

# Energy Efficiency in the Home - UK - July 2010

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## What is this report about?

UK homes account for around a quarter of all carbon emissions in the UK and the government aims to reduce energy consumption overall, including household consumption. This has already affected retailing and many of the energy-using goods that householders buy.

Much of the energy used in the home involves heating the house and heating water. Yet poor insulation, single-glazed windows and draughts can waste a significant proportion of this domestic energy. There is a raft of new initiatives from the government, which aims to tackle this waste and make significant energy savings. In the bigger picture savings can be made to water use, wasting food, cutting down on use of non-compostable materials (eg plastic bags).

## What have we found out?

- To date 2.2m homes have been insulated through government schemes by professionals and in addition to 38.8m square metres of loft insulation delivered through DIY stores.
- More energy efficient lighting has also been progressing with over 22m lightbulbs distributed, around 55% of which went through retail outlets. Insulation (62.3%) and lighting (28.9%) account for the bulk of carbon saved through this initiative. Heating accounts for 5.6% of savings with the remainder made up of renewed appliances and micro electricity generation and heat pumps.
- This has already affected retailing and many of the energy-using goods that householders buy. Mintel's consumer research shows that the top three energy-saving products bought or installed in the home are energy-saving lightbulbs (65%), double glazing (59%) and loft insulation (53%).
- Lightbulb replacement has been helped by give-away schemes from energy suppliers and councils, as well as by the phasing out of old-style 60 watt and 100 watt bulbs.
- Consumers already display sophisticated behaviour, demonstrating their awareness of energy-savings and their willingness to make lifestyle changes.
- 30m adults in the UK are taking positive steps to reduce their energy consumption and the ABs (66%) appear to be slightly more inclined to do this.

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