

**EL-EFF REGION
EIE-06-050**

WP 2: Representative survey

prepared by: ESV

As a basis for further promotional activities, a representative survey on the public opinion and knowledge levels regarding efficient use of electricity was carried out.

In spring 2007, 500 telephone interviews were made by a professional market research company. The survey focused on the purchase of electric appliances and lamps as ESV plans to put one project focus on influencing buying decision.

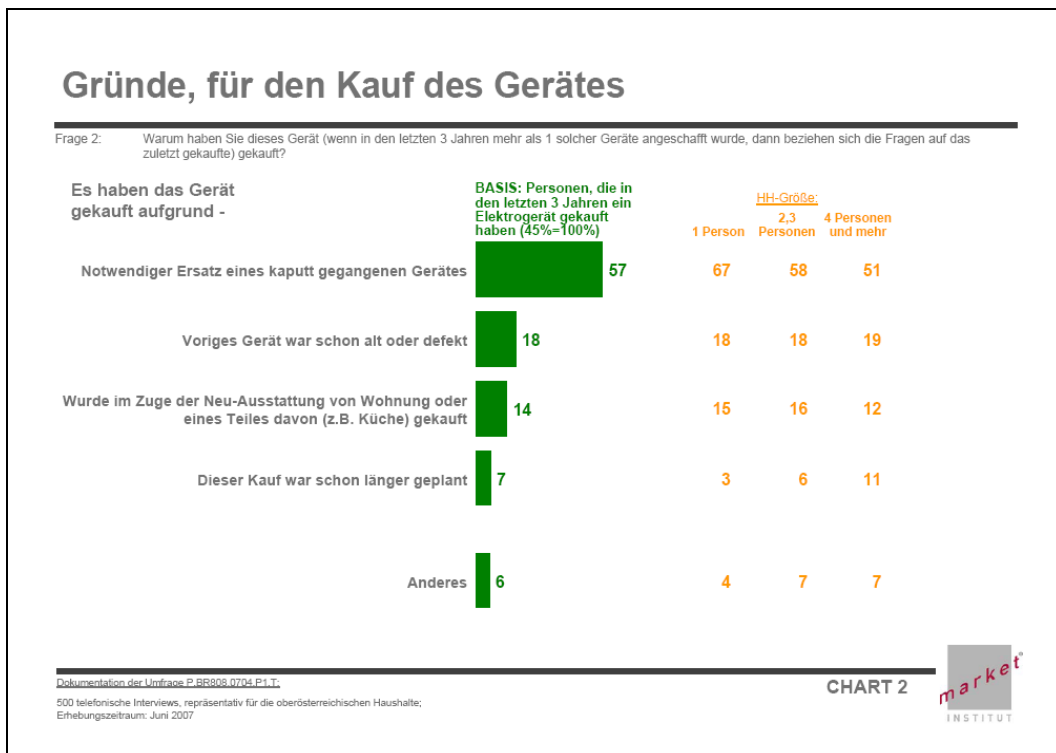
The following questions were asked:

- When was the last time you bought a large electrical household appliance (for example a washing machine or a fridge)?
- What was the reason for buying it and what did you do with the old appliance?
- Where did you buy the new household appliance?
- Which criteria were relevant for your purchase decision?
- What were the main information channels you used?
- Where and when do you mainly buy lamps?
- What is your opinion on CFLs (energy efficient light bulbs)?
- Do you use CFLs in your household, if yes, how many?
- What are the main reasons in favour and against CFLs?

This are the main results:

Most electric household appliances are bought because the old appliance does no longer function: 57% of the households bought appliances, as a fridge or a washing machine, in the last three years because the old appliance was out of order. Less important (only 14%) bought it in the course of the modernisation of their home (e.g. when a new kitchen is bought or people move to another flat).

The old appliance is mainly (38%) deposited or given back to the retailer where the new appliance was bought (28%).



Verbleib des alten Gerätes

Frage 2a: Was haben Sie mit dem alten Gerät gemacht?

Es haben das alte Gerät -	BASIS: Personen, die in den letzten 3 Jahren ein Elektrogerät gekauft haben (45%-100%)	HH-Größe:		
		1 Person	2,3 Personen	4 Personen und mehr
Zum Sperrmüll gegeben	38	48	29	47
Wurde vom Händler, bei dem das neue Gerät gekauft wurde, zurück genommen	28	27	32	24
Wurde an jemand anderen weiter gegeben	10	10	12	8
Wird in unserem Haushalt weiter verwendet	6	4	7	6
Anderes	10	5	14	5
Keine Angabe	7	6	6	9

Dokumentation der Umfrage P_BB808_0704_P1_T

500 telefonische Interviews, repräsentativ für die oberösterreichischen Haushalte; Erhebungszeitraum: Juni 2007

CHART 3



A very interesting and surprising result is that the vast majority of the households (46%) buy electric appliances at the individual retailer shops, followed by large chains (27%, e.g. MediaMarkt, Saturn). Especially for younger customers, furniture chains becomes of increasing importance (13%).

Kauf des neuen Gerätes

Frage 3: Wo haben Sie dieses Gerät gekauft?

Es haben das neue Gerät gekauft -	BASIS: Personen, die in den letzten 3 Jahren ein Elektrogerät gekauft haben (45%-100%)	Alter:		
		15 bis 29 Jahre	30 bis 49 Jahre	50 Jahre und älter
Elektro-Fachgeschäft, z.B. Expert- oder Red Zac-Händler, lokaler Elektro-Händler	46	29	47	56
Elektro-Großmarkt, z.B. MediaMarkt, Saturn etc.	27	24	32	24
Möbelhaus	13	38	7	4
Baumarkt	1	0	1	2
Anderes	12	9	11	14
Keine Angabe, weiß nicht	1	0	2	1

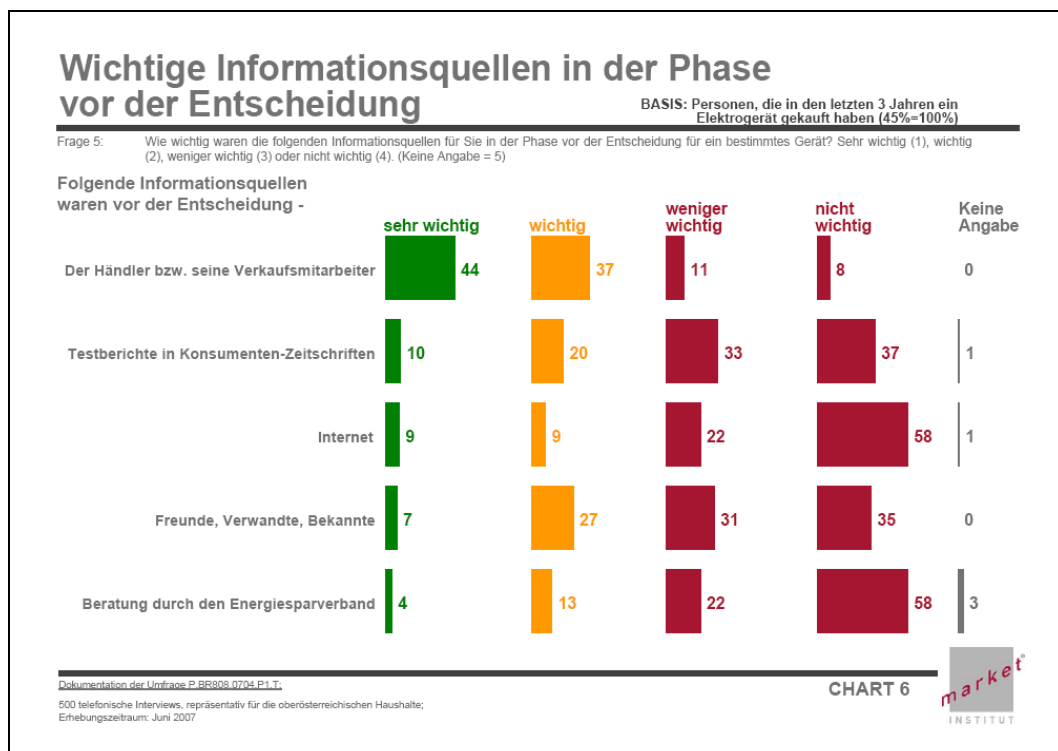
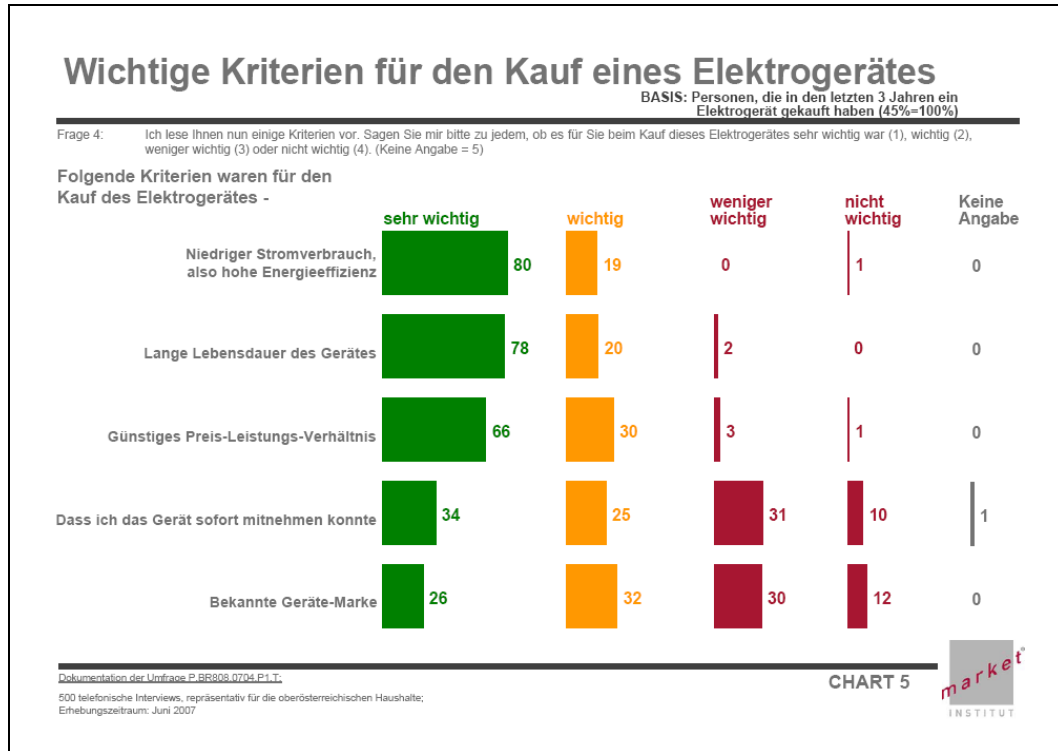
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CHART 4

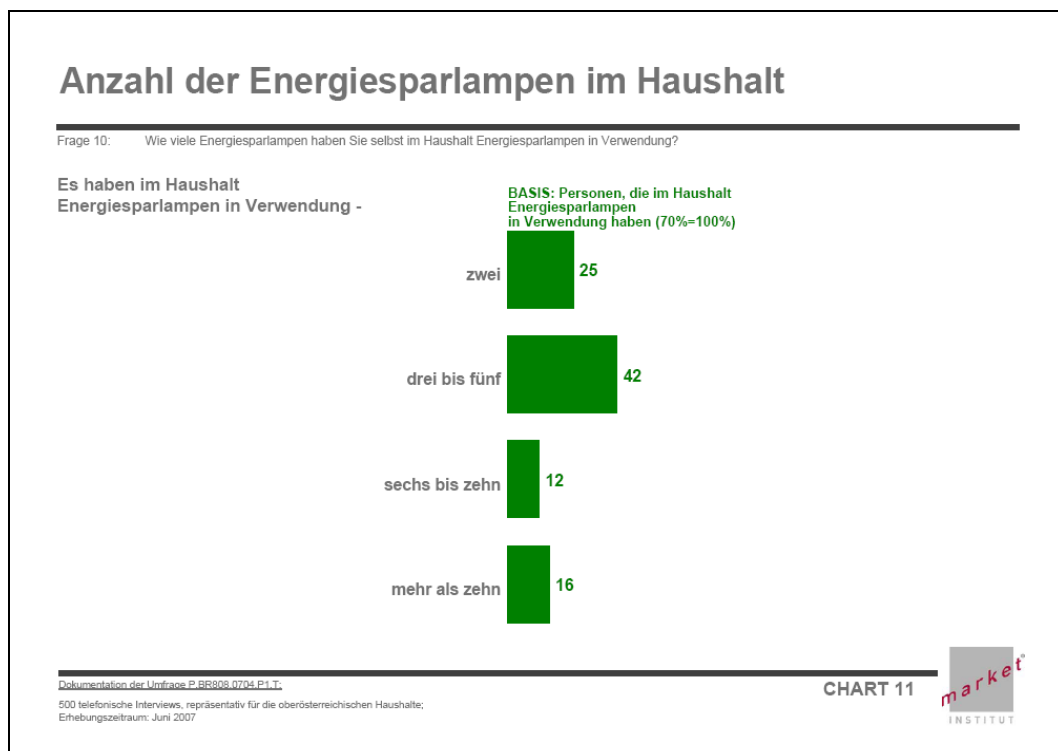
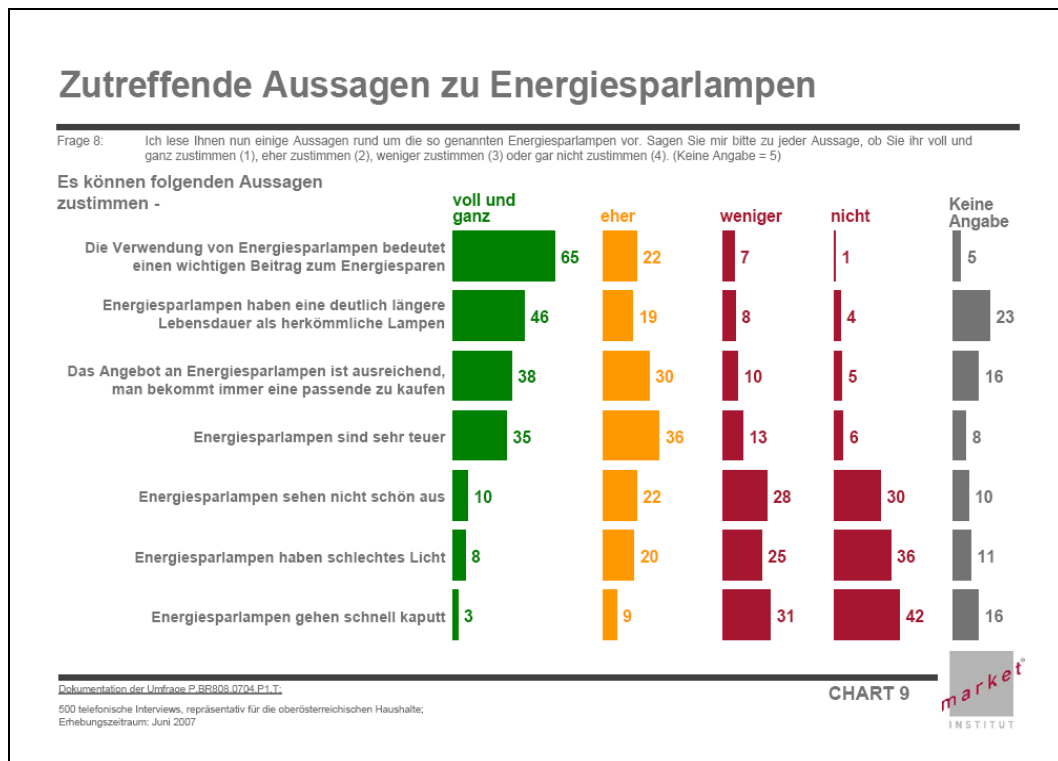


The most relevant purchasing criteria for households when buying new appliances is a low energy consumption (80%) followed by long lifetime (78%) and "good value for money" (68%).



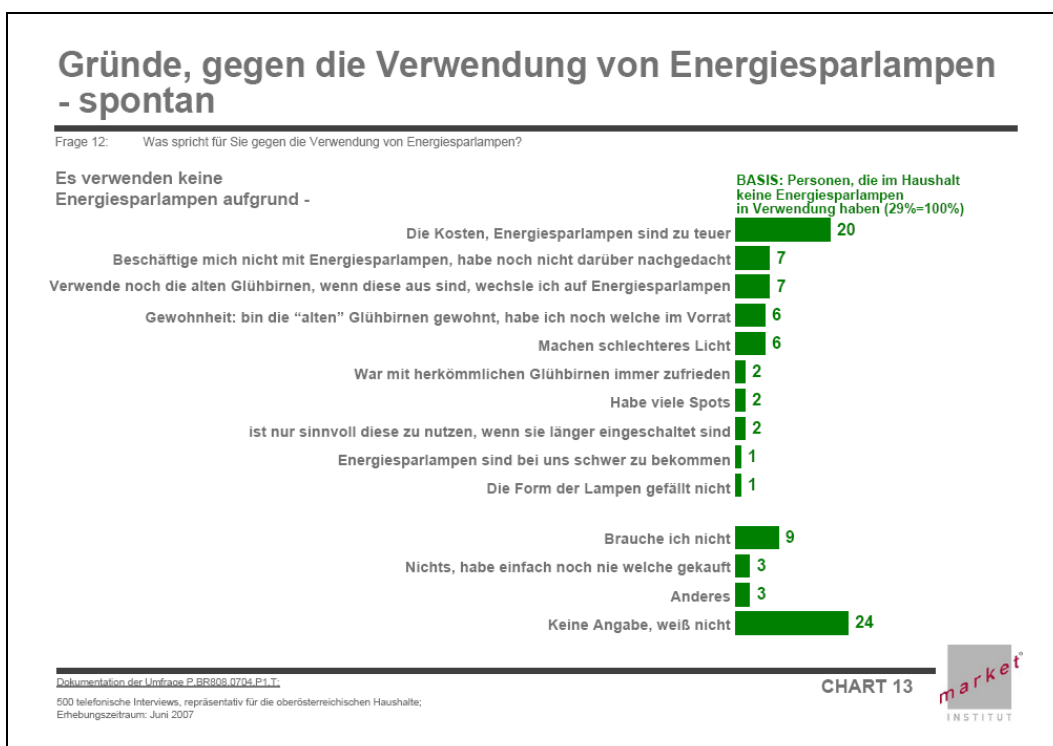
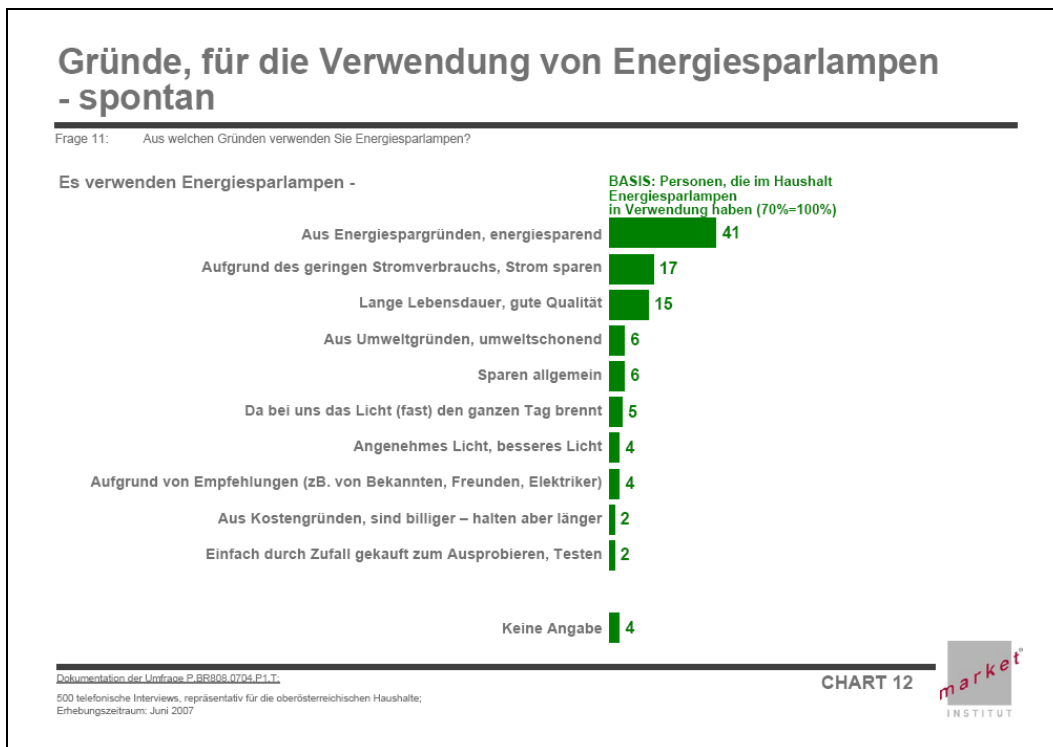
By far the most important information channel for the purchase decision is the sales staff in the shops (81%).

The awareness on CFLs is very high, 65% of the households regard the use of CFLs very important. Surprisingly 70% say that they use CFLs, 42% of them use even 3-5 lamps - possibly, social desirability is more reflected in the answers than the real situation in the Upper Austrian households.



In general, CFLs are chosen because they contribute to electricity saving and have a longer life time than incandescent bulbs. However, CFLs are considered to be very expensive. This is also the main reason why people do not use them.

In general, lamps are mainly bought at the individual retailers (28%) or the DIY-shop (24%).



Conclusions

The survey allows to tailor the information provided in the following campaign to the specific knowledge levels of the population in Upper Austria.

Most purchases of appliances are done because the old ones are no longer functioning and they are mostly purchased at individual retail shops (not at chains). However, especially for younger people, furniture stores becomes of increasing importance. There is already a high level of awareness when buying new appliances and less electricity consumption together with high energy efficiency are the main decisive factors.

Also for CFLs, the awareness level is very high and 70% of the households claim that they use CFLs in their homes (this may also reflect the strong media presence of the topic in past weeks and months). The most important barrier is that CFLs are perceived to be expensive.