



European visitor feed-back survey on Topten Act Websites - Online Survey (part 2) Deliverable D 6.2

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European portal www.topten.eu

Project partners and websites

Austria, AEA

www.topprodukte.at

Belgium, BBL

www.topten.be

Czech Republic, SEVEn

www.usporiespotrebice.cz

France, Guide Topten

www.guidetopten.fr

Germany, Oeko-Institut

www.ecotopten.de

Italy, Eliante

www.eurotopten.it

Lithuania, LNCF

top-10.lt

Luxembourg, Oeko-Zenter

www.oekotopten.lu

Norway, Naturvernforbund

www.besteprodukter.no

Poland, FEWE

www.topten.info.pl

Portugal, Quercus

www.topten.pt

Romania, Icemenerg

www.topten.info.ro

Spain, WWF

www.topten.wwf.es

Sweden, SSNC

www.toptensverige.se

Switzerland, Bush Energie

www.topten.ch

UK, EST

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. Introduction

This report presents the progress of the second round of the feed-back survey of TopTen ACT websites and selected results. The objective was to provide information about the typical users of TopTen websites and to find out how they purchase appliances in general and what TopTen appliances they have purchased in the past year.

The overall objective of TopTen ACT is to promote market transformation towards energy efficient products. To achieve this goal, TopTen ACT operates several country specific websites in Europe, where the most energy efficient products for different categories and subcategories are listed. TopTen ACT firstly aims to a direct influence on the purchasing decisions of individuals.

Second, the site forms the basis for further professional audiences, which use the websites and the criteria as a reference for own activities such as energy consulting, customer service, training, awareness raising and public relations. Through these activities further indirect effects are achieved, which are not necessarily noticed by the buyers themselves.

Internet-based information tools are always confronted with the problem that there is no direct face-to-face interaction with its users. Hence, it is sometimes difficult to get a feeling of the specific needs of the receiver of the information, the use of this information by the receiver and, in the end, the impact of the offered information on the decision making process of the receiver.

Therefore it is necessary to constantly monitor which user groups visit the website, to work with these user groups and consider their specific needs, to apply specific communication strategies and also try to evaluate which impact occur from the information.

Building on the first information (first survey) about user groups and the assessment of TopTen ACT websites, the second round of the survey provides further insights into the precise use of the information and the implication on the users' purchasing behavior. Country-specific evaluations could not be performed, as the number of participants per country did not allow such an evaluation.

2. Methods and procedure

In order to get a better knowledge about the different user groups visiting the TopTen ACT websites, Oeko Institute performed an internet-based survey with two rounds. The questionnaire and results of the first round are documented in the Survey Report No.1. The web based feed-back survey was online on all active TopTen ACT partner websites (see Table 2-1) from May to July 2016. Overall, 1,172 participants opened the survey and 932 of them finished the whole survey.

For the second round, the participants of the first survey who gave consent to contact them for a follow-up survey were partially re-interviewed in November 2016. Requirement was that, during the first round, they gave their e-mail address as well as their agreement to participate in a second survey. 470 participants provided their e-mail addresses and agreed to take part in this follow-up survey.

For both questionnaires Oeko Institute used LimeSurvey, an open source web-based survey application.

The second round was no longer asking for the evaluation of the site and the specific characteristics from the users, but for the different sources of information and the influence on the

purchasing behaviour (see Appendix 4.1). This can be insightful for the manner in which the information of the TopTen ACT websites affects the decision making process of users.

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

3. Results of the second round

The following section gives an overview of the main results of the second round, which was related to the different sources of information and the influence on the purchasing behaviour characteristics of the visitors of TopTen ACT websites.

The main results are summarized below:

- 470 participants of the first round were asked to participate in the second round.
- 133 participants completed the online questionnaire.

- Altogether, the participants bought 203 Topten appliances, while household appliances and lighting devices are highly dominating.
- A majority of participants prefers quality and long-lasting products with low energy consumption or environmentally friendly operation whereas design or colour or a certain brand are less important.
- A high share of more than 56 % of participants buy their appliances in a retail store.
- 84 % of the participants find the information on the TopTen ACT websites important for the purchase of a product.
- 81 % of participants orientate themselves on Topten's product lists or selection criteria.

3.1. Visitors

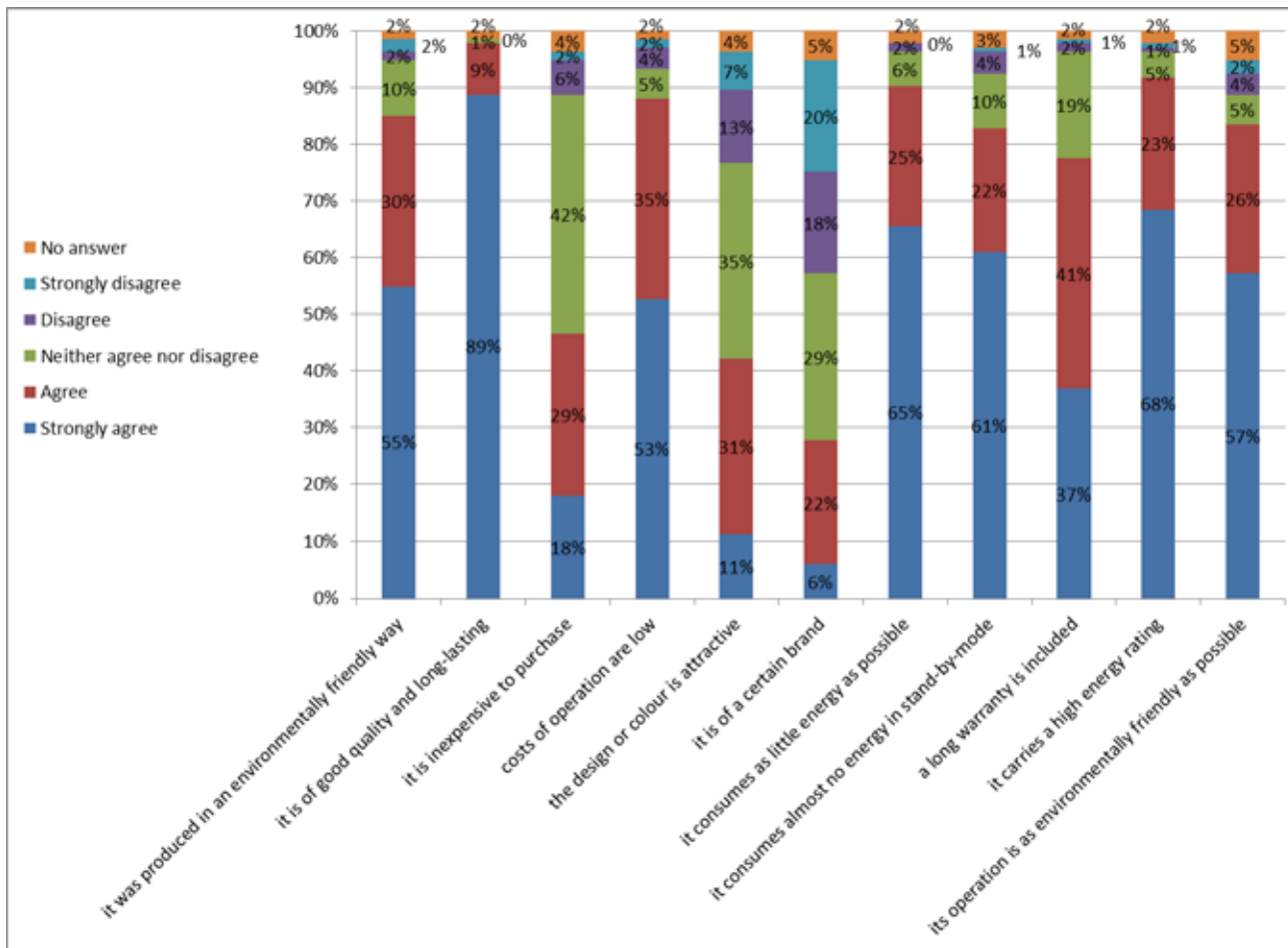
In November 2016 the participants who agreed to participate in a second survey were reinterviewed. Emails with links to the online-questionnaire were sent out to 470 persons. 133 persons completed the questionnaire, which corresponds to response rate of 28 %.

3.2. Preferred product characteristics and sources of information

The second round was asking for the different sources of information and the influence on the purchasing behaviour. This is insightful on the manner in which the TopTen ACT websites information affects the users' decision-making process.

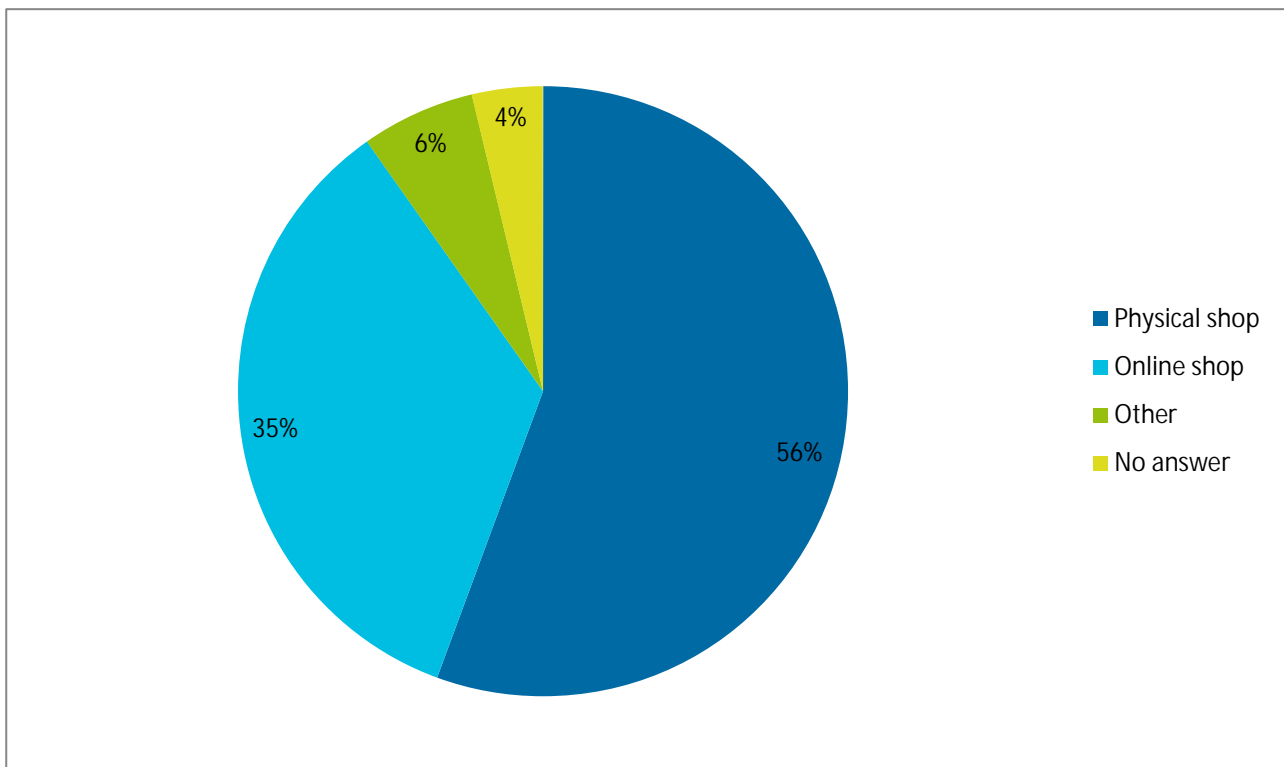
When asked which specific properties of a product are important, a majority of participants prefers quality and long-lasting products with high energy rating and low energy consumption. Design or colour or a certain brand are less important. With 47 % slightly less than half of participants state it to be important or very important that the product is inexpensive to purchase (see Table 3-1).

Table 3-1: If you buy an item, it is important for you that



Source: Compilation by Öko-Institut

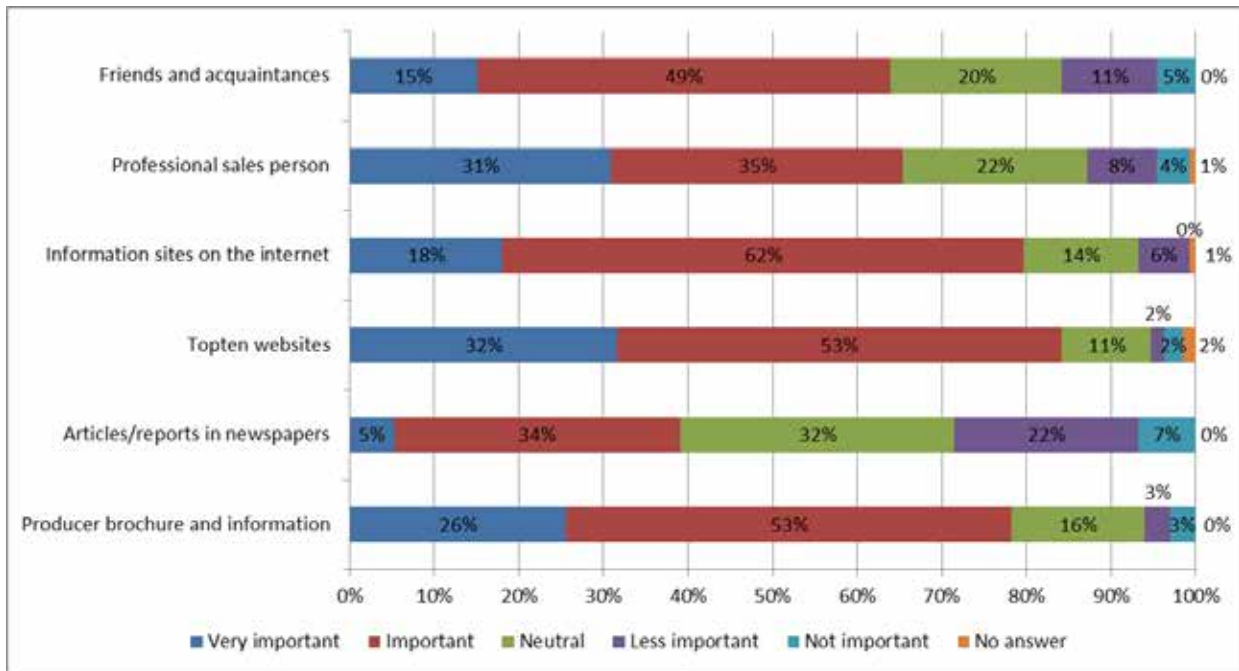
Looking at the buying behaviour it turned out that a high share of participants buy their appliances in a retail store (see Table 3-2) even though they consider the internet as an important source of information before buying a product (Table 3-3).

Table 3-2: When you need a product, where do you buy it?

Source: Compilation by Öko-Institut

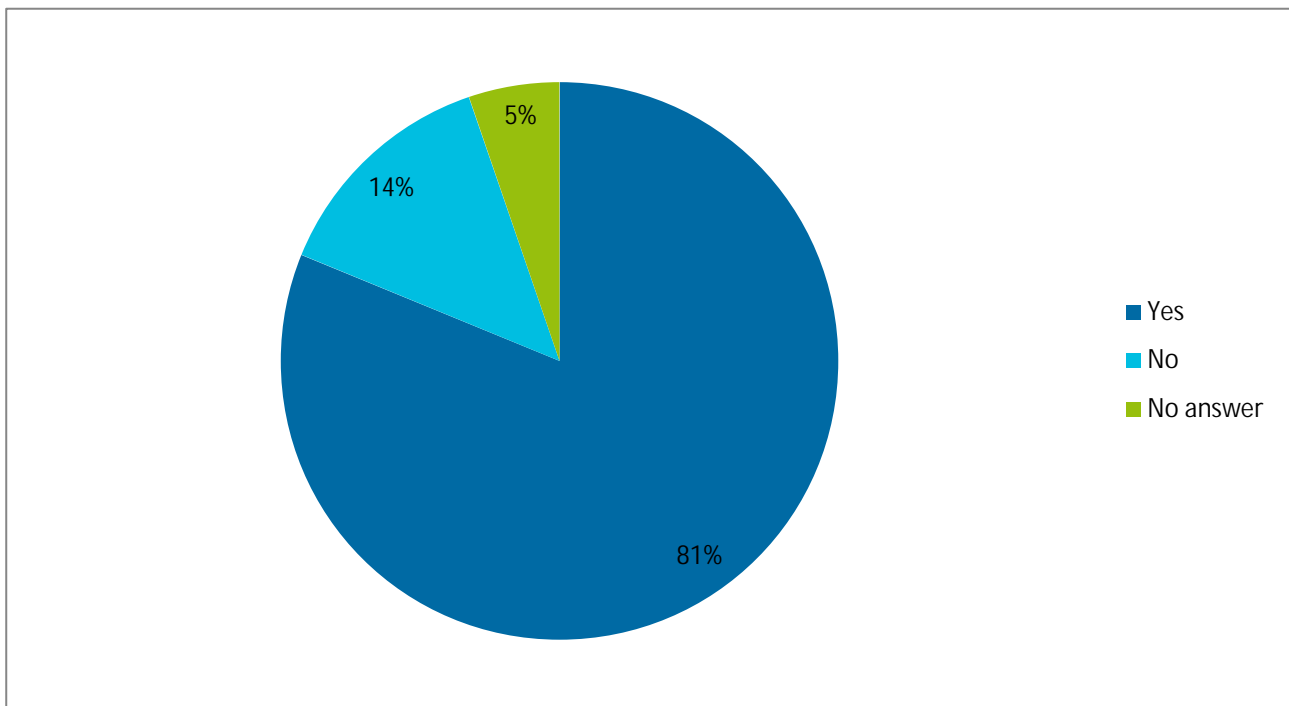
85 % of the participants find the information on the TopTen ACT websites important for the purchase of a product. In another question 81 % of participants responded that they orientate themselves based on Topten product lists or selection criteria (Table 3-4). Surprisingly producer's brochures and information was also named as important / very important (79 %). In contrast articles and reports in newspapers was much less important with only 39 % participant naming it as important / very important.

Table 3-3: How important do you consider the following sources of information for the purchase of a product/appliance?



Source: Compilation by Öko-Institut

Table 3-4: If you purchase an item/appliance, do you use the advice and selection criteria of Topten?



Source: Compilation by Öko-Institut

3.3. Distribution of purchased Topten-products

Altogether, the 133 participants purchased 203 Topten-products within the last 12 months¹. In Table 3-5 the number of products per category is listed. Household appliances and lighting devices are highly dominating.

Table 3-5: Topten products bought by the participants

Categories	Topten Products
Fridge / Fridge Freezer	10
Freezer	2
Dishwasher	9
Washing Machines	9
Vacuum Cleaner	13
Coffee Machine	6
Other Household Appliances ²	15
Monitors - Flat Screen	5
Inkjet Printers	2
Inkjet Multifunctional	3
Laser Printers	1
Laser Multifunctional	1
Other office equipment ³	1
TV	5
Other consumer electronics ⁴	2
CFL	27
LED	84
other lighting ⁵	1
Heating boiler	1
Circulation Pump	3
Air Conditioner	1
Car	2
Total	203

Source: Compilation by Öko-Institut

¹ The survey (part 2) was done in November 2016.

² Especially kitchenware

³ Notebook

⁴ Music system

⁵ Halogen

4. Appendix

4.1. Questionnaire

ID European visitor feed-back survey on Topten ACT Websites

Welcome to the second round of the European Visitor-Feed-Back Survey on TopTen.eu!

Topten.eu is part of the Topten network: Topten is a market transformation tool. Based on the European energy label and eco-design requirements, the Topten teams publish lists of best products on user-friendly websites. They advise consumers and professional procurers, they support manufacturers and retailers and they contribute to policy design. Topten websites are a free, accessible to all, 'public service' that helps consumers and professional procurers navigate the myriad of energy-using products offered to them in Austria, Belgium, Czech Republic, France, Germany, Italy, Lithuania, Luxembourg, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland and UK.

Thank you for your time to answer a few short questions. We would like to know how you purchase appliances and what appliances you have purchased in the past year. The survey will take less than 10 minutes of your time.

Participants that complete the full survey will have the chance to win a vacuum cleaner. Simply answer all questions and indicate at the end of the survey that you want to participate in the raffle.

The results of the survey will be published on topten.eu in 2017.

A Preferred product characteristics and sources of information

- A1 If you buy an item, it is important for you that
- it was produced in an environmentally friendly way.
 - it is of good quality and long-lasting.
 - it is inexpensive to purchase.
 - costs of operation are low.
 - the design or colour is attractive.
 - it is of a certain brand.
 - it consumes as little energy as possible.
 - it consumes almost no energy in stand-by-mode.
 - a long warranty is included.
 - it carries a high energy rating.
 - its operation is as environmentally friendly as possible.

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

A1a Other items that are important for you when you purchase a new product:

A2 When you need a product, where do you buy it?

Please choose all that apply:

Online shop

Please give examples of what (kind of) products you prefer to buy on the internet.

Physical shop

Please give examples of what (kind of) products you prefer to buy at a retailer.

Other:

A3 If you purchase an item/appliance, do you use the advice and selection criteria of topten.eu?

Yes

No

A3a Do you have any comments to the advice and selection criteria of topten.eu?

Please write your answer here:

A4 How important do you consider the following sources of information for the purchase of a product/appliance?

Producer brochure and information

Articles/reports in newspapers

topten.eu

Information sites on the internet

Professional sales person

Friends and acquaintances

Very important

Important

Neutral

Less important

Not important

B Distribution of purchased Topten-products

B1 Please state if you have purchased one or more products of the categories shown below within the last 12 months.

For the applicable categories, you can then specify more precisely which items you purchased, how many of them you bought and whether the items purchased were listed on topten.eu.

Please choose all that apply.

Household Appliances

Office Equipment

Consumer Electronics

Lighting

Building Equipment

Mobility

B2 Household Appliances

Only answer this question if you have purchased one or more products of the category household appliances within the last 12 months.

Fridge / Fridge Freezer

Freezer

Dishwasher

Washing Machine

Tumble Drier

Vacuum Cleaner

Coffee Machine

Other products

Total number of purchased items.

Thereof products shown on topten.eu

B2a Please specify which other household appliance you purchased.

Please write your answer here:

Do you have any comments to the purchase of household appliances?

Please write your answer here:

B3 Office Equipment

Only answer this question if you have purchased one or more products of the category office equipment within the last 12 months.

Monitors - Flat Screen

Inkjet Printers

Inkjet Multifunctional

Laser Printers

Laser Multifunctional

Other products

Please specify which other office equipment you purchased.

Do you have any comments to the purchase of office equipment?

Please write your answer here:

B4 Consumer Electronics

Only answer this question if you have purchased one or more products of the category consumer electronics within the last 12 months.

TV

Other products

Please specify which other kind of consumer electronics you purchased.

B4a Do you have any comments to the purchase of consumer electronics?

Please write your answer here:

B5 Lighting

Only answer this question if you have purchased one or more products of the category lighting within the last 12 months.

Energy saving lamp (CFL)

LED

Halogen

Other products

Please specify which other kind of lighting you purchased.

B5a Do you have any comments to the purchase of lighting?

Please write your answer here:

B6 Building equipment

Only answer this question if you have purchased one or more products of the category building equipment within the last 12 months.

Heating boiler

Heat pump

Circulation Pump

Air Conditioner

Other products

Please specify which other kind of building equipment you purchased.

B6a Do you have any comments to the purchase of building equipment?

Please write your answer here:

B7 Mobility

Only answer this question if you have purchased one or more products of the category mobility within the last 12 months.

Car

Other products

Please specify which other product in the mobility section you purchased.

B7a Do you have any comments to the purchase of products in the mobility section?

Please write your answer here:

Do you have any comments to the Topten website or the survey? Please feel free to enter them here:

C Personal details

C1 Year of birth

C2 Gender

Male

Female

C3 Country

Austria

Belgium

Czech Republic

France

Germany

Italy

Lithuania

Luxembourg

Norway

Poland

Portugal

Romania

Spain

Sweden

Switzerland

UK

Thank you for taking part in this survey! All completed surveys will be entered into our raffle to win a prize. Please ensure that you have provided us with your email address to enable so we can notify the winner. The survey closes on 02.12.2016 and winners will be notified by 20.12.2016.

D Prize draw

D1 Do you want to participate in the raffle and have the chance to win a vacuum cleaner?

Yes

No
