

Study Finds 95 Percent of Americans Say Energy Efficiency Is An Important Issue

October 13, 2011 - Rexel, one of the world's leading electrical distributors, today announced the findings from an international study which cited that 95% of American consumers consider energy efficiency an important issue. The study further noted that while 89% of American respondents pay attention to their energy consumption, far less have taken steps to become more energy efficient when compared with their counterparts in France, Germany and Great Britain.

Additional Highlights from Rexel's Survey:

1. When asked why they want to improve their energy efficiency:

- 97% of Americans said their desire to reduce expenses was a good reason (of whom 75% consider this to be a very good reason) as their main motivation for going green.
- Guaranteeing energy security was second with 92% saying it was a good reason (of whom 53% saying it was a very good reason.)
- Environmental protection was third with 91% saying it was a good reason (of whom 58% saying it was a very good reason.)

2. 38% of Americans said they would be motivated to improve their energy efficiency if they were able to easily measure how much money they are saving.

3. 54% of Americans cited the excessively high price of low-energy products as one main obstacle.

4. 36% of Americans said they would be motivated by financial subsidies in the form of tax credits, and 35% said other financial subsidies (tax breaks, etc.) were another factor to be becoming more energy efficient.

5. Investment in equipment that costs more, but pays for itself in the short or medium term was the number one answer of what Americans were willing to do to save energy - 78%.

a. A close second at 75% were time related efforts such as spending more time doing tasks and adopting time-consuming habits like shutting off all power strips in the house every night.

6. American respondents also said that while they pay attention to their energy consumption (89%), many lack information about practical steps they can take towards improving their own energy efficiency.

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a. Only 33% regularly defrost their freezer and refrigerator, 52% fill the washing machine to the top before starting the wash cycle and 56% shut off electronic devices rather than switching to stand-by.

7. When asked what they would be willing to do to improve their energy efficiency, American's said...

- Installing double-paned windows – 83% have done it/ willing to
- Low-energy household appliances – 90% have done it/ willing to
- Install environmentally-friendly ventilation system – 63% have done it/ willing to
- Install environmentally-friendly heating system – 75% have done it/ willing to
- Install sensors that shut off lights when nobody is in the room – 68% have done it/ are willing to
- Install environmentally-friendly hot water system (solar water heater) – 72% have done it/ are willing to
- Install solar panels – 59% have done it/ are willing to
- Install system with monitors and controls household appliances – 60% have done it/ are willing to
- Install a system that alerts unusual consumption levels – 68% have done it/ are willing to do it.

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