

# GREEN DEAL ASSESSMENT SURVEY

## SUMMARY REPORT: HEADLINE FINDINGS

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# Executive summary

## Background and objectives

- The Green Deal was officially launched on 28th January 2013.
- The scheme aims to enable consumers to make energy saving improvements to their properties without having to pay all the costs up front.
- The first step is to have a Green Deal Assessment, which results in a Green Deal Advice Report. This explains what improvements can be made and estimates energy bill savings.
- By the end of March 2013 approximately 9,000 households in England and Wales had had an assessment. Assessments have continued since then, but this was the cut off date for sampling. For the latest information on assessments see the Green Deal and ECO statistics webpage <https://www.gov.uk/government/organisations/department-of-energy-climate-change/series/green-deal-and-energy-company-obligation-eco-statistics>
- GfK NOP was commissioned to survey a sample of households which had had a Green Deal Assessment in order to find out more about the experience and what households have done and plan to do since having the assessment.
- This report is a summary report and reports only headline findings. A more detailed report will be published at a later date. A copy of the questionnaire and top line data tables can be found at <https://www.gov.uk/government/publications/green-deal-assessment-survey-summary-report>

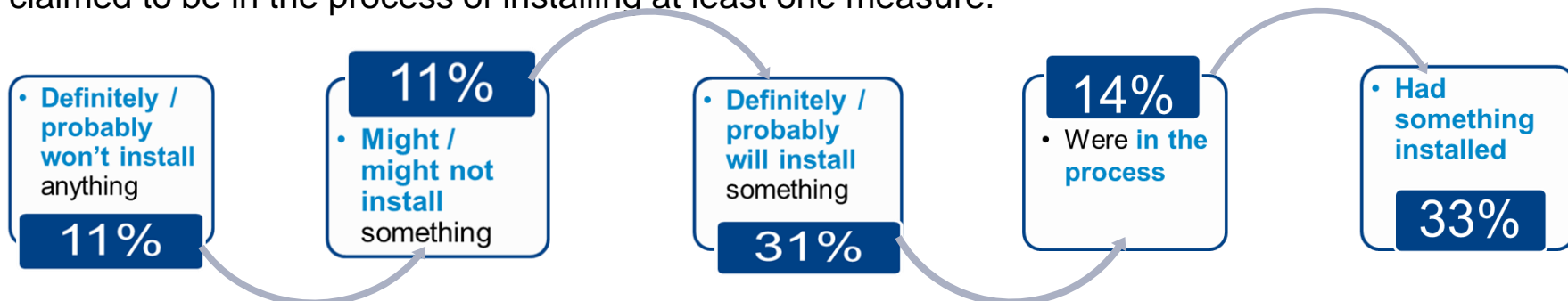
## Methodology and sampling

- A clustered (semi random) sample of 900 addresses was drawn from the 9.2k assessments.
- All sampled addresses were written to and invited to take part in an online survey. Non-responders were contacted by trained face-to-face interviewers to encourage completion on a CAPI machine. In order to minimise mode effects the survey was completed by the respondent, not administered by interviewers).
- 507 households took part in the research between 26<sup>th</sup> April and 2<sup>nd</sup> June: a response rate of 56%.

- The main **motivations** for having a Green Deal assessment were:
  - to save money on energy bills (68%),
  - because the assessment was free (60%), and
  - to find out how to make properties more energy efficient (51%).
- **Paying for an assessment:** 85% of respondents said they did not pay for an assessment, with 59% saying the assessor company did not charge a fee and 26% saying it was paid for by a landlord, local authority or other organisation. Eight per cent paid for their assessment in full.
- **Accessibility of assessments:** The majority of consumers who had had a Green Deal assessment were satisfied with how long they had to wait for an appointment (76%) and with the ease of finding an assessor (62%).
- **Usefulness of and confidence in assessments:** 75% of households found the assessment useful and 77% had confidence in the recommendations made by the assessor.
- **Clarity of advice:** Households were asked which things were made clear to them in either the Green Deal Assessment Report or in discussion with the assessor:
  - 74% said it was clear which energy saving improvements were recommended during the assessment,
  - 64% said it was clear what the improvements would entail,
  - 61% said the next steps were clear, and
  - 59% said the costs of the improvements were clear.
- Overall, 64% said they would **recommend a Green Deal assessment** to a friend.

## Post-assessment actions and intentions

- **Post assessment actions and intentions.** Those that said they had received their Green Deal Advice Report\* were asked what they had done (or what they intended to do): 33% of households claimed to have already installed at least one energy saving home improvement, while 14% claimed to be in the process of installing at least one measure.



- **Paying for measures:** The most common payment method amongst those who had had something installed was savings/regular income (31%). Sixteen per cent also mentioned the Green Deal cashback scheme. The most common methods of payment for those in the process of having a measure installed were for the local authority to pay in full/partly (38%) or to pay out of their own savings/regular income (32%). Amongst those who say they will definitely/probably install something in the future the projected use of the Green Deal finance scheme was 31%.
- **Barriers:** Amongst those who probably or definitely won't install a particular measure 73% mentioned financial barriers (49% mentioned that costs are too high). The need for more information and time to decide were the main reasons why respondents might or might not install key measures. For those who probably or definitely won't install a key measure the main barriers were cost, structural considerations and the hassle/disruption associated with the measures.

\* 64% of households said they had received their Green Deal Advice Report, 7% said it was sent directly to a landlord/housing association/other organisation, 24% said they had not received it and 6% said they do not know or were not sure



**GREEN DEAL Occupancy Assessment**  
Improvements recommended on the basis of your current energy bill for your household in E/year

**GREEN DEAL Occupancy Assessment**  
Your next steps: Assessment, Recommendations, Quoted, Installation, Benefits

**GREEN DEAL Occupancy Assessment**  
About this document: This Occupancy Assessment report was produced following an occupancy assessment undertaken by a Green Deal Advisor on behalf of British Gas Trading Limited...

**GREEN DEAL Occupancy Assessment**  
For free impartial advice on the Green Deal (including this assessment) visit the Energy Saving Advice Service at www.energysavingadvice.co.uk or call 0800 135 1334 (standard national call rate)

**Energy Performance Certificate**  
Rating: C  
The graph shows the current energy efficiency of your home. The higher the rating the lower your fuel bills are likely to be. The potential rating shows the effect of undertaking the recommendations on page 3. The average energy efficiency rating for a dwelling in England and Wales is band C (69.0).

**Energy Costs of this Home**

| Current costs       | Potential costs     |
|---------------------|---------------------|
| £1,019 over 2 years | £1,124              |
| £1,308 over 3 years | £1,207 over 3 years |
| £1,219 over 3 years | £1,200 over 3 years |
| Totals: £2,916      | £2,531              |

**Energy Costs of dwelling for 3 years:** £2,531 (potential savings)

**Typical household energy usage for 3 years:** £2,400 (current usage)

**Typical household energy usage for 3 years:** £2,134 (potential savings)

**Do save money and make your home more efficient:** Available with Green Deal

# BACKGROUND AND OBJECTIVES

# Background to the research

The Green Deal was officially launched on 28th January 2013 with the aim of helping households make energy saving home improvements to their properties. The scheme enables households to make energy saving improvements to their home without having to pay all the costs up front.

The Green Deal process comprises a number of steps, each of which is outlined in Figure 1.

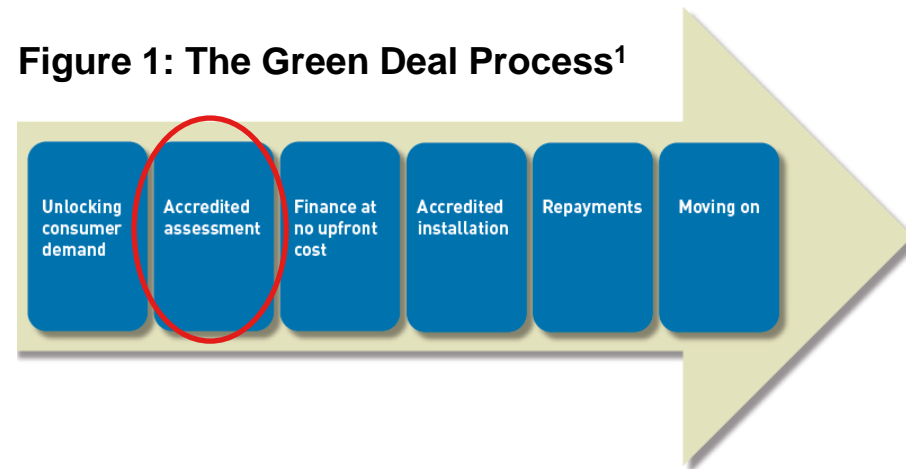
Because this is a brand new scheme it was crucial to understand how well the process was working for consumers.

As such, GfK NOP was commissioned by DECC to undertake a survey about the Green Deal Assessment customer experience.

The survey objectives were to gain an understanding of the following issues:

- The assessment experience, e.g.
  - How they heard about Green Deal assessments
  - Why they had an assessment
  - Satisfaction with the assessment
- Post assessment: actions and intentions
  - What, if anything, they have done or intend to do as a result of the assessment
  - The process of installing energy saving home improvements
  - Likely actions for those who may make improvements in the future

Figure 1: The Green Deal Process<sup>1</sup>



1. Source: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/47978/1010-green-deal-summary-proposals.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/47978/1010-green-deal-summary-proposals.pdf)

# Survey Method

## Questionnaire

- Questionnaire designed by GfK NOP and DECC.
- A small cognitive **pilot** was conducted by telephone to ensure the questionnaire was 'fit for purpose'.

## Target Group

- Domestic households that had a Green Deal assessment carried out at their property up until the end of March 2013.
- Included owner occupiers, private and social renters.

## Sampling

- DECC provided GfK NOP with a complete file of over 9,000 addresses (that had had an assessment) from which to sample. No names were provided as part of the sample file.
- GfK NOP analysed the file in order to create efficient 'clusters' from which to draw the sample.
- For the purposes of practicality and timings, clusters were formed from addresses which were sufficiently close to other addresses. As a result, some addresses were excluded from the sampling frame because they were too remote.
- To ensure the sample was representative of the overall population, all potential 'eligible' addresses were stratified by Region, Core City vs. Non-Core City, Urbanity, Tenure, Property Type and EPC.
- Following stratification, a random sample of 900 addresses were selected for the survey sample.



Department  
of Energy &  
Climate Change



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## Data Collection

- All sampled addresses were sent an advance/invitation letter which informed them about the study and asked them to take part in an Online survey. Non-responders were contacted by trained interviewers in order to encourage self-completion (note: interviews were not administered by the interviewers).
- To reduce the impact of mode effects the questionnaires were exactly the same.
- Respondents were offered a conditional £10 incentive for taking part.
- In total, 507 households took part in the research, giving an unadjusted response rate of 56%:
  - 123 online interviews
  - 384 face-to-face interviews
- Fieldwork took place between 26<sup>th</sup> April and 2<sup>nd</sup> June 2013.

## Weighting

- The data was weighted by tenure, house type and region back to the overall population of approximately 9,000 assessments.
- A full technical and methodological report will be published with the more detailed report.
- **A copy of the questionnaire and top line data tables can be found at**  
<https://www.gov.uk/government/publications/green-deal-assessment-survey-summary-report>





**GREEN DEAL Occupancy Assessment**

Reference number: 15111  
Date of assessment: 02 April 2013  
Date of report: 02 April 2013

This report shows how your household uses energy currently, and recommends ways of making your home more energy efficient. The amount of money you could save from Green Deal improvements depends on how much energy your household currently uses, the higher the better. The more you spend now...

Current energy bill for your household in £/year

Crystal measuring

Your household

1145 1225 1285 1440 1755 2160 2310 2370

Typical household always energy usage for a typical property of this age and type. Your household usage is **LOWER** than typical. See page 2 for how to learn more about this.

Green Deal improvements recommended by your assessor

| For the list of recommendations see your Energy Performance Certificate. Turn to the last page. | Estimated cost          | Your household's potential energy savings | Typical payback period |
|---|-------------------------|---|------------------------|
| Internal wall insulation (100 mm) to 100% of internal wall area                                 | £4,000 - £14,000        | £48                                       | 10y                    |
| External wall insulation  | £800 - £1,000           | £18                                       | 10y                    |
| Floor insulation (100 mm)   | £50 - £150              | £15                                       | 10y                    |
| Roof insulation (100 mm) with low E double glazing  | £3,300 - £4,000         | £32                                       | 10y                    |
| <b>Total</b>  | <b>£8,150 - £21,000</b> | <b>£133</b>                               |                        |

\* Discount available for savings from heat pumps  
\*\* Discount depends on the type of insulation used. A different discount applies to other types of insulation.

**GREEN DEAL Occupancy Assessment**

Your next steps

Assessment | Recommendations | Quoted? | Installation | Benefits

You are here

Visit [www.gov.uk/greendeal](http://www.gov.uk/greendeal) to find a list of authorized Green Deal providers who can quote for the work you want. They will organise installation by an authorized installer. Additional support may be available for homes where solid wall insulation is recommended and for householders in receipt of income-related benefits.

About this document

This Occupancy Assessment report was produced following an occupancy assessment undertaken by a Green Deal Advisor on behalf of British Gas Trading Limited, who are certified by a certification body. You can get details of the certification body at <http://www.e-energy.com/energyefficiency> along with details of their procedures for conforming this is an authentic certificate and for making a complaint.

Assessor Organisation: British Gas Trading Limited  
Assessor Organisation's certification number: STRO10027  
Advisor's name: Mark Body  
Advisor's EPCD accreditation number: 0803027250  
Phone number: greendealaccountmanagers@britishgas.co.uk  
E-mail address:  
Related party disclosure: no related party

As part of the Green Deal a number of organisations will need to either collect, store or share information about you. This is essential for your request to be processed and for changes to be made to your home. Some of this information will be used to produce statistics and support further research of how the Green Deal is working. The statistics are used in such a way that you cannot be identified from them. Your personal information will be properly safeguarded and processed in accordance with the requirements of the Data Protection Act 1998. The Department of Energy and Climate Change (DECC) may also contact you in the future to ask you some questions about your experiences of the Green Deal.

For free impartial advice on the Green Deal (including this assessment) visit the Energy Saving Advice Service at [www.energysavingadvice.org.uk](http://www.energysavingadvice.org.uk) or call 0800 131 1234 (standard national call rate)

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**GREEN DEAL Occupancy Assessment**

Improvements recommended on the fabric

Internal or external wall insulation

**Energy Performance Certificate**

Reference number: 15111  
Date of assessment: 02 April 2013  
Type of assessment: RUSAP existing dwelling  
Total floor area: 151 m<sup>2</sup>

Current energy bill for your household in £/year

Crystal measuring

Your household

1145 1225 1285 1440 1755 2160 2310 2370

Typical household always energy usage for a typical property of this age and type. Your household usage is **LOWER** than typical. See page 2 for how to learn more about this.

Green Deal improvements recommended by your assessor

| For the list of recommendations see your Energy Performance Certificate. Turn to the last page. | Estimated cost          | Your household's potential energy savings | Typical payback period |
|---|-------------------------|---|------------------------|
| Internal wall insulation (100 mm) to 100% of internal wall area                                 | £4,000 - £14,000        | £48                                       | 10y                    |
| External wall insulation  | £800 - £1,000           | £18                                       | 10y                    |
| Floor insulation (100 mm)   | £50 - £150              | £15                                       | 10y                    |
| Roof insulation (100 mm) with low E double glazing  | £3,300 - £4,000         | £32                                       | 10y                    |
| <b>Total</b>  | <b>£8,150 - £21,000</b> | <b>£133</b>                               |                        |

\* Discount available for savings from heat pumps  
\*\* Discount depends on the type of insulation used. A different discount applies to other types of insulation.

**Energy Costs of this home**

| Current costs       | Potential costs     |
|---------------------|---------------------|
| £1,010 over 2 years | £1,207 over 2 years |
| £2,710 over 3 years | £2,200 over 3 years |
| <b>Total</b> £3,720 | £3,407 over 3 years |

From the average household values shown in this property for heating, lighting and hot water use for heating appliances like TVs, computers and cookers, and any electricity

**Rating**

Current: 2  
Potential: 3

The graph shows the current energy efficiency of your home. The higher the rating the lower your fuel bills are likely to be. The potential rating shows the effect of undertaking the recommendations on page 3. The average energy efficiency rating for a dwelling in England and Wales is band C (69-80).

**To save money and make your home more efficient**

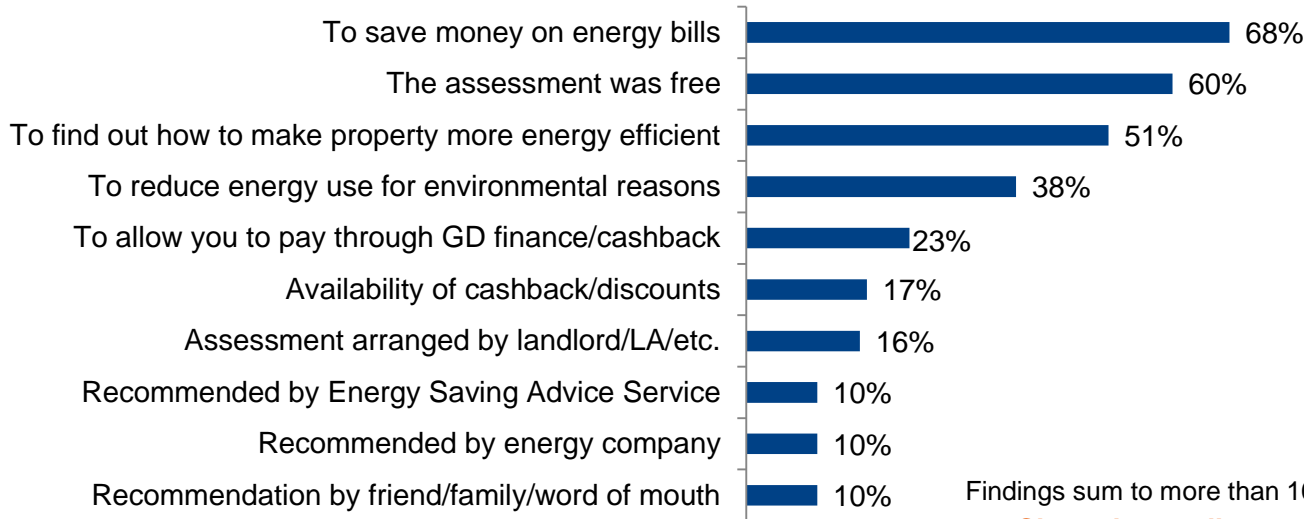
| Indicative cost  | Typical savings over 2 years | Available with Green Deal |
|------------------|------------------------------|---------------------------|
| £4,000 - £14,000 | £48                          | Yes                       |
| £800 - £1,000    | £18                          | Yes                       |
| £50 - £150       | £15                          | Yes                       |
| £3,300 - £4,000  | £32                          | Yes                       |

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# THE ASSESSMENT EXPERIENCE



**Reasons for having an assessment:** Saving money was the most common reason for having a Green Deal assessment, whilst half or more were motivated by free assessments and finding out how to make the property more energy efficient.



Base: All respondents (507)  
Findings sum to more than 100% as this was a multicode question

Chart shows all responses mentioned by 10% or more

## Paying for an assessment

- 85% of respondents said they did not pay for an assessment (with 59% saying the assessor did not charge a fee and 26% saying it was paid for in full by landlord/local authority/other organisation).
- 8% paid in full (with 3% getting their assessment fee back if they went on to install the measures).

*Note: Assessor companies not charging an assessment could be due to energy companies using Green Deal assessments as a method for the Energy Company Obligation (ECO<sup>1</sup>). ECO is an obligation put on energy suppliers to deliver efficiency measures. To be eligible, homes must either have a GD assessment or a property inspection carried out by a surveyor). It could also be due to assessor companies offering free early assessments as part of their market strategy. The research did not explore this. Assessments being paid in full by landlord/local authority/other organisation could be down to fees being paid by local authorities under funding given as part of the Pioneer Places<sup>2</sup> scheme. These figures should be treated with caution as it could have been stated that the companies did not charge for an assessment, although they were actually receiving local authority funding of which the household may have been unaware.*

<sup>1</sup> <http://www.ofgem.gov.uk/Sustainability/Environment/ECO/Pages/index.aspx>

<sup>2</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/65570/6712-local-authority-competition-fund-application-pack.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/65570/6712-local-authority-competition-fund-application-pack.pdf)

## Finding an assessor

- Low levels of dissatisfaction in relation to: how long consumers had to wait for an appointment (76% satisfied compared with 10% dissatisfied) and the ease of finding a Green Deal assessor (62% satisfied compared with 5% dissatisfied).

## Usefulness and confidence

- 75% found the assessment useful, compared with 20% who found it not very/at all useful.
- 77% had confidence in the recommendations made by the assessor, compared with 17% who were not very/at all confident.

## Clarity of advice given during the assessment

- 74% stated that it was clear which energy saving improvements the assessor recommended (compared with 10% unclear), and 64% also said it was clear what those improvements would entail (compared with 17% unclear).
- Three in five were clear on what the next steps were (61% compared with 15% unclear) and the costs of the improvements (59% compared with 17% unclear).

## Recommend to a friend

- 64% said that they would recommend a Green Deal Assessment to friends and family, while 20% would not recommend one.

**GREEN DEAL Advice Report**  
 Date of assessment: 02 April 2013  
 Date of report: 02 April 2013  
 Reference number: [blank]  
 SAP: [blank]  
 This report shows how your household uses energy currently, and recommends ways of making your home more energy efficient. The amount of money you could save from Green Deal improvements depends on how much energy your household currently uses, the higher the better. The more you spend now...

**GREEN DEAL Occupancy Assessment**  
 Your next steps  
 Assessment Recommendations Quoted? Installation Benefits  
 You are here  
 Visit www.gde.org.uk to find a list of authorized Green Deal providers who can quote for the work you want. They will organise installation by an authorised installer. Additional support may be available for homes where solid wall insulation is recommended and for households in receipt of income-related benefits.

**Energy Performance Certificate**  
 Reference number: [blank]  
 SAP: [blank]  
 Property: [blank]  
 Date of assessment: 02 April 2013  
 Type of assessment: RUSAP (existing dwelling)  
 Total floor area: 151 m<sup>2</sup>

| Current costs      | Potential costs    | Potential future savings |
|--------------------|--------------------|--------------------------|
| £ 103 over 3 years | £ 207 over 3 years | £ 104                    |
| £ 279 over 3 years | £ 200 over 3 years | £ 779                    |
| Totals             | £ 200 over 3 years | £ 2,784                  |

**GREEN DEAL Occupancy Assessment**  
 About this document  
 This Occupancy Assessment report was produced following an occupancy assessment undertaken by a Green Deal Advisor on behalf of British Gas Trading Limited, who are certified by a certification body. You can get details of the certification body at <http://www.gde.org.uk> along with details of their procedures for conforming this is an authentic certificate and for making a complaint.

Assessor Organisation: British Gas Trading Limited  
 Assessor Organisation's certification number: STRO10027  
 Advisor's name: Mark Body  
 Advisor's EPCD accreditation number: STRO09569  
 Phone number: 0800302750  
 Email address: [greendealaccountmanagers@britishgas.co.uk](mailto:greendealaccountmanagers@britishgas.co.uk)  
 Related party disclosure: no related party

As part of the Green Deal a number of organisations will need to either collect, store or share information about you. This is essential for your request to be processed and for changes to be made to your home. Some of this information will be used to produce statistics and support further research of how the Green Deal is working. The statistics are used in such a way that your control is identified from them. Your personal information will be properly safeguarded and processed in accordance with the requirements of the Data Protection Act 1998. The Department of Energy and Climate Change (DECC) may also contact you in the future to ask you some questions about your experiences of the Green Deal.

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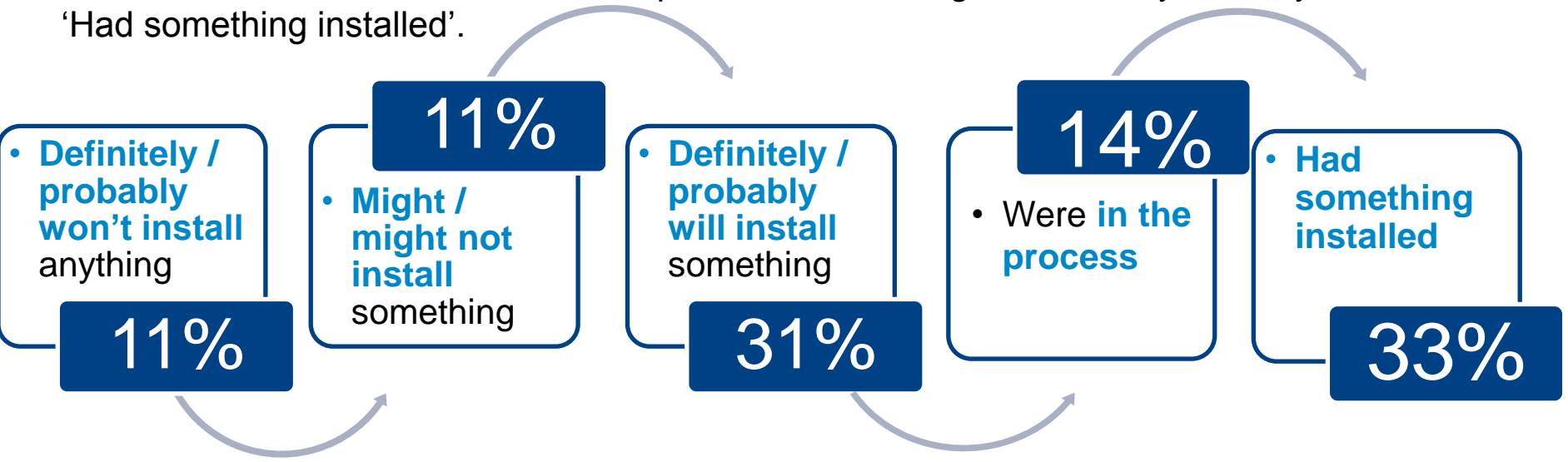
# POST ASSESSMENT: ACTIONS AND INTENTIONS

# Household's post-assessment actions and intentions:



Around half (47%) of those who had received their Green Deal Advice Report claimed to either have already installed at least one energy saving home improvement or to be in the process of installing at least one.

- 64% of households said they had received their Green Deal Advice Report, 7% said it was sent directly to a landlord/housing association/other organisation, 24% said they had not received it and 6% said they do not know or were not sure.
- Questions about post assessment actions and intentions were only asked of households that had received their advice report. The chart below shows **what those households that have received a Green Deal Advice Report have done or intend to do**. The figures therefore **do not represent all households that have had an assessment**.
- It is possible that consumers are at different stages for two or more measures, so the chart only shows the furthest point along the customer journey that they are at, e.g. if a consumer had installed one measure and was in the process of installing another they are only shown under 'Had something installed'.



Base: All respondents who had received a Green Deal Advice Report (285).  
Note: Based upon all measures that were recommended as part of the Green Deal Advice Report.



## Post assessment actions and intentions by recommended

**measures:** respondents claimed that 14% of all recommended measures had already been installed, with a further 8% in the process of being installed.

- The chart below shows the overall post assessment actions and intention to install for all recommended measures and for selected measures. A total of 890 measures were recommended to the 285 households that had received a Green Deal advice Report.

| Measure<br>(brackets show the number of respondents recommended each) | Stage of post assessment journey and intention to install |                                  |   |                                    |                      |
|---|---|----------------------------------|---|------------------------------------|----------------------|
|   | Probably/<br>definitely will<br>not install               | Might or<br>might not<br>install | Definitely/<br>probably will<br>install | In the<br>process of<br>installing | Already<br>installed |
| All measures (890)  | 38%   | 19%                              | 23%                                     | 7%                                 | 14%                  |
| Loft insulation (57)  | 18%   | 2%                               | 45%                                     | 6%                                 | 28%                  |
| Boiler (121)  | 14%   | 18%                              | 31%                                     | 11%                                | 27%                  |
| Heating controls (76)   | 23%   | 23%                              | 28%                                     | 5%                                 | 21%                  |
| Solid wall insulation (158)   | 34%   | 16%                              | 15%                                     | 15%                                | 20%                  |
| Cavity wall insulation (53)   | 31%   | 27%                              | 25%                                     | 2%                                 | 15%                  |
| Solar photovoltaic (99)   | 66%   | 25%                              | 5%                                      | 3%                                 | 1%                   |
| Solar thermal (66)  | 61%   | 30%                              | 7%                                      | 2%                                 | -                    |
| Other measures (279)  | 44%   | 16%                              | 28%                                     | 4%                                 | 8%                   |

Base: All respondents who had received a Green Deal Advice Report and been recommended each measure (bases shown on chart).

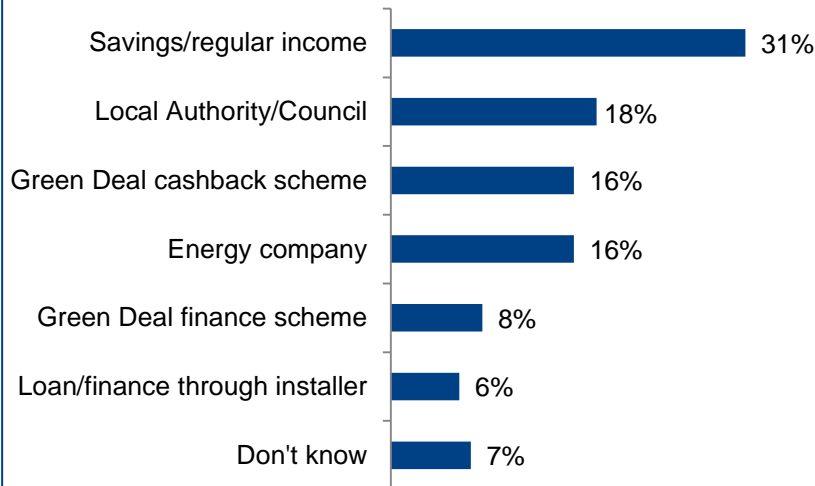
Note: Other measures' includes Flat roof insulation, Room in roof insulation, Floor insulation, Hot water cylinder insulation, Draught proofing, Other heating upgrade, Double/triple glazing, Secondary glazing, Replacement doors, Ground Source Heat Pump, Air Sour Heat Pump, Biomass boiler, Wind turbine (roof mounted) and Waste water heat recovery. For more on the breakdown of recommended measures see the Green Deal

Officials Statistics: <https://www.gov.uk/government/organisations/department-of-energy-climate-change/series/green-deal-and-energy-company-obliqation-eco-statistics>

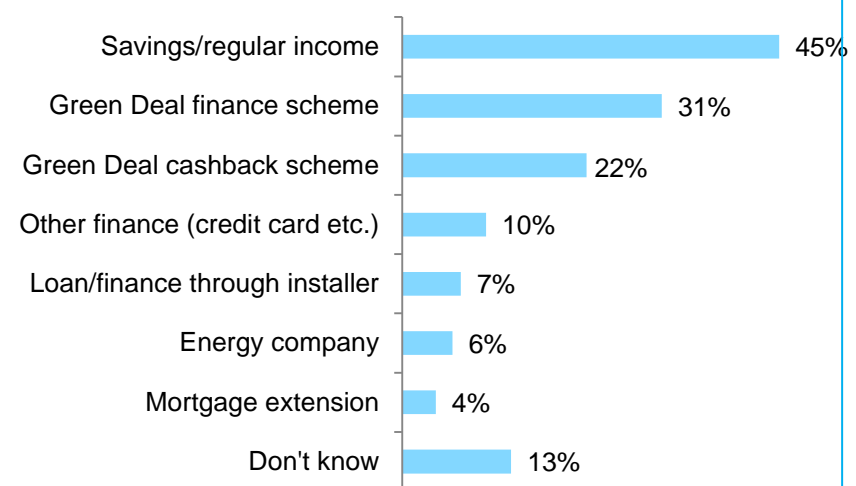


**Paying for improvements:** self-finance was the most common means of payment for those that had installed an energy saving improvement. It was also favoured by those who were either in the process or likely to install measures.

### Payment methods for those who have **already installed** an improvement



### Potential payment methods for those who **definitely/probably will install** an improvement



- For those in the process of installing the measures the potential payment method was similar to those installed. Local authority (38%), savings (32%) and cashback (22%) were the most popular methods. It should be noted that the base size was small and numbers should be treated with caution. That means we have less confidence the figures are representative of the larger population.

#### Charts show all responses mentioned by 4% or more

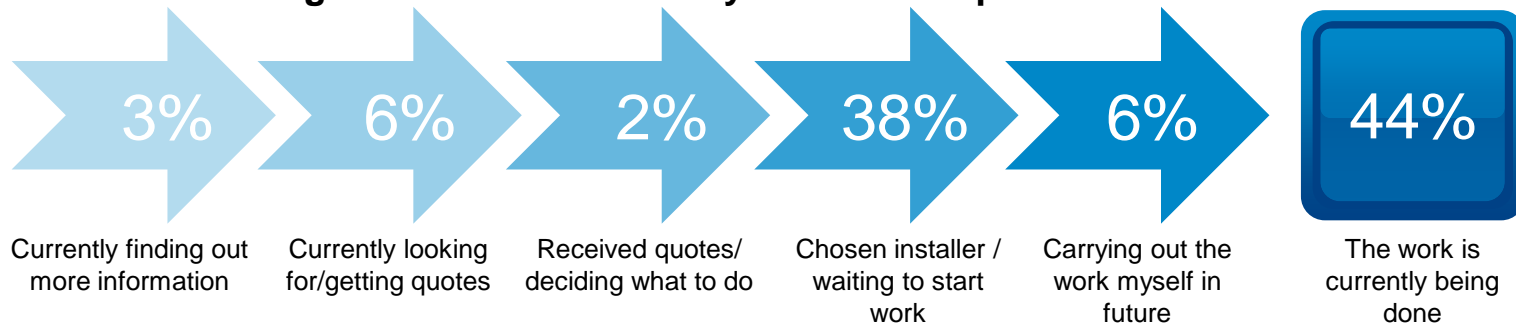
Base: All respondents who have installed a recommended key measure (91) / In the process of installing a recommended key measure (43) / definitely/probably will install a recommended key measure (86).

Note: In some cases households were answering about more than one key measure.



**In the process of installing:** Most households that are in the process of installing are well into the customer journey, with 38% waiting for the work to start and 44% currently having work done (and therefore have already got more information and are seeking out and receiving quotes). The vast majority (70%) had not experienced any delays.

**You said you were in the process of having a measure installed.  
Which of the following best describes where you are in the process?**



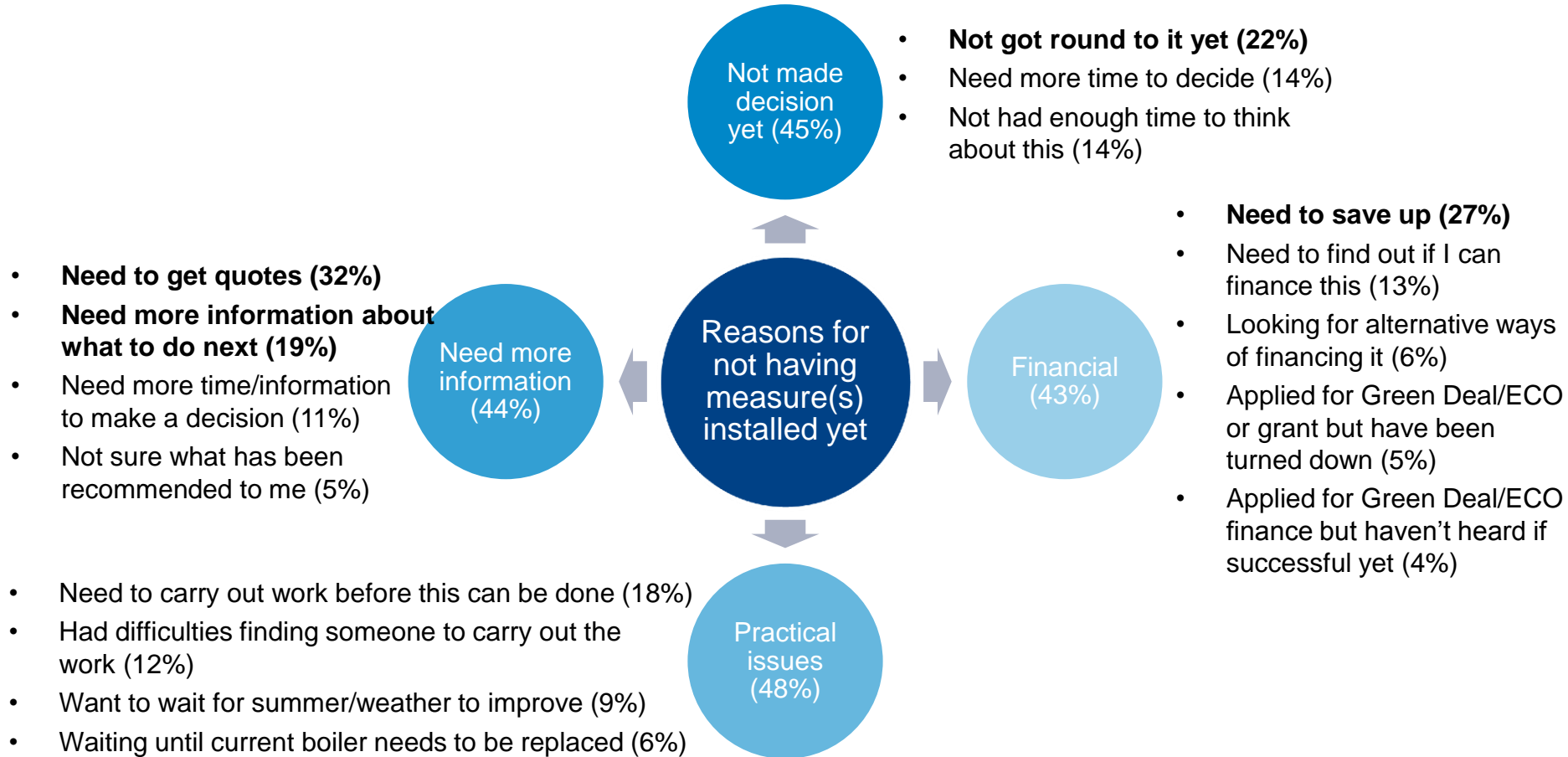
- Seventy per cent of those who were in the process of installing energy saving home improvements said that they had had no significant delays in starting work.
- 14% said delays had occurred because the company carrying out the work could not start straight away.
- 10% mentioned other practical reasons for delays in starting work:
  - 5% needed to carry out other work to their property before the work could be done;
  - 4% wanted to wait for the weather to improve.
- 4% mentioned finance issues in relation to delays in starting work



**Intend to install:** When those who said they will definitely or probably install were asked why measures had not been installed a variety of reasons was mentioned. The key reasons were the need to get quotes, the need to save up and not having got round to it yet.



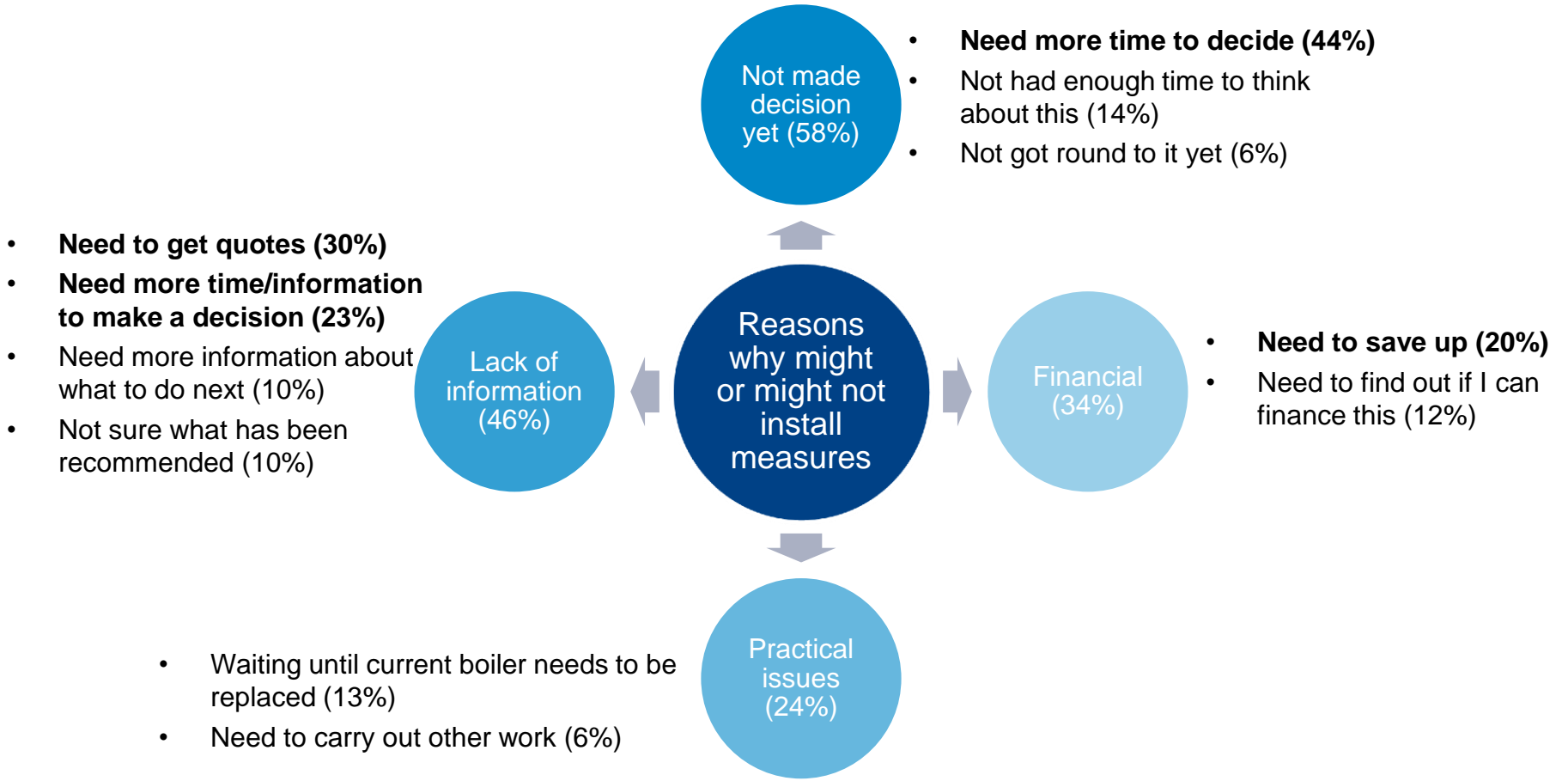
Of the measures which will definitely or probably be installed 38% were intended to be installed within six months and a further 23% were intended to be installed in between six and 12 months' time.



**Chart shows all responses mentioned by 4% or more**

Base: All respondents who definitely/probably will install a measure (86). Households were able to choose more than one option and in some cases were answering about more than one key measure.

**Might/might not install:** the most common reasons why an improvement either might or might not be installed were needing more information and time to decide, and the need to get quotes.



**Chart shows all responses mentioned by 4% or more**

Base: All respondents who might or might not install measures (75). Households were able to choose more than one option and in some cases were answering about more than one key measure.

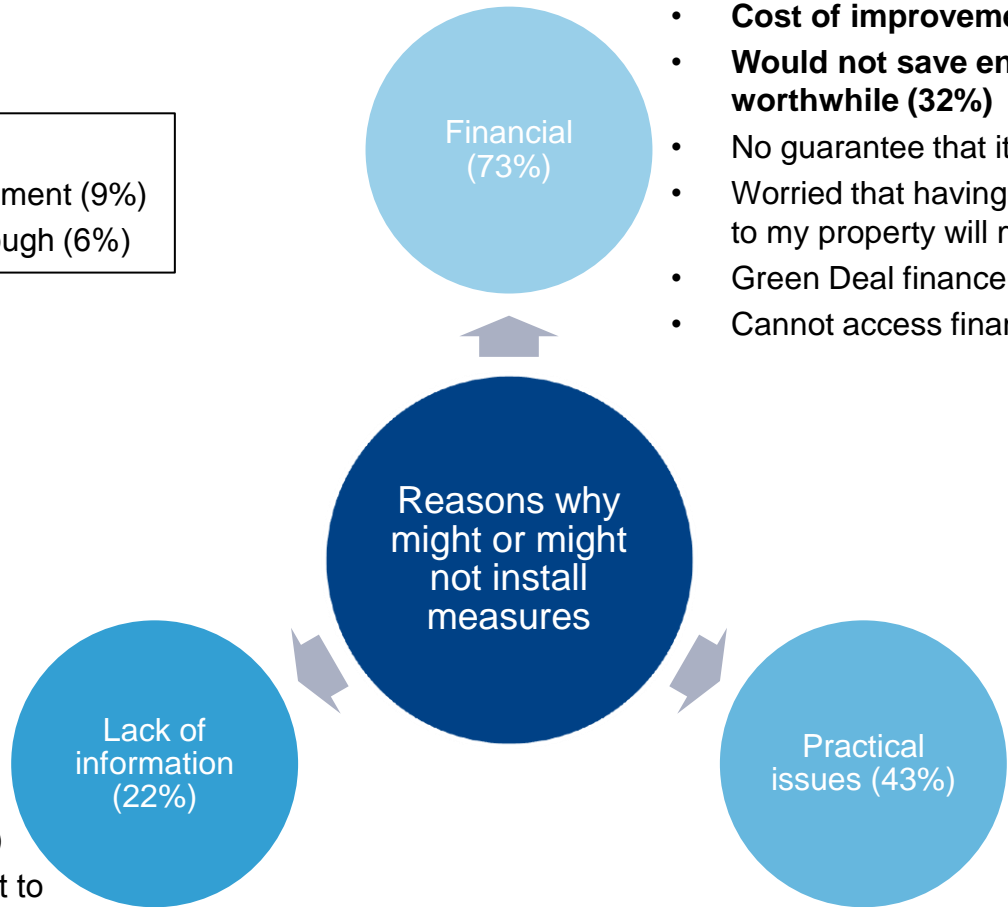
**Reasons why improvements won't be installed:** Cost appears to be the main barrier for those who probably or definitely won't install a key improvement. Structural considerations and hassle/disruption were also prominent barriers.

**OTHER RESPONSES:**

- Other priorities at the moment (9%)
- Won't stay here long enough (6%)

- **Cost of improvements is too high (49%)**
- **Would not save enough money to make it worthwhile (32%)**
- No guarantee that it would save me money (15%)
- Worried that having Green Deal repayments linked to my property will make it harder to sell (12%)
- Green Deal finance options are not attractive (8%)
- Cannot access finance for it (4%)

- Need more time/ information to make a decision (12%)
- Not sure what has been recommended to me (7%)
- Confused/don't know what to do now (7%)
- Need more information about what to do next (5%)



- **Structural considerations (22%)**
- **Hassle/disruption of making improvements (19%)**
- May change character/appearance of my house (11%)

**Chart shows all responses mentioned by 4% or more**

Base: All respondents who might or might not install measures (135). Households were able to choose more than one option and in some cases were answering about more than one key measure.