



Das Lebensministerium



EL-EFF region

**Awareness of energy efficiency in private households
(Representative survey, May 2007)**

Intelligent Energy  Europe

Freistaat  Sachsen

Landesamt für Umwelt und Geologie
Saxon State Agency for Environment and Geology

Abstract of the survey

Background

For the execution of the representative survey the "Institut für Marktforschung GmbH Leipzig" was assigned. The survey took part in May 2007 and 500 persons were interviewed by telephone.

For these interviews the LfUG developed five easy questions to get an information about awareness of persons and households for energy savings (only electricity) in Saxony.

Following questions were asked:

1. Do You know energy efficiency grades for home appliance?
2. Is energy efficiency important for your buying decisions?
3. Do you know the rate of your annual electricity bill?
4. How much electricity are you able to save?
5. Are you care about reducing stand-by modes?

Results

Nearly about two thirds (64 %) of the respondents knows the energy efficiency grades of electrical home appliances like washing machines or fridges. The level of awareness seems to be a question of educational background and age.

So it's also comprehensible, that energy efficiency is important for buying decisions. The result of 87% punctuate the first information, but also attest, that energy efficiency today is more than the direct effects of energy labels. Particular young buyers and persons with a higher educational background are attending the fact of energy efficiency.

The annual electricity bill is well known by nearly 60% of all respondents. Here older people are better informed

41% of all respondents estimate the potential of energy savings for the next 10 years in their households at nearly 10%. Only 14% think about potentials of about 25%, anyhow 1% of all believe in potentials of nearly 50%. On the other side one third estimate a potential as less than 5%. Here the survey shows that younger people seem to be more optimistic than older ones.

Most of the respondents (~85%) pay attention to reduce stand-by consumptions. Women seem to be more alert to this fact than men (90% compared to 79%).

Conclusions

At all is seems, that energy efficiency plays a major role for middle aged persons and for persons with a higher educational level. However saving energy and energy cost is important for all respondents. So measures have to reach all people, independently of age and educational background.

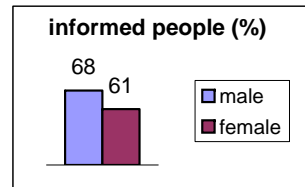
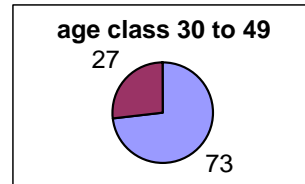
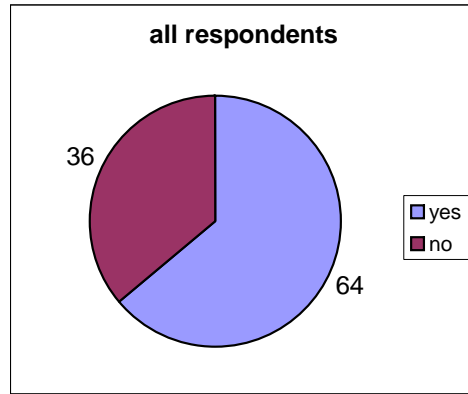
The fact to make this possible shows the good awareness level of the energy efficiency classes for home appliance. At all simple and clear messages can reach everyone.

Circumstances like an own household and / or life experiences lead on the one hand to more discussions about energy consumption, but on the other hand absorb the optimism regarding potentials for energy savings.

It is reasonable to reach younger people, before they create their own household and as long as they still have "visions". Older ones need concrete examples, in order to be able to be convinced.

Questions of the Survey

1. Question: Do You know energy efficiency grades for home appliance?



Knowledge about energy efficiency grades

Nearly about two thirds (64 %) of the respondents knows the energy efficiency grades of electrical home appliances like washing machines or fridges. The level of awareness seems to be a question of educational back-ground and age.

Only 38 % of all respondents with low graduation (8. class) know the idea of energy efficiency grades, however asking people having a high school diploma or an university degree the result ist 72 %.

The best informed age class is the group of 30 to 49 aged people with about 73%. Below average (57%) the group of older people is situated.

Male respondents seem to be better informed than female persons (68% to 61%).

1. Question: Do You know energy efficiency grades for home appliance?

	total		age class (years)						gender				graduation					
			18 to 29		30 to 49		> 50		male		female		8. class		10. class (~highschool)		highschool diploma / university	
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
total	500	100	92	100	178	100	230	100	238	100	262	100	81	100	223	100	196	100
knowing it																		
yes	320	64	60	65	130	73	130	57	161	68	159	61	31	38	147	66	142	72
no	180	36	33	35	48	27	100	43	77	32	104	39	50	62	76	34	54	28

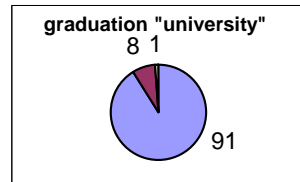
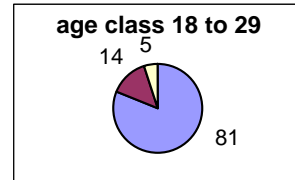
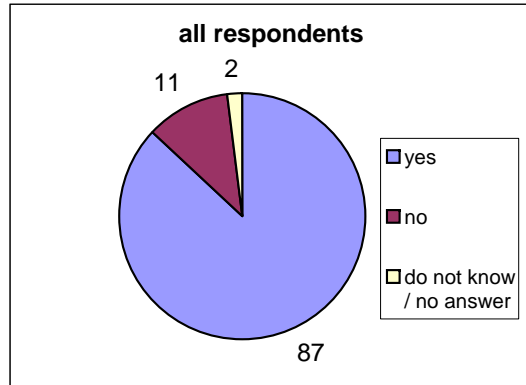
Source: Telefon survey "Energieeffizienz Sachsen" on behalf of the Saxon State Agency for Environment and Geology (LfUG)

IM Leipzig

may 2007

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2. Question: Is energy efficiency important for your buying decisions?



Importance of energy efficiency for buying decisions

Today it's comprehensible, that energy efficiency is important for buying decisions. The result of 87% punctuates this estimation, but also attests, that energy efficiency today is more than the direct effects of energy labels. Particular young buyers and persons with a higher educational background are attending the fact of energy efficiency.

Again the results document a difference between the age class of 30 to 49 to the other two classes. Young people (81%) and older people (85%) are lying below average.

Also considering the graduation there is an increasing between knowing "grades" and buying "efficient". 72% of the respondents with highschool diploma or university degree know the "energy efficiency grades", but for more than 90% of them energy efficiency is import for buying decisions.

2. Question: Is energy efficiency important for your buying decisions?

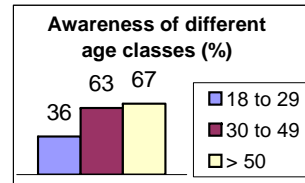
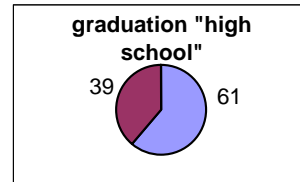
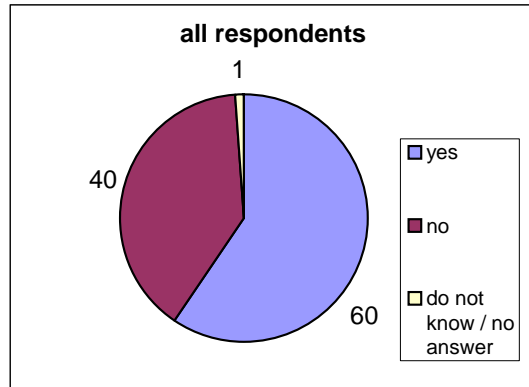
		total		age class (years)						gender				graduation					
				18 to 29		30 to 49		> 50		male		female		8. class		10. class (~highschool)		highschool diploma / university	
		num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
total		500	100	92	100	178	100	230	100	238	100	262	100	81	100	223	100	196	100
Is it important?	yes	433	87	75	81	161	91	196	85	202	85	231	88	63	78	191	86	179	91
	no	57	11	13	14	14	8	30	13	31	13	25	10	16	20	25	11	15	8
	do not know / no answer	10	2	4	5	2	1	4	2	4	2	6	2	2	2	7	3	2	1

Source: Telefon survey "Energieeffizienz Sachsen" on behalf of the Saxon State Agency for Environment and Geology (LfUG) IM Leipzig

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3. Question: Do you know the rate of your annual electricity bill?



Awareness of the annual electricity bill

The annual electricity bill is well known by nearly 60% of all respondents. Here older people are better informed.

First result: The knowing of the Rate is not regulated bei the educational background or by gender. All groups have similar results (58 to 61 %).

But there ist a significant difference within the three age classes. Particularly younger persons have smaller notice (36%) about their annual elctricity bill, however persons aged 30 and older lie above average (63 to 76 %).

3. Question: Do you know the rate of your annual electricity bill?

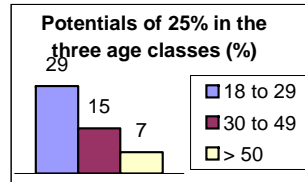
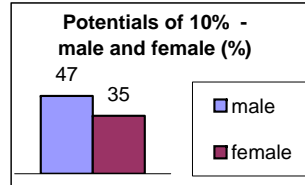
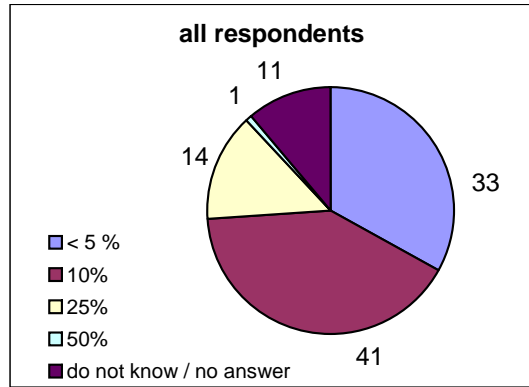
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			18 to 29		30 to 49		> 50		male		female		8. class		10. class (~highschool)		highschool diploma / university		
	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	
total	500	100	92	100	178	100	230	100	238	100	262	100	81	100	223	100	196	100	
knowing it	yes	299	60	33	36	113	63	153	67	139	58	160	61	47	58	136	61	115	59
	no	198	40	59	64	65	37	73	32	98	41	100	38	31	38	87	39	80	41
	do not know / no answer	4	1					4	2	2	1	2	1	3	4			1	0

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4. Question: How much electricity are you able to save?



Potentials for energy savings

41% of all respondents estimate the potential of energy savings for the next 10 years in their households at nearly 10%. Only 14% think about potentials of about 25%, anyhow 1% of all believe in potentials of nearly 50%. On the other side one third estimate a potential as less than 5%.

Here the survey shows that younger people seem to be more optimistic to save 25% of the energy consumption than older ones (29% vs. 7 to 15%). There is also a difference between male and female persons. 47% of the male respondents see potentials of 10% and 35% of the female persons.

Higher potentials are identified from persons with a higher educational level.

4. Question: How much electricity are you able to save?

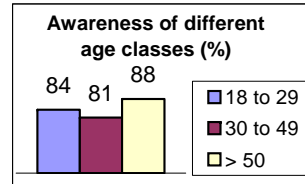
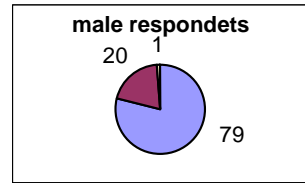
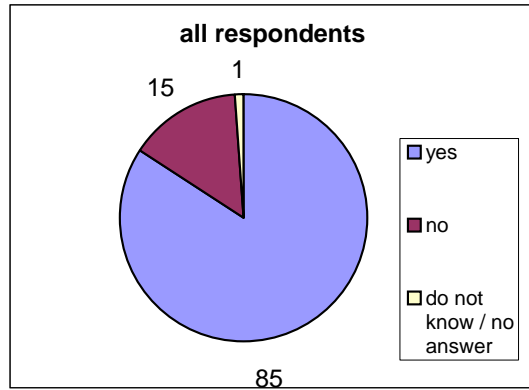
		total		age class (years)						gender				graduation					
				18 to 29		30 to 49		> 50		male		female		8. class		10. class (~highschool)		highschool diploma / university	
		num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
total		500	100	92	100	178	100	230	100	238	100	262	100	81	100	223	100	196	100
I can save	< 5 %	166	33	12	13	55	31	99	43	57	24	108	41	29	35	71	32	66	34
	10%	203	41	49	53	72	41	82	36	113	47	91	35	31	38	89	40	84	43
	25%	70	14	26	29	27	15	17	7	41	17	29	11	4	5	36	16	30	15
	50%	6	1			2	1	5	2	3	1	3	1	2	3	3	1	1	1
	do not know / no answer	55	11	5	6	23	13	27	12	24	10	31	12	15	18	25	11	15	8

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5. Question: Are you care about reducing stand-by modes?



Reducing of stand-by mode

Most of the respondents (85%) pay attention to reduce stand-by consumptions.

Women seem to be more alert to this fact than men (90% compared to 79%). Also younger (18 to 29) and older people (> 50) seem to be more sensible about stand-by electricity consumption.

But at all reducing of stand-by modes is not regulated by age or graduation.

5. Question: Are you care about reducing stand-by modes?

		total		age class (years)						gender				graduation					
				18 to 29		30 to 49		> 50		male		female		8. class		10. class (~highschool)		highschool diploma / university	
		num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%	num.	%
total		500	100	92	100	178	100	230	100	238	100	262	100	81	100	223	100	196	100
having in mind	yes	423	85	78	84	144	81	202	88	188	79	235	90	73	89	182	81	169	86
	no	73	15	14	16	34	19	25	11	48	20	24	9	9	11	39	17	26	13
	do not know / no answer	4	1			0	0	3	1	1	1	3	1			3	1	1	0

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