

# Clocks back – consumers in the dark about energy costs?

Submitted by: Sust-it

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Are consumers in the dark on how much their electrical products cost to run? Research by the energy efficiency website Sust-it (<http://www.sust-it.net/>) suggests they are. A recent survey of visitors to the site has revealed that seeing the running costs of electrical products has dramatically changed their purchasing intentions and how they use products within their homes.

When consumers were asked:

- ‘Has seeing the running costs of electricals influenced any of your purchasing decisions?’ 90% said yes.
- 86% said that knowing the running costs of goods had changed how they use them.
- The research has also indicated that 86% of respondents would be ‘very likely’ or ‘likely’ to pay more for an energy efficient product.

Behavioural changes in the way we use energy are increasingly being seen as a way of reducing energy bills, reducing carbon emissions and improving fuel security. Seeing the running costs of electrical products is clearly influencing how consumers use their appliances and electricals.

The energy efficiency of appliances (<http://www.sust-it.net/running-costs-of-old-appliances.php>) and televisions (<http://www.sust-it.net/press-releases/good-news-for-reducing-energy-bills>) has greatly improved over the last 15 years. Refrigeration products consume electricity 24/7 365 days per year and have an average lifespan of over 15 years, many lasting much longer. A 1990s fridge freezer could be consuming twice as much energy as a current average performing A+ model. (<http://www.sust-it.net/running-costs-of-old-appliances.php>) When asked: ‘Would you consider replacing an old inefficient product, (even if it was working), if it saved you money in the long-term?’ 46% said likely and 20% said very likely.

Ross Lammas from Sust-it said, “The results of our survey have confirmed my gut feeling that showing the running costs of products really does help consumers make informed purchasing decisions. However, it concerns me that those who can ill afford high energy bills are being excluded from buying these efficient products – due to their higher purchase price. My hope is that by providing clear information on running costs and tips on the best way to use appliances, all energy users can run their homes efficiently.”

Play video: Clocks go back » (<http://youtu.be/u-lryBHxORo>)

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Notes:

About Sust-it

Sust-it's energy efficiency website (<http://www.sust-it.net/>) ranks products by their energy usage and CO2 emissions. It does this through its unique calculations of average usage, combined with carefully researched energy usage data published by manufacturers and government agencies. The site is constantly updated and contains a wide range of products from Cars to Chest Freezers.

You can compare electricity tariffs and calculate your CO2 emissions at the same time. The electricity unit rates used to calculate the costs per hour/cycle/year are based on the BIS (Department for Business Innovation & Skills) Quarterly Energy Prices.

The Sust-it (<http://www.sust-it.net/>) website has been conceived and developed by TurnRound, (<http://www.turnround.co.uk/>) after its proprietor Ross Lammas, became increasingly frustrated by the difficulty in finding the data on the energy consumption of products, whilst he was building an environmentally sustainable office and home. The site is independent from any manufacturers, retailers or energy companies, and does not receive any funding from any Government agencies, trusts or independent charities.

#### About the Survey

Sust-it contacted 1400 users of the site who had made direct contact and ran a questionnaire for visitors to the site. Over 384 respondents were surveyed between the 24th July / 21st October 2014. The full survey results are available, please email Ross Lammas at [info@sust-it.net](mailto:info@sust-it.net)

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