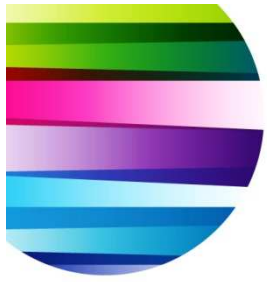


Rexel
foundation 
FOR A BETTER ENERGY FUTURE
under the aegis
of the fondation de france

***Driving greater adoption of energy
efficiency – the perceptions of
electrical contractors & consumers***



Rexel Foundation / OpinionWay Study

- Theme : perceptions of energy efficiency
- A 4-country study of consumers and electrical contractors/ installers conducted 10-23 April 2013



Consumers

Based on a representative sample of 8201 consumers aged 18+ comprised of approximately 2000+ consumers in each of France, the UK, Germany and the USA



Electrical contractors/ installers

A representative sample of 403 electrical contractors/ installers working in the residential sector with a product/service offer in energy efficient solutions. This sample is comprised of approximately equal samples of 100 + electrical contractors/ installers in France, the UK, Germany and the USA.



OpinionWay has conducted this survey in accordance with **ISO 20252**



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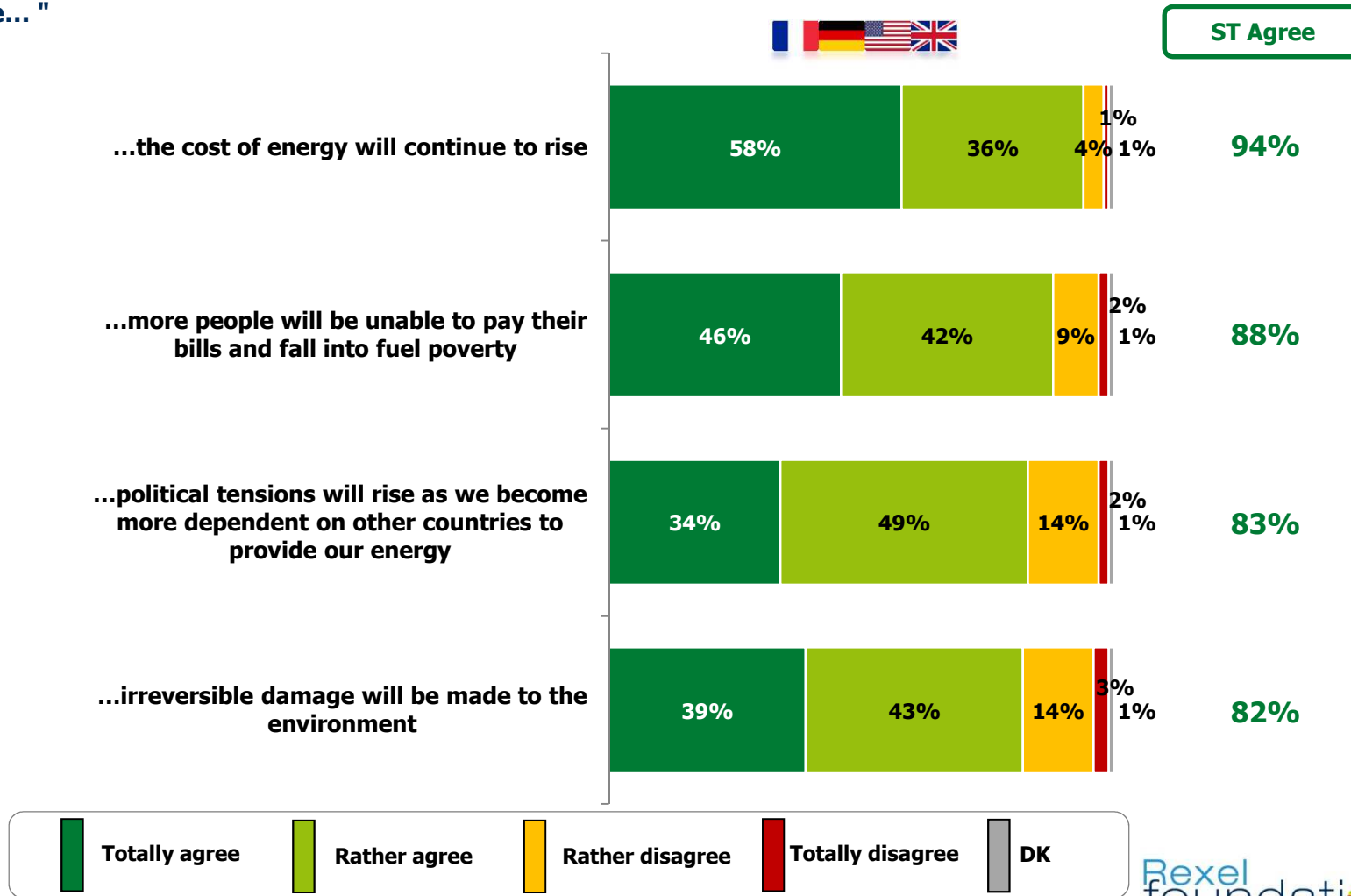
Consumer awareness of energy efficiency



Consumers are aware of what is at stake



Q: Do you agree or disagree with the following statements? "If nothing is done to improve energy efficiency in the future... "

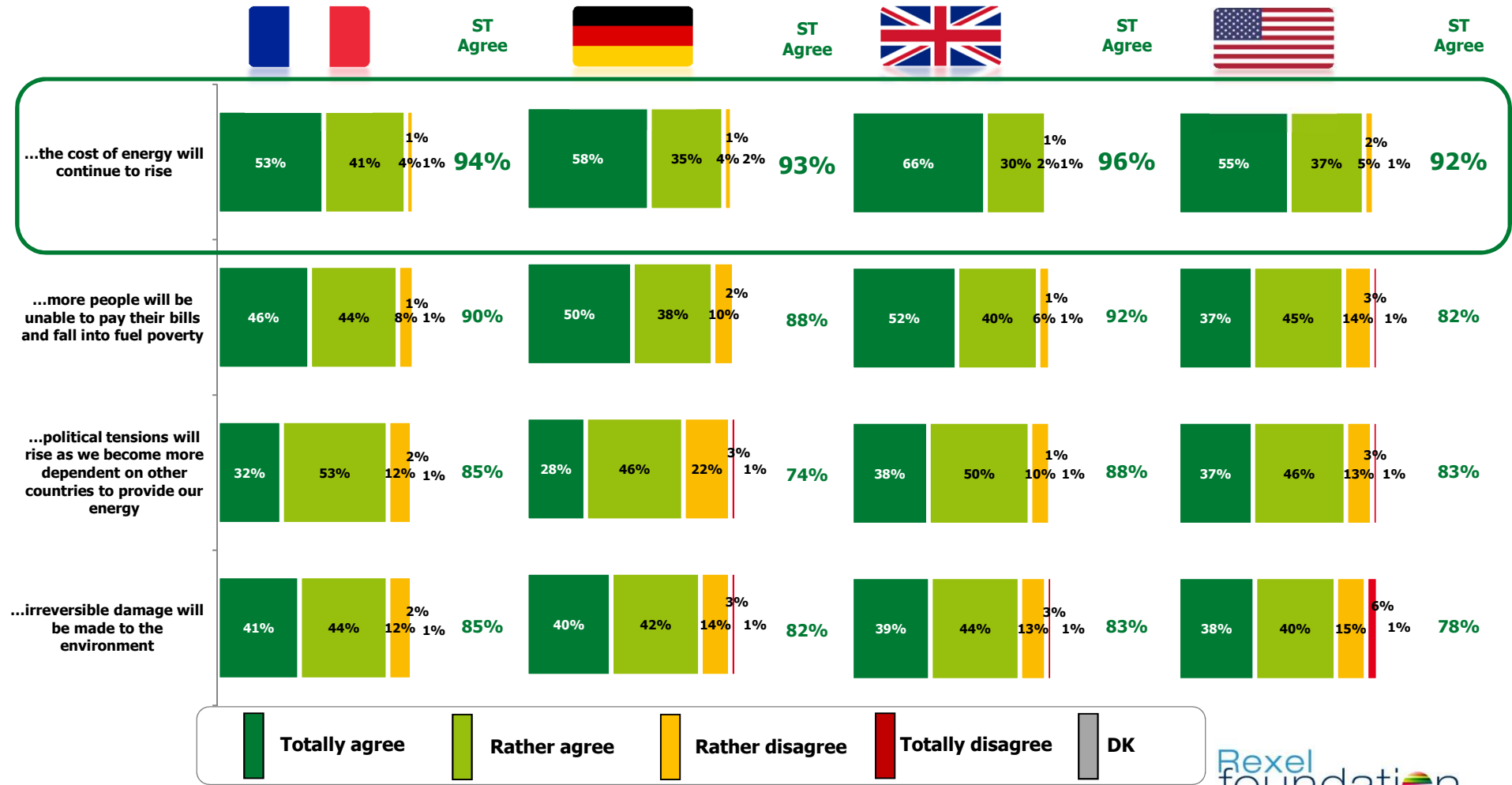




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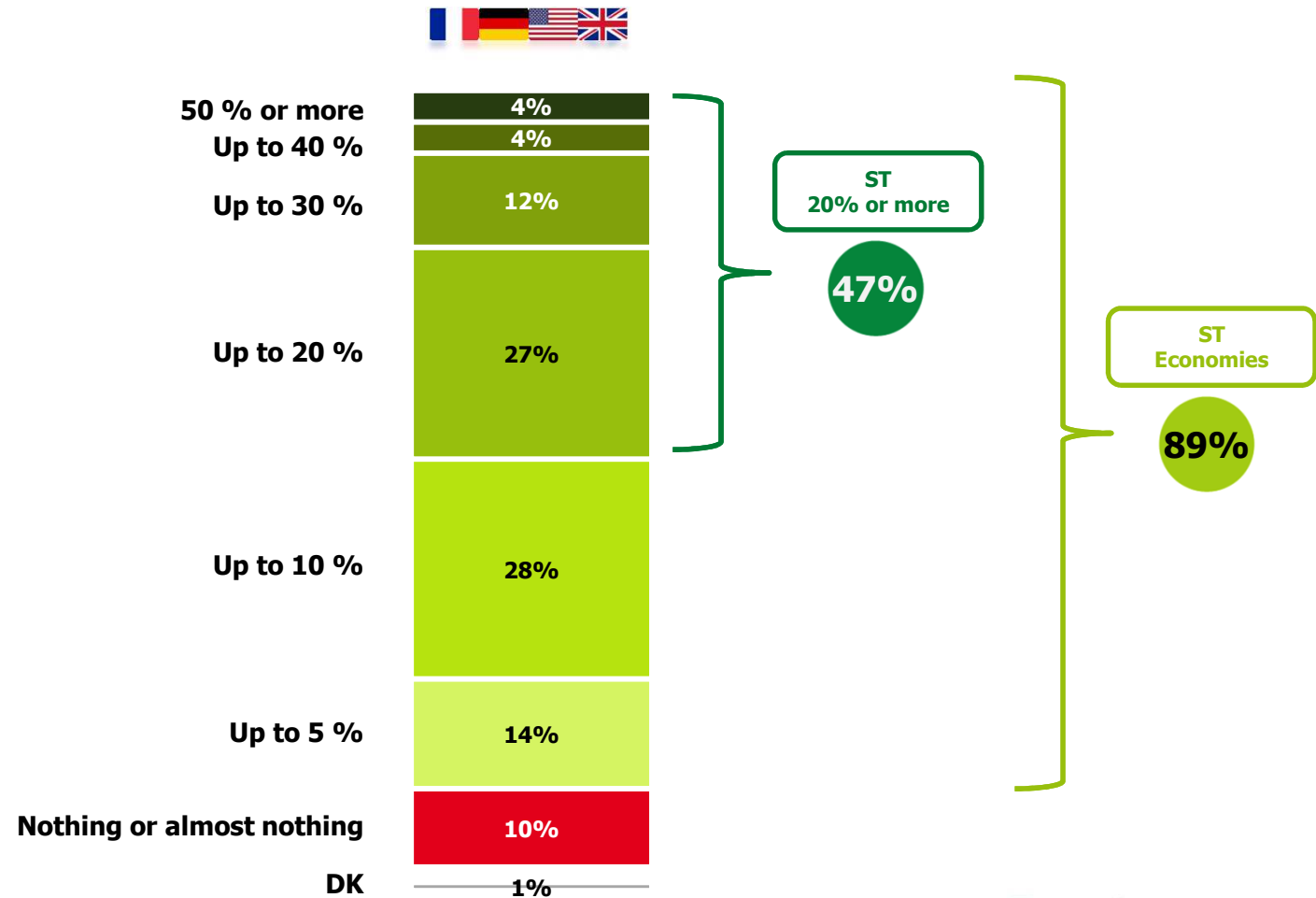




89% of consumers think they could make savings with energy efficiency



Q: How much do you think you could save per year on your energy bill by investing in energy efficiency solutions /products?

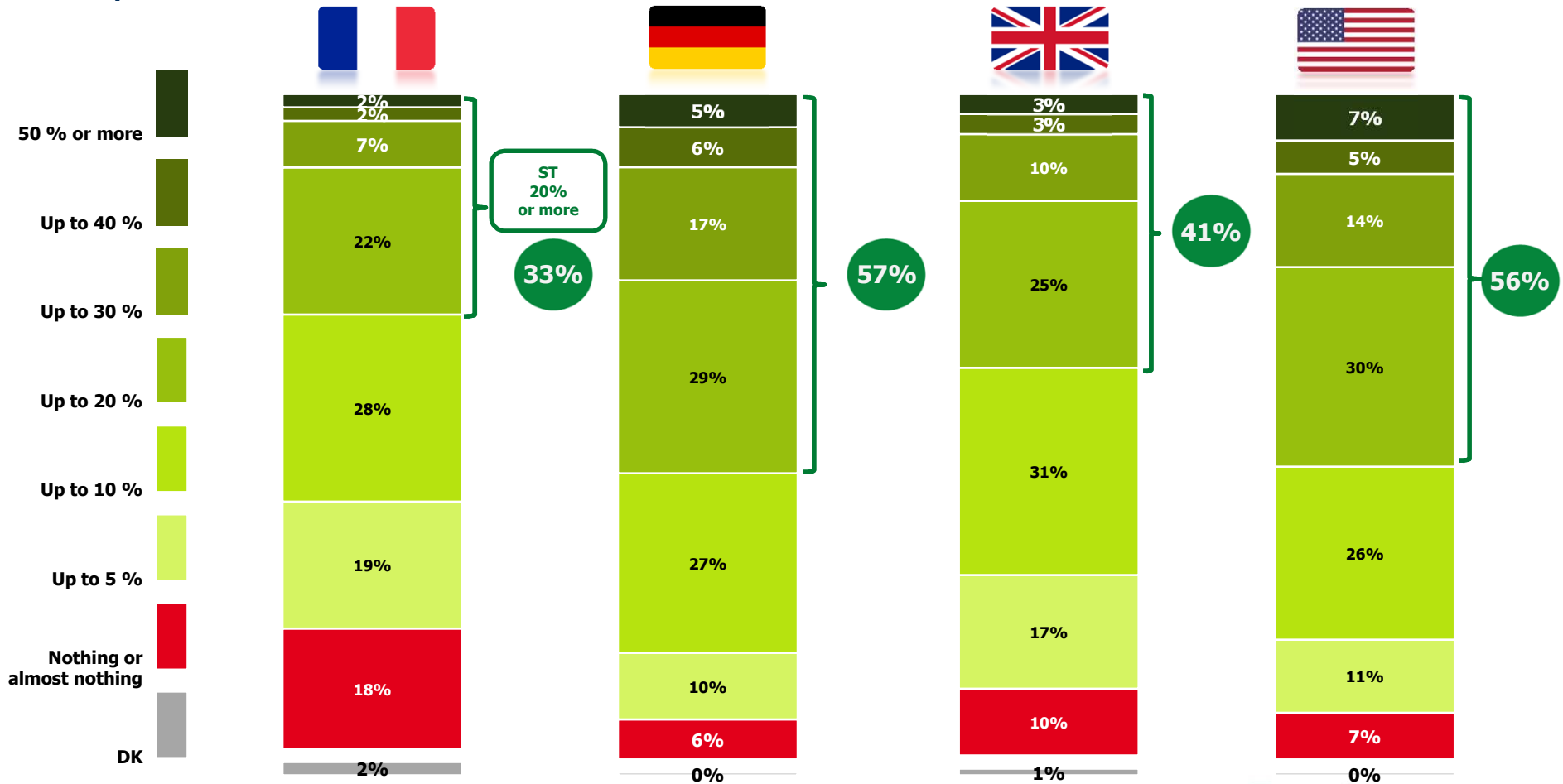




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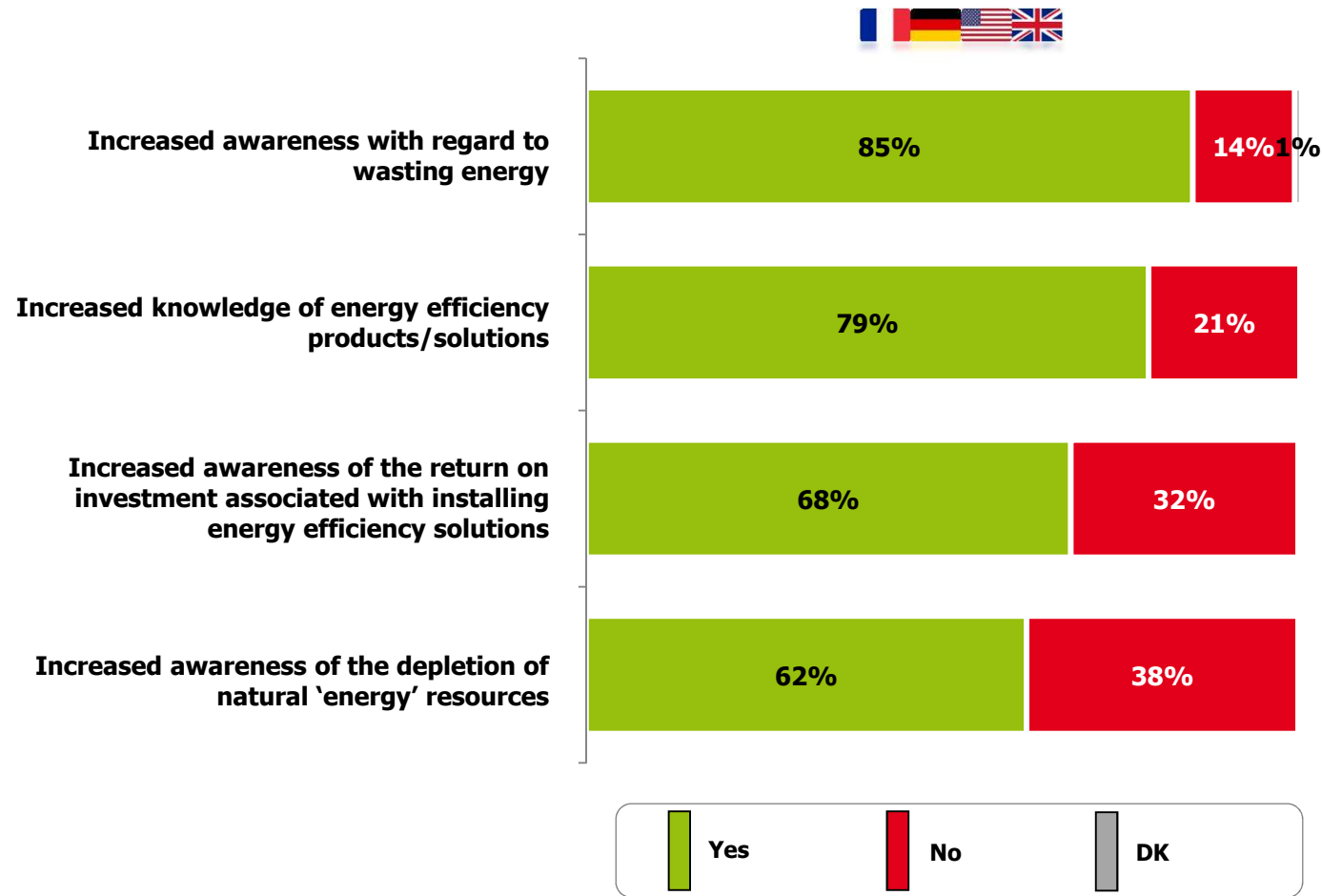




Electrical contractors say their customers are becoming more knowledgeable



Q: Over the last five years have you noticed an improvement among your customer base in terms of...?

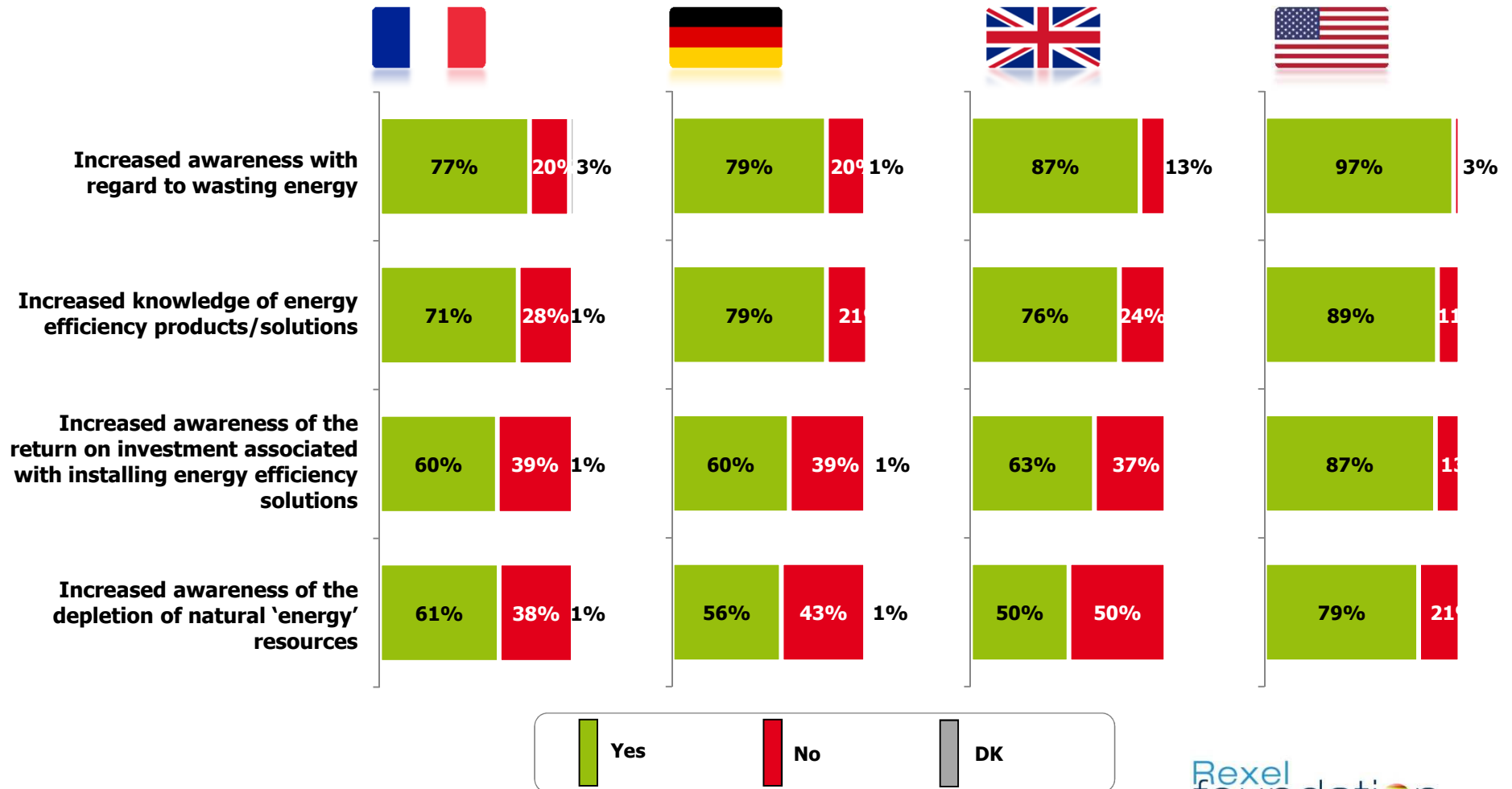




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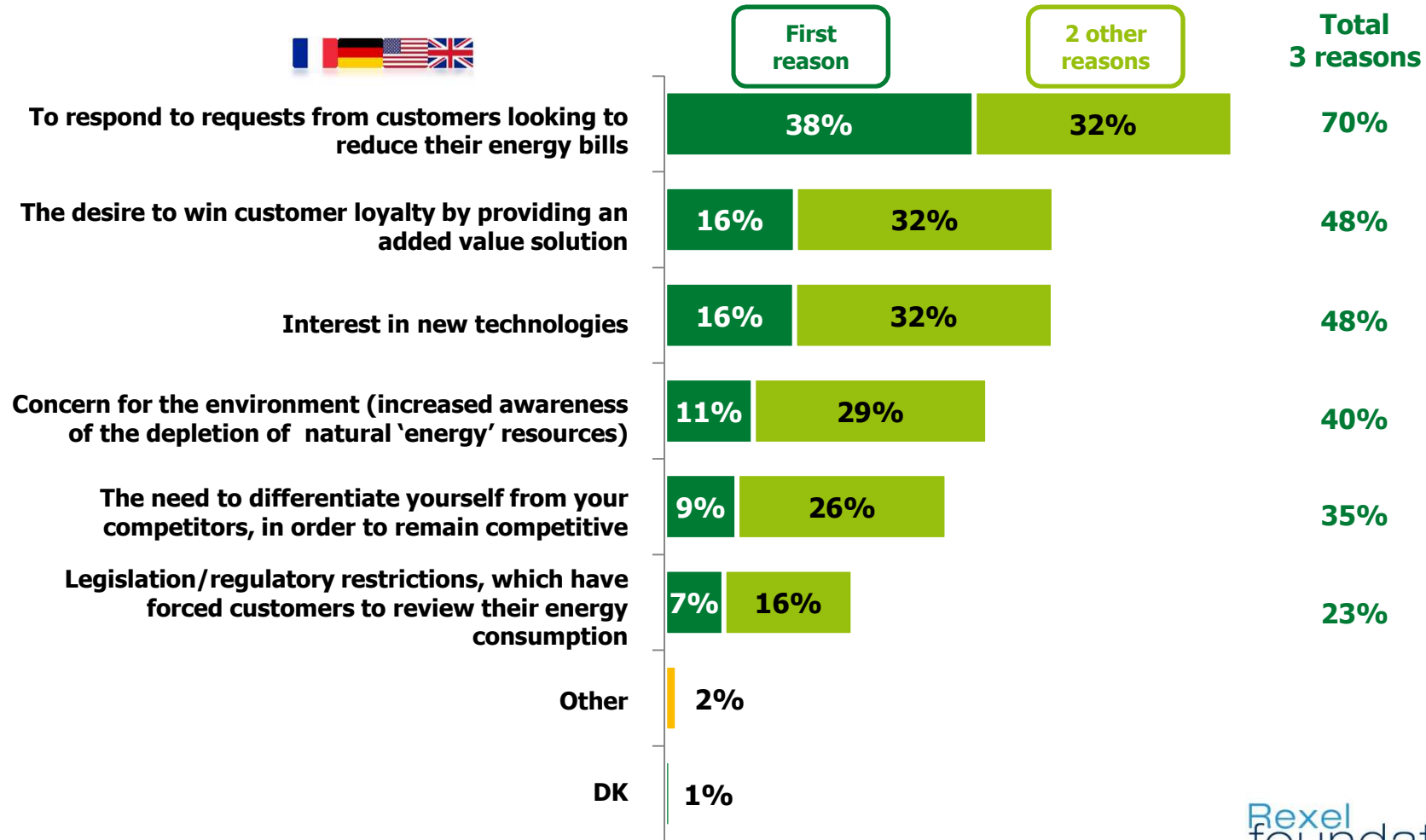




Electrical contractors are offering energy efficiency in response to customer demand



Q: Thinking about your company, what was the main reason for becoming involved in energy efficiency products/solutions? *(3 answers possible)*

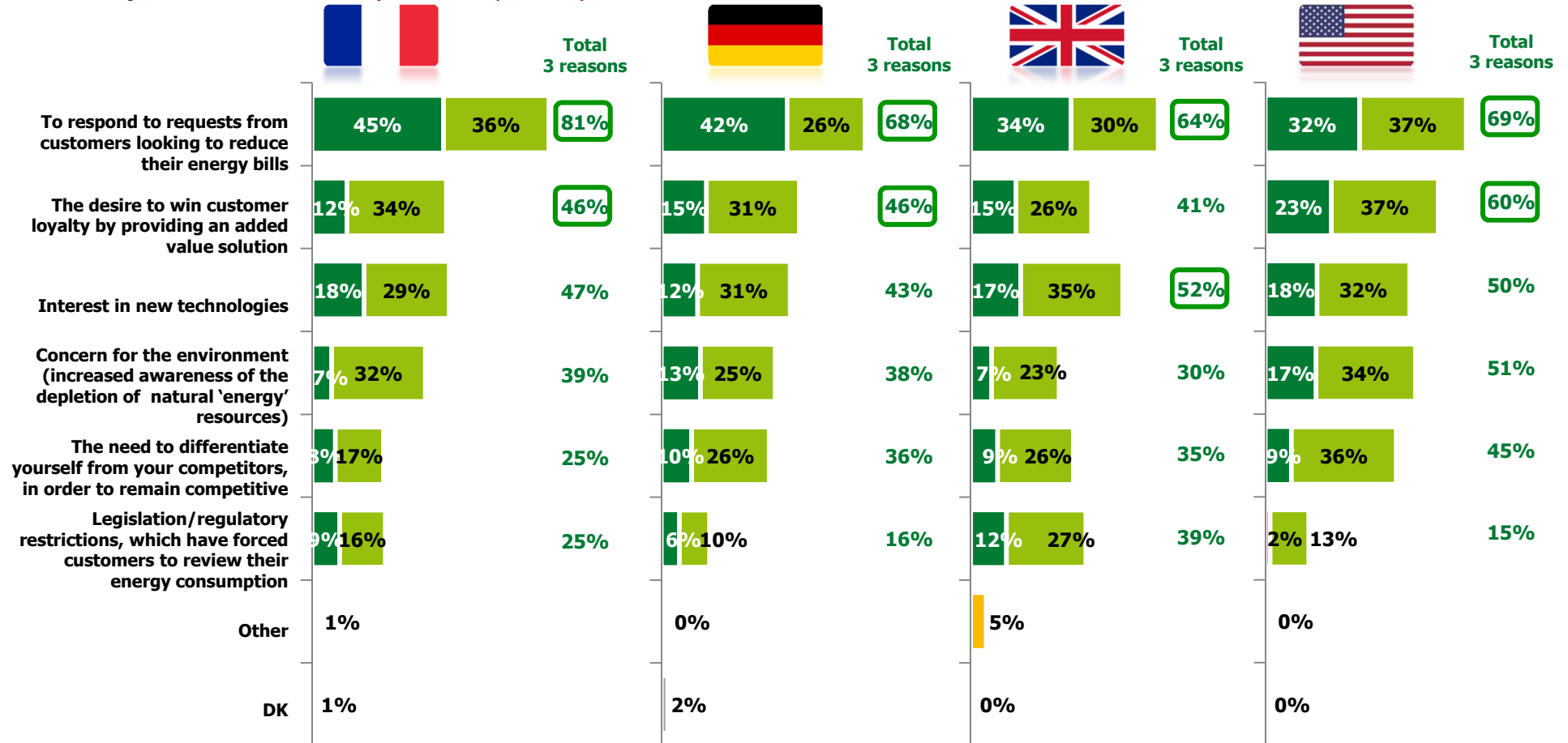


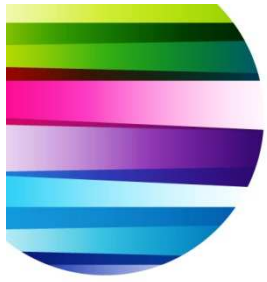


Electrical contractors are offering energy efficiency in response to customer demand



Q: Thinking about your company, what was the main reason for becoming involved in energy efficiency products/solutions? (3 answers possible)





Responding to customer demand, providing an added-value solution, interest in new technology...



To respond to requests from customers

"[...] clients come to us expecting us to offer them energy efficiency solutions. We were focusing on offering « expertise », now we are focusing on finding a « solution »... **a solution that respects the environment...and allows us to build something that is more energy efficient**" (France, large contractor)



To win customer loyalty by providing an added value solution

"[...] **In the beginning we identified this [energy efficiency] as a niche market. It turned out to be a good idea to give more importance to this area of the market, because it has become increasingly important** and it will continue to do so in the future..." (Germany, large contractor)



Interest in new technology

"**Geothermal energy fascinates me...** using an energy that is produced naturally to warm houses. That is a fantastic technology." (Germany, small contractor)



Concern for the environment

"There are environmental reasons, which are close to my heart." (Germany, energy efficiency specialist)



"Climate change and energy efficiency **runs through my veins, or DNA** if you like." (UK, a energy efficiency specialist)



"We're talking about resources that we used to think were infinite. We're now at the end of the road, and we need to find profitable technologies that are simpler to install." (France, energy efficiency specialist)



2

Motivations



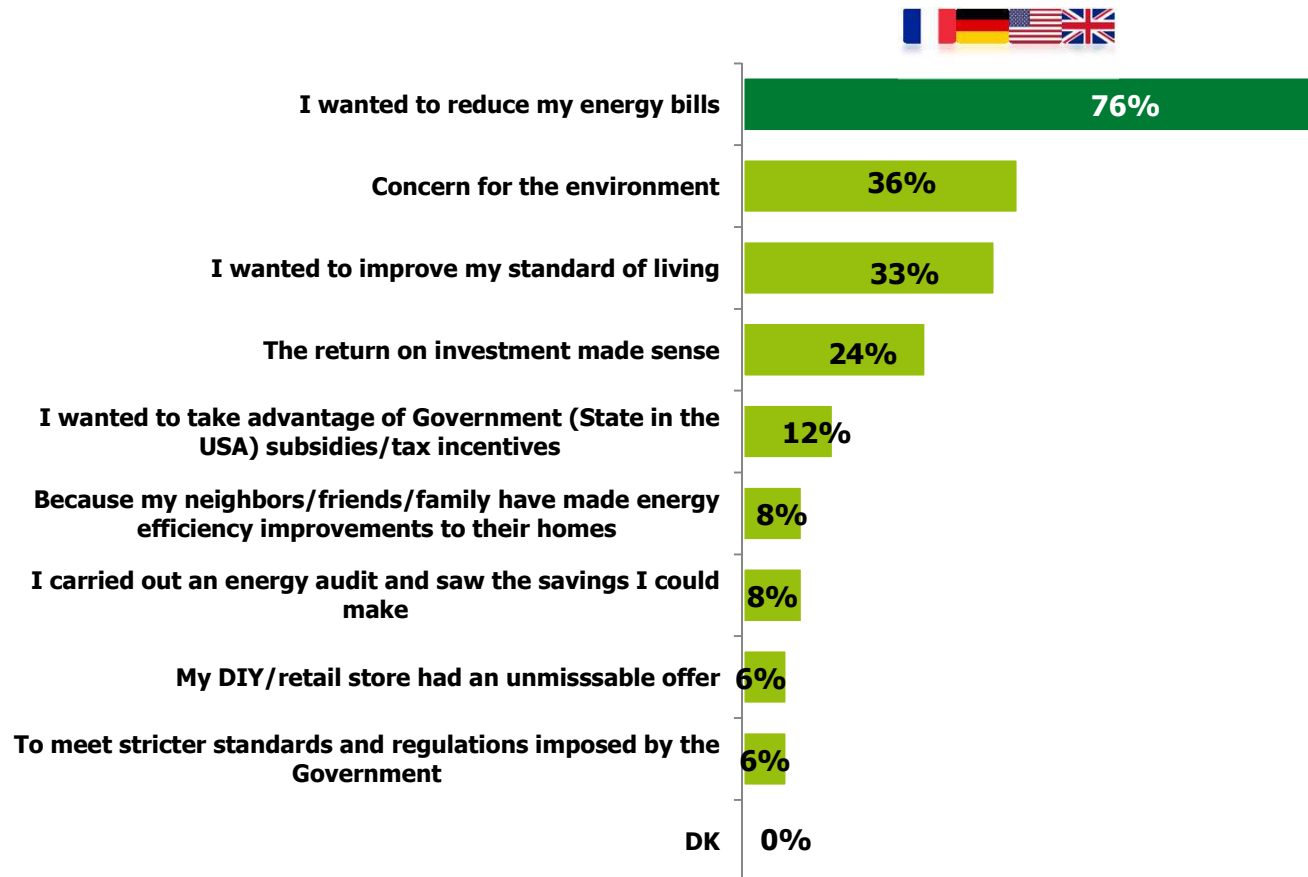
Reduction in energy bills: No.1 motivation for consumers



Q: What motivated you to make energy efficiency improvements?

(3 answers possible)

Basis: Respondents who replied that they have made improvements to their homes (72% of respondents)





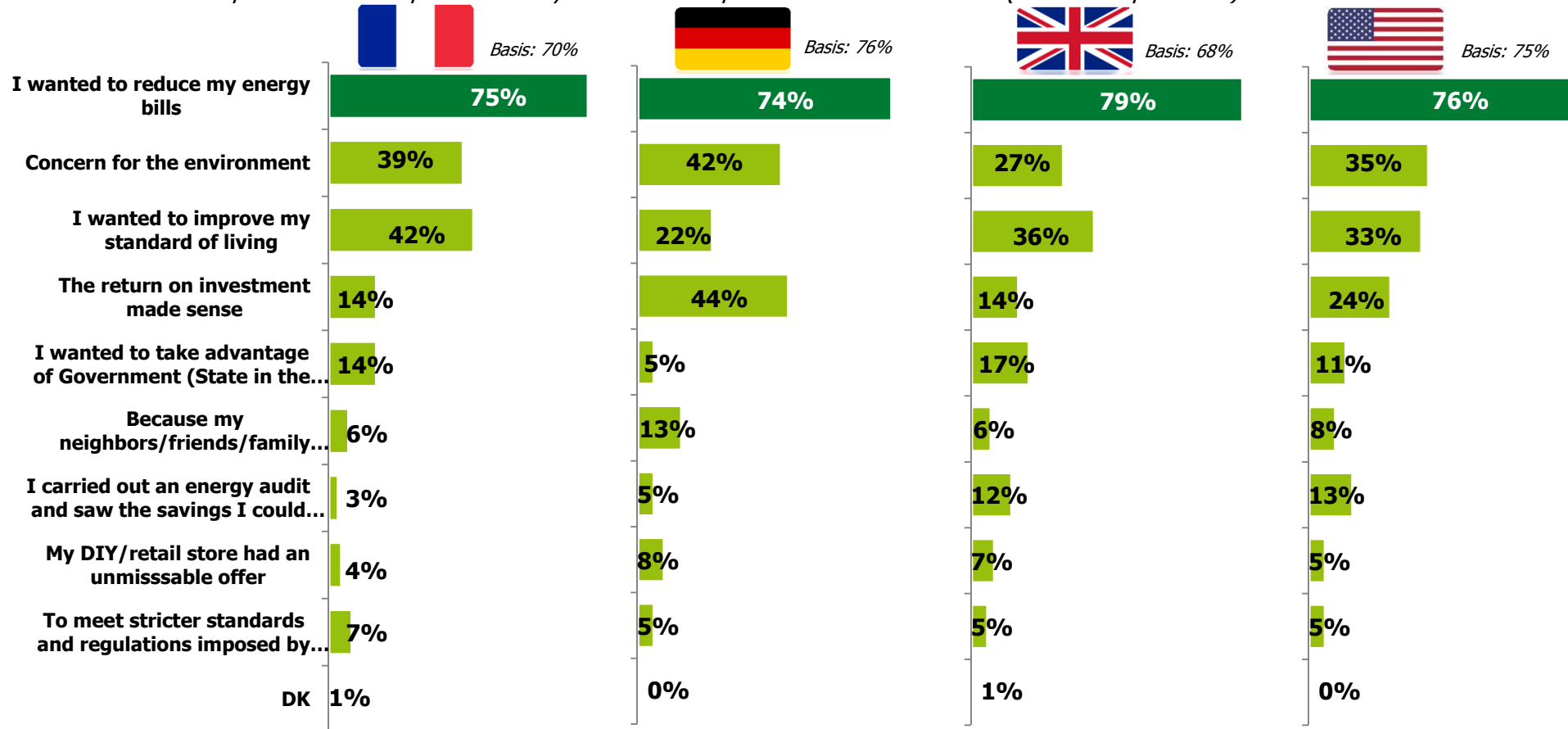
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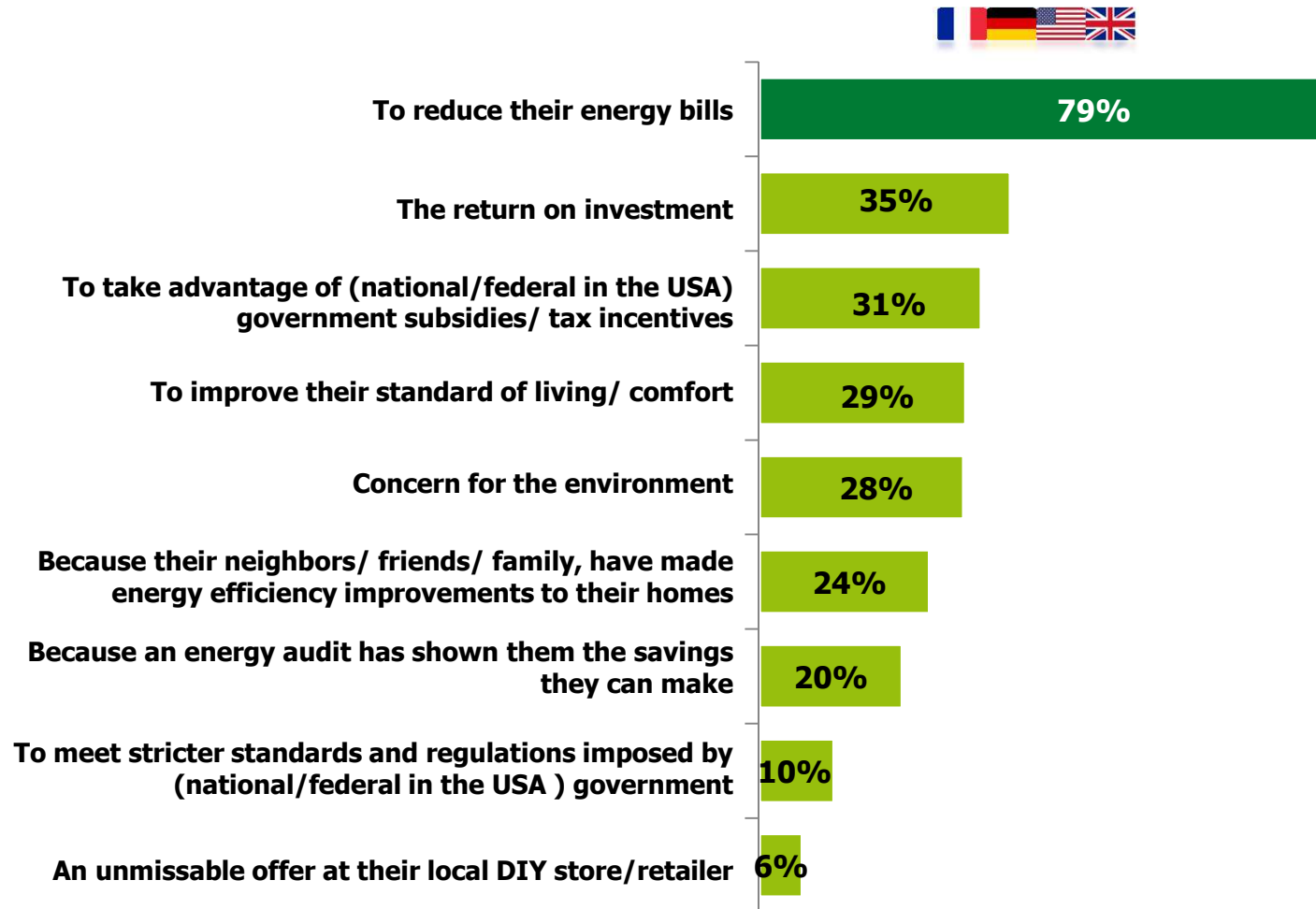




Electrical contractors agree



Q: In your opinion, what are the main reasons your customers are adopting energy efficiency solutions? (3 answers possible)

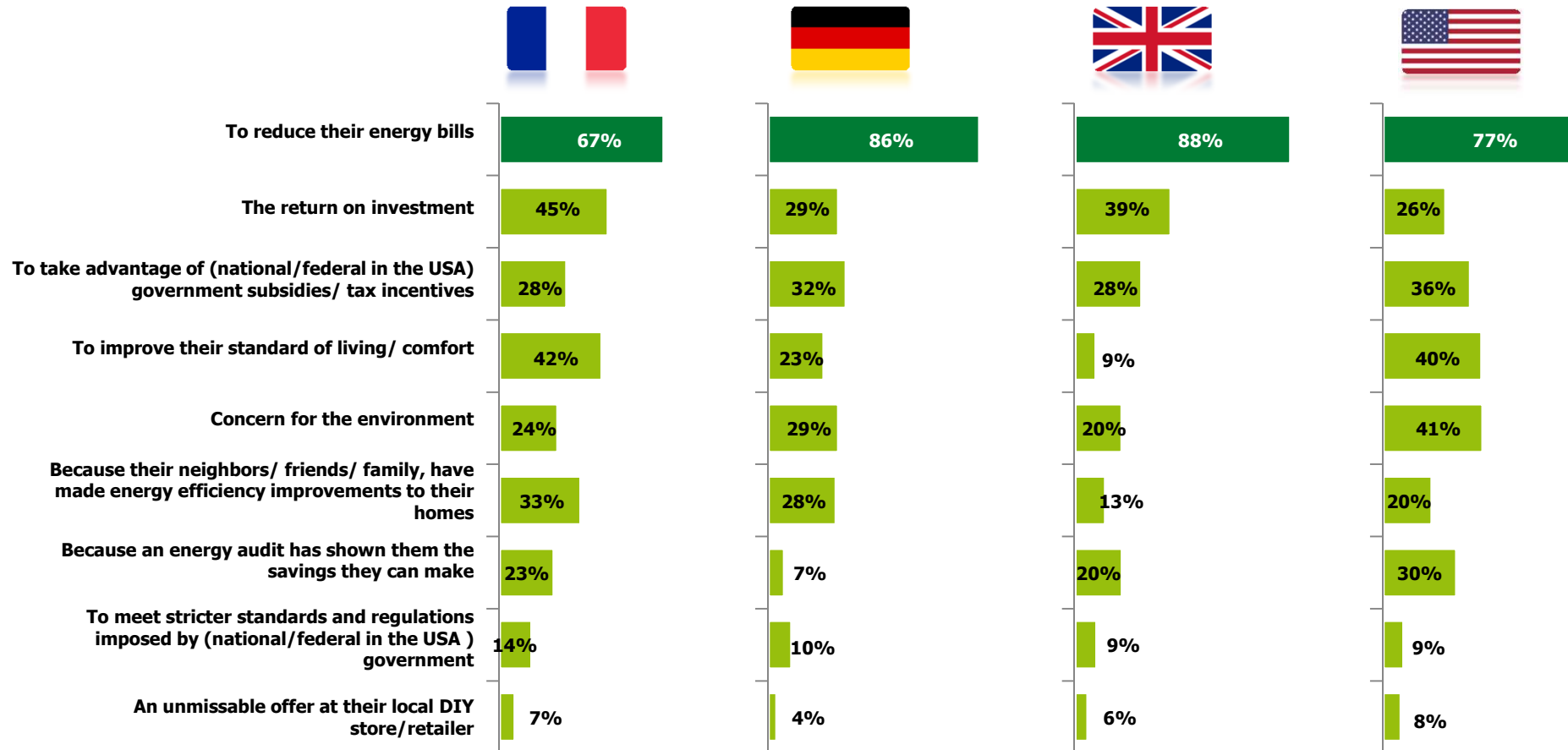


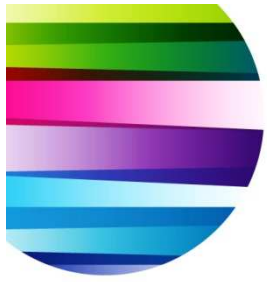


Electrical contractors agree



Q: In your opinion, what are the main reasons your customers are adopting energy efficiency solutions? (3 answers possible)





Electrical contractors agree



To reduce energy bills



"From the customer's point of **view the most important consideration is cost efficiency.**" (Germany, large contractor)



"Unless you can really push the savings, it's not there. So we really push the savings. When we're presenting these projects, if I go to someone at a corporate level and tell them, "This is a great product, it has all the bells and whistles," they don't want to hear that. What they want to hear is, "Bottom line: What is it going to cost, and what is it going to save me?" (US, large contractor)

→ Heightened sensitivity...

...in regions where the climate is harsher for extended periods of time...



"Those people who inquired [about energy efficiency] last year, have come back this year and told me: Now, we definitely want to implement it. Following the campaign: **Winter comes back every year**, awareness has risen." (Germany, advisor)

"The longer the winter, the greater the consumer demand " (Germany, energy efficiency specialist)

Concern for the environment



"It is about the image, the notion of being considered as an eco-citizen, a responsible corporation..." (France, large contractor)



"People are aware of global warming. **It is increasingly talked about in the media that oil is a finite resource** " (Germany, energy efficiency specialist)

Desire to be seen as innovators



"Some people [consumers] **need to have the newest of the new technologies.**" (Germany, large contractor)

To meet Government regulations



"There are **regulatory constraints that customers are concerned about.**" (France, large contractor)



"When we look at things like ASHRAE and Title 24 in California,[...] there are certain energy efficiency measures that we are taking in this industry now because they are considered best practice [...] that we weren't taking 20 or 30 years ago" (US, energy efficiency specialist)



3

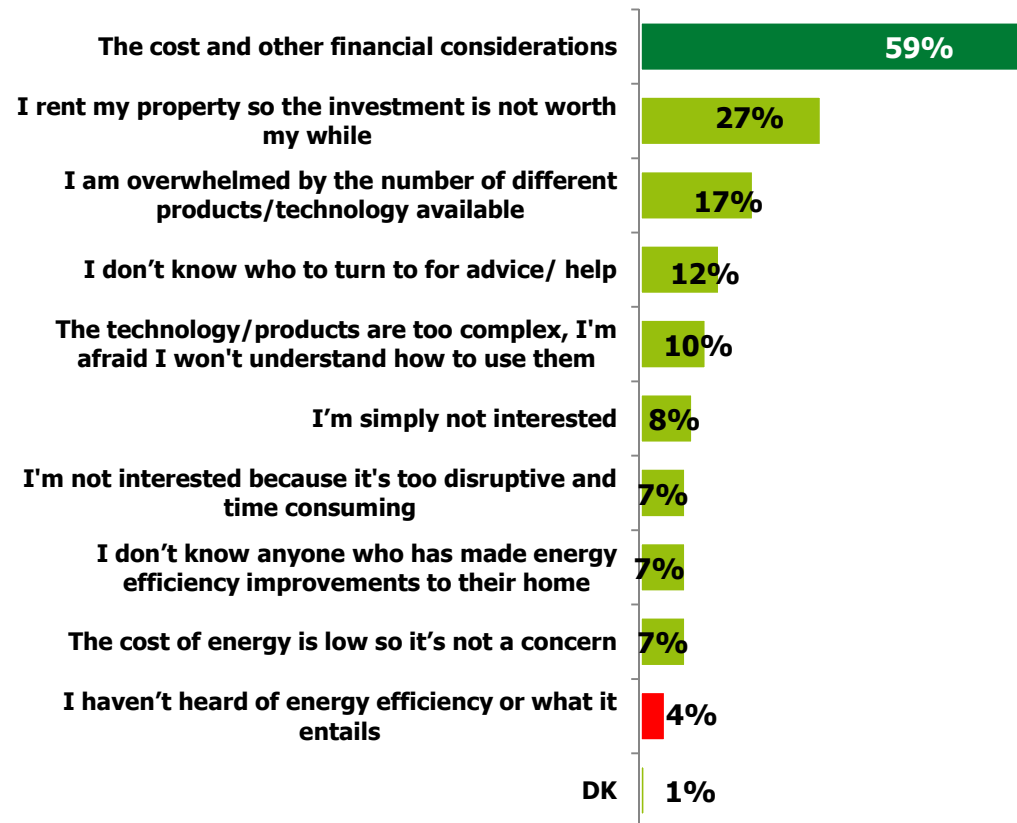
Obstacles



Cost / financial considerations putting the brakes on energy efficiency - Consumers



Q: Which of the following obstacles is most likely to prevent you from making efficiency improvements to your home?
(3 answers possible)

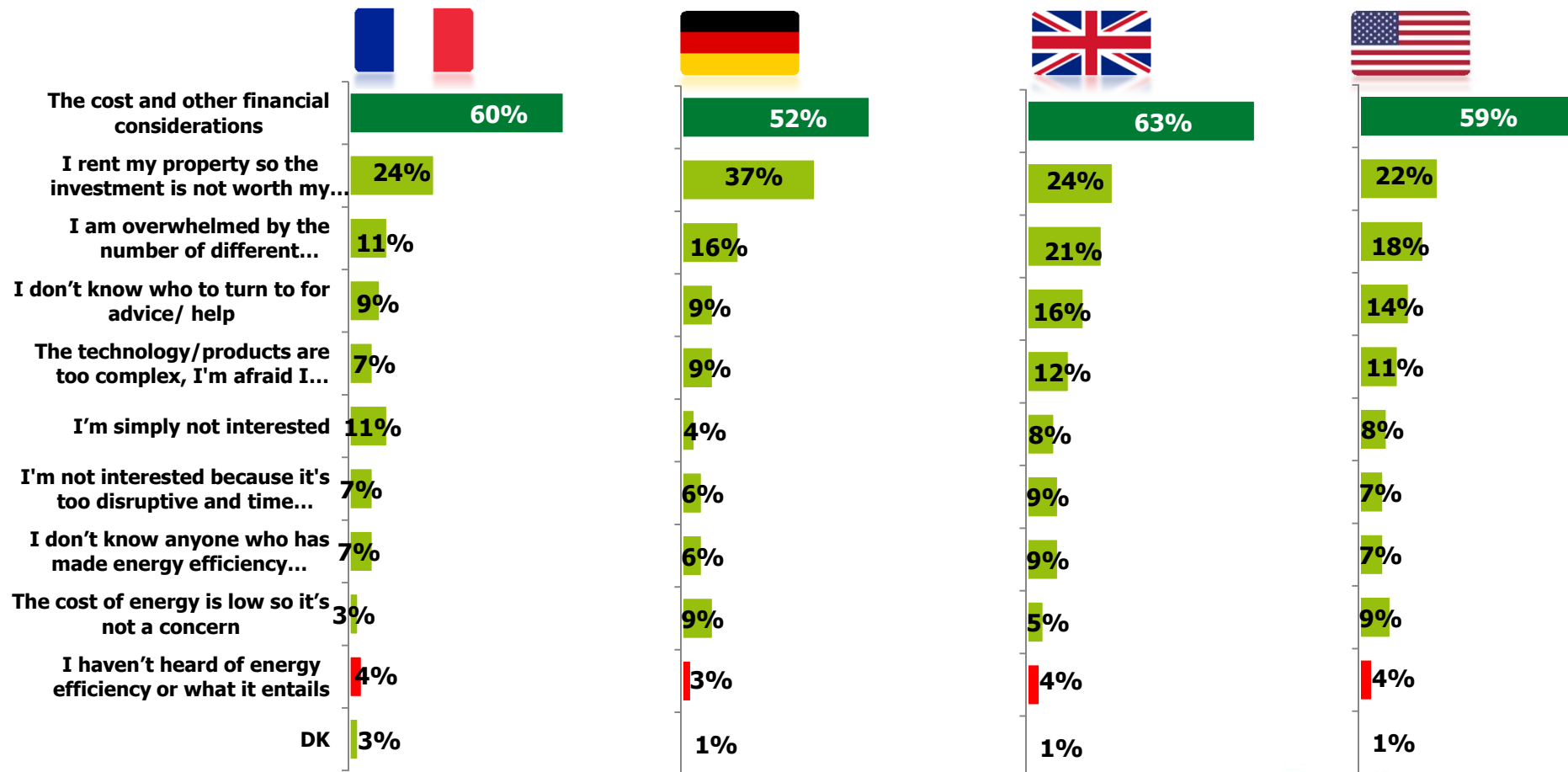




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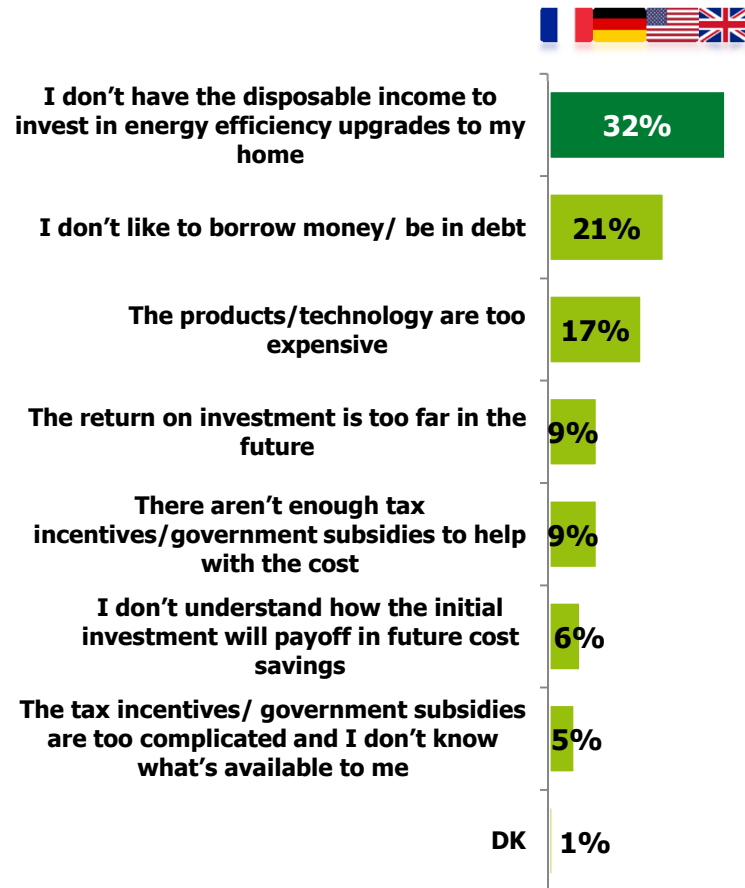




Consumers don't have the disposable income to invest in energy efficiency



Q: Thinking about cost and other financial considerations, which of the following present the biggest barrier for you?

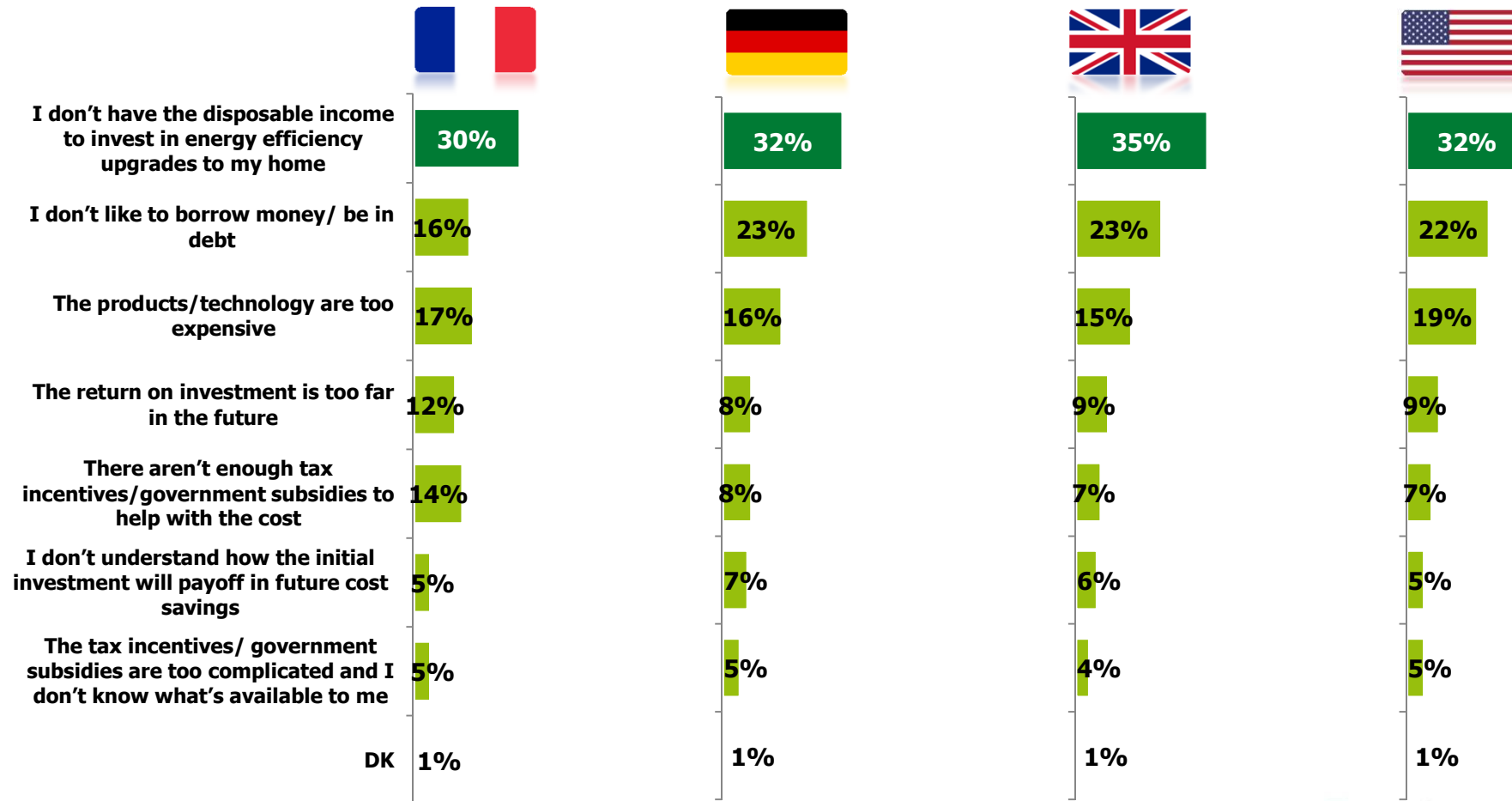


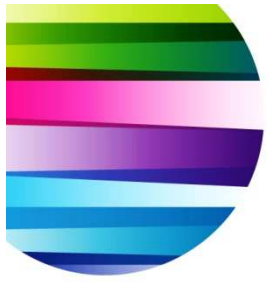


Consumers don't have the disposable income to invest in energy efficiency



Q: Thinking about cost and other financial considerations, which of the following present the biggest barrier for you?





Cost, complexity and lack of interest putting the brakes on energy efficiency – Electrical contractors



Complexity of the technology



"If consumers were to go on the Internet and take a look at all the different solutions and what they offer, well **only about 10% would understand them**. The remaining 90% wouldn't understand them at all." (Germany, energy efficiency specialist)



"Over the past 5 years, we've provided clarity on a lot of issues and our customers' understanding [...] of energy related topics is improving little by little but it's still not there. Even today, **many people don't understand what we're talking about, they don't understand the challenges and ask what they are but that's how it all begins**" (France, large contractor)

Lack of interest



"Many of us hold onto the false hope that it will get better, that the price of energy will come back down and we will pay less for oil. That **God will come and give us everything we need**." (Germany, energy efficiency specialist)



Resistance to change...

"For many people it is easier to continue to do as they have always done, I mean change has a cost." (France, large contractor)



The cost of energy still not high enough

"Maybe energy isn't expensive enough yet, if it were, the situation would be more clear-cut." (France, energy efficiency specialist)



"Even though you get energy savings and it counts towards something, energy doesn't cost [enough]. (UK, contractor)

Little awareness of savings they could make



"They're [consumers] not aware of the cost-reduction opportunities." (France, energy efficiency specialist)



"**They cannot visualize the savings they will make in two or three years**. That is the problem." (Germany, energy efficiency specialist)



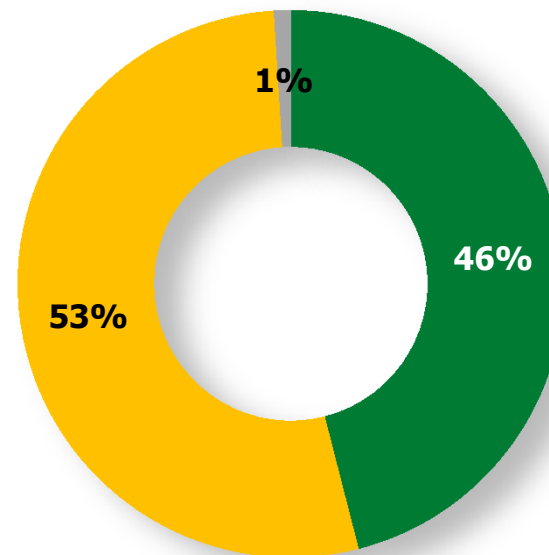
4 Solutions



A change in consumer behavior would make the greatest savings



Q: Where do you think you could make the greatest savings?



By investing in energy
efficient
technology/products



By changing your everyday
habits/behavior



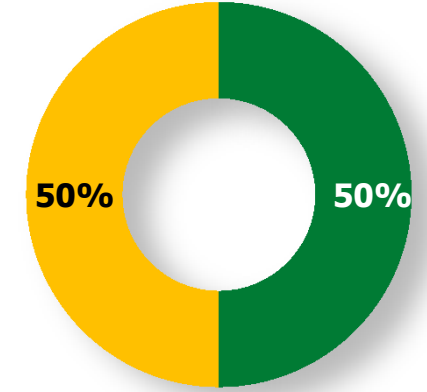
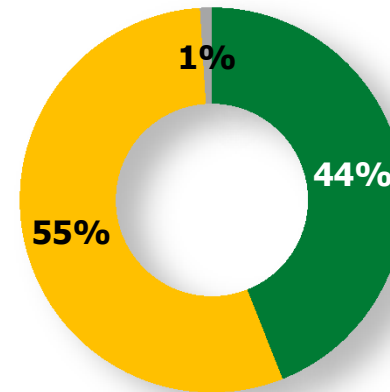
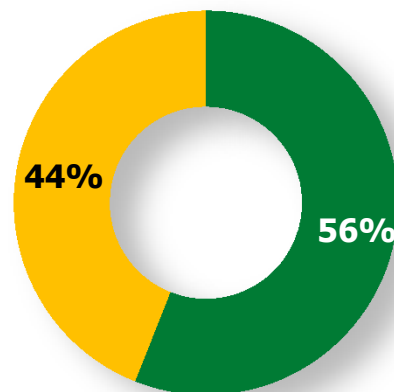
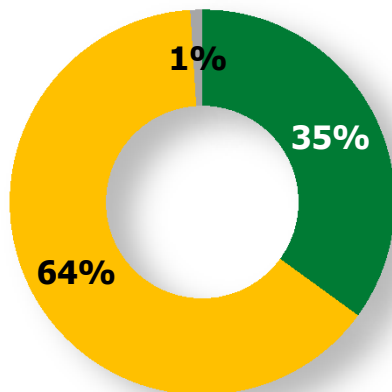
DK



Germany and the US more technology savvy



Q: Where do you think you could make the greatest savings?



By investing in energy efficient technology/products



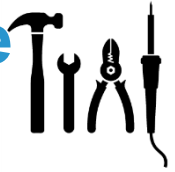
By changing your everyday habits/behaviour



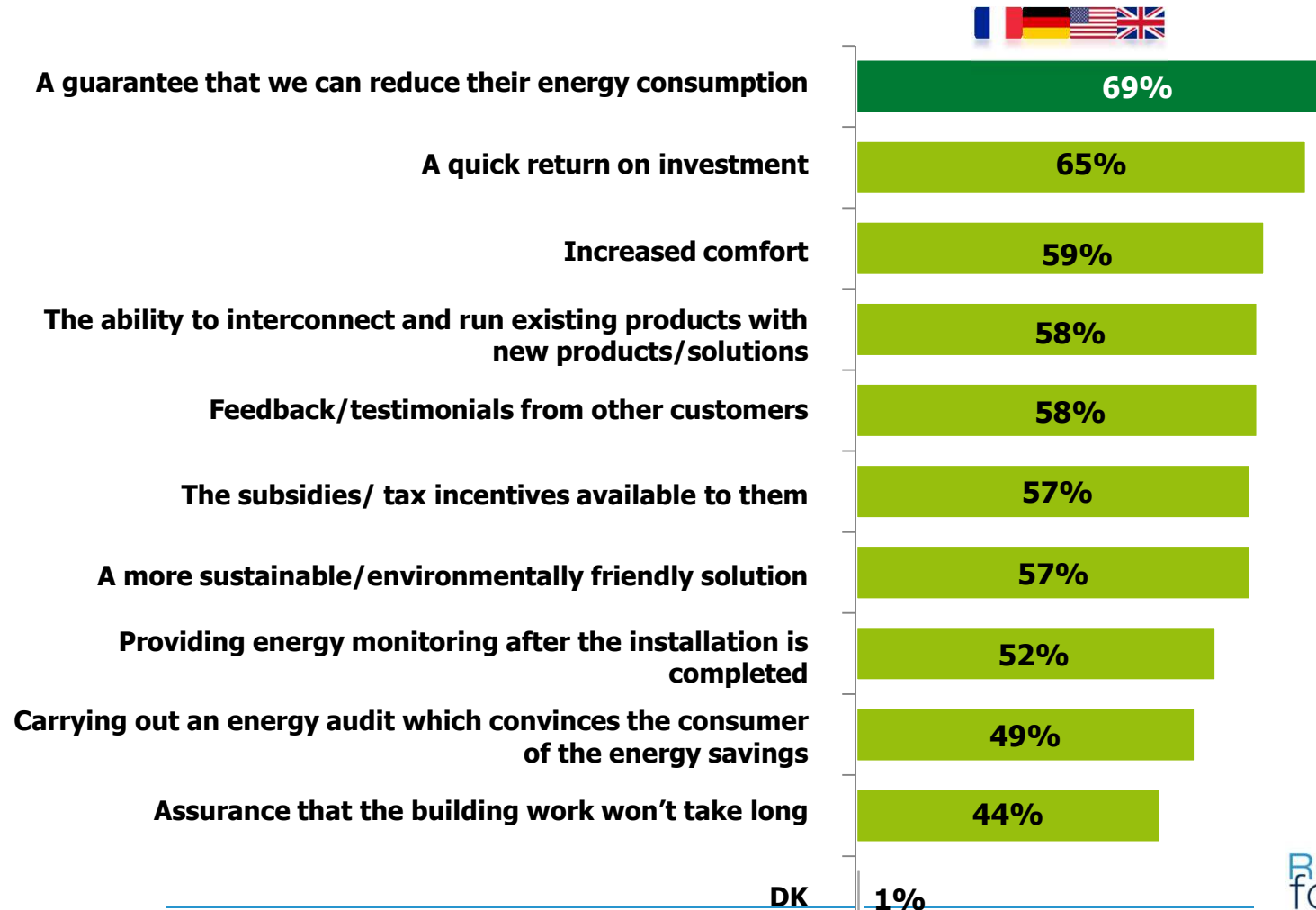
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Reduction of energy consumption – a game changer according to electrical contractors

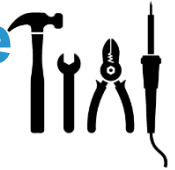


Q: What are the sales pitches that work best for you/your business to convince customers of the benefits of installing energy efficiency solutions? *(Several answers possible)*

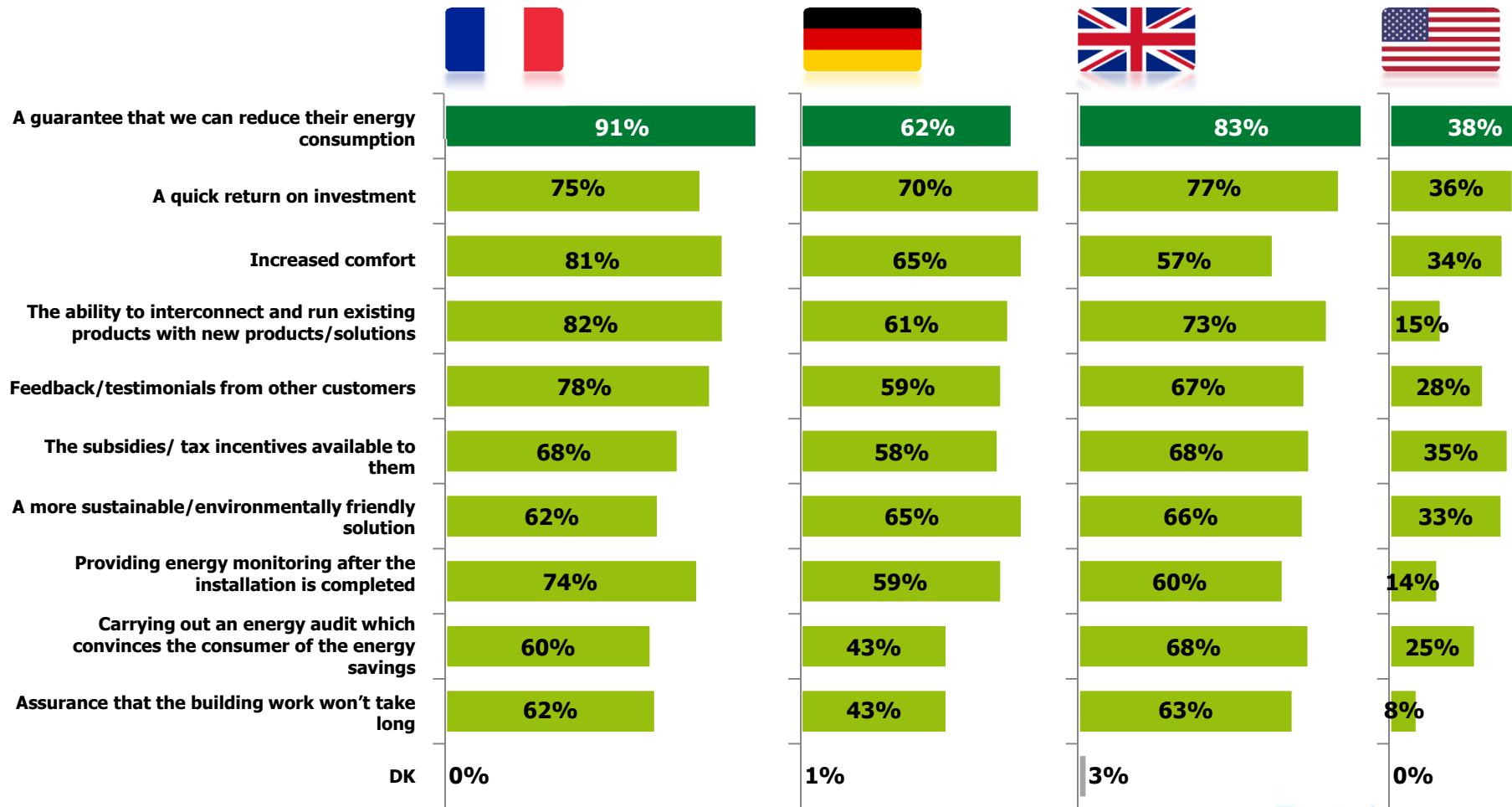




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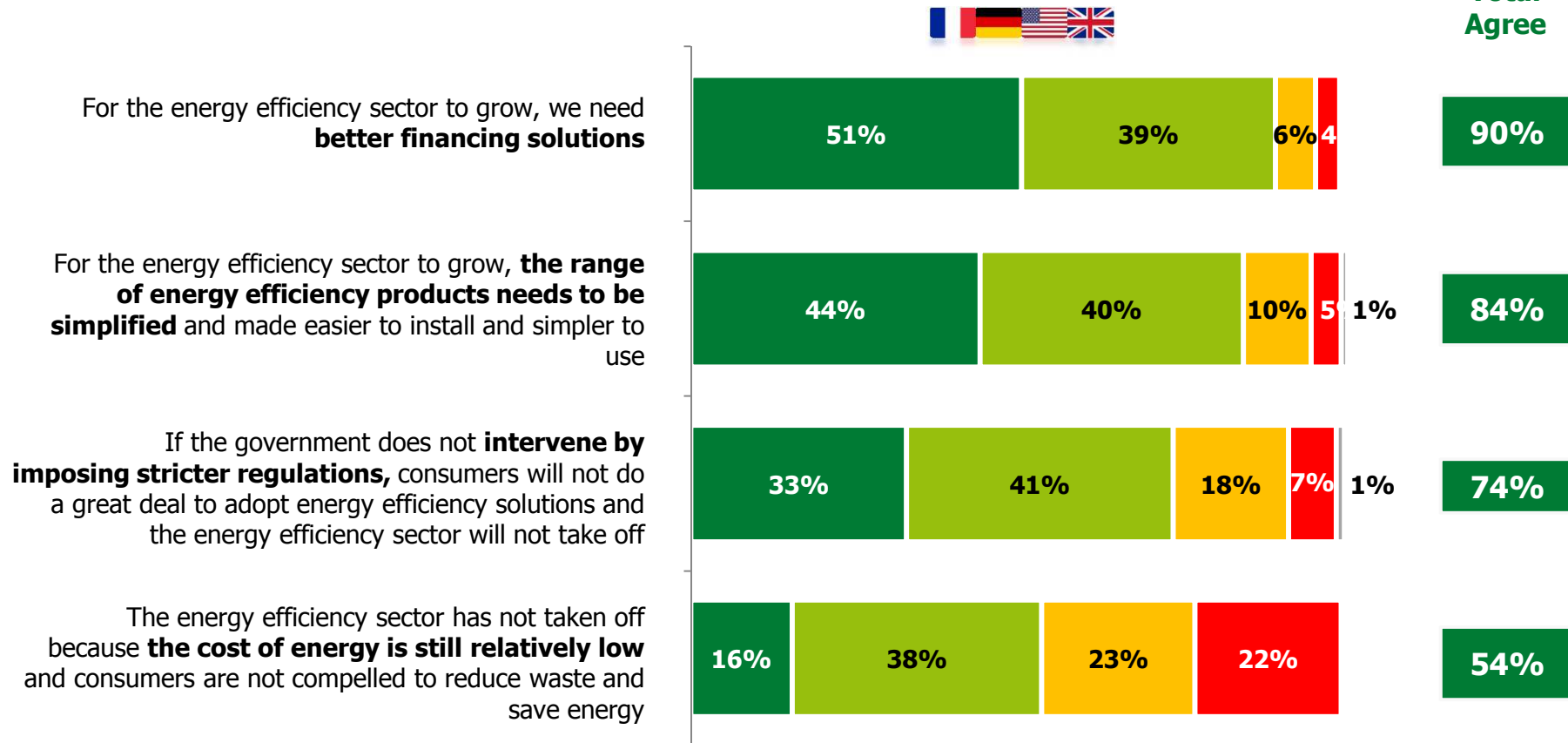


Electrical contractors want better financing solutions and a simplified range of products



Q: Do you agree/ not agree with the following statements about the energy efficiency sector?

Total Agree

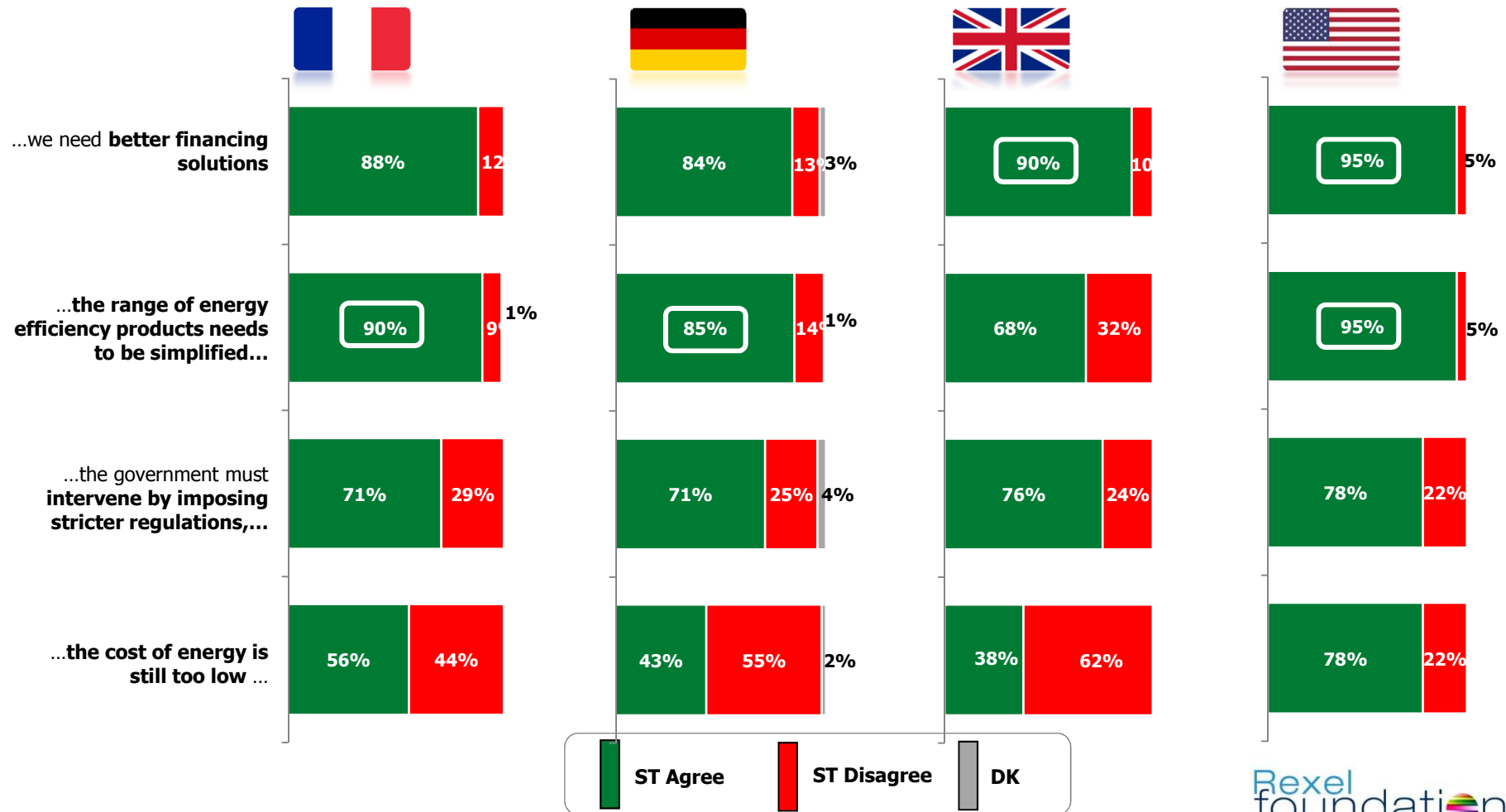




Electrical contractors want better financing solutions and a simplified range of products



Q: Do you agree/ not agree with the following statements about the energy efficiency sector?





Electrical contractors want better financing solutions and a simplified range of products



Need for better financing solutions

"We need to **rationalize costs with open systems** and, secondly, have mature support policies... We need to make long-term industry decisions on the political front and impose legislation with uniform standards." (France, Large contractor)



"The electric automobile industry will become interesting for people the minute electric cars become affordable. " (Germany, large contractor)



Need for simplified products

"Some of the control systems are over-complicated. They actually have too many features in some instances. Do we care that I can have 100 users interface on it? No, I only want one. " (US, Large contractor)



Need for government intervention

" As the government doesn't say it's compulsory, and it won't undertake this initiative on its own, the business owner only does what he's required to do before... I think this is especially true in France." (France, Large contractor)



" It provides an **incentive** for the government. [...] Government needs to do **more promotion and advertisement**. " (Germany, advisor)



"In terms of marketing, **politics could indeed become more active in order to reach [a greater number of] people and raise their awareness.**" (Germany, advisor)



Need for an even greater increase in the cost of energy

" The State today dictates the path we take, we've tried everything in France, **there's only one thing left, and that's to increase the cost of energy** . The only way to make progress is to hit peoples' wallets and to put purchasing power in the crosshairs. **Increasing the cost of energy to encourage energy saving is as solution.**" (France, advisor)



5

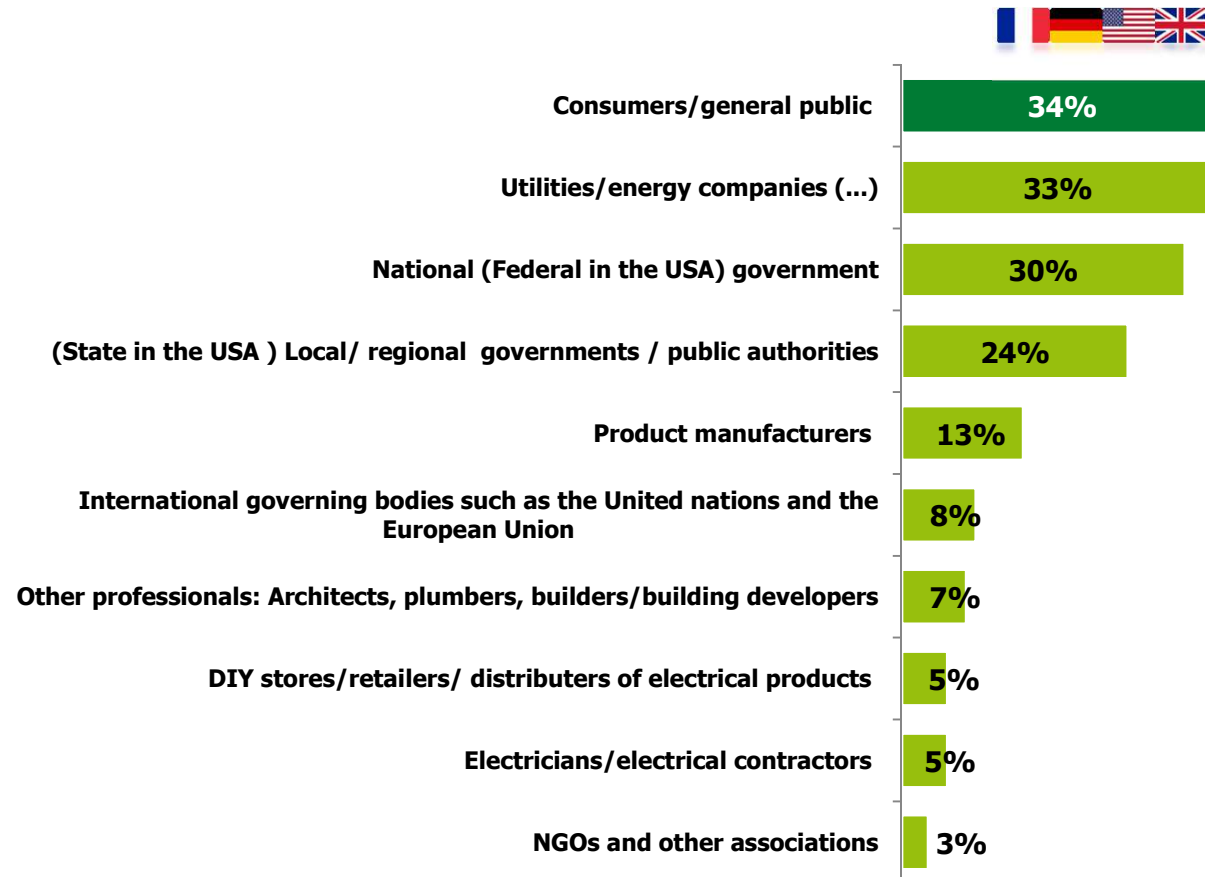
Key players in energy efficiency



Consumers understand that they're responsible for making a difference



Q: Who do you think should be responsible for improving energy efficiency in homes? *(2 answers possible)*

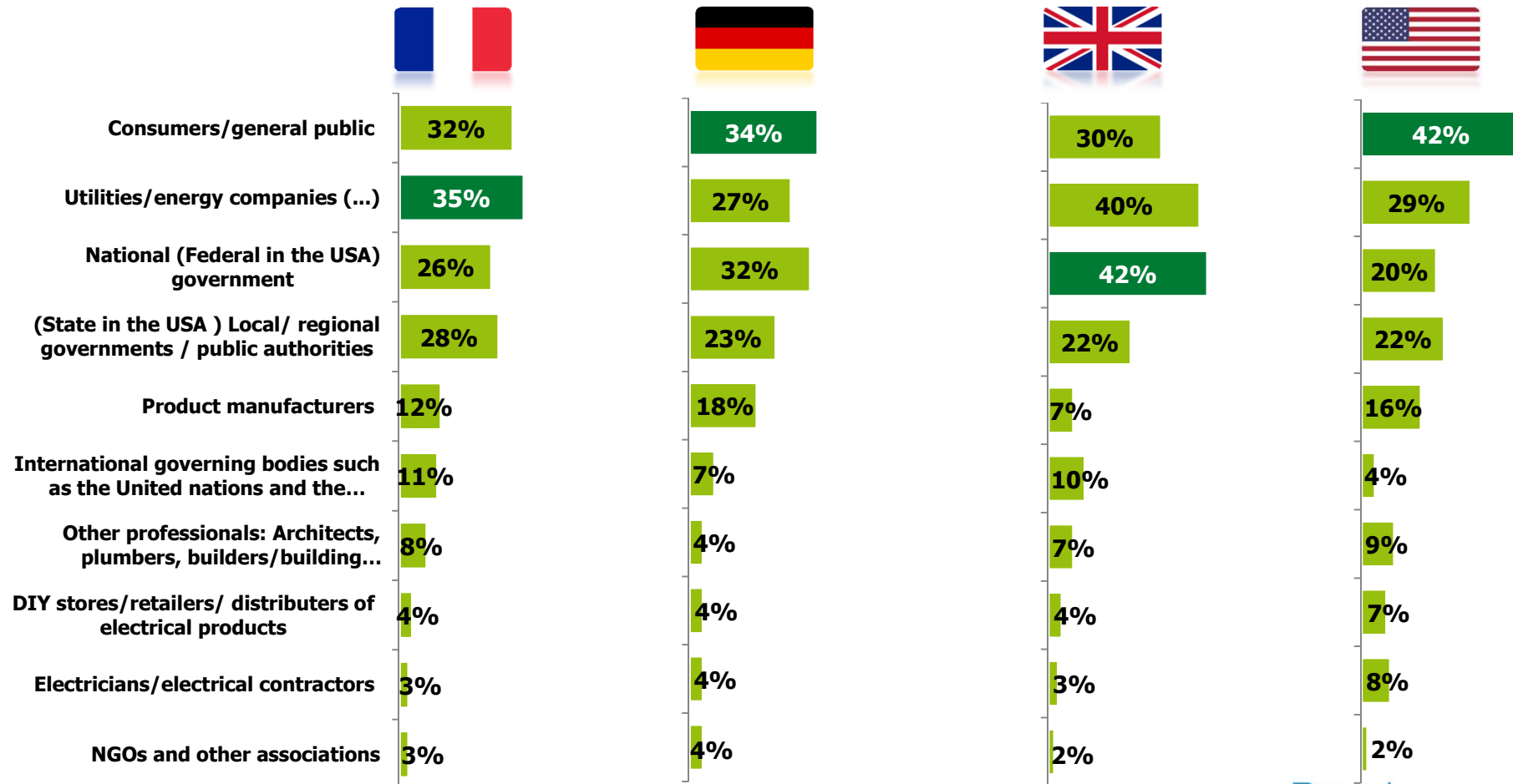




Consumers, utilities and government share responsibility for energy efficiency



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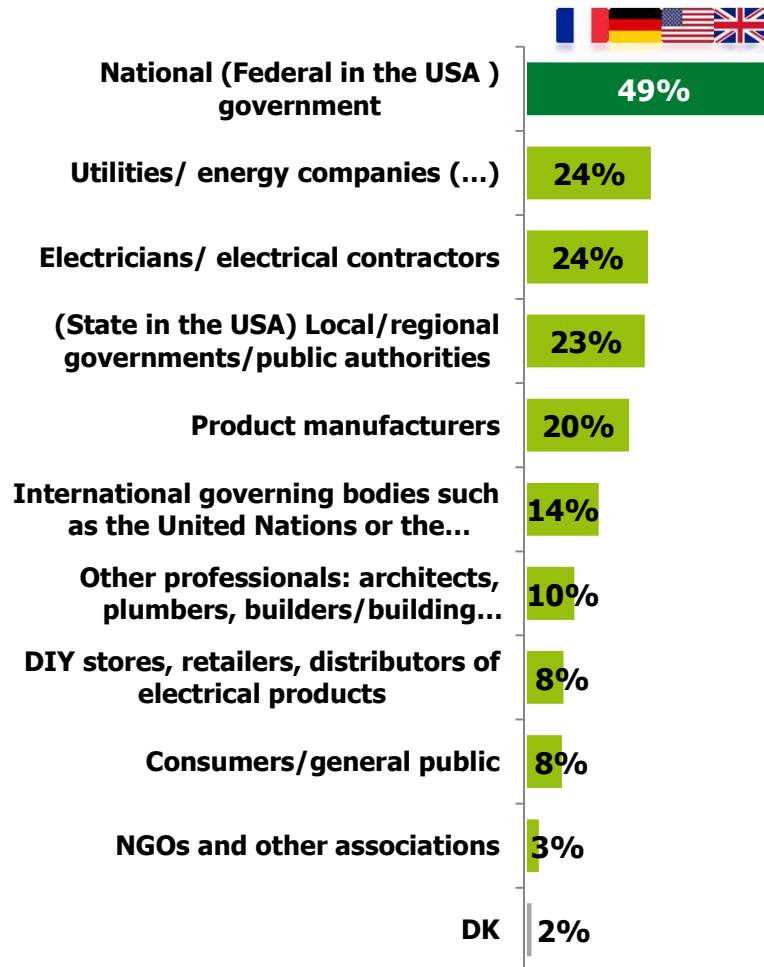




According to electrical contractors the Government should be held responsible



Q: In your opinion, whose responsibility is it to promote energy efficiency?
(2 answers possible)

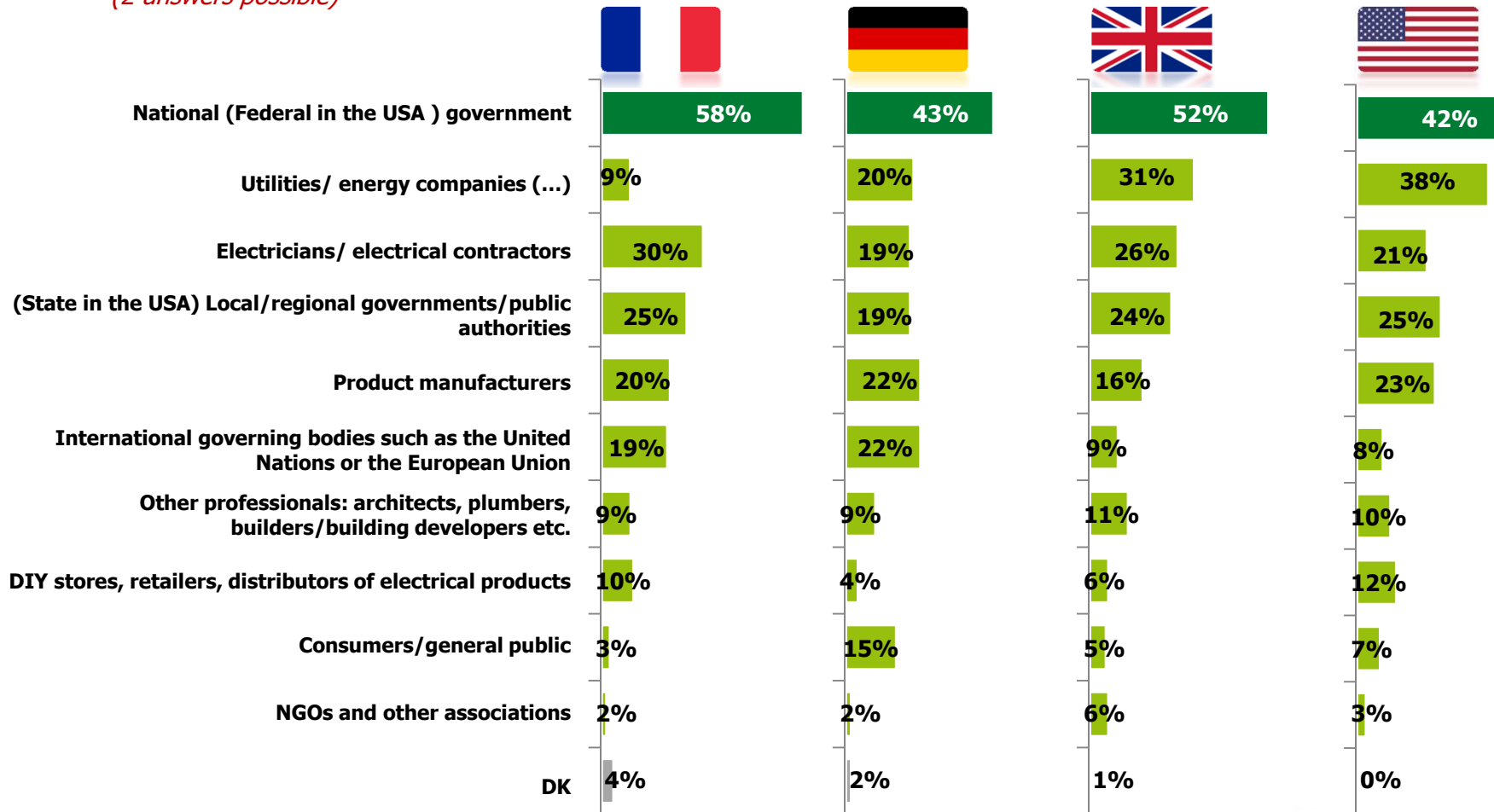




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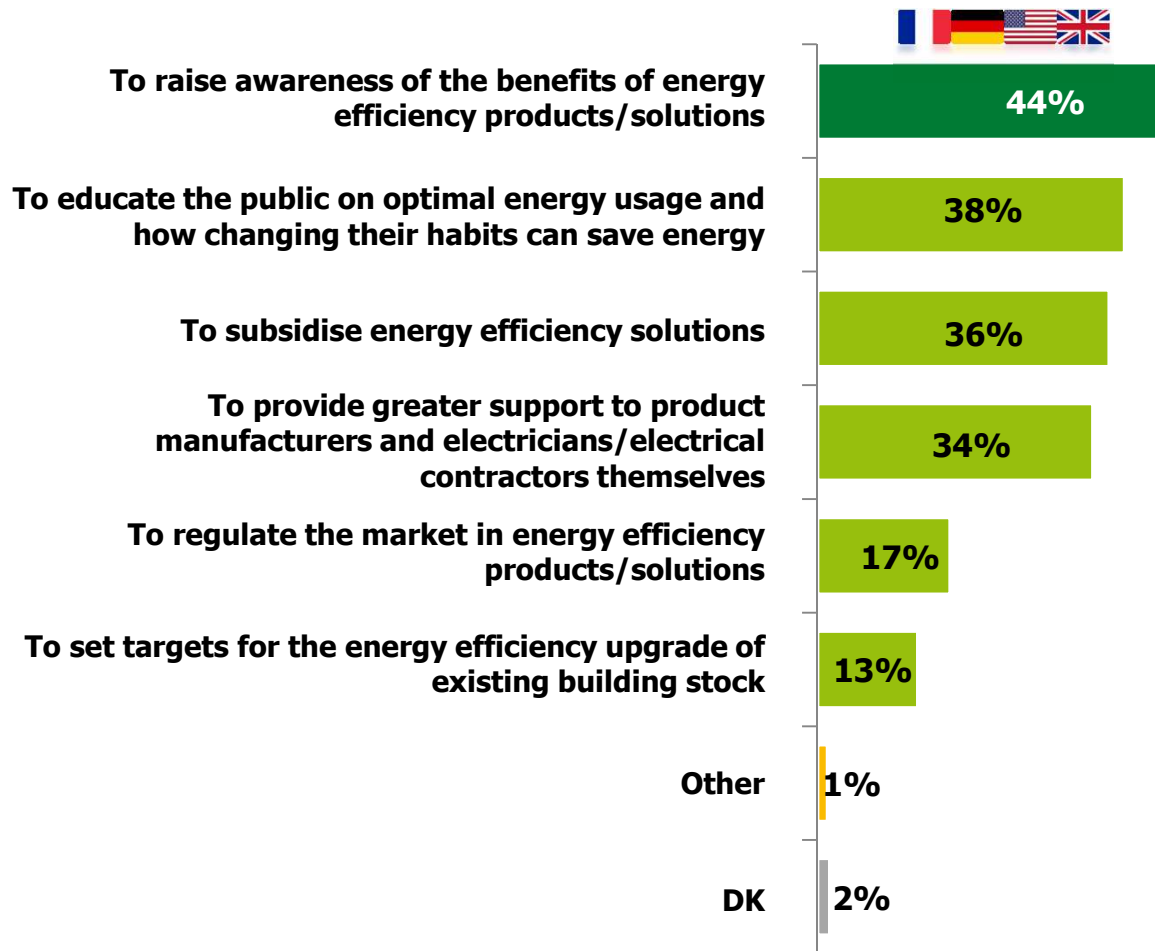




The role of government is to raise awareness of energy efficiency



Q: What should the government's role be in the energy efficiency sector ? *(2 answers possible)*

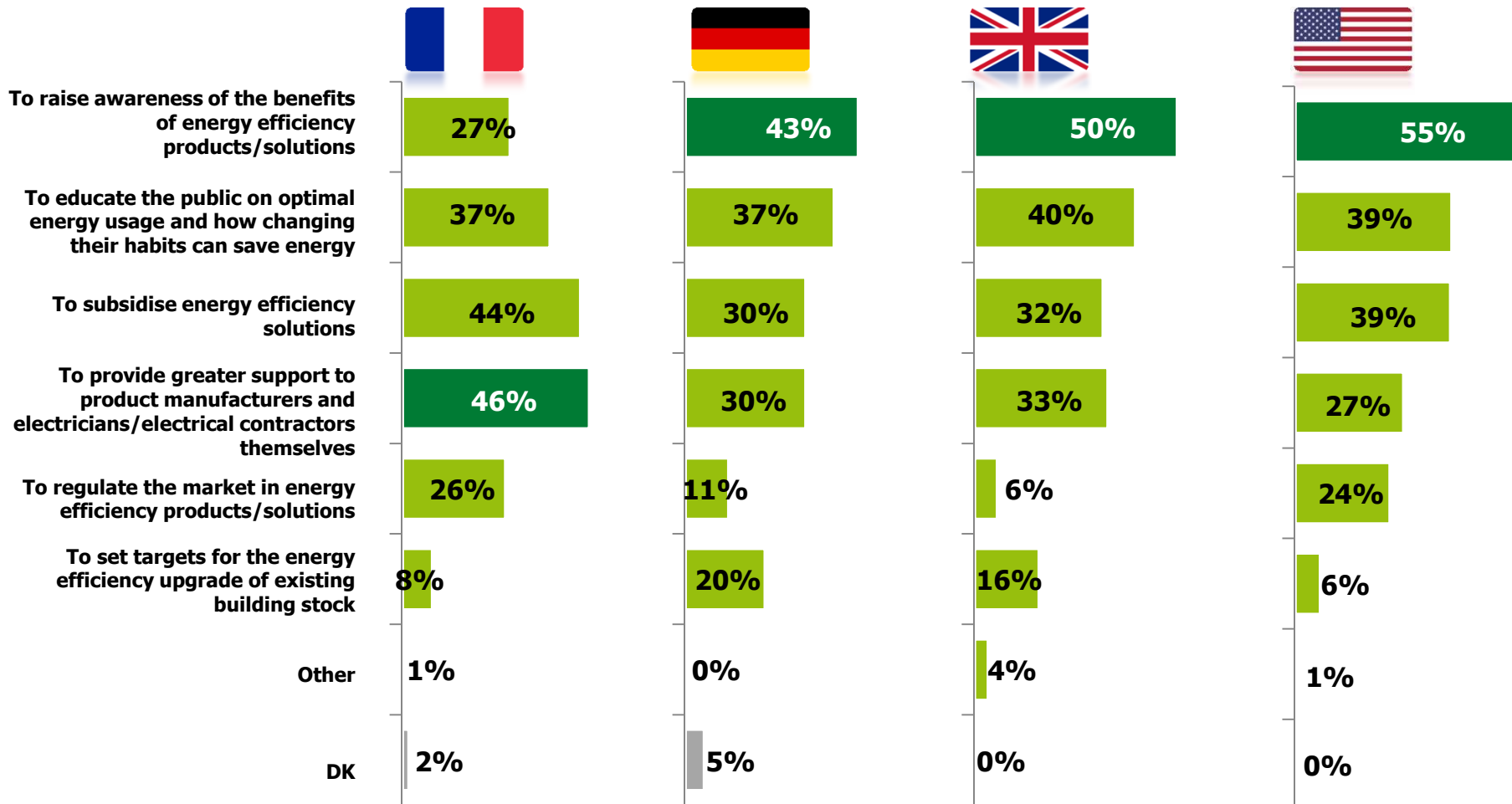


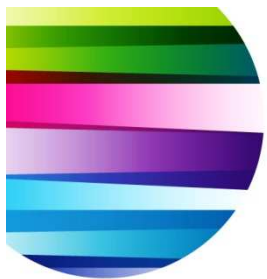


The role of government: to raise awareness of energy efficiency and provide industry support



Q: What should the government's role be in the energy efficiency sector ? *(2 answers possible)*





6

The future of the sector



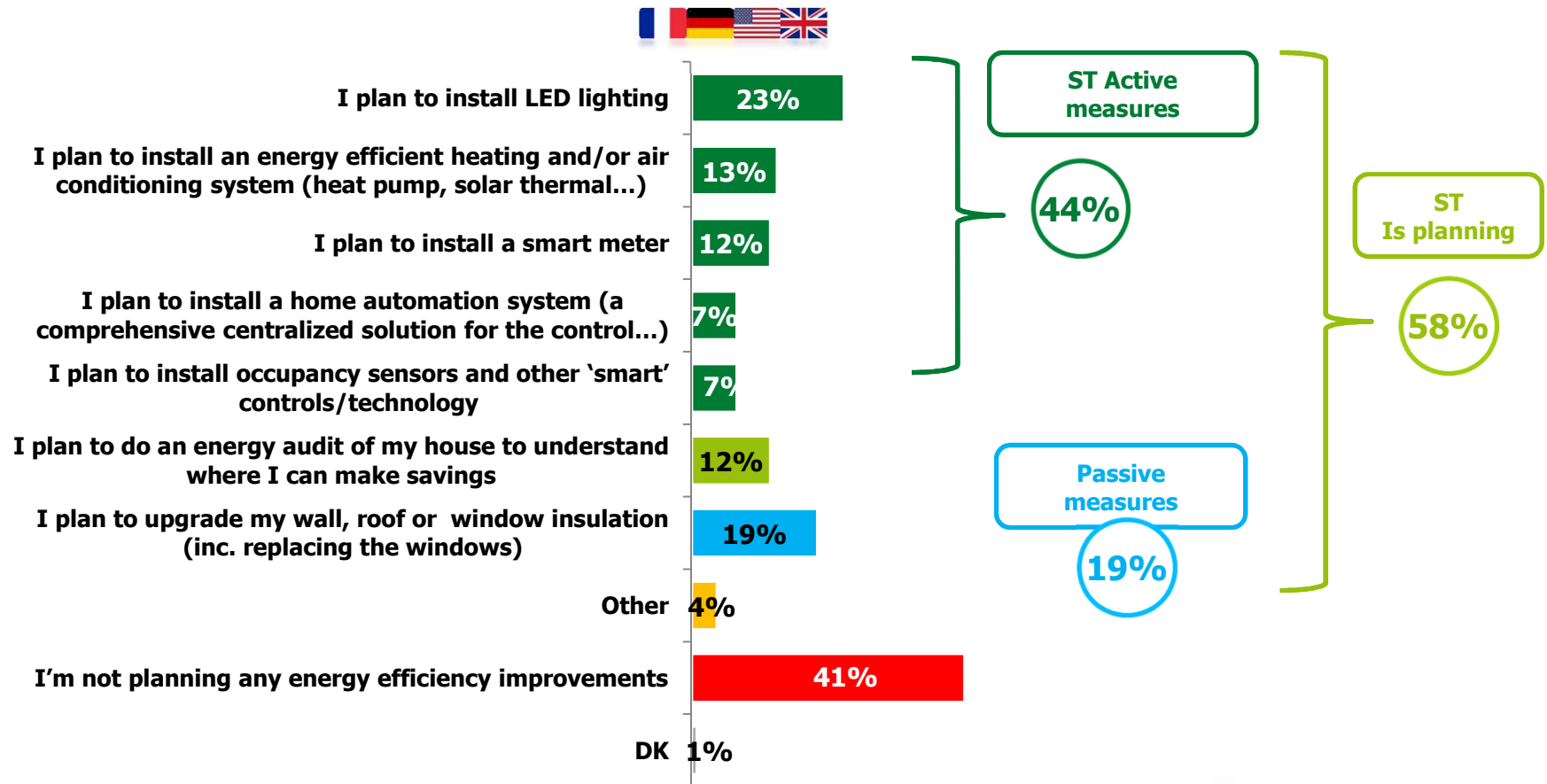
Improvements planned in the next 5 years



Q: What improvements are you planning to make in the next 5 years to make it more energy efficient?

(Several answers possible)

Basis: Respondents who replied that they have made improvements to their home or plan to do so (96% of respondents)





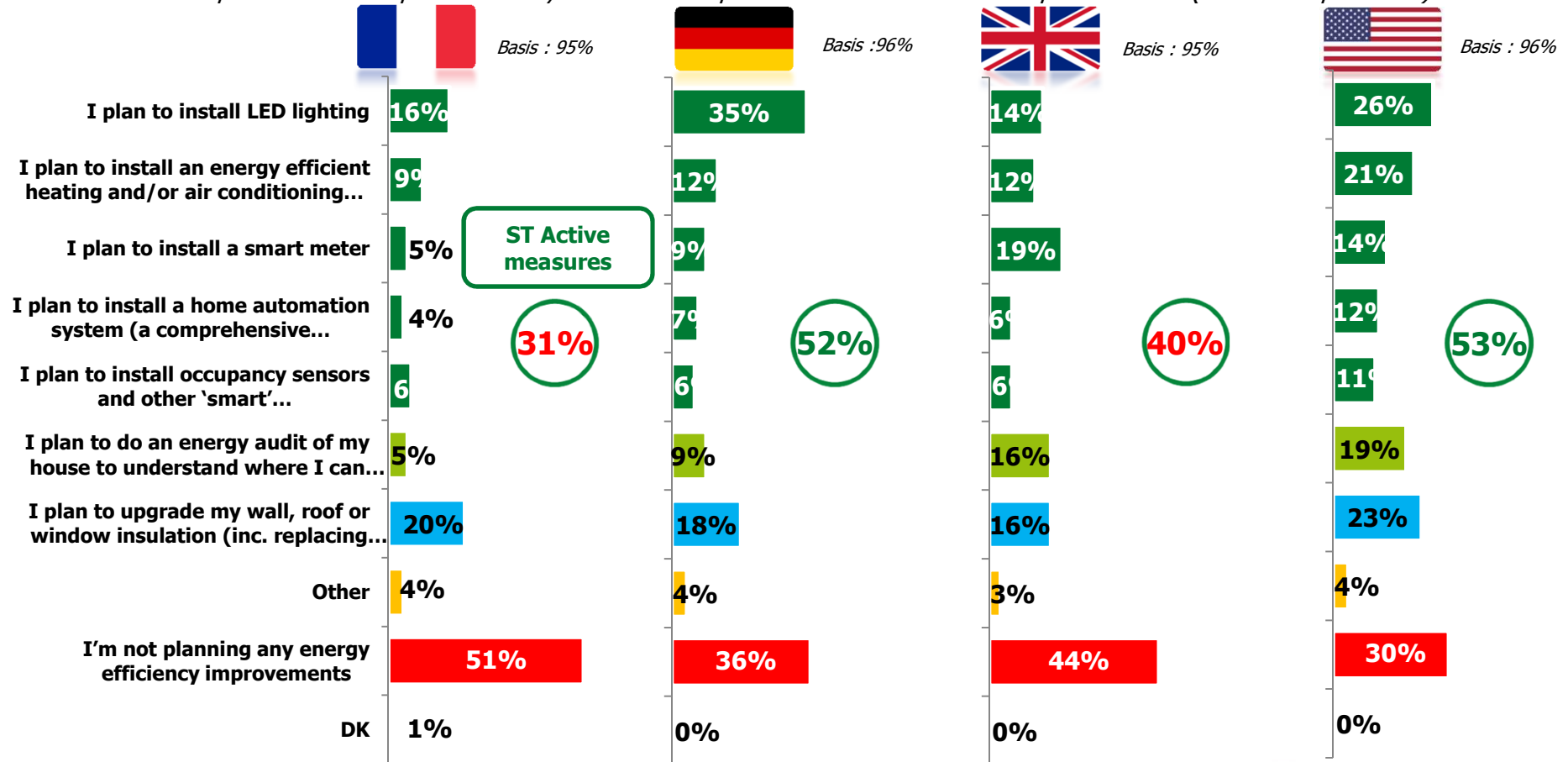
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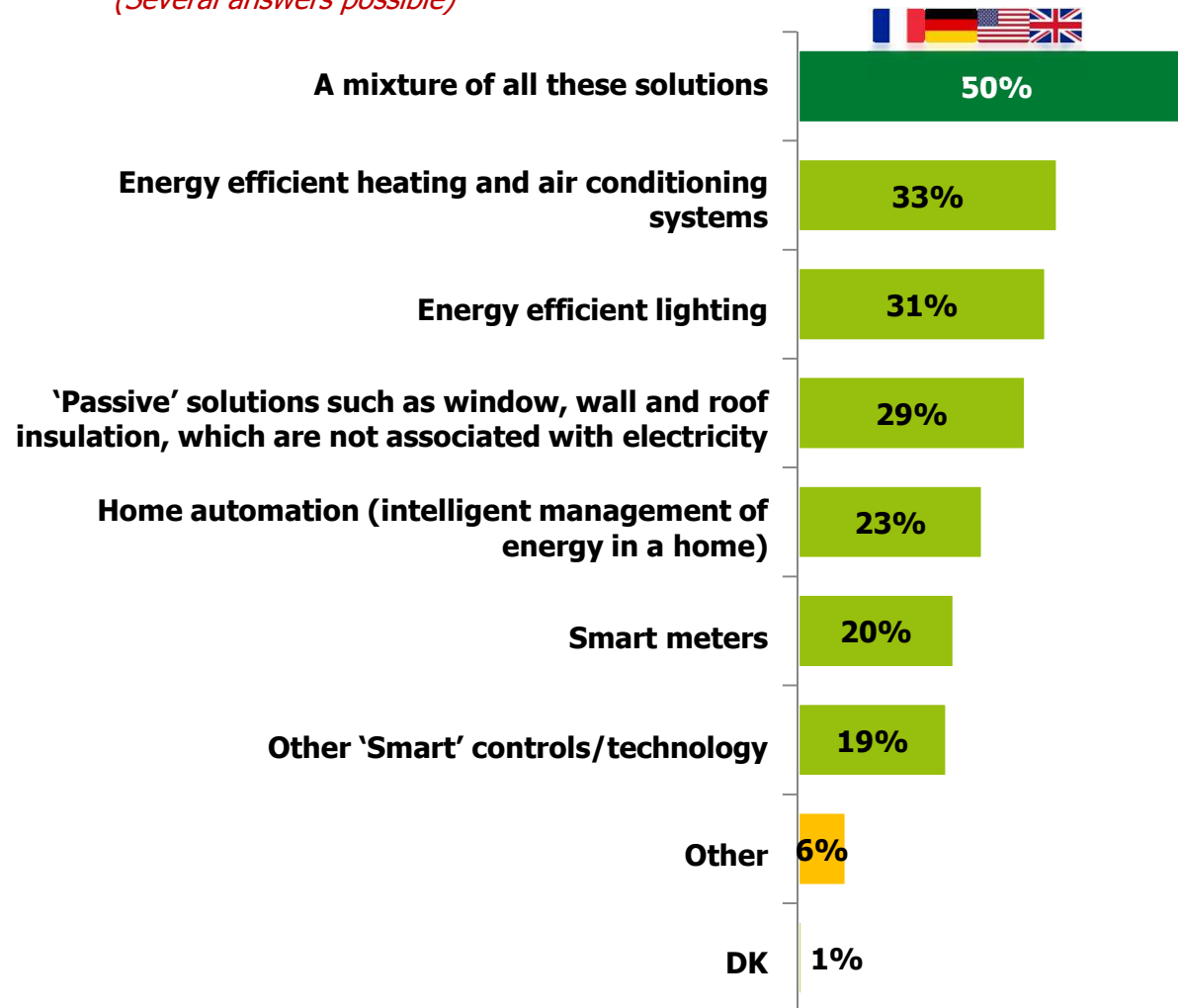




A wide mix of energy efficiency solutions will drive the sector in the future



Q: In your opinion, what will be the most popular energy efficiency solutions in the future?
(Several answers possible)

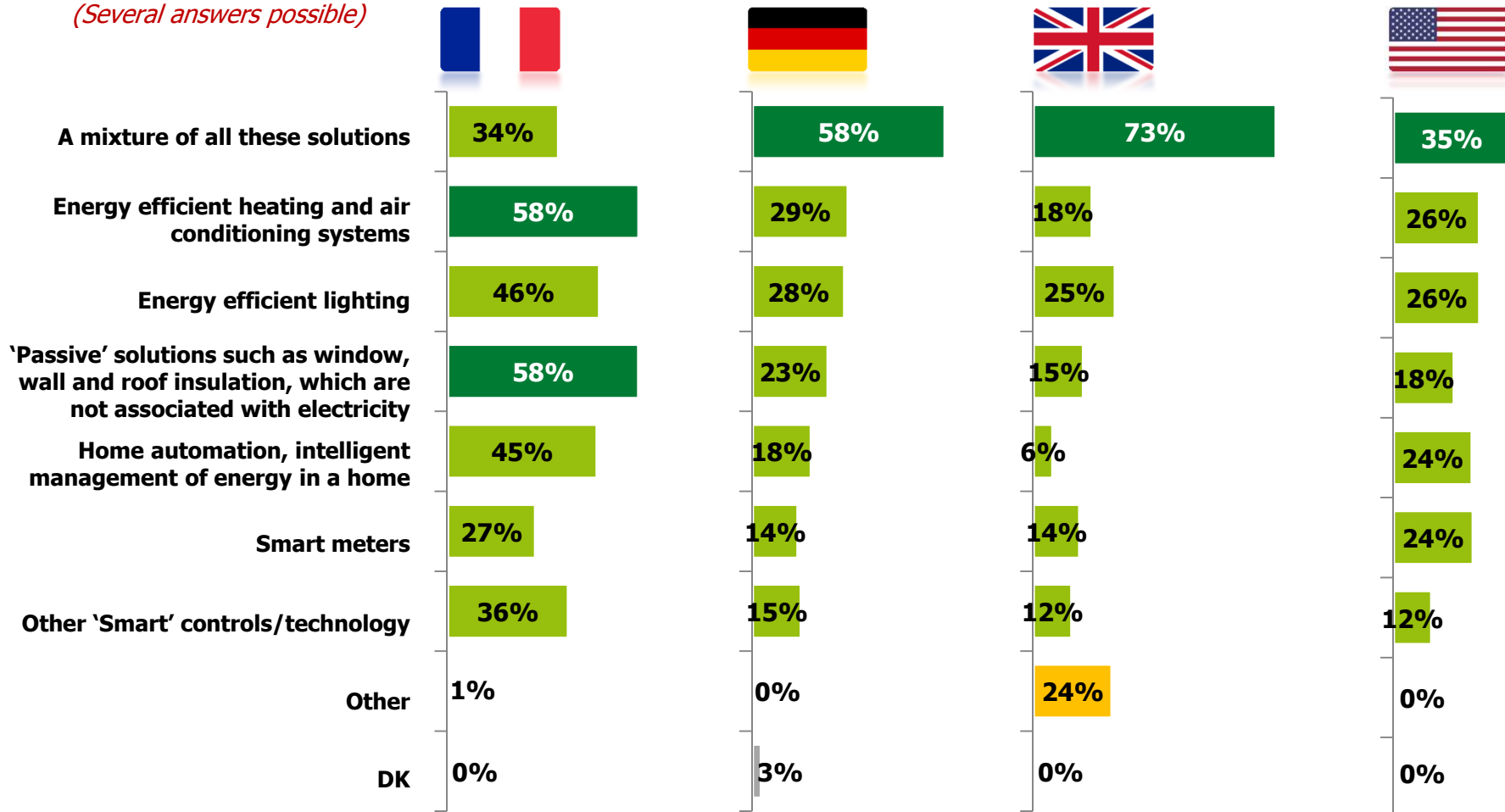




A wide mix of energy efficiency solutions will drive the sector in the future



Q: In your opinion, what will be the most popular energy efficiency solutions in the future?
(Several answers possible)





A wide mix of energy efficiency solutions will drive the sector in the future



Energy efficient heating and air conditioning systems

"Today, for me, the key to success in hot water production is the thermal balloon, and ...the air source heat pump... Today, it is no longer worth advising on electric boilers, electric radiators, solar thermal, and photovoltaic panels." (France, Small contractor)



LED

*"I think **LED will become more prominent in the residential sector.**" (Germany, small contractor)*



Smart meters

"They will have to be installed much more widely." (Germany, Large contractor)



*« **Smart meters will be increasingly used... and also fuel cells, efficient energy storage systems but also CO2 conversion** and things like that. I think there will be a lot of change and innovation." (Germany, energy efficiency specialist)*

Home automation



*"What I see for the future is that everything will be based **on home automation, remote management of radiators, thermal balloons, what's known as the smart home**" (France, Small contractor)*



*"I assume that **a lot of things will be automated.** The management of many things will be simplified." (Germany, Large contractor)*



Solar

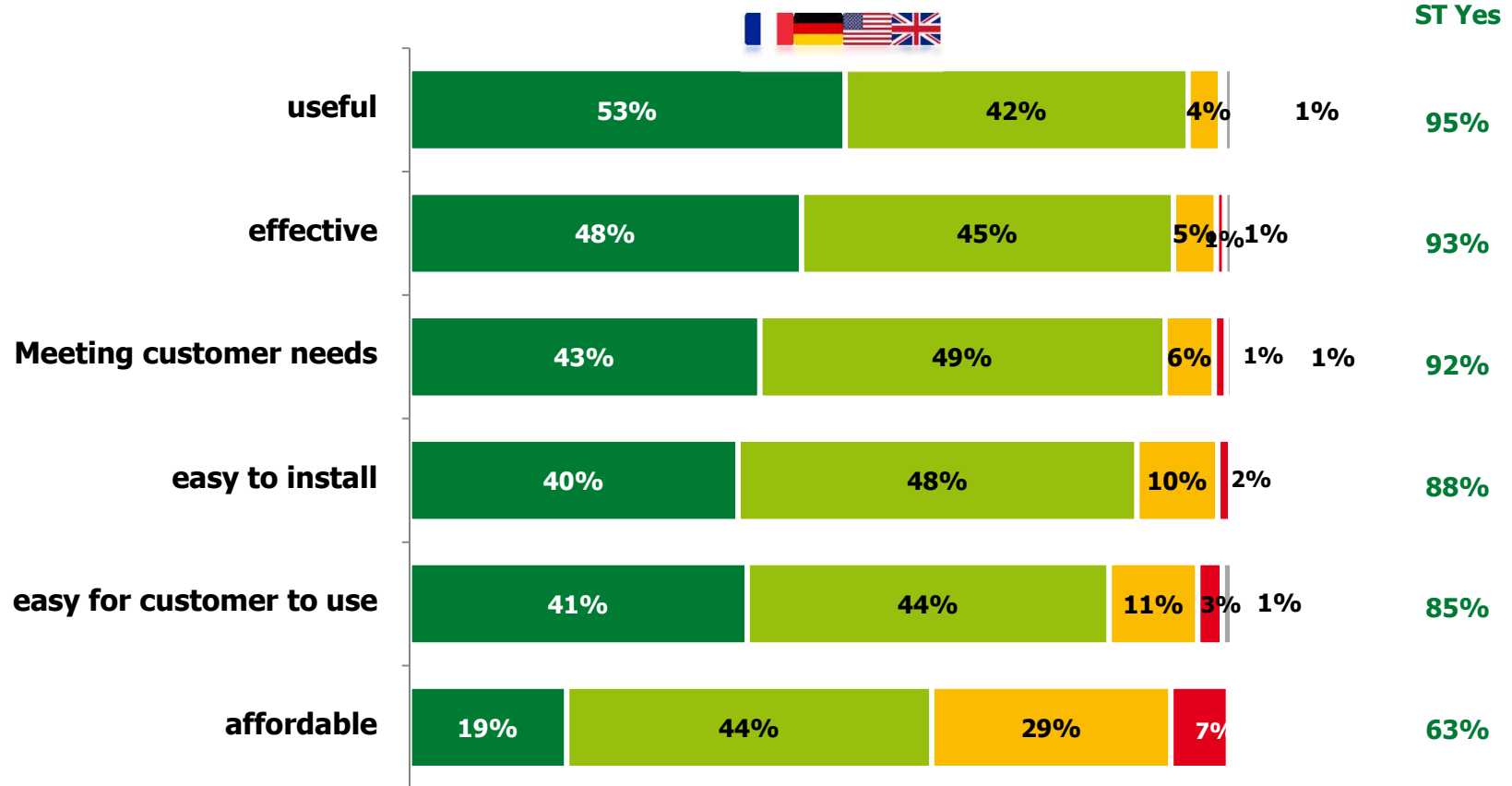
"The technology and the innovations we are seeing in the installation of solar is increasing by the minute." (US, energy efficiency specialist)



Today's solutions are useful, effective and meet customer needs



Q: Generally speaking, would you say that energy efficiency products/solutions available on the [country name] market are...?

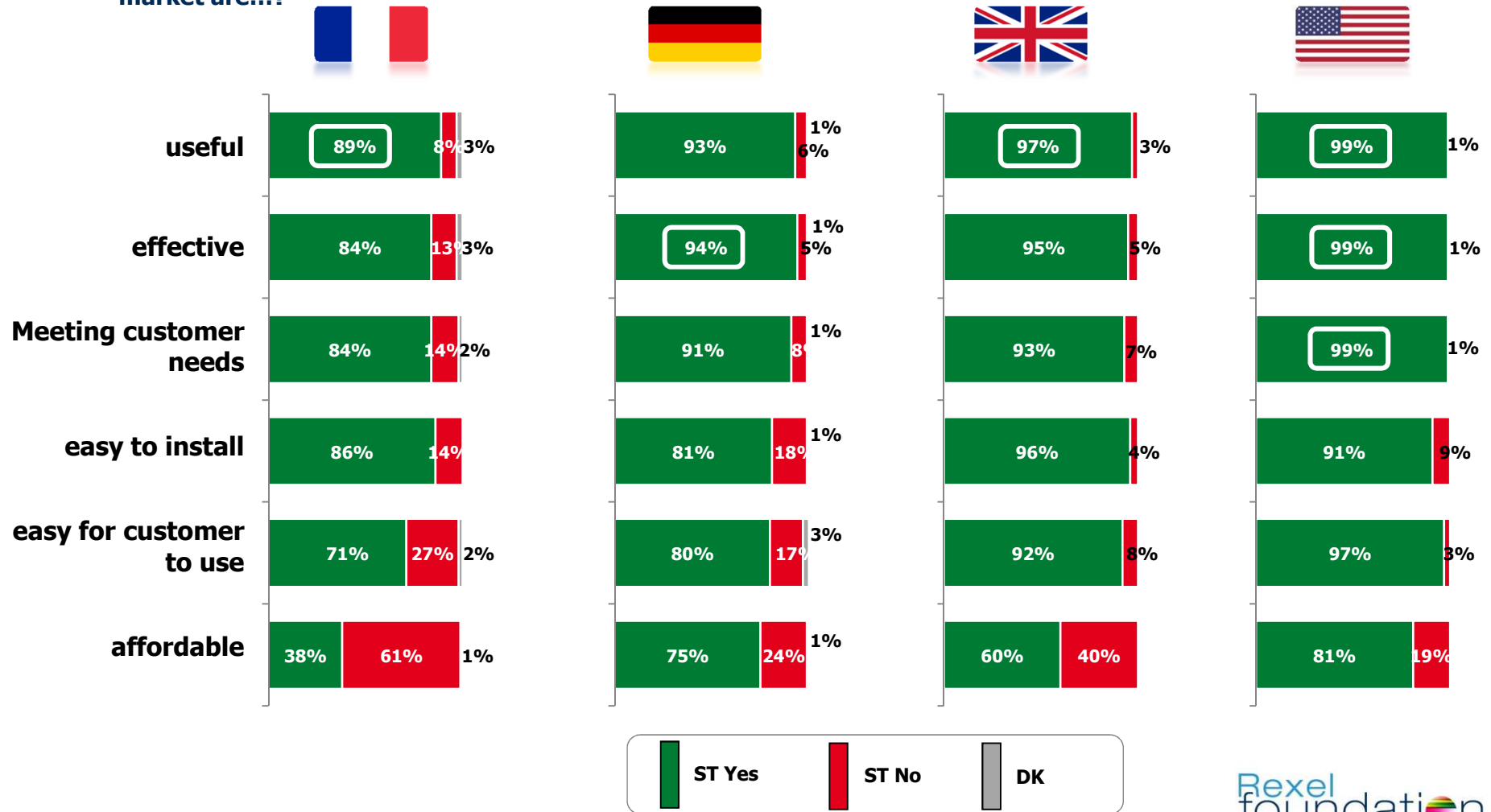




Today's solutions are useful, effective and meet customer needs



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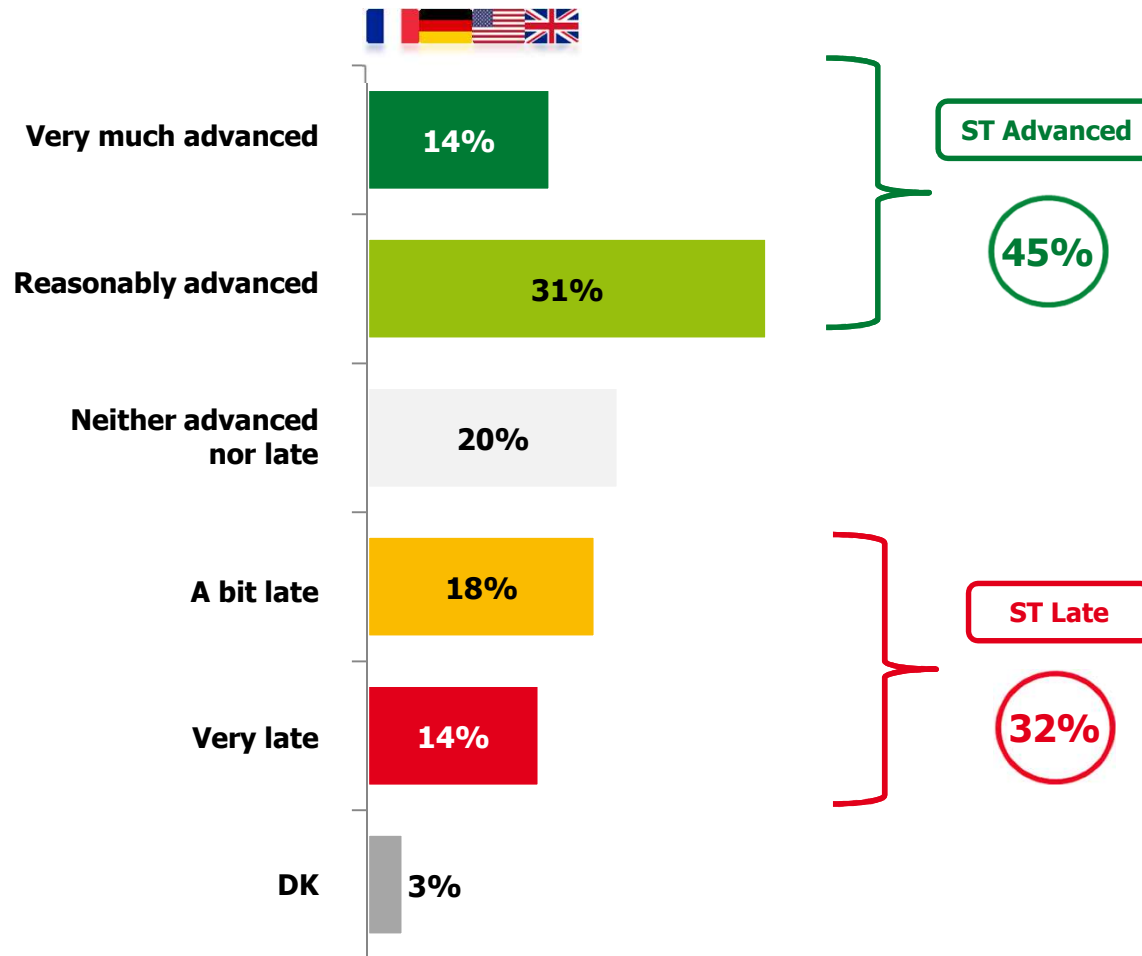




Germany and the USA are leading the way



Q: Compared to other countries, would you say that [country name] is advanced or late in adopting energy efficiency at the moment?

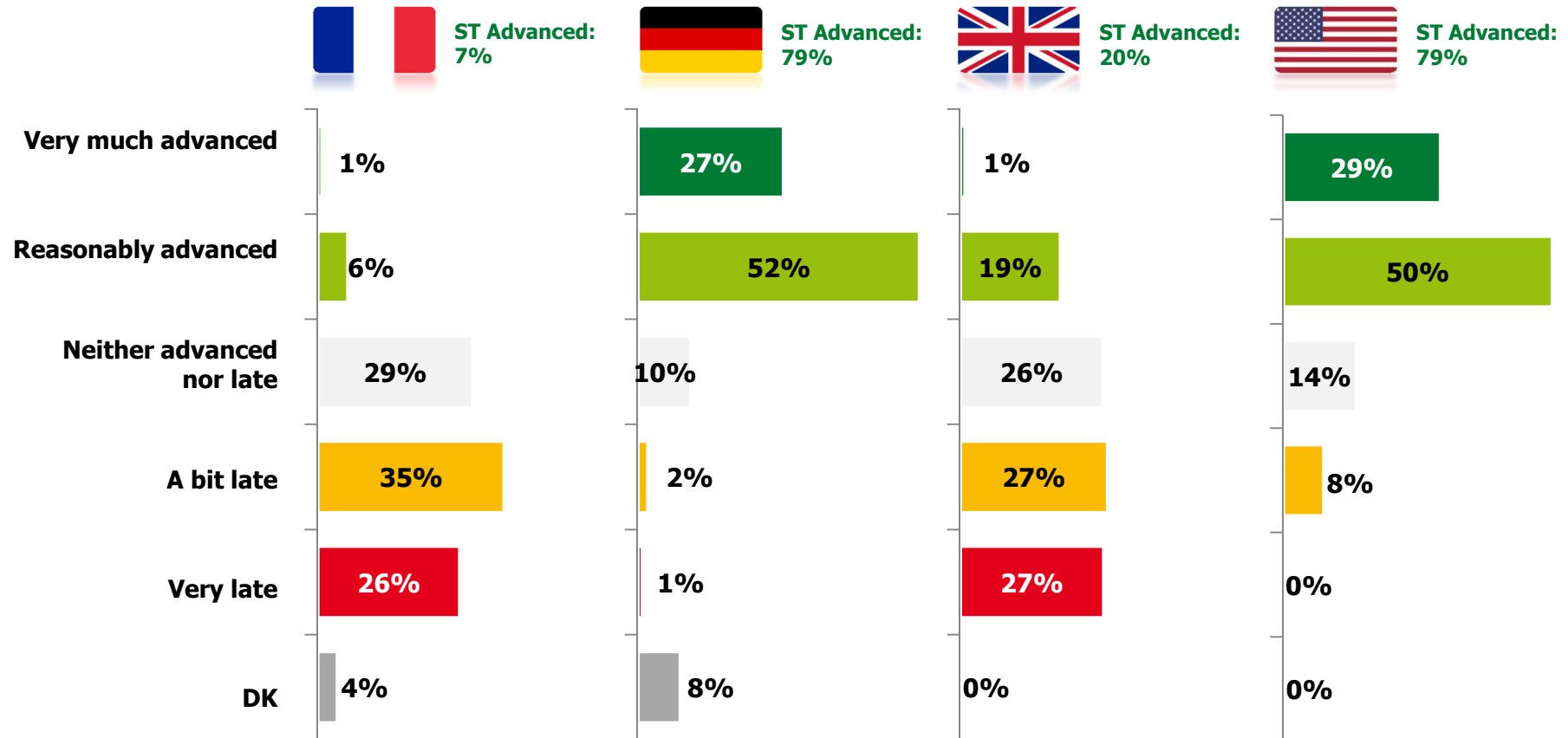


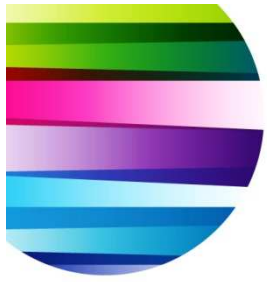


Germany and the USA are leading the way



Q: Compared to other countries, would you say that [country name] is advanced or late in adopting energy efficiency at the moment?





Germany and the USA are leading the way



GERMANY – A country that considers itself as a relative pioneer...

"If you consider the whole of Germany, we are very active and do a lot to make [energy efficiency] more attractive." (Germany, energy efficiency specialist)

"Somehow, Germany has taken a dominant position...we are in an advantageous position." (Germany, large contractor)



US – A sector supported by good incentives

*"On a federal level, there are still **good incentives for solar**, the 30% tax credit both for thermal and solar. [...] **local utilities** have some **very strong incentives too**. PGW gives people credit and money back for going a step above. I **think this industry [energy efficiency] will definitely grow in the next ten years**." (US, medium contractor)*



FRANCE – A country somewhere in the middle...

"France sits inbetween these northern pioneering countries and countries like Spain and Italy who are only just beginning to think about these things." (France, advisor)



UK – A country playing follow the leader...

"I'd probably say it's pretty buoyant compared to other places." (UK, medium contractor)

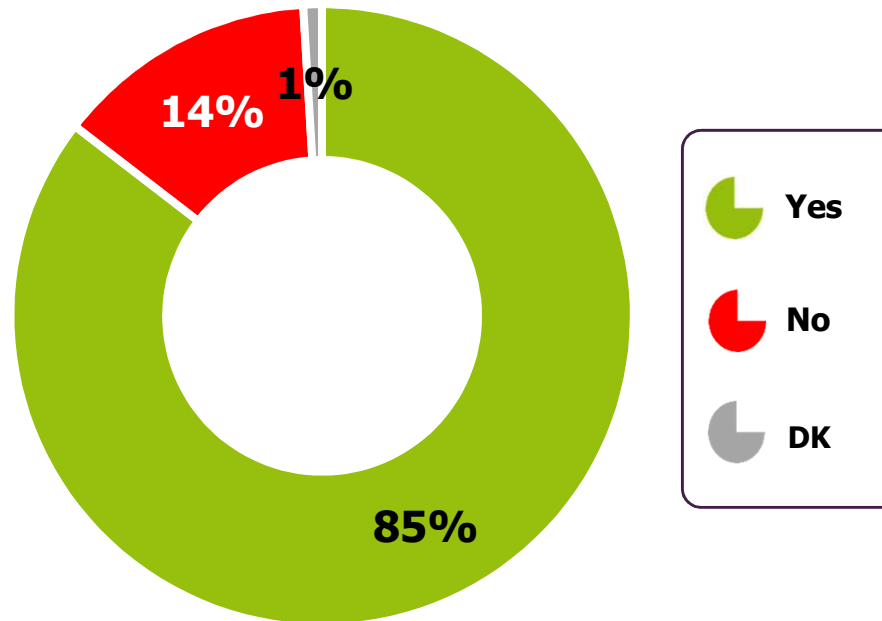
"Well, if you compare the UK to the Nordic countries, we're behind. My former PA was from Finland. She said her energy bills in Surrey were more than her energy bills in Finland, and that was because the house was efficient and well-built. So, I think we are well behind.... We're behind Germany, we're behind, perhaps France, and certainly the Nordic countries" (UK, energy efficiency specialist).



Energy efficiency is the future of the electrical profession



Q: Would you recommend specializing in energy efficiency to today's young electricians/electrical contractors?

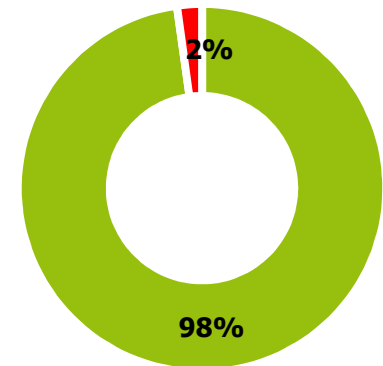
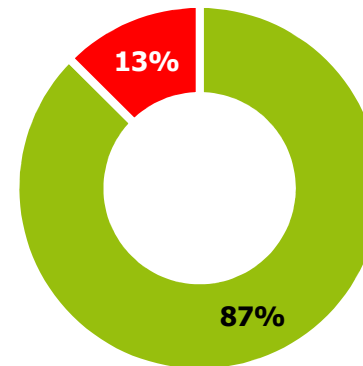
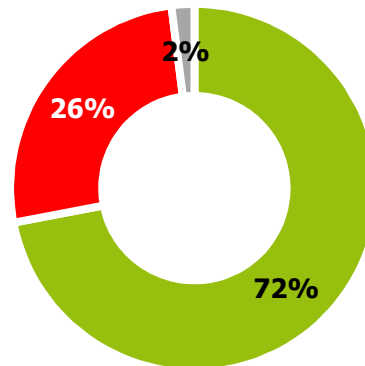
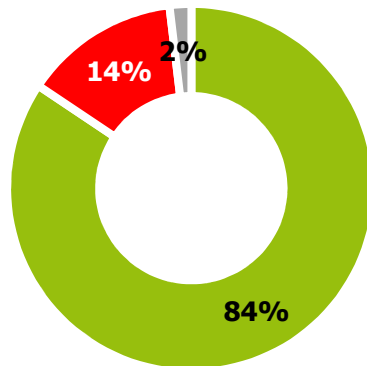




Energy efficiency is the future of the electrical profession



Q: Would you recommend specializing in energy efficiency to today's young electricians/electrical contractors?



Yes



No



DK



Energy efficiency is the future of the electrical profession



Substantial development potential due to the...

...inevitable increase in the future cost of energy



"If climate scientists are right, this will be the market segment of the future...We have no other choice but to reduce consumption or find alternatives to oil." (France, large contractor)



"From my point of view, even though some people might call me crazy, it will happen overnight. You will turn up at the petrol (gas) station and it will be sold out. Then you will drive to the next station and the petrol will be sold out there too. At the third station, you will start to seriously think about the consequences" (Germany, energy efficiency specialist)

... growth in legislation and industry standards



"Utilities are driven to save energy through legislation. Strong laws and incentives are going to really drive this market." (US, large contractor)



"You already have some requirements, for instance for old heating systems that don't meet the standards anymore... such as night-storage heaters etc. – these have already been regulated: From date X, you will no longer be able to use those systems....In this context, there will be more inspections in the future. I guess this needs to happen but you can't force a homeowner to insulate his house." (Germany, energy efficiency specialist)

...and a strong dynamic of innovation...



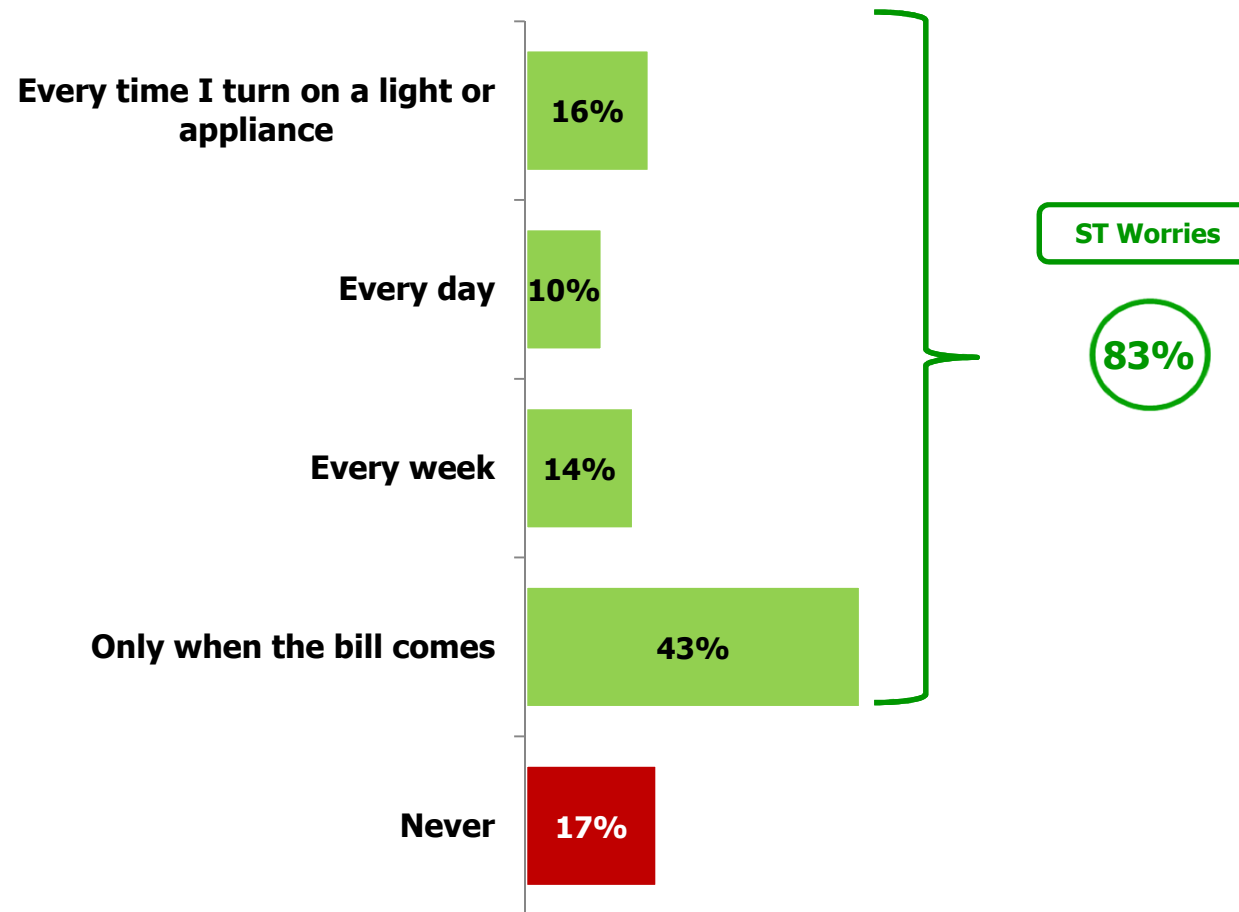
"....hydrogen storage, condensing boiler technology etc.; there is so much potential for energy efficiency. I expect more innovations in the future." (Germany, energy efficiency specialist)



83% of consumers worry about their energy bills



Q: How often do you worry about your energy bills (gas, electricity)?

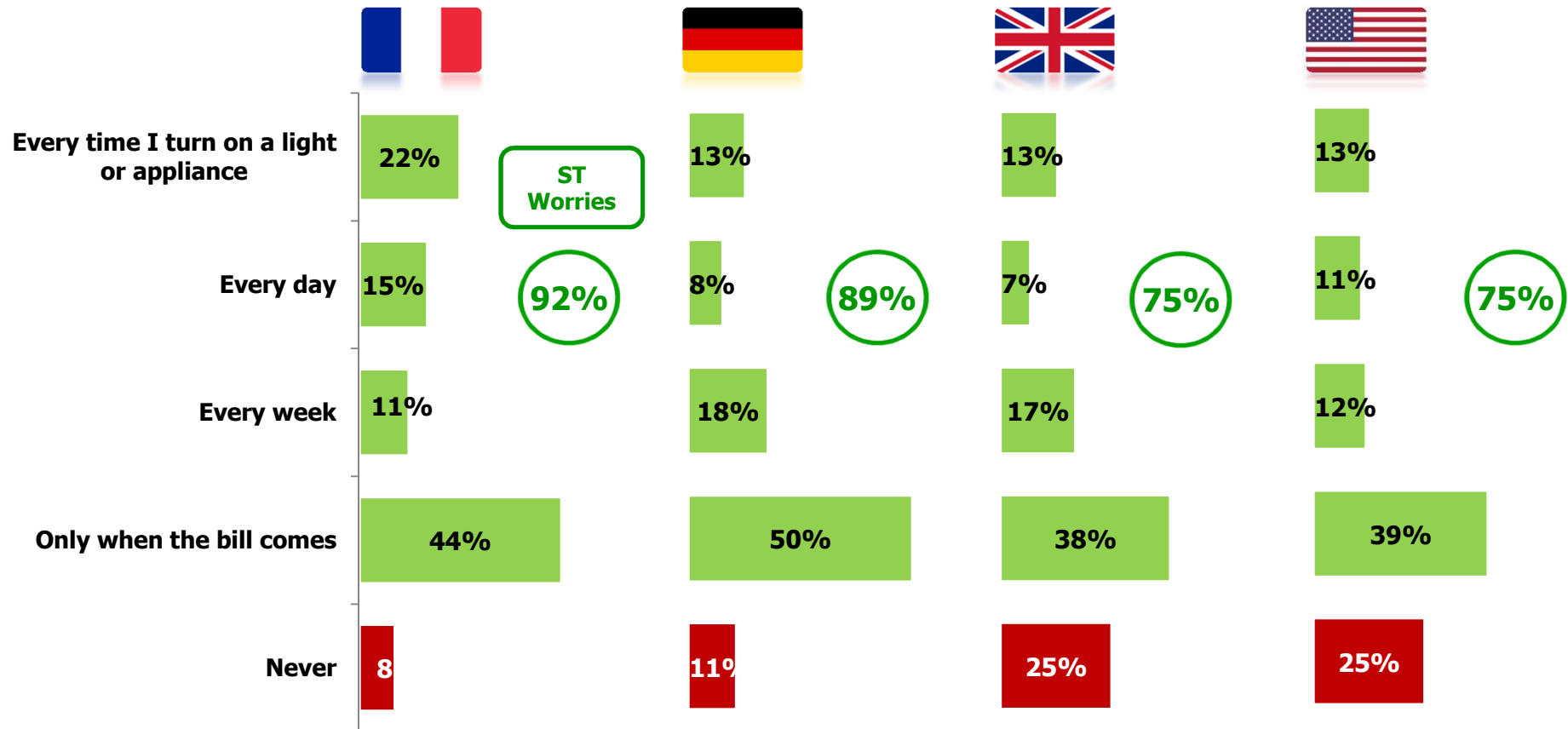




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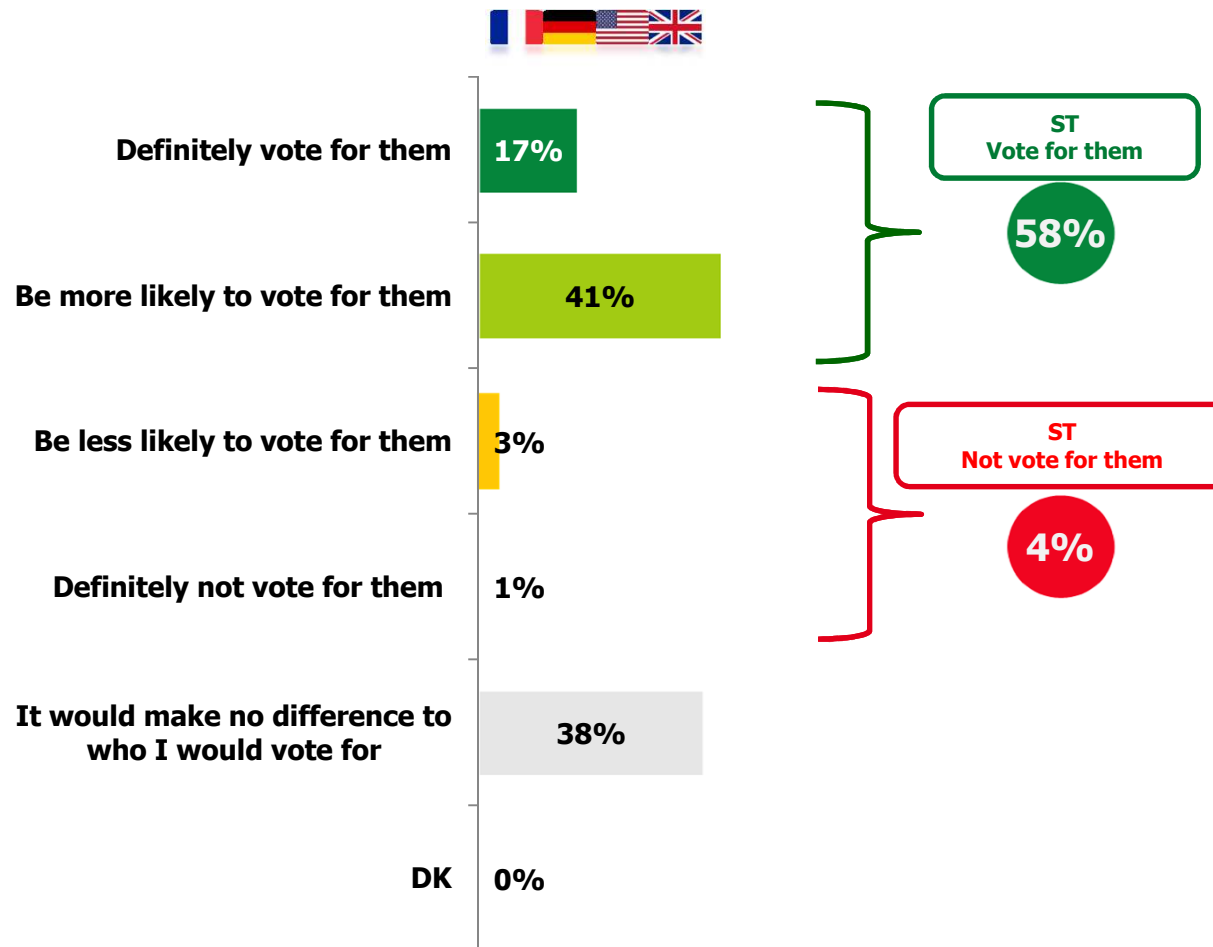




Consumers would vote for a more energy efficient government



Q: If the government could help you reduce your energy bills would you...?





Consumers would vote for a more energy efficient government



Q: If the government could help you reduce your energy bills would you...?

