



EL-EFF REGION

EIE-06-050

WP 2: Representative Survey

prepared by: BAPE

From May to September 2007 BAPE conducted a representative survey among 260 inhabitants of Pomerania Region. The telephone interviews were carried out in order to determine the awareness level of general public of the issues related to rational use of electricity in households and to find their behavioural patterns as to the saving electricity at home.

260 people (men and women) representing various age groups and different size of households were asked with the following questions:

- I What do you do to reduce the electricity consumption in your household?
(3 measures were suggested)
- II If you use compact fluorescent light (CFLs) bulbs : are <50% of all your bulbs CFLs or are \geq 50% of all your bulbs CFLs?
- III Is a high energy class of household appliances one of the most important selection criteria while buying new appliances

Apart from gathering answers to these three questions BAPE surveyed 41 of 260 respondents in more detail in order to collect data which is not provided by statistics (average electricity consumption in households of various sizes) and to prepare the grounds for the future campaign "Minus 10 %", in this way attempting to involve the respondents in electricity saving activities. The respondents were asked about their knowledge of the annual energy consumption of their households and its cost as well as their willingness to receive a free brochure on reducing electricity costs in the household.

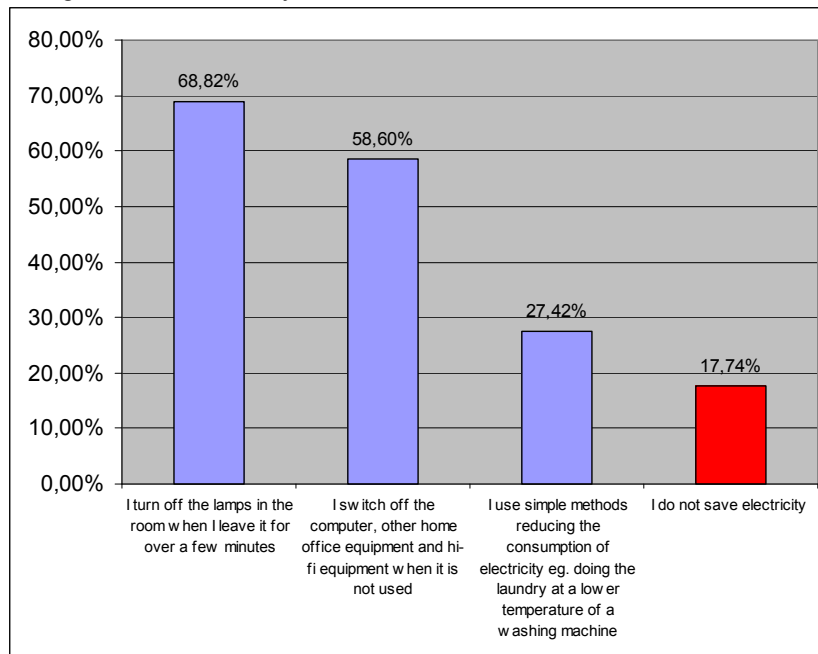
Virtually none of the respondents (41 person group) could specify the average annual consumption in kWh without checking their electricity bills but most of them (78%) could say how much they pay for electricity. This may be caused by a low level of income among average citizens, because of which they are more aware of their own

expenditure and more careful about it. The answers about their consent to be provided with a free brochure on electricity saving at home indicate general interest in the issue of electricity efficiency and the willingness of respondents to be informed about it. 68% of all respondents would like to receive a free brochure about the ways in which they could save electricity at home, which is quite a lot in the times when we are flooded with information and our mailboxes are filled with unwanted adverts and leaflets

The first question of a general survey (conducted on a 260-person group) focused on the ways used by householders in order to reduce the consumption of electricity in their homes. In the case when respondents could not specify any methods of saving electricity they use in their home, 3 measures were suggested.

1. What do you do to reduce the electricity consumption in your household?
 - 1.1 I turn off the lamps in the room when I leave it for over a few minutes
 - 1.2 I switch off the computer, other home office equipment and hi-fi equipment when it is not used
 - 1.3 I use simple methods reducing the consumption of electricity eg. doing the laundry with a washing programme at a lower temperature

Graph 1. Energysaving measures used by householders

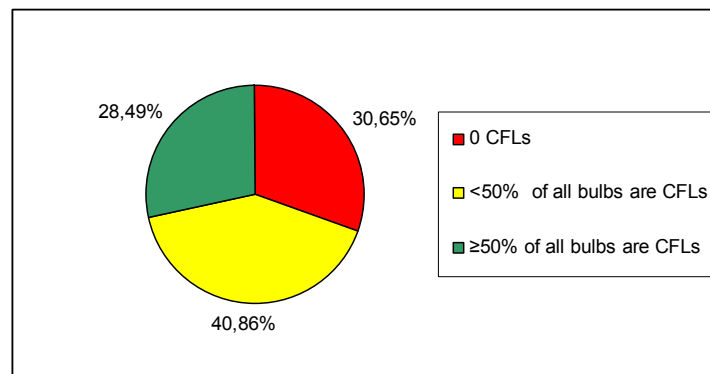


The most common answer is turning off the lights when they are not used (69%), the second most popular measure is switching off the computers, hi-fi and other home office equipment (57%). Simple non-investive measures of reducing the electricity consumption, eg. by using the washing programme requiring a lower temperature are used only by under one third of the respondents.

What is significant, almost 18% of the interviewees admit that they do not try to save electricity in their households.

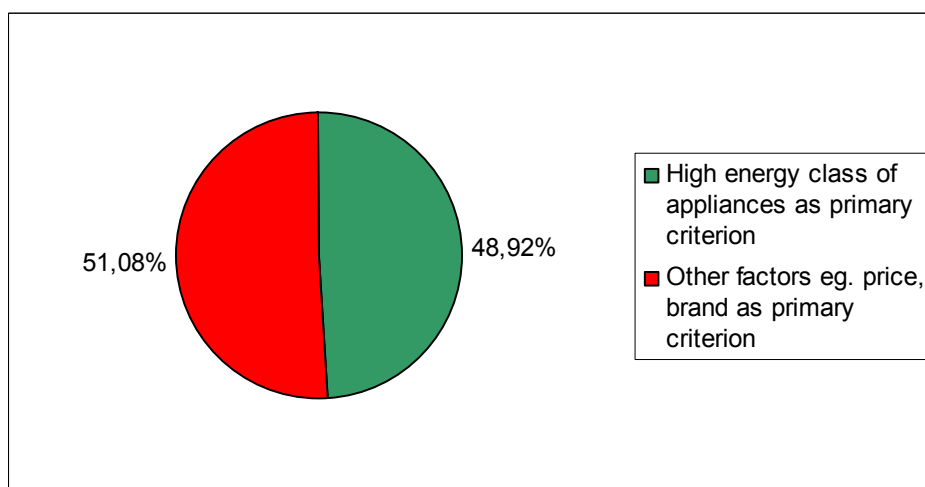
The second question examined the use of CLF bulbs– it shows the share of CFLs in the total number of bulbs used in a household. As we can see it on the graph below the percentage is not satisfactory, because as many as 31% of respondents do not use CFLs at all. Almost the same proportion of respondents (29%) state that more than 50% of all bulbs in their homes are CFLs. The most likely cause of this medium share of CFLs is their high price.

Graph 2: Use of CFL bulbs in households



The third question focused on the high energy class as a decisive factor of a purchase decision. The graph below shows that the lower electricity consumption of household appliances guaranteed by their high energy class is not a decisive criterion for the majority of respondents. The percentage of respondents who select a particular appliance because of its high energy class is almost equal to those who do not view its high energy efficiency as important. This implies that there is a lot to be done in this area.

Graph 3. Importance of high energy class as selection criterion of purchase decisions



CONCLUSIONS:

Before conducting the survey BAPE tried to find some information on surveys examining the social awareness of possible ways to be implemented by householders, which may result in electricity saving. It has been found out that no official data is available on this subject, although in August a survey was conducted by the research centre TNS OBOP but it is related to saving energy in general, mostly in buildings, and does not focus on electricity. The report has not been published yet but the press articles underline that its result shows that the awareness level of the Polish is very low. This opinion is somehow confirmed by the results of the survey carried out by BAPE: the number of households where more than half of bulbs are CFLs does not exceed 29% and the high energy class of an appliance is not a decisive criterion when new equipment is purchased. The area in which the activities of Action Plan and Information Campaign should focus is the education of the general public about investive and non-investive measures increasing the electricity efficiency of their households. Most people do not know the electricity consumption level of their households but they are well aware of the costs so the economic aspect could be emphasized, underlining the savings they could achieve by choosing the most energy efficient appliances and equipment and by using CFLs as a standard.