

## EECA's Consumer Market Research Findings - July 2009 to September 2009

### Which of the following do you have in your home?

	Ceiling insulation	Under-floor insulation	Wall insulation	Draft-stops on doors and windows	Pipe lagging	Hot water cylinder wrap	Energy efficient light bulbs
Total (Autobase)	750	750	750	750	750	750	750
Yes-this is fully completed/installed in my home	53%	17%	35%	15%	15%	25%	33%
Yes-but only partially	12%	8%	15%	19%	9%	3%	44%
No	16%	54%	26%	57%	31%	54%	20%
Don't know	17%	16%	22%	6%	42%	11%	2%
Not applicable	1%	5%	1%	3%	3%	8%	0%

### Which of the following do you have in your home?

	Solar water heating	Solar panels (to generate electricity)	heat pump	heat pump water heater	Low-emission wood burner	Pellet fire	Flued gas heater
Total (Autobase)	750	750	750	750	750	750	750
Yes	2%	1%	24%	5%	22%	4%	21%
No	95%	97%	74%	88%	72%	90%	76%
Don't know	1%	1%	1%	5%	4%	3%	2%
Not applicable	2%	1%	1%	1%	2%	2%	2%

### Are you willing install/ fully install...

	Ceiling insulation	Under-floor insulation	Wall insulation	Solar water heating	Solar panels	Heat pump	Heat pump water heater	Low-emission wood burner	Pellet fire	Flued gas heater
Total (Autobase)	217	472	311	713	727	564	664	540	678	564
Yes	27%	23%	16%	10%	9%	12%	4%	2%	1%	1%
Possibly-more likely that I will	19%	14%	13%	10%	8%	15%	7%	6%	3%	4%
Possibly-more likely that I won't though	14%	10%	20%	21%	21%	17%	16%	8%	6%	6%
No	13%	29%	24%	31%	32%	28%	42%	56%	62%	62%
Don't know/I haven't thought about it	5%	4%	6%	7%	9%	5%	9%	4%	5%	5%
Not applicable	23%	21%	21%	21%	21%	23%	22%	24%	22%	23%

### How willing are you to change the light bulbs in your house to more energy efficient types? (Of those who do not have energy efficient bulbs in house How willing are you to continue purchasing energy efficient light bulbs? (of those who have partly/fully installed energy efficient bulbs in house

	Change light bulbs in house to more energy efficient types	Willing to continue purchasing energy efficient light bulbs
Total	55	188
Thought about it and am willing to do in the future	29%	85%
Thought about it and am unsure if I would do this in the future	53%	11%
Not thought about it	5%	4%
Would not consider it	12%	0%
Don't know/ Not sure	1%	0%

### Now thinking about the way you and your household use appliances, lights and your vehicle. How often does your household...?

	Switch off TVs at the wall when not using them	Switch off the washing machine at the wall when not using	Turn off lights if there is no one in the room	Switch off heated towel rail during the day	Hang washing on a line rather than use a dryer	Ensure your vehicles tyres are at the recommended levels	Walk or use public transport instead of using the car	Drive to maximise fuel economy	Use cold water for laundry	Use thermostats and timers for heating
Total (Autobase)	750	750	750	750	750	750	750	750	750	750
Do all the time	19%	31%	66%	24%	67%	49%	12%	34%	67%	23%
Do some of the time	14%	13%	29%	8%	23%	31%	31%	42%	20%	16%
Do rarely	27%	19%	3%	5%	5%	10%	30%	10%	6%	11%
Never-but have thought about it and am willing to change	14%	13%	0%	3%	1%	2%	5%	3%	1%	9%
Never-and have not thought about it	14%	18%	1%	3%	1%	3%	7%	4%	2%	15%
Never-and would not consider it	9%	4%	0%	3%	1%	1%	7%	2%	3%	3%
Not applicable	1%	2%	0%	54%	1%	6%	8%	5%	1%	23%