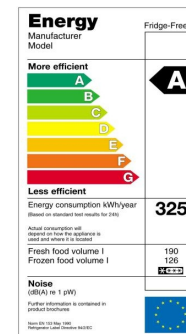


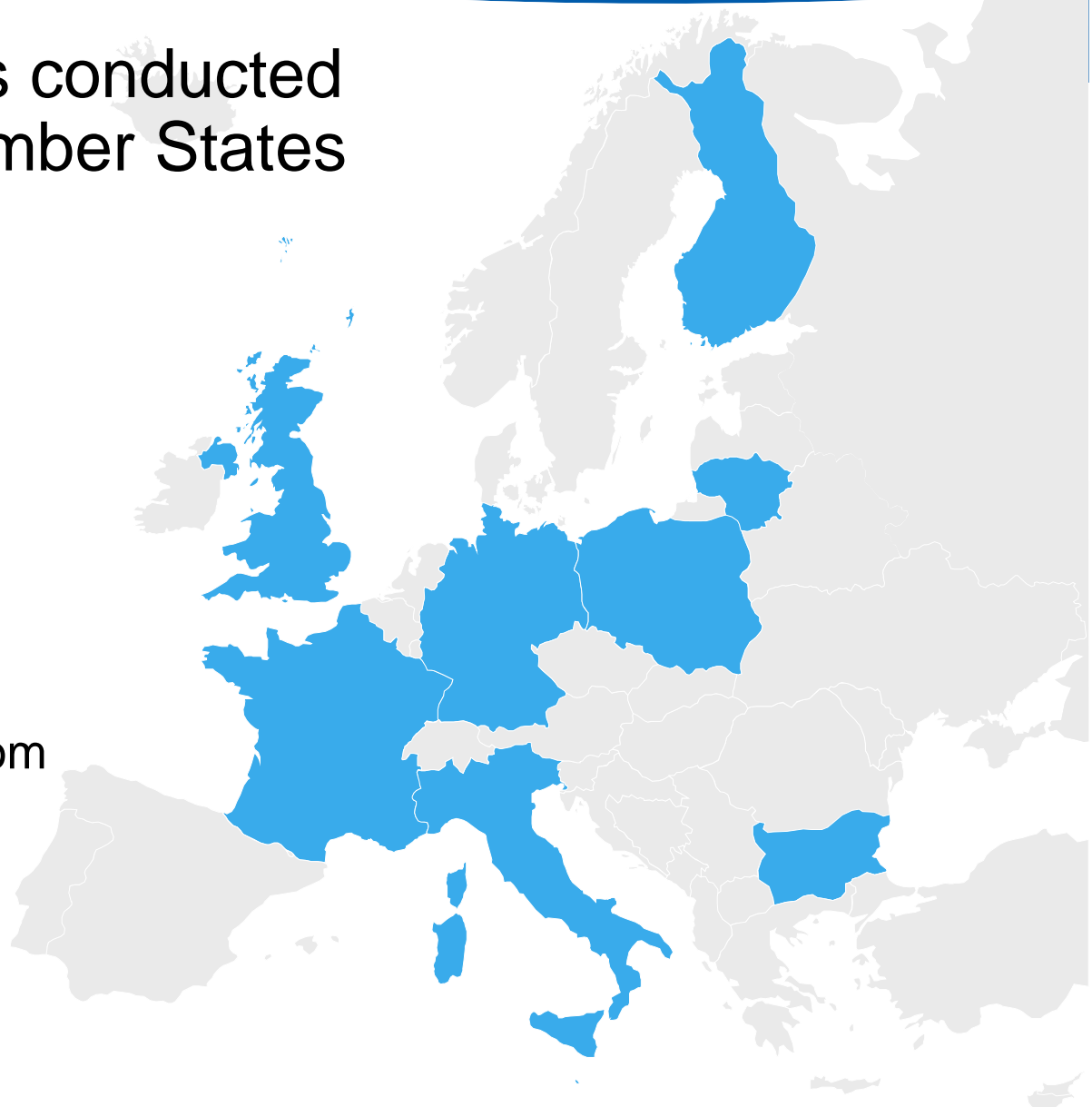
Consumer Survey on Graphic Layouts for the COMMUNITY ENERGY LABEL

28 09 2009



The survey was conducted in eight EU Member States

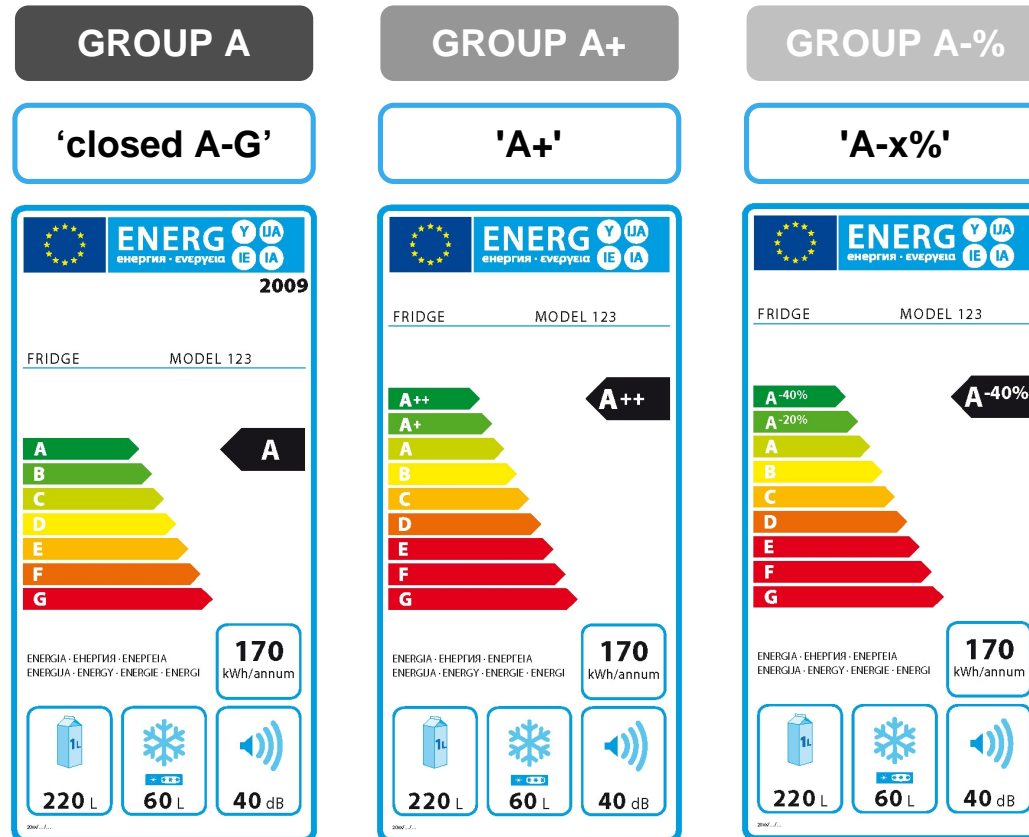
- Bulgaria
- Finland
- France
- Germany
- Italy
- Lithuania
- Poland
- The United Kingdom



Methodology

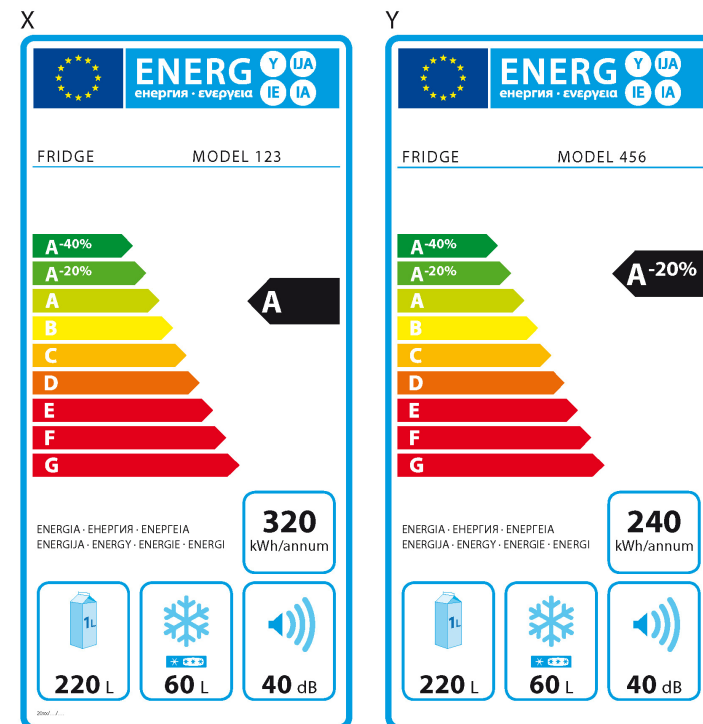
- At least 1000 interviews conducted in each country (sample = 8000 interviews)
- Face to face methodology
- Interviewing via Omnibus study in FR and DE and stand alone ad-hoc study in the other MS
- Interviews selected to ensure full representation of the national populations
- Methodology and questionnaires developed in consultation with the Labelling Committee and the Stakeholders

Three models were tested



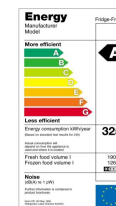
For each of the 3 models, one questionnaire was used at random with a third of the sample (group).

The 3 questionnaires followed the same overall structure based mainly on simple comparisons mirroring situations that consumers could face in shops.

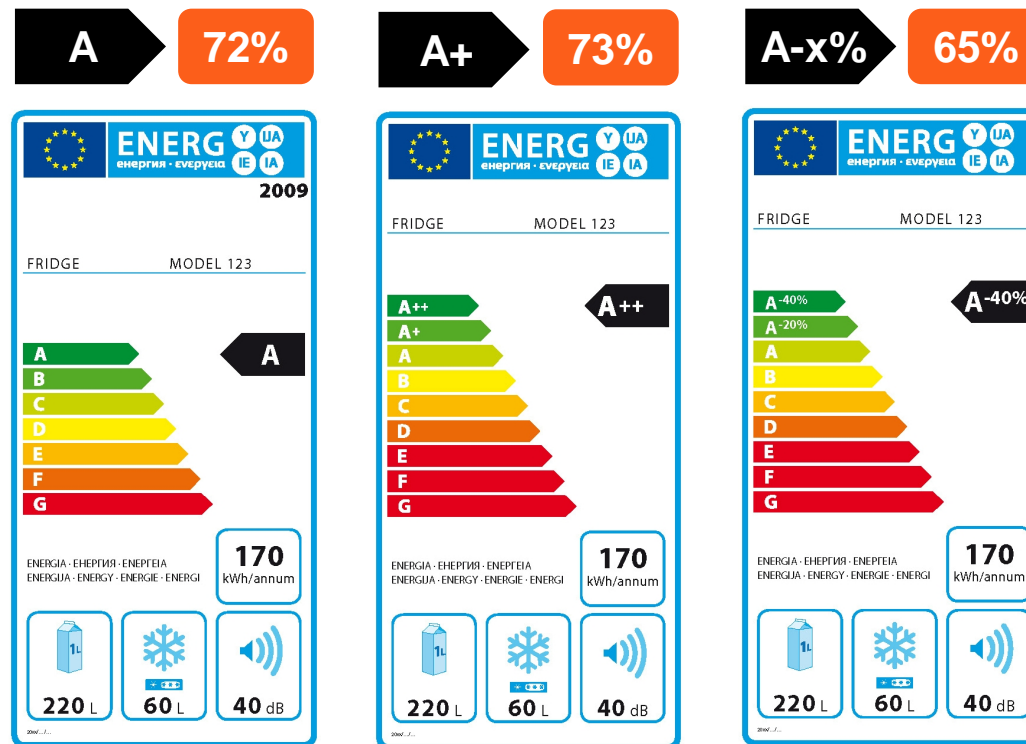


● Toplines

27 09 2009



The 3 models are well understood



Transition from current to "new" format (1/4):

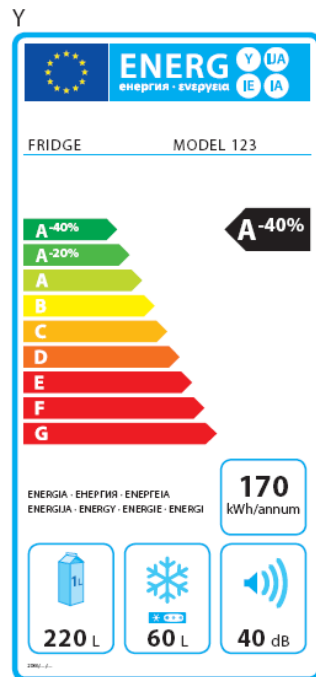
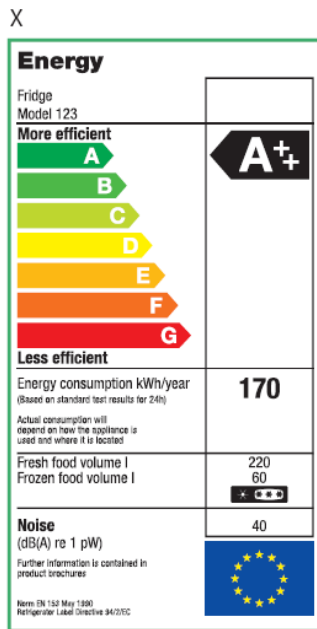
percentage of correct answers when going from the current label to the new model:

- current A-G → A+ = 46%
- current A-G → A-x% = 30%
- current A-G → closed A-G = 19%

Transition from current to "new" format (2/4)

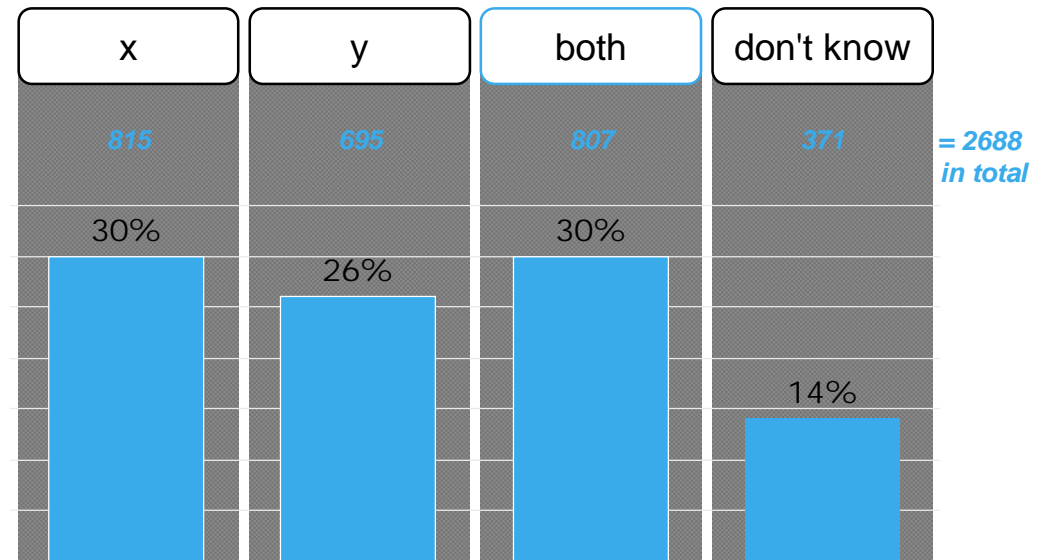
Group A-x%

"I would like you to look at the two labels and tell me which one you believe denotes the more energy efficient product, X or Y."



Correct answer given by:

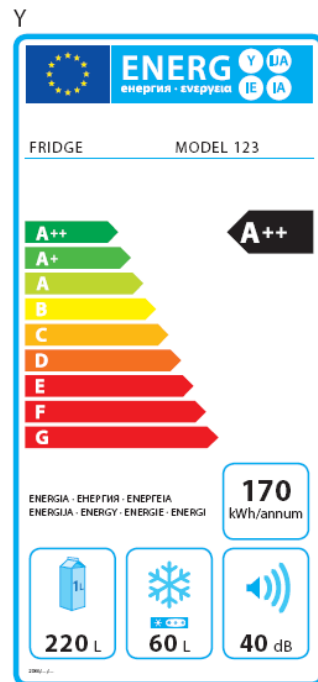
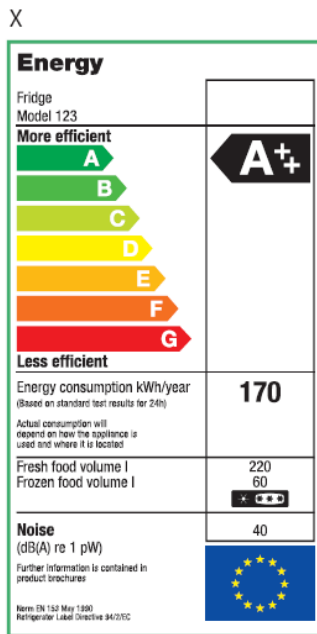
30%



Transition from current to "new" format (3/4)

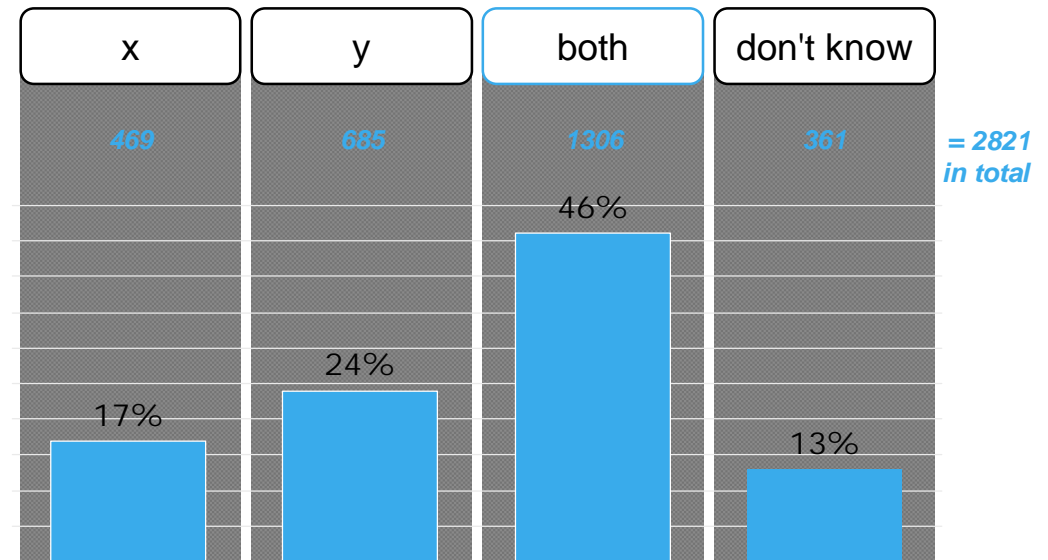
Group A+

"I would like you to look at the two labels and tell me which one you believe denotes the more energy efficient product, X or Y."



Correct answer given by:

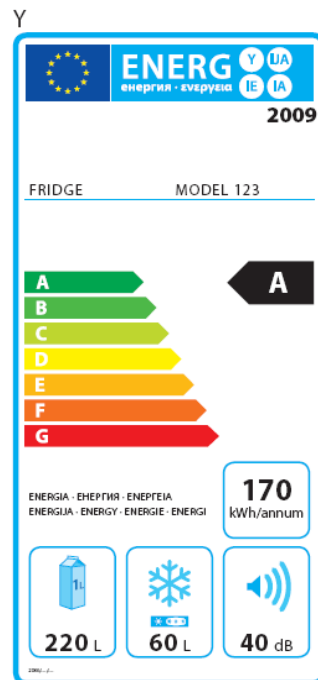
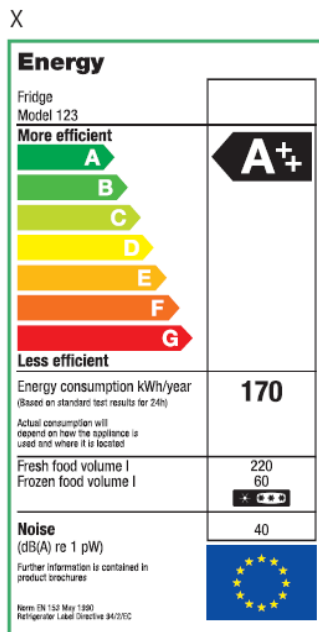
46%



Transition from current to "new" format (4/4)

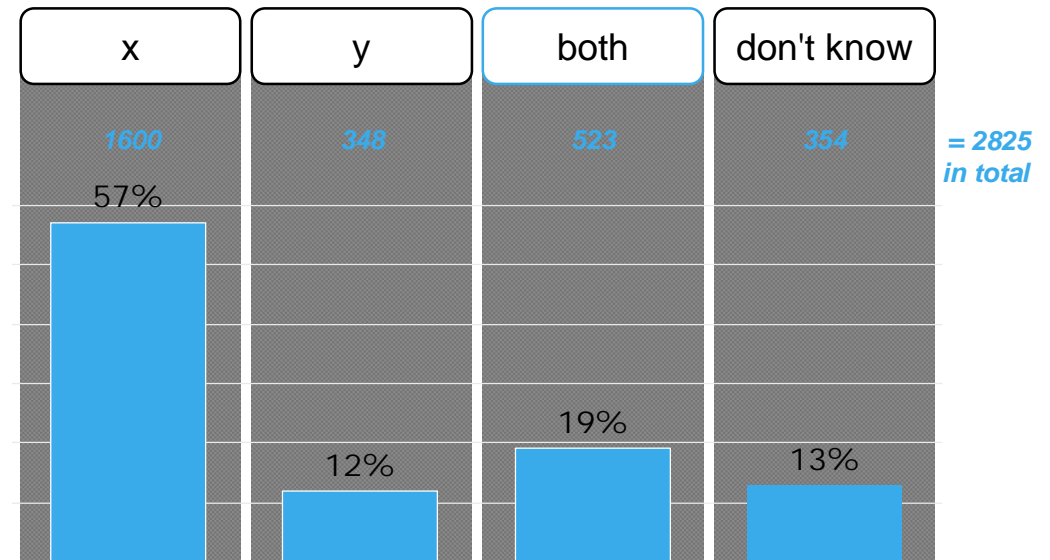
Group A

"I would like you to look at the two labels and tell me which one you believe denotes the more energy efficient product, X or Y."



Correct answer given by:

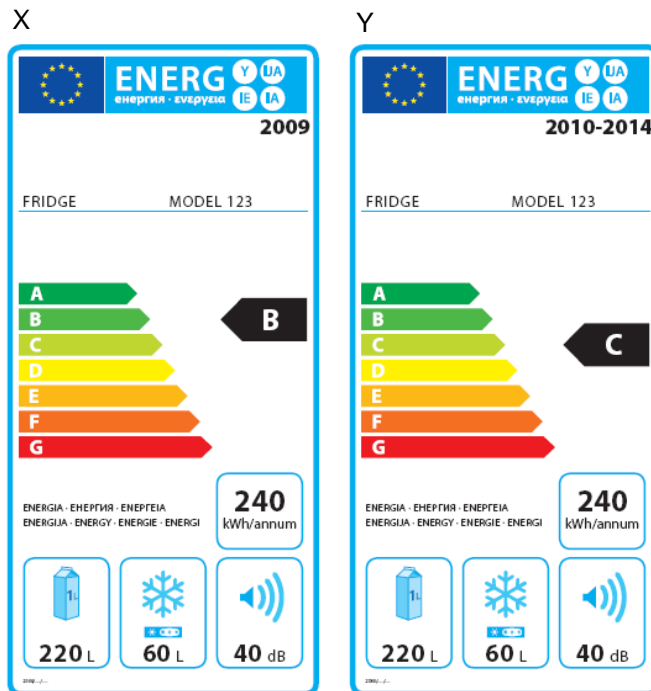
19%



Understanding of revalorisation (1/2)

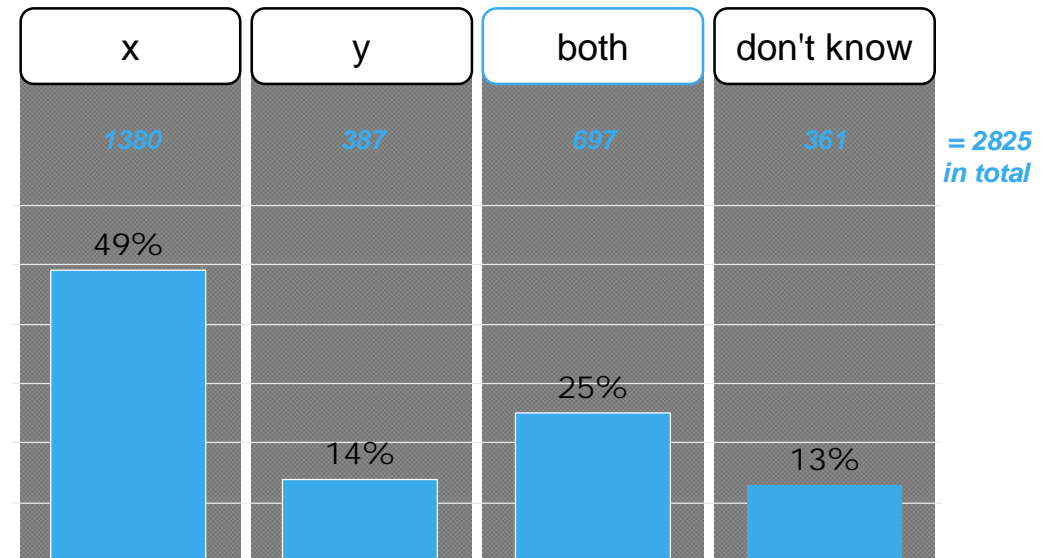
identical product, downgraded, different dates

"I would like you to look at the two labels and tell me which one you believe denotes the more energy efficient product, X or Y."



Correct answer given by:

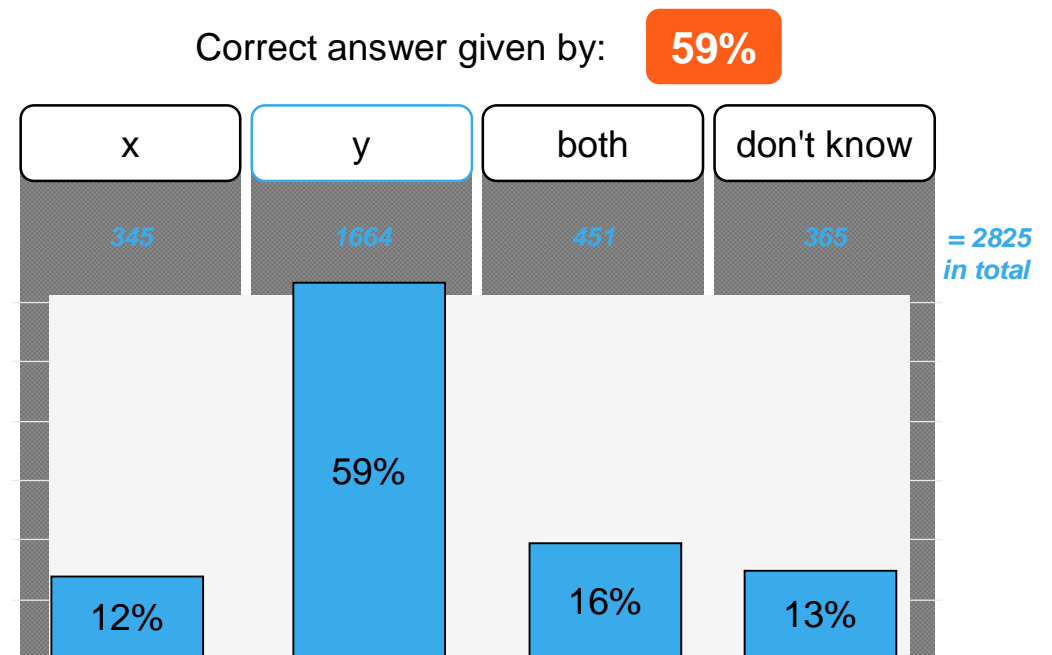
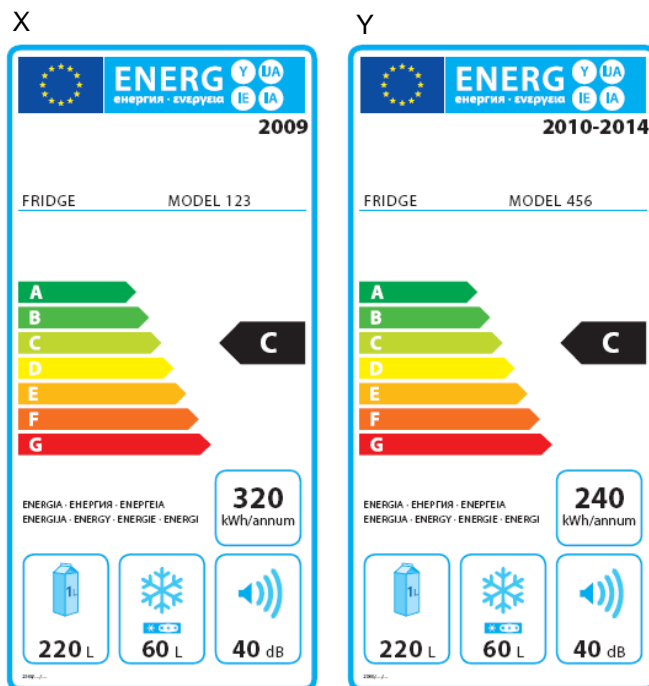
25%



Understanding of revalorisation (2/2)

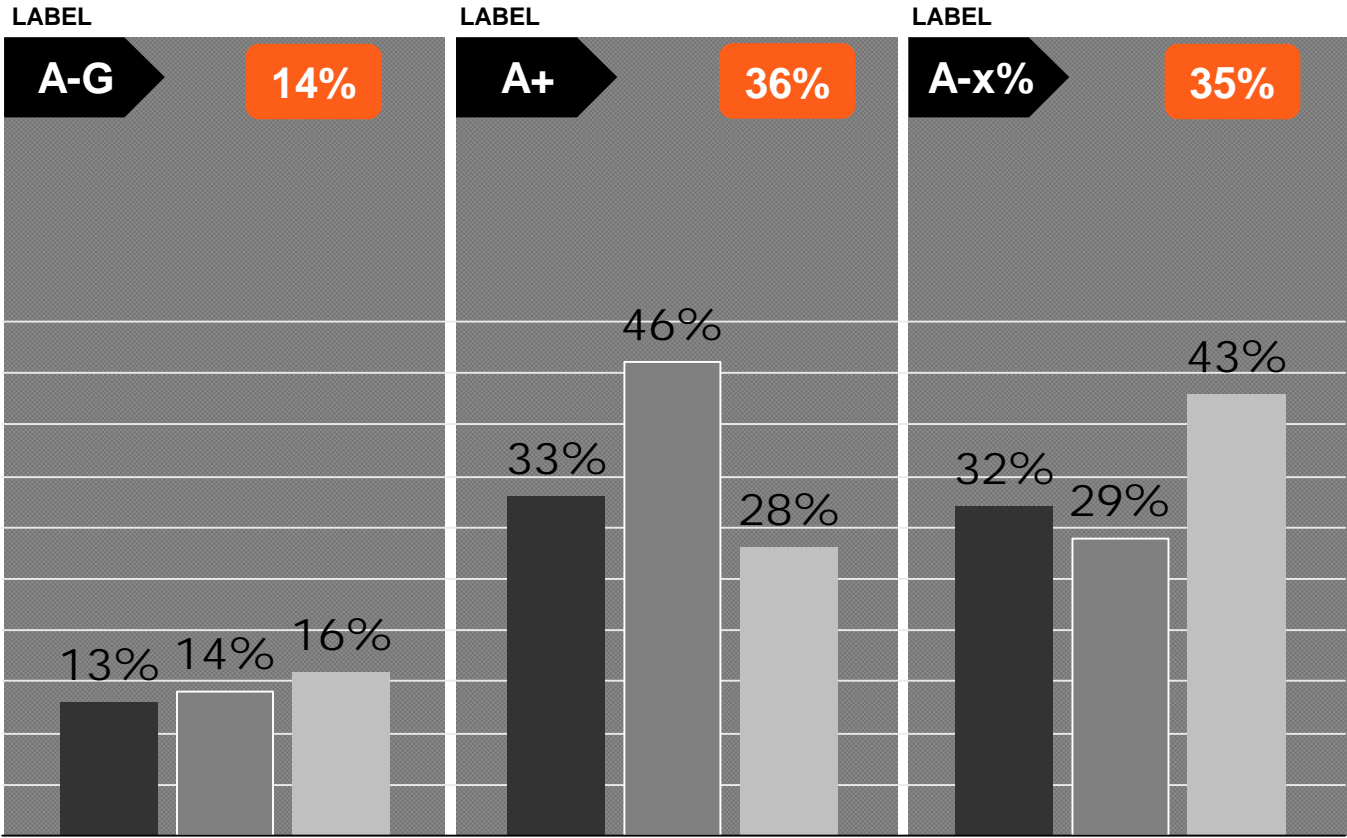
different products, same class, different dates

"I would like you to look at the two labels and tell me which one you believe denotes the more energy efficient product, X or Y."



Consumers preference for a particular model

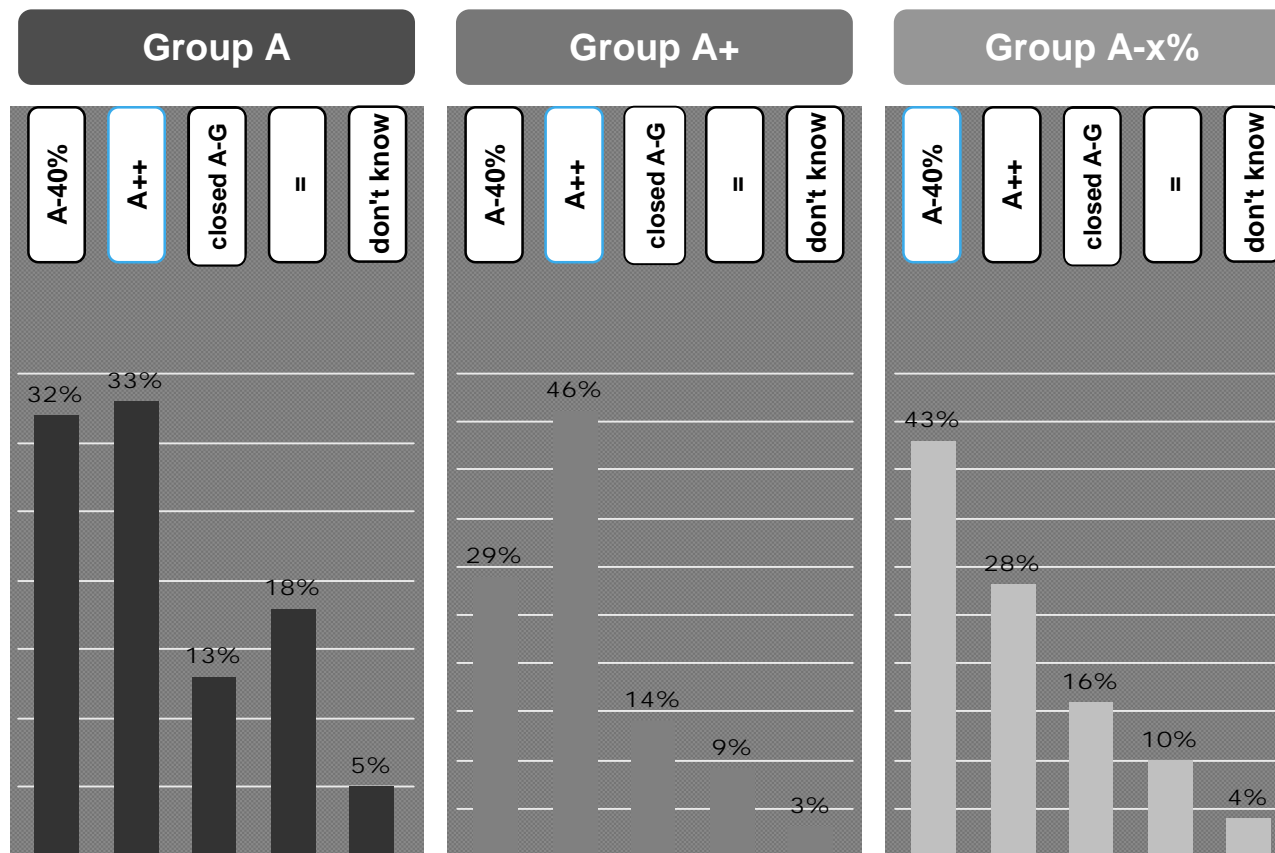
■ Group A ■ Group A+ ■ Group A-x% (1/2)



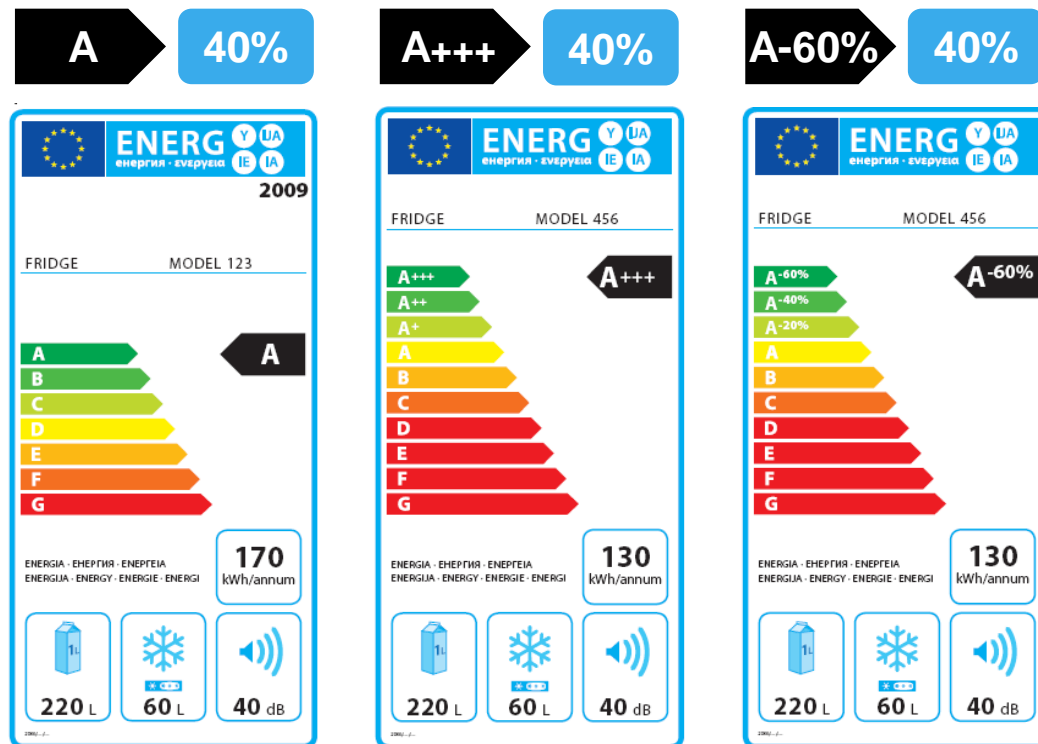
Preference for a particular model (2/2)

"Which of the options do you prefer?"

(filter: only consumers who have understood the model they were confronted with)



Strong effect/appeal of the dark green arrow as the most attractive class – irrespective of how it is named



CONCLUSIONS

Closed A-G with Rescaling:

- the most difficult of the three options for people to comprehend;
- the least popular in a direct preference context.

A-20% and A+:

- both well understood by consumers;
- the most chosen route when given a free choice amongst all three (once people have been exposed to either route)
- easiest transition from current to new format.

Colour-graded scale

- The top dark green arrow is equally perceived as the highest level of efficiency irrespective of the name of the class.
 - The inclusion or exclusion of a lengthened 'tail' (whether the extra levels are coloured red or left clear) appears to have minimal impact.