

**Department of Energy & Climate Change**

3 Whitehall Place,

London SW1A 2AW

T: +44 (0)300 060 4000

E: [foi@decc.gsi.gov.uk](mailto:foi@decc.gsi.gov.uk)

[www.decc.gov.uk](http://www.decc.gov.uk)

Our ref: **12/0671**

28 May 2012

Dear Sir,

**RE: Request for Green Deal customer insight research**

Thank you for your request for the following reports on market research into the Green Deal:

1. Green Deal language project (Research agency: Optimisa)
2. Green Deal business survey (Research agency: BMG)
3. Green Deal subsidy survey (Research agency: GfK-Nop)
4. Green Deal incentives survey and segmentation (Research agency: GfK-NoP)

We have considered your request in accordance with the Environmental Information Regulations 2004 (EIRs) as the information you sought disclosure of, does in our view, fall within the definition of 'environmental information' as stated in EIRs.

We have now completed searching for the information you requested, and can confirm that we have an intention to publish outputs from all of the above projects. Further detail for each project is set out below.

<b>Project</b>	<b>Publication date</b>
Green Deal language project (including occupancy assessment follow-up work)	To be published on the DECC website in June 2012
Green Deal business survey	To be published on the DECC website in June 2012
Green Deal subsidy survey	No report was produced but a summary of the research will be included in the annex of the Green Deal and Energy Company Impact assessment which is due to be published on the DECC website in June 2012.
Green Deal incentives survey and segmentation	This research is still in progress. The intention is to publish a report in Autumn 2012.

The outputs of the above market research projects are therefore being withheld at present as we consider this information to be exempt from disclosure under regulation 12(4)(d) (outlined below) of the Environmental Information Regulations 2004 because it relates to an unfinished document and incomplete data.

*12 (4) For the purposes of paragraph (1)(a), a public authority may refuse to disclose information to the extent that—*

*(d) the request relates to material which is still in the course of completion, to unfinished documents or to incomplete data;*

Regulation 12 exceptions are subject to the public interest test. In considering the public interest, we have weighed up:

- whether the public interest in maintaining the exemption is greater than the public interest in providing the information, versus
- the timing of the release of the information where the planned date of publication is near in the future

Accordingly we have considered the public interest test in respect of this information and we have applied a presumption in favour of disclosure as required by regulation 12(2) of the EIRs. In taking a decision not to publish the project outputs at this time, we have recognised the public interest in disclosure of the information and acknowledge that there may be some interest in that information being available sooner. However, it is not in the public interest if information is released prematurely and out of context. Releasing information prematurely and without the benefit of the necessary analysis or consideration has the potential to mislead the public. This could create the burden of additional and unnecessary administration, and more importantly, mismanagement of the flow of information. It is in the public interest to ensure that information is managed effectively. On this basis, it is not in the public interest to release the information that you have requested at this time.

As stated in the written PQ of 19 April 2012:

(<http://www.publications.parliament.uk/pa/cm201212/cmhansrd/cm120419/text/120419w0001.htm>)

The results of some of the research on consumer attitudes to the Green Deal in the last year has already been published on the DECC website at:

[http://www.decc.gov.uk/en/content/cms/consultations/green\\_deal/green\\_deal.aspx](http://www.decc.gov.uk/en/content/cms/consultations/green_deal/green_deal.aspx)

A second tranche of research will be published alongside the DECC response to the Green Deal consultation.

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to: **Information Rights Unit** ([foi@decc.gov.uk](mailto:foi@decc.gov.uk))

Please remember to quote the reference number above in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Yours sincerely,