

EL-EFF REGION

WP 2: Representative survey **Energy Centre Budweis (Region South Bohemia)**

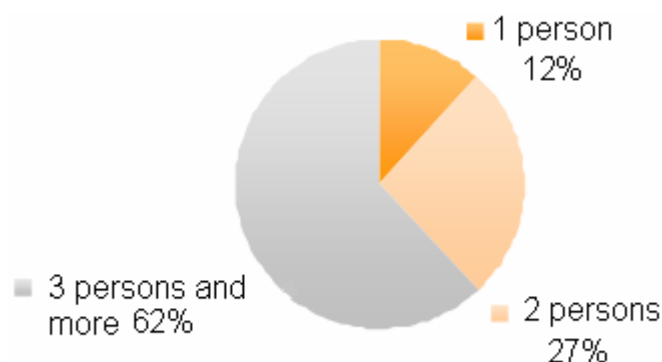
Introduction:

In May 2007 a brief representative survey on the public opinion and knowledge levels regarding efficient use of electricity was carried out in South Bohemia. Professional Market Research Company asked 329 persons (households) from South Bohemia 8 questions (3 of them socio-demographic ones and 5 of them focussing on the public opinion and knowledge levels regarding efficient use of electricity in their households) by phone (CATI method – computer assisted telephone interview). The respondents could answer the questions by themselves or choose from the offered option(s). The target group – South Bohemian households - was divided according to following typology into 3 subgroups: 1) 1-person households, 2) 2-persons households and 3) 3- and more person households. (Source of the graphs: Network media service).

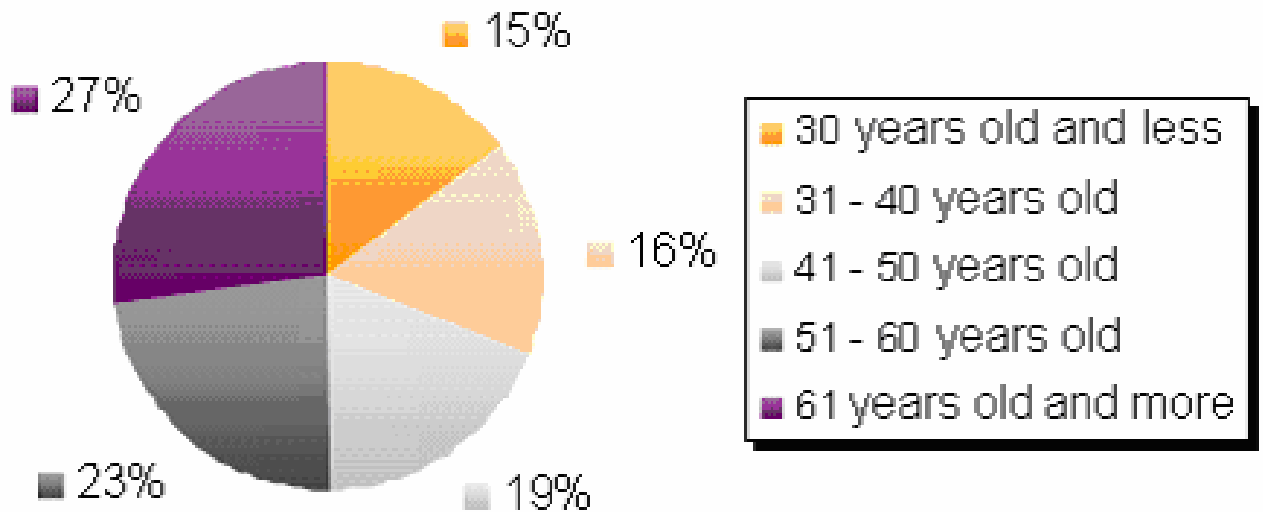
Target group (respondents) profile

As have been already said 329 persons (households) in total participated in the survey. Before they answered the survey questions about electricity efficiency, they were asked about their age (only persons at the age of 18 and more were allowed to answer the questions) and number of persons in their households. Statistically reliable representative group of respondents was chosen - the number of interviewed 1-person, 2-person and 3- and more person households and the size and number of population of villages or towns where they live responds to the present socio-demographic characters of South Bohemia. Detailed information about the socio-demographic qualities of the respondents and their households are available (expressed in percents) from the following graphs.

Graph 1: Number of household members

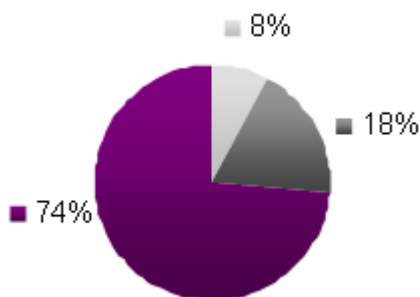


Graph 2: Age of the respondents

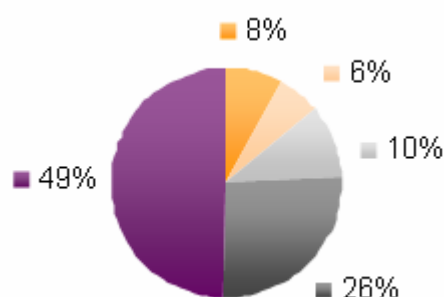


Graphs 2a), 2b), 2c) – average age of:

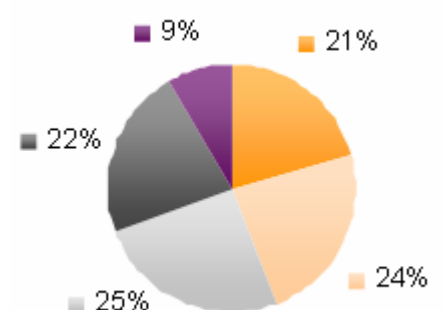
1-person household



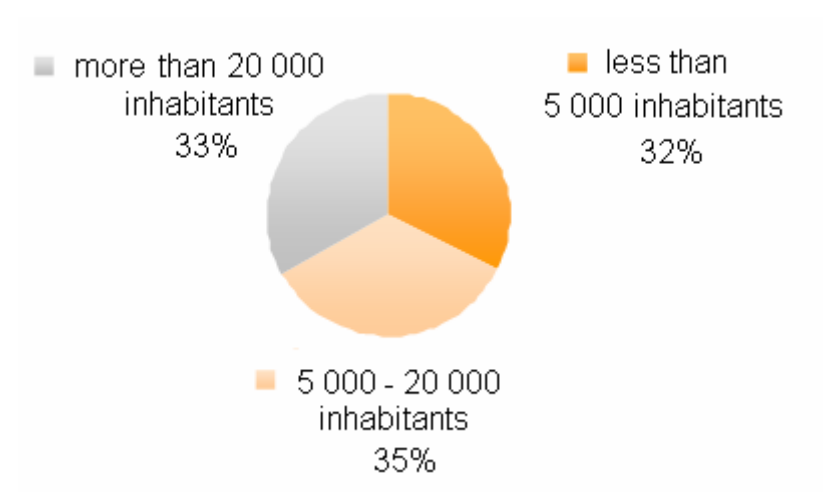
2-person household



3 and more person household



Graph 3: Population of the places where the respondents live



Survey results

Electricity consumption (question number 1)

1) *Do you know if the electricity consumption of your household have increased or decreased in the 5 recent years?*

- *It has increased*
- *It has decreased*
- *It has not changed*
- *I don't know*

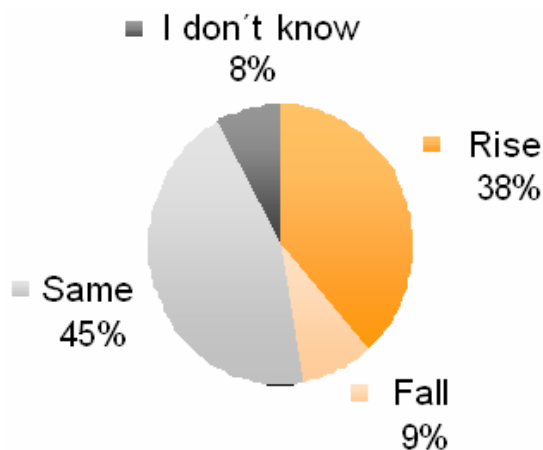
The following graphs describe the tendencies in electricity consumption in South Bohemian households in details. You can read some important facts from them. Let's emphasize at least some interesting information resulting from the graphs:

Graph 4: About 1 third of respondents told that the electricity consumption had increased, 45% kept the same level, only 9% of respondents noticed decreasing electricity consumption in recent 5 years. 8% did not know.

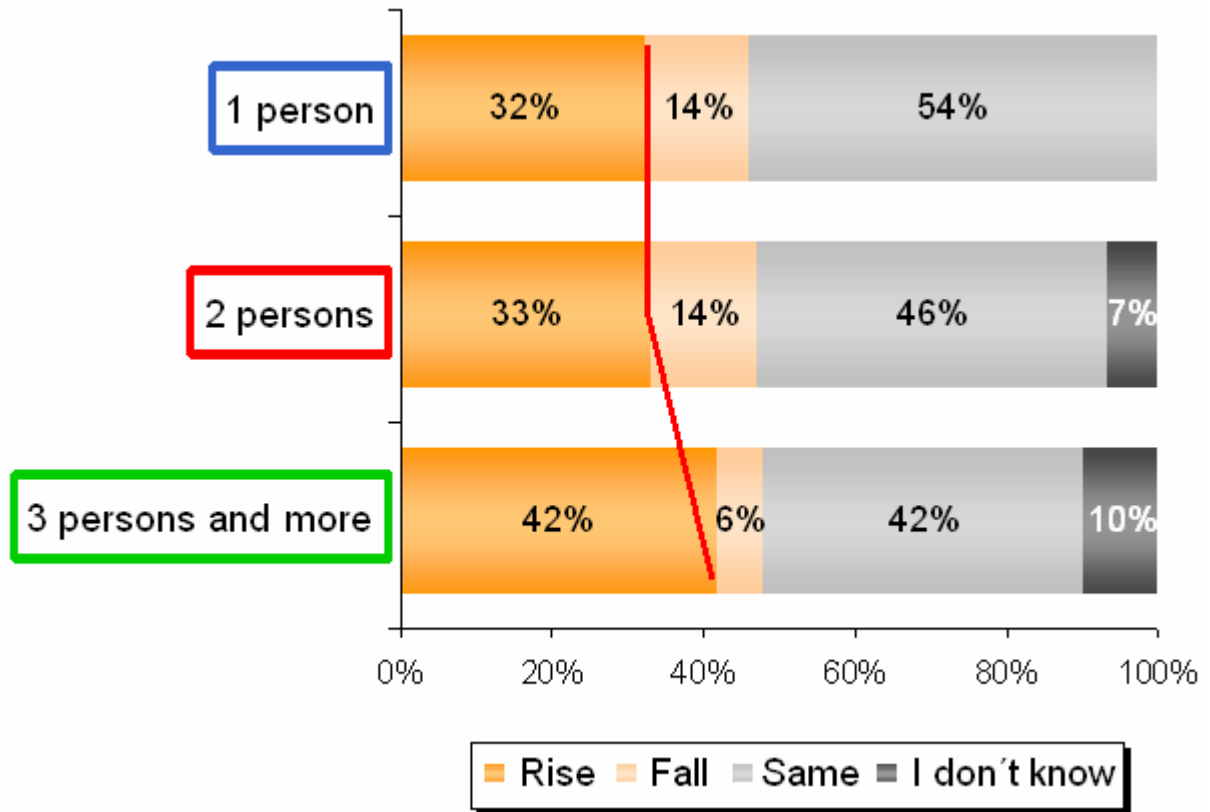
Graph 5: The consumption increases most of all in the 3 and more person questions. This may be caused by children. Care of them requires more frequent use of many appliances e.g. washing machines, ironing etc. When the children are older, other appliance e.g. computers, CD-players etc. are required. The decreasing trend is observed especially in 1-person households. Generally retired people with low incomes live in these households which could make them think more about the electricity consumption and its reduction. Another interesting result is the ignorance of 10% of 3 and more person households to the energy consumption trends in their homes. 10% is a rather high number. This lack of information about the consumption can be caused by the fact, that many people living in such households are in productive age, earn enough money and are not forced to save electricity=money.

Further details and results are visible from the graphs bellow.

Graph 4: Electricity consumption trends in households



Graph 5: Electricity consumption trends in households (in reference to some socio-demographic characters)



Energy saving measures, consumers' behaviour (question number 2)

2) **Can you name 3 electricity saving measures which could you help to reduce the electricity consumption of your household most effectively?**

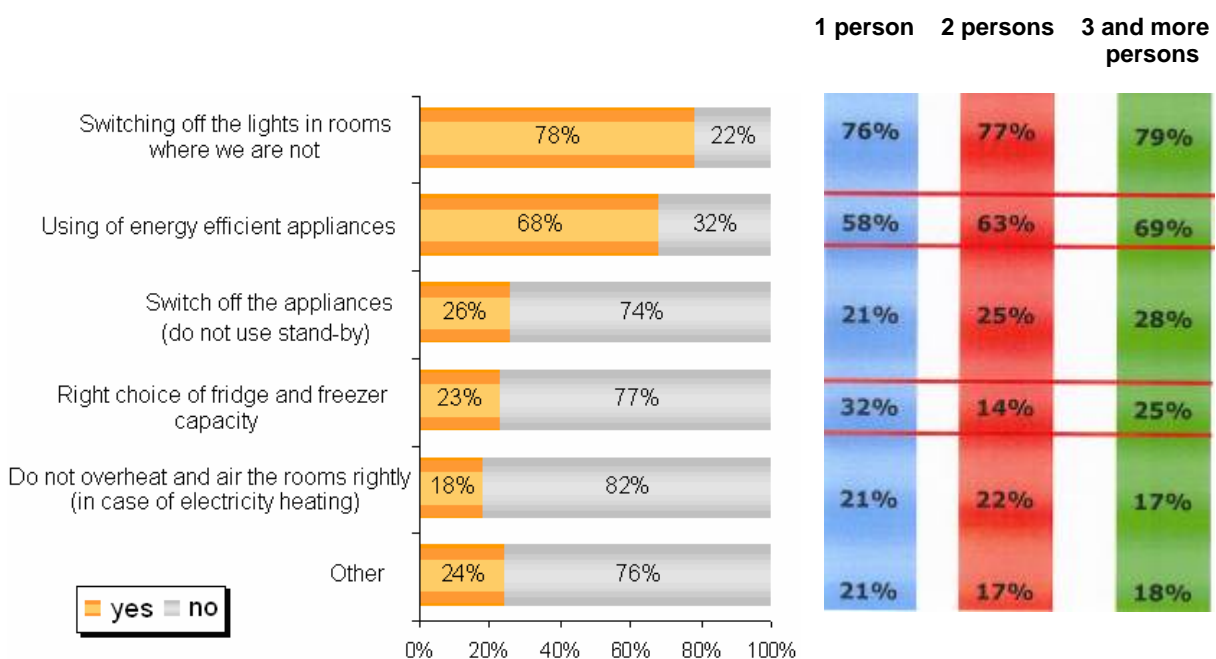
- **Using of energy efficient appliances**
- **Do not overheat and air the rooms correctly (in case of electricity heating)**
- **Switch off the appliances (do not use stand-by)**
- **Right choice of fridge and freezer capacity**
- **Switching off the lights in rooms where we are not present**
- **Other – please specify**

During answering this question, the respondents told or chose 3 electricity saving measures to reduce electricity consumption in their household. 3/4 of the respondents were not able to answer the questions without the “help of the options”. On the other hand 1/4 of them named one other measure that was not in the options offer; however these answers were not statistically very important. The graph below identifies the results and answers. Before you look closely at the graph to find out all details, we can accent at least some interesting facts resulting from the answers.

Graph 6: The top answers were options “Switching off the lights in rooms where we are not” (78%) and “Using of energy efficient appliances” (66%) of all respondents. Regarding the next options, we can observe that each of this option was chosen more or less equally often by all subgroups (1-person, 2-persons and 3+more persons households) e.g. in case of “Do not overheat and air the rooms correctly(in case of electricity heating)” it was about 20%. There is only one exception: “Right choice of fridge and freezer capacity” – this option was the most popular with 1 person households (32%) and the least popular with the 2 person households (14%).

Complete answers analysis can you find in the graph 6.

Graph 6: Electricity saving measures (in reference to some socio-demographic characters)



Energy demand awareness, energy label (questions number 3 and 4)

3) *Do you know how you could find out the energy demand of your appliances yourself? If you do, please choose the suitable option (you can choose more options).*

- **Yes, I do**
 - a. **By wattmeter**
 - b. **From the energy label**
 - c. **From the manual (service instructions)**
 - d. **Other – please specify**
- **No, I don't**

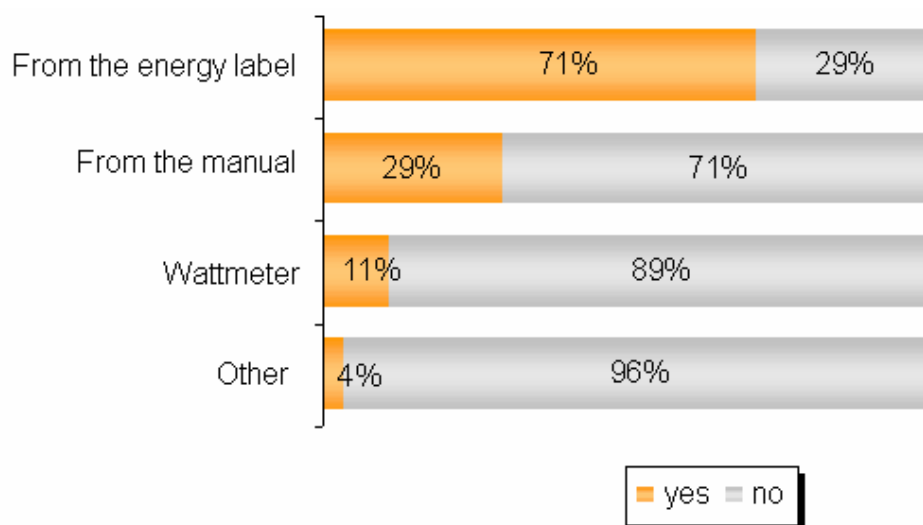
This question identifies if the respondents are able to find out the energy demand of their appliances themselves and what method do they use. Surprisingly almost one half of the respondents (49%) do not know how to find out this information. The majority of those who can find it out have chosen one or more of the answer options, only 2 % specified other method and source of these information e.g. internet, advising centres, shop assistant etc.

Graph Nr. 7 shows the percentage of answers (methods used for finding out the electricity demand of appliances). The top answers were options “*From the energy label*” (71%) and “*From the manual (service instructions, 29%)*”.

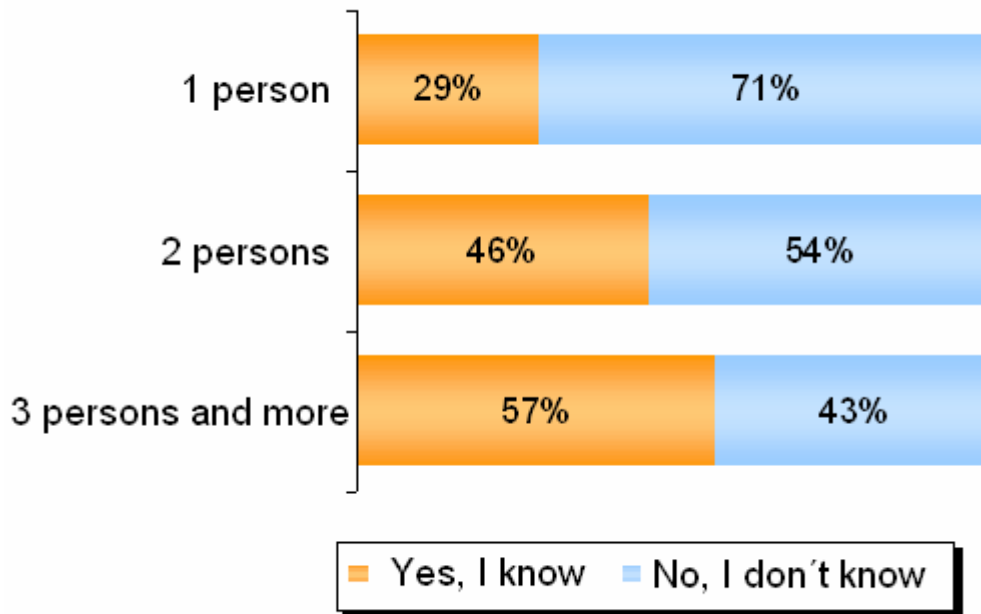
Graphs Nr. 8 and 9 focus on the answers from the socio-demographical point of view: The most informed subgroup (able to find out the electricity demand itself) are 3-person households (57%, graph 8). Regarding the age, the least informed groups are people at the age of 30 – 40 (42%, graph 9) and people older than 60 (33%, graph 9). The graph also shows that the persons/households whose electricity consumption has decreased in recent year are more informed about the methods of electricity demand identifying.

For further information study the graphs bellow.

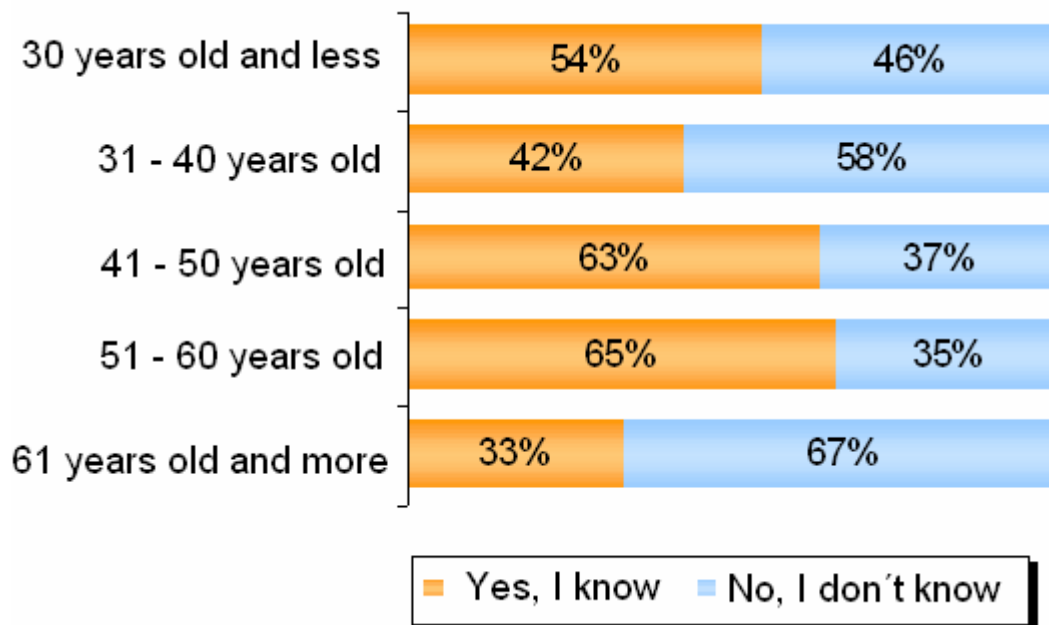
Graph 7: Methods of electricity demand identification



Graph 8: Knowledge level in reference to number of persons in households



Graph 9: Knowledge level in reference to the age of respondents



4) Do the energy labels matter for you while buying a new electric appliance?

- **Yes, they do**
- **No, they don't**
- **I don't know what is the energy label**

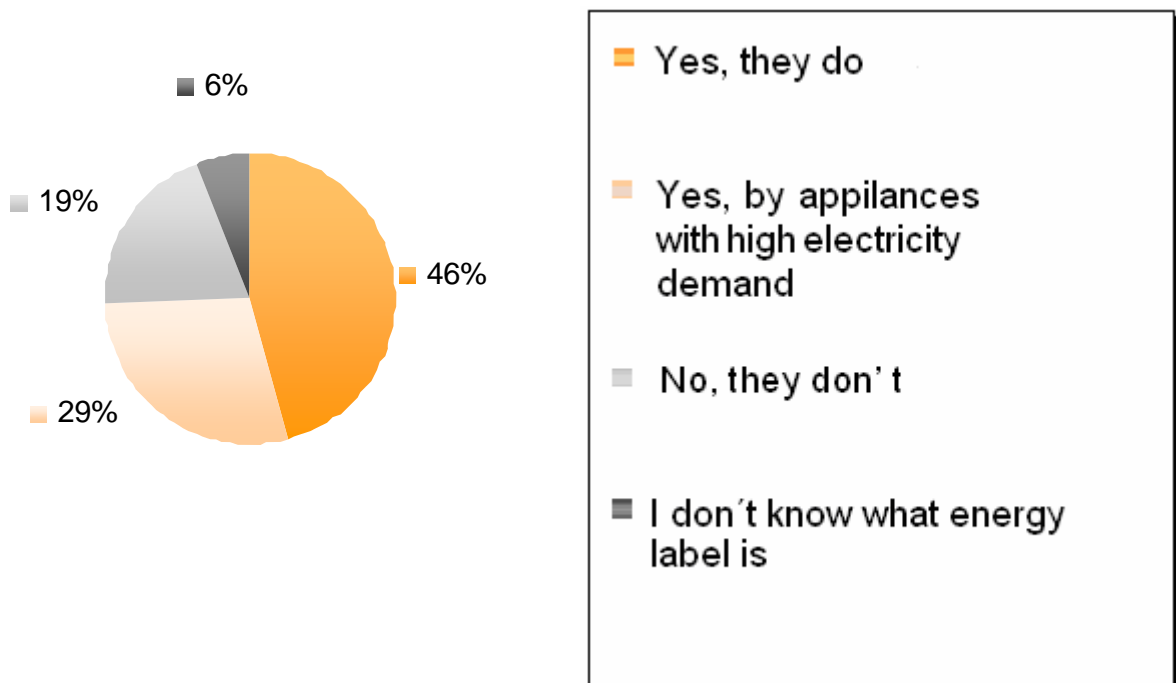
This question tries to specify the importance of energy labels in purchase mechanism of households.

Graph 10 – This graph describes the role of energy labels when people buy a new electric appliance. About $\frac{3}{4}$ are (more or less) influenced by the labels when buying appliances. On the other hand 6% do not even now what the energy label is.

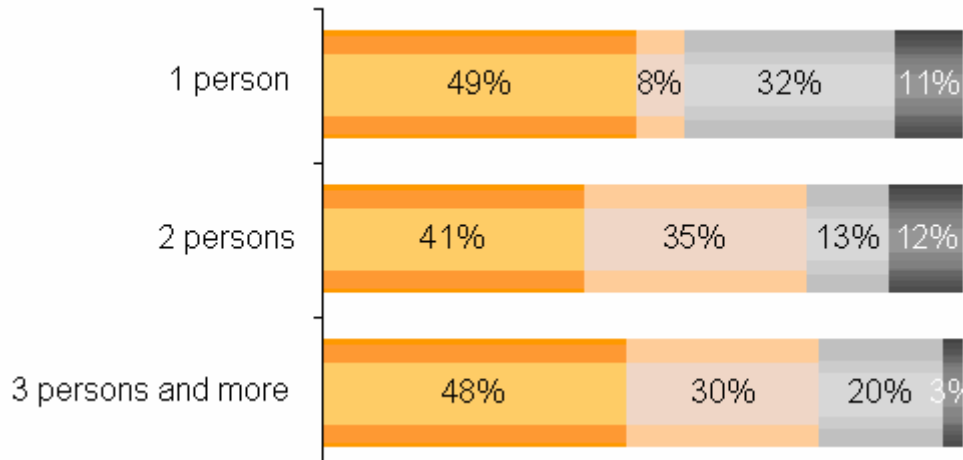
Graph 11 shows the importance of energy label from the socio-demographical point of view: As you can see the energy label influences mainly 3 and more person households purchase mechanisms. This could be caused by the high electricity consumption of such households and of their tries to reduce it by means of energy efficient appliances.

Further information is available from the graphs bellow.

Graph 10: Importance of energy label



Graph 11: Importance of energy label from the socio-demographical point of view



Public awareness and information channels (question number 5)

5) Where do you look for information about possible energy savings for your household? (you can choose more options)

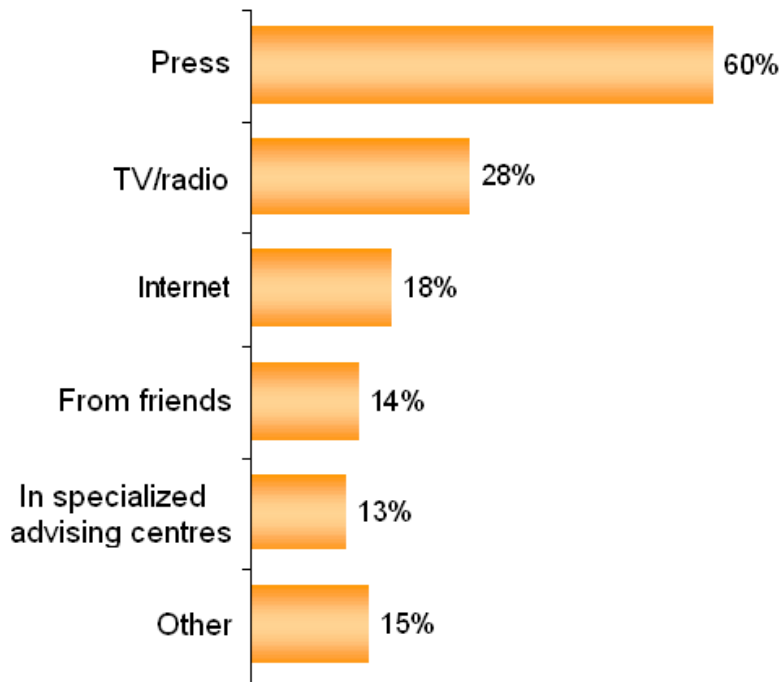
- ***I do not look for such information.***
- ***I look for such information in:***
 - a. press***
 - b. TV and/or radio***
 - c. internet***
 - d. friends and***
 - e. special consulting centres***
 - f. Other – please specify***

Before you have a look at the last two graphs we would like to comment the 5th question, its answers and important fact resulting from them. The survey says that 42% of respondents are not interested in finding information about energy savings at all while 58% are. But it is more probable, that even these 58% interested persons (or at least some of them) are not very active in their looking for information. More likely they accidentally read an article about these problems or listen to some radio programmes about it. However they do not look for such information by purpose.

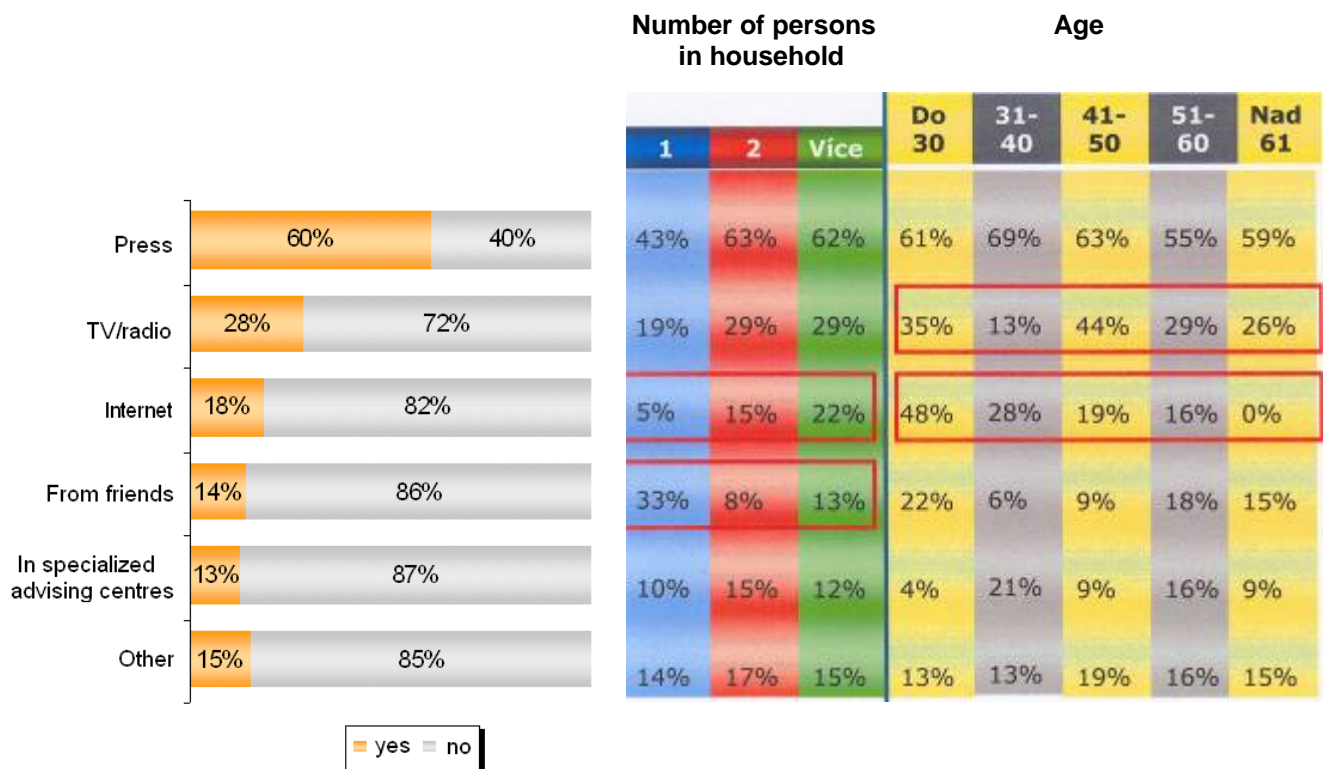
Graph 12 and Graph 13 – In these graphs data about the most popular information channels are available. The most popular one is the press (60%) and the second one is TV/radio (28%). Another important channel is internet (the second popular channel for young people under the age of 30, 48%). 8% of respondents specified other information channels e.g. leaflets, school, own knowledge, experts, etc. It is also disappointing that only 13% chose specialized consulting centres.

Complete answers analysis can you find in the graphs bellow.

Graph 12: Popularity of information channels



Graph 13: Popularity of information channels with respect to the socio-demographical characters



Summary:

Before the survey started we had tried to find some information about the electricity consumption in South Bohemian households in any other competent organizations e.g. Czech Statistical office, E.ON etc. However not many data regarding these household typology are monitored by these organisations. We have not found any information about any similar surveys. (The last survey on the energy consumption was carried out by the Statistical office in 2003 but not specifically only on electricity consumption and on South Bohemia and it did not consider the knowledge and purchase mechanisms.) On that account we could not compare the results of our survey with any data from any similar projects or statistics.

In our survey we received an overview of this situation in South Bohemia. The results showed the real level of knowledge, purchase mechanisms and other important information from the field of electricity efficiency in the households in our region with its positives and negatives. In the future we use this important information during planning the next campaign, events and brochures and we know what topics should be focused on.