



## ***European visitor feed-back survey on Topten Act Websites - Online Survey (part 1) Deliverable D 6.1***

16.10.2016

**Topten Act coordinator: ADEME**

**European portal [www.topten.eu](http://www.topten.eu)**

**Project partners and websites**

Austria, AEA  
[www.topprodukte.at](http://www.topprodukte.at)

Belgium, BBL  
[www.topten.be](http://www.topten.be)

Czech Republic, SEVEn  
[www.usporiespotrebice.cz](http://www.usporiespotrebice.cz)

France, Guide Topten  
[www.guidetopten.fr](http://www.guidetopten.fr)

Germany, Oeko-Institut  
[www.ecotopten.de](http://www.ecotopten.de)

Italy, Eliante  
[www.eurotoppen.it](http://www.eurotoppen.it)

Lithuania, LNCF  
[top-10.lt](http://top-10.lt)

Luxembourg, Oeko-Zenter  
[www.oekotopten.lu](http://www.oekotopten.lu)

Norway, Naturvernforbund  
[www.besteprodukter.no](http://www.besteprodukter.no)

Poland, FEWE  
[www.topten.info.pl](http://www.topten.info.pl)

Portugal, Quercus  
[www.topten.pt](http://www.topten.pt)

Romania, Icemenerg  
[www.topten.info.ro](http://www.topten.info.ro)

Spain, WWF  
[www.topten.wwf.es](http://www.topten.wwf.es)

Sweden, SSNC  
[www.toptensverige.se](http://www.toptensverige.se)

Switzerland, Bush Energie  
[www.topten.ch](http://www.topten.ch)

UK, EST  
[www.top10energyefficiency.org.uk/](http://www.top10energyefficiency.org.uk/)

*Topten Act aims at transforming the European market of energy-using products towards higher energy efficiency by addressing non-technical market barriers. Topten Act works in order to:*

- 1. Increase consumer purchases of top energy-efficient products in Europe: Topten Act identifies the top energy-efficient products in 16 European countries, and pushes this information to consumers through tailored national websites and targeted communications activities. Topten websites are a free, accessible to all, 'public service' that helps consumers navigate the myriad of energy-using products offered to them in AT, BE, CZ, FR, DE, IT, LT, LU, NO, PL, PT, RO, ES, SE, CH and UK.*
- 2. Increase the availability and visibility of top energy-efficient products on EU markets: Consumer demand for top energy-efficient products improves Topten Act's ability to: 1) work with manufacturers to help them steer production lines towards more energy-efficient products; 2) support retailers to display and promote energy-efficient products in their shops.*
- 3. Increase large buyers' knowledge of and demand for top energy-efficient products in Europe (both public and private entities): Large buyers have the ability to steer the market towards more energy-efficient products. Topten Act approaches them with information on products of their interest (e.g. office equipment, vehicles) and offers direct advice in preparing calls for tenders that include energy efficiency criteria.*

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# 1. Initial situation

Topten Act aims at transforming the European market of energy-using products towards higher energy efficiency by addressing non-technical market barriers. Topten Act works in order to:

1. Increase consumer purchases of top energy-efficient products in Europe: Topten Act identifies the top energy-efficient products in 16 European countries, and pushes this information to consumers through tailored national websites and targeted communications activities. Topten websites are a free, accessible to all, 'public service' that helps consumers navigate the myriad of energy-using products offered to them in AT, BE, CZ, FR, DE, IT, LT, LU, NO, PL, PT, RO, ES, SE, CH and UK.
2. Increase the availability and visibility of top energy-efficient products on EU markets: Consumer demand for top energy-efficient products improves Topten Act's ability to: 1) work with manufacturers to help them steer production lines towards more energy-efficient products; 2) support retailers to display and promote energy-efficient products in their shops.
3. Increase large buyers' knowledge of and demand for top energy-efficient products in Europe (both public and private entities): Large buyers have the ability to steer the market towards more energy-efficient products. Topten Act approaches them with information on products of their interest (e.g. office equipment, vehicles) and offers direct advice in preparing calls for tenders that include energy efficiency criteria.

This report presents the methodology and progress of the first stage of the 2016 online website visitor survey of Topten Act and selected results. The overall objective of the visitor survey is to participate in the quantification of environmental and economic project results. In order to do so, a two-stage approach was chosen:

- The first stage includes short questions aiming at assessing customer satisfaction with the websites, as well as gathering suggestions for their improvement. Stage one participants are asked to provide their email address should they want to participate in the second, more detailed, stage of the survey.
- The second stage of the survey will gather information on purchasing motivation and behaviour: what fraction of respondents purchases energy-efficient products (be it online or in 'brick-and-mortar' shops); what products are purchased; what is their motivation for purchasing such products (environmental, economic, other).

For both stages of the survey a questionnaire is developed in English that the Topten Act partners translate in their respective languages. The survey itself is done on the bases of the Software LimeSurvey.

Once the surveys are carried out by national partners:

- Survey results are gathered and analysed to determine number and types of products purchased by the survey sample across Europe.

- Energy, GHG emissions and economic savings are calculated for each of the products purchased by the sample. This information will be calculated from existing information on Tooten Act websites by comparing products purchased to a baseline of standard, non-efficient models.
- Aggregated project impacts (for energy savings, greenhouse gas emissions reductions, and economic savings) will be determined by extrapolating savings from the sample to all website visitors.

## 2. Method and procedure

In order to get a better impression of the different user groups using the Tooten Act websites, the Oeko Institute performed an internet-based survey. The main questions of this first round are:

- Which user groups (e.g. consumers, professionals) visit the site with what motivation?
- How users assess certain features of the website?
- What would be specific opportunities for improvement?

The web based feed-back survey was online on all active Tooten Act partner websites from May to July 2016 (see Table 2-1). There were three prizes to incentivise visitors answering the questions. Overall, 1,172 participants opened the survey by clicking on its dedicated link and 932 of them answered the whole survey.

For the questionnaire, the Oeko Institute used LimeSurvey, an open source web-based survey application. The questionnaire consisted of 19 questions that were partially closed and partially open-ended to answer (see Appendix 4.1). The questionnaire was translated into national languages, which are also used on the websites, by the project partners.

**Table 2-1: Involved websites of the visitor feed-back survey**

Country	Website	Language(s)
Europe	topten.eu	English
Germany	ecotopten.de	German
Austria	topprodukte.at	German
Belgium	topten.be	Dutch French
Czech Republic	uspornespotrebice.cz	Czech
France	guidetopten.fr	French
Italy	europten.it	Italian
Lithuania	top-10.lt	Lithuanian
Luxembourg	oekotopten.lu	German French
Norway	energismart.no	Norwegian
Poland	topten.info.pl	Polish
Portugal	topten.pt	Portuguese
Romania	topten.info.ro	Romanian
Spain	europten.es	Spanish
Sweden	toptensverige.se	Swedish
Switzerland	topten.ch	German French Italian
UK	toptenuk.org	English

Source: Compilation by Öko-Institut

#### Next stages of the monitoring:

A second round of the survey will be started in October 2016. The aim of the second round, is to find out what share of visitors actually purchases (which) products listed on the topten websites. It addresses participants of the first round that agreed to take part in the second round.

Based on the results of the survey as well as typical savings by purchasing a Topten product instead of a conventional product and the visitor statistics of the respective websites the following indicators are calculated: energy savings, greenhouse gas emissions reductions, and economic savings) by extrapolating savings from the sample to all website visitors.

The results are summarised in a report (Online survey part 2).



### **3. Preliminary results - Online Survey (part 1)**

The following section gives an overview of the main results related to the characteristics of the visitors of Topten Act websites and the usage and assessment of the websites from the first round of the survey. A more detailed analysis and country specific results will be published together with the results from the second round of the survey at the end of 2016.

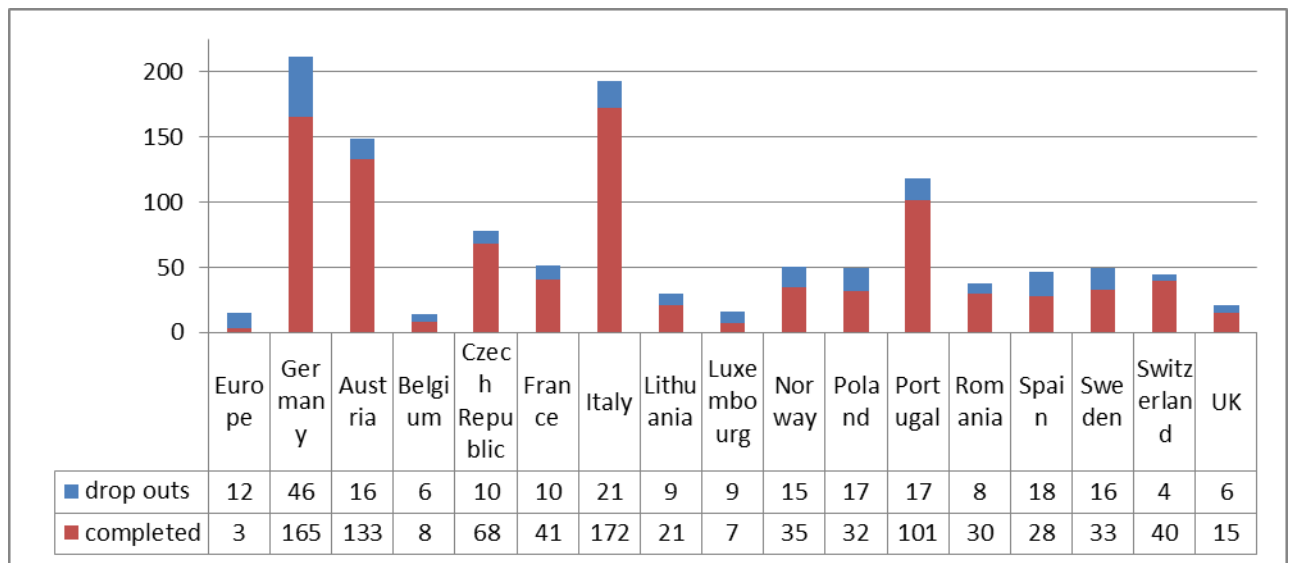
The survey participants are characterised as follows:

- 499 (55%) are male users, 403 (45%) are female users
- the age of the users vary from 16 to 86 years with a mean of 47 years
- 820 (88%) participants are using the websites in a personal capacity, 81 (9%) in a professional capacity. Among the professional users, energy consultants are the predominantly group (32 participants or 42% of the professional users).
- 377 (43%) of the users visit the websites to inform a specific purchasing decision
- 392 (42%) were visiting the websites for the first time
- 291 (51%) of the repeated visitors use the websites frequently (more than 4 times a year), 281 (49%) use the websites up to three times a year
- 345 (34%) found out about the websites via a web search, 234 (23%) via personal recommendation
- 690 (74%) of the users are interested in the category “household appliances”, followed by 531 (57%) of the users who are interested in “consumer electronics” and 387 (42%) interested in “lighting”
- 687 (74%) assess the websites as easy or very easy to use
- The best rated properties of the websites are the easy navigation, the product comparison and selection criteria. The least rated properties are the news section and the range of product categories in the sense of product variety of the websites.
- 835 (90%) would recommend the website to a friend

#### **3.1. Visitors**

Over the three month period of the survey 1,172 visitors activated the web survey; only 932 of them finished the whole survey. Therefore 240 participants ‘drop out’ of the survey during the answer process (see Figure 3-1). For the following calculations and statistics only the participants who filled in the whole survey will be taken into account, because it is unclear whether the dropped out participants finished the survey in a second attempt at a later stage.

**Figure 3-1: Number of participants per country**

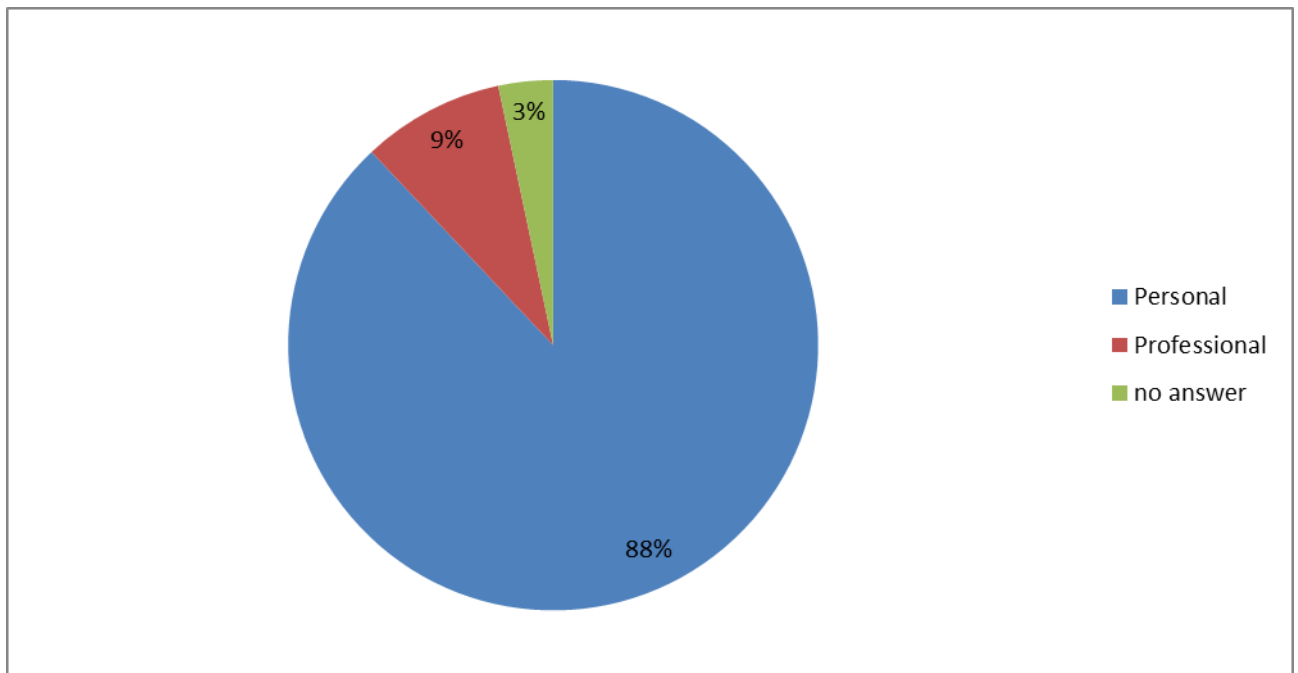


Source: Compilation by Öko-Institut

### 3.2. Usage of the website

Asked about their background of using the website, most participants quote they are visiting the website in a personal capacity (see Figure 3-2). 9% of the participants can be related to a professional use of the website.

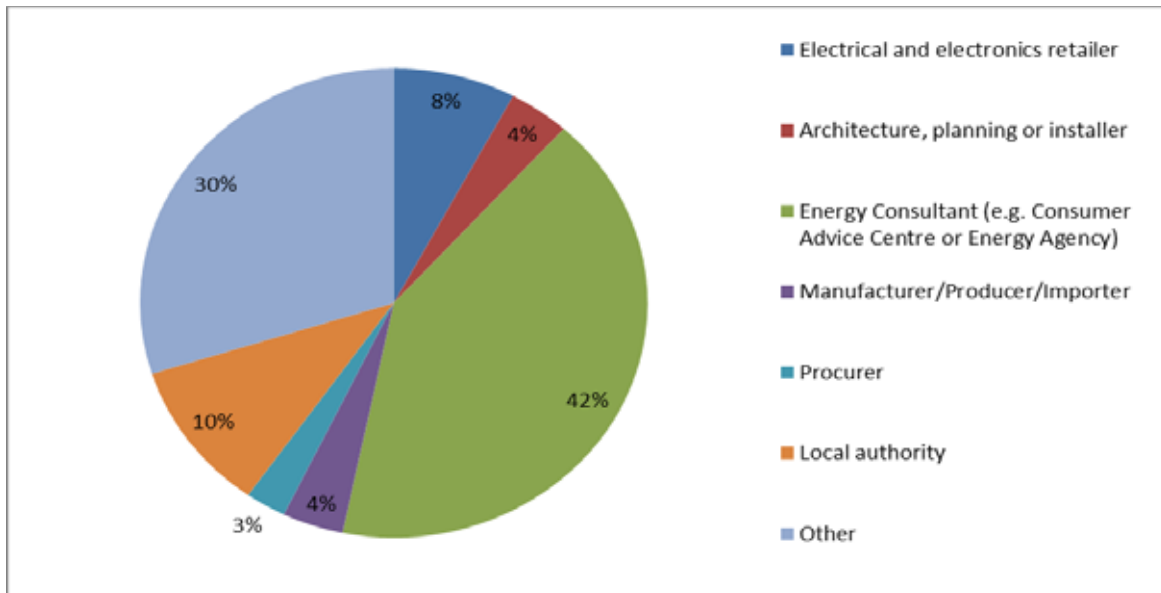
**Figure 3-2: Are you visiting the website in a personal or professional capacity?**



Source: Compilation by Öko-Institut

Figure 3-3 shows that the professional users are mainly related to energy consultancy (42% or 32 participants) but also include procurers (9%) and local authorities (10%). This shows, firstly, that the Topten Act websites serve also as a reference for multipliers that use it for appropriate energy advice and that the information are made available to a wider range of people, not only for the visitors of the websites themselves.

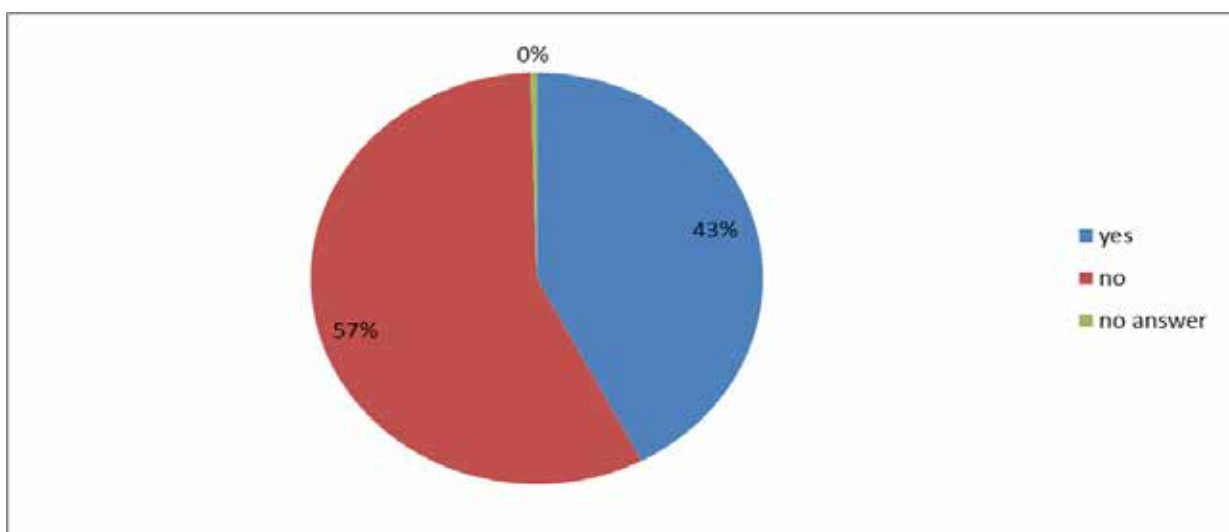
**Figure 3-3: If visiting the website in a professional capacity, which of the following best describes your organisation/company?**



Source: Compilation by Öko-Institut

43% of website users visit the Topten Act websites to support a specific purchase decision (see Figure 3-4).

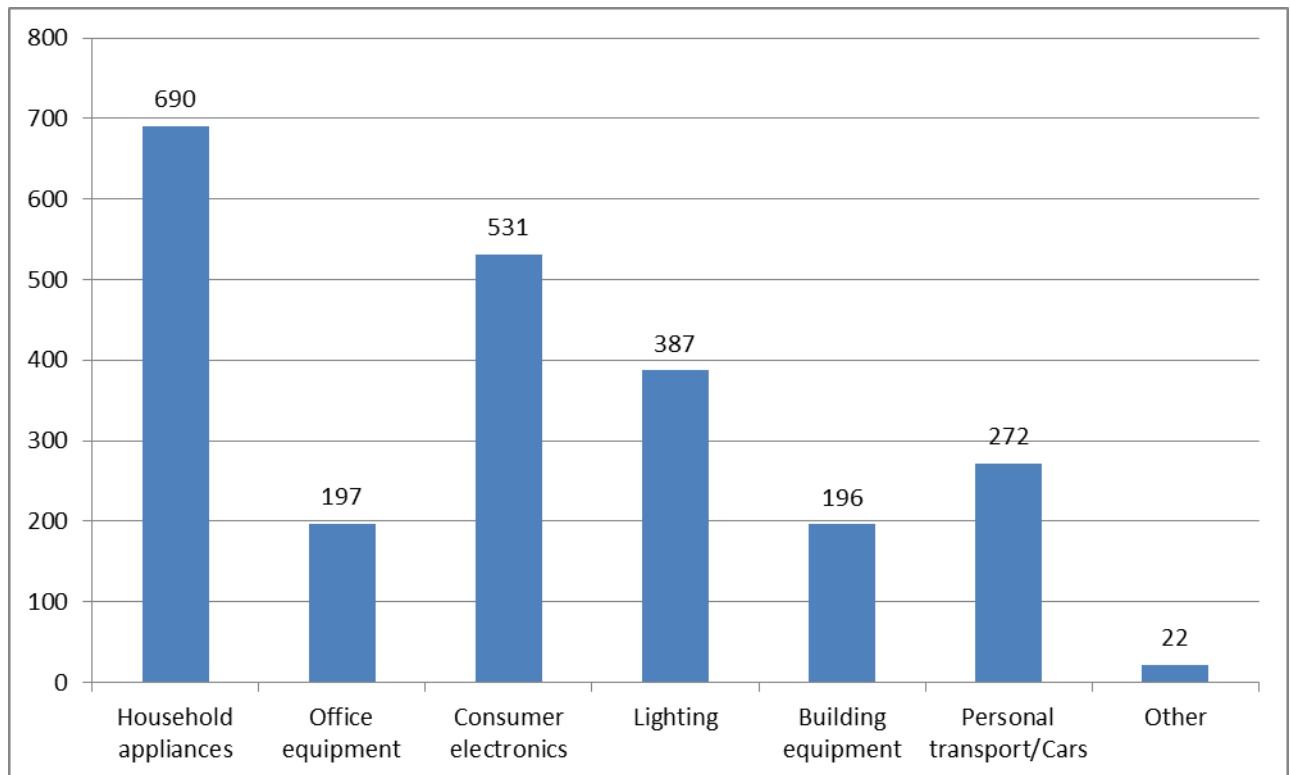
**Figure 3-4: Are you visiting the website to inform a specific purchasing decision?**



Source: Compilation by Öko-Institut

Regarding the most requested categories, household appliances, consumer electronics and lighting are the most demanded categories by users (see Figure 3-5; multiple answers possible).

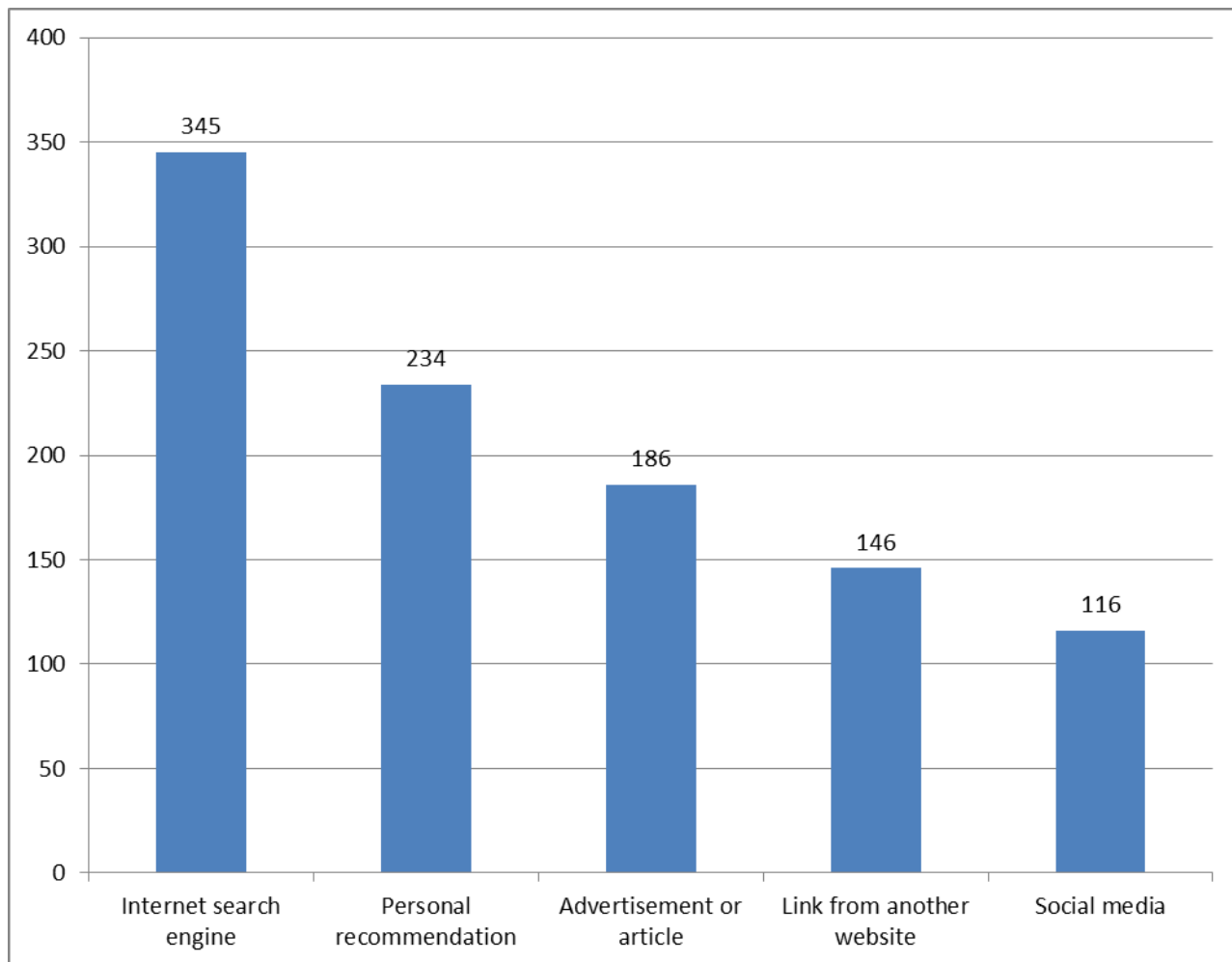
**Figure 3-5: Which of the following product category/ies are you interested in?**  
**Multiple choice question**



Source: Compilation by Öko-Institut

The users mainly find out about the Topten Act websites via internet search engines as well as personal recommendations (see Figure 3-6).

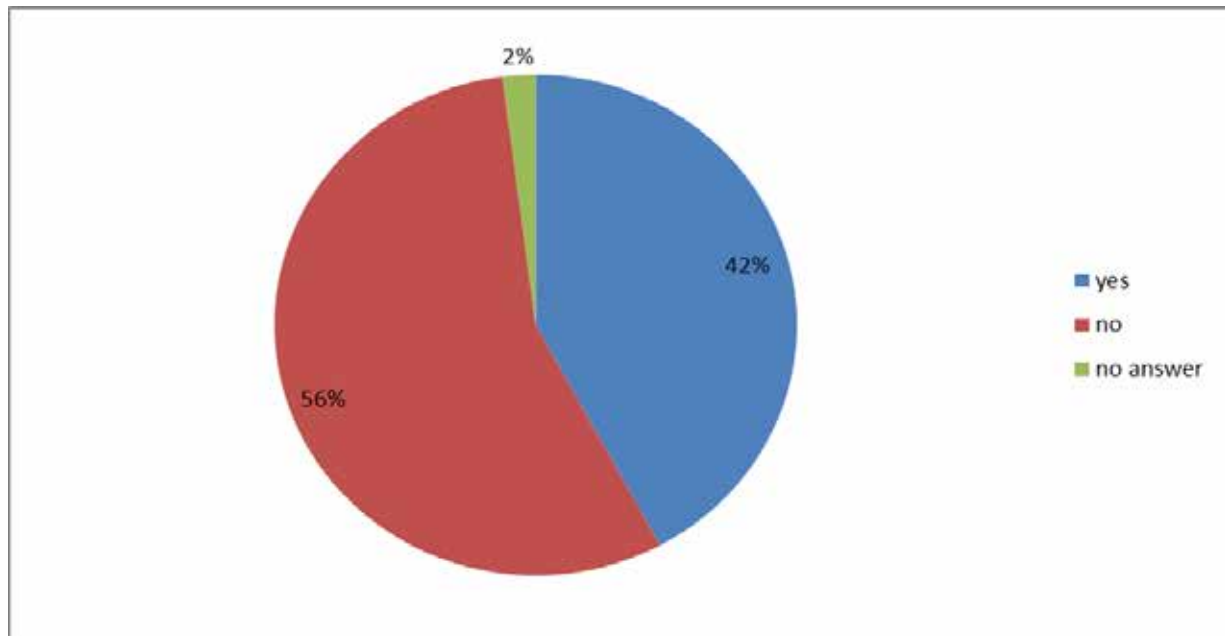
**Figure 3-6: How did you find out about the website?**  
**Multiple choice question**



Source: Compilation by Öko-Institut

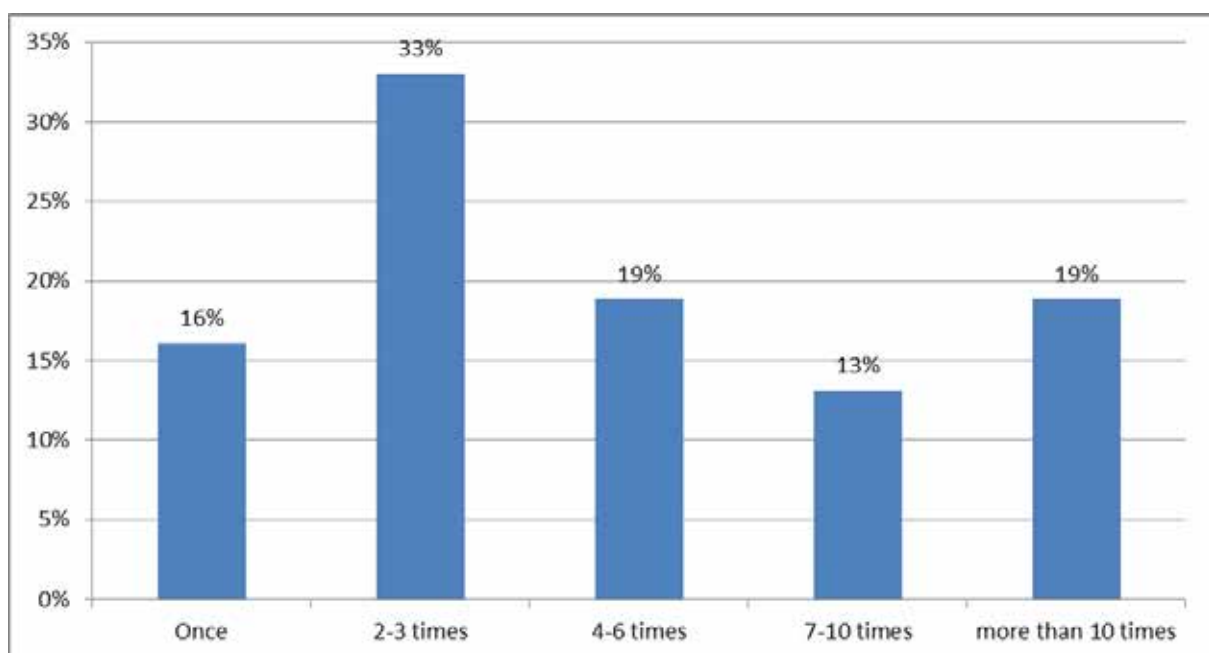
More than half of the respondents are repeated visitors (see Figure 3-7). Of the repeated visitors around 51% visit the page more than 3 times per year (see Figure 3-8). 32% of repeated visitors even use the website 7 times a year and more.

**Figure 3-7:** Is this your first visit to the website?



Source: Compilation by Öko-Institut

**Figure 3-8:** If you have visited the website before, on how many occasions would you say you have used it in the past year?

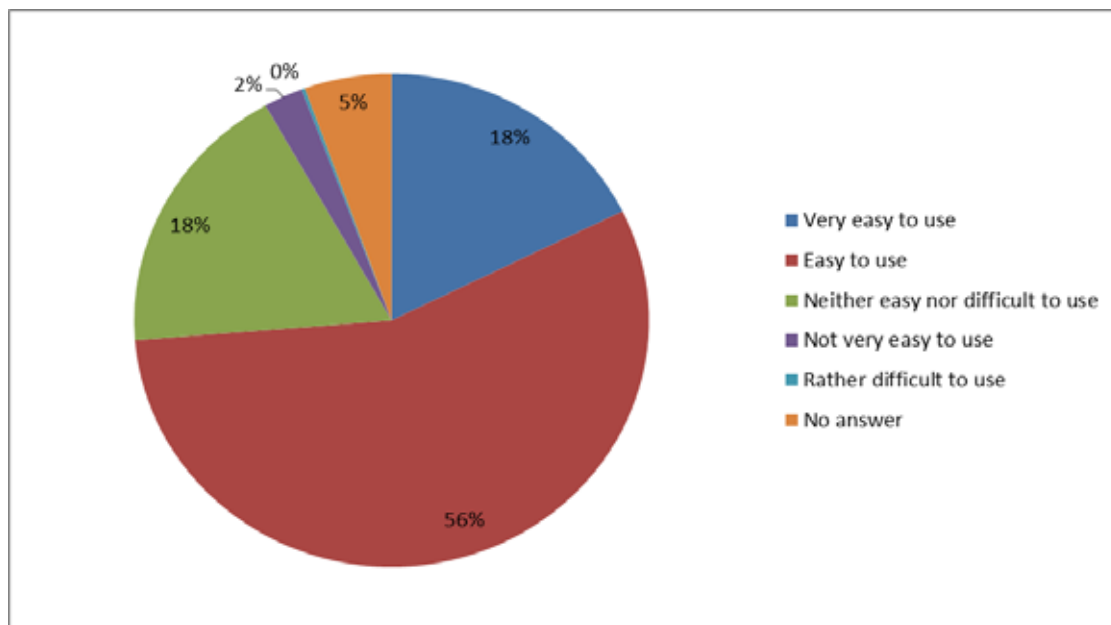


Source: Compilation by Öko-Institut

### 3.3. Assessment of the website

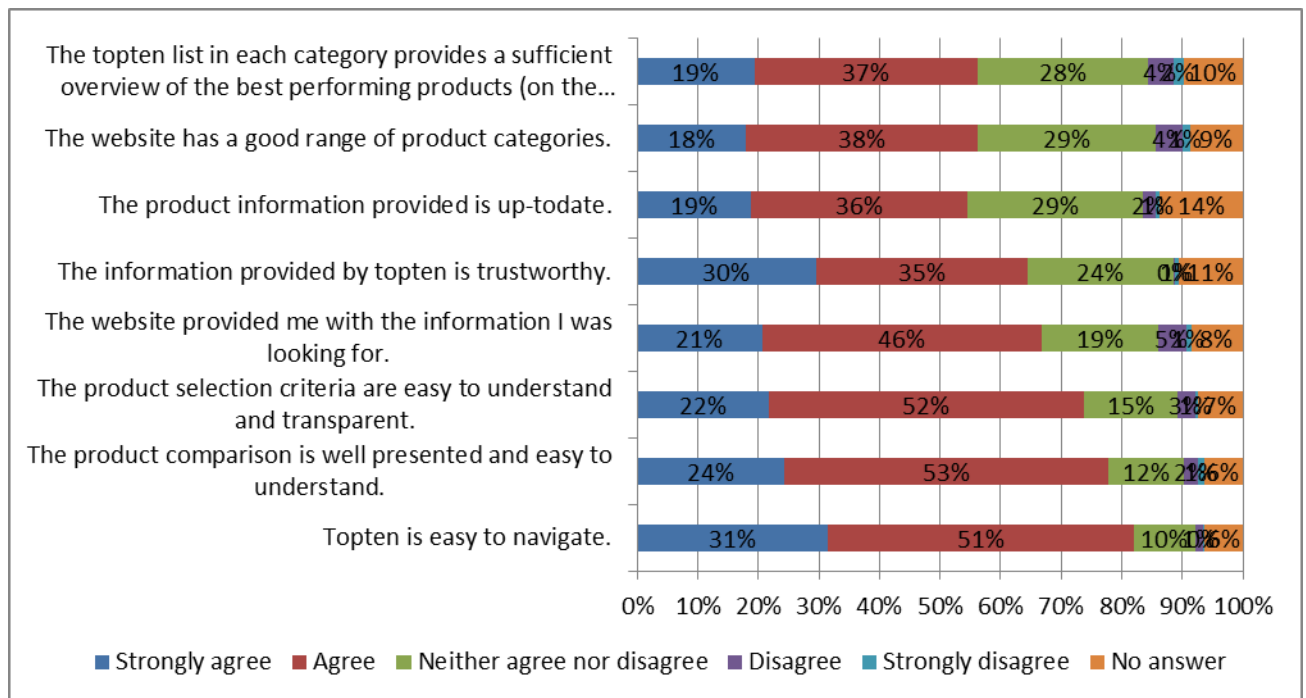
Overall, the visitors assess the website very positive (see Figure 3-9 - Figure 3-11). Especially the easy navigation of the website (74% easy or very easy to use), the product comparison and the transparent selection of products are rated positive. The least rated properties are the news and the range of product categories in the sense of product variety of the websites, but still 55% of the respondents agree with the statement, that the news and range of product lists are sufficient. Also, 90% would recommend the website to a friend (see Figure 3-11).

**Figure 3-9:** Overall, how easy to use did you find the website?



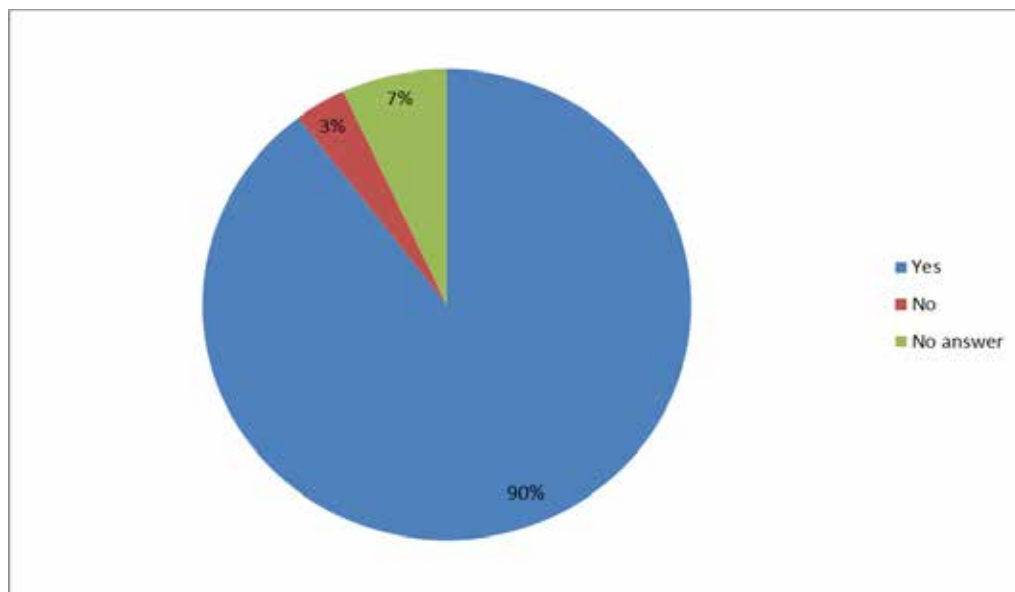
Source: Compilation by Öko-Institut

**Figure 3-10: Please tell us about your experience of using the website**



Source: Compilation by Öko-Institut

**Figure 3-11: Would you recommend the website to a friend?**



Source: Compilation by Öko-Institut



## 4. Appendix

### 4.1. Questionnaire

#### ID European visitor feed-back survey on Topten Act Websites

To help us make topten.eu as user-friendly as possible, we would appreciate your feedback via a short survey. The survey will take only a few minutes to complete. Participants that complete the full survey will have the chance to win one of three attractive prizes: one fairphone and two coffee machines. To enter the prize draw, please provide an active email address.

#### A General

Informed consent

I have read the information and want to participate.

#### A1 Are you visiting the website topten.eu in a personal or professional capacity?

Personal

Professional

#### A2 If visiting the website topten.eu in a professional capacity, which of the following best describes your organisation/company?

Electrical and electronics retailer

Architecture, planning or installer

Energy Consultant (e.g. Consumer Advice Centre or Energy Agency)

Manufacturer/Producer/Importer

Procurer

Local authority

Other

#### A3 Are you visiting the website topten.eu to inform a specific purchasing decision?

Yes

No

#### A4 Which of the following product category/ies are you interested in?

Household appliances

Office equipment

Consumer electronics

Lighting

Building equipment

Personal transport/Cars

Other:

A5	Are there any additional product categories you would like to see included?
	Other product categories:
B	The website topten.eu
B1	How did you find out about topten.eu?
	Internet search engine
	Personal recommendation
	Advertisement or article
	Link from another website
	Social media
	Other:
B2	Please specify from which website.
B3	Is this your first visit to topten.eu?
	Yes
	No
B4	If you have visited topten.eu before, on how many occasions would you say you have used it in the past year? Please tick as appropriate.
	Once
	2-3 times
	4-6 times
	7-10 times
	more than 10 times
C	Assessment of topten.eu
C1	Overall, how easy to use did you find topten.eu?
	Very easy to use
	Easy to use
	Neither easy nor difficult to use
	Not very easy to use
	Rather difficult to use
C2	Please tell us about your experience of using topten.eu by clicking the score that best describes your experience.
	5 buttons from 'Strongly agree' to 'Strongly disagree'
	Please choose the appropriate response for each item.
	Strongly agree
	Agree
	Neither agree nor disagree

	Disagree
	Strongly disagree
	Topten.eu is easy to navigate.
	The product comparison is well presented and easy to understand.
	The product selection criteria are easy to understand and transparent.
	Topten.eu provided me with the information I was looking for.
	The information provided by topten.eu is trustworthy.
	The product information provided is up-to-date.
	Topten.eu has a good range of product categories.
	The topten list in each category provides a sufficient overview of the best performing products (on the market).
C3	Would you recommend topten.eu to a friend?
	Yes
	No
C4	Do you have any further comments or suggestions?
	Please write your answer here.
D	Personal details
D1	Year of birth
D2	Gender
	Male
	Female
D3	Country
	Austria
	Belgium
	Czech Republic
	France
	Germany
	Italy
	Lithuania
	Luxembourg
	Poland
	Portugal
	Romania
	Spain
	Sweden

	Switzerland
	UK
	Thank you for taking part in this survey. All completed surveys will be entered into our prize draw to win a prize. Please ensure that you have provided us with your email address to enable us to notify the winner. The survey closes on 30.06.2016 and winners will be notified by 30.09.2016.
E	Prize draw
E1	I'd like to take participate in the prize draw.
	Yes
	No
E2	Email address
E3	We would like to ask a few participants to take part in a follow-up survey to learn more about your use of the website topten.eu. May we contact you one more time for this purpose?
	Yes
	No
	If you have a country-specific question, please fill it in here.
	If you have a country-specific question, please fill it in here.
	Contact email address: Please provide an email address