

Recognising A-G

Summary of results from cross-EU survey

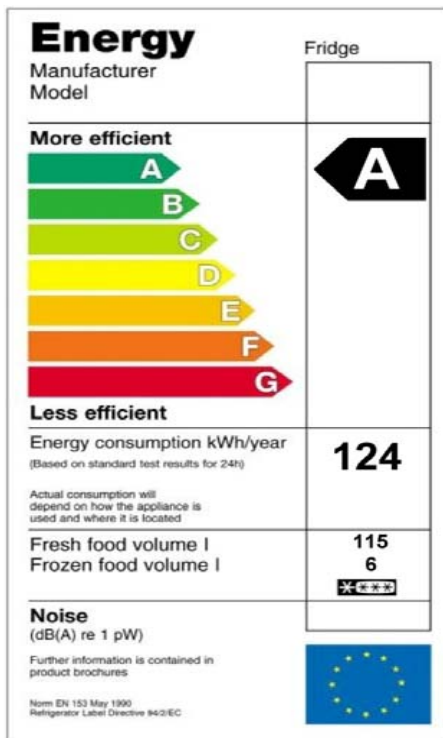
- UK Department for Environment, Food and Rural Affairs (Defra)
- UK Energy Saving Trust
- UK National Consumer Council
- ANEC
- BEUC

Methodology

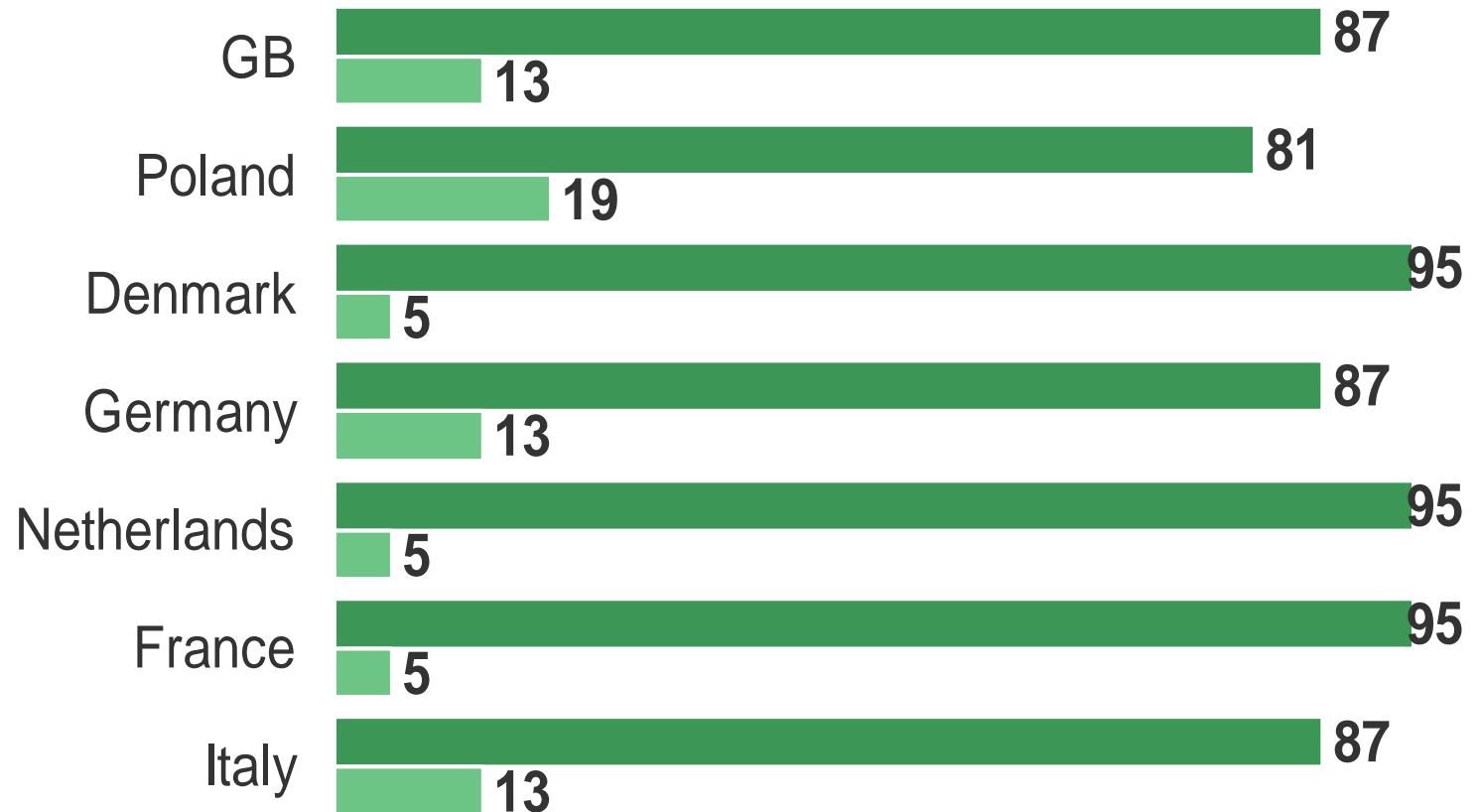
- Fieldwork conducted via Ipsos MORI's web-based Online Omnibus between 16th and 19th May 2008 in seven Member States:
 - Denmark
 - France
 - Germany
 - Italy
 - Netherlands
 - Poland
 - UK
- 1,000 people aged 16-64 were interviewed in each country (16-59 in Poland)
- Questions presented in national languages

Q1 Awareness

Q: "Please look at the label below. Have you ever seen this label before?"



■ Yes ■ No



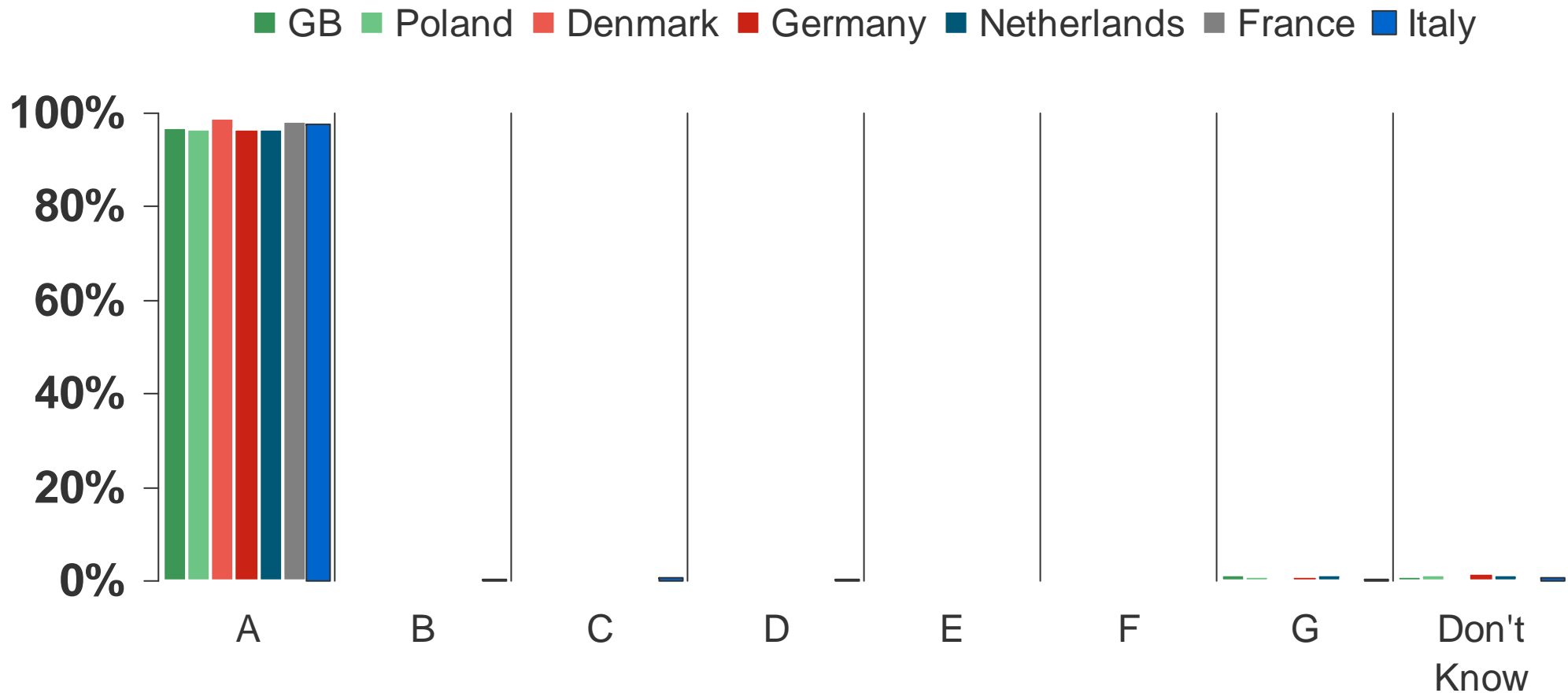
Base: 1,000 adults in each market

Q1 Awareness - Summary

- Level of awareness of A-G label varies from 81% in Poland to a high of 95% in Netherlands, France and Denmark.
- This result for Poland is significantly less than all the other markets
- There is strong awareness across all 7 markets with even the lowest country having 8 out of 10 people aware of the A-G label

Q2 Most Efficient Letter

Q: “Which letter on this label do you think indicates the MOST energy efficient product?”



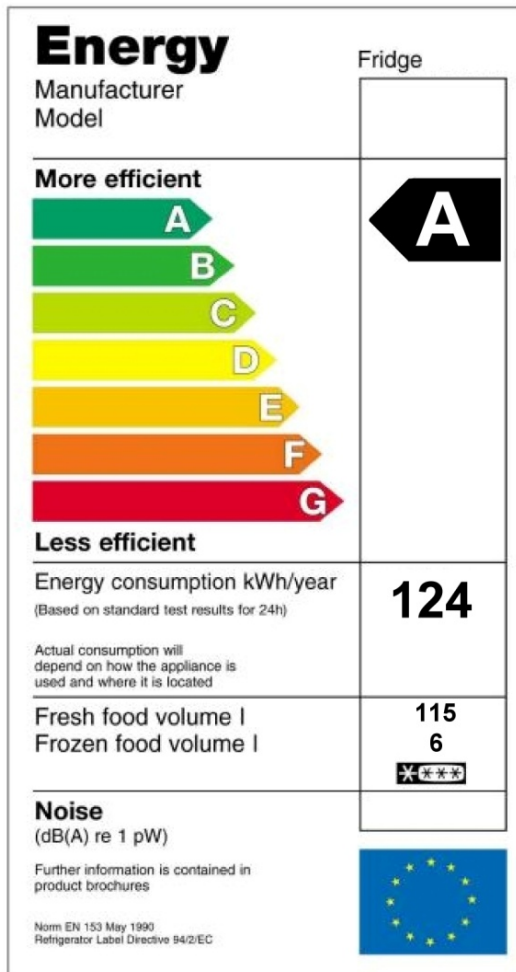
Base: 1,000 adults in each market

Q2 Most Efficient Letter - Summary

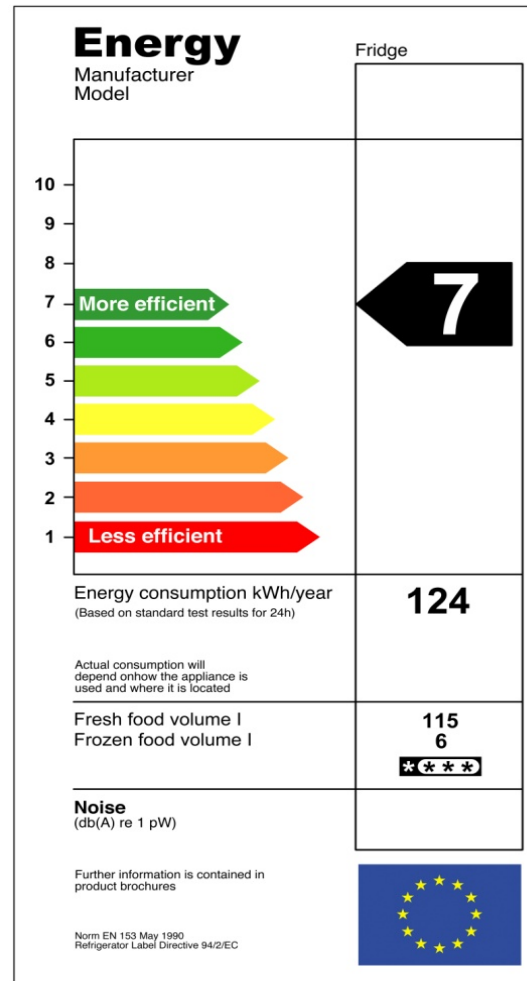
- When respondents were asked to identify the letter signifying the MOST energy efficient product there is clear evidence that they fully understand how the scale works.
- In four of the markets 97% of respondents selected the letter “A”. In two markets we had 98% select “A” and Denmark came out with the highest correct score of 99%
- Very few respondents in each market selected answers other than A.

Labels shown in Q3 – Q5

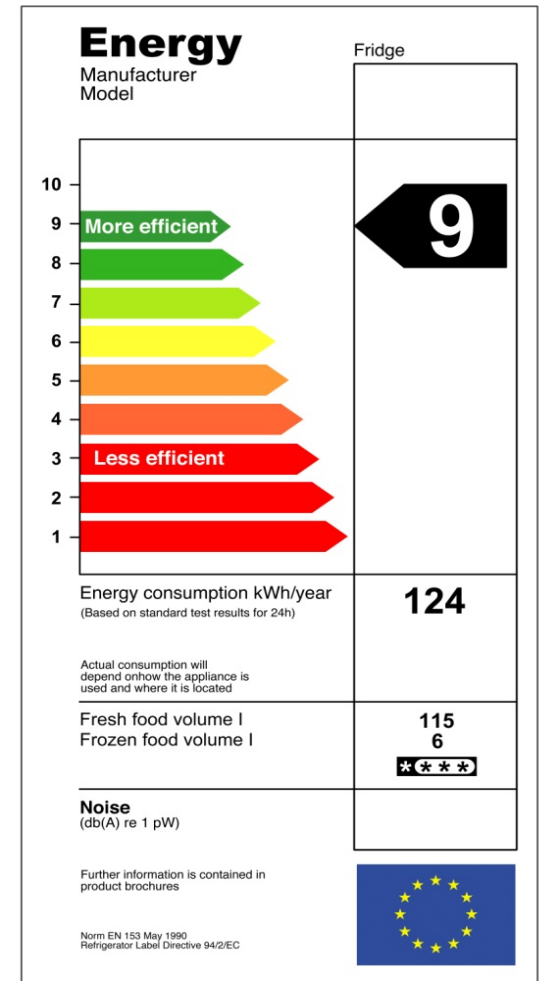
A – G Label



7 – 1 Label

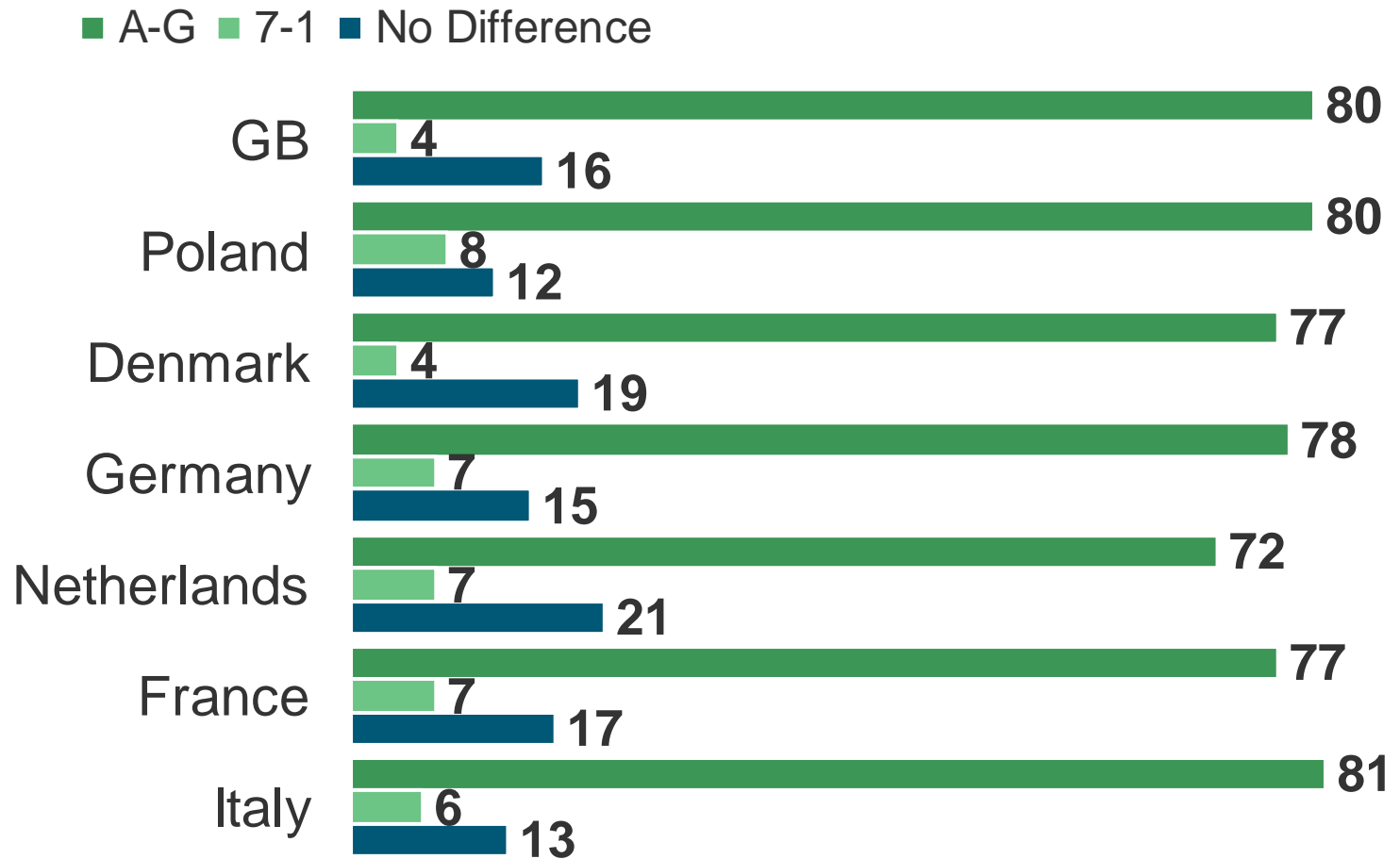


9 – 3 Label



Q3 A-G or 7-1 Label?

Q: "If you were buying an energy efficient fridge, which of the following labels would be easiest to understand?"



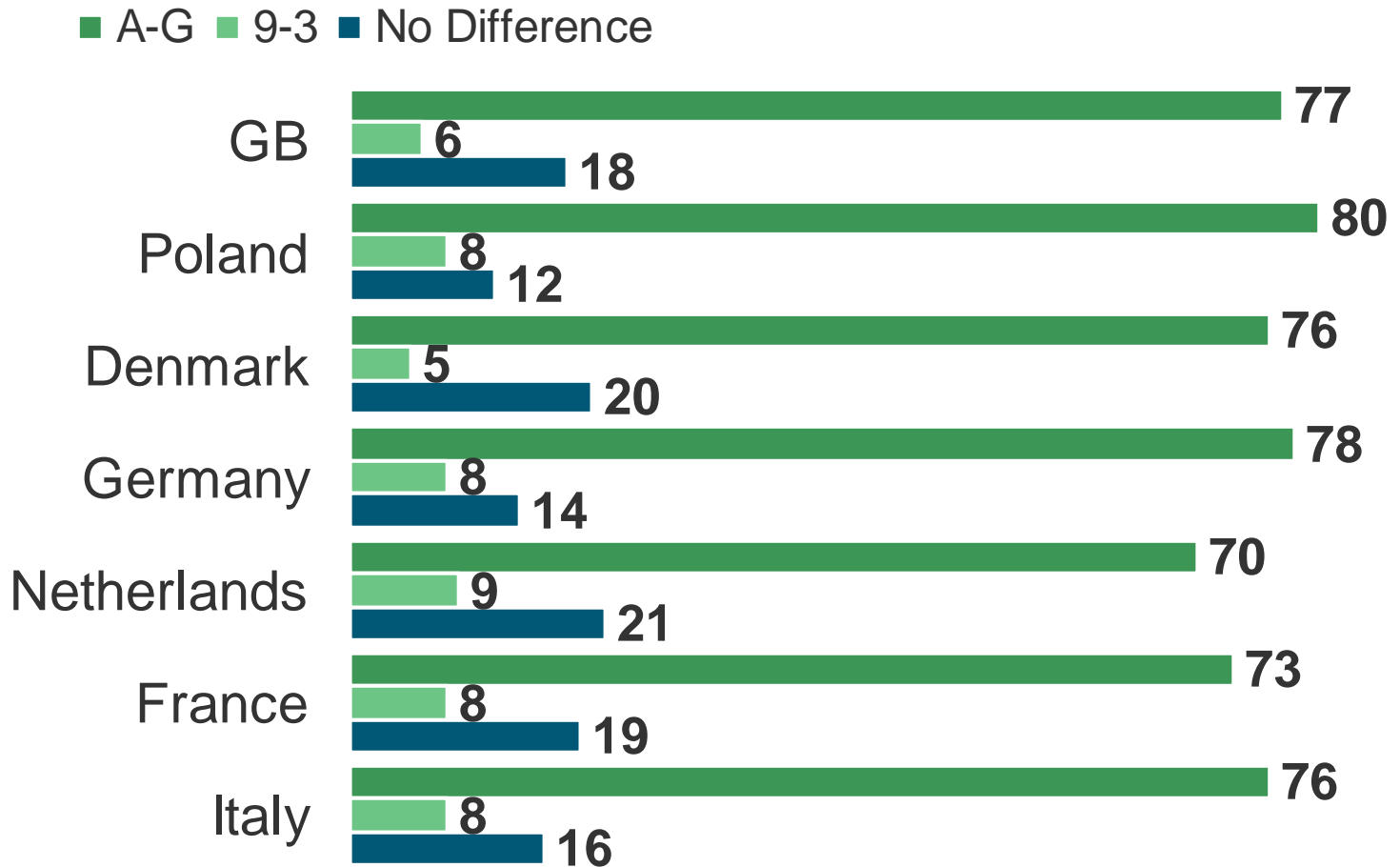
Base: 1,000 adults in each market

Q3 A-G or 7-1 Label - Summary

- Across all 7 markets the majority of respondents found A-G easier to understand than the 7-1 label
- The biggest difference in preference of A-G compared to 7-1 was in Great Britain. With 80% selecting A-G and just 4% opting for 7-1, a difference of 76 percentage points.
- The market with the greatest preference for the 7-1 label was Poland, however even then only 8% of the respondents found 7-1 easier to understand.
- Netherlands was the highest market stating there was “No difference” between the two labels with 1 in 5 respondents selecting this option
- 72% of respondents in the Netherlands chose A-G and that is significantly less than all the other markets

Q4 A-G or 9-3 Label?

Q “If you were buying an energy efficient fridge, which of the following labels would be easiest to understand?”



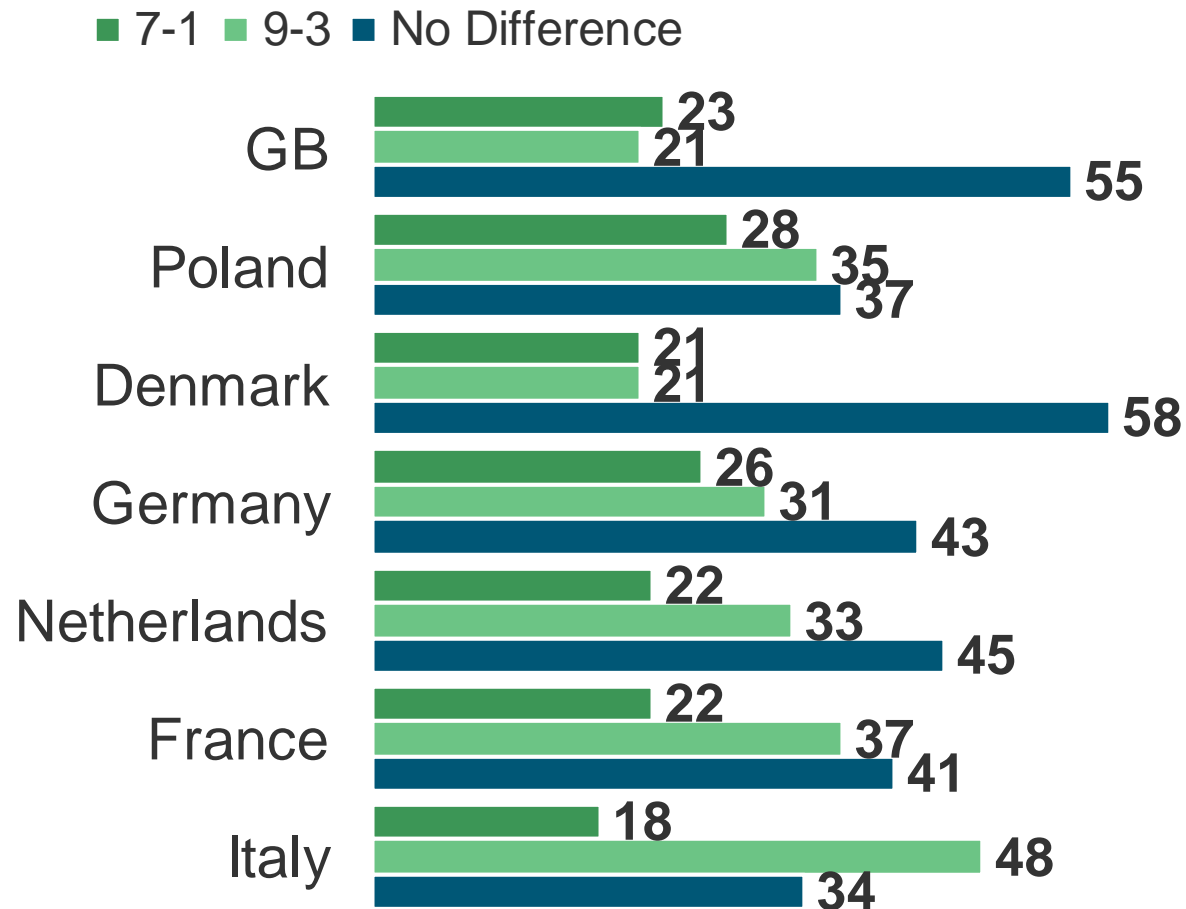
Base: 1,000 adults in each market

Q4 A-G or 9-3 Label - Summary

- When comparing A-G and 9-3 again the A-G label came out as being the easiest to understand in all markets
- This time Poland had the biggest difference in the preference for A-G compared to 9-3 with 80% selecting the former and just 8% opting for the latter, a difference of 72 percentage points
- Netherlands was again the market which gave the highest response for “No difference” with 21% choosing that option. They also gave the highest preference for the 9-3 label than any other market, however this was just 9% with four of the other markets scoring 8%.
- In Denmark 5% preferred 9-3 and that is significantly less than all the other markets (except GB with 6%)

Q5 7-1 or 9-3 Label?

Q: "If you were buying an energy efficient fridge, which of the following labels would be easiest to understand?"



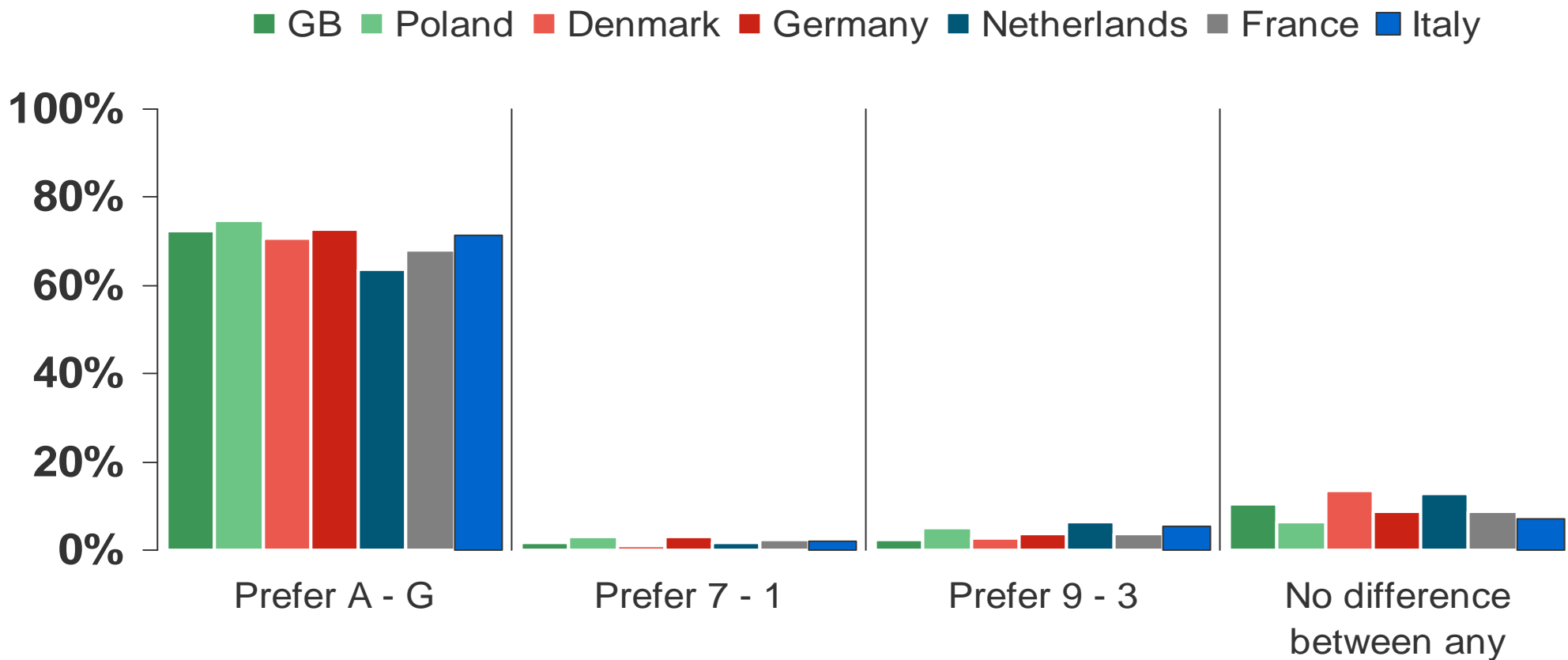
Base: 1,000 adults in each market

Q5 7-1 or 9-3 Label - Summary

- In six out of seven markets the majority of respondents decided there was “No difference” between 7-1 and 9-3. The Italians were the only market where the majority did opt for one of the labels, 48% selecting 9-3
- The markets where there is a significant difference in favour of 9-3 were Poland, Germany, Netherlands, France and Italy.
- The only market where 7-1 performed better than 9-3 was GB but the difference was not significant
- Denmark was completely split with 21% selecting 7-1, another 21% selecting 9-3 and the remaining 58% saying there was “No difference”.

Easiest to understand - TOTAL

This chart shows the percentage of respondents who selected A-G at both Q3 and Q4, those selecting 7-1 at both Q3 and Q5, 9-3 at both Q4 and Q5 and those selecting “No difference” at all of Q3, Q4 and Q5



Base: 1,000 adults in each market

Easiest to understand - SUMMARY

- Those saying that A-G is easier to understand at BOTH Q3 and Q4 is clearly the most popular option across all markets
- 75% of the Polish respondents selected this label at both questions and the Netherlands was the country with the fewest amount opting for the A-G label both times, but even then it was 64% of the sample so still a popular choice in that country.
- The 9-3 label was selected at both questions more frequently than the 7-1 label, but there were still more respondents in each market saying there was “No difference” between all the labels than there were choosing these two labels both times.
- Main conclusion is that the A-G label is the easiest to understand across all markets and the overwhelming majority in each market correctly identified the “A” as the most energy efficient product