

Energy use and awareness of citizens in Riga: A case study

Energy in Housing: Consumption patterns and awareness
raising of inhabitants on energy saving measures in houses

Workshop, Sigulda, Latvia, 5-6 Nov, 2008.



Frame of the study

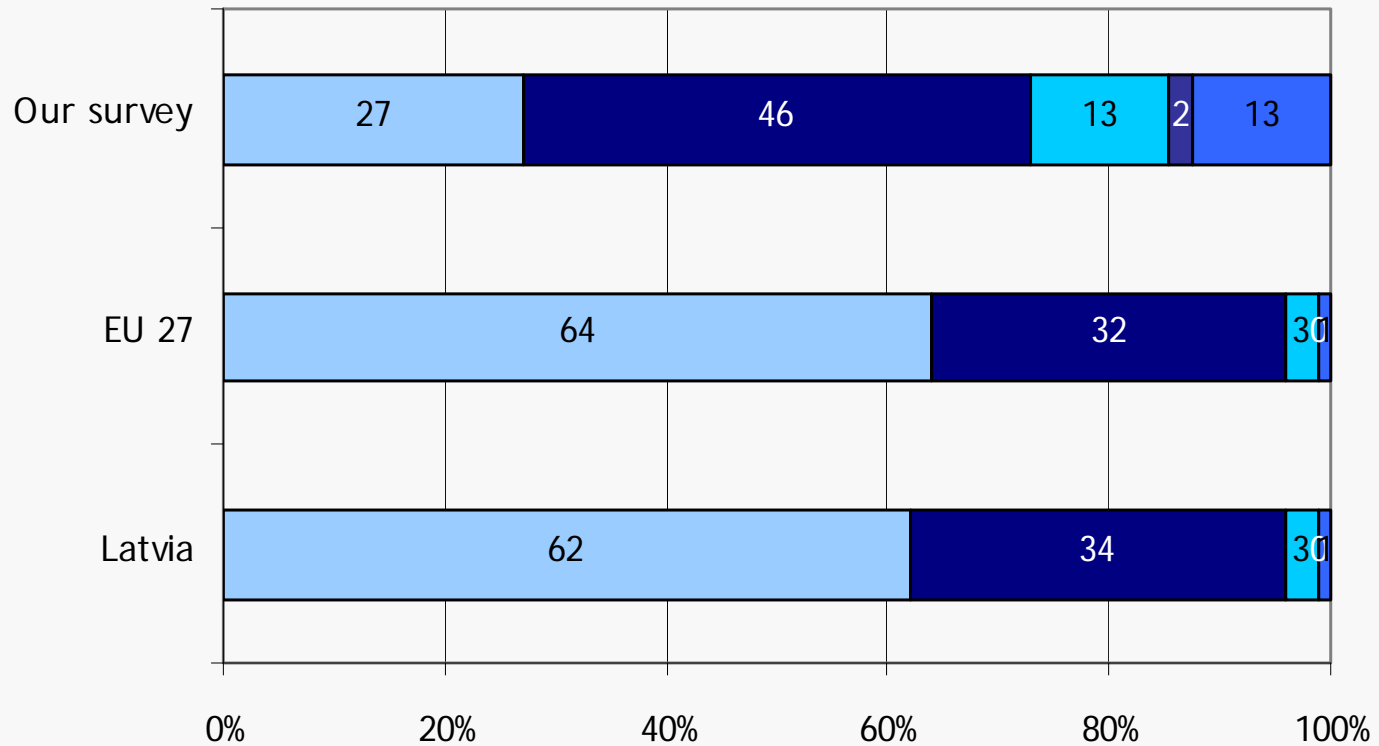
- 50 random telephone interviews between June and August in Riga
- What do the people know about energy saving and measures which they can apply
- What are the citizens' attitudes towards the environment and climate change
- Some information about what drives the consumers decision to purchase electric and electronic appliances.

Problems and limitations

- Not a representative survey, limited power of conclusions
- Requires large involvement of resources
- Apparent interviewer effects apply

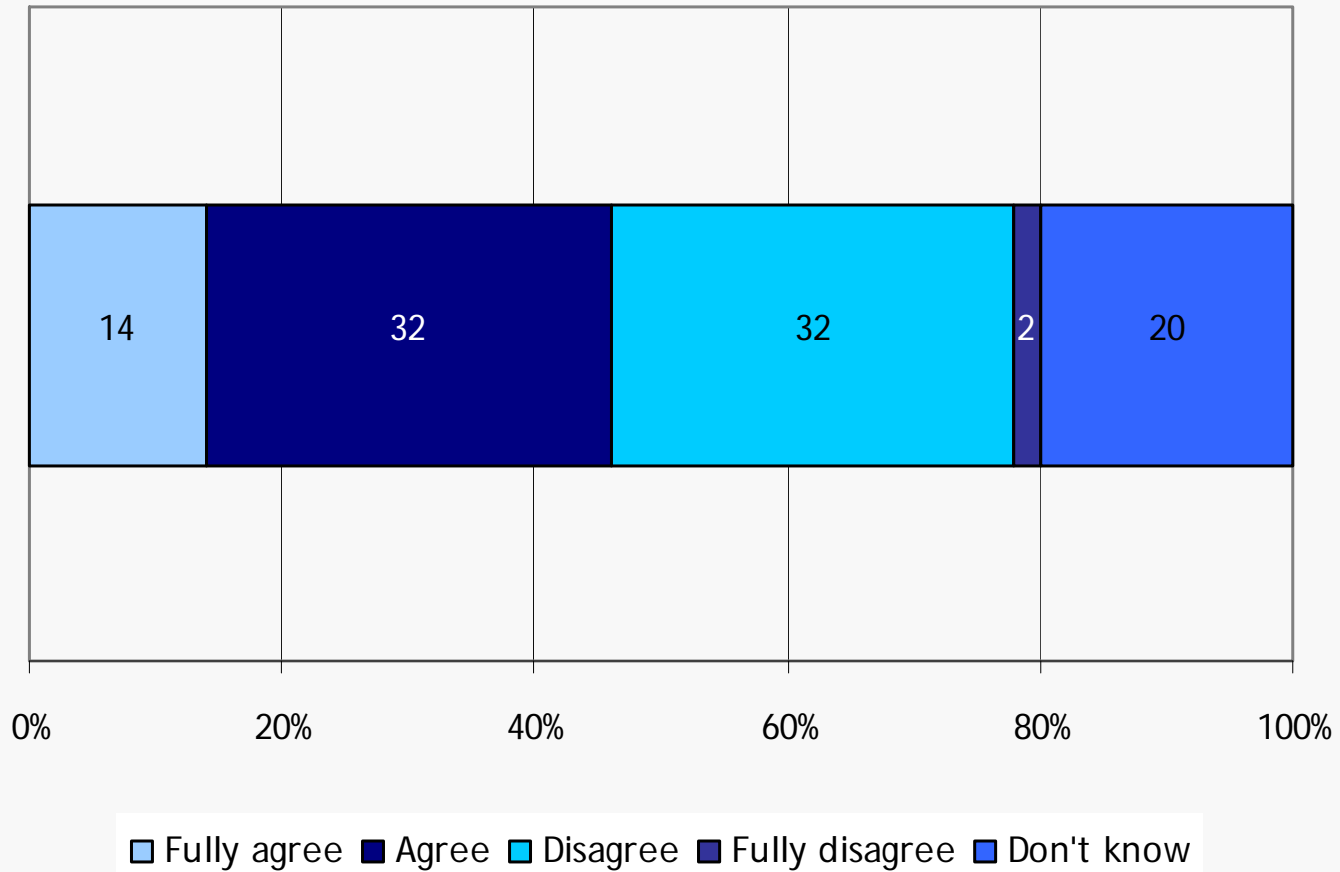
- This survey was a testing case for a larger scale survey in 11 Central and Eastern European Countries, to be conducted in the first half of 2009

Personal importance of environmental protection

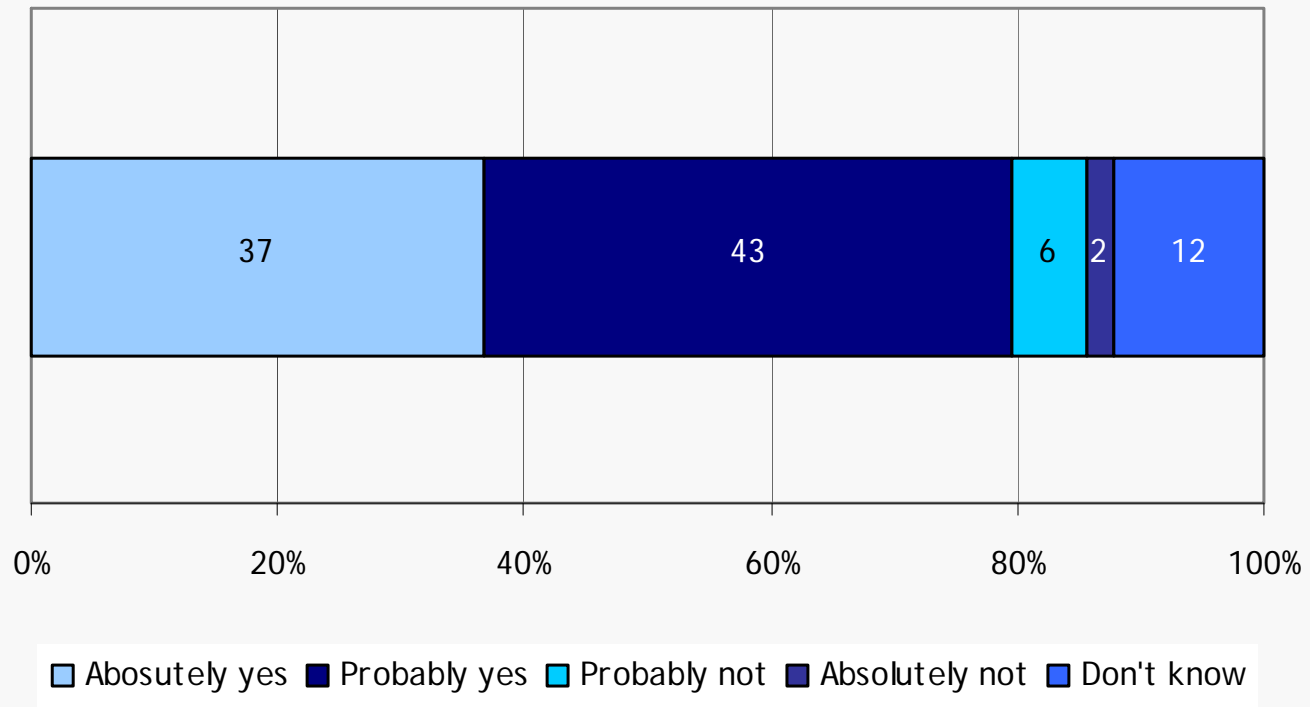


Very important Important Less important Not important at all Don't know

Has your energy consumption increased over the past years?



Would you pay more attention to energy use if measured individually?

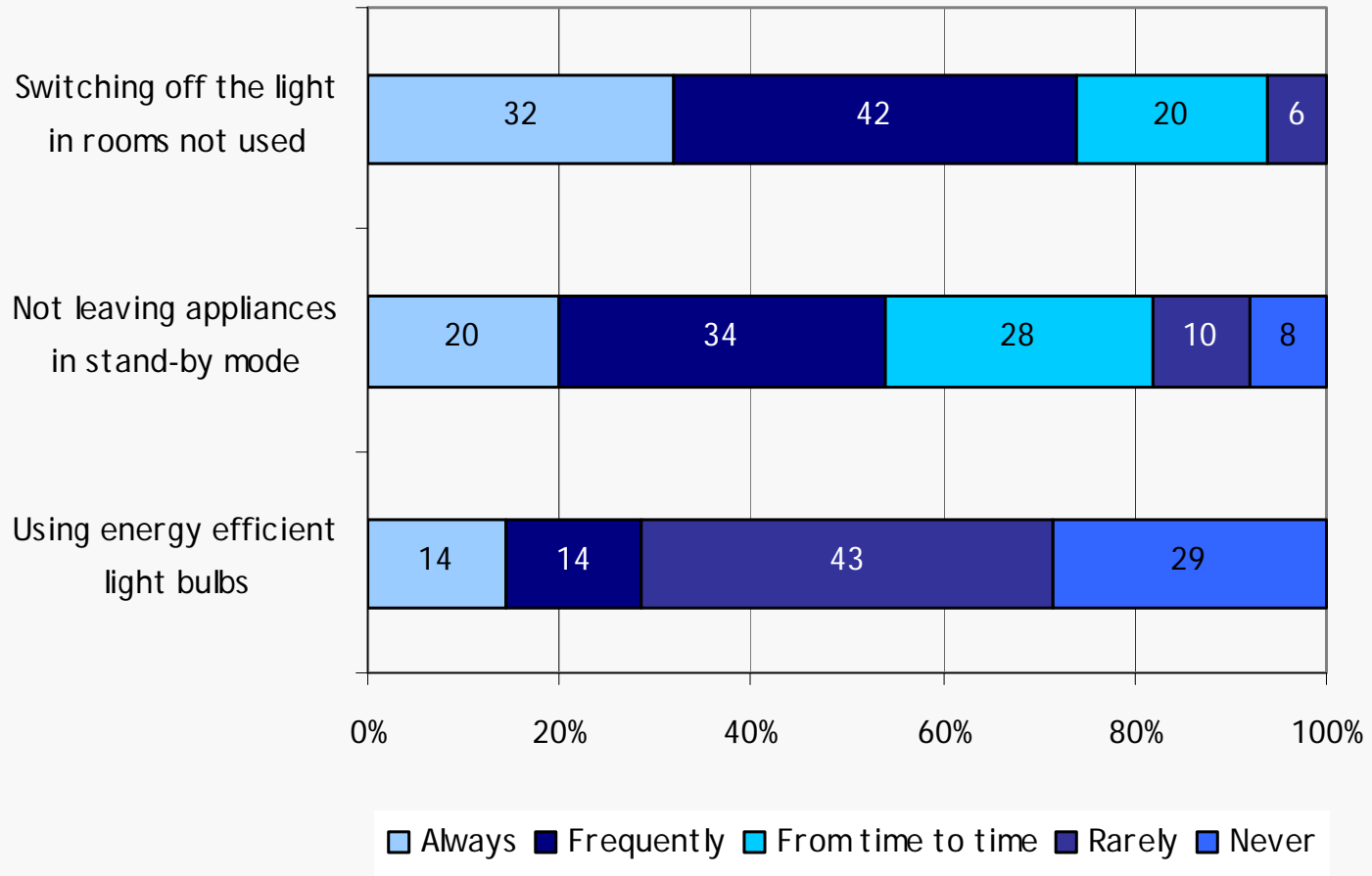


Findings environmental awareness

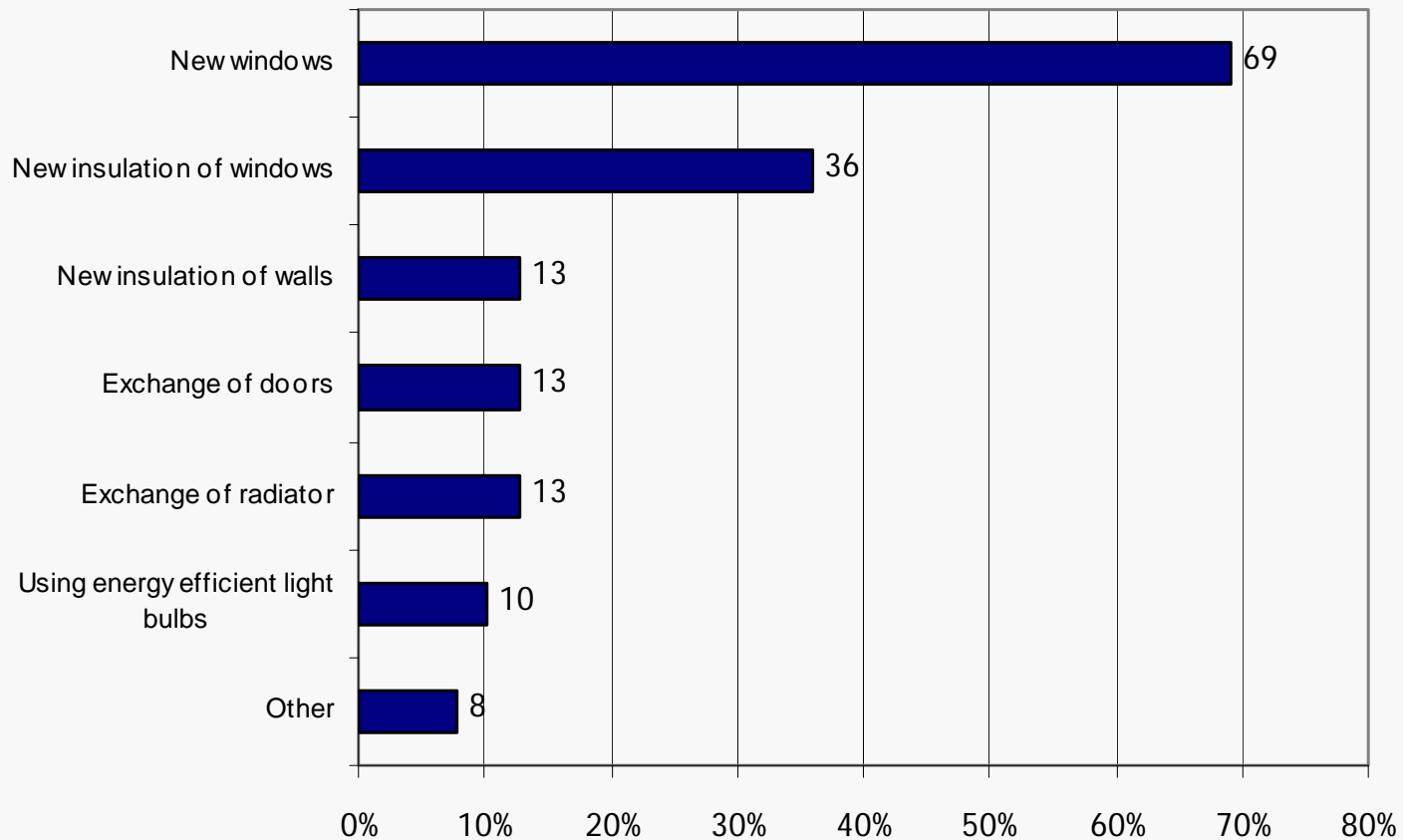
Overview

- People claim environmental protection to be of importance, however, our small random sample shows a very different picture
- Apartment house residents do not notice the actual use of energy, due to a lack of individual metering
- Individual metering and charging accordingly would probably be an effective measure to decrease the use.

Application of selected energy saving measures



Refurbishment and renovation measures

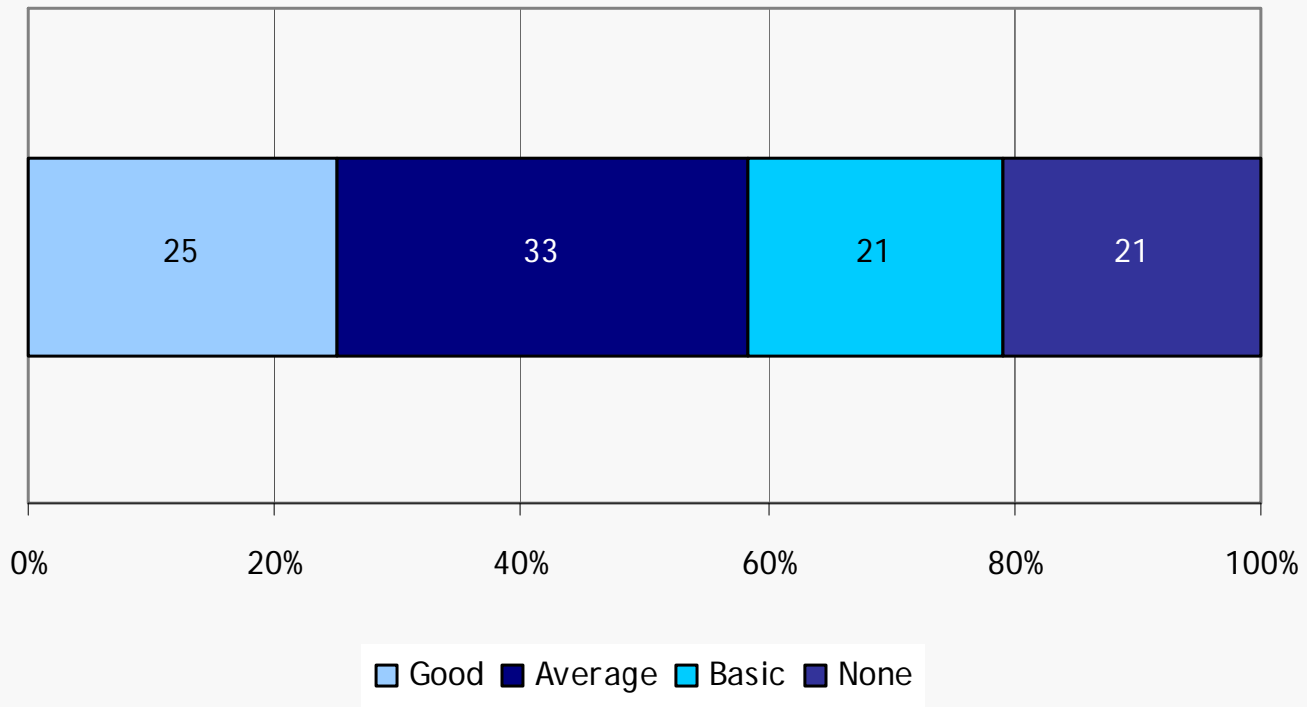


Energy efficiency in practice

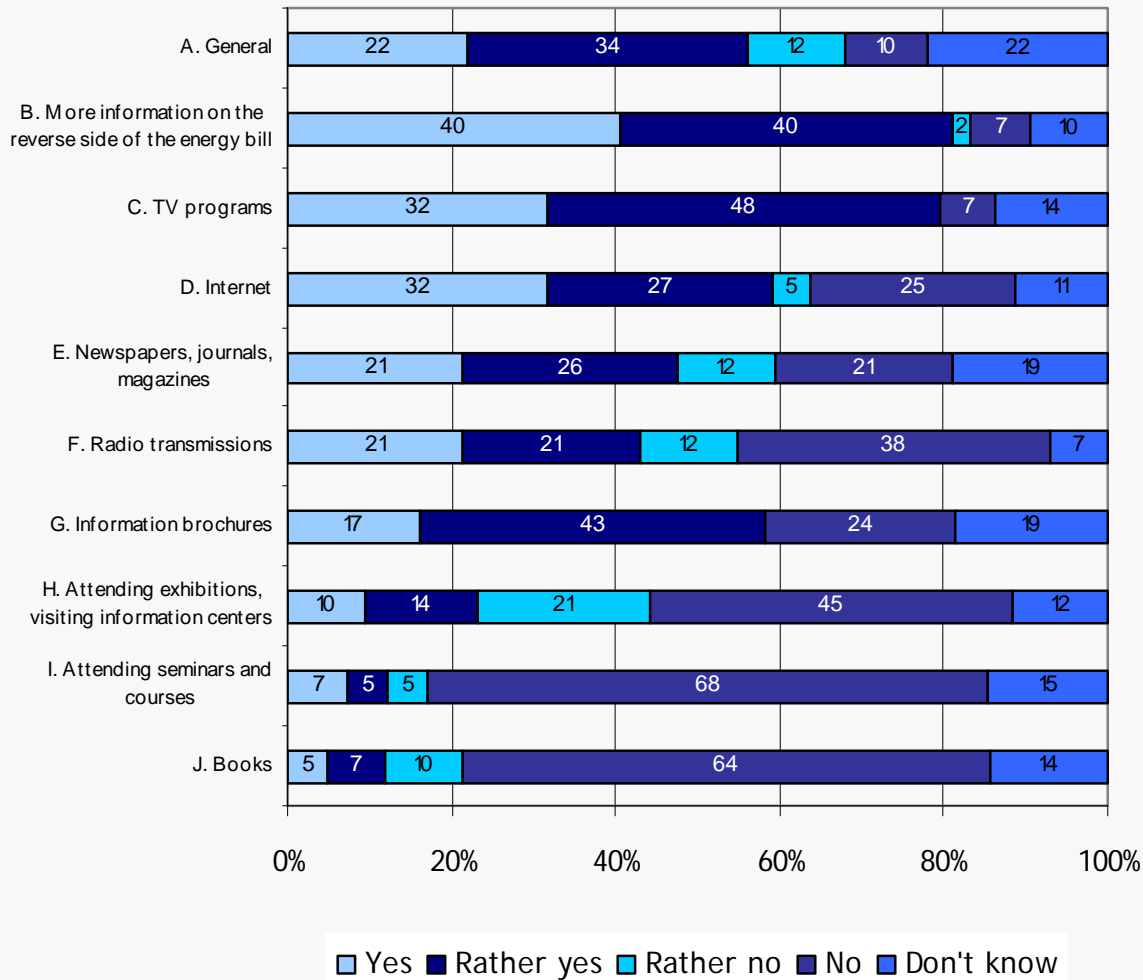
Overview

- People do apply some of the simple measures, but definitely more information is needed
- Energy saving bulbs are hardly used
- Almost all households had had very substantial measures applied in their apartment or the building they live in was refurbished

Self-evaluation of knowledge about energy saving



Desired forms of more information



Knowledge and information

Overview

- People claim in majority to have an average or above average knowledge
- Generally, their willingness to get more information about the topic is (still) limited > Cost pressure probably not high enough yet
- Best modes to reach people is providing information together with the energy/electricity bill, through TV transmissions, or via the internet

Tips for your own survey

- Why to make such interviews as a municipality: It gives you a chance to get in touch with your citizens directly – But, don't forget publish the results at least. Even better if you draw conclusions from it which are visible in your policies.
- Such small scale surveys give you only an indication, not more.
- Include questions for which national figures exist (e.g. from surveys made by others), to cross-check how much your own results differ from these.
- If interviews, expect a large number of calls, but each successful interview is immediately in your records.
- Paper questionnaires are easier to disseminate, but more difficult to get back.

Thank you for your attention!