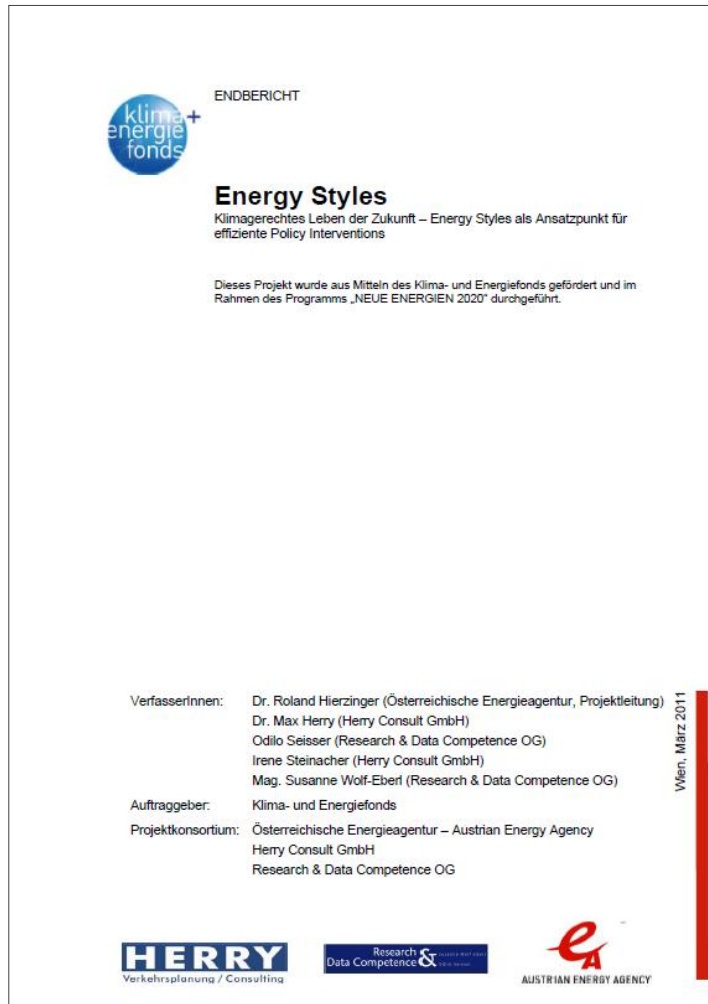


Energy Styles as a starting point for efficient policy interventions

Bettina Bergauer-Culver

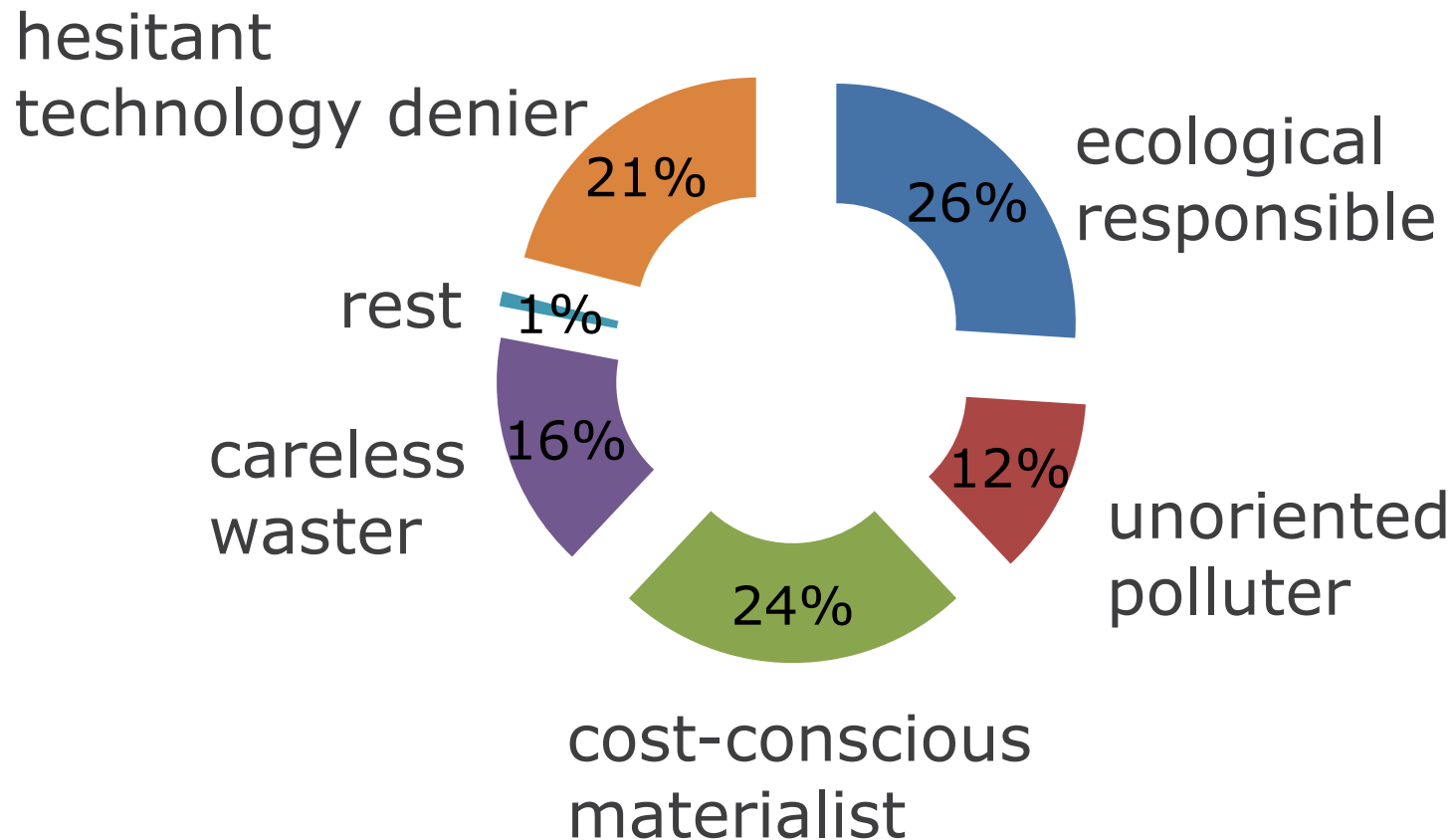
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Study based on
an online survey
of 1000 households

Download the study:

http://www.energyagency.at/fileadmin/dam/pdf/publikationen/berichteBroschueren/EnergyStyles_Endbericht.pdf



Elderly, female, middle - higher social class, urban, council flat or cooperative housing, second home owner

Life orientation: Environmental conscious, respects nature
observes energy consumption, product origin and eco-labeling
controlled consumption, compares the daily purchase prices
active, travels a lot, work = meaningful, opinion leader;
often asked for advice

Values:

Environment, the arts, education, housing, leisure time

Worries:

Increasing environmental degradation, throwaway society;
income gap, no clean and cheap vehicle technology

- Identifies with sustainable lifestyle
- Actively seeks information

- Responds to labels and certifications
- Feedback mechanisms are effective.
- Conventional energy consulting and information channels are accepted.
- No additional incentive programs required

Rather younger, male, lower social class, in education,
more urban

Life orientation: Rather wasteful, lives sometimes beyond his means, calculated risk, little relationship to nature, no consideration for energy consumption, eco-labeling and product origin, invests the least likely in his apartment

Values:

Often self-centered (enjoyment) attitude; casual consumers; central concern: to be (stay) healthy to enjoy leisure

Worries: (in total no pronounced fears)

At best: environmental concerns and existential fears
(loss of jobs, increased income inequality)

- Purely reactive: responds only to present cases
- Largest discrepancy between "I do already" and "I want to do in the future"
- Labels and certification are fruitless
- Reachable on the point of sale
- Best approachable via networks (social environment); "door opener" is necessary.
- Closed care chain necessary: from the initial contact to taking action
- Financial incentives are effective.

Younger - middle ages, middle social class, more frequently rented apartment /house, from small towns

Life orientation: Economical, always compares prices
attempts have financial reserve,
no notice of product origin and / or eco-labeling
well-considered, calculating, always stress

Values:

Wealth, work

Insignificant: art and culture

Worries: (generally the most worries for the future)
Increased income inequality, environmental degradation,
natural disasters, job loss, energy shortages

- More likely reached via retail stores, craftspeople and fairs (do-it-yourself-type).
- Addressee for "smaller" measures (and not: "You refurbish on passive house level")
- Responses well to economic incentives (grants, bonuses, ...)

Under 35 years, male, upper and middle social class, from small-and medium-sized cities, (more) children, often home ownership

Life orientation: Progress-oriented, technology-affine; spontaneous, willing to take risks, try out; Trendsetter, "opinion leader" among friends;
least likely: price comparisons, environment secondary

Values: Health and family, followed by technological advances and material success, home is important

Worries: Hardly existential fears (loss of job), faith in progress no worries regarding availability of energy resources and / or environmental degradation.

- "Energy-avant-garde"
- Open to technical innovation
- Economic incentives are more a windfall gain

Elderly, more female, not working, Vienna, owner-occupied flat;
second home owners

Life orientation: Emphasizes security and conscious,
rather economical and domestic; financial backing,
everything new skeptical and cautious;
observes energy consumption, eco-labeling or product origin
rather little, little willingness to invest in residential areas

Values: Traditional puritanical value system (health, family,
soundness); progress skepticism;
central concern: preserving possessions and achievements

Worries: (in total no great fear of the future)
If concerns exist: increasing environmental destruction,
natural disasters; throwaway society

- Primarily reactive: responding to actual case
- Labels and certifications are fruitless
- Best reached on point of sale.
- Closed care chain necessary: from the initial contact to taking action
- Financial incentives are not really necessary

- **Ecological responsible:** environment protection, increase in value, quality of housing
- **Unoriented polluter:** save costs, increase comfort of housing
- **Cost-conscious materialist:** save costs interested in building themes
- **Careless waster:** prestige through innovative technology, exalted lifestyle
- **Hesitant technology denier:** avoid risks

- Energy is a low involvement theme; not (yet) a product where group identities can evolve from; not a product suitable for branding
- No product with a “religious like” character like cars, fashion, etc.
- Lifestyle segmentation is a possible approach for target oriented policies.

Thank you for your attention!

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