





Energy saving

The older people are, the more specific measures they take – Almost everyone older than 65 years cooks with lid, reduces heating and light

Measures to reduce energy consumption

All respondents, in %

Total		Age groups			
		18 to 35 years	36 to 50 years	51 to 65 years	66 years or older
Cooking with lid	80 15	69 22	79 16	87 9	89 9
Heating most used rooms only	77 16	72 22	78 16	79 13	<u>81</u> 10
Lower room temperature	77 14	71 20	75 16	84 8	78 13
Using less lights	76 16	68 24	78 13	81 12	82 11
Reduce shower time	67 20	52 33	66 21	77 11	76 13
Washing clothes at max. 40°	63 24	53 32	66 22	68 18	66 23
Reducing standby	62 28	53 36	66 26	67 21	62 27
Using my car less often	56 24	50 31	53 27	60 16	68 17
Using electric devices less	51 29	42 34	56 28	54 25	53 28
Cooking one pot dishes	39 36	44 37	41 39	39 34	23 34
Having colder showers	32 27	31 29	29 30	32 24	36 23
Going to bed earlier	24 30	26 37	27 31	22 25	19 22
Changing energy supplier	21 48	23 57	21 52	19 41	20 39
Spending less time at home	16 29	24 34	17 30	13 24	7 25

Do it already Open to do it in the future

Question: F7 Which of the following measures do you or would you take to reduce your energy consumption?; Base: GER W1 Total n=1,000, 18-35 years n=296, 36-50 years n=297, 51-65 years n=290, 66+ years n=157; Response option "I do not do it and I am not open to reduce my energy consumption this way in the future" not displayed; Source: Statista 2023



strongly", top 2 values shown)

Motivators to reduce energy consumption

All respondents, in % (scale 1="Does not motivate me at all" to 4="Motivates me

Money, money, money: The main driver for saving measure is not the conviction to save the environment but rather financial ones



Expected savings from measures

Respondents who reduce energy consumption, in % (scale 1="Very little" to 4="Very much", top 2 values shown)

Question: F6 To what extent do the following aspects motivate you to reduce your energy consumption?; Base: GER W1 Total n=1,000, 18-35 years n=296, 36-50 years n=257, 51-65 years n=290, 66+ years n=157; Source: Statista 2023

Age groups

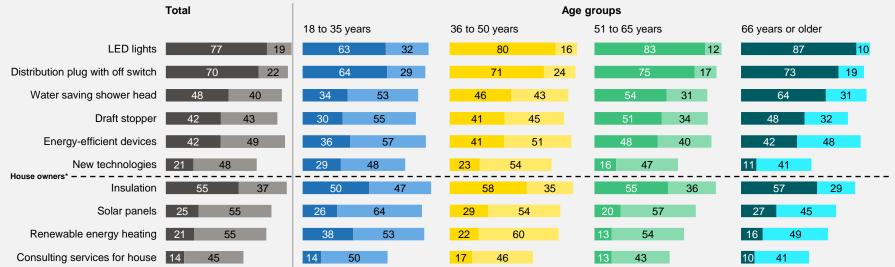
Question: F8 How much energy are you expecting to save with the applied measures compared to your usual behaviour?; Base: GER W1 Total n=960, 18-35 years n=281, 36-50 years n=249, 51-65 years n=280, 66+ years n=150; Source: Statista 2023

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Energy saving

The older people are the better households are equipped with energy saving features – among homeowners these differences disappear



Investments to reduce energy consumption

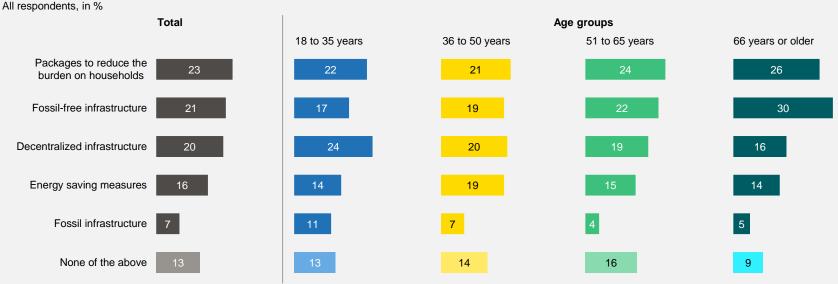
All respondents, in %

Already invested Willingness for future investment

Question: F9 Which of the following innovations did you or would you invest in to reduce your energy consumption?; Base: GER W1 Total n=1,000, 18-35 years n=296, 36-50 years n=297, 51-65 years n=290, 66+ years n=157; *respondents who are house owners: Total n=282, 18-35 years n=58, 36-50 years n=83, 51-65 years n=92, 66+ years n=49; Response option "I would never make investments in this area" not displayed; Source: Statista 2023



To ease the financial burden, further measures by the government are preferred; Fossil-free and decentralized infrastructure are ranked 2nd



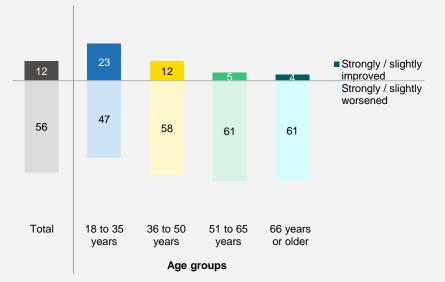
Question: F15 Which of the following investments by the government do you prefer to reduce energy prices?; Base: GER W1 Total n=1,000, 18-35 years n=296, 36-50 years n=290, 66+ years n=157; Source: Statista 2023



Preferred investment to reduce energy prices

values shown)

Due to the energy crisis the financial situation has worsened for more than half of the German population; Energy consulting is not established



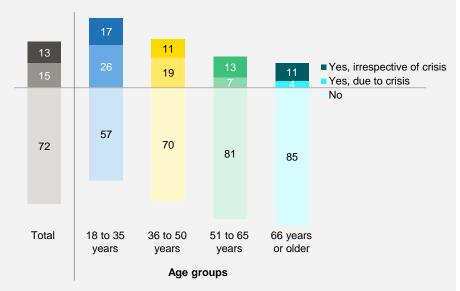
Change of financial situation due to energy crisis

All respondents, in % (scale 1="Strongly worsened" to 5="Strongly improved". top 2

Question: F22 To what extent has your financial situation changed due to the energy crisis?; Base: GER W1 Total n=1,000, 18-35 years n=296, 36-50 years n=257, 51-65 years n=290, 66+ years n=157; Response option "unchanged" not displayed; Source: Statista 2023

Question: F23 Have you ever made use of an energy consulting?; Base: GER W1 Total n=1,000, 18-35 years n=296, 36-50 years n=257, 51-65 years n=290, 66+ years n=157; Source: Statista 2023

Usage of energy consulting All respondents, in %



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