



Come On Labels



www.come-on-labels.eu/o-projecto-pt/bem-vindo-pt
comeonlabels@quercus.pt

CONSUMERS AND SHOP ASSISTANTS SURVEY ON ENERGY LABELS

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INTRODUCTION

GOALS


- Considering the small sample and its geographical location the propose was to:
 - Evaluate the visibility and credibility consumers and shop assistants assign to energy labelling
 - Understand its usefulness and importance at the moment of purchase or sale of labelled products
- Promotion of Come On Labels project
- Dissemination of promotional material prepared within the project (bookmarks and pocket guidebook on energy labels)

ACKNOWLEDGEMENTS

This activity was integrated in a training programme promoted by AREANATEjo – Regional Energy and Environment Agency from North Alentejo.

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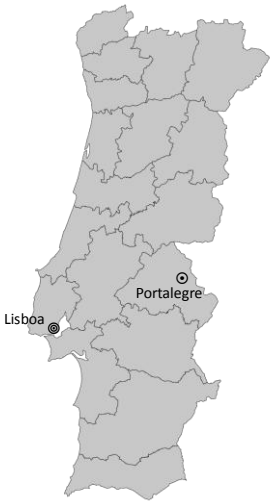
ACTIVITES

Surveys performed in Portalegre:


- 5 shop assistant surveys
- 5 shops visited (electronic superstores and electric specialists)
- 30 consumers surveys (street interviews)


Other activities carried out in shops:

- 20 pocket guidebooks on energy labels were delivered to shop assistants
- 100 bookmarks on energy labels to be delivered to the consumers





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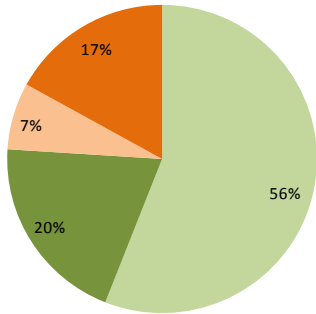
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RESULTS – CONSUMERS SURVEY


1. Do you know the energy labels for home appliances?




Response	Percentage
Yes, both the old and new labels	56%
Yes, but only the old labels	20%
No, I didn't know there were new labels	7%
No, none of them	17%

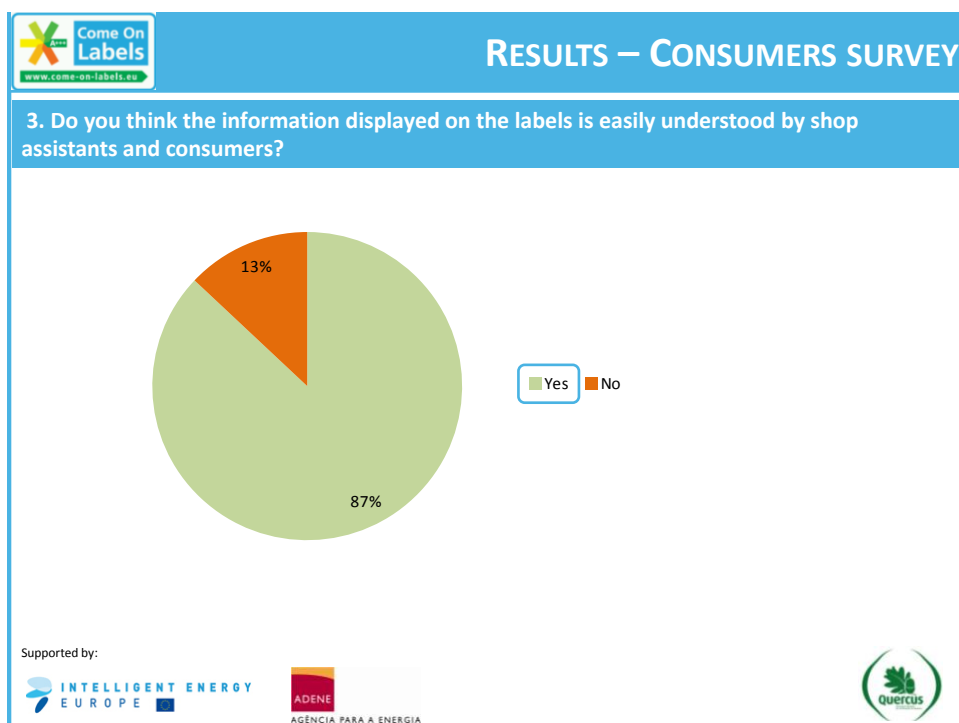
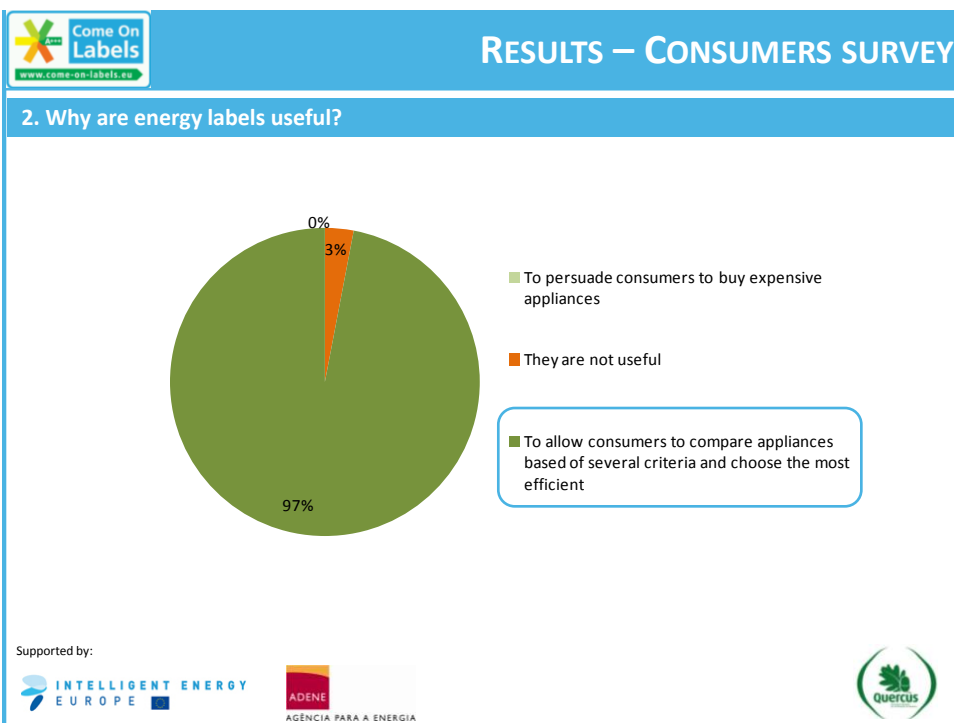
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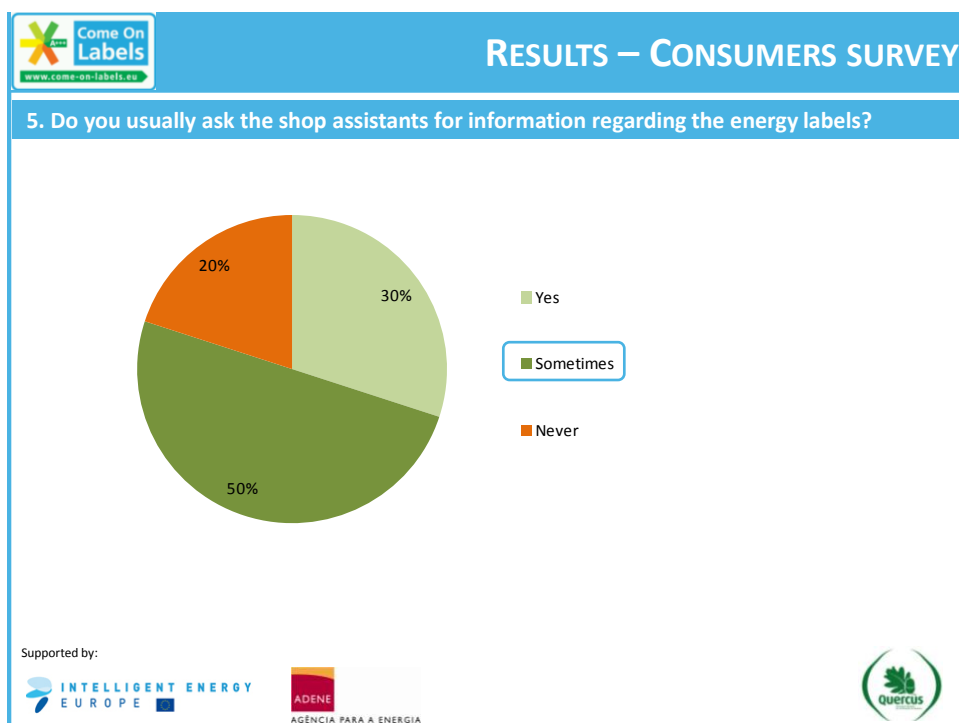
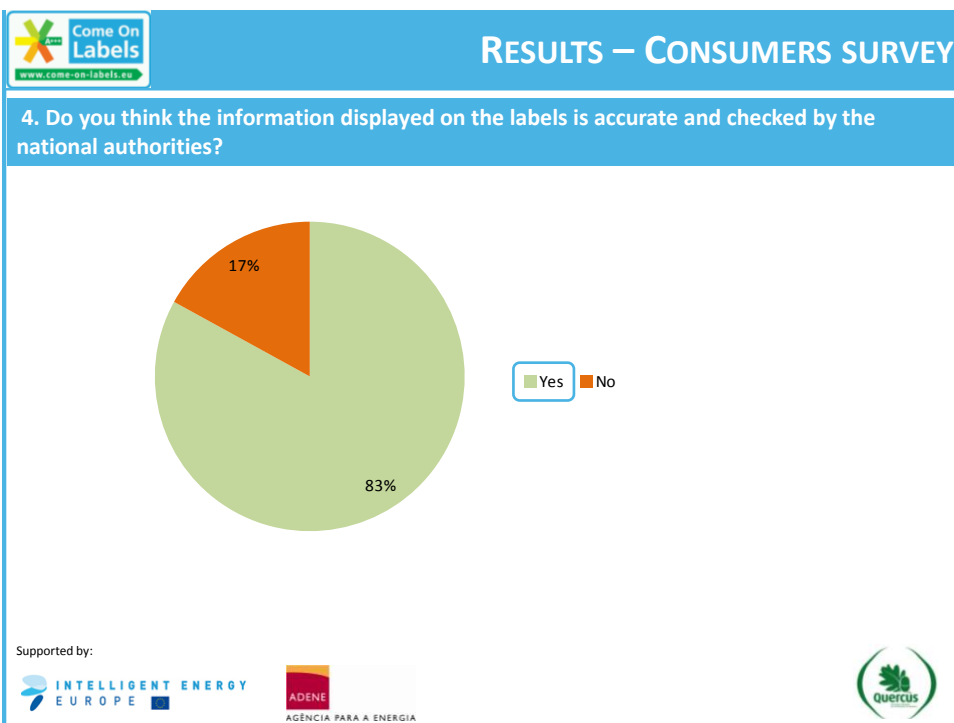


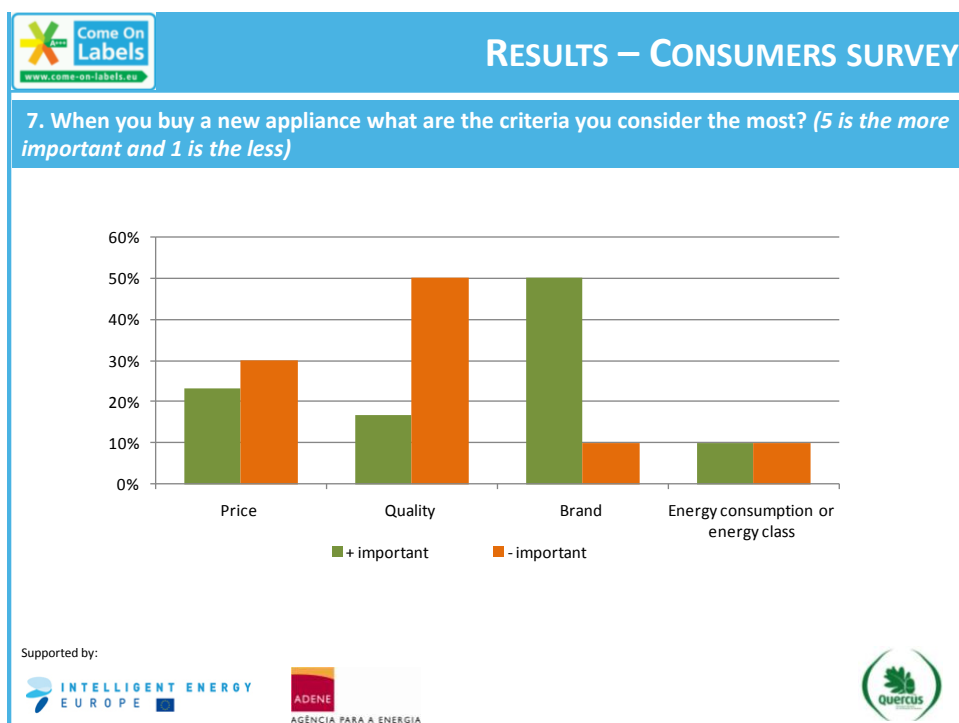
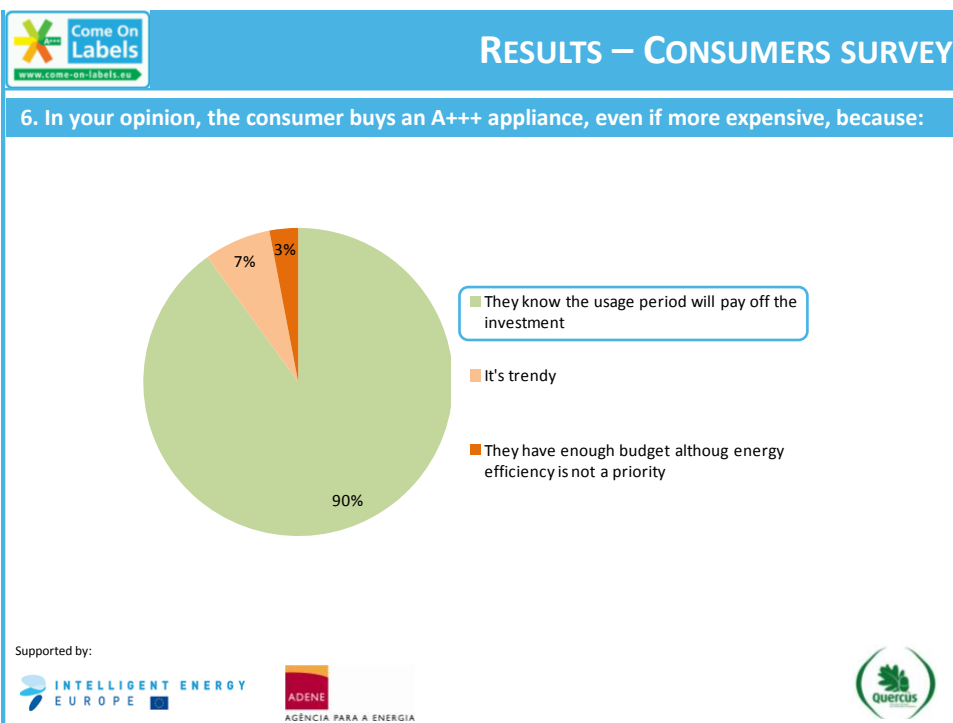


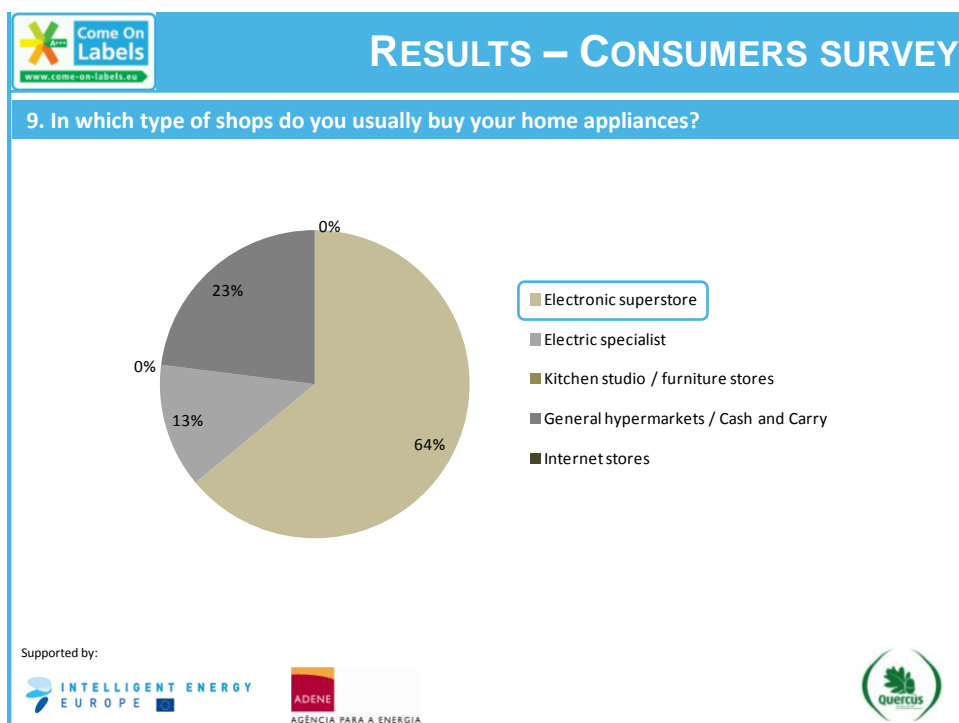
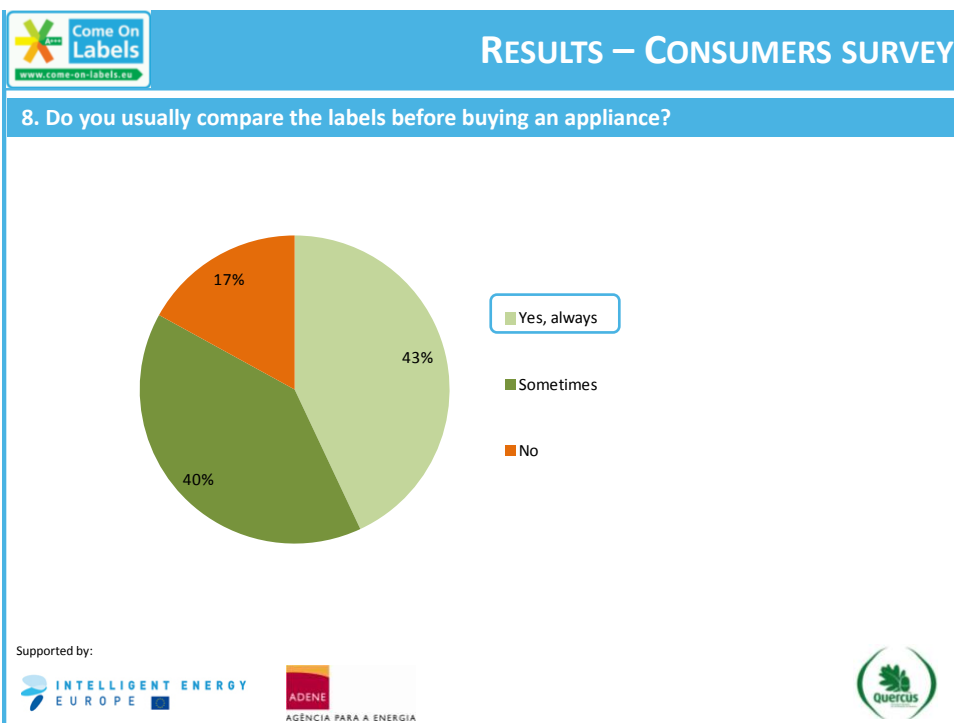
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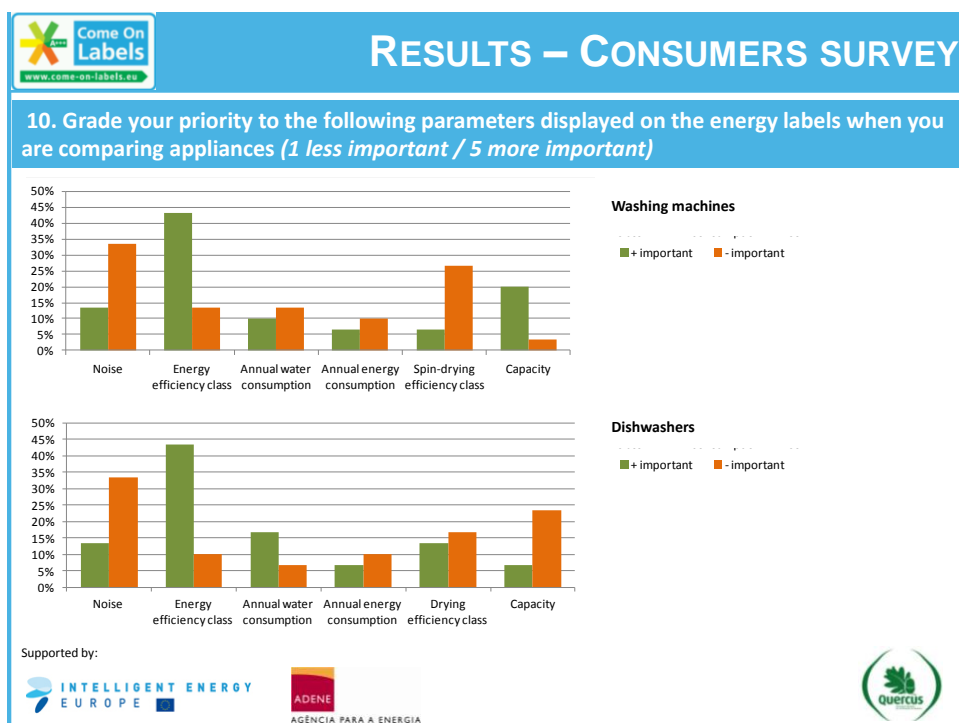
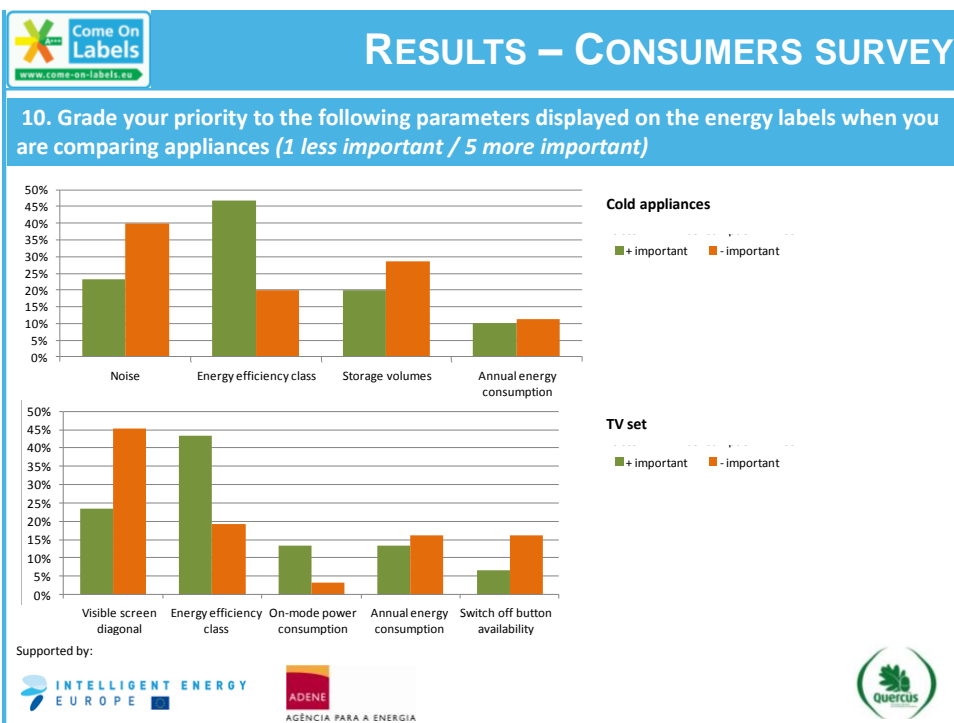














CONCLUSIONS

Consumers:

- The energy labels (old and new) are known to the majority of the respondents, although 17% (5 consumers) were not aware of its existence.
- Most of the respondents compare the labels and ask the shop assistants for information. They shop for home appliances, mainly, in electronic superstores and general hypermarkets.
- Almost all of them state labels are useful to choose a new product, easy to understand and consider reliable the information displayed (because controlled by national authorities).
- Although the majority of the respondents recognise that upper energy class products pay off their higher purchase price, this criteria is the least considered as “more important” when buying a new appliance. The “more important” is the brand and the “less important” is the quality.
- Considering the contents of each new energy label, most of the respondents pointed out energy class as the “most important” and noise as the “less important”. Annual electricity and water consumption are never considered among the “more important” (except for water consumption in dishwashers). *Note: The last two parameters are, generally, directly related to the appliance size whereas the energy class determination benefits, some times, the bigger appliances.*

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CONCLUSIONS

Shop assistants (no graphs were created because the sample was too small):

- They know the energy labels (new and old), which are generally given by the supplier and they know how to display them on the appliances and what information should be made available in promotional materials. One shop assistant was not aware of the new energy labels (*Note: probably because he deals, mainly, with appliances not for domestic use*).
- Basically all agree about the energy label usefulness and consider reliable the information displayed (because controlled by national authorities). They say consumers sometimes find difficult to understand the labels (especially the old ones) but they are able to enlighten them.
- Although most of them recognise that consumers know the upper energy class products allow higher energy savings they state the consumer choose a new appliance, mainly, based upon the price criteria.
- They ask for more consumer awareness campaigns.

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