



EL-EFF REGION

WP2-Representative Survey

Västra Götaland, Sweden

Prepared by: KanEnergi Sweden AB

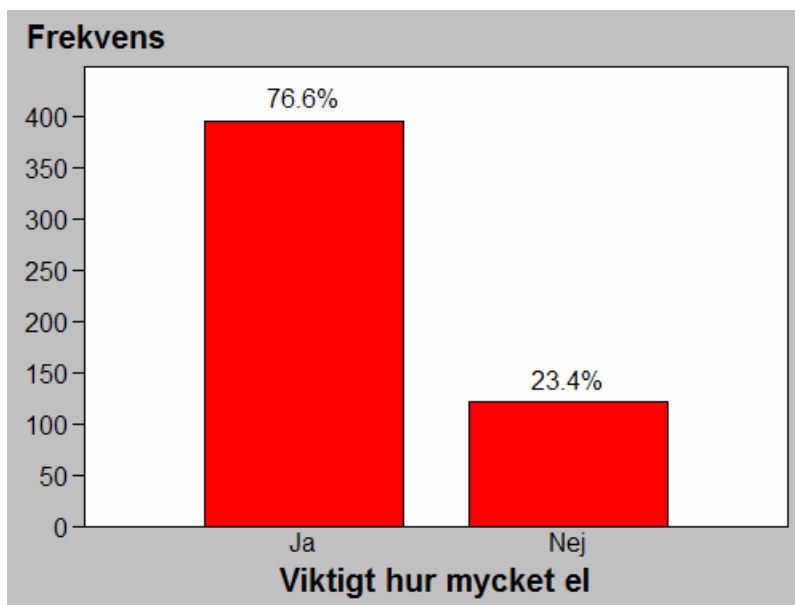
kanENERGI™

A västra götaland survey about electricy consumption in households

The servey in Västra Götaland was carried out in May 2007. The target population consisted of people in the ages between 16 and 74, living in the västra Götaland region. A total number of 556 persons have answered the servey. The questions have been broken down at following levels: sex, ages (classified in 5 catergories), civil status, type of housing, number of person living in each household, work and geografic area.

Question nr 1:

Is the electric consumption an important issue for you?



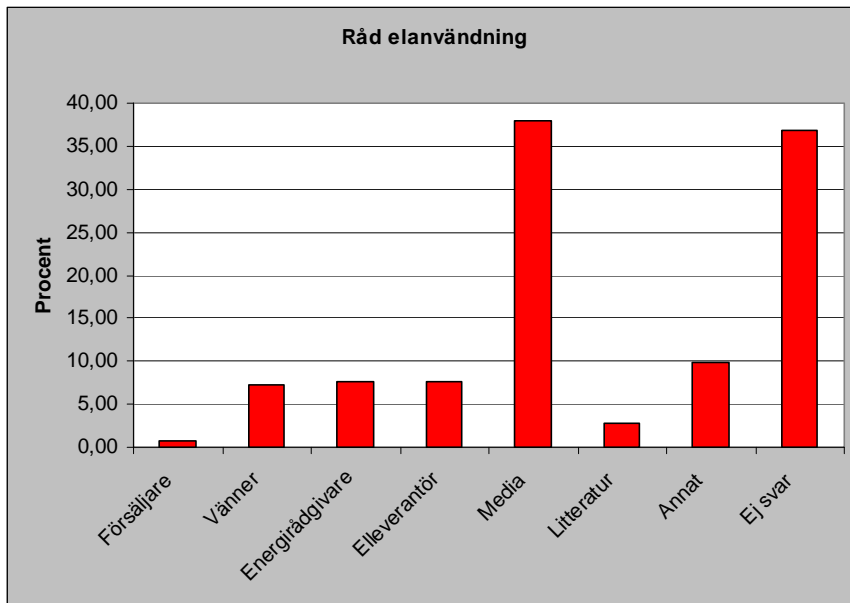
Remark figure 1:

The electrical consumption seems to be an important issue for most people; especially in the age-category 65-74 more than 90 % thought this was important. The procentages was also a bit higher for woman than for men.

Question nr 2:

Where do you get information how to decrease the electric consumption?

- 1) Salesman
- 2) Friends
- 3) Energy advisors
- 4) Electricity supplier
- 5) Media (Internet, television..)
- 6) Literature
- 7) Other

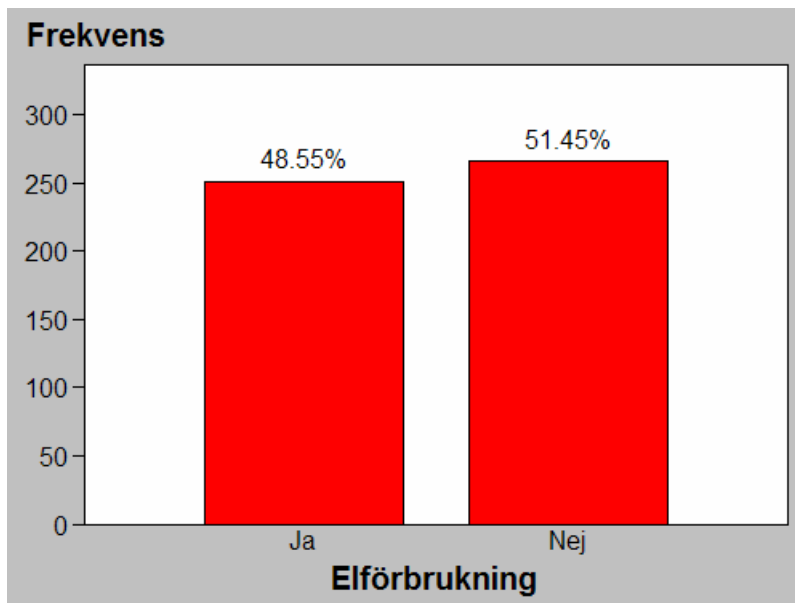


Remark figure 2:

One surprising result was that only 7% answered that they use energy advisors when getting this information which shows that people in general not are using this opportunity for high quality service. More and better advertising is perhaps required. The advisors, which possess the right knowledge, must work harder to be the natural contact point for all households. The most effective way to reach the citizens seems to be throught media.

Question nr 3:

Do you know your electric consumption?

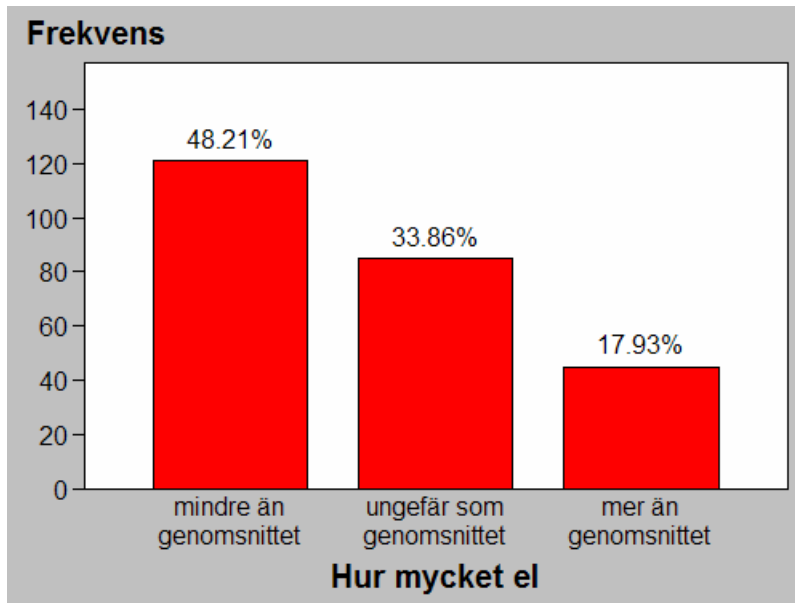


Remark figure 3:

More than 50 % answered that they didn't know their electric consumption. This survey shows what was already suspected, people in Sweden in general have bad knowledge of what their consumption behaviour costs, both in kWh and money. The lowest number was in the age category 16-24 where 11% answered yes on this question, and the highest number was in the age category 65-74 (69 %).

Question nr 4:

How much electricity do you think you consume compared to others?



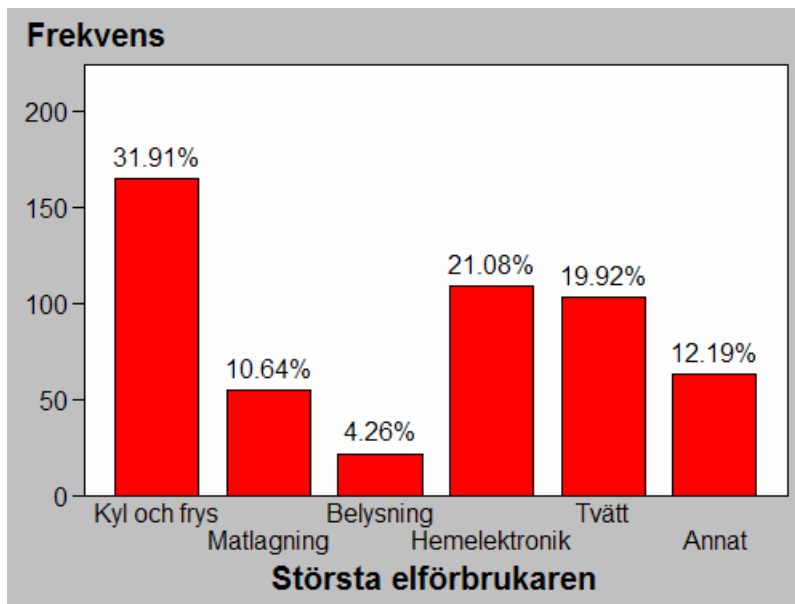
Remark figure 4:

Only 18% think that they consume more electricity than the average household. In general it seems that people have poor knowledge about their consumption level but in the same time think that they are better than others. The big challenge for decreasing the electricity consumption in households is to increase the human knowledge level about energy and the connection between electricity use and their everyday behaviour.

Question nr 5:

Which of following alternatives do you think is the major electricity consumer in your household?

- 1) Cold appliances
- 2) Cooking
- 3) Light
- 4) Home electricity appliances (computer, Television, CD-player etc.)
- 5) Washing
- 6) Other

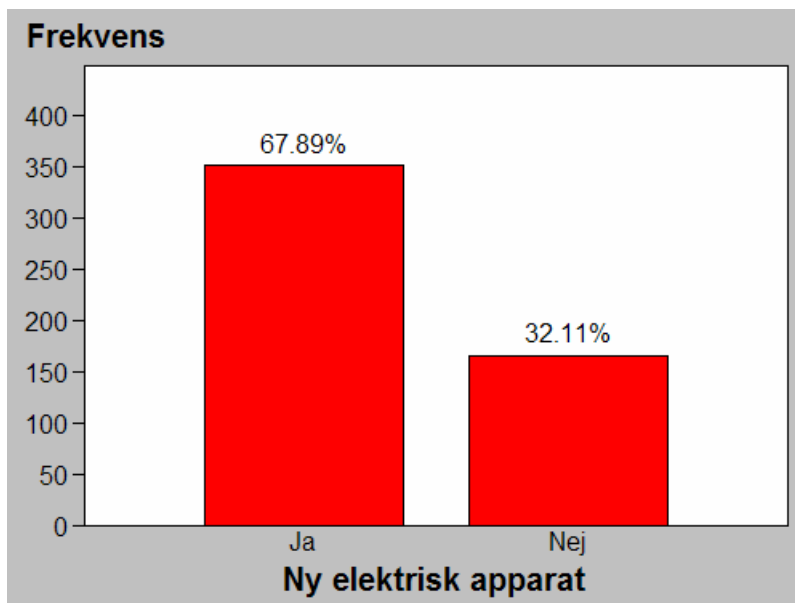


Remark figure 5:

Cold appliances and lightening is the dominating sectors consuming electricity. The lightning sector consume approximately 25% of all electricity, and during one our in the evening (21:00-22:00) the light stands for almost 50%. This servey show that the lightning sector is really underrated. Lightning is probably that item that has the biggest saving potential with lowest costs. Home electricity appliances in Swedish households are increasing dramaticly and soon this sector will be as big as the cold appliances and the lightning sector. The last year lots of information campaigns about home electricity appliances have been carried out. and this servey shows that this information has been reached out to the people.

Question nr 6:

Is electricity consumption an important issue for you when buying electronic appliances?



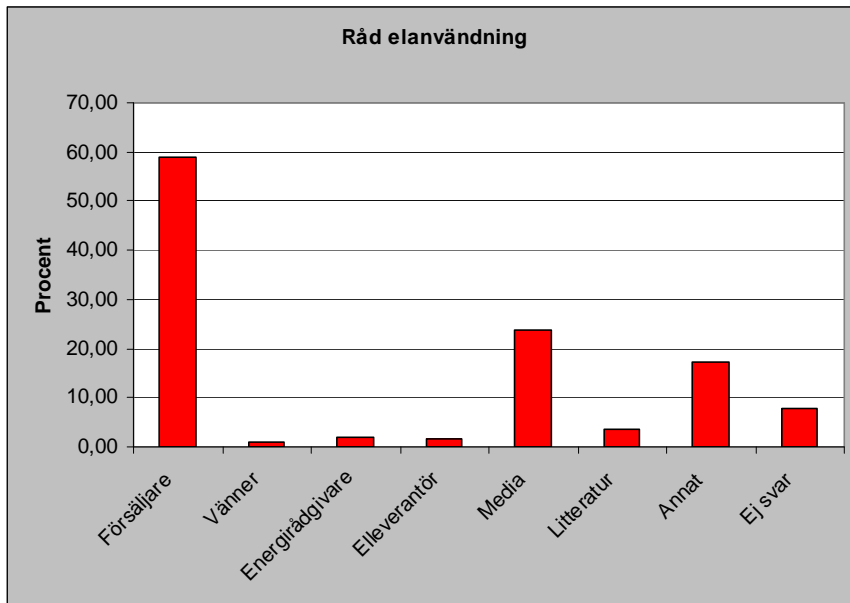
Remark figure 6:

More than 30% don't think that electricity consumption is an important issue when buying new appliances. Women and older people seem to care more than the other categories about electricity consumption.

Question nr 7:

When buying, how do you find information about the appliances electricity consumption?

- 1) Salesman
- 2) Friends
- 3) Energy advisors
- 4) Electricity supplier
- 5) Media (Internet, television..)
- 6) Literature
- 7) Other



Remark figure 7:

The most important information channel for the purchase decision is the salesmen in the shops. Looking at the results from this survey makes it clear that one target group for future information campaigns about electricity consumption regarding electricity appliances should be salesmen.

Conclusions:

The survey shows a poor interest for electricity saving measures from younger people. The home electricity appliances is an increasing sector and is soon reaching the same level of electricity consumption as the cold appliances and lighting sector which makes it important to reach the youth who is the main user of this equipments. This survey shows that more than 50 % don't know/or care about their electricity consumption.

Since 1997 there is governmental support for municipal energy advisors. Today almost all municipalities' offers this free of charge service to the inhabitants. The energy advisors give advises on efficient use of energy, fuel switches, insulation of the building envelope etc. They also arrange and carry out local and regional information activities to reach a wider group of people. This survey shows that people in general don't use this opportunity when comes to electricity consumption. When buying new appliances, people rather seem to get information from salesmen than from energy advisors. The salesmen knowledge level about the installed power of different appliances is often quite bad (mainly because consumers rarely wonder about this kind of issues). Perhaps nextcoming information campaigns also should focus on reaching salesmen who is the natural information source today for electric consumers.

An important lesson from this survey is also that future information campaign must be more focused on the lighting sector which has a big electricity saving potential.