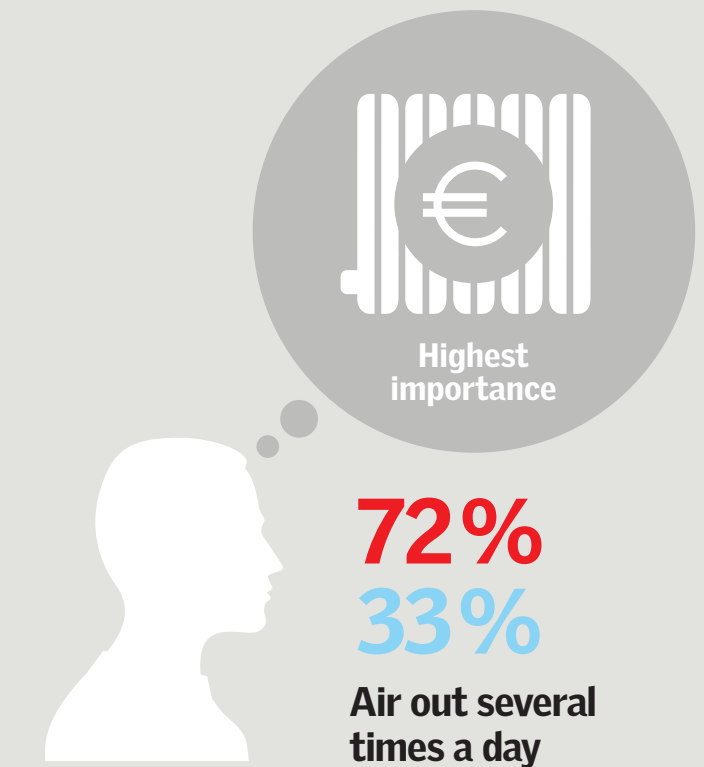
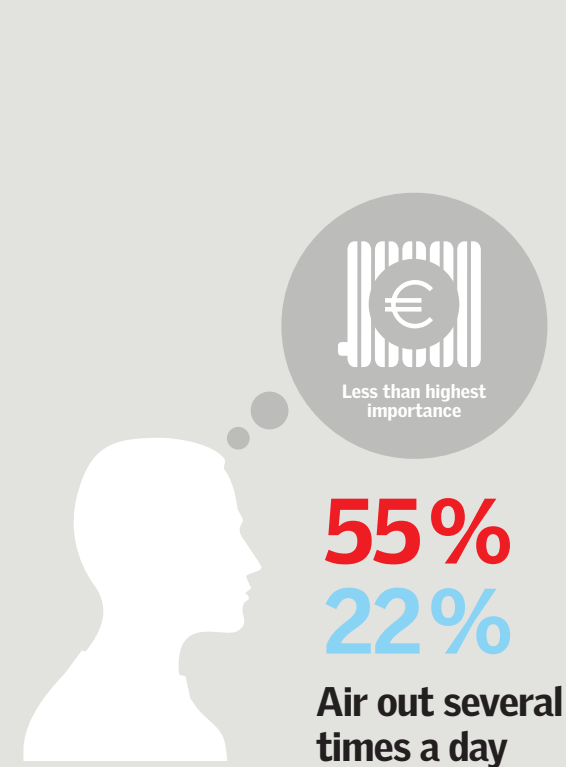
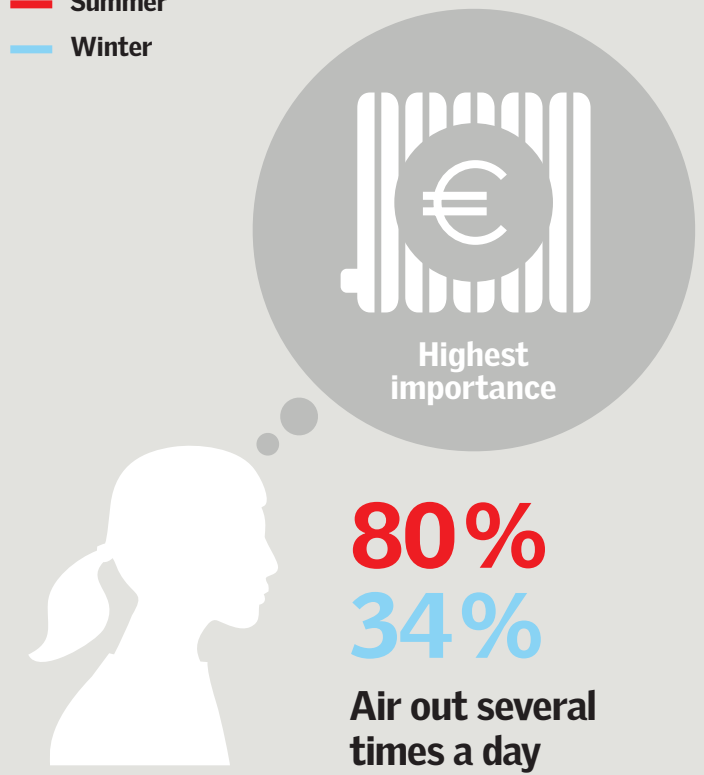
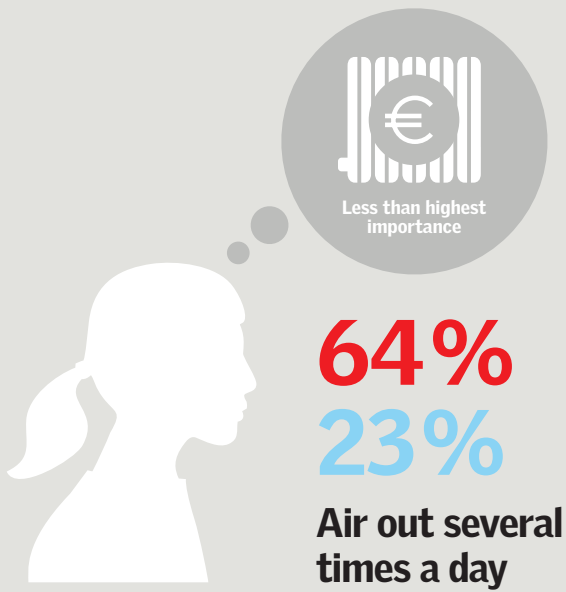


Hand in hand: Energy and health awareness go together

Europeans who are concerned about energy costs and would give it priority if moving to a new house also air out more frequently than those not concerned. This is true for both men and women.

— Summer
— Winter





Energy at home

Energy costs are a concern – and cause for action

Europeans are less than satisfied with the cost of energy consumed at home, but more than that, they act accordingly. More than half of the European homes have undergone changes to reduce energy costs within the last five years.

The desire to conserve energy and reduce energy costs is strong among Europeans. Years of deliberate public policy, public debate and the economic crisis have put energy high on the agenda in European homes. The Healthy Homes Barometer 2015 finds evidence of high energy concern in both attitudes, desires and actions.

Today, satisfaction with energy costs is low among Europeans. Out of nine drivers for home satisfaction, Europeans are by far least satisfied with the cost of energy consumed at their current home.

Of course, one could always argue that it is hard to love a cost, but there is clear evidence that Europeans' focus on energy is anything but shallow: Europeans simply have high expectations when the issue is energy performance.

They should have. Energy used in buildings accounts for 40 % of the total energy consumption by society.

Energy costs are important when moving

When asked about their priorities when moving to a new home, energy costs come in second place among the same nine drivers, ahead of size, attractiveness and the view to the outside. This gives an indicator score of 6.2 for priority given to energy costs.

Also, 51 % of Europeans have made changes to their home to address energy costs within the last five years. Four out of five times the home owner has paid for the change. As a result, energy consumption and costs stand out as the primary drivers behind development of the European building mass today.

Similarly, even though Europeans who feel well informed about the environment have made significantly more changes to save energy. A total of 43 % of Europeans who do not feel it important for them personally to protect the environment have also made changes to their home to reduce energy costs. In three out of four instances, they have paid for the changes themselves.

Energy concern does not compromise home comfort

High concern for energy costs does not seem to imply compromising on home comfort. Those highly concerned with energy costs ventilate their homes even more, and put greater emphasis on daylight and other home comfort factors, as those not concerned with energy costs.

Indicator 8

How important are home energy costs to Europeans?
If you were to move into a new house, how important would you consider...?

Energy costs are the second highest priority for Europeans when moving to a new house. The indicator score is 6.2.

