



COP26 Poll (DE)

DJ HK 0909 C DE

Client: H+K / Rockwool

Date: 16th – 23rd September 2021

Sample: 2000

Demographic: DE Adults (Nationally Representative)

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Retrofitting

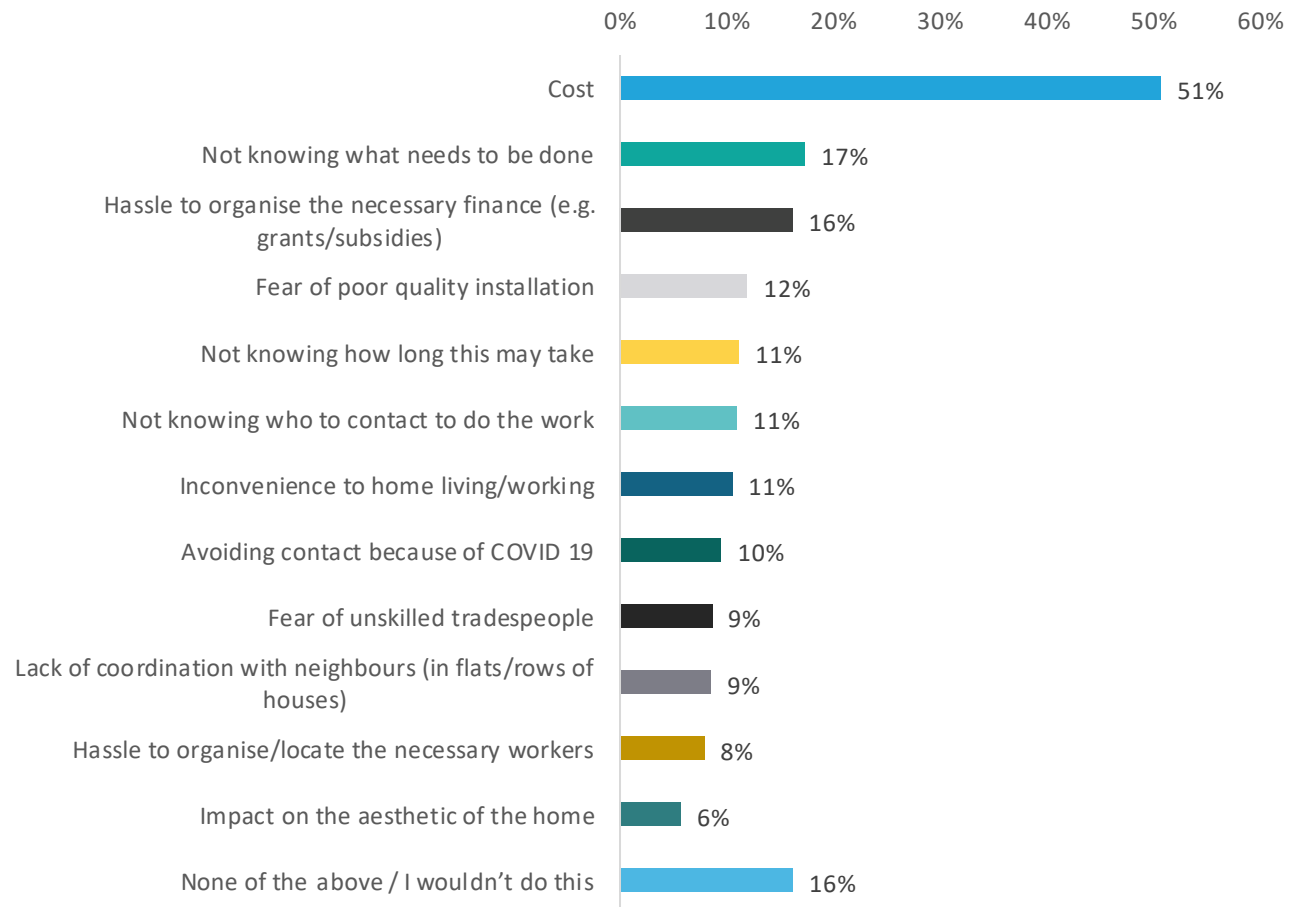
- Three quarters (75%) of Germans would be **likely** to **make their home more energy efficient** if they had the **financial support** and other **resources they needed**
 - Over half (53%) would be **very likely** to do this
- 16% admit they are **not very likely** to make their home more energy efficient
- And just 9% would **not be likely at all**

- **Motivating factors** for **improving home energy efficiency** include:
 1. Cheaper **energy bills** (54%)
 2. Being more **environmentally friendly** (48%)
 3. Keeping **warmer in winter/cooler in summer** (46%)
 4. To live in a **healthier building** (29%)
 5. Cheaper **mortgage** (14%)
 6. To be able to **re-sell** the home more easily (13%)



Question:

Which of the following would be contributing factors to you not making your home more energy efficient (retrofitting)?



Insight

- Over half (51%) of Germans say that **cost** is a **barrier** to making their home **more energy efficient**
- **This was followed by:**
 - Not knowing what needs to be done (17%)
 - Hassle to organise the necessary finance (16%)

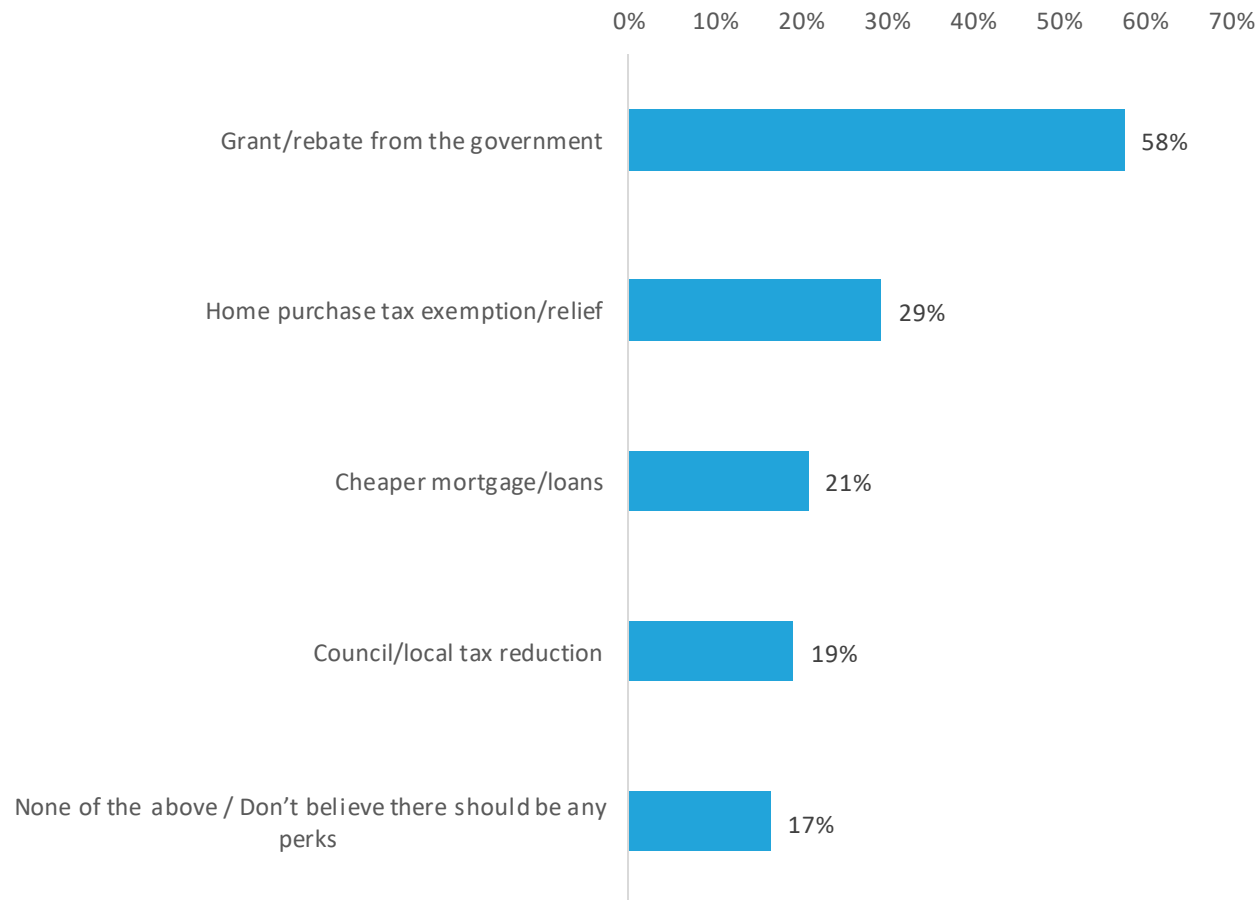


Resources and Perks

- More than a fifth (21%) admit they are not knowledgeable at all on applying for **funding support**, finding **advice on what to do** and finding **qualified workers**
- Over a third (34%) are **not very knowledgeable**
- While more than two fifths (44%) believe they are **knowledgeable** on applying for **funding support**, finding **advice on what to do** and finding **qualified workers**
 - 10% are **very knowledgeable**
- 73% **agree** that they would **support mandatory energy efficiency improvements** if there was **financial support**, **renovation advice** and **information** on where to **find qualified workers** available
 - More than a quarter (29%) **strongly agree**
- 5% **disagree** that they would support this
- Two thirds (67%) are **aware** of the **personal finance benefits** to **improving** their **home's energy efficiency**
 - A fifth (20%) are **very aware**
- While just under a quarter (23%) are **not very aware**
- And 10% are **not aware at all**

Question:

If you made your home more energy efficient, what perks do you think should be available to you?



Insight

- Almost three fifths (58%) think that a **government grant/rebate** should be **available to those who make their home more efficient**
- **Other perks include:**
 - Home purchase tax exemption/relief (29%)
 - Cheaper mortgage/loans (21%)



Energy Efficiency

- Over three quarters (77%) say **energy efficiency ratings** are/would be **important** when **buying or moving home**
 - 36% say these are **very important**
- Just 5% think that energy efficiency ratings are **unimportant**

- 79% think it is **important** that **buildings** in general (including homes, offices, schools, hospitals etc.) are **energy efficient**
 - Two fifths (40%) believe this is **very important**
- While 5% think that the general energy efficiency of buildings is **unimportant**

- 62% **agree** that it is an **individual's social responsibility** to **make their home as energy efficient and climate friendly as possible** (taking financial and residential constraints into account)
 - More than a fifth (21%) **strongly agree**
- 10% **disagree** that this is the case



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Any questions?

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