4	5
If High/Low Economy Alert rates occurred only on Mon–Fri daytimes ?	1	2	3	4	5
If there were no High/Low rates during evening peak-time (eg, 5.30pm to 9.30pm)	1	2	3	4	5
If the High and Low rates were more predictable , eg, Low rate every Sunday	1	2	3	4	5
If the High/Low rate periods were longer, simpler and easier to remember (eg, Low for the whole day)	1	2	3	4	5

Any additional comments:

13. Any other comments

Is there anything else you liked or did not like about being on the Economy Alert tariff, ways the tariff or trial could have been improved, or do you have any other comments about your experience on the trial?

THANK YOU VERY MUCH

Please send your completed questionnaire back to:

McCallum Layton
Bramley Grange
Skeltons Lane
Leeds LS143DW

You can use the envelope provided (no stamp required).

