

Energy Efficiency – Perceptions of Potential TV Buyers

Australia, August 2008

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1 Background and Methodology

Background and Methodology

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- > GfK Marketing Services undertook this study on behalf of the Department of the Environment, Water, Heritage and the Arts, which is based in Canberra

- > N=40 interviews were conducted - online - in August 2008

- > Respondents qualified if they owned a TV (any type), were aged 17+, AND were intending to buy a flat panel TV (LCD or Plasma) in the next 24 months

- > Respondents were members of a commercial online market research panel and were incentivised to participate by GfK's online fieldwork partner

- > Although small in number, the respondents were carefully selected to represent a broad cross-section of Australian society in terms of age, gender, location and occupation (see Appendices for further details)

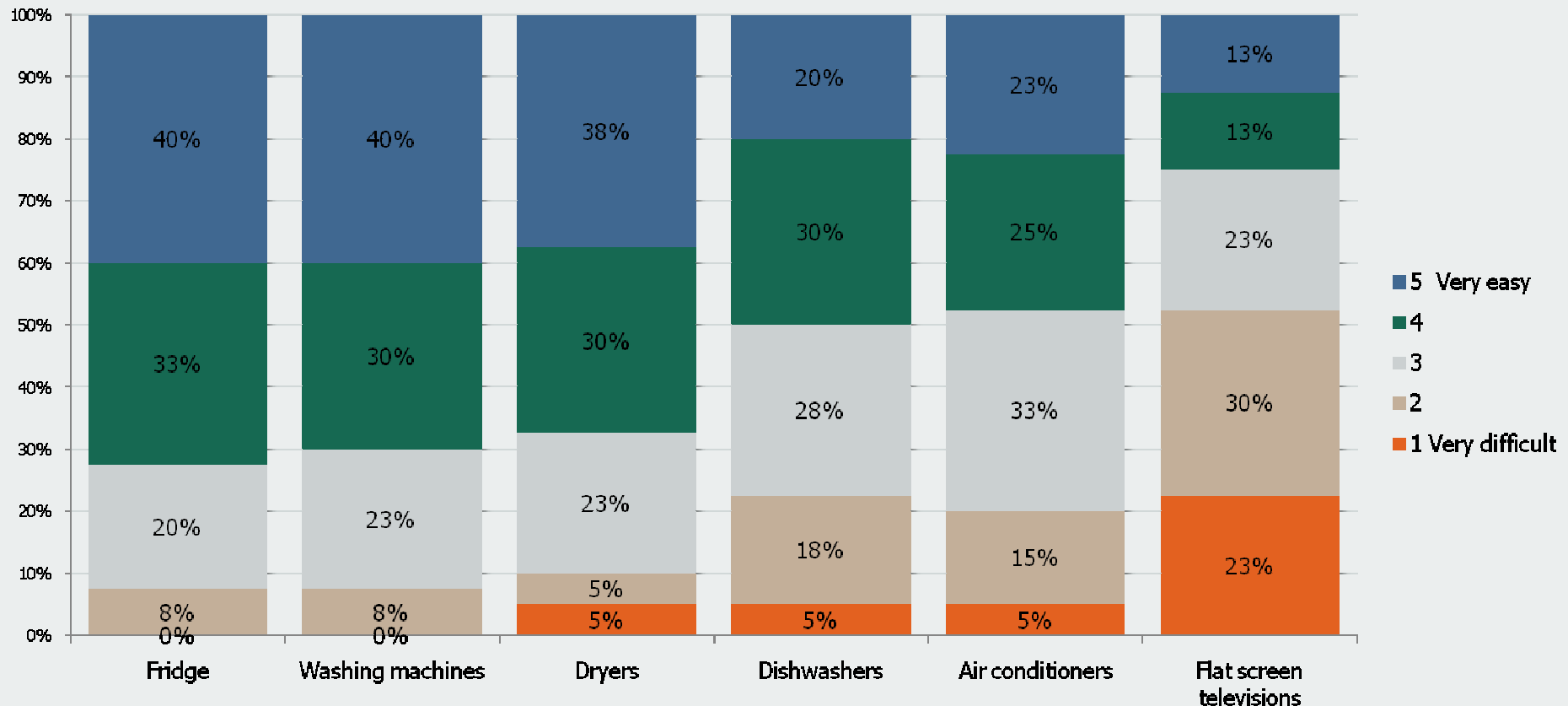
2 Research Findings

Ease of obtaining power consumption information for appliances

Q1 In terms of power consumption of household appliances, using this 5 point scale, how easy or difficult would you say it is obtain power consumption information (i.e. energy ratings info) for the following products?

Ease of Obtaining Power Consumption Information for Various Household Appliances

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In stark contrast to fridges and washing machines (where 8% of respondents had trouble), more than half (53%) of respondents indicated that it was difficult or very difficult to obtain power consumption information on flat screen televisions.

N=40

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Perceived energy consumption

Q2 How much electricity do your home appliances consume in watts per hour?

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	Avg. estimate (watts per hour)	Gave an estimate	Don't know	Don't have one
TV	225 watts/hr	5%	95%	0%
Dryer	N/A	0%	70%	30%
Dishwasher	227 watts/hr	5%	65%	30%
Washing machine	213 watts/hr	10%	87.5%	2.5%
Fridge	300 watts/hr	7.5%	92.5%	0%

The vast majority of respondents were unwilling to give an estimate of how much electricity their home appliances consume in watts per hour. Only 5% gave an estimate for their TV.

N=40

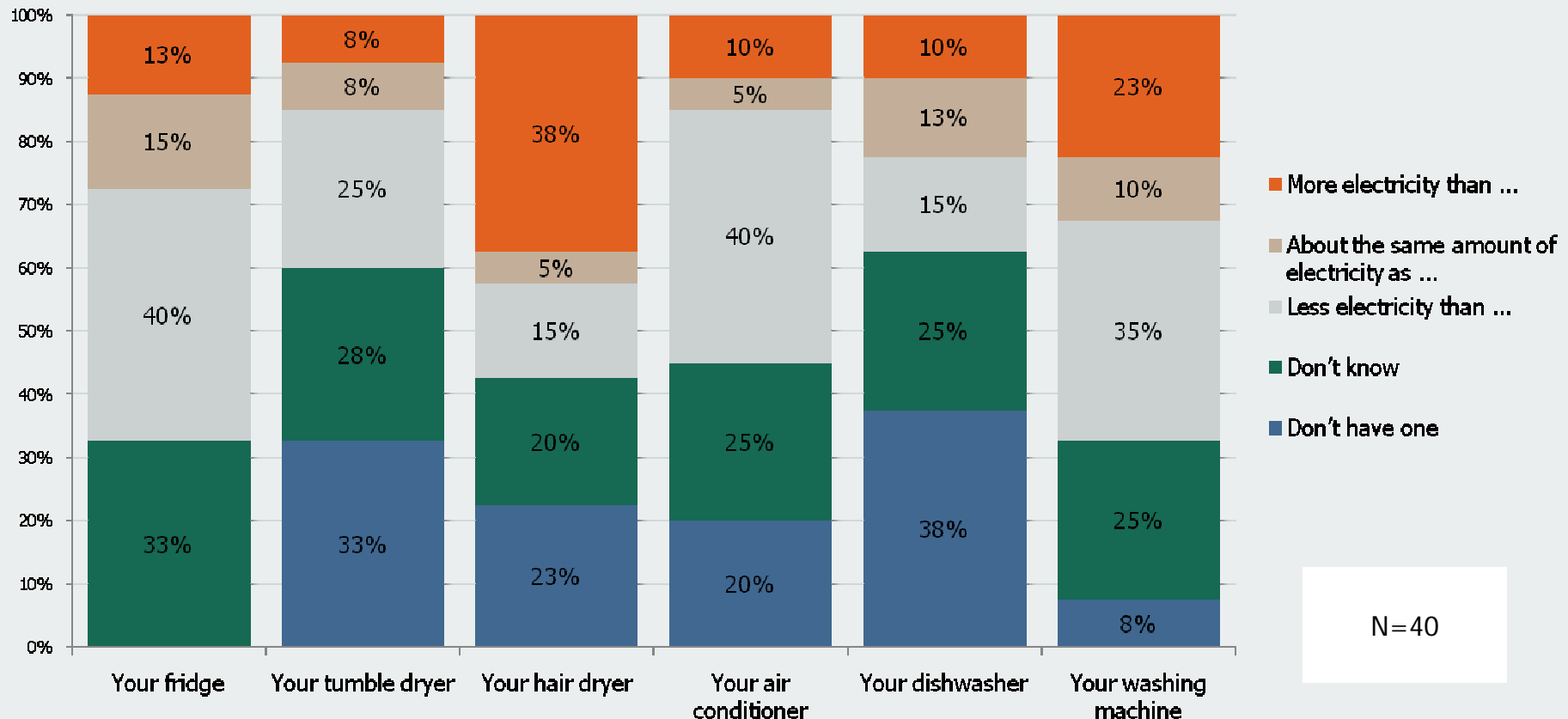
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TV power consumption compared to other household appliances

Q3 How much electricity does your TV consume in relation to your other household appliances ... in a year?

TV Power Consumption relative to other home appliances

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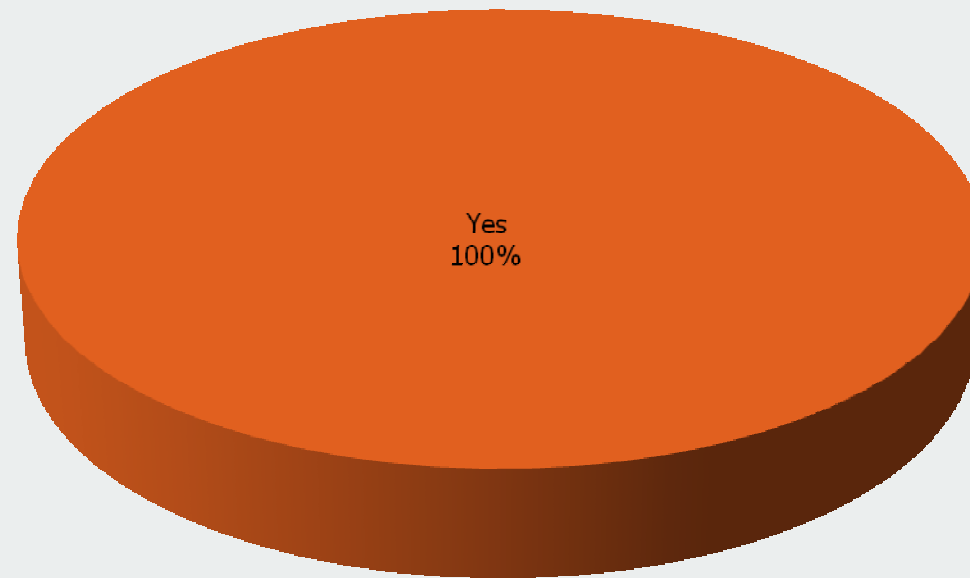


Many respondents don't know how much electricity their TV consumes relative to other household appliances - or don't have the other appliances. Those with the appliances who did give a response indicated that their TV uses LESS electricity than their air conditioner (40% > 10%); fridge (40% > 13%); tumble dryer (25% > 18%); dishwasher (15% > 10%) and washing machine (35% > 23%). Only hair dryers (38% > 15%) are considered to use less electricity than TVs in a year.

Whether energy efficiency labels should be mandatory on new TVs

Q4 Do you think energy efficiency labels should be mandatory on new TVs sold via retail stores?

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Base: TV owners/potential TV buyers next 24 months n=40

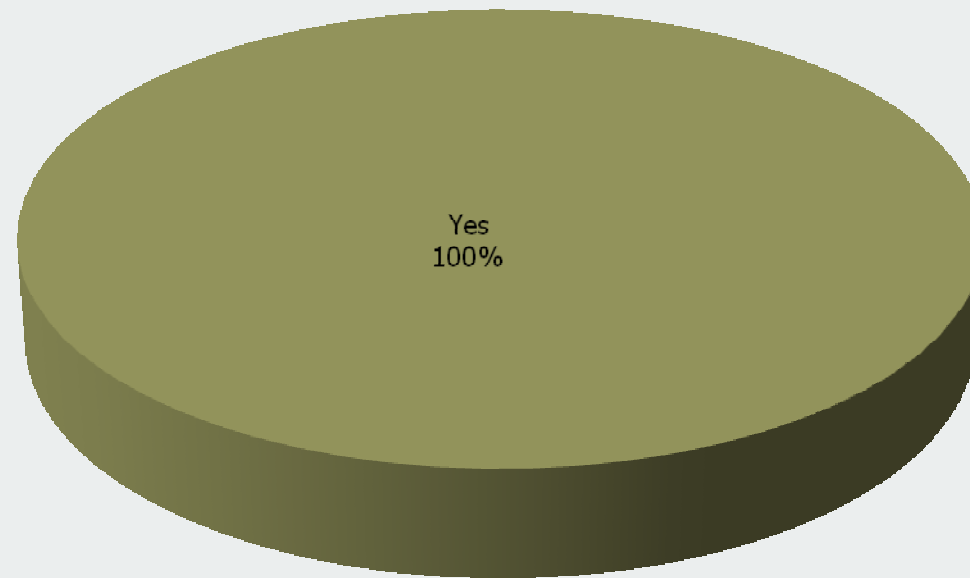
N=40

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Whether labels should be mandatory on new TVs – knowing some large screen TVs use as much electricity as refrigerators

Q5 Some large screen TVs use as much electricity as refrigerators. Knowing this information, do you think that energy efficiency labels should be mandatory on new TVs sold in retail stores?

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Base: TV owners/potential TV buyers next 24 months n=40

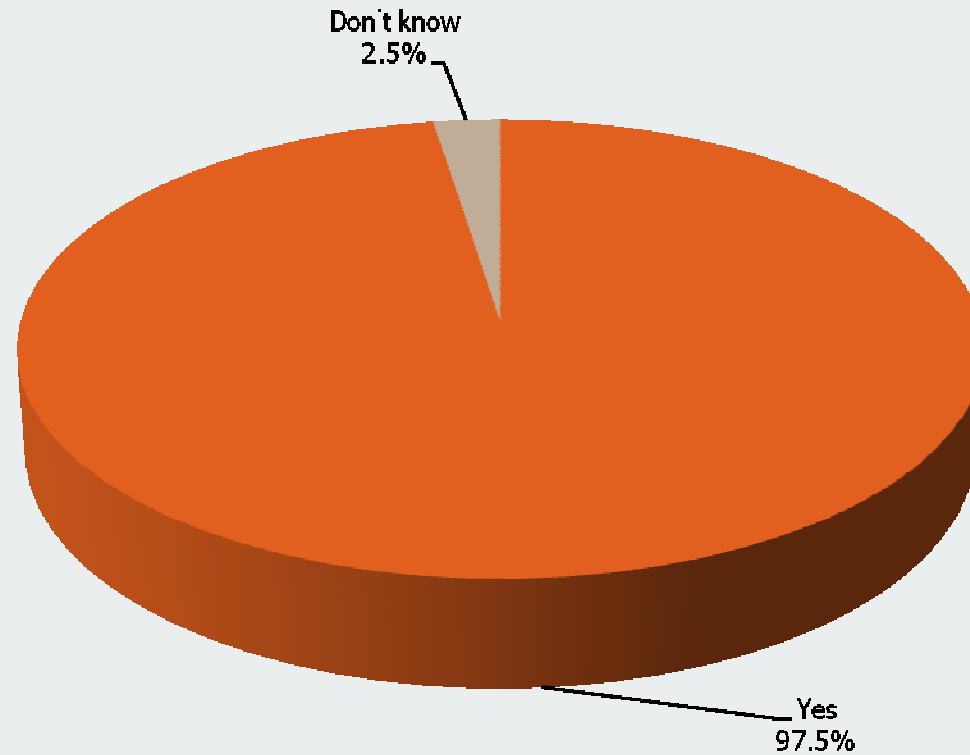
N=40

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If energy efficiency labels were there, would they be considered?

Q6 If energy efficiency labels appeared on TVs for sale in retail stores, would you consider energy efficiency when making your purchase decision?

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Base: TV owners/potential TV buyers next 24 months n=40

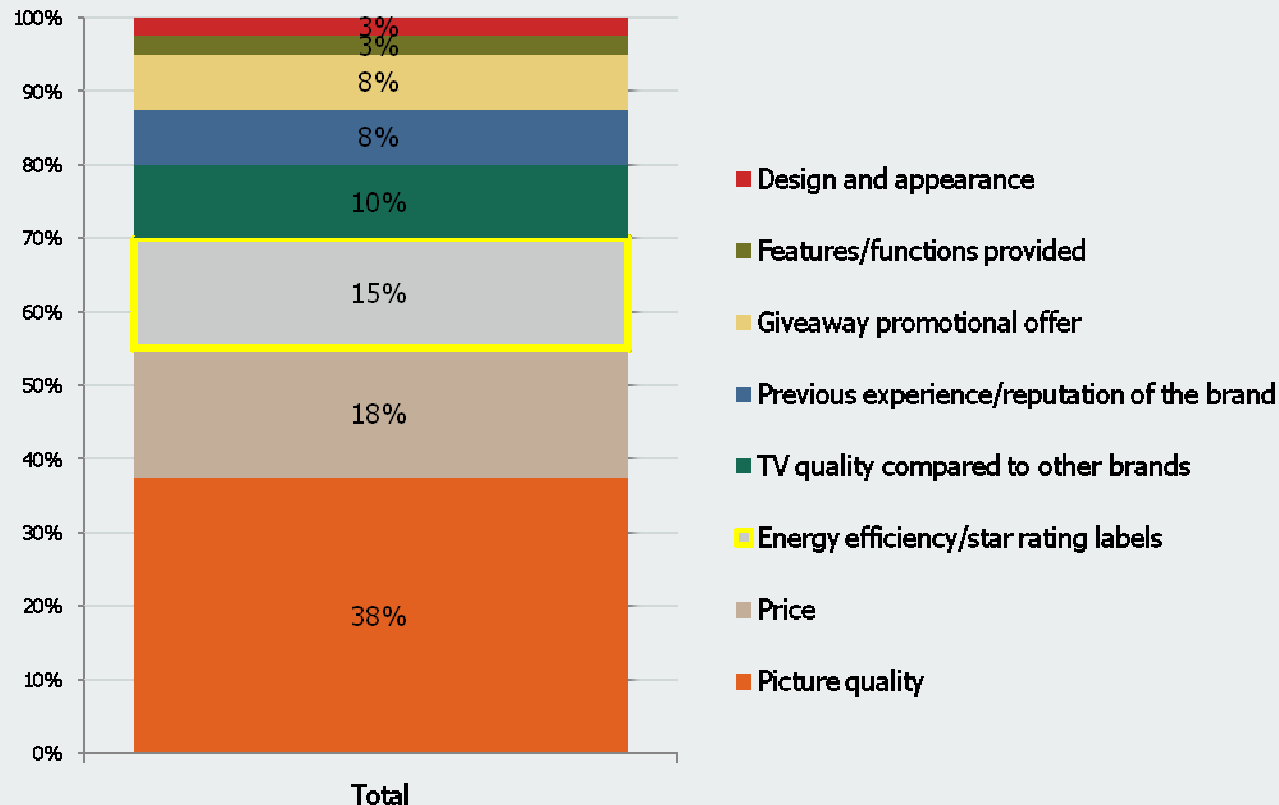
N=40

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Energy efficiency labelling importance in the TV buying process

Q7 (If) energy efficiency star rating labels were on TVs available in retail stores, how would you rank the following factors in terms of importance when deciding to purchase a TV? [Rank 1 i.e. This is the factor that respondents put in first position]

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The most important factor when deciding to purchase a TV is picture quality – 38% of respondents selected this factor and put it in the top position. Despite responses to the previous question (97.5% said they would consider this factor) 'Energy efficiency/star rating labels' was considered the most important factor by only 15% of respondents. Given the context in which this question was asked (i.e. in a survey about energy efficiency), this is likely to be an inflated result for this factor.

Base: TV owners/potential TV buyers next 24 months n=40

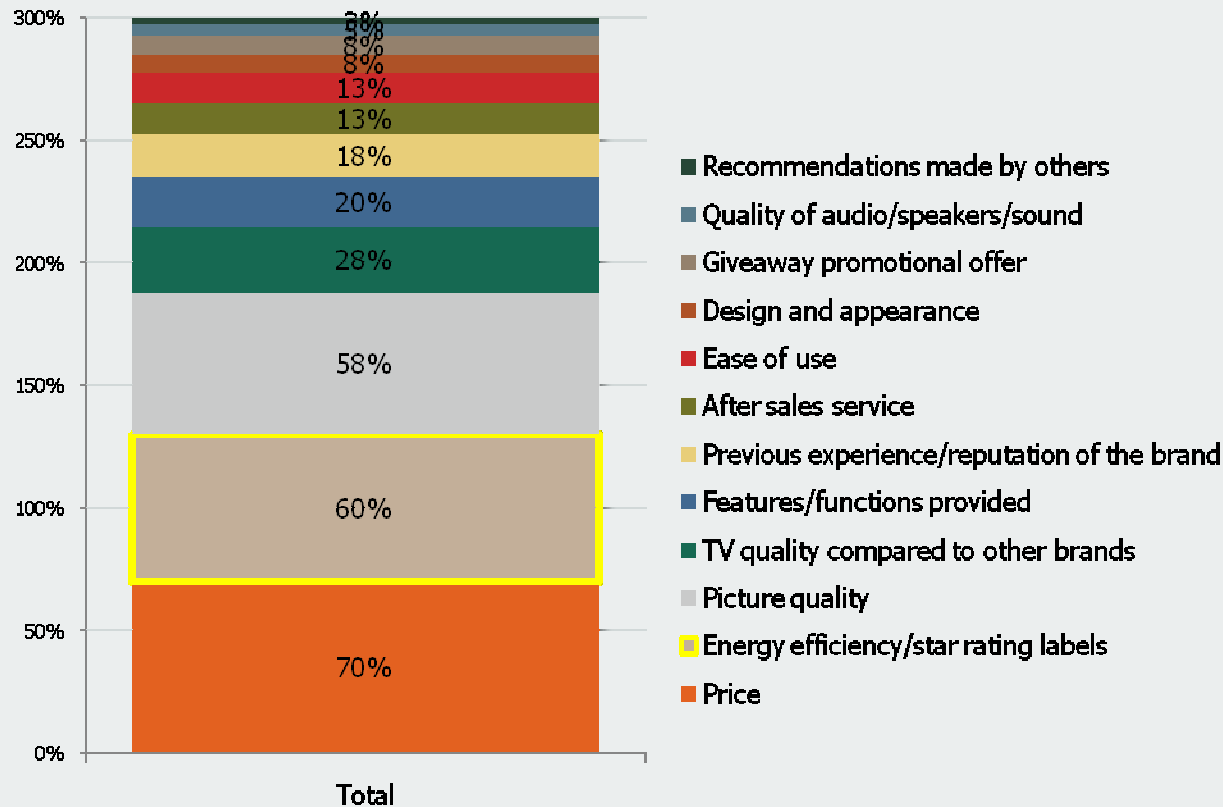
N=40

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Energy efficiency labelling importance in the TV buying process

Q7 (If) energy efficiency star rating labels were on TVs available in retail stores, how would you rank the following factors in terms of importance when deciding to purchase a TV? [Rank3 i.e. This chart shows the extent to which respondents included each factor in their top three factors]

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Given the opportunity to select three important factors, 70% of potential TV buyers included 'Price' in their top three factors. 'Energy efficiency/star rating labels' was included in the top three most important factors by 60% of respondents – which means that 40% of respondents did not see fit to include energy efficiency in their top 3 most important factors. Again, this is likely to be an inflated result for energy efficiency taking into account the context in which this question was asked

Base: TV owners/potential TV buyers next 24 months n=40

N=40

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3 Conclusions

Conclusions

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In this study of current TV owners who are planning to buy a new flat screen TV in the next 24 months, more than half (53%) indicated that it was difficult or very difficult to obtain power consumption information on flat screen televisions

The vast majority of respondents (95%) were unwilling to give an estimate of how much electricity their current TV consumes in watts per hour. Many respondents also don't know how much electricity their TV consumes relative to other household appliances in a year. Among those who were willing to hazard a guess, they believed, on balance, that their TV uses less electricity in a year than their dishwasher, air conditioner, fridge, tumble dryer and washing machine

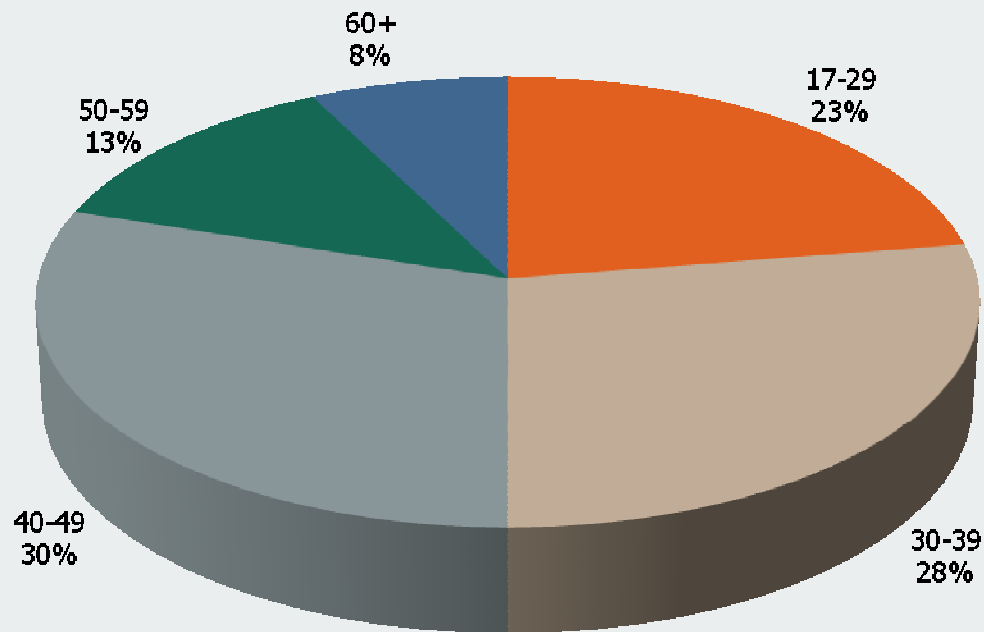
When asked if energy efficiency rating labels should be mandatory on new TVs sold in retail stores, 100% of respondents agreed they should. When told that some large screen TVs use as much electricity as refrigerators, the response was the same: 100% of respondents agreed that energy efficiency rating labels should be mandatory on new TVs sold in retail stores

Virtually all respondents (97.5%) indicated energy efficiency labels would be *considered* in the buying process if they were on TVs for sale in retail stores. However, the survey indicates energy efficiency labels would not be the most important factor. The most important factor when deciding to purchase a TV is likely to be picture quality. 'Energy efficiency/star rating labels' is considered the most important factor by just 15% of respondents and was included in the top three most important factors by 60% of respondents

4 Appendix – Sample details

Age profile

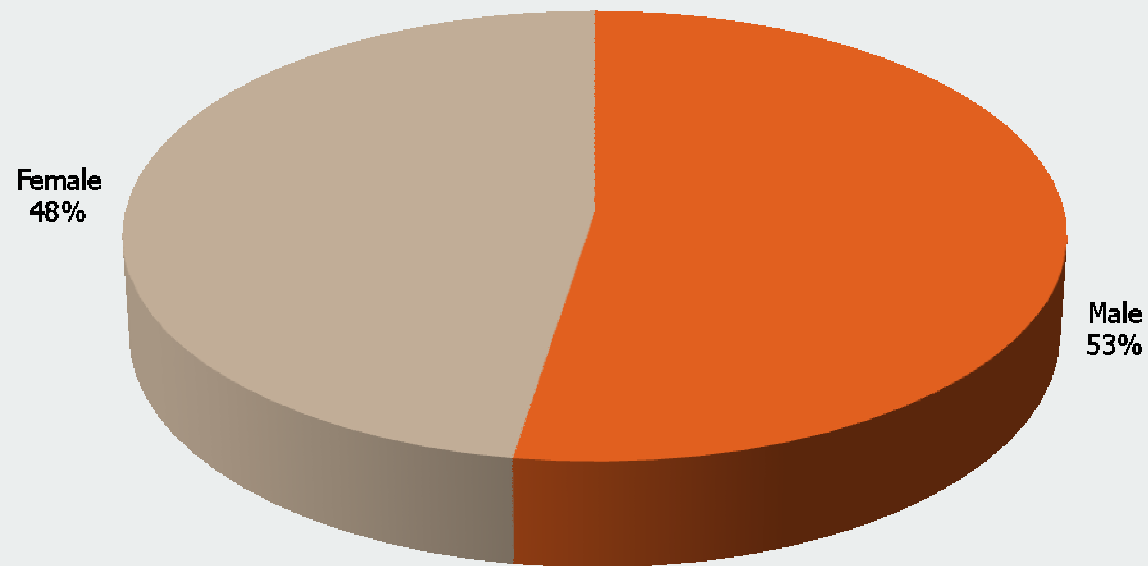
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Base: TV owners/potential TV buyers next 24 months n=40

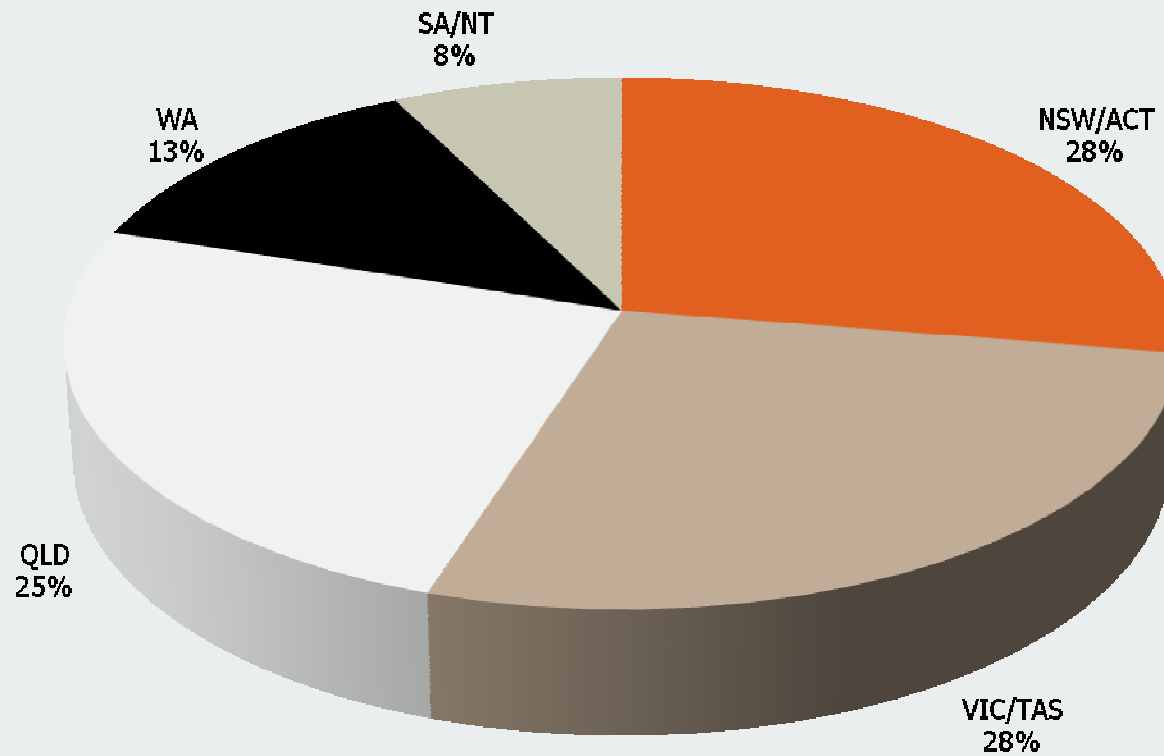
Gender profile

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Base: TV owners/potential TV buyers next 24 months n=40

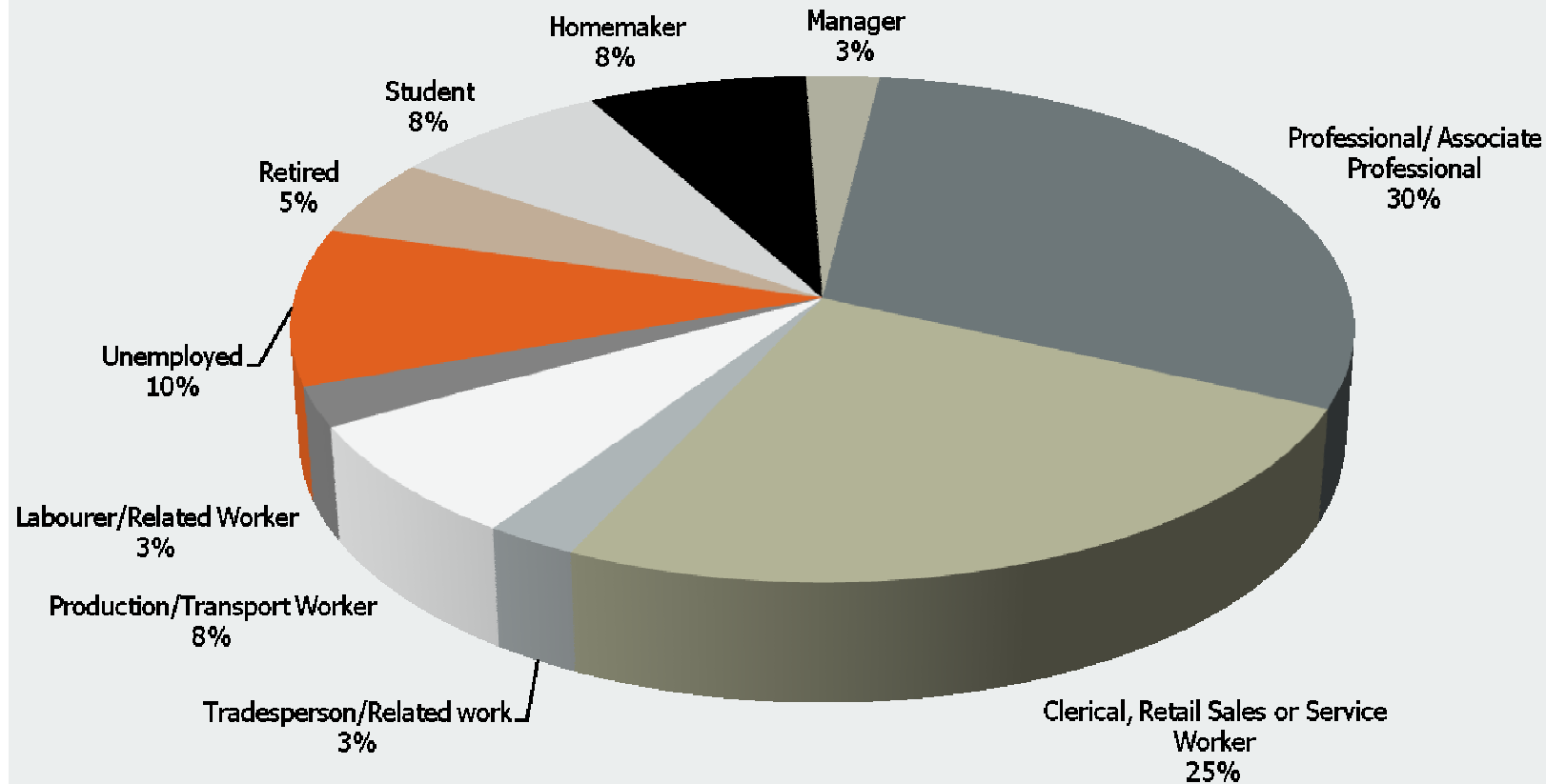
Location profile



Base: TV owners/potential TV buyers next 24 months n=40

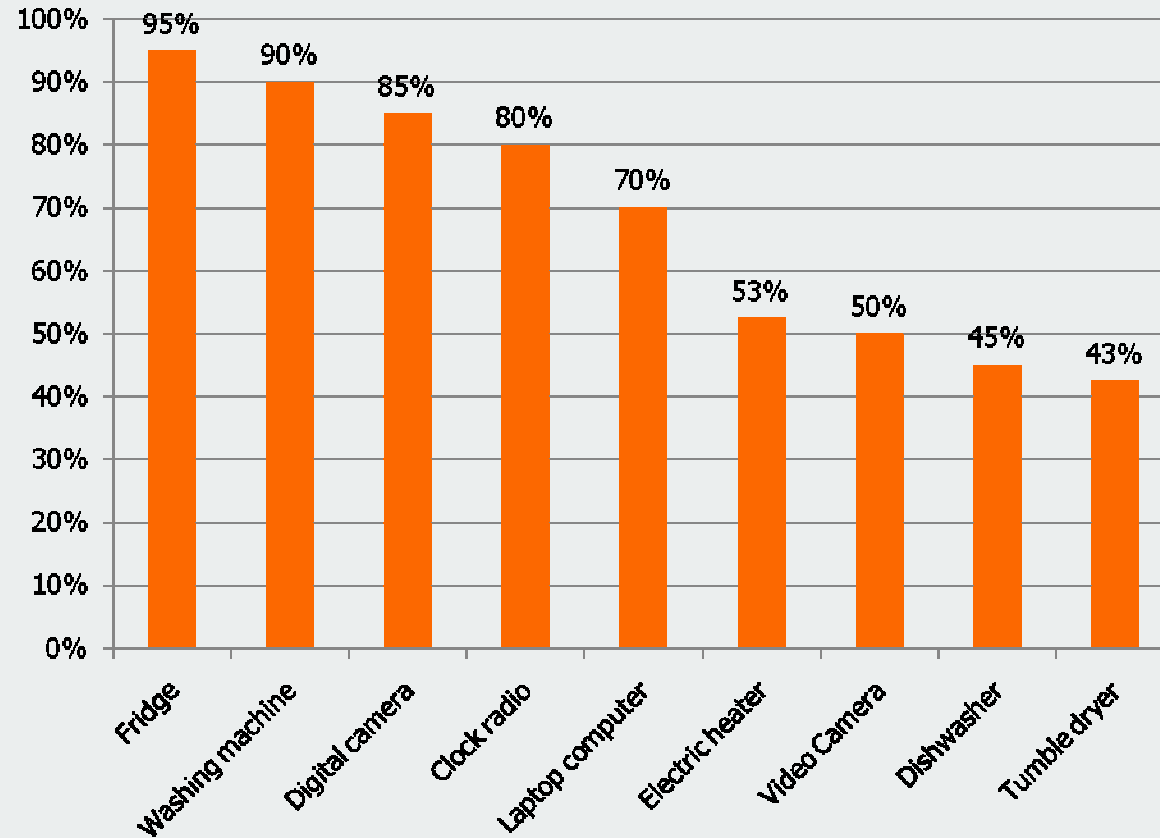
Occupation profile

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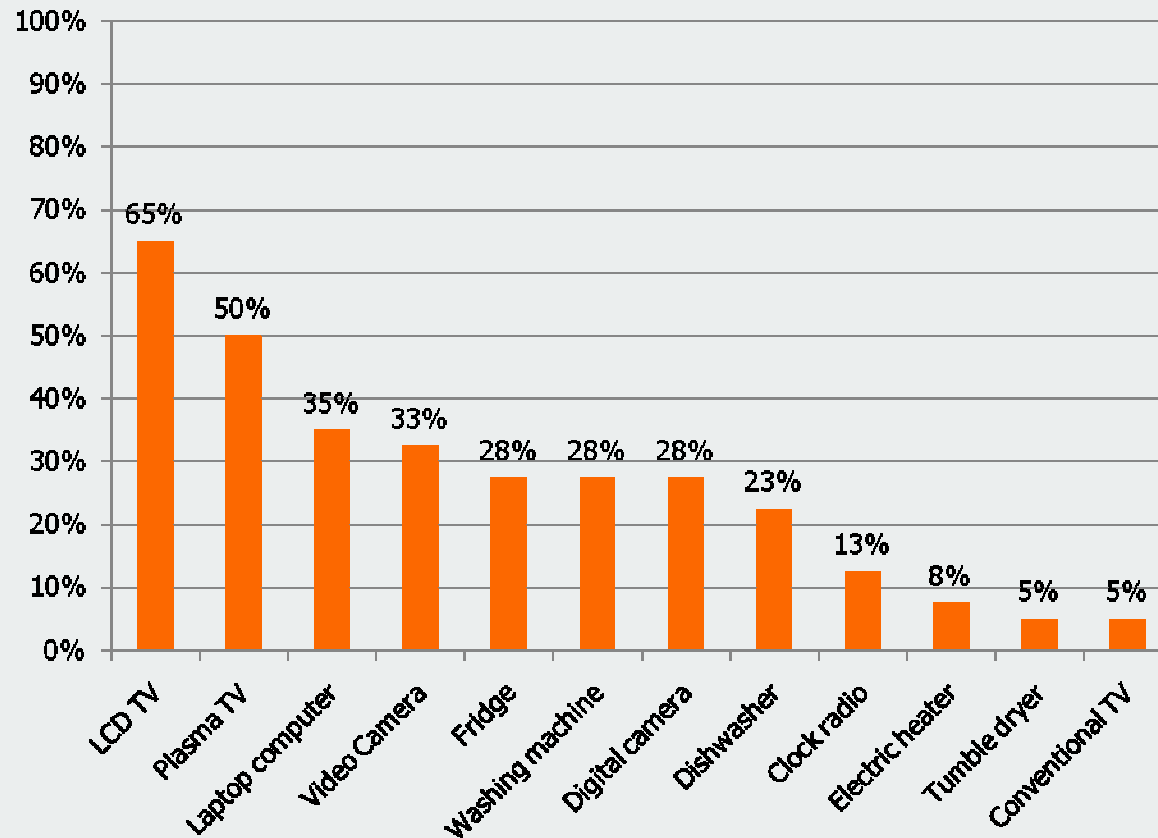
Base: TV owners/potential TV buyers next 24 months n=40

Other products owned



Base: TV owners/potential TV buyers next 24 months n=40

Other products intend to buy or replace in the next 24 months



Base: TV owners/potential TV buyers next 24 months n=40



For further details, please contact:

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