

**Release Date: 5th June 2008**



Local Opinion

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## PRESS RELEASE:

### **Kent residents make energy efficiency home improvements.**

Just over half (56%) of all Kent residents have made modifications to their homes to make them more energy efficient. This seems to have been driven by their awareness that new “greener” homes can use 55% less energy, generate 72% less CO2 and save 65% on heating, lighting and hot water bills. 66% stated that they were aware that new “greener homes” can make energy savings.

These are the findings of Local Opinion, a Kent based Online Survey Panel.

The cost of making such modifications appears to be holding most consumers back, 45% stated that they would like to, but couldn't afford to. 20% stated that they would want to make modifications to their house, 17% were sceptical that it would make any difference, but 5% were quite adamant that it “wouldn't make any difference”.

Local Opinion Research Director, Rob Hancock said, “At a time of rising fuel bills, now is the time for consumers to look to see how they can make their home more energy efficient. There are a whole host of improvements that can be made ranging from energy efficient light bulbs, through to systems that are energy efficient for producing heating and hot water”.

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**ENDS**

#### **Notes to editors:**

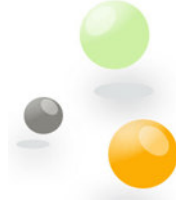
Local Opinion is a independent online panel of 2,000 Kent residents who have been recruited to offer their opinions on a variety of topical issues. Local Opinion is run by Lake Market Research, a division of Lake Communications Limited. Local Opinion complies with the Market Research Society's Code of Conduct.

Please include the sample size when reporting results. Respondents are free to withdraw from the Local Opinion Panel at any time.

Fieldwork was undertaken between 18<sup>th</sup> April and 9<sup>th</sup> May 2008.

Base: A total of 902 Panel members too part in the survey using online, telephone and post.

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[ENDS]