

## **The green vote will make or break an election campaign this year, warns Energenie**

*Fatigue, spin and confusion on green issues will surround the all important green vote in the 2010 election, according to new research*

- *50% of people would vote for a party specifically because of their green policies*
- *80% of people think that parties need to communicate their green policies more clearly*
- *60% of people think that green issues are a PR gimmick rather than genuine concern*

**08 March, 2010** – Politicians could be missing out on valuable votes during the upcoming election as voters complain of being tired of half-hearted promises and spin (60%) when it comes to the all important green policies. This is according to hard-hitting new research from Energenie, a leading British energy saving supplier, which has uncovered the depths of the public's mistrust in politicians green credentials at this crucial time in the run up to the election.

The study, which aimed to capture consumers current mood on green issues, revealed that winning the election could hinge on how much politicians play the green card with conviction and how well they communicate their genuine, heart-felt concern for all things green. Research revealed that 80% of people think that green issues are simply a public relations exercise from politicians and are not communicated in a clear and concise manner (80% of people surveyed).

These findings are particularly relevant when 50% of people surveyed said they would vote for a party specifically because of their green policies. The survey also noted a difference in the sexes, with green issues higher on the agenda for women voters and 83 % surveyed agreeing that energy efficiency is an issue the main political parties should address more. Although not as many men felt as strongly, a positive 73% agreed with this principle.

Alan J. Tadd, Managing Director, Energenie, says, "The message to politicians couldn't be simpler, don't just talk green, be green. It is clear people are looking for dramatic change that will have positive long lasting impact with this election but politicians messages are still not getting through to the general public and they run the very real risk of it costing them the election."

Alan continues, "Reducing the amount of energy you use is the most effective way to save your household and business money and also combat climate change. With energy saving products from Energenie everyone can do their bit."

The research released today comes at a particularly poignant time when raising energy bills are at the forefront of many people's minds. The recent cold spell meant people were faced with energy bills at triple the normal cost as normal in December and 40,000 additional deaths were reported due to the cold because of lack of sufficient energy services in some homes.

According to Help the Aged and Age Concern, many older people are already worrying about how they will pay their winter energy bills. Recent figures from the Office for National Statistics suggesting increasing inflation has fuelled this concern.

Head of policy at the charities Andrew Harrop said: "With the leap in inflation outstripping government's predictions, many older people relying on their state pension income will be worrying about whether their incomes will stretch to meet essential costs over the coming months."

However, such money worries may be eased if people take advantage of innovative energy saving products from Energenie. Energenie's range of energy saving solutions is an ideal way of make sure energy and money isn't wasted by continuously leaving appliances on. The Standby Shutdown has 4 controlled sockets to connect your computer and peripherals to. There is also one permanently on socket for equipment that requires continuous power. Use the button on the flying lead to switch back on.



Certification mark

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



MEDIA ALERT

**Contact**

If you would you like to speak with an Energenie spokesperson, sample an Energenie *Automatic Standby Shutdown* or require any further information, please contact Liam McLaughlin or Emma Knott at Kaizo, on 020 3043 4183 or at [energenie@kaizo.net](mailto:energenie@kaizo.net)

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