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für Internationale
Zusammenarbeit (GIZ) GmbH

SURVEY ON PUBLIC OPINION ON THE LEVEL OF AWARENESS OF ENERGY EFFICIENCY



MAY, 2011

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1. BACKGROUND INFORMATION

During the implementation of the project „The Year of Energy Efficiency“ the initial survey on public level of awareness of energy efficiency was carried out (October 2008), which set a basis for planning future activities. In June 2009, the control survey was conducted and in November 2009 the final survey for project effect analysis. In order to continue with informing and educating the public on the importance of the achievement of energy efficiency in households, the Ministry for Economic Development and German Society for International Cooperation (GIZ) proceed with the implementation of similar surveys in 2010 and 2011.

With the purpose of strengthening awareness among the citizens of importance and possibilities of efficient use of all energy forms, an intensive public campaign was conducted, promotional TV and radio spots and special features on energy efficiency prepared, as well as documentary movie on energy efficiency and TV feature 'Smart Energy' made. During the Energy Efficiency Day (March 5th) the action of distribution of energy saving light bulbs and advising on energy saving were organized in Podgorica at Rimski trg (Roman square) with the aim of reminding that energy saving and preserving are critical in global fight against global warming and consequences it carries. Organizing similar projects in other Montenegrin cities are in plan.

2. SURVEY METHODOLOGY

The survey on public opinion on energy efficiency, for the needs of the Ministry for Economic Development and German Society for International Cooperation (GIZ), was conducted by CEED.

With the purpose of getting closer insight into citizens awareness of energy efficiency, the quantitative survey was conducted, which included 451 respondent, i.e. household representatives living in their own house/apartment. The MONSTAT data on the number of adult citizens in Montenegro served as a starting basis for the creation of a representative sample¹.

The survey was conducted in Berane, Bijelo Polje and Pljevlja (northern region), Nikšić and Podgorica (central region) and Bar, Budva, Ulcinj and Herceg Novi (southern region) on the sample of 451 citizens. Table 1 contains the review of sample structure by municipalities.

Table 1: Review of the number of respondents by municipalities

	Number of respondents	% of interviewed
Podgorica	91	20.2
Nikšić	60	13.3
Bijelo Polje	60	13.3
Berane	45	10.0
Pljevlja	45	10.0

¹ Representativeness of the sample implies that selected units of observed group, or population have all characteristics of total population

Herceg Novi	35	7.8
Bar	35	7.8
Ulcinj	40	8.9
Budva	40	8.9
Total:	451	100.0%

Data acquisition was carried out during the April 2011 by using direct interviewing method. For the field work CEED Consulting hired 17 polltakers, who attended a one-day training to introduce them to the questionnaire content, the goal of the survey and deadlines for completion. In addition to this, polltakers were introduced to spots/commercials on energy efficiency (Police, Sawing, and Family) and current offers of banks for credit lines for purchase of energy efficient devices.

The questionnaire, designed with the aim of conducting this survey, contained both open questions and questions with multiple-choice answers. The respondents were guaranteed anonymity, which contributed to obtaining as honest and accurate answers as possible analyzed in this Report.

Data entry was performed in Microsoft Excel, and data processing with necessary logical controls was performed in SPSS program (Statistical Package for Social Science - a software program for data processing and analysis).

In accordance with the goals of the project, CEED analyst team performed data analysis and in accordance with the obtained results prepared the conclusions. Having in mind the manner the sample was created and applied methodology, we believe that presented results may be treated as valid indicators of the citizens' level of awareness of energy efficiency.

3. ANALYSIS OF THE RESULTS

In order to get better insights into public informing and strengthening awareness of the importance energy efficiency, the quantitative survey has been carried out, which included several parts:

- ✓ Demographic characteristics,
- ✓ Energy consumption in household,
- ✓ Energy efficiency - definition and promoting activities,
- ✓ Awareness and using of services of energy efficiency info line and info center/office and
- ✓ Implementation of energy efficiency measures.

3.1 Demographic characteristics

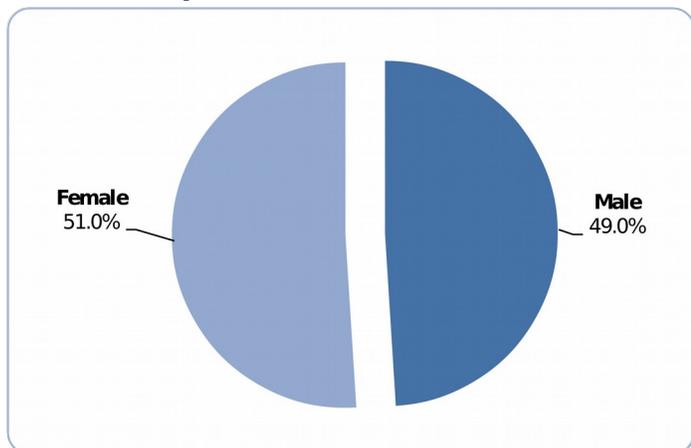
The survey was carried out in 9 Montenegrin municipalities with 451 household representatives. The condition to participate in the survey was to respondents live in their own house/apartment².

² With the aim of getting real and impartial data, polltakers were instructed that the questionnaire cannot be answered by household representatives whose family members work in Electro Distribution Unit, Ministry of Economy, GIZ, or in area of journalism/TV/radio, PR or market research.

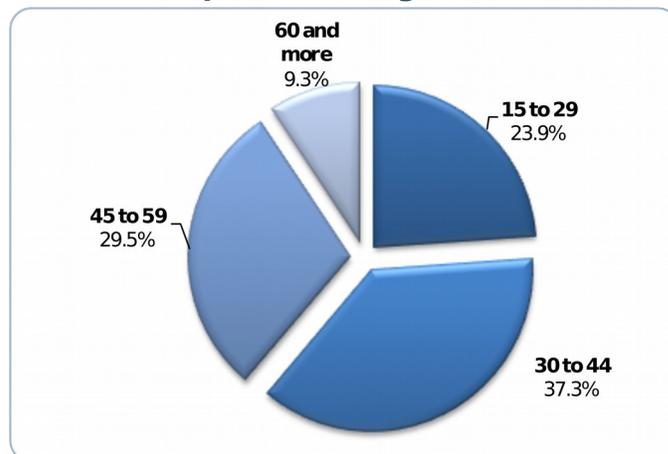
Gender structure: 49.0% of men and 51.0% of women. Graph 1.

Respondents were mostly between the age of 30 to 44 (37.3%) and between 45 and 59 (29.5%). Graph 2.

Graph 1: Gender structure



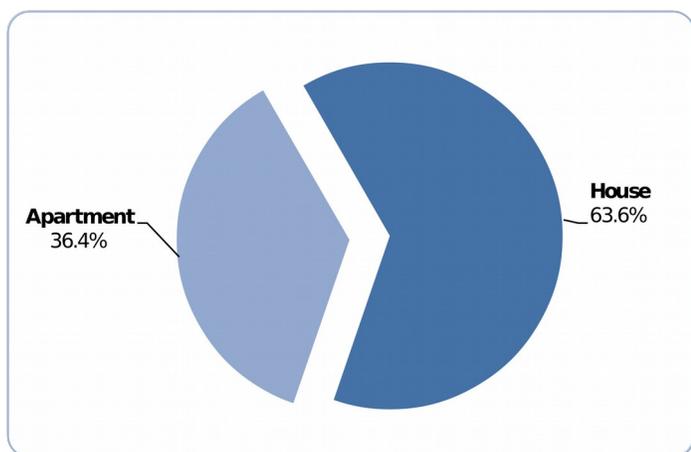
Graph 2: Age structure



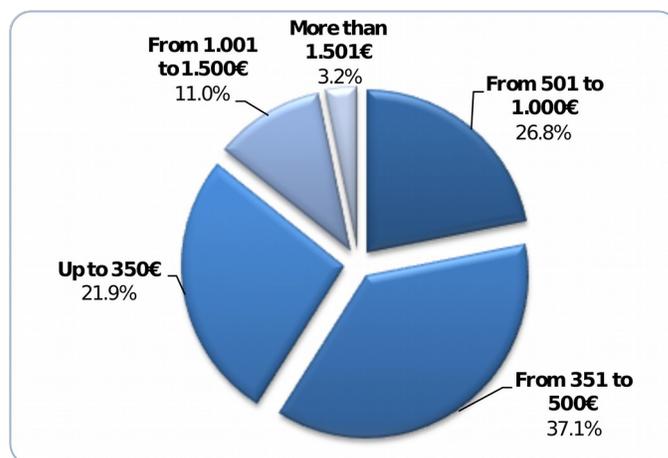
In 69.1% of cases respondents said they had finished secondary school. Most often they were employed in some public or private company – 53.8%.

Interviewed lived more often in houses than in apartments (63.6% and 36.4% respectively, Graph 3). Total monthly income of household in majority of cases ranged from 351€ to 1.000€. Graph 4.

Graph 3: Do you live in:



Graph 4: Total monthly income of household



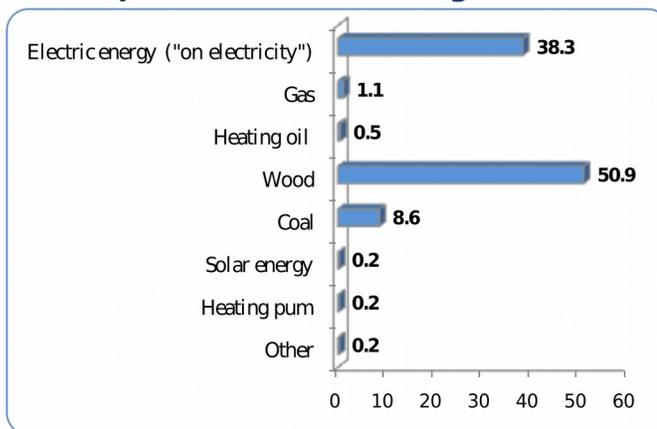
3.2 Energy consumption in households

Energy-generating products used in households were electricity (80.3%) and wood (18.2%).

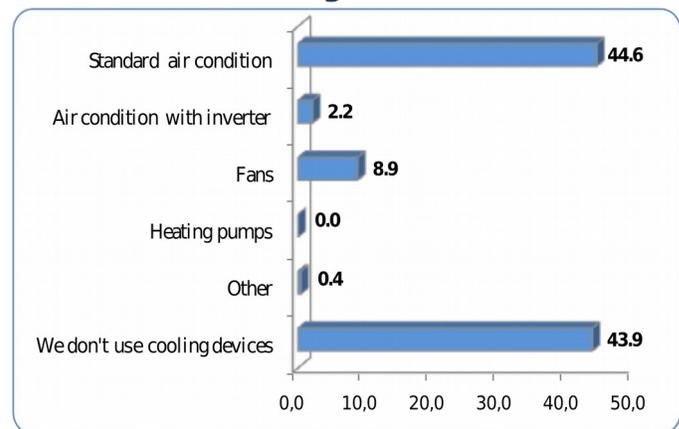
The selection of energy-generating product used for heating mostly depends on the residential conditions and the region respondents live in. As shown on the Graph 5 respondents most often use wood and electricity for heating (50.9% and 38.3% respectively). More detailed insight shows that people living in the northern region most often choose wood, while citizens of the central and southern region use electricity.

Respondents use standard air conditioners for cooling (44.6%, Graph 6). This is particularly characteristic for the citizens living in the central and southern region, which is conditioned by the climate in these areas. High percentage of interviewed (43.9%) highlighted that they do not use air conditions, which is particularly characterized for those living on the north.

Graph 5: Energy-generating products used during the winter:



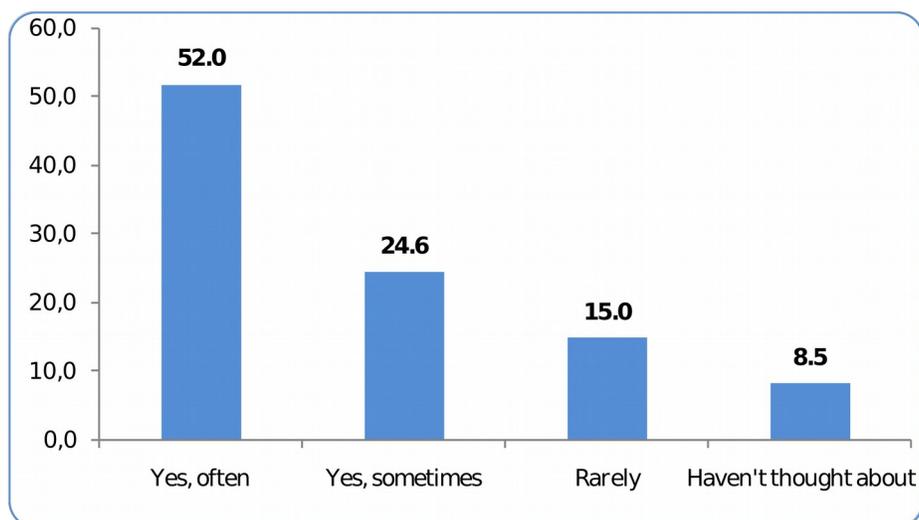
Graph 6: Cooling devices used during the summer:



Respondents in 52% of cases stated that they often thought about the ways to decrease their total electricity bill, Graph 7. For that reason, and in order to decrease electricity consumption, every second respondents stated they applied certain measures – use of energy saving light bulbs, facility insulation, more rational and efficient use of electricity, use of wood and gas for heating and cooking, etc.

Men and women in almost same percentage thought about decreasing energy bill. Also, women are the ones who more often, in comparison to men, undertake some of the energy saving measures.

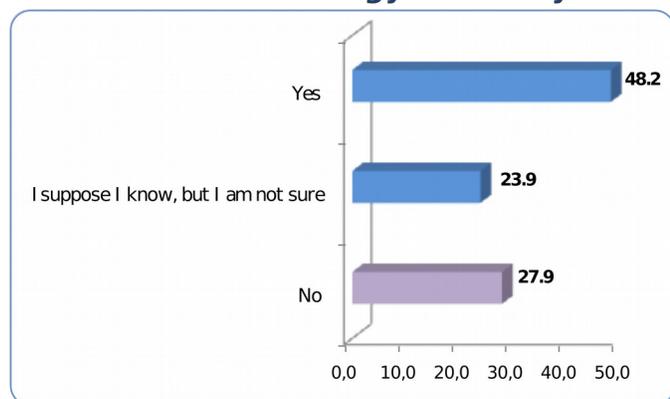
Graph 7: Have you thought about decreasing electricity bill in your household?



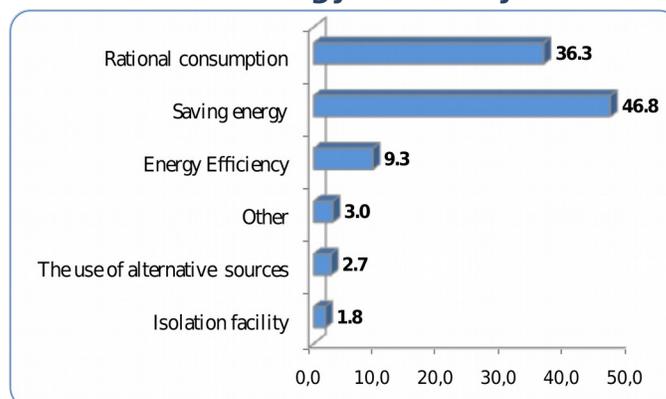
3.3 Energy efficiency - definition and promotional activities

High percentage of interviewed, 72.1% (Graph 8) knew and assumed they knew what the term energy efficiency entailed. Most often, they defined this term as rational energy use and energy saving (36.3% and 46.8% respectively, Graph 9).

Graph 8: Are you aware of the term energy efficiency?



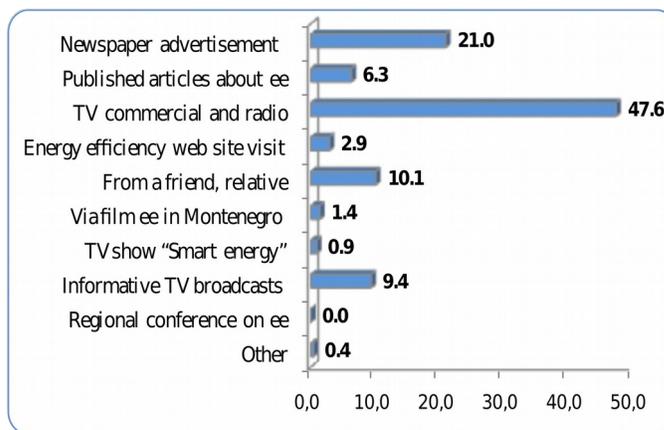
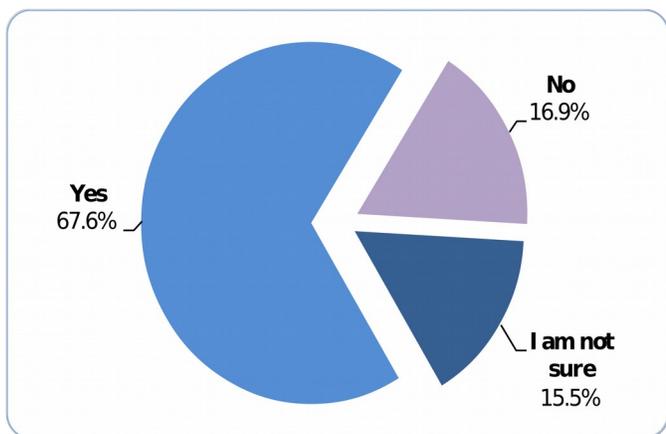
Graph 9: How would you define the energy efficiency term?



In 67.6% of cases (Graph 10) interviewed said they noticed **in the media** information related to rational energy consumption and applying energy efficiency. TV and radio commercials (videos) and ads in newspapers are the most frequent ways how people heard of energy efficiency (47.6% and 21.0% respectively, Graph 11). Men in higher percentage noticed mentioned information in the media.

Graph 10: Have you noticed in the media information on rational energy consumption?

Graph 11: How did you hear about energy efficiency (those who said 'Yes')?



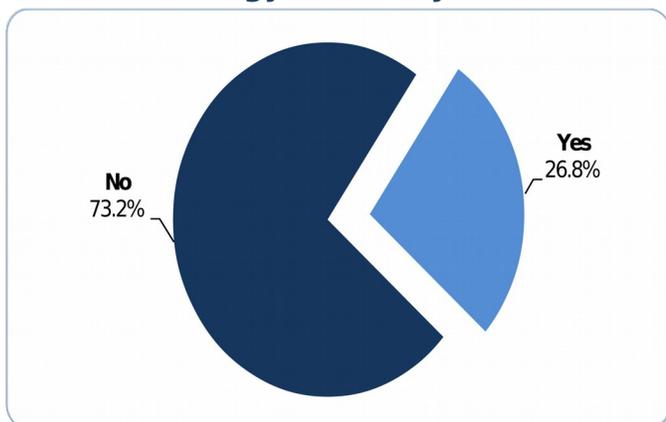
Almost two thirds of respondents (63.4%) have noticed or watched TV spots/features about energy efficiency and assessed them as funny and informative (34.4% respectively, Table 2). These ways were equally mentioned by both men and women.

Table 2: Promotional TV features broadcasted on TV were:

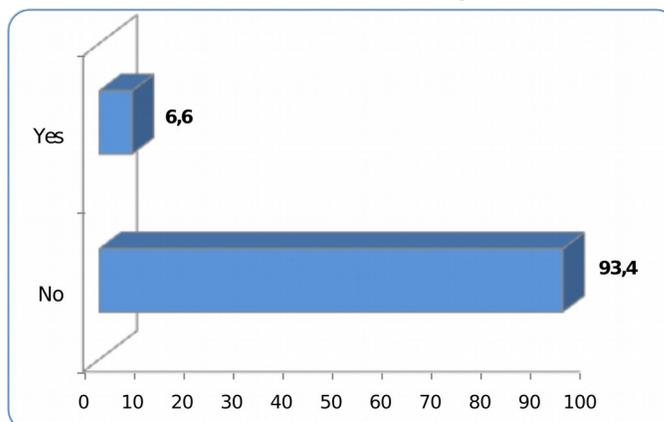
	%
Humorous	34.3
Boring	5.5
Informative	34.3
Stimulate implementation of some of the measures	23.3
Other	2.6

Every fourth respondent (26.8%, Graph 12) have heard of energy efficiency info line. Even though they heard of it, only 6.6% of cases actually used the services of this line, Graph 13.

Graph 12: Have you heard of energy efficiency info line?



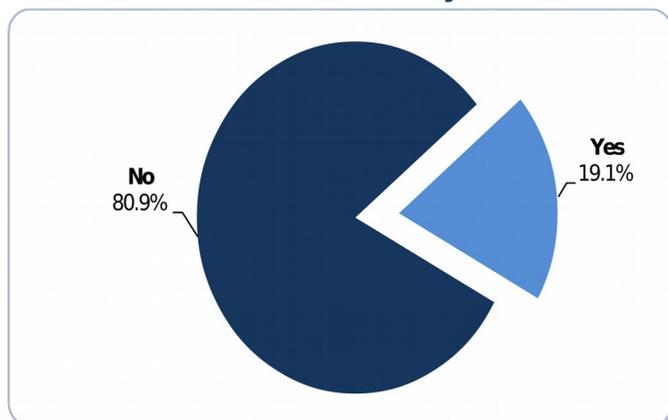
Graph 13: Have you used the services of this line (those who said 'Yes')?



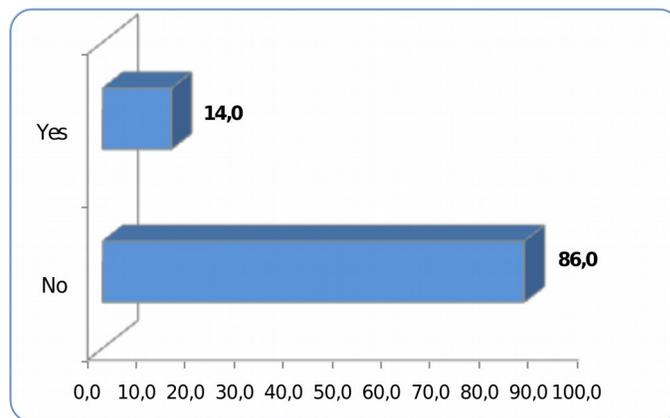
Almost every fifth respondent (19.1%, Graph 14) heard of infor center or info office for energy efficiency. They confirmed in 14.0% of cases that they used services of infor center/office (Graph 15).

Respondents would call the info line or visit the info center/office in order to become better informed about energy efficiency measures and devices, ways of rational consumption as well terms of purchase of energy efficient devices.

Graph 14: Have you heard of info center or info office for energy efficiency?



Graph 15: Have you used services of info center (those who said 'Yes')?



Every fifth respondents knew how to define energy audit of buildings – control and monitoring the electricity consumption in the building, audit of electric installations, checking meter function, introducing rational consumption measures, etc.

Every third respondent defined the term passive house – house with minimal energy consumption, the house where the energy is rationally used, the house that uses alternative energy sources and solar energy for heating/cooking/cooling, etc.

3.4 Energy efficiency measures

In order to get insight into current awareness of certain energy efficiency measures, respondents were asked if they and to what extent were familiar with the same.

Respondents showed the least familiarity with heating pumps and thermostat valves (19.2% respectively, Table 3) as well as with condensate boilers (18.8%). Women in larger percentage than men were not aware of mentioned measures.

Table 3: Which among the following energy efficiency measures you have not heard of?

	%
Heating pump	19.2
Thermostat valve	19.2
Condensate boiler	18.8
Air condition with inverter	12.6
Solar collector and photo-voltage cells	10.6
Window with e-low emission	7.8
Devices of energy type A	7.1
Nothing of the above	4.0

House/apartment insulation	0.5
Use of energy saving light bulbs	0.2

Respondents were asked which of the energy efficiency measures they have implemented in their household and which measures they would be ready to apply in the future period. As presented on the Graph 16 they most often *applied* energy saving light bulbs (37.1%) and devices of energy type A (10.2%). In considerably lower percentage they mentioned house/apartment insulation and windows with low-e glass (5.0% and 3.9% respectively).

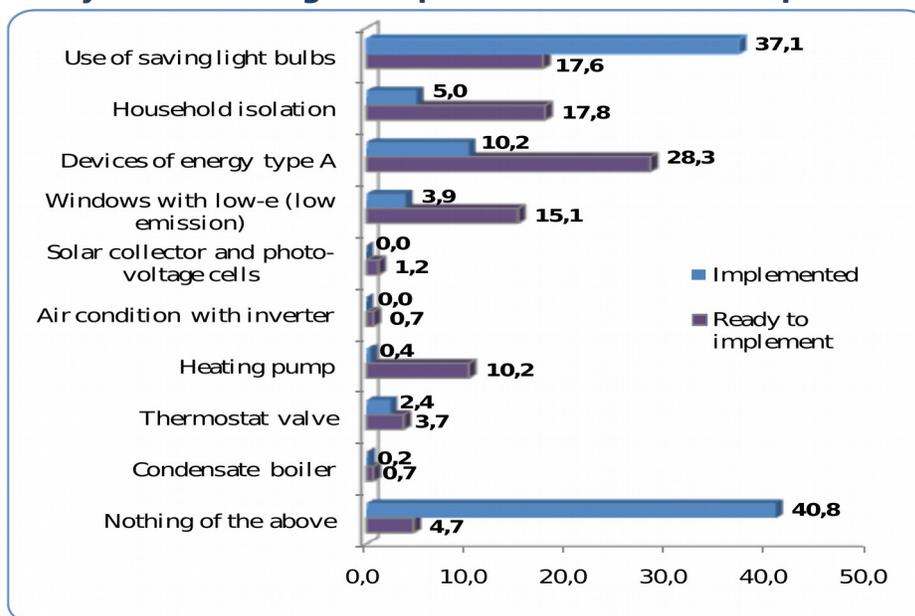
More detailed analysis showed that interviewed citizens from the north in considerably lower percentage apply mentioned measures in comparison to those from central and southern region. Men in larger number of cases said they applied mentioned measures.

The Graph 16 shows which measures respondents are *ready to apply* in their household in the future period – devices of energy type A (28.3%), house/apartment insulation and use of energy saving light bulbs (17.8% and 17.6% respectively) and installation of windows with low-e glass (15.1%).

Respondents from the southern region, more often women and those whose monthly incomes ranged from 501 do 1.000€ would be more willing to apply devices of energy type A.

On Graph 16 can be seen that two fifths of respondents (40.8%) did not apply any of energy efficiency measures, as well as that the number of those not wanting to apply any of energy efficiency measures is considerably lower (4.7%).

Graph 16: Energy efficiency measures you already implemented and those you are willing to implement in the future period?



The reason for not undertaking some of the mentioned measures was a lack of financial resources for 79.0% of respondents (Table 4). Slightly more than every tenth respondent as the reason mentioned the lack of information.

More detailed insight shows that the lack of financial resources was most often mentioned by respondents from the north, women as well as by those living in house.

Table 4: Reasons for which you are not planning to implement some of energy efficiency measures?

	%
Lack of information	12.4
Lack of financial resources	79.0
Lack of information about relevant contractors	1.2
Inability of reach agreement with other tenants in common residential building	3.3
Inaccessibility of adequate products	2.5
Some other reason	1.6

Only 4.5% of respondents said they thought about taking a loan in order to implement some of energy efficiency measures in their household.

In 6.0% of cases citizens heard of credit lines particularly those offered by CKB, NLB and ERSTE bank.

4. PROCESS OF CONDUCTING RESEARCH

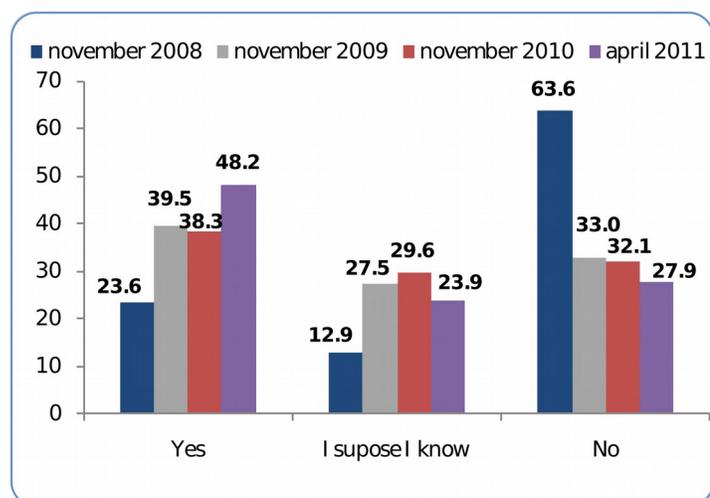
With the purpose of implementing Public Opinion Survey on Awareness of Energy Efficiency, representatives of GIZ and research agency CEED held the meeting where they defined activities to be carried out in the near future.

Since the survey has been implemented year after year, the existing research methodology, questionnaire and work plan have been updated. In the process of the survey implementation, the representatives of the households have cordially met with our poll takers, and helped them in the implementation of the poll taking. In addition, thanks to their friendly approach, the data have been collected in the proposed time period and thus enabled the proper implementation of the survey.

For field work CEED Consulting engaged 17 interviewers who attended one-day training on the content of the questionnaire, objectives of the survey, as well as the deadlines for data collection. Delivered data were entered into electronic base in Excel, after which further analysis has started.

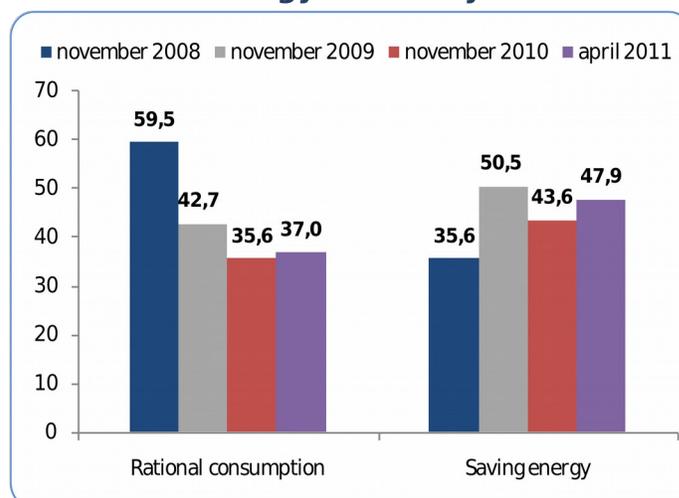
5. RESEARCH RESULTS COMPARISON (2008, 2009, 2010 and 2011)³

Are you aware of the energy efficiency term?



- ✓ Higher number if citizens who knew or assume they knew what is implied under

How would you define Energy efficiency?

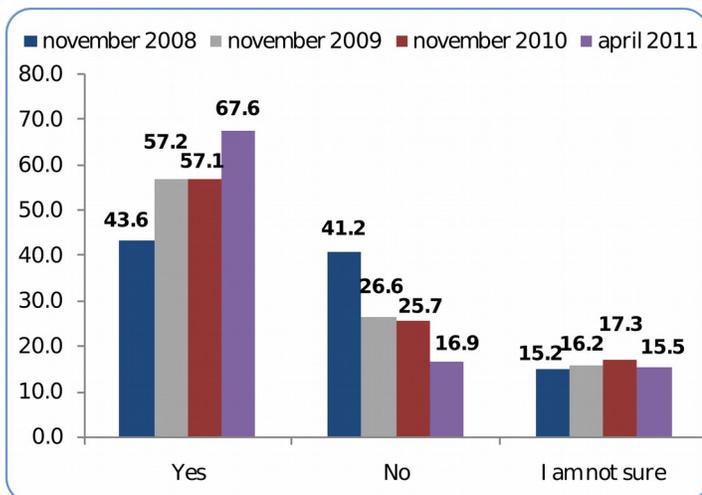


- ✓ Higher number of those who define energy efficiency as energy saving

³ It can be noticed that at the beginning of the project 'The Year of Energy Efficiency' (2008) the awareness of citizens of energy efficiency and applicable measures was on the lower level, but during the project implementation in 2009 the level of awareness raised. For 2010 was characteristic that respondents showed lower awareness than it was the case in 2009, but this is due to decreased intensity of the public campaign. During 2011, the campaign was intensified (TV, radio, newspapers, roundtables, public presentations) which contributed to the increase in the level of citizens' awareness of energy efficiency measures.

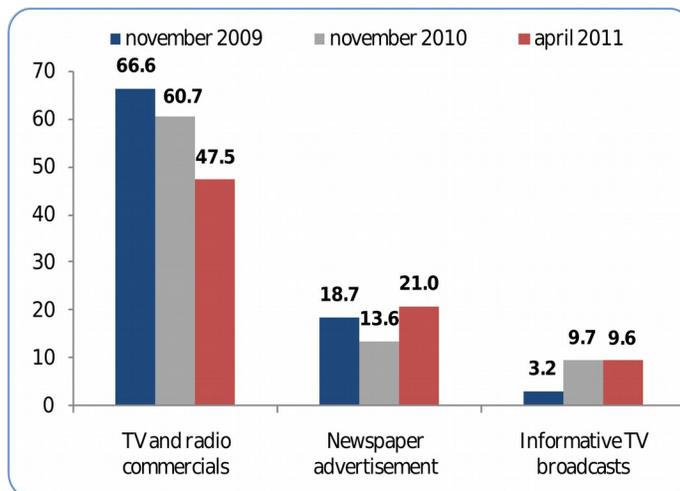
energy efficiency

Have you noticed information on EE in the media?



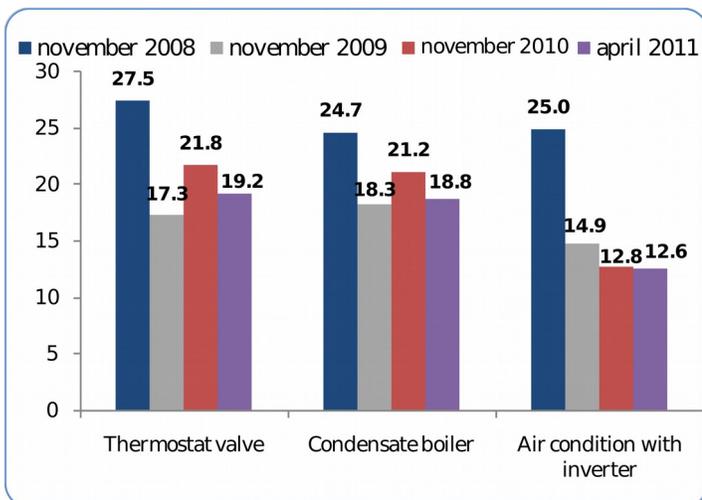
✓ Increased number of respondents who noticed information on EE in the media.

How did you hear of energy efficiency?⁴



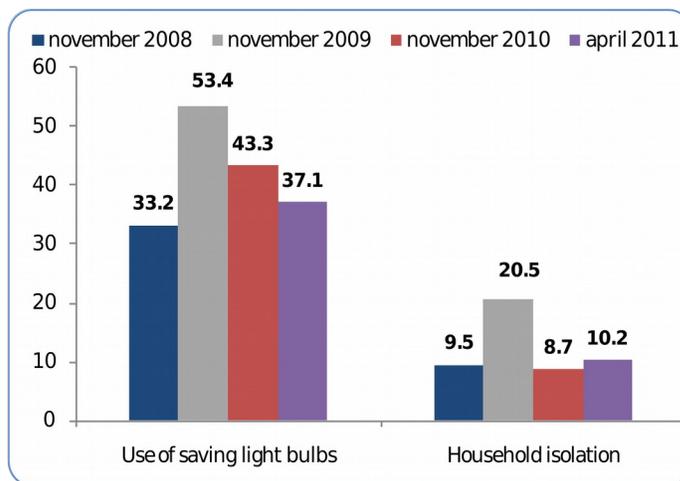
✓ Interviewed people most often get informed via TV and radio commercials, as well as daily newspapers.

Among the following energy efficiency measures, is there any that you have not heard of so far?



✓ Reduced number of those who have not

Did you *implement* any of energy efficiency measures during the last year?



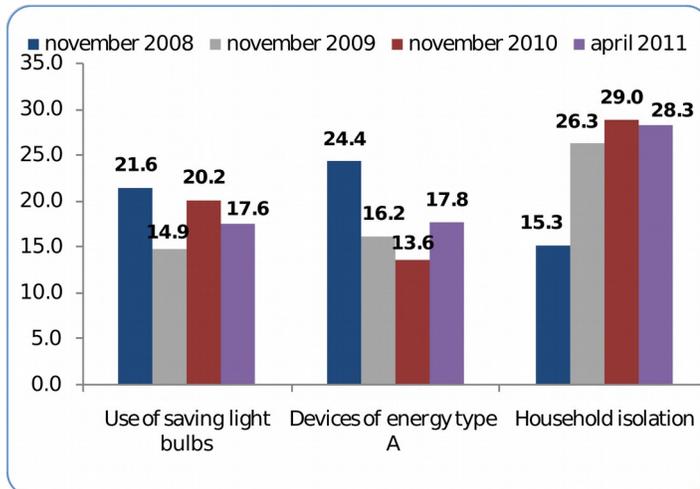
✓ The number of respondents who used energy saving light bulbs in their

⁴ As promotional activities started in 2008 within the project the Year of Energy Efficiency, the respondents could not be asked how they have heard of the project. For this reason, the graph displays results for 2009, 2010 and 2011.

heard of thermostat valves and condensate boilers

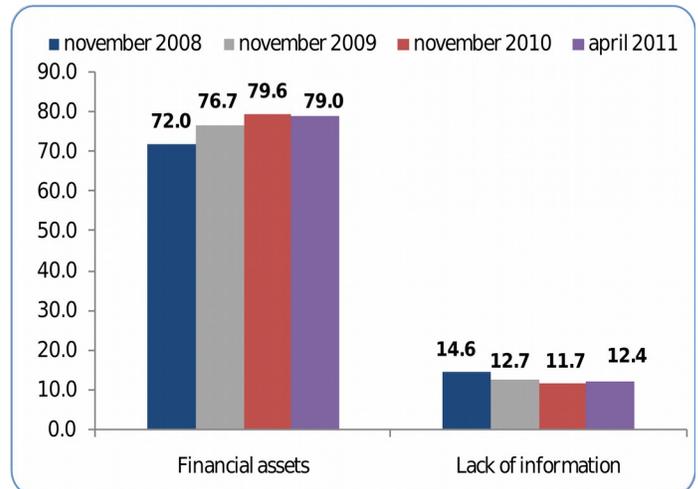
household grows. Similarly, reduced number of those who in 2011 opted for house/apartment insulation

Which of the following energy efficiency measures you would be willing to implement in your household?



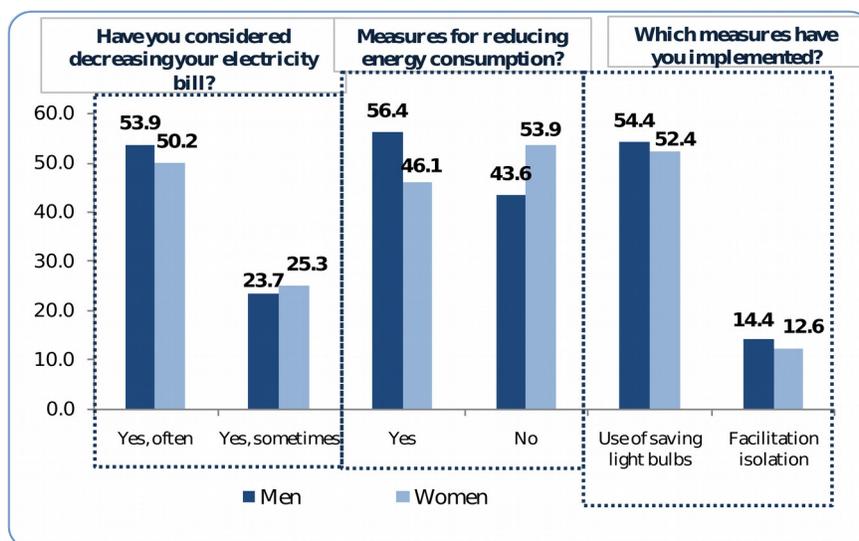
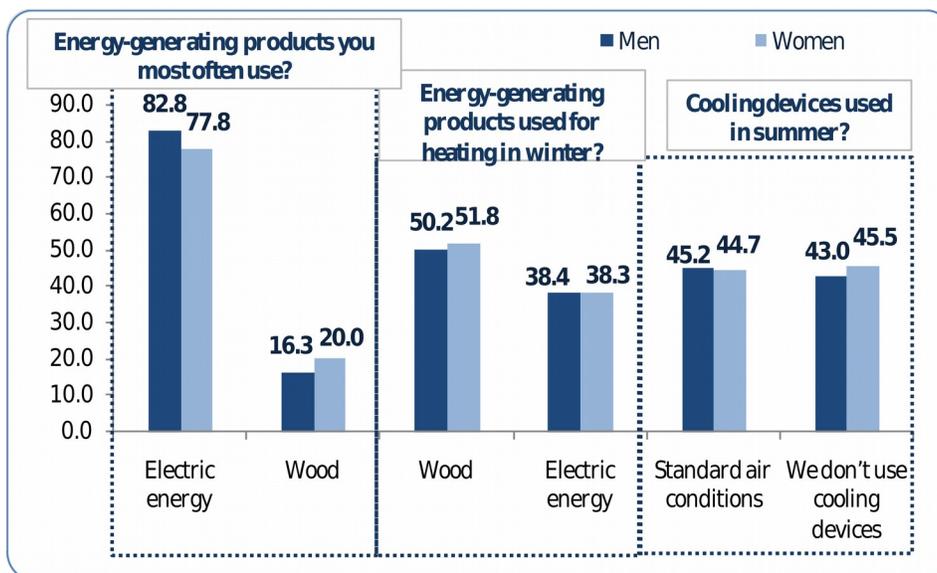
- ✓ Citizens show willingness to install devices of energy type A and insulation of house/apartment in the future period

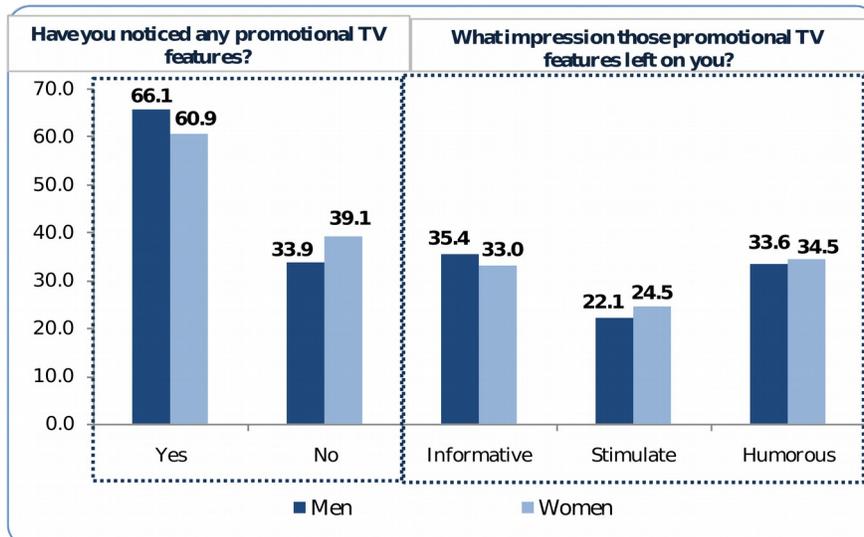
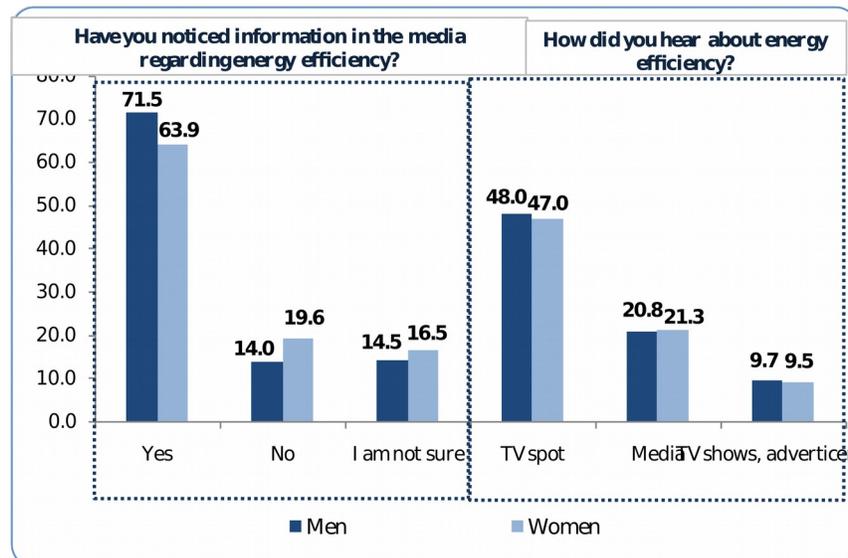
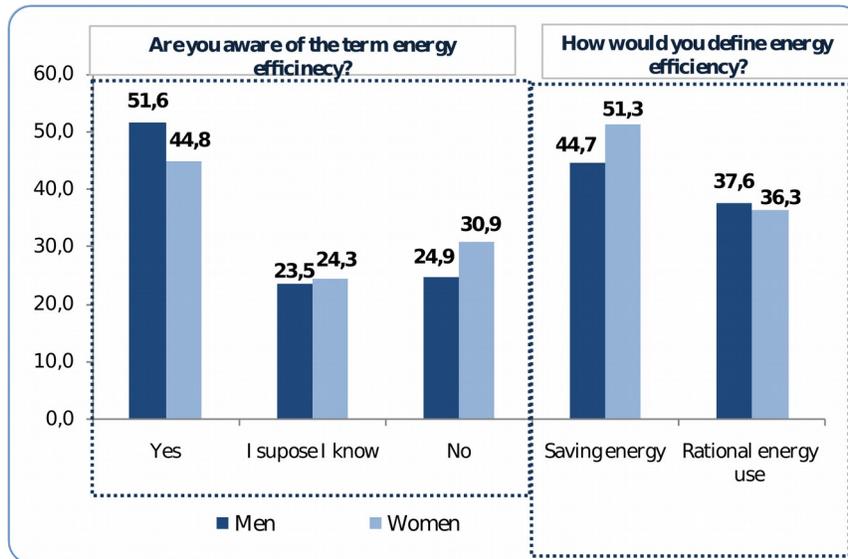
Reasons for not implementing some of mentioned measures?

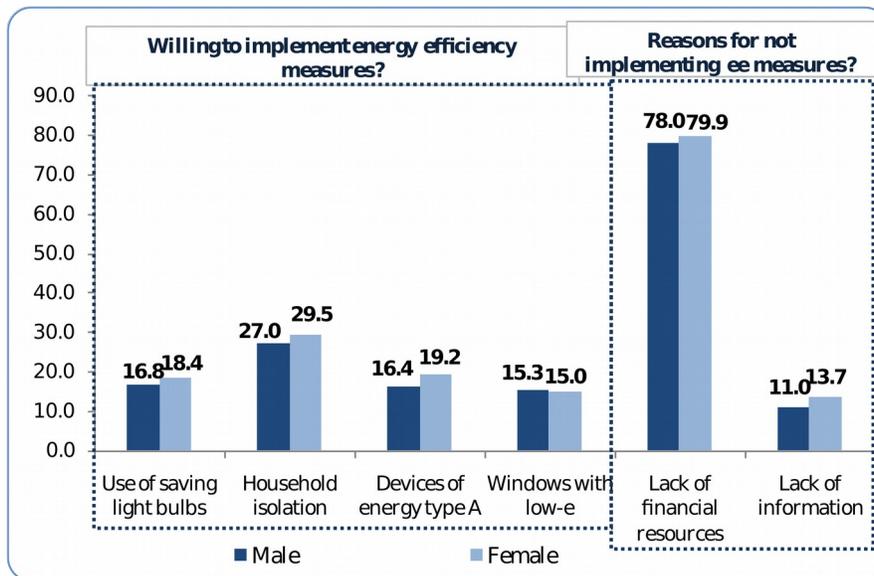
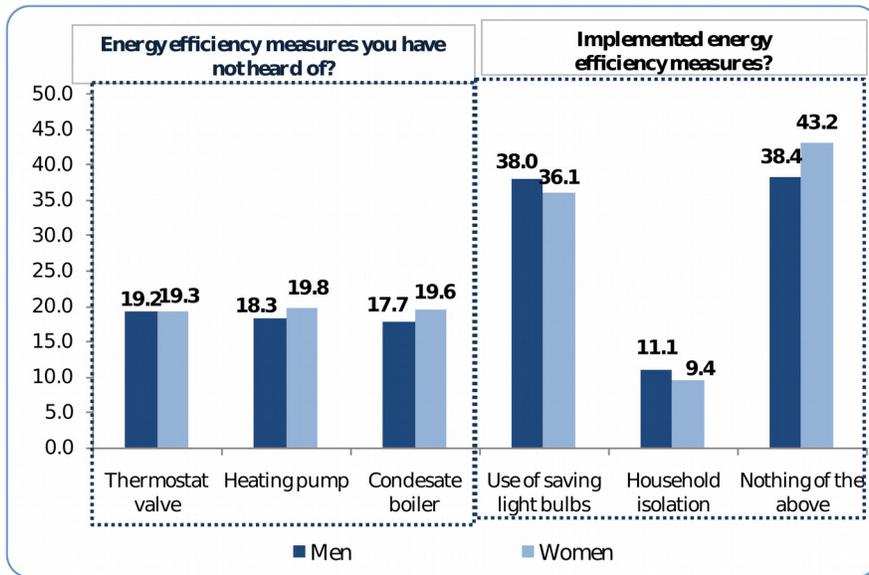


- ✓ The lack of funds is recognized as the most important reason for not implementing some of energy efficiency measures

6. SURVEY RESULTS BY GEDNER (results for 2011)

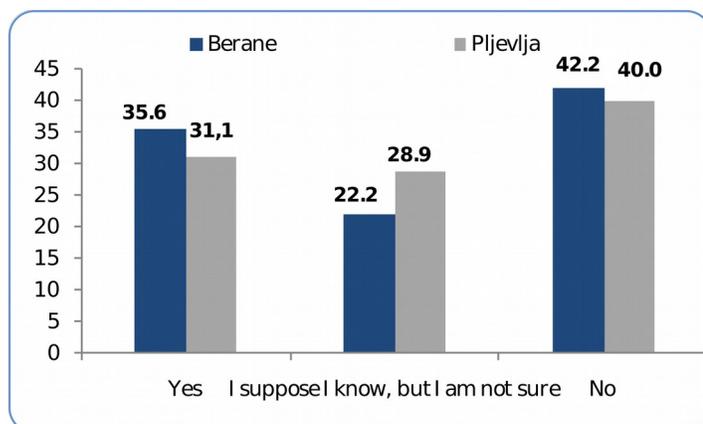




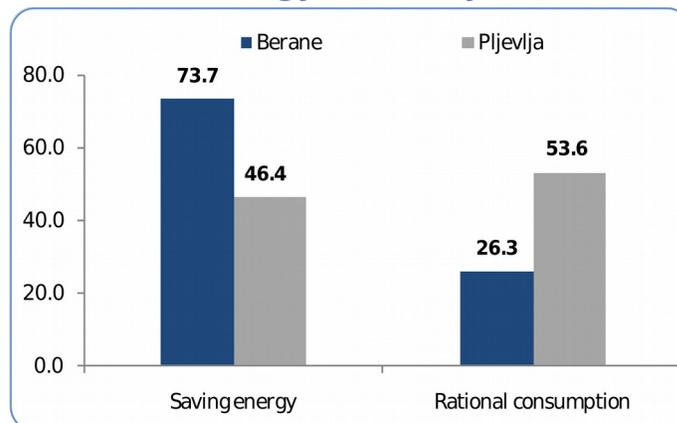


7. COMPARISON OF RESULTS: BERANE AND PLJEVLJA

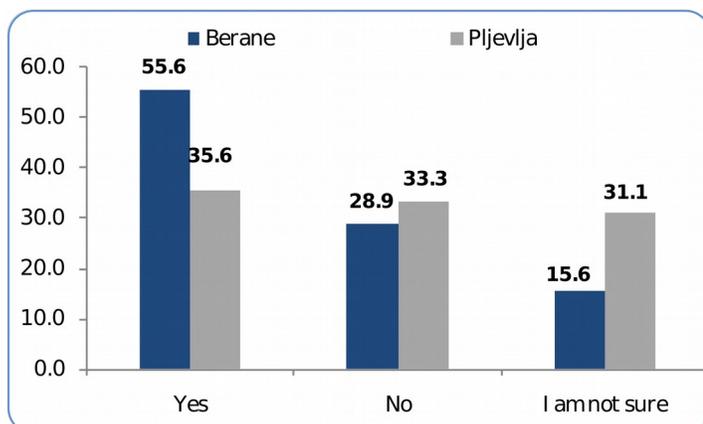
Are you aware of the energy efficiency term?



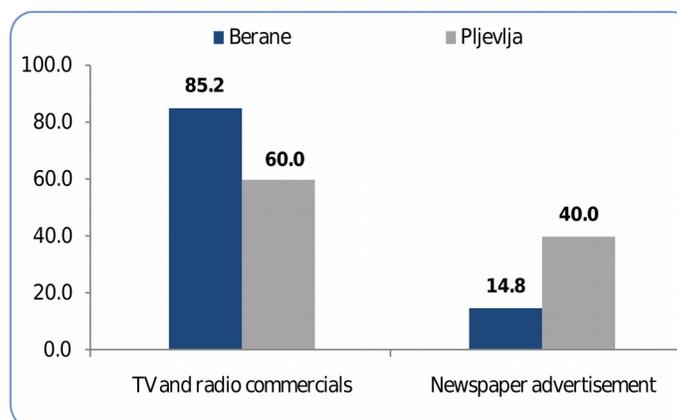
How would you define Energy efficiency?



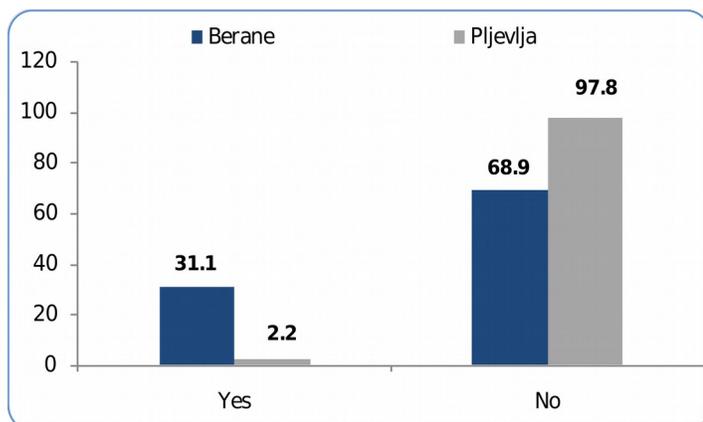
Have you noticed information on EE in the media?



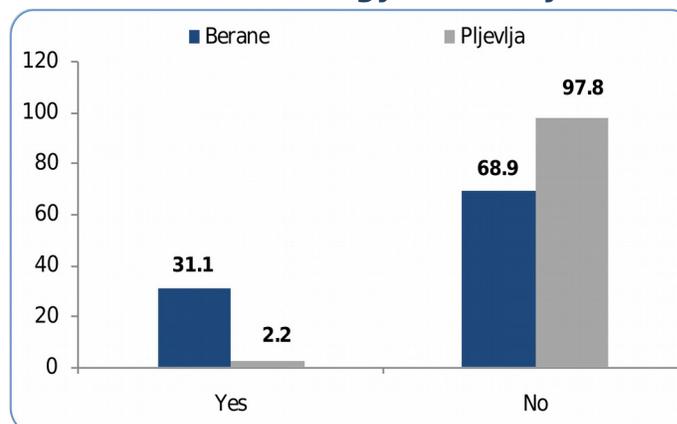
How did you hear of energy efficiency?



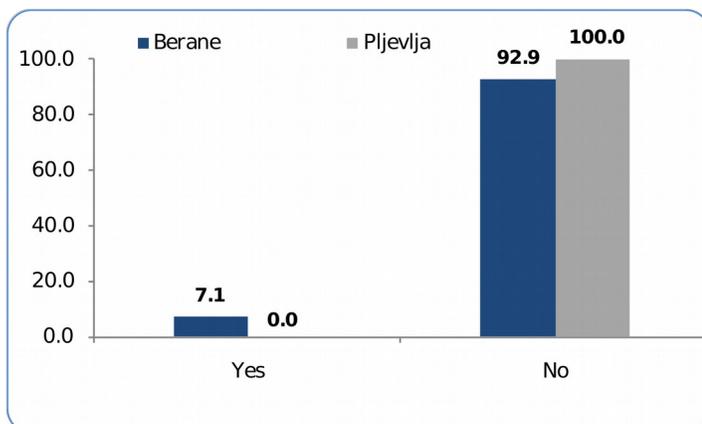
Are you aware of energy efficiency info line?



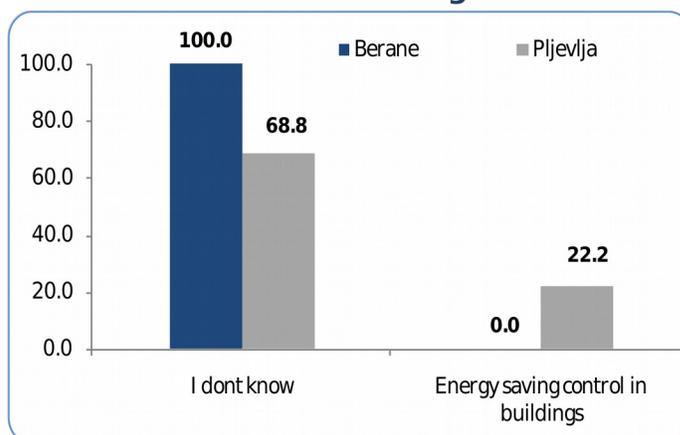
Are you aware of info center or info office for energy efficiency?



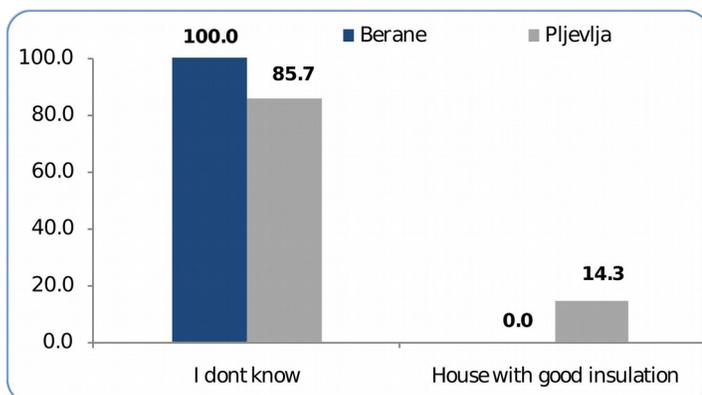
Have you visited or are you planning to visit info center or info office?



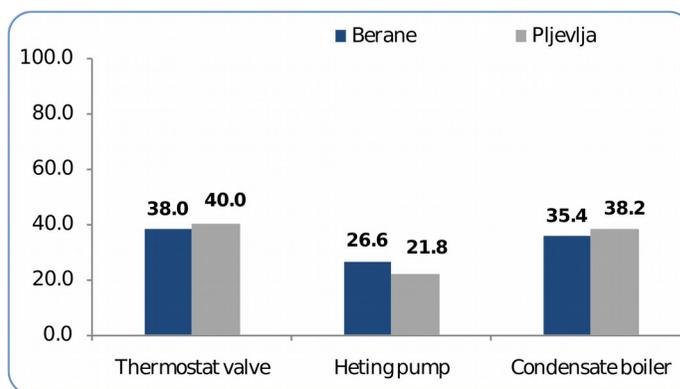
How would you define in term Energy Audit in buildings?



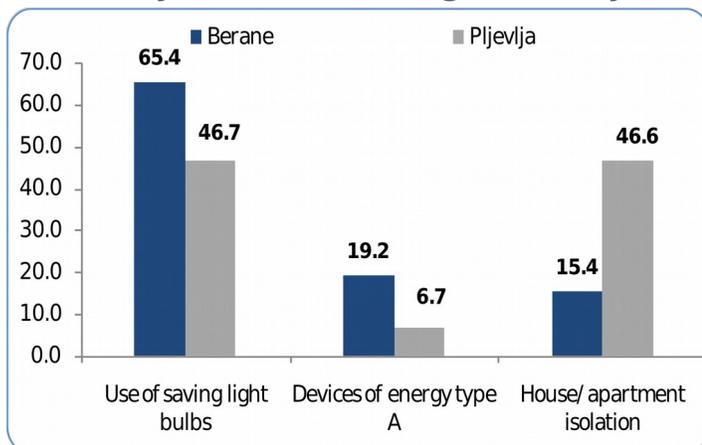
How would you define the term „Passive House“?



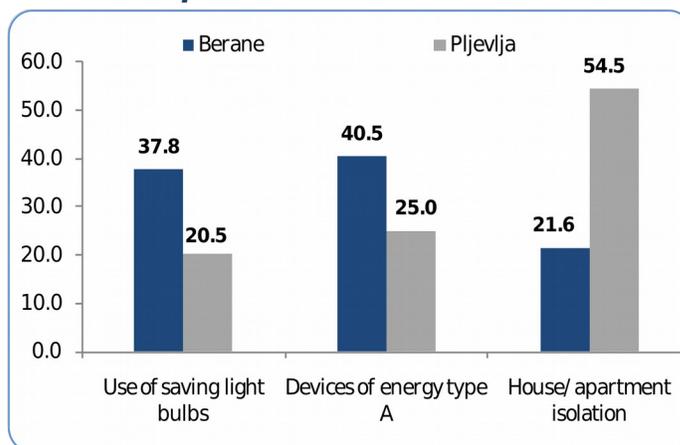
Among the following energy efficiency measures, is there any that you have not heard of so far?



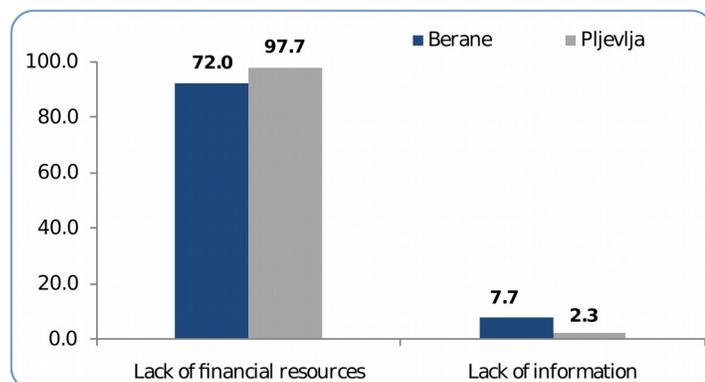
Did you implement any of energy efficiency measures during the last year?



Which of the following energy efficiency measures you would be willing to implement in household?



Reasons for not implementing some of mentioned measures?



8. CONCLUSIONS

The Public Opinion Survey on Energy Efficiency was conducted for the purpose of getting insight into the level of respondents' awareness of energy efficiency and their informing on the importance of rational energy consumption in the household.

Based on obtained survey results, the following conclusions were defined:

- ✓ The survey was conducted in 9 Montenegrin municipalities on the sample of 451 respondents. Gender structure: 49.0% men and 51.0% women.
- ✓ Four fifths of respondents most often use electricity as energy-generating product in their household. For heating during the winter they most often use **wood** and **electricity**, while for cooling during the summer, they use **standard air conditioners**.
 - ✓ Which type of heating and cooling a household would be used depends on the location of residence (apartment/house, as well as the region where they live) and financial capacities.
- ✓ Every second respondent **often thought about decreasing energy bill** and for that reason used energy saving light bulbs, consumed energy more rationally and efficiently, performed house/apartment insulation, etc.
 - ✓ This shows that citizens start to be aware of the importance of efficient and rational energy consumption and due to that show willingness to apply some of energy efficiency measures.
- ✓ Almost three quarters of interviewed (72%) **knew and assumed they knew** what the term energy efficiency entailed. They define energy efficiency as energy saving and rational consumption.

- ✓ Through public campaigns inform citizens on the energy efficiency concept and measures and possible ways of their application. This is one of the ways to encourage citizens to consider benefits and effects of energy efficiency achievement.
- ✓ Citizens define energy efficiency as **energy saving** and **rational consumption**.
 - ✓ Intensify activities that will make information on how and by applying certain energy efficiency measures citizens can decrease their living costs and thus improve the quality of their life more available.
- ✓ Interviewed most often heard of energy efficiency through commercials broadcasted on the radio or TV (48%) and ads in newspapers (21%).
 - ✓ Regularly inform public on energy efficiency through different media channels. Special attention should be given to commercials (radio, TV, newspapers), TV features and informative shows.
- ✓ In 63% of cases respondents noticed **promotional TV spots** on energy efficiency, which they assessed as **funny** and **informative**.
 - ✓ The existing knowledge needs to be upgraded and directed towards acquiring additional information, which is the basis for making future decisions to be more energy efficient.
- ✓ Every fourth respondent heard of **energy efficiency info line**, but only 7% of them actually used it. Every fifth citizen heard of **info center/office for energy efficiency** and in 14.0% of cases used the services of this centre.
 - ✓ Disseminate information on info line/office through TV commercials and newspaper ads, as well as printed materials delivered at home addresses. Also, place information on free info phone through TV spots and by sending text messages through mobile operators.
- ✓ Respondents showed lower familiarity with the terms **energy audit of building** and **passive house**.
 - ✓ In the following period inform them better and point to the characteristics of each of these terms.
- ✓ In their households citizens most often used **energy saving light bulbs** (37%) or devices of energy type A (10%).
 - ✓ Energy saving light bulbs was recognized as measure of energy efficiency most often used in households. The reason for such situation is financial expenditure application of this measure requires.
 - ✓ Introduce public to other energy efficiency measures and point to possibilities of each of them. In this way, the awareness on the importance of achieving energy efficient solutions will be strengthened and knowledge on financial instruments and incentives will be increased.

- ✓ In the following period the respondents are willing to apply devices of energy type A in their households, to insulate their residential facility and use energy saving light bulbs. Slightly lower percentage of them would opt for installing windows with low-e glass.
 - ✓ Supply citizens with information on energy efficiency measures, effects of their implementation, ways of purchase and financial incentives. Creating new incentives would contribute to the change of end-user habits.
- ✓ 80% of interviewed as the reason for not implementing some of energy efficiency measures stated **the lack of financial resources**. Every tenth respondent mentioned the lack of information.
 - ✓ Get citizens familiar with the terms and credit lines for purchase of energy efficient devices. More adequate informing would contribute to their better familiarity with the devices, their characteristics and possibilities of their purchase.

Result comparison (2008, 2009, 2010 and 2011):

- ✓ Citizens showed **increased awareness** of energy efficiency and most often defined this term as **energy saving**. Percentage of citizens familiar with the energy efficiency term in 2009 increased in 15.9% compared to 2008 (from 23.6% to 39.5%), but this percentage recorded a drop in 2010 in comparison to 2009 in 1.2% (from 29.5% to 38.3%), but still significantly higher in 2011 in comparison to 2008, for 24.6% (from 23.6% to 48.2%).
- ✓ Interviewed most often defined the term energy efficiency as **energy saving**. Percentage of citizens who defined EE as energy saving in 2009 increased for 14.9% in comparison to 2008 (from 35.6% to 50.5%), but this percentage slightly dropped in 2010 in comparison to 2009, for 6/9% (from 50.5% to 43.6%) and it is still considerably higher in 2011 in comparison to 2008, for 12.3% (from 35.6% to 47.9%).
- ✓ Conducting promotional activities influence the strengthening awareness of the importance of implementing energy efficiency measures. Percentage of citizens who notice information on EE in the media in 2009 increased in 13.6% in comparison to 2008 (from 43.6% to 57.2%), while this percentage remained the same in 2010 (from 57.2% to 57.1%), but it is still considerably higher in 2011 in comparison to 2008, for 24.0% (from 43.6% to 67.6%).
- ✓ Respondents got informed about EE through broadcasted commercials on TV and radio and newspapers. Implementation of promotional activities influenced strengthening public awareness of the importance of the implementation of energy efficiency measures. Percentage of citizens who informed on EE through TV in 2011 decreased for 19.1% in comparison to 2009 (from 66.6% to 47.5%). The number of those who

heard of energy efficiency due to ads in newspapers increased in 2.35 (from 18.7% in 2009 to 21.0% in 2011).

- ✓ **Reduced number** of interviewed people who **have not heard of** some energy efficiency measures – **thermostat valves and condensate boiler**.
Percentage of citizens who have not heard of some of energy efficiency measures is reduced in 10.2% in 2009 in comparison to 2008 (thermostat valves – from 27.5% to 17.3%) and 6.4% (condensate boiler – from 24.7% to 18.3%), but this percentage increased in 2010 by 4.5% when compared to 2009 (thermostat valves – from 17.3% to 21.8%) and by 2.9% (condensate boiler – from 18.3% to 21.2%), but it decreased in 2011 in comparison to 2008 for 8.3% (thermostat valve – from 27.5% to 19.2%) and for 5.9% (condensate boiler – from 24.7% to 18.8%).
- ✓ **Number of citizens who use energy saving light bulbs** in their households **increased**.
Percentage of citizens who applied energy saving light bulbs in 2009 in comparison to 2008 increased in 20.2% (from 33.2 to 53.4%), while this percentage decreased in 10.1% in 2010 in comparison to 2009 (from 53.4% to 43.3%), but it is still higher in 2011 in comparison to 2008 for 3.2% (from 33.2% to 43.3%).
- ✓ Respondents show **willingness to conduct house/apartment insulation** in the following period.
Percentage of citizens who are willing to conduct facility insulation increased in 11.0% in 2009 in comparison to 2008 (from 15.3% to 26.3%), but this percentage increased in 2010 by 2.7% in comparison to 2009 (from 23.6% to 29.0%), and it is still higher in 2011 in comparison to 2008 for 13.0% (from 15.3% to 28.3%).
- ✓ The **most important reason for not implementing** some of energy efficiency measures for all four years of survey conducting was **the lack of funds**.
Percentage of citizens who as the reason for not implementing some of energy efficiency measures stated financial reasons mildly increased (from 72.0% in 2008 to 79.0% in 2011).

9. Annex - Questionnaire

Condition for interviewing: Respondent lives in his/her own apartment/house

1. Which of the following energy-generating products you most often use in your household:

1. Electric energy
2. Wood
3. Gas
4. Other, specify _____

1. What energy-generating product do you use for heating in the winter period:

1. Electric energy ("on electricity")
2. Gas
3. Heating oil
4. Wood
5. Coal
6. Solar energy
7. Heating pumps
8. Other, specify _____

2. Which of the listed devices do you use for cooling in the summer period:

1. Standard air condition
2. Air condition with inverter
3. Fans
4. Heating pumps
5. Other, specify _____
6. We don't use cooling devices

3. Have you considered to decrease your electricity bill in your household:

1. Yes, often
2. Yes, sometimes
3. Rarely
4. Haven't thought about it

5. Have you taken any actions in your household in order to decrease your electric energy consumption?

1. Yes, specify measure _____
2. No

6. Do you what term energy efficiency implies?

1. Yes
2. I suppose I know, but I am not sure
3. No (skip to Q8)

7. How would you define energy efficiency?

_____**8. Have you noticed any information in the media regarding rational energy consumption by increasing energy efficiency?**

1. Yes
2. No (skip to Q12)
3. I am not sure (skip to Q12)

9. How did you hear about energy efficiency (*multiple answers possible*):

1. Newspaper advertisement
2. Published articles about energy efficiency (newspapers, magazines, Internet, etc.)
3. TV and radio commercial
4. Radio advertisement
5. Energy efficiency web site visit
6. From a friend, relative
7. Via film energy efficiency in Montenegro
8. TV show "Smart energy"

9. Informative TV broadcasts
10. Regional conference on energy efficiency
11. Other, specify _____

10. Have you noticed promoting TV commercials on energy efficiency?

1. Yes
2. No (skip to Q12)

11. What impression those TV commercials made on you (choose only 2 answers):

1. Humorous
2. Boring
3. Informative
4. Stimulate implementation of some of the measures
5. Other, specify _____

12. Have you heard of energy efficiency info line (080 081 660)?

1. Yes
2. No (skip to Q 14)

13. Have you used this line for any services (080 081 660)?

1. Yes
2. No

14. Have you heard of info center or info office for energy efficiency?

1. Yes
2. No (skip to Q 17)

15. Have you visited or are you planning to visit info center or info office for energy efficiency?

1. Yes
2. No

16. For what reason would you call info line or visit info center (office) for energy efficiency? Describe what the respondents answered.

—

17. How would you define the term Energy Audit in buildings?

18. How would you define the term 'Passive House'?

19. Among the following examples, is there any that you haven't heard of so far? (Specify only those you haven't heard of)

1. Use of saving light bulbs
2. Devices of energy type A (*explanation: devices with minimal energy consumption*)
3. House/apartment isolation
4. Windows with low-e (low emission) (*explanation: windows with better isolation*)
5. Thermostat valve
6. Condensate boiler

7. Solar collector and photo-voltage cells
8. Air condition with inverter
9. Heating pump
10. Other, specify _____
11. Nothing of the above

20. Have you implemented any of energy saving measures in your household in the last (multiple answers possible)

1. Use of saving light bulbs
2. Devices of energy type A (*explanation: devices with minimal energy consumption*)
3. House/apartment isolation
4. Windows with low-e (low emission) (*explanation: windows with better isolation*)
5. Thermostat valve
6. Condensate boiler
7. Solar collector and photo-voltage cells
8. Air condition with inverter
9. Heating pump
10. Other, specify _____

21. Which of the following measures you would be willing to implement in your household? (specify all measures you would implement)

1. Use of energy saving light bulbs
2. Devices of energy type A (*devices with minimal energy consumption*)
3. House/apartment isolation
4. Windows with low-e (low emission) (*windows with better isolation*)
5. Thermostat valves
6. Condensate boiler
7. Solar collectors and photo-voltage cells
8. Air condition with inverter
9. Heating pump
10. Other, specify _____
11. Nothing of the above

22. Please specify the reasons for not implementing some of the mentioned measures?

1. Lack of information
2. Lack of financial resources
3. Inaccessibility of adequate products
4. Lack of information about relevant contractors
5. Inability to reach agreement with other tenants in common residential building
6. Some other reason, specify _____

23. Have you considered taking a loan for implementing some of energy efficiency measures in your household?

1. Yes
2. No

24. Have you heard of any credit lines of this type and if yes, please specify them?

1. Yes.
Specify _____
2. No

SET OF DEMOGRAPHIC QUESTIONS**1. How many persons lives in your household:**

1. Total number _____
2. Number of employed persons _____
3. Number of unemployed _____
4. Number of retired persons _____
5. Number of pupils _____
6. Number of students _____

2. Do you live in:

1. House, specify floor area _____
2. Apartment, specify floor area _____

3. Your level of education?

1. Primary school
2. Secondary school
3. Higher school/faculty
4. Other, specify _____

4. Where do you currently work?

1. Company _____
2. Retired
3. Other _____

5. Gender:

1. Male
2. Female

6. Age

1. 15 to 29
2. 30 to 44
3. 45 to 59
4. 60 and more

6. What is the amount of total monthly income of your household (some of all incomes of household members?)

1. Up to 350€
2. From 351 to 500€
3. From 501 to 1000€
4. From 1001 to 1500€
5. More than 1501€

Name of polltaker and the city: _____

Name of the respondent: _____

Settlement: _____

Code (number from polltaker's journal): _____