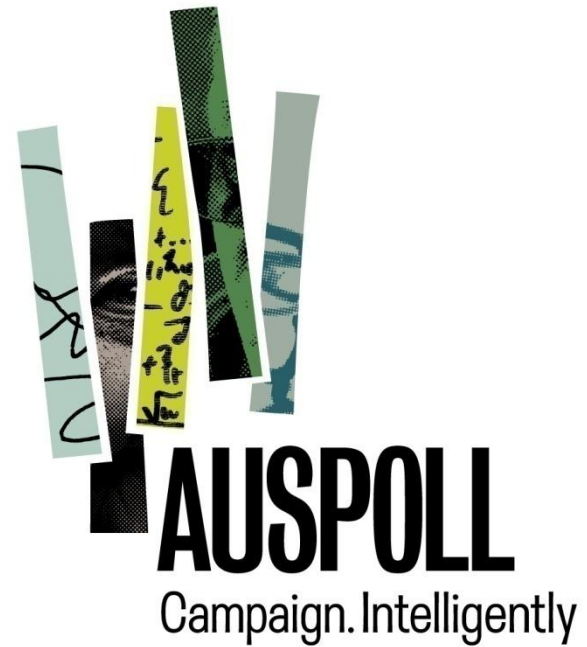


Energy Efficiency -
A study of community attitudes

Key slide pack for media

14th June 2011



Methodology

Qualitative phase

- Six focus groups, with two each in NSW, Qld and Vic
- Groups contained a mix of home owners and renters and a mix of soft attitudes towards climate change
- Fieldwork conducted from 10th to 19th May, 2011
- Further details on group composition contained on the following slide

Quantitative phase

- 15 minute online survey of 1000 Australians, segmented and weighted to be nationally representative of the population in terms of age, gender and location according to ABS data
- Fieldwork conducted from 31st May to 2nd June, 2011
- Margin of error associated with a total sample size of 1,009 = +/- 3.1% at the 95% confidence interval. This means that if the survey returns a result of 50%, there is 95% probability that the actual result will be between 46.9% and 53.1%.

Combined report

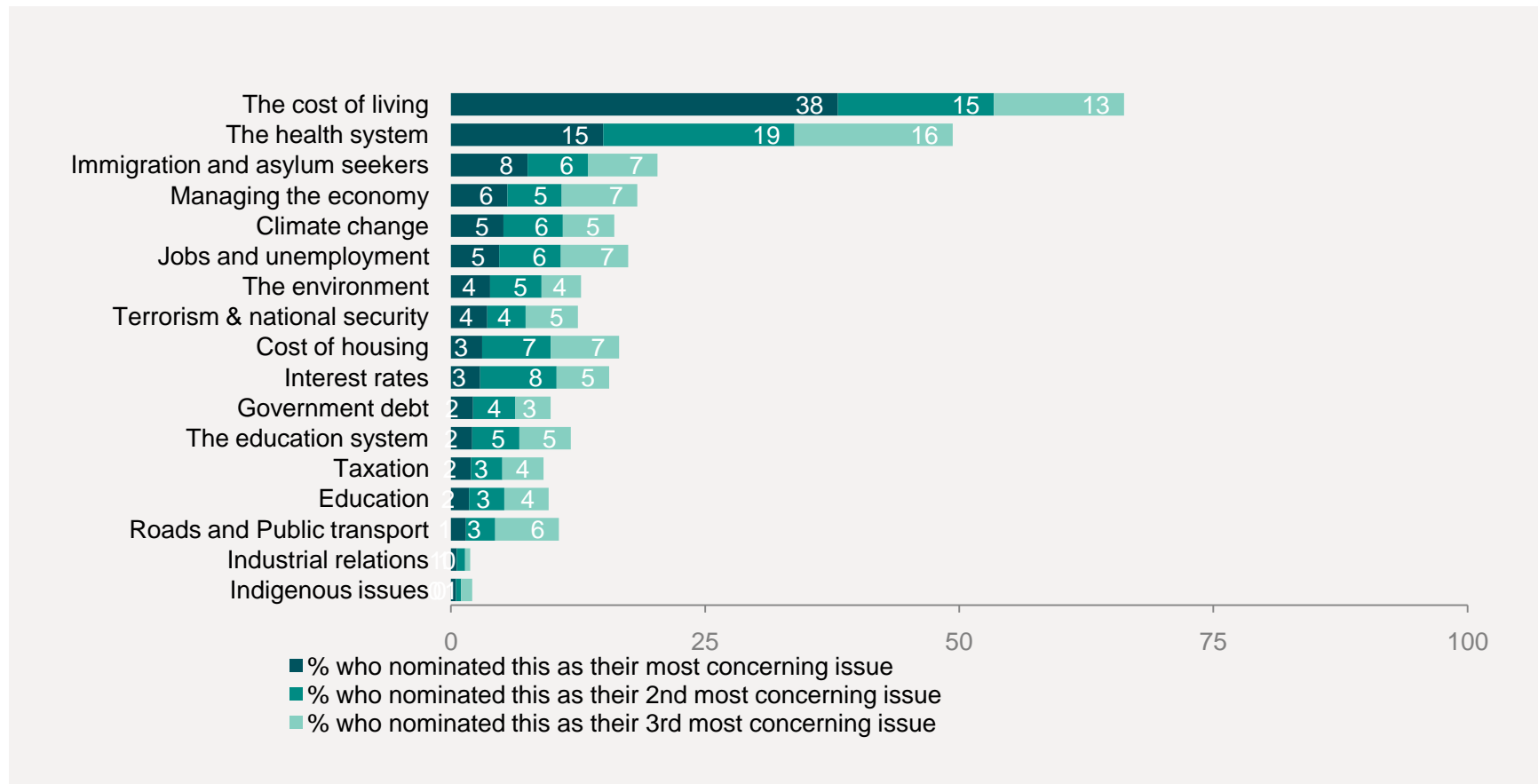
Includes the findings of both research phases

Group composition

The following table outlines the composition of the 6 focus groups

Group	State	Location	Gender	Age	Other
1	NSW	CBD	Mixed	Younger (18-39 years)	Mix of different family status Mix of owners and renters Mix of soft attitudes towards climate change
2	NSW	Hurstville	Mixed	Older (40-65 years)	
3	Qld	Toowoomba (regional)	Mixed	Mixed	
4	Qld	Northgate	Mixed	Younger (18-39 years)	
5	Vic	St Kilda	Mixed	Older (40-65 years)	
6	Vic	Swan Hill (regional)	Mixed	Mixed	

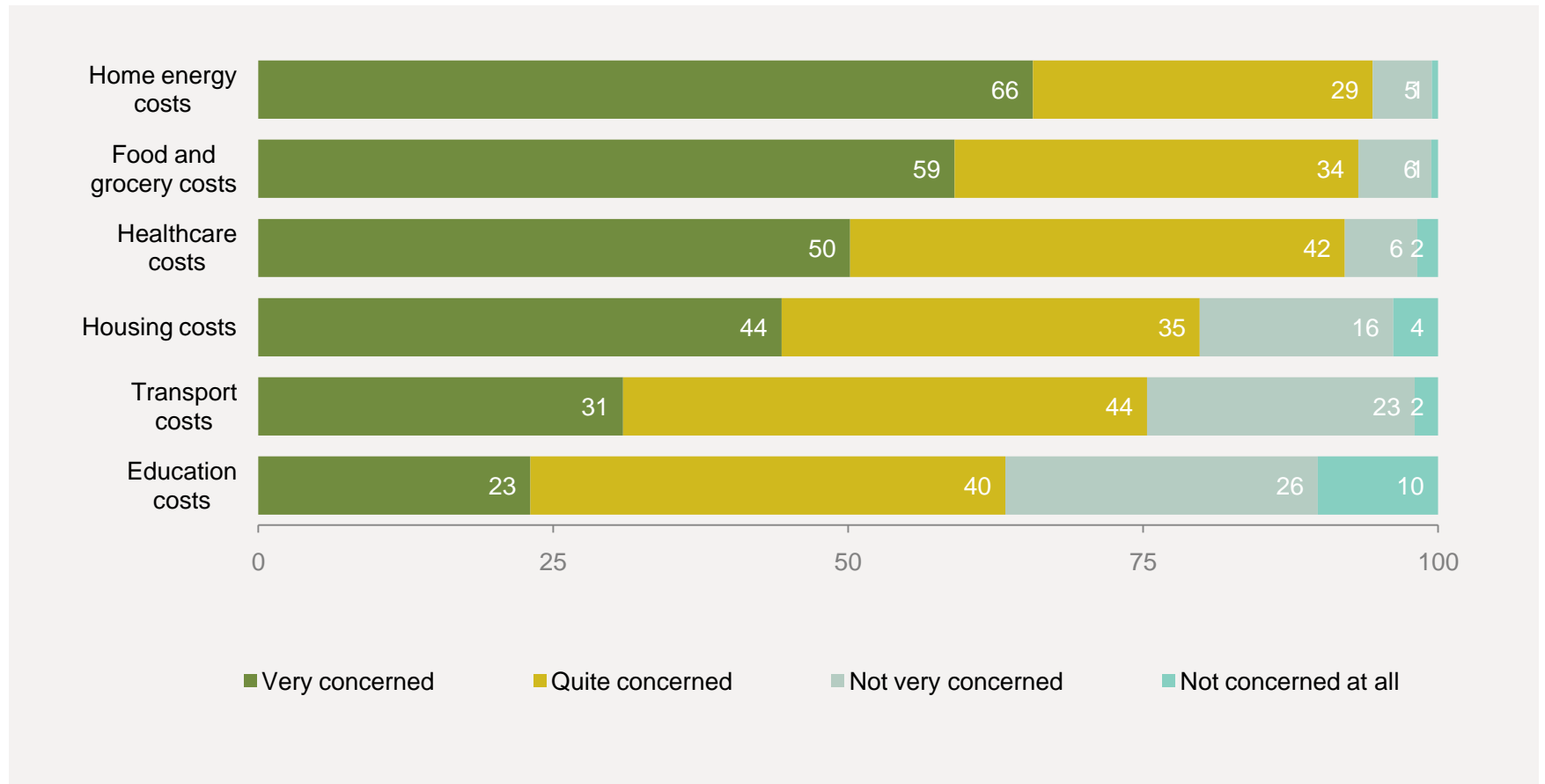
The cost of living is the most concerning issues for Australians



Climate change is also a relatively concerning issue.

The salience of the cost of living, as well as climate change, demonstrate the potential for strong community support behind a broad energy efficiency campaign.

Home energy costs are also the most concerning cost of living issue facing Australians today



Two thirds of Australians are very concerned with home energy costs, and this level of concern is significantly higher than that of other cost of living issues.

Encouragingly, virtually all Australians are prepared to make additional changes or take actions to use less energy or be more energy efficient

Qu 7: Would you be prepared to make additional changes or actions to use less energy in your home or be more energy efficient?



Qu 13: Would you be prepared to make changes or take actions to use less energy in your home if you were given more information on how you could do this without compromising your lifestyle?



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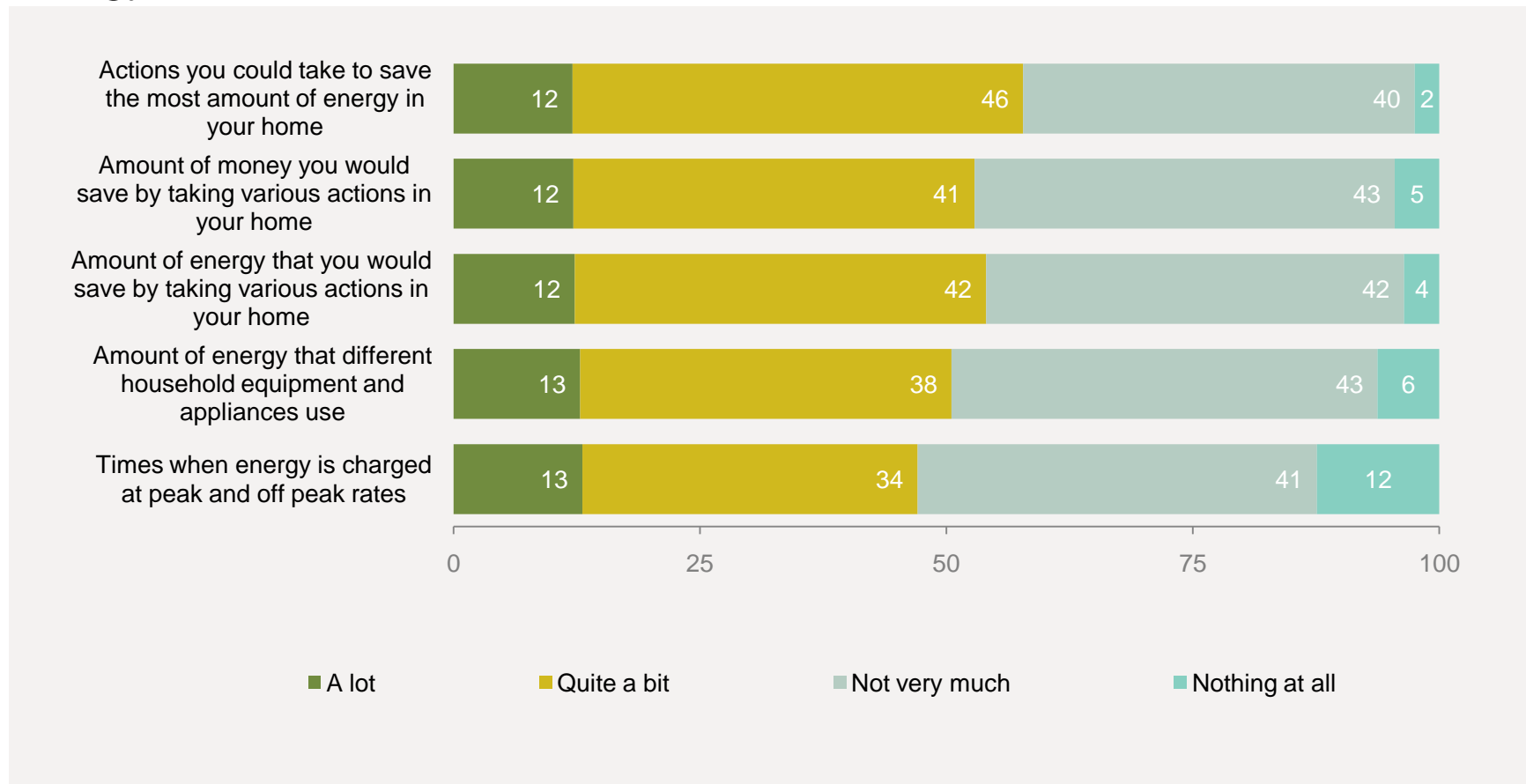
■ Yes

■ No



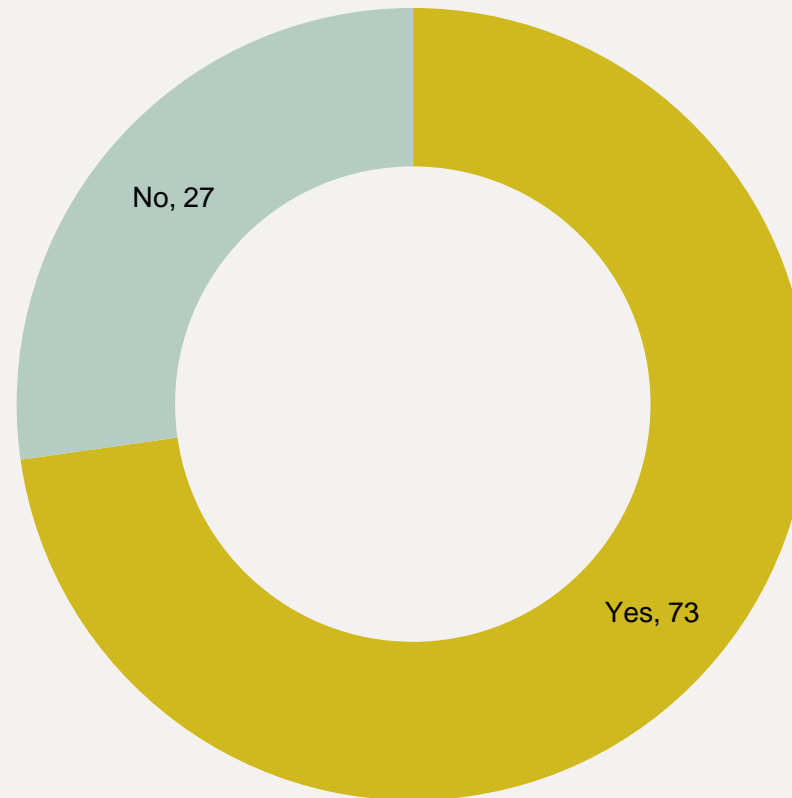
These results demonstrate the interest and desire for people to make changes – but they need to know what they can do, the difference it will make, and the benefits it will bring them.

However around half of all Australians don't know very much, or know "nothing at all", about key aspects of their home energy use.



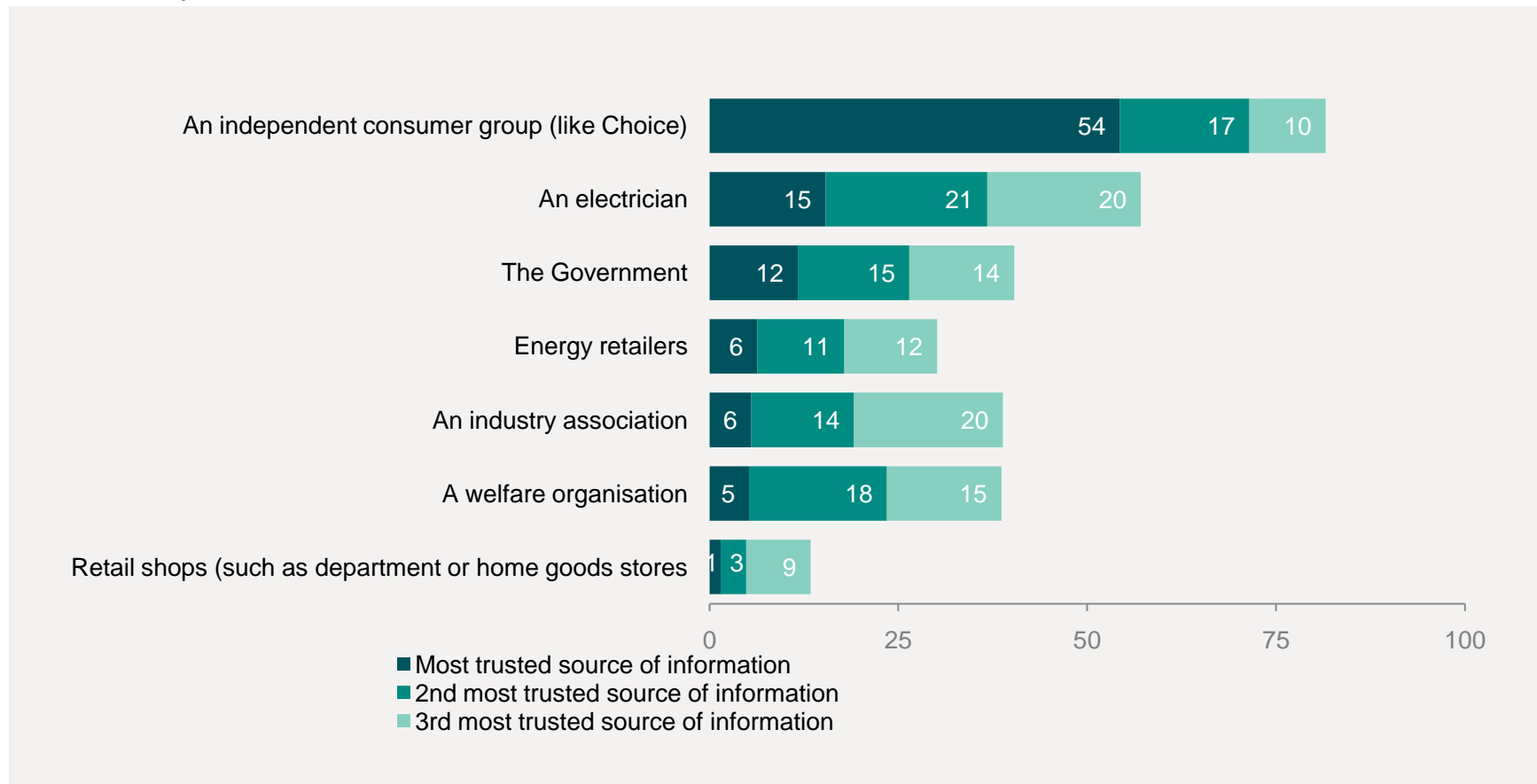
Key areas where knowledge was weak included the times when energy is charged at off-peak rates, the amount of energy that different appliances use, and the amount of money that could be saved by taking various actions.

Most Australians would welcome more information on how they could use less energy, or use it more efficiently, in their home.



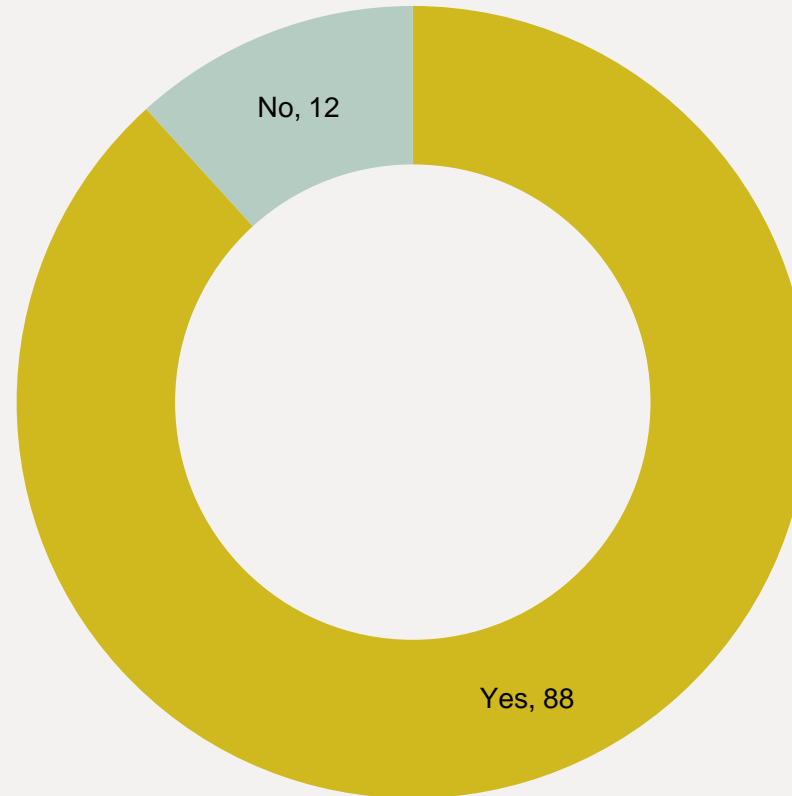
Only around a quarter would not want more information on energy efficiency.

Independent consumer groups are seen as the most trusted source of information to give accurate information on energy efficiency



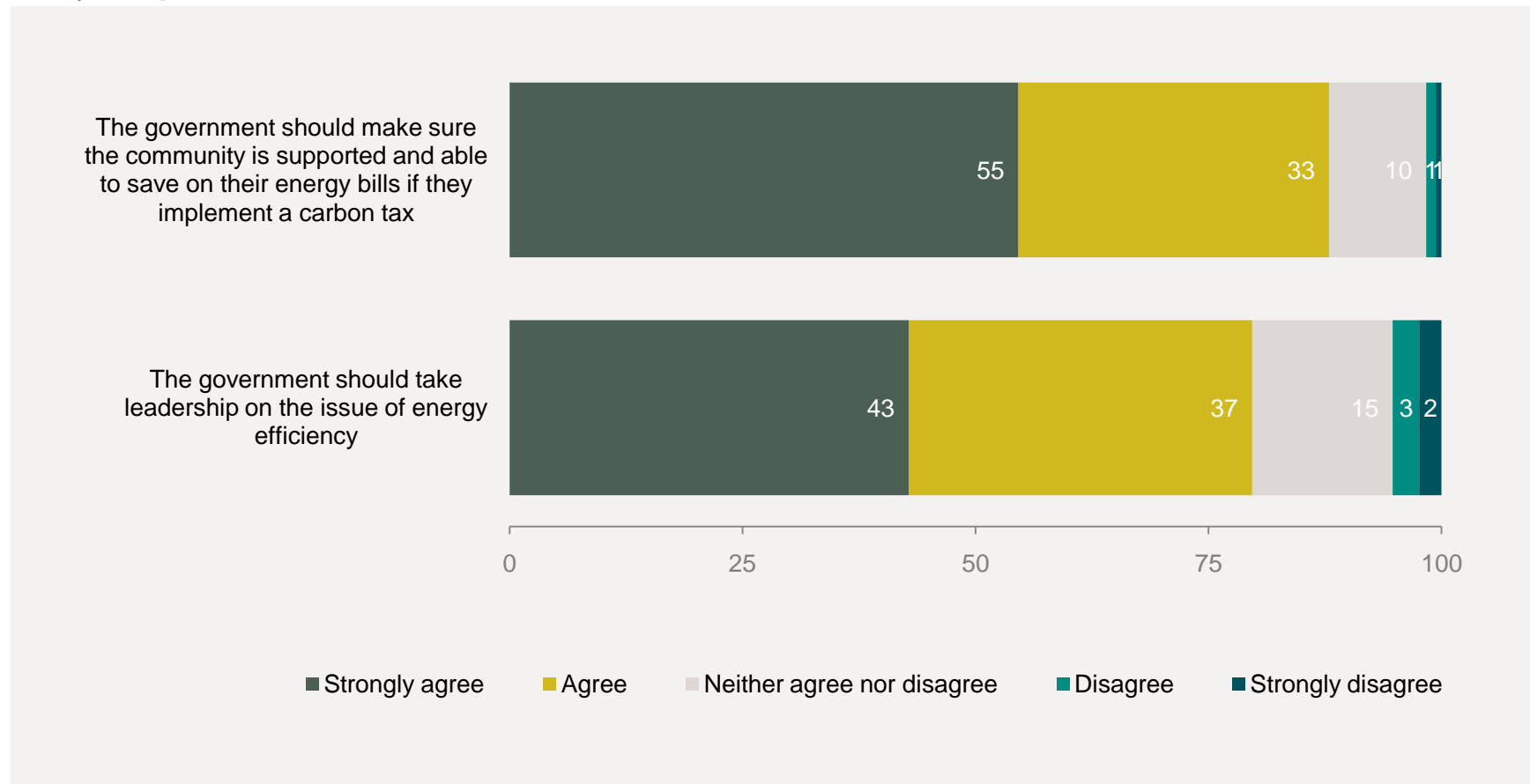
Electricians, and the government are also trusted sources of information on energy efficiency.

Most believe the Federal Government should run programs that assist people save energy and be more energy efficient in their homes



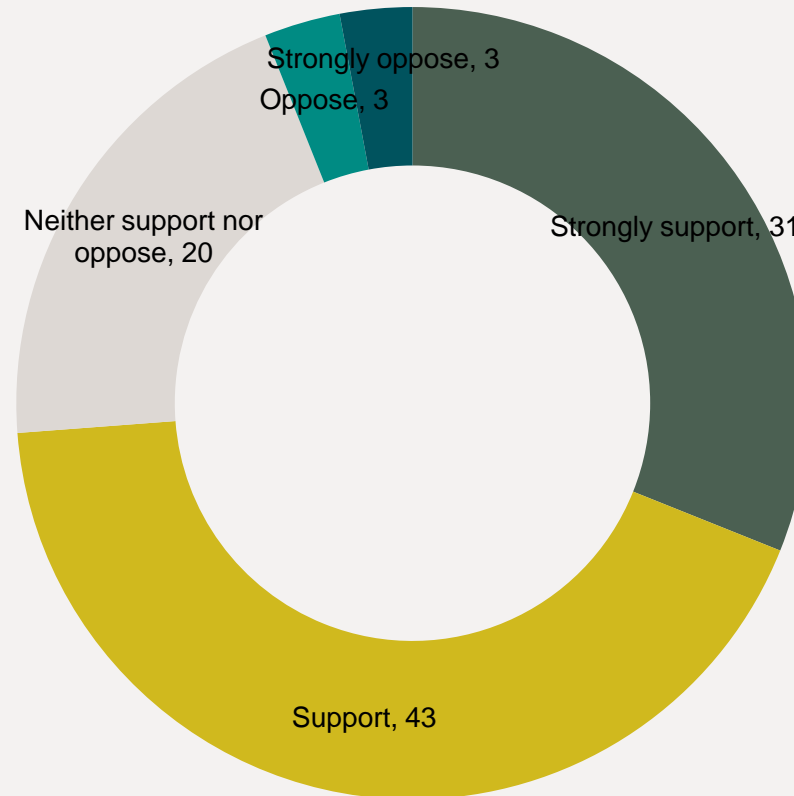
Only around 1 in 10 do not believe the government should be doing this.

Australians are also looking for government leadership on the issue of energy efficiency as well as support for households if they implement a carbon tax



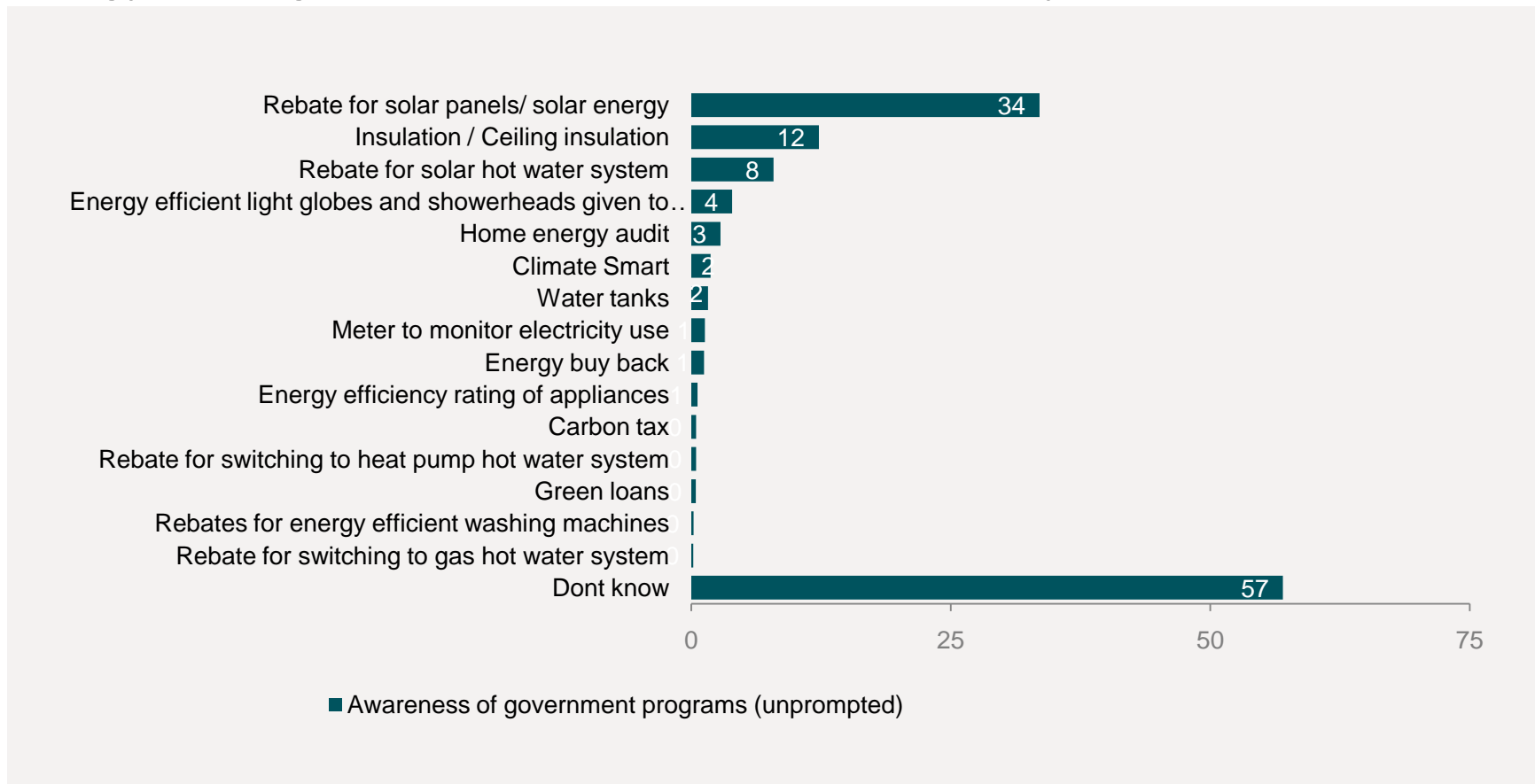
Levels of community sentiment are overwhelming on both aspects.

Most also support schemes which would make energy retailers directly responsible for assisting home owners use energy more efficiently



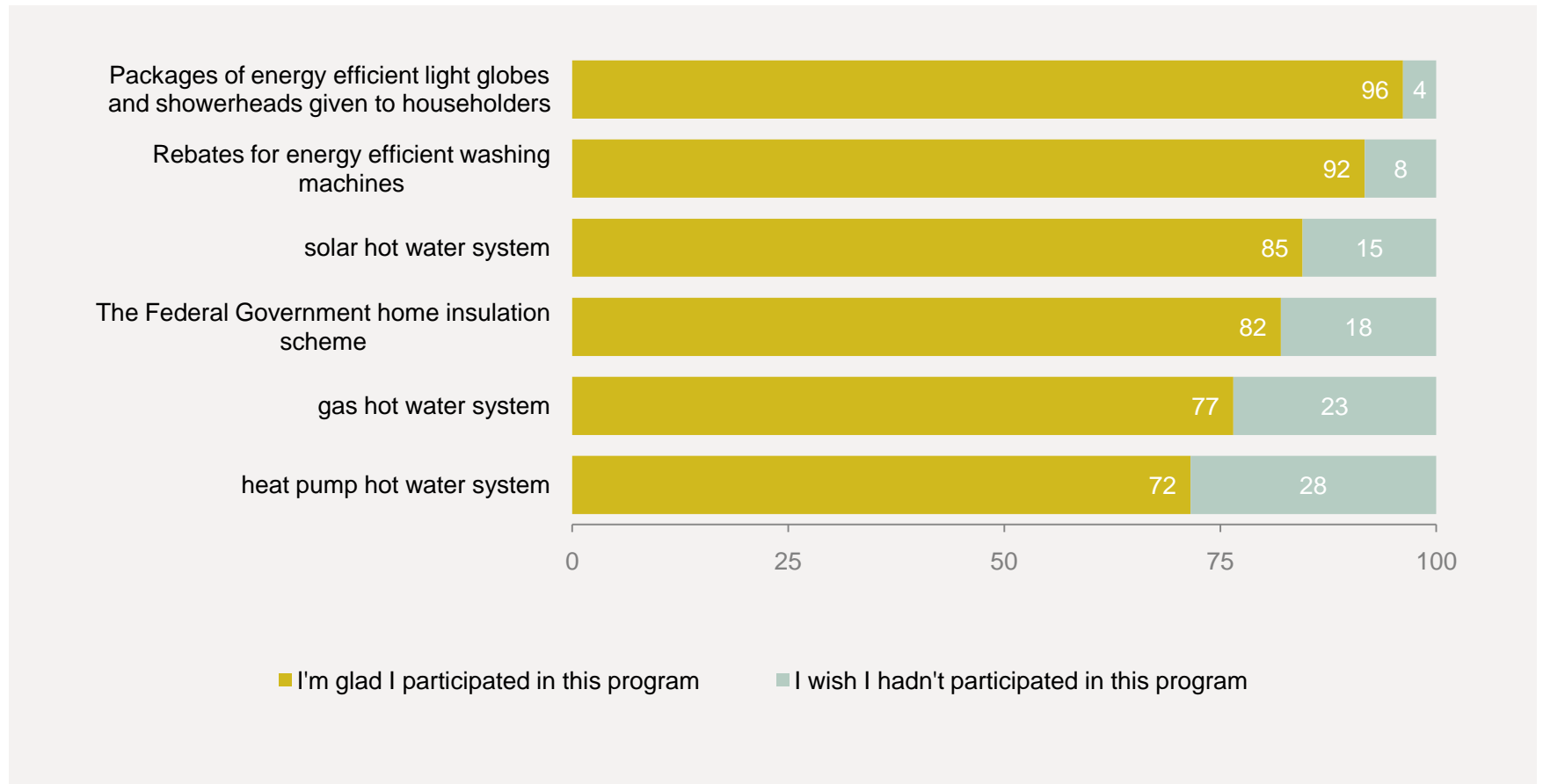
Support for this approach is 74% while only 6% are opposed to the idea

Around 2 in 5 Australians are aware of at least one government program designed to assist households save energy although more than half couldn't think of any



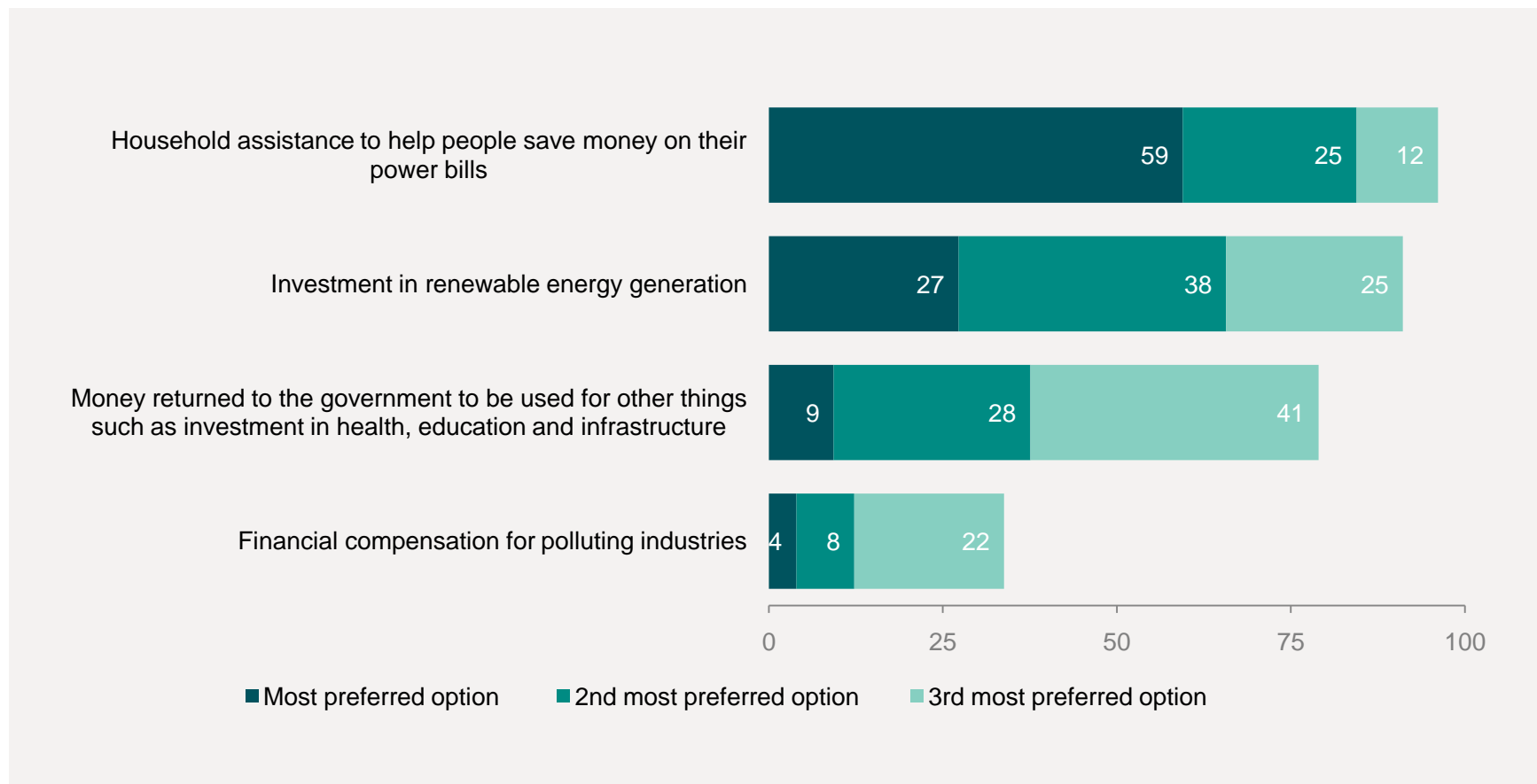
Solar panel rebates and the home insulation scheme are the most commonly recalled programs.

The overwhelming majority of people are glad they participated in each of the government's energy efficiency programs



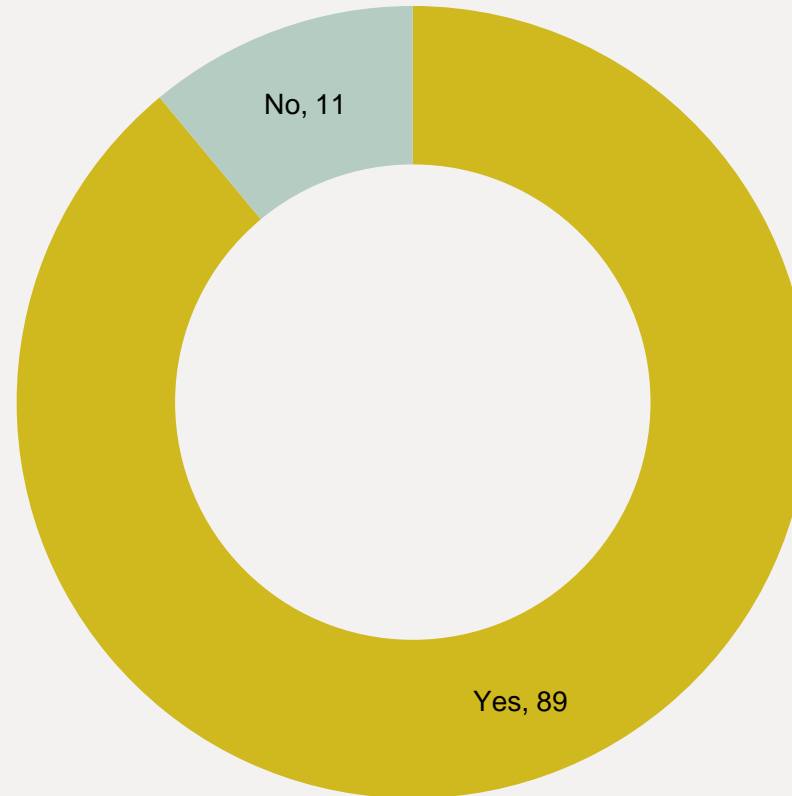
Satisfaction was highest for the energy packages programs, while support was also strong for the oft criticised home insulation scheme.

Most would prefer carbon tax revenue is used to assist people save on their power bills or to invest in renewable energy



Respondents are least supportive of carbon tax revenue being used to provide financial compensation for polluting industries.

Virtually all believe the government should link the carbon tax with matching programs to support the community to save energy and money



Only around 1 in 10 do not believe that the carbon tax should not be linked to these programs.