

Economic recovery signifies new dawn in energy saving, according to new research study from Energenie

New research suggests saving energy is the no. 1 priority for every British household as they try and grasp their share of the potential £800m from reduced energy billsⁱ

01 March, 2010 – A new survey commissioned by Energenie, manufacturer of a range of energy saving devices, has highlighted that UK consumers are still not thinking about green issues when purchasing electronic goods for the home, with only 16 per cent of people considering energy efficiency an essential part of the purchasing decision. When asked, 60 per cent of people said that price continues to be the main influencing factor on their purchasing decisions.

The research, conducted by Vanson Bourne, indicated that the green agenda is definitely important to UK's consumers. A whopping 73 per cent of families thought they were doing enough to be considered environmentally friendly, with 72 per cent claiming to have energy efficient devices in their homes.

However, when we drill down a bit further it becomes apparent that of those who thought they were doing enough to be considered green, 81 per cent of people had energy saving lightbulbs in their homes, but very little adoption of other energy saving measures such as double glazing, cavity insulation or energy saving dishwashers and washing machines. There was low awareness of simple energy saving devices such as automatic standby shutdown, which provides people with a way of saving money and electricity by automatically switching off appliances properly when not in use.

Energenie's research highlighted some interesting nuances about consumer behaviour towards energy saving:

- Nearly 50 per cent of people don't switch electrical appliances off at the mains
- One fifth of men admit that they don't turn appliances off at the main because they are too lazy
- Half of people would be inclined to turn appliances off at the mains by remote control if they could

Alan J. Tadd, Managing Director, Energenie, commented: “Using energy saving light bulbs is a great start, but it is a very passive way of reducing household energy consumption. What this proves is that for people to do something, it has to be simple and easy. There are so many ways of lowering household carbon emissions, everything from loft insulation to ensuring electrical appliances aren’t left on standby. Energenie’s range of energy saving products means that appliances such as televisions or home entertainment systems are not continuously left on needlessly wasting electricity. People continuously leave their TVs, DVD players and set-top boxes on standby mode up and down the UK.”

The research also highlighted that consumers are increasingly aware of the money saving implication of reducing their household energy usage. Of those surveyed, 65 per cent of people admitted the recession had made them become more aware of turning off appliances at the mains in a bid to save money. Encouragingly almost half (57 per cent) turned off appliances at the main after use. This still leaves a massive percentage of the population who are not turning off their appliances properly.

Alan J. Tadd continued: “Some of the motivational factors for not turning off appliances was rather surprising. Energy saving needs to be a behavioural change and 20 per cent of men we asked admitted to being simply too lazy to turning things off at the mains. Imagine the impact nationwide if those 20 per cent made the change. It sounds like a huge effort, but with Energenie, it needn’t be.”

Energenie’s range of energy saving solutions is an ideal way of make sure energy and money is not wasted by continuously leaving appliances on. The Automatic Standby Shutdown for TVs and Home Entertainment Systems has 4 controlled sockets to connect your TV, DVD player, set-top box and other peripherals. There is also one socket permanently on for equipment that requires continuous power and you can switch back on using the TV’s remote control.



Certification mark

Energenie’s *Automatic Standby Shutdown* is recommended and certified by the Energy Saving Trust.

If you would you like to speak with an Energenie spokesperson, sample an Energenie *Automatic Standby Shutdown for TVs or Home Entertainment Systems* or require any further information,

please contact Emma Knott or Liam McLaughlin at Kaizo, on 020 3043 4151 or at energenie@kaizo.net.

-ENDS-

Notes to editors:

For more information about Energenie, please visit: www.energenie4u.co.uk

Press contacts:

Emma Knott or Liam McLaughlin
Kaizo
020 3043 4151
energenie@kaizo.net

ⁱ Act on CO2 - <http://actonco2.direct.gov.uk/actonco2/home/what-you-can-do/save-energy.html>