



WP 6: Focus Groups
National report Hungary
BARENERGY project, Deliverable D 26



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Introduction: the aims of WP-6

BARENERGY is an EU funded research project which explores the barriers and opportunities related to the reduction of energy consumption in six different countries in the European Union (EU). The countries – the UK, Hungary, France, Switzerland, the Netherlands and Norway – have been chosen in order to characterize variations in political, economic and cultural systems within which domestic energy choices are made. The principal aim of the project therefore is to try to understand the comparative influence of structural, political, financial, psychological, social/cultural and knowledge barriers to pro-environmental energy choices across three areas:

- Domestic energy use;
- Household appliances;
- Fuel consumption of cars.

A central aspect of the programme is to ascertain how barriers to the adoption of more energy efficient choices can be overcome and, importantly, to try to identify what could be the most effective levers or opportunities for encouraging change.

This report follows on from the two previous empirical work packages and constitutes the final part of the novel 'empirical trilogy' which underpins the core ambitions of the project itself. This report therefore details the findings from four focus groups which constitute the research framework of WP-6 – *focus groups among targeted consumer groups*. WP-6 can be contrasted to the other two empirical work-packages in several ways. WP-4 for instance was aimed towards clarifying the perspectives of different stakeholders and identifying the influence of their *institutional* role in encouraging more energy efficient behaviour. The quantitative surveys in WP-5 explored attitudes and values amongst European consumers in order to assess 'the strength and relevance of various barriers for change in consumer energy behaviour within different energy regimes in Europe' (BARENERGY, DoW, 2007:33). The aim of the focus groups interviews has been to explore the experiences of a range of consumers who are potentially in a position to engage in what the research proposal identifies as 'windows of opportunity'. Thus, while it tries to elaborate on some of the quantitative findings of WP-5 regarding barriers to more sustainable energy use, one of the principal aims of WP-6 has been to explore the lived experience of 'strategic groups' or people from various social backgrounds who inhabit 'windows of opportunity' in relation to their everyday energy use.

1. Methodology and the research process

This section sets the scene for the report by considering in brief some of the practicalities of the research process of WP-6, particularly the research design and how the samples were obtained, but also the philosophical issues which underpin focus group research and the issues which would be encountered in the data analysis itself.

One of the primary aims of WP-6 is to build upon some of the findings drawn from the stakeholder interviews and also to explore the results of the consumer survey in greater depth. Therefore, while WP-5 was designed to test the strength and relevance of some of the barriers to more sustainable energy behaviours among consumers (identified initially in the three position papers D14, D15 and D16), WP-6 is intended '*to increase our understanding of the attitudes and values among various consumer groups*' (DoW, 2007:34). The philosophical significance of utilizing a methodological approach that will encourage undirected data has been pointed out by Hall (1997:3) who reminds us that, ultimately '*only people can give meaning to objects, events and processes*'. This theoretical tradition draws from theorists such as Berger and Luckmann (1966) and the more recent work of Hacking (1999) in stressing the contingent or open-ended nature of social and political processes especially those seen as 'fixed'. Focus groups can encourage a 'social dynamic' in order to explore 'why people do the things they do'

WP-6 was designed very much within this tradition therefore, where the main issues to be explored in this package i.e. 'windows of opportunity', the relationship between turn on/switch off, energy efficiency, and changes to renewable could be opened up to discussion amongst potential variables such as age, gender, income and household type.

1.1. Methodology: description of the methodology used in Hungary

Four focus group discussions were conducted in Hungary. Participants were selected according to the sample criteria and guidelines given by the work package leader UniS and agreed by the consortium.

Recruitment of participants and moderation of the focus groups were carried out by the market research company Ipsos Group with cooperation of the CEU team. Participants were recruited 'from the street' using the Screener Questionnaire (developed by Ipsos in cooperation with CEU) based on the sample criteria and the Quota to ensure the best selection of respondents.

Persons excluded from the selection for participation were those who:

- had participated in any kind of qualitative research in the past 6 months;
- work in the fields of activity concerned (e.g. electricity service provider);
- work in media;
- did not match the screener criteria.

The screener questionnaire is available in Hungarian in the Appendix section of this report. All the respondents received incentives in return for their participation (in the form of vouchers); persons who were 'over-recruited' also received (reduced) incentives.

The English guide was adapted and translated into Hungarian and Hungarian policy initiatives and programmes selected according to their relevance to the project. The analysis was carried out on the basis of the thematic setup of the guide.

The focus groups were held in the period between September 28th and October 2nd, 2009 and carried out in four different regional locations (North, East, West, South) with different settlement sizes (2 large and 2 medium-sized cities).

The composition of the groups by segment and location was the following:

- Transition young, Budapest – capital of Hungary (Northern/Central Hungary);
- Transition old, Pápa – Western Hungary;
- Stable young, Szekszárd – Southern Hungary;
- Stable old, Szolnok – Eastern Hungary.

The group discussions were 120-140 mins long, and were all recorded on DVD and then transcribed. Each group consisted of 8 participants, the groups were primarily stratified according to the two main variables outlined in the work package (i.e. Stable and Transition consumer groups – 2 of each) and sub-stratified according to income, age and gender. The detail of this sampling is summarised in the table below:

	Group 1	Group 2	Group 3	Group 4
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Consumer type	Stable	Stable	Transition	Transition
Income	Low-mid	Mid-high	Low-mid	Mid-high
Gender	~ 5 men 5 women	~ 5 men 5 women	~ 5 men 5 women	~ 5 men 5 women
Age	Mixed range from 25 – 45	Mixed range from 46 – 65	Mixed range from 25 – 45	Mixed range from 46 – 65

Definitions for the purpose of recruitment:

‘Stable’ = Adults (including those in rented accommodation) who have

- not moved home in the last 10 years
- not made substantial alterations to their property (in terms of build/rebuild or repair) in the last 10 years

‘Transition’ = Adults who have

- moved home during the last 2 years
- are planning to move during the coming 2 years
- Have made substantial alterations to their property (in terms of build/rebuild or repair) in the last 10 years
- Are currently making substantial alterations to their property or plan to make substantial alterations to their property during the coming 2 years

The detailed composition of the groups is presented in the following table:

Group	gender (M/F)	Age	Occupation	no. of years living at current address	size of flat (no. of rooms)	size of household (no. of people)
Transition young, Budapest	M	37	ENTREPRENEUR	3 YEARS	1+1 half	3
	F	35	PROCUREMENT MANAGER	1	4	4
	M	41	ENTREPRENEUR (COMPUTER)	1	3	4
	F	39	PROJECT COORDINATOR	9	2+2	4
	M	34	LIBRARIAN	HALF	3	2
	F	33	SHOP ASSISTANT	1,5	4	2
	M	41	OPERATOR	6	1+1 half	2
	F	29	WAITRESS	3	2	3
Transition old, Pápa	F	58	PENSIONER (MATERNITY NURSE)	2	2	1
	M	59	STOREKEEPER	2	2	2
	M	54	SECURITY GUARD	2	2+1 half	3
	M	54	MANAGER	7	3	3
	M	46	TICKET INSPECTOR	2	2	3
	F	64	PENSIONER (ECONOMIST)	8	3+1 half	2
	F	59	BOOKKEEPER	8	3	1
	F	54	SHOP MANAGER	9	3	2
Stable young, Szekszárd	M	26	DRIVER	26	5	5
	M	35	COOK	23	3	3
	M	41	IT MANAGER	19	3	4
	M	43	OPERATOR	12	3	3
	F	27	NURSE	11	2	4
	F	32	BUTCHER	31	3	3
	F	39	BAKER	20	3	4
	F	35	LIBRARIAN	15	4	5
Stable old, Szolnok	F	52	TAILORESS, NURSE	23	2	5
	F	57	BUSINESS ASSISTANT	13	1+1 half	4
	F	55	NURSE	15	2+1 half	1
	F	55	BOOKKEEPER	11	3	3
	F	60	PENSIONER	11	3	2
	M	58	ENGINEERING TEACHER	30	3	2
	M	64	PENSIONER	38	2	2
	M	64	PENSIONER	25	4+1 half	5
	M	52	DRIVER	10	3	4

¹ Some notes for readers:

- Sometimes statements and findings are in bold or underlined. Quotes are in italics, with reference to the group where the quote is from; in brackets we indicate the number of the quote, to facilitate finding the original Hungarian quote in the Appendix section

2. Brainstorming: how to achieve a more sustainable society?

As a brainstorming exercise, participants at the beginning of the focus group discussion were asked about their associations and thoughts about the more sustainable development of our society. Respondents expressed very different ideas; their answers could be grouped around three main areas of responsibility, as shown in the following table.

Table 1: Sustainable society

WHO IS RESPONSIBLE?	GOVERNMENT		GOVERNMENT, ORGANIZATIONS, BUSINESSES AND CITIZENS ALL TOGETHER		CITIZENS / INDIVIDUALS
MAIN ISSUE	ECONOMICS		POPULATION	ENVIRONMENT	RESPONSIBLE FAMILIES/ INDIVIDUALS
MAIN FIELDS OF FOCUS	Improving the standard of living of citizens	Well-planned national financial strategy	Increasing the population size	Protection of the environment	Learning to consume in a more sensible way
EXAMPLES	<ul style="list-style-type: none"> ○ Increasing the number of jobs, more workplace opportunities ○ Good international relations and trading with other countries 	<ul style="list-style-type: none"> ○ Proper, well-planned allocation of national revenue ○ Stronger emphasis on technical/vocational trainings ○ Credible, trustworthy leaders and politicians 	<ul style="list-style-type: none"> ○ Encouraging people to have bigger families (to avoid depopulation) 	<ul style="list-style-type: none"> ○ Energy conservation ○ Recycling ○ High support for micro-generation 	<ul style="list-style-type: none"> ○ Adopting sensible consumption habits ○ Teaching children a more environmentally protective attitude (both within families and schools)
Quotes	<i>"As many jobs should be created as possible, because if there are enough jobs, people live better, the economy is on a roll." (transition old) (1)</i>	<i>"While it's oh so great if you have a company, with an executive director, manager, secretary, and what have you, but you don't have actual workers who would</i>	<i>"Families with three children should receive much more support."(transition young)(3)</i>	<i>"The reason why there are not a lot more wind turbines in Hungary is that it is against the interests of the large energy suppli-</i>	<i>"It must begin in childhood, so that environmentally protective behaviour is engrained in them as early as possible. A good example must be set." (stable young)(5). "Something</i>

		<i>work.”(transition old)(2)</i>		<i>ers.”(transition young)(4)</i>	<i>should be left from this Earth for our grandchildren as well.” (transition young)(6)</i>
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The table shows respondents' fears about the 'diminishing world" around them. It also reflects the current negative emotions and future fears that citizens have about the polluted environment they have to live in, as well as their fears of losing their financial stability and level of comfort.

Many participants felt modestly responsible for the level of environmental pollution due to their domestic use of energy and their transportation habits. However, in their view, they felt that they added only a little to the problems of the world in the field of energy. The main responsibility for the world's economic and environmental problems was attributed to higher organisations and it was felt that businesses, political bodies and NGOs should all take on the main responsibility for inventing solutions to these problems. It seemed unrealistic for many participants to take on much responsibility individually.

'Sustainable society' evoked strong, rather negative emotions and passions in the groups. Participants felt that there was a tension between the need of sustainability and the lack of solutions. Many felt that they could not do too much in the area and they claimed that the question of sustainability belonged primarily to political competence and some business interests which, conversely, did not always support sustainability:

“The government should do more to provide motivation for the shift to renewable energy.”(transition young) (58)

At the end of the discussions, questions returned to the topic of 'sustainable society', and at this stage many respondents agreed upon the importance of it. Both personal behaviours and technology change was seen as necessary to achieve

the goal of a more sustainable society. The majority believed that the responsibility lay with each party: the government, businesses and individuals.

“I think it all starts with the individuals, people’s minds should be the first to change. If financial circumstances would improve, attitudes would follow in a positive way.” (stable young)(57)

Regarding the government’s part in the process, many respondents additionally emphasised the need for the different political parties to be in agreement on the topic. This desire related not only to energy issues, but to other issues as well. Respondents wished to see a change, a joining of forces by the political parties, who were at present usually in disagreement.

The main points of focus for reaching a more sustainable society were as follows:

- Environmental consciousness/eco-awareness;
- Technological development;
- Incentives and aids for those who are willing to change;
- Change in the attitudes of citizens towards more efficient energy consumption.

2.1. Conclusion

It was felt by many respondents that Information on energy is generally needed and awaited by citizens. Credible sources were seen as the internet, TV and experts on the topic.

Trust in the government was not high, but consumers nevertheless liked the availability of government support and felt that stronger financial assistance was needed from political circles.

The call for a more sustainable society was apparent in the minds of most of the respondents. This tendency was evident from the way in which many participants

argued that they were trying to consume energy in a more sensible way, and from the way in which the majority had already made changes in their energy consumption habits. But there were still some people who were less likely to realise these aspirations and were less willing to change.

3. Theme A: Domestic Energy Use

3.1. Key words, overview based on the brainstorming exercise at the beginning of the focus group discussion

The key determining issues in respondents' domestic energy use were:

- Cost and saving
- Physical conditions and circumstances (infrastructure)
- Comfort
- Convenience and efficiency
- Habits

Respondents agreed that economic factors such as cost, saving and physical conditions are very important, but that sometimes their habits prevailed over their rational or conscious decisions regarding domestic energy use. Besides this, respondents' choices are also influenced by other factors such as status, norms and beliefs, which they were not as clearly aware of.

3.2. Key findings

3.2.1. Spontaneous reactions concerning "energy usage in the home"

The first reactions of respondents are presented in the following table:

Transition young	Transition old	Stable young	Stable old
<ul style="list-style-type: none"> • solar cells on the roof • insulation • windows • natural gas • energy saving bulbs (fear – "I read they cause cancer") • being economical ("let's switch off some devices") 	<ul style="list-style-type: none"> • high consumption • expensive • solar collectors are good but expensive • "A" category washing machine • Too many devices • Washing machine, plasma 	<ul style="list-style-type: none"> • water heater ("energy vampire") • electricity everywhere "almost everything at home uses electricity, we have to be thrifty" • economic "in large font" • energy saving bulbs – serious 	<ul style="list-style-type: none"> • Heating with wood • Being economical with electricity • (Old) washing machine with high consumption • Forcing themselves to switch off the lights • Replacing the

<ul style="list-style-type: none"> • economical heating • “geo-energies” • thermo heating • building more modern houses (with better insulation) 	TV, dishwasher <ul style="list-style-type: none"> • mixed fuel fired boiler 	expectations	fridge <ul style="list-style-type: none"> • Replacing the washing machine with an “A” category one
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Many respondents highlighted heating as the top-of-mind issue regarding energy usage in their homes, as they believed heating (both space heating and water heating) was the main form of energy consumption within their overall energy usage. Other forms of energy usage – particularly electricity usage – were mentioned as secondary.

Many respondents spontaneously mentioned their newly adopted energy saving habits as well. Generally both heating and electricity were considered expensive – people were primarily motivated to cut costs and the main motivational factor was of an economic nature.

3.2.2. Heating

3.2.2.1. Factors affecting decision-making

For those who live in a house, the key factors affecting decision-making regarding heating were:

- Efficiency
- Warmth
- Comfort
- Cost

Respondents who lived in block houses and did not have adjustable central heating claimed that they had no control over their heating system (only one young

Kommentar [A1]: Can you define block housing for me?

Kommentar [A2]: We refer here to people who live in panel buildings. This is a type of block of flats, in Hungarian we call „panelház”. Examples of such buildings: <http://berlin-photo.esem.sk/photo/berlin-flats.jpg> or http://upload.wikimedia.org/wikipedia/commons/e/e9/Budapest-Kispest_1.JPG

woman had taken part in the government-supported Panel Program within the framework of the “Faluház” project²), therefore having less or even no room for changing their heating sources and practices.

“Somebody won a huge tender and got a lot of money. The roof of the entire building is covered with solar collectors” (transition young) (37)

² EU-funded STACCATO project

3.2.2.2. Routines and practices

Practices varied by heating devices and by the type of dwelling. Some people used mixed fuel fired boilers, some used gas boilers, and others had gas radiators. Some consumers had the adjustable central heating of the housing estate, while others did not have adjustable central heating.

The most common features of all types of adjustable heating were:

- the majority had the habit of turning down the heating for the night, approximately to 18-19 degrees
- many respondents turned down the heating when they left their home for a longer period (e.g. the whole day)

The average pleasant room temperature that respondents insisted on varied from 19-24°C. Those who did not have a thermostat in their homes adjusted the heating based on their subjective feeling of warmth.

Hardly anyone mentioned the use of a timer on their premises.

The majority of respondents argued that heating is a difficult field to save money in due to comfort reasons; at the same time many respondents have already introduced some changes into their heating habits.

“Well we don’t sit at home feeling cold, I set the switch high so that it is really nice and warm, but we do make sure we turn it down when we leave, so that it is not on unnecessarily.” (stable old) (7)

3.2.2.3. Willingness to change

The most common **practice requiring investment** was the change of the appliance, e.g. replacing the electric boiler with a gas boiler, replacing the water heater with a mixed fuel one. In addition, many consumers changed the insulation of their homes to reduce spending on space heating.

The table below shows the investment-related behaviours mentioned. Respondents must perform these behaviours only once in order to achieve the energy-efficiency goals. These were more frequently detectable in the older and the transition groups. In the table below we present energy efficiency investment actions that participants had undertaken in the past.

Table 2: Energy efficiency investment behaviours regarding heating

ENERGY EFFICIENCY INVESTMENT BEHAVIOURS	
New, more effective insulation in the home	<ul style="list-style-type: none"> ▪ Replacing doors and windows ▪ Insulating the house from inside and outside ▪ Using special insulating paints
Replacing the electric boiler with a gas boiler	
Installing a mixed heating system/boiler	
Using wood for heating	
Putting bigger windows in the house to let more sunlight in	
Using warmer blankets at night	

“I bought an expensive paint that costs 30 thousands HUF for 5 litres. You have to paint it in two layers, which then equals 5 cm insulation. You can paint the house on the inside and the outside as well. It was quite expensive, but now the house is really warm, and we do not need to heat as much as before to achieve the same warmth.” (transition young) (61)

Those who did not invest in new appliances changed their behaviour, routines and habits instead. Interestingly, unlike investments, this kind of attitude was mostly perceived in the younger and stable groups.

Table 3: Curtailment behaviours, habits changes regarding heating

CURTAILMENT BEHAVIOURS

Changing the setting of the thermostat	<ul style="list-style-type: none"> ▪ Setting it lower when there is nobody at home ▪ Setting it lower for the night
Regulating temperature in empty spaces in the home	<ul style="list-style-type: none"> ▪ Heating only rooms that are being used
Closing the curtains when it is cold	
Putting on more clothes if one is cold instead of turning up the heating	

“In our home, I do not allow the thermostat to be set above 20 Celsius. Those in my family who are cold should put on a pullover, if it is not hot enough for them.”

(transition young) (62)

Consumers explained their behavioural changes – either investment-related or repetitive behaviours – by wanting to save on heating, guided mainly by economic reasons. Many who had replaced their heating devices, insulated their home, or replaced doors and windows claimed that they saved money by doing so. They believed the long-term investments would pay off and the level of comfort would improve alongside.

“Using solar power for heating water, that’s real cost saving that you can feel immediately in your pocket” (84)

Besides cutting costs in the long run, building a house or moving into a new home also proved to be an important motivating factor for investments.

“Refurbishing for example is a possibility to replace old aluminium electricity lines – this is also an important issue to be able to move to a new flat having everything replaced and modernized for coming years” (85)

3.2.2.4. Changing opportunities and conditions

Respondents living in houses were generally much more open to and involved in opportunities for changing heating habits and replacing devices within their homes:

“I decided to replace all windows and doors. I could calculate how much my savings were, I did it the following way, it was in the summer, and I took my six months’ heating bills as basis, and on this I won 18000 forints, and this is only the gas“ (transition, old) (35)

Some respondents (those living in blocks of flats) who have seen replacements of windows and doors in housing estates supported by governmental funding were very satisfied with them, and they generally welcomed the idea of doing the same in their own flats. But many of the respondents mentioned above also claimed that they were not satisfied with the amount of government support and would not be able to start a project like that.

„R1.: There is an energy conservation programme. R2.: Yes, in the flats of panel housing estates the windows must be replaced so the warmth would not go out, that’s it. R1.: Yes, it is true, it does not go out, really.” (transition young) (36)

Many respondents said that in case of moving house, they would consider larger investments in order to make their home heating more efficient.

“Well if you move houses you consider renovation in order to get a house that will be good for a longer term. In these cases insulation, changing doors and windows are of concerns too.” (transition old) (74)

“We are planning to build a new house next year. It will surely be light construction. We also plan to build solar panels on it. Then we will kick ELMŰ off, they will be no longer needed.” (transition young) (75). (ELMŰ=Budapest Electricity Company)

The majority claimed that they would replace their heating systems and insulate their homes if they had the money to do so. Green energy was valued highly in all groups. Many respondents wished solar collectors were more available as they saw them as a great opportunity for private use in the future.

3.2.3. Electricity

3.2.3.1. Factors affecting decision-making

Besides structural reasons, such as the use of electric heating systems or the number of people living in the household, behavioural patterns were one of the main decisive aspects of domestic electricity usage – as we concluded from the verbalizations of the participants. Comfort and social status-related purchases (of electrical devices) are the main issues in this area. However, costs and financial factors were also important. In other words, data suggests that a consumer first decides what appliances are needed in his home, and only secondarily does he consider the efficiency of these appliances in terms of using electricity.

“Well, one thing I will never buy is an electric oven. That is an energy vampire. And I do not see the big advantage of it compared to a gas oven anyway.” (stable young) (64)

“I get tempted every summer to install air-conditioning at home, but I always give up the idea, because it consumes lots of energy, it is too expensive to operate... They should invent a less energy consuming air-conditioning system.” (transition young) (65)

3.2.3.2. Routines and practices

Respondents generally believed that their household uses a high amount of energy and consequently their electricity bills are high. Many said that the sheer

number of appliances was to blame for high energy usage, but there was not much they could imagine doing against it, other than switching off appliances regularly and buying energy-saving products. It was a typical argument in the group discussions – corroborating wider findings in this area – that when households use several active appliances at the same time (e.g. kids who have their own computers and TV sets, and a higher number of computers in one home) it is difficult to control, or even to greatly reduce electricity consumption. Therefore, an important aspect of how to address this could be to show consumers how much they could save by investing in new, more energy-efficient appliances.

“The problem is that I cannot tell in my own flat how much energy my different appliances use. I am not given a meter that I could plug in somewhere to measure the energy consumption. I have no opportunity to see the difference. Similarly, I have no opportunity to compare the annual or monthly gas consumption of my household before and after.” (stable old) (31)

„My washing machine is also very old. The other day it broke down, and the mechanic advised me not to replace it, as it is still a washing machine whereas if you buy those super modern new washing machines they break down within a few years because they are actually produced that way.” (12) (stable young)

„Even though we try to save on electricity, everything runs on electricity in our home. I cannot even start to think what would happen if there was no electricity, what would we do then?” (transition old) (45)

In this research, the majority of participants belonged to a high-electricity usage type, and used several electrical devices simultaneously most of the time in their homes. It was partly due to the recruitment criterium – participants were mostly couples or people living in a family, having children. At the same time, there was a general tendency to try to save energy where it was convenient, or where it did

not require extra attention or care. Some respondent expressed kind of disappointment:

„I didn't see my electricity bill decrease since I have been using these things. But who knows, I may be using more electricity by some other means.” (stable old)
(30)

Energy-saving bulbs

The majority of respondents who took part in the focus group discussions mentioned using energy-saving bulbs in their homes, a kind of investment – buying a bulb – does not entail extra effort in costs or basic changes in habits, but, at the same time, the individual did something for saving energy. However, the general opinion about these bulbs was not necessarily positive. Participants explained their opinions through a variety of different reasons:

- Many people said that they do not see any change in their electricity bills since the installation of these bulbs

“We have replaced all bulbs with energy-saving ones. But I do not see the decrease in the electricity bills; actually, we are paying more and more. But perhaps that increase in the bill is related to the higher number of appliances we have bought recently.” (stable young) (46)

- There was also felt to be a limitation in the use of these bulbs, because they do not shine as brightly as traditional bulbs, so they cannot be comfortably used in the bathroom, in the kitchen, in table lamps and in reading lamps;
- They are not convenient in rooms where people spend only short periods of time (bathroom, toilet).

“We have traditional bulbs in the toilet and the bathroom, because we do not spend hours in these places. By the time the bulb would reach its full shine I

have to switch it off, because I am leaving the place, so there is no need for them (energy-saving bulbs) in the bathroom and toilet.” (stable young) (47)

- Another negative aspect of the energy-saving bulbs was information about their potentially unhealthy effect

“They can cause cancer” (all groups) (8)

Still, most consumers believed that using energy-saving bulbs was better for energy-conservation in the long term than using traditional bulbs; besides, they said that people would get used to them over the longer term.

We identified gender differences in electricity saving practices

- Housewives said that they were trying to use less electricity by unplugging kitchen appliances when they were not in use (many also quarrelled with their kids to switch their computers off but this strategy usually had little effect);
- Men tended to switch the lights and TV off more often than women did;
- There was also a difference between the levels of controlled use of different appliances. For instance, it was easier for women to control kitchen, laundry and bathroom electricity than the use of TVs and computers, especially if the family had children or used the computer for work.

3.2.3.3. Willingness to change

Transition and younger groups were generally willing to change both their everyday practices regarding electricity use and the devices used in their homes – if they did not have to sacrifice too many other basic needs. Investment-related changes (or plans) were based on the financial circumstances of the individual/family and their general attitude and belief towards change. The table below shows the most commonly mentioned investment methods.

Table 4: Energy efficiency investment actions regarding the use of electricity

ENERGY EFFICIENCY INVESTMENT ACTIONS	
Replacing the electric boiler with a gas boiler	
Using energy-saving bulbs	
Buying household appliances with 'A' energy label	<ul style="list-style-type: none"> ▪ Washing machines ▪ Fridges
Getting rid of the freezer	<ul style="list-style-type: none"> ▪ Reducing the number of freezers in the home or getting rid of them completely

Similarly to the heating results, younger and stable respondents described more changes in their everyday habits in order to save money on electricity bills.

Table 5: Curtailment behaviours regarding the use of electricity

CURTAILMENT BEHAVIOURS	
Switching the lights off	
Turning electrical appliances off instead of leaving them on standby	<ul style="list-style-type: none"> ▪ Switching the TV off at night ▪ Unplugging household appliances when not in use
Using a smaller amount of water	<ul style="list-style-type: none"> ▪ Replacing baths by taking showers ▪ Using less water for washing-up or for having a bath
Using an oven instead of using a microwave	

Many respondents who followed efficient investment behaviours also adopted curtailment habits:

“The computer is highly needed. I use it for work and the kid also uses it. The TV is on quite a lot of the time, too, but well the missus needs that. My children also have their own TV sets. But we do try to use less energy by switching lights off, and we do not leave the TV on standby.” (transition young) (63)

There was also a third type of sub-group present: people who resisted any type of change. Their reasons were simply based on what they argued to be the force of habits:

„Being 64 years old, I will not change my habits. I will simply not do it... I live with my wife, we had worked throughout all our lives. I do not want to keep checking if I switched off the lights at the corridor all the time, just do not want it.”
(transition old) (76)

„I’ve got a 20-years-old refrigerator, I know it consumes more, so I pay for more electricity, but I still rather defrost it weekly instead of buying a new one. I don’t know why. Because I am used to it, it is enormous.” (11) (stable old)

“I just can not do it differently. This is what I am used to. Probably a new generation, they will have different habits, but not me.” (stable old) (84)

3.2.3.4. Changing opportunities and conditions

Subsequent to discussions around the conditions and opportunities for changing habits of electricity use (switching to more efficient ways), the following driving and hindering factors could be identified:

Aiding factors:

- There was a personal need to cut electricity costs, which had already led to a preference for ‘A’ level energy label products

“We have been using an A+ washing machine for more than a year. It is more energy-efficient. I knew I wanted to buy this type of machine, went into the shop and said that I wanted a machine with low energy usage. These machines are more expensive, but I said that it is worth the extra 10 thousand forints.” (stable young) (48)

- Energy-saving bulbs have also become popular in Hungary in recent years (Boza-Kiss & Farsang 2007), which also reflects the appearance of energy-saving choices.

Hindering factors:

- Respondents needed to keep up with trends and fashion, to get the newest products on the market;
- Many still yielded to the pressure of purchasing more and more electrical products, which they used simultaneously in their homes. This was also a barrier to change:

"Our electricity bills are high. The computer is on day and night, the telly is usually on, then there is the dish-washer and the washing machine. Our water usage is exorbitant. But one needs to keep clean, right? We even have energy-saving appliances now, but I have not noticed that we would use less energy, it actually seems more." (transition old) (49)

3.2.4. Investments vs. behavioural change

Consumers reported that they had introduced several types of general energy-saving habits (both electricity and heating) in recent years. The tables below summarize the most common behaviours:

Table 6: Energy efficiency investment actions regarding general energy use

ENERGY EFFICIENCY INVESTMENT ACTIONS	
Replacing the electric boiler with a gas boiler	
Using energy-saving bulbs	
Buying household appliances with 'A' energy label	
Getting rid of the freezer	
New, more effective insulation in the home	<ul style="list-style-type: none"> ▪ Replacing doors and windows ▪ Insulating the house from the inside or/and outside

	<ul style="list-style-type: none"> ▪ Using special insulating paints
Installing a mixed heating system/boiler	
Using wood for heating	

Table 7: Curtailment behaviours regarding general energy use

CURTAILMENT BEHAVIOURS	
Switching the lights off	
Turning electrical appliances off instead of leaving them on standby	<ul style="list-style-type: none"> ▪ Switching the TV off ▪ Unplugging household appliances when not in use
Using a smaller amount of water	<ul style="list-style-type: none"> ▪ Replacing baths by taking showers ▪ Using less water for washing-up or for taking a bath
Using an oven instead of using a microwave	
Changing the setting of the thermostat	<ul style="list-style-type: none"> ▪ Setting it lower when there is nobody at home ▪ Setting it lower for the night
Regulating temperature in empty spaces in the home	<ul style="list-style-type: none"> ▪ Heating only rooms that are being used
Putting on more clothes if one is cold, instead of turning up the heating	

However, many of the individuals in the groups could not solve the dilemma: making an investment or changing habits? Respondents in the study claimed that ideally, achieving change by investments should be accompanied by changes in habits in order to reach the most energy-efficient goals.

In relation to the above, behavioural patterns indicated the existence of varied subgroups in reality:

- One group of people was satisfied with investment changes alone. They felt that making investments - which paid off in the future - were enough of an effort for saving energy:

“I cannot change my habits. I am used to doing things the same ways as I have always been doing them. If I have not changed in the last 29 years, I will not change in the future. I’d much rather invest in energy saving devices than change my old habits.” (transition young) (50)

- Another group of people replaced their devices as well as changing their habits, because they were highly motivated to save as much energy as possible and also had the financial capability to invest in eco-efficiency:

“We have replaced all the doors and windows in the flat... we make sure we switch off the heating when we leave for work, we switch off the lights regularly. We try to save money on everything really.” (transition young) (51)

- Another subgroup – who could not afford bigger investments – changed their habits only, and felt that this was all they could do in order to save energy:

“We cannot do much, at the very most we take care not to waste energy. I, for instance, recently started unplugging the TV at night.” (stable young) (52)

- A smaller group neither changed their habits nor replaced their energy-consuming appliances, either because they did not believe that they would gain much benefit from these changes, or they were unable to break their old habits:

“I do not know; it is very difficult to change now. We are used to using appliances all the time in our home. Additionally, I do not believe that for example turning the boiler down and then up results in less energy consumption than leaving it on at the same level all the time.” (stable old) (53)

3.2.5. Priorities in home improvement

During the focus group discussions, it became apparent that the main priority lies in the comfort and wealth of the household when it comes to home improvement. In today's modern society, consumer goods are also of high importance (Lury 1996), and indeed respondents argued that they liked to own certain electrical products that they needed or wanted to have, regardless of whether those led to higher energy consumption. This could be why many respondents claimed that even though they had made several changes regarding insulation and the use of products with better energy efficiency, they still did not observe the effects of changes that they had made in their utility bills.

During the group discussions the tendency to balance needs and a 'moderate' energy consumption by trying to avoid unnecessary use of energy where possible was detected in some of the participants. The majority expressed a need to try to consume energy in a sustainable way.

The main difference here was based on what each individual considered to be sustainable: whether someone was happy with only switching lights off, or she felt the need (and was also able) to do more to achieve less energy-wasteful consumption. People tended to pay attention to reducing the amount of energy used in their homes by adopting energy-conserving habits and by using energy-saving devices, but, at the same time they also made efforts to have a comfortable, well-equipped – modern – home.

In general, it was found that energy efficiency can be a crucial motivator when it occurs hand in hand with a long term decrease in utility bills, but comfort and other needs also have to be satisfied in home improvement changes.

3.2.6. Renewable energy

3.2.6.1. Understanding

Participants were interested in green energy and welcomed news about it, but many believed green energy was not ready for the mainstream use, and had therefore not gathered substantial information on the topic.

No one in the groups had first-hand experience with microgeneration technologies, but they have heard about them. Some consumers knew people who had installed such systems and they understood the main idea behind green energy systems. Some respondents had heard about and highly appreciated the 'Falu-ház' project, which has already installed several solar collectors in a residential area of Budapest.

3.2.6.2. Arguments for renewable energy sources

Advantages
Renewable, continuously available
Environmentally friendly, healthy
Free energy source
Clean
Can be produced at a lower cost than fossil fuels

The advantages of renewable energy sources fulfilled respondents' wishes to protect the environment and save money on energy. The unambiguously positive evaluation of renewable energy seemed to highlight respondents' needs for being environmentally friendly:

"It is cheaper than traditional energy sources, environmentally friendly and healthier too. It does not emit so many pollutants." (transition old) (54)

3.2.6.3. Arguments against renewable energy sources

Disadvantages
High price
No real support from the government and businesses to spread it among domestic users
Mainstream society does not have sufficient knowledge about it

The disadvantages expressed in the groups showed the financial and knowledge barriers participants held regarding the topic.

“The problem with it is rather the price, I mean its cost, it is difficult to attain. It costs a lot to produce energy and hot water in your home, say in a detached house, at your own expense.” (transition young) (55)

3.2.6.4. Types identified and their evaluations

The most widely known microgeneration systems were solar collectors and wind mills. Many respondents had heard something about water-related energy sources too, but they were less well-known by the majority of participants.

Solar collectors were the most popular renewable energy generators named among respondents. Many said that if they had the money for them, they would be willing to install them in their homes:

“We are planning to install a solar collector, only right now we do not have the money for it. But in five years, once we have paid back all of our loans, we do plan to get a solar collector.” (transition young) (66)

“Solar collectors also create a kind of a good feeling. They are different from traditional energy sources, they are closer to nature, which is nice.” (stable young)

(67)

Wind energy was not considered to be a viable option by most respondents – for themselves or for their businesses – as they thought that it would be far too expensive for domestic or private business use. However, they did not understand why there were so few windmills in Hungary, as they believed there should be many more of them run by companies and businesses.

Heat pumps had not been heard of by many respondents, and even those who knew about them had only a little knowledge about the topic. Some people said that they could not see the gain that someone gets with heat pumps compared with the price one has to pay for the installation:

“I once checked it out somewhere where they had it, and truly, 20 degrees warm water was coming back. But! In a regular house where you have under-floor heating, in the returning current the water is also 20 degrees warm. So what are we talking about now? Why do we have to send water underground, 60 meters deep, using a real strong pump? And if we bring it back, that uses electricity. So I find this suspicious. I do not believe this, I do not. I do believe in solar collectors.”
(transition young) (9)

In Figure 1, we show respondents’ preferences – of course the chart shows only ‘symbolic’ results, we do not have real data behind the figure.

Respondents believed that in order to make microgeneration more popular among domestic users, there are two main issues to be addressed:

- More information about the technology, the costs and the gain someone can achieve by installing it;
- Governmental support behind it:

“Someone should explain to people the main things about these technologies. If people see and realise that the cost of investment is worth it, than they will become more open to it.” (transition young) (56)

“If wind turbines produce more energy than the given territory can use, ÉDÁSZ (the North-Transdanubian Electricity Supplier) is obligated to receive the surplus and to pay the town for the extra electricity production. Clearly, ÉDÁSZ’s interests run counter to this. Therefore this practice is not supported in Hungary.”
(transition young) (10)

3.3. Conclusions about domestic energy use

The characteristics of general **domestic energy use** can be grouped around the following determining factors.

1. Physical conditions: physical attributes of the house (e.g. what type of heating is possible);
- 4.2. Economic conditions: the financial circumstances of the household (i.e. what investments they can afford);
- 4.3. Personal needs: comfort-driven needs, social status-driven needs;
- 4.4. Personal habits;
- 4.5. Financial needs: cutting the costs of energy usage;
- 4.6. Personal beliefs, cultural norms: e.g. being environmentally friendly is an aspiration.

Formatiert: Nummerierung und Aufzählungszeichen

Overall domestic energy use showed that the majority of consumers in the focus groups were motivated to use less energy if it enabled them to cut costs on utility bills, and especially if they did not have to give up many other needs (such as comfort or convenience) in parallel.

Noticeably the side-effect of energy conservation also appealed to respondents, as they felt that they were protecting the environment.

Figure 2: Needs for conserving/saving energy

MAIN NEED: Cut costs and save money	SECONDARY NEED: To feel environmentally responsible

The majority of respondents had already changed their energy consumption habits. Some people had adopted more energy-efficient solutions and invested in energy efficient devices, eg. insulated their homes. Others had only adopted minor habit changes in their everyday practices. There were some respondents who combined changed by involving investments and habit changes, while a small minority proved unwilling to change anything regarding energy use.

Differences between stable and transition groups

Respondents in stable groups generally had attitudes that were less open towards changes than people in transition groups. Some of them were open to change and had already carried out things such as installing new insulation for doors and windows; replacing the old convector with a modern one; dug a well in the garden to save on water usage; tried out energy-saving bulbs; bought energy-saving appliances when the old one got broken; and turned off lights regularly. However, there were many others in these groups who had not introduced major changes in their energy consumption. They attributed their behaviour to force of habit, financial barriers, or having less trust in and familiarity with new appliances:

Stable group members seemed to have more 'inefficient' energy consumption habits and their energy consumption habits were more influenced by comfort-related considerations. Most were not willing to change beyond a point; insisting on keeping their general comfort level. However they did not want to unthinkingly waste energy either. Some of them tried to save energy where they could, but there were some areas of their everyday habits where they were reluctant to change more efficient energy use.

"Well, I am not going to change all my habits at the age of 60, I cannot change any more, I save in every way I possibly can. I am not going to have a bath with less water for instance, because that's the way I am used to it." (stable old) (13)

"Well, ok ok, I am trying to switch off the lights as often as possible, but please, I do not want to become a compulsive person who always go around and switches everything off." (stable young) (81)

The 'inefficient' energy users could be characterised by even idiosyncratic behaviour, for example, they would leave the computer on even if it was not in use for hours; they would open the window to let some fresh air into the flat without turning the heating down; they would leave electrical appliances on standby all the time etc:

"Well , I do not know. I admit I leave the heating on high temperature all day, even when I am not at home.. But it is so nice to arrive to a flat that is already hot." (stable old) (82)

"Well, I like to leave my computer on all day. Then if I feel like to write something on it, I do not need to wait till it switches on and loads itself." (stable young) (83).

Transition group members seemed to be more efficient in saving energy, as their general attitude towards changing habits and replacing appliances seemed to be more flexible and more able to adjust to circumstances. They seemed to keep their home temperature lower than stable group members did. Respondents in

transition groups were more aware of the temperature they kept in their homes than the other consumer segment was. 'Transition' consumers were also more willing to invest money in newer and more energy-saving devices as well as insulating their homes and implementing more curtailment behaviours too.

4. Theme B: Household Appliances

4.1. Key words, overview

The domain of household appliances concurrently combines consumers' needs for comfort, innovative technology, status symbols and saving energy. The continuous appearance of newer products on the market encourages the need in consumers to own more appliances (KSH, 2005). Nevertheless, there were respondents who were characterised by an attitude which seemed to be more willing to embrace more sustainable consumption patterns and who had sensitivity towards environmental issues. Consequently, these individuals seemed to be more aware of high levels of electricity consumption.

4.2. Key findings

4.2.1. Considerations when purchasing electrical appliances

Consumers reported that they consider several aspects before buying a new household appliance. They considered

1. the purpose they wanted to use the product for and
- 4-2. the physical circumstances such as the size of the machine that they can fit in to their place,
- 4-3. the cost of the device,
- 4-4. the brand,
- 4-5. the price,
- 4-6. the energy consumption,
- 4-7. service network availability,
- 4-8. advice of an expert (e.g. gas fitter, electrician, plumber, shop assistant),
- 4-9. and the aesthetics.

Formatiert: Nummerierung und Aufzählungszeichen

Status was also mentioned as a factor behind certain product choices. Respondents believed that richer people would buy more expensive products without considering energy consumption; only taking into account brand and fashion. Some of the group members admitted that they felt much better emotionally after purchasing a dish-washer or a plasma TV, and energy label was not among the main considerations when they were choosing a product;

“Because if I like something very much and I really want it, then I buy it anyway, regardless of how much energy it consumes.” (stable young)(14)

Respondents with higher social status explained their comfort- and status-related purchases by referring to several reasons:

- To have a long-lasting and good quality appliance, which usually comes with being a quality brand;
- To have appliances that increase convenience for housewives (e.g. dish washer, modern washing machines);
- To enjoy home entertainment on a higher level (e.g. plasma TV instead of LCD TV with lower energy consumption);
- Just to make themselves feel better by owning the product.

“I was ashamed not to have a dish-washer.” (transition old) (15)

“It is true that plasma screen TV uses a lot of electricity, I know, but even so, the experience that it provides is unsurpassable by other TVs.”(transition young)(16)

4.2.2. Energy labelling system

Participants were aware of the energy labelling system. However, the discussions about energy labels revealed that respondents only knew if their appliances

had label 'A', otherwise they had no knowledge, or did not mention other label categories of appliances in their homes.

The most commonly mentioned 'A' or 'A+' appliances were fridges and washing machines. Participants believed that label 'A' in case of a washing machine refers not only to the kWh it uses, but to other features as well: the amount of water the machine uses; the capacity to automatically adjust energy usage to load size; and the length of the washing cycle. Regarding fridges, they believed 'A' level simply meant lower energy consumption.

"We bought a Whirlpool washing machine five years ago. We paid more than a hundred thousand forints, but it was worth it. We have been paying less for water-use since." (stable young) (38)

Respondents gained energy label information mostly from the shop assistants in the places where they bought the washing machine or fridge. They welcomed the information shop assistants can provide to customers. The majority of group participants agreed that the current energy rating system of appliances is relevant to consumers, except for those who cannot afford to choose higher price-category products:

"Well, now, I think many people can't even check the department of energy-saving appliances because they just saw the ad that there was a very cheap washing machine on sale and they are happy enough that they can buy it, they don't go on checking whether it's D label or not."(transition young) (17)

4.2.3. Usage of appliances

Some respondents used appliances in an extended fashion, e.g. leaving computers and TVs on all day, or using different appliances simultaneously most of the time.

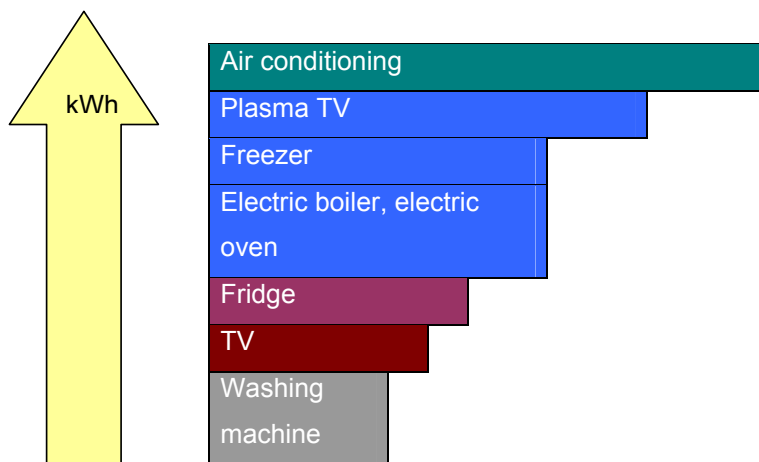
However, some participants seemed to be relatively energy conscious and tried to minimise unnecessary use:

"I am obsessed with switching the lights off. I always go and switch the lights off after my children." (transition young)(39)

4.2.4. Most energy-intensive appliances

Respondents were asked to rank the energy consumption level of the various household appliances. The ranking is shown in the following figure.

Figure 3: Energy usage of appliances perceived by consumers



All respondents believed that any large electrical appliance can use a great amount of energy. Other appliances like computers, irons, and microwaves were difficult for respondents to place in hierarchy, as they had only vague knowledge about their energy consumption, or believed their periods of use were not extended. For example, they assumed that a microwave oven uses more energy than gas heating does, but because the microwave was not in constant use in households, they did not place it among the most energy-consuming items.

4.2.5. General attitudes towards energy intensive/environmentally damaging products

General attitudes were fairly negative. There were only a few respondents who had installed an air-conditioner in their homes. The vast majority said that they

had already decided against the purchase of an air-conditioner and an electric oven because of the amount of energy they use, and consequently, the anticipated rise in the bill. A few people also mentioned that when it came to choosing between LCD and plasma TV, they decided to buy the LCD because of its lower energy consumption. A few respondents claimed that they had gotten rid of their high energy-consuming freezers for the same reason.

4.2.6. Question of responsibility – companies or individuals?

When respondents were asked who they thought was responsible for such high energy-consuming products on the market, they answered:

- the lack of laws and regulations;
- the manufacturers;
- the consumers themselves.

They believed that as long as energy-guzzling products were available on the market people would buy them.

“Manufacturers could be encouraged, too, for example, they could get a tax-benefit if they produce energy-saving products.” (stable young)(18)

“People are responsible, certainly not manufacturers. If I don’t buy them, they can produce them to no end.” (stable old)(19)

“In the past, household appliances used to work for a decade, or even two decades. When we replaced our television, the shop-assistant told us, even though it is not in her best interest, that we should not count on it for more than 5 years.

The market is developed in such a way that the consumer society functions by the principle: buy it, throw it out, buy a new one, throw it out. So there is certainly no effort on the part of manufacturers to be environmentally conscious.”(transition young)(20)

4.3. Conclusions

The increase in the use of household appliances in recent years has been considerable in Hungary as well (Gulyas, Farsang and Ujhelyi, 2007). While ownership of some household appliances has remained relatively steady over the last decades and ownership of some has fallen slightly (e.g. video recorder, stereo), consumers are increasingly owning more and various different types of appliances, and also owning more of the same type of appliance (e.g. computers, TV sets, mobile phones) within one household. These trends consequently make it difficult to reduce current levels of energy consumption.

Respondents agreed that to change attitudes and to create more environmentally friendly behaviours, there should be more regulation and more punishment for the manufacturers of electrical products. On the other hand, some argued that there should also be more incentives for them to produce energy-efficient and really durable electrical appliances:

“Manufacturers do not design products to last long. Many products, which in the old days could be used for 20 years, nowadays barely last 5 years.” (transition old) (60)

Participants also agreed that responsibility lies with consumers and families as well as manufacturers. It was also suggested that individuals should avoid purchasing energy-guzzling products and they should teach more energy-friendly attitudes to the new generations.

Barriers

Consumers in the focus groups were not highly motivated to reduce their energy consumption by renouncing their need for household appliances.

Low-income consumers in the groups - regardless of their attitude towards the environment – argued that they could not always afford to buy the lower energy level but more expensive products.

Psychological barriers were also apparent during the discussions. Respondents had a general tendency to delegate change to the new generations, as if they felt unable to change themselves. The strong wish in some respondents for eco-efficient education for children was summed up well by this statement:

“Children should learn these things at school too. Everything starts from there. It is highly important to make them learn these things at an early age.”(transition old) (40)

Opportunities

People were glad to save energy by using less energy-wasting products, especially if future gains outweighed the initial extra cost. In other words, those were willing to do so, who could afford to buy a slightly more expensive product with less energy consumption. Since people cannot easily think in long-term benefits, there is a certain psychological limit to the extra cost they are willing to pay for a product with better energy consumption.

5.Theme C: Travel and Fuel Consumption

5.1. Key words, overview

Without question, travelling by car was perceived by respondents as the optimal method of transportation for meeting their different needs. Consequently, for the majority it was the default option with little consideration given to using other modes of transport. Cars:

- offered personal comfort and **individualism**
- were considered to be the most **convenient** form of transport, with the quality of the travel experience guaranteed;
- provided complete **flexibility** for the journey;
- could be put to **immediate** use.

Perceptions of travelling by car were highly positive, while – in stark contrast – there was a pervading negative image of the alternative public transport options. Indeed, the majority of respondents displayed a stubborn resistance to using public transport. Respondents perceived the costs of using a car as a necessary bad thing; something that they felt had to be accepted if one wished to maintain a certain level of comfort of travelling. Convenience and flexibility clearly outweighed the cost.

5.2. Key findings

5.2.1. Pros and contras – private car usage

The tables below summarize the main advantages and disadvantages of using a car.

Table 8: Car usage

Advantages	Disadvantages
------------	---------------

Quick	Difficult to park in town
Comfortable	Expensive to park in town
Easy	Environmentally damaging with high carbon emission
Gives freedom	Unsafe (e.g. car accidents)
Flexible	Causes stress

Parking facilities and parking fees were high concerns among the negative aspects of car use. The negative effect on the environment was also recognised by all respondents.

“Well, when I have to go downtown, or if I know that the parking fees are too high in the area where I want to park, then I consider not using my car.” (transition young)(68)

5.2.2. Alternative methods of transport

Table 9: Public transport

Advantages	Disadvantages
Less environmentally damaging than cars	Slower than travelling by car
Gives the user a good feeling for trying to contribute to saving the environment	Uncomfortable: too crowded, smelly, not clean
No parking fees	Too expensive
No hassle finding a parking place	Sometimes unsafe

As mentioned above, public transport was seen rather negatively.

“Public transport would be more appealing to the public only if it was quicker, cleaner, and more comfortable.” (transition old) (71)

The advantages did not necessarily outweigh its considerable disadvantages according to some of the participants in the groups. The main disadvantages related to personal discomfort, such as unpleasant smells, noises, overcrowded vehicles etc..

“BKV (Budapest Public Transportation Company) is horrible. It is smelly, crowded, people pushing each other around. Moreover, you have to smell other people’s armpits.” (stable young) (43)

Cycling was frequently mentioned as a preferred option by participants, but those who cycled regularly were a minority. In terms of making a whole journey, the majority considered both cycling and walking as modes of transport for leisure and recreation and for keeping healthy. Cycling was not seen by the vast majority as a possible alternative for cars. For instance, many people said that there are not enough bicycle routes.

“I only cycle for fun.” (stable young) (79)

“There are not enough bike routes and if you cycle you will be run over by a car in no time.” (stable young) (80)

“There are not enough bicycle routes. I cycle for a while, then the bicycle route ends, and I just stand there trying to figure out how to go on from there, because among the cars it is really perilous.” (transition young) (37)

Those who cycled argued that cycling is healthy and saves money for the cyclist.

“I strictly go by bicycle if I do not need to go far. I only go by car if it is really important, even though I have a low petrol consuming car. Still I do not use my car everywhere, because I am a (money) saver. “(transition old) (77)

“It is perfect to go to work by bicycle, especially if the weather is good. Quicker than walking, cheaper than car or public transport, and I lose some weight too if I cycle.”(stable young) (78).

Some people even mentioned that it is embarrassing for men of higher status to ride a bike in town.

5.2.3. Openness toward changing the mode of transport

A considerable section of the respondents used cars for all types of travelling and they were not particularly open to changing this practice. These excessive car users used their car for every type of transportation, for all purposes. They explained their behaviour through the following reasons:

- their work and everyday routine did not allow them to use other means of transport;
- public transport was not efficient and is inconvenient;
- public transport is expensive;
- car usage was more cost-effective than public transport if more people wanted to travel longer distances (i.e. more people are sitting in one car);
- many people did not have easily accessible public transportation locations near their homes and workplaces;
- cars were more comfortable than using any other type of transport;
- travelling by car is still the quickest way to get around between different places
- there are currently not enough bicycle routes.

Those who used the car a lot cited plenty of rational and emotional reasons why they insisted on using their cars. They could not see a possible change to their behaviour in the near future unless public transport became much more modern and convenient: *“if it was as effective as in Japan”*.

"In my situation, I simply cannot use anything other than a car. Sometimes because of time pressures, then because the boot is full of staff all the time, etc etc. Getting around cannot be done any other way."(transition old) (42)

"I just acknowledge that I am polluting the environment by using my car, but I cannot do anything against it at the moment." (transition young) (70)

There were a small minority of participants who were low-use car drivers. This subgroup used their cars less often than other participants, either because they did not travel as much in general, or because they were willing to use public transport too. Low car users did not consider other modes of transportation as bad as excessive car users did.

This group focused more on the advantages of not using a car (e.g. healthier lifestyle, environmentally reasons, cheaper solution than a car in some cases). In these subgroups, people were more open to changes and had already changed their travelling habits recently in order to save money on fuel or to become more environmentally conscious of their travel options. They were aware for instance of the extensive contributions of CO₂ emissions to the climate, and they wanted to see themselves doing something positive in this regard. These respondents had started to opt for a bicycle more often, especially for short distances. Others reported that they had tried to do Park + Ride sometimes. Some others occasionally used public transport for shorter distances at times where they were not in a hurry:

"I never come into the city by car. Only when I have to travel further afterwards. But I usually try to avoid using a car in the city. It is difficult to find a parking place there." (transition young) (41)

"I came here today by bus. I have a monthly pass, I was not in a hurry, then why take the car for such a short distance." (stable young) (44)

Many respondents argued that they would **consider adopting a new mode of transport** if there was a big rise in fuel prices, or a decrease in public transport fees and an improvement in the quality of service:

„If public transport was cheaper, I would consider using it more. But it should be cheaper not just because the price of petrol goes up to 500 Forints per litre.” (stable young)(21)

- Group members from the rest of the country outside the capital mentioned that they would welcome an adjustment in bus time tables to fit school starting times and other transport connections.
- Consumers also mentioned that comfortable, cheap and safe parking facilities nearby underground stations (P+R) would help them consider using combined transportation to work. Park and Ride, running in tandem with an associated car journey was a more desirable option than sole underground/bus use. In this situation the negative elements of bus/underground usage were substantially diminished by the shortness of the journey. Probably once experienced, good Park and Ride facilities can and do promote continued usage, especially where safe, cheap and secure parking is available.
- The availability of hybrid cars could be a motivational factor for changing the type of vehicle used in principle, especially if these cars would be affordable for participants. Those who mentioned existing hybrid cars (only in the transition young group) named Lexus as a brand offering hybrid vehicles. However no-one in the groups had considered buying a hybrid Lexus yet, because of its perceived price:

“I say obviously manufacturers are responsible. This refers especially to cars, because there could have been water- or electricity-fuelled cars on the market for a

long time, but car manufacturers make it impossible. Petrol has to be used up by cars. We only buy what they offer.” (stable old) (22)

5.2.4. Perceived environmental issues related to car use

Everyone was aware of the negative effect of cars on the environment and they knew that petrol contributed to CO₂ emission. However, some were unwilling to think about this in depth. Car users were very good at justifying themselves and avoiding real responsibility (*“the world is so polluted anyway”, “I can only travel by car for plenty of reasons”*).

When respondents were asked to envision an alternative mode of transport instead of cars in the future, many imagined more widespread use of electric cars.

5.2.5. Idea of regulated private car use

The idea of introducing ‘No entry’ areas downtown appealed to a lot of participants. In addition, severe punishment was suggested for those who broke the no entry rules.

Another idea was to punish the owners of fuel-guzzling cars and of cars with higher energy use. This idea divided respondents. Some believed that the car tax planned in Hungary that would be based on engine size would affect the most powerful cars, which they welcomed. But there was another subgroup that rejected this idea.

The idea to introduce fees for those who travel above a certain limit per month/year was received negatively. Respondents believed it would be unfair for those who used their car in the course of their work and for those who *“travel longer distances to work”*.

Consumers in the Budapest group suggested an independent ministry to be in control of these car use regulations.

5.3. Conclusion

Most of the heavy car users said they could not possibly change their car use habits or they did not feel encouraged enough to do so as there were no appealing alternatives. Answers showed that beyond the technical barriers (e.g. no bus stop near the house, no proper connection between lines and services, too heavy packages to carry around), the psychological barriers to choosing other types of transportation are a major issue amongst consumers.

6. Theme D: Wider Issues

6.1. Key words, overview

Respondents did not have extensive knowledge about energy consumption issues and they felt they needed more facts.

The majority of people welcomed the government-related incentives for making homes energy efficient, but had doubts about the actual chance of obtaining these grants themselves. In addition, the amount of financial aid was seen as being currently too small.

6.2. Key findings

6.2.1. Perceived level of knowledge and means of gaining information

Consumers believed that they did not have extensive knowledge about energy. Only when someone moved house or wanted to invest in his home or had had enough of high energy bills did they start to gather detailed information. Everyone welcomed the idea of gaining more information about energy consumption, energy efficient behaviours, and other energy-related issues (including green energy).

Many people said that they learnt about energy through word of mouth, newspapers, magazines, the internet and TV.

6.2.2. Government initiatives

Spontaneous recall

Many respondents spontaneously mentioned the Panel Programme. It was the most widely known of the three types of government initiatives which were pro-

posed. The majority had heard about the National Energy Saving Programme too, but had hardly encountered the Energy Labelling of Homes.

Evaluation

The Panel Programme had a generally positive reception: the fact that the government funds eco-efficient projects was appealing for respondents. The problem, however, lay in the amount of the aid. The majority believed that the amount of support was too small, and that many people could be unable to take part in a project like this because they would not be able to raise the missing amount.

“If a tenant sees that OK he gets 550 000 HUF, but the whole job will cost 1,5 million, where on earth will he get the remaining 1 million? (transition young)(24)

Concerning the Energy Saving Programme, many people believed that having home improvements done by tradesmen who did not give invoices would be more cost effective than doing the improvements in a formal way (with invoices).

“When I was making calculations about how much I would save if I received the 500 000 HUF from the government, but had everything done with invoices (paying the official amount for all jobs) I realised that it is unnecessary to apply for it, because I save more than 500 000 HUF if I have it all done in the black economy, without invoices.” (transition young) (23)

“It is very expensive to insulate homes and governmental support is very little, what’s more, the government does not urge this. You can hand in an application but you have to invest lots of money. You have to pay the whole amount yourself and then you hand in the application and you may get 30% back, or you may not. More likely not, because they will say it turned out that there is no money for it.” (stable young) (34)

Many consumers believed that the problem was rooted not in the lack of motivation of tenants, but in their financial condition, i.e. many people could not afford to

pay their part in such a project. At the same time, some groups expressed suspicion towards government aims:

“District heating is the greatest business, that’s where they can rip people off the best.” (stable young)(32)

“From the government’s point of view, saving is no business. Many years ago when they had just started the panel insulations, experts said on telly that if all the homes in the country were to be insulated within a year, the energy suppliers would go bankrupt.”(stable young) (33)

The Energy Labelling of Homes scheme was seen as an unnecessary provision and only another means of getting money from citizens. Tenants thought that many people could not afford to improve their homes to get into a higher energy label category. Others argued that they would not be interested in an energy label when buying a new home, either because they planned to replace devices after moving in, or because they could not find homes with a better energy label on the market for the price anyway. Therefore they found it irrelevant and useless. The pessimism of consumers (or their being realistic) was reflected in their belief that many homes would get low-category energy labels.

A governmental Informational Campaign about projects of energy-efficiency would not be credible for consumers according to some participants, as they do not trust the government very much.

“This (home energy rating) is stupid. Lots of people do not have the money to make the improvements to their homes which would put them in a higher energy-efficiency category ...than what is it for?”

(transition old) (72)

“I only see the point of this energy rating in case of new flats, otherwise there is no sense in it. It is just another rip-off.” (stable young) (73)

6.2.3. Sources of information for reaching the target group

According to respondents, the most preferred information sources in the future would be:

- Media (especially TV);
- Scientists' reports for citizens;
- Opinion of friends, family and acquaintances who had tried out a certain new energy-efficient device.

Participants would need easy to understand and reliable information sources such as researchers or sales staff, independently of the medium. Participants also believed in education and expected schools to teach energy-related topics for students:

“Direct marketing is needed. People should be clearly told what and how to do regarding energy consumption.”(transition young) (25)

“We have been thinking about buying a dish-washer for ages. We have asked several people’s opinion on the topic, but we still cannot decide which is more cost-effective: a dish-washer or traditional sink use.” (transition young)(26)

“It is best not to think about what is behind energy. But we have talked about the need for a new generation who would be much more energy-conscious and would use more energy-efficient solutions. I did not learn to unplug everything when I was a child. But a new generation should grow up with naturally energy-conscious attitudes and behaviours.” (transition young)(27)

“A credible person outside the world of politics should talk about energy issues in the media. He should create a little bit of panic in the minds of people by telling them about the possible outcomes say 20 years from now, once reserves have run out, if people do not adopt more energy-efficient behaviours.” (stable young)

(28)

“Exhibitors and distributors can also educate people for example in the case of solar collectors.” (transition old) (29)

Regarding the Panel Programme and the Energy Saving Programme, many people believed that the authorised condominium representative (in blocks of flats or housing estates) should know every detail about the Programme and s/he should be the one who explained it properly to tenants.

Overall conclusions – Summary and Windows of opportunities

6.3. Executive summary

- The characteristics of general **domestic energy use** from the focus group discussions can be grouped around three determining factors: financial and physical conditions of households, comfort, habits and costs.
- Overall domestic energy use showed that the majority of consumers were **motivated to use less energy** if it enabled them to cut costs on utility bills, and especially **if they did not have to give up** many other needs (such as comfort or convenience) in parallel.
- General **heating** habits were characterised by two main needs: to have relative warmth in the homes, and to use as little energy as possible.
- Heating – as one of the main energy consuming fields in overall domestic energy use – was considered to be very **expensive**. Most of the respondents had implemented some **changes** in their habits of heating in recent years.
 - Some of the respondents had already **changed heating devices** or insulated their houses, because they were willing to invest money to save on energy and therefore on subsequent bills.
 - Other respondents, who had lower incomes, no matter how interested they were in saving energy, were only willing to introduce some **changes in habits** in order to save money.
- Use of **electricity and household appliances** within households satisfied **several needs**: cultural and social needs; status; entertainment; comfort and cutting costs. These needs can compete with each other, and it is **not easy to satisfy** all of them at the same time.
- The majority of participants thought that their electricity use and their **bills were high**, but they still felt a **powerful need** to have certain electrical goods in their households. The general tendency revealed was that consumers **first satisfied their consuming needs** by buying/using certain electrical devices, and only secondly did they consider the amount of energy these devices use.

When the household could not reduce the number of appliances (because consuming needs won out over energy considerations), they tried to reduce their electricity consumption by **changes in habit** such as switching appliances off and using devices with lower energy consumption.

- The **knowledge** about the level of energy consumption of household appliances was **fair**.
- There were **negative attitudes towards energy-inefficient appliances** such as air-conditioners and electric ovens.
- The **energy labelling** system was **known** and **liked** by the vast majority of the participants. Fridges and washing machines were the most commonly purchased products with an 'A' energy label.
- Consumers were aware of **microgeneration** technology, although there was **no one** in the groups who had personally **installed** such a system as yet. **Solar** energy was the most favoured renewable source, and it had the highest motivating power for household use.
- **Wind mills** and wind power were also seen positively but were perceived as **unattainable for personal use** because of their supposed price.
- Other technologies like thermo power and ground heat pumps were less known and less motivating choices for private utilisation.
- **Car use** habits seemed to be the most **unchangeable and persistent** of all the forms of energy usage among consumers.
- The majority of the participants in the groups had cars and had **insisted on using** them frequently, arguing that travelling by car was the **most convenient** and comfortable mode of transport. **Public transport**, on the other hand, was regarded **negatively**. Respondents perceived it as **inconvenient, inefficient and too expensive** for one-off journeys.
- Participants who already liked riding a bike welcomed the possibilities for **more bicycle routes** to increase their bicycle use.
- The only possible opportunity to change the habits of car use would be a major **improvement in the quality of public transport according to many participants**, and the introduction of **new regulations for car owners**. Al-

though these might be seen negatively by many people, they have the potential to **facilitate a shift** to more frequent use of other modes of transport.

- **Attitudes towards government initiatives** were **ambivalent**. The **idea** that the government offered aid for more energy-efficient homes was in itself **welcomed**. But the **amount of money** that the government currently offered was seen as **too little** and out of reach for the mainstream.
- There was a **negative attitude** towards the **Energy Labelling of Homes** ('lakcímke': Energy Efficiency of Buildings) provision. There was not enough knowledge about it and people projected many ideas onto it, e.g. that the only purpose it served was drawing money out of people's pockets by collecting the fee for the inspection.
- The most effective **source of information on energy** could be the media. People were interested in TV programmes, internet sites and newspapers regarding energy.
- Another preferred source was **personal channels** such as fitters, authorised condominium representatives, and shop assistants.
- People also expected schools to **educate the new generations** about energy issues.
- Respondents' opinions clearly indicated that the shift to a **sustainable society** was **important** in people's minds. In order to move in that direction, political cooperation was seen as essential. It was felt that to achieve an environmentally sustainable society, the government needed introduce more **regulations**; businesses should be more motivated to **produce environmentally friendly** products; and consumers should have more environmentally **conscious attitudes**. It was felt by participants that in order to achieve these goals, businesses and individuals needed to be given more incentives to alter their old habits but would also have to begin **accepting responsibility** for making some of their own changes as well.

6.4. Conclusions regarding the six kinds of barriers

Cultural-normative and social barriers

We detected in the groups signs of suspicion towards new products or developments and undervaluing results. There were several examples in the groups where respondents highlighted the negative features of a new technology or product related to energy. For example, many respondents had tried out energy-saving bulbs, but they mentioned several negative aspects of them instead of focusing on their advantages.

Another cultural-normative barrier was the experience and belief of respondents that keeping away from invoices is still a more cost-effective practice than routes involving invoices when it came to any type of investment including house improvements. The roots of this attitude are two-fold: first, during the decades of socialism the usage of common goods for personal needs was an everyday habit of people in Hungary. It also appeared as the so called “kaláka” when small groups of people helped each other eg. building their houses “free of charge”, using these common goods.

We did not detect very strong social barriers in general energy use, but there were two areas where they were still significant. The area of the purchase of household appliances revealed some barriers to forming more energy-efficient habits, and car usage displayed the strongest social barrier. Using public transportation and cycling instead of travelling by car were linked to lower social status in Hungary.

Physical and structural barriers

Respondents who lived in blocks of flats and did not have adjustable central heating had a great barrier arising from their physical conditions. The responsibility to overcome this barrier was seen to lie with political authorities and energy suppliers.

The purchase of energy-inefficient products was also partly blamed on businesses and on the lack of regulations.

In case of mobility, the main structural barriers were the lack of bicycle routes and the lack of easily accessible public transportation locations near people's homes and workplaces.

Knowledge barriers

Knowledge barriers were of medium strength. Respondents needed more relevant information about energy.

Many consumers mentioned that they could not compare energy consumption within given time intervals as they had no way to measure it. Therefore they would need energy measurement devices in their households (e.g. smart meters).

Some respondents claimed that they did not see that they were saving money by installing more energy-efficient appliances. Some people were neither well-informed enough nor sufficiently involved and motivated to change their energy usage habits, because they were not familiar with the possible solutions and did not see its substantial financial benefit.

Another knowledge barrier was the lack of detailed information on how much household energy use contributes to general CO₂ emission as well as about new technologies. People would have welcomed more 'shocking' data on the topic from scientists.

Individual/psychological barriers

Many respondents explained their energy behaviour by the force of habits and upbringing. Some participants believed that older and inflexible people are impossible to change, because they would do nothing to achieve energy efficiency goals, especially if these goals require financial investments.

Another individual barrier was the level of responsibility people were prepared to take on. Many participants still delegated the responsibility of change to others, namely to new generations, and many simply acquitted themselves of having to make personal changes.

A few people thought that repetitive behaviours – such as switching off appliances – were a hassle and caused discomfort, so they were not worth doing

Economic barriers

Consumers' financial situation was one of the greatest barriers. Many respondents who considered themselves motivated for energy reduction had no proper financial conditions to install new heating systems or energy-efficient devices in their homes for instance. The installation of microgeneration devices was also evaluated very expensive for the mainstream. The same problem appears concerning buying fuel efficient or hybrid cars and even for energy efficient household goods: high initial investment is not affordable for many people; higher running costs (electricity, gas, water, fuel) are easier to finance and less visible in bank accounts as well. **Buying less energy efficient household goods is also supported by relatively low – but quickly increasing – energy prices.**

Political barriers

It was believed that the main energy suppliers are not motivated to help people to have a real choice of switching to more efficient energy use.

Also, households were seen as having only limited freedom to participate in the Panel Programme and the Energy Saving Programme.

Many consumers also believed that the Hungarian Government does not promote initiatives for individuals or housing estates to encourage them to switch to green energy sources.

Kommentar [A3]: I'm wondering if we should delete this – after all as a proportion of disposable income energy prices are significant given factors like high taxation and low energy efficiency of buildings. Eg 3CSEP has recently reported o At least 1.5 million Hungarians declare that they are suffering from fuel poverty. 15% of the Hungarian population state that they are unable to heat their homes to the required level, which is the sixth largest proportion in Europe. Hungary also has Europe's highest share of customers chronically in arrears with their utility bills, at 18% of all households.

6.5. Windows of opportunities and suggestions

Spontaneous opportunities for changing the energy behaviours are situations when there are changes in the household structure, when people move home, when children move out and parents stay alone in the house. People often use these situations to improve the eco-efficiency of their homes.

Situations that are created by political authorities and businesses were also relevant for consumers. There was a positive attitude towards energy-efficient appliances and the majority would like to see a wider supply of these products on the market. Many of the respondents were aware of renewable energy sources, especially solar collectors, and this could encourage personal change.

Respondents were generally motivated to cut costs on energy bills, and were thus relatively **open to making changes** in their energy usage practices. Many said that they would be willing to change further if they could really see the positive effects of their new habits.

The reception towards **regulations and stimuli** introduced by the government was not entirely positive, but they do represent some kind of an opportunity. On the one hand, respondents wanted the government to help citizens and to support environmental issues, and according to these individuals, consumers would welcome more regulations in the area. On the other hand, when they have to evaluate a certain provision, people are often inclined to reject it. Many respondents believed that the government's help is more effective if it is confined to initiatives than if it includes punishments. Others, however, believed that only punishments and regulations can achieve the goal of behaviour changes. Nonetheless, the governments' initiatives have to continue to make respondents feel that the responsibility lies with everyone.

7. Appendix

7.1. Screener questionnaire (in Hungarian)

dátum:	kérdező:	A kéreztett részt vesz-e a csoportban?	Igen	Nem
A válaszadás önkéntes!		Szűrőkérdőív a "Barenergy" című fókuszcsoporthoz	(msz.:)
A beszerzett pontos neve:				
A beszerzett pontos születési dátuma:				
A beszerzett mobiltelefon-száma:				
A beszerzett vezetékess telefonszáma:				
Jó napot kívánok! vagyok, a Szonda Ipsos piackutató cég munkatársa. Jelenleg kutatást végzünk arról, hogyan látnak az emberek bizonyos társadalmi kérdéseket Magyarországon. A jelen kutatásban olyan és hasonló emberek véleményére vagyunk kíváncsiak, mint Ön. Tehát mi adott típusú embereket keresünk, ezért engedje meg, hogy feltegyek néhány kérdést.				
1. Megmondaná kérem, hogy mióta él ön[az adott településen]?				
1. kevesebb, mint 10 éve KÖSZÖNJ EL!				
2. 10 éve, vagy régebb óta				
3. az adott városban dolgozik, de nem ott él, hanem egy környékbeli településen, ami legalább 10 km-re van 2 FŐ A MOBIL CSOPORTOKON				
figyeld a kvótát! A mobil csoportokon 2 fő ingázó!				
2. Mióta él ön a jelenlegi házában/lakásában?				
1. kevesebb, mint 2 éve →'MOBIL' CSOPORT LEHET				
2. 2-9 éve →'MOBIL' CSOPORT LEHET				
2. 10 éve, vagy régebb óta →'STABIL' CSOPORT LEHET				
3. Tervezi-e, hogy a következő 2 évben elköltözik?				
1. igen, tervezi →'MOBIL' CSOPORT LEHET				
2. Nem, nem tervezi				
Figyeld a kvótát! csak az kerülhet a 'stabil' csoportba, aki legalább 10 éve ugyanabban a lakásban/házban lakik, és nem is tervezi, hogy elköltözik				
4. Végzett (végeztett)-e valamilyen alapvető átalakítást a mostani házában / lakásában az elmúlt időszakban, vagy tervez-e ilyenent?				
1. nem volt átalakítás, és nem is tervezem a következő 2 évre →'STABIL' CSOPORT				
2. nem volt átalakítás, de tervezem a következő 2 évre →'MOBIL' CSOPORT				
3. most zajlik átalakítás →'MOBIL' CSOPORT				
4. igen, volt átalakítás az elmúlt 10 éven belül →'MOBIL' CSOPORT				
Figyeld a kvótát! csak az kerülhet a 'stabil' csoportba, aki nem végzett átalakítást, és nem is tervezi!				
5. Megmondaná kérem, hogy részt vett-e Ön vagy közeli családtagja kvalitatív piackutatásban (csoportos beszélgetésen vagy mélyinterjún) az elmúlt 6 hónapon belül?				
1. igen FEJEZD BE A KÉRDEZÉST!				
2. nem				

6. Megmondaná kérem, hogy magyar állampolgár-e Ön? 1. igen 2. nem FEJEZD BE A KÉRDEZÉST!	
7. Dolgozik-e Ön vagy valamely rokona, közeli ismerőse az alábbi területek valamelyikén? OLVASD FEL A LEHETSÉGES VÁLASZOKAT!	
1. Marketing	5. Hirdetés/reklám/public relations
2. Közvélemény-kutatás	6. Politikai szervezet
3. Nyomtatott, vagy sugárzott média: újságok, rádió, tv	7. Kormány vagy önkormányzat
4. Szakszervezet, civil szervezet	8. Energiaszolgáltató
	9. Egyik sem
HA a kérdezett bármelyik területet említi, nem kerülhet a mintába!	
8. Kérem, mondja meg, mi az Ön foglalkozása? ÍRD IDE:	
1. Pedagógus vagy szociális munkás	MAX. 2 FŐ CSOPORTONKÉNT!
2. Orvos, pszichológus, szociológus (vagy –hallgató)	NEM KERÜLHET A CSOPORTBA!
3. Újságíró	NEM KERÜLHET A CSOPORTBA!
4. Energetikához közeli szakmérnök, vagy Energetikus	NEM KERÜLHET A CSOPORTBA!
9. A kérdezett neme:	1. nő 2. férfi
a csoportokon 50-50% az arány!	
10. Megmondaná kérem, hogy hány éves Ön? Életkor:.....	
1. 25 év alatt	FEJEZD BE A KÉRDEZÉST!
2. 25-45 év közötti	→ 1. ÉS 3. CSOPORT!
3. 46-55 év közötti	→ 2. ÉS 4. CSOPORT FELE!
4. 56-65 év közötti	→ 2. ÉS 4. CSOPORT FELE!
5. 65 év felett	FEJEZD BE A KÉRDEZÉST!
FIGYELD A KVÓTÁT!	
11. Mely jövedelemsávba esik az Ön háztartásában élő legmagasabb fizetésű rendelkező személy bruttó havi jövedelme?	
1. 100.000 Ft, vagy ezalatt (alacsony)	
2. 100.000-250.000 Ft között (átlagos)	
3. 250.000-600.000 Ft közötti (magas)	
4. 600.001 Ft, vagy afeletti	FEJEZD BE A KÉRDEZÉST!
FIGYELD A KVÓTÁT!	
12. Megmondaná kérem, hogy mi az Ön legmagasabb iskolai végzettsége?	
1. befejezett főiskola, egyetem	
2. befejezett szakközépiskola, gimnázium	
3. befejezett szakmunkásképző	
4. általános iskola, egyéb befejezetlen képzés	FEJEZD BE A KÉRDEZÉST!
FIGYELD A KVÓTÁT!	
ha a kérdezett bármelyik foglalkozást említi, nem kerülhet a csoportba!	
13. Megmondaná kérem, hogy dolgozik-e jelenleg?	
1. Aktívan – teljes, vagy részmunkaidőben – dolgozik	7-8 FŐ!
2. Nyugdíjas	1 VAGY 2 FŐ AZ IDŐSEBB CSOPORTOKBAN!
3. Nem dolgozik, de nem munkanélküli (Gyes, Gyed)	1 FŐ!
4. Munkanélküli	KÖSZÖNJ EL
5. Háztartásbeli, vagy egyéb inaktív	KÖSZÖNJ EL!
FIGYELD A KVÓTÁT! írd be a mátrixba!	
HA a kérdezett minden szempontnak megfelel, hívd meg a beszélgetésre!	
hívd fel a figyelmét arra, hogy a személyazonosságának igazolása céljából kérni fogjuk, hogy mutassa fel a személyi igazolványát! A beszélgetés kb. 2 óráig lesz.	
köszönjük!	

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KVÓTA

1. CSOPORT	2. CSOPORT	3. CSOPORT	4. CSOPORT
Budapest	PÁPA	Szekszárd	Szolnok
FIATAL MOBIL	IDŐSEBB MOBIL	FIATAL STABIL	IDŐSEBB STABIL
2009. szeptember 29. kedd 17.00	2009. szeptember 30. szerda 17.00	2009. október 1. csütörtök 17.00	2006. október 2. péntek 15.00
<ul style="list-style-type: none"> • 4 fő alacsony jövedelmű • 4 fő átlagos jövedelmű • 25-45 évesek • Aktívan dolgozik 6 fő • Inaktív, de nem munkanélküli (gyes, gyed) 2 fő 	<ul style="list-style-type: none"> • 4 fő átlagos jövedelmű • 4 fő magas jövedelmű • 46-65 évesek (4 fő 46-55, 4 fő) • Aktívan dolgozik 6 fő • Nyugdíjas 2 fő 	<ul style="list-style-type: none"> • 4 fő alacsony jövedelmű • 4 fő átlagos jövedelmű • 25-45 évesek • Aktívan dolgozik 6 fő • Inaktív, de nem munkanélküli (gyes, gyed) 2 fő 	<ul style="list-style-type: none"> • 4 fő átlagos jövedelmű • 4 fő magas jövedelmű • 46-65 évesek (4 fő 46-55, 4 fő) • Aktívan dolgozik 6 fő • Nyugdíjas 2 fő
<ul style="list-style-type: none"> • MOBIL: • 2 fő nem az adott városban lakik, de ott dolgozik • Költözés: <ul style="list-style-type: none"> ○ 5 fő az elmúlt 2 évben elköltözött korábbi lakcíméről ○ 5 fő tervezi elköltözni a következő 2 évben • Átalakítás: <ul style="list-style-type: none"> ○ 5 fő végzett valamilyen átalakítást a lakhelyén az elmúlt 10 évben, illetve most végez valamilyen átalakítást ○ 5 fő tervez valamilyen átalakítást a lakhelyén 		<ul style="list-style-type: none"> • STABIL: • Mindenki legalább 10 éve lakik ugyanazon településen, ÉS ugyanabban a lakásban/házban • Nem volt semmilyen alapvető átalakítás a lakásán / házán és nem is tervez ilyesmit a következő 2 éven belül 	
<ul style="list-style-type: none"> • 5 férfi és 5 nő minden csoporton • Végzettség (12. Kérdés): <ul style="list-style-type: none"> ○ Egyetem/főiskola (befejezett és befejezetlen)- 3 fő ○ Középiskolai érettségi - 3 fő ○ Szakmunkásképző (befejezett) - 2 fő ○ Általános iskolát mindenki elvégezte • A résztvevők közül <u>senki nem ismerhet senkit.</u> (FŐVÁROSBAN/MEGYEI JOGÚ VÁROSBAN) • A résztvevők közül <u>senki nem lehet közeli rokonságban/barátságban senkivel.</u> • A résztvevők közül <u>senki nem lehet olyan, akinek a beszédében, megjelenésében, viselkedésében valamilyen olyan jellemző van, mely a csoportbeszélgetésre zavaró, gátló befolyással lehet (pl. beszédhibás, vagy hallássérült stb.)</u> 			

7.2. Initiatives to be discussed (in Hungarian)

Panel Program / Panel Plusz Program

Pályázatot nyújthatnak be a társasházak és lakásszövetkezetek saját tulajdonú épületeik, valamint a helyi önkormányzatok saját tulajdonú bérházaik felújítására.

Támogatás igényelhető:

- A nyílászárók energia-megtakarítást eredményező felújítására vagy cseréjére.
- A homlokzatok és födémek hőszigetelésére.
- Az épületgépészeti rendszerek korszerűsítésére, felújítására.
- A megújuló energiafelhasználás növelésére.

Az igényelt állami támogatás mértéke a támogatás szempontjából elismerhető bekerülési költség maximum 1/3-a, de lakásonként legfeljebb 500.000,- Ft lehet.

Nemzeti Energiatakarékosági Program

Összesen 1,5 milliárd forint értékben vissza nem térítendő támogatás és további 15,1 milliárd forint kedvezményes kamatozású hitellehetőség áll rendelkezésre az alábbi célokra:

- Nyílászáró csere / nyílászáró utólagos hőszigetelése
- Fűtés és / vagy használati melegvíz ellátás korszerűsítés
- Utólagos hőszigetelés
- Megújuló energia felhasználás

A vissza nem térítendő támogatás mértéke a beruházási költség legfeljebb 30%-a, de lakásonként legfeljebb 555.000,- Ft.

Lakcímke / épületek energetikai tanúsítása

Az energetikai tanúsítás bevezetése minden tagország számára kötelező. A szabályozás célja, hogy hosszabb távon csökkenjen az épületek energiafogyasztása.

A tanúsítvány arról tájékoztat, hogy az adott épületeknek a műszaki állapota (szigetelése, fűtési rendszere, hőveszteségei) alapján mekkora lesz az éves várható energiafogyasztása. Az energiafogyasztás alapján a tanúsítvány egy skálán energetikai osztályokba sorolja az ingatlanokat. A skála a legkedvezőbb „A+” kategóriától a legkedvezőtlenebb „I” kategóriáig terjed. A „C” kategória az, amelyik éppen megfelel a jogszabályban rögzített energetikai követelményeknek. Bárki elkészítheti otthona energetikai tanúsítványát, de az az új épületek építésekor, valamint a lakás eladásakor, illetve bérbeadásakor lesz csak kötelező. Eladásakor és bérbeadásakor csak 2012. január elsejétől, új épület esetében már 2009. január 1-jétől kell tanúsítványt készíttetni. Üdülők, ideiglenes

létesítmény, műemlék és helyi védelem alatt álló épület esetében nem lesz kötelező a tanúsítvány.

7.3. Original quotes (in Hungarian)

1. *„Minél több munkahelyet kéne teremteni, mert hogyha van munkahely, akkor az emberek jobban élnek, pörög a gazdaság.”*
- 4-2. *„Az ugyan nagyon remek, hogy van egy cég, és van benne ügyvezető, manager, titkárnő, meg minden, csak éppen munkás nincs aki dolgozzon.”*
- 4-3. *„A három gyerekes családokat sokkal jobban kéne támogatni.”*
- 4-4. *„Azért nincs sokkal több szélkerék Magyarországon, mert a nagy energiaszolgáltatók érdekeit sérti.”*
- 4-5. *„Gyerekkorban kell elkezdni, hogy minél korábban beléjük nevelődjön a környezetet óvó megatartás. Jó példát kell mutatni..”*
- 4-6. *„Az unokáinknak is maradjon valami ebből a Földből.”*
- 4-7. *„Azért nem szoktunk fagyoskodni otthon, feltekerem a kapcsolót, hogy jó meleg legyen, de azért arra most már jobban vigyázunk, hogy mikor elmegyünk otthonról letekerjük, hogy fölöslegesen ne menjen.”*
- 4-8. *„Rákkeltőek ezek a lámpák.”*
- 4-9. *„Megnéztem ezt egyszer ott ahol volt ilyen, és valóban egy 20 fokos víz jön vissza. No, de! Egy normális háznál, ahol padlófűtés van például, a visszatérő áramban is 20 fokos a víz. Na, most akkor miről beszélünk? Most minek kell leküldeni egy marha erős szivattyúval a vizet a földre 60 méter mélyre? És ha visszavezetjük, akkor fogyaszt az áramból. Szóval ez nekem gyanús. Ezt nem hiszem el, ezt nem hiszem el. A napkollektorban hiszek.”*
- 4-10. *„Ha a szélkerék több energiát termel, mint amennyit az adott terület hasznosítani tud, azt a többletet az ÉDÁSZ köteles átvenni, és kifizeti a településnek azt a plusz áramtermelést. Ehhez pedig az ÉDÁSZNAK nyilván ellenérdeke fűződik. Ezért nem támogatják Magyarországon.”*
- 4-11. *„Nekem van egy 20 éves hűtőm, tudom, hogy többet fogyaszt, több áramot fizetek, de az a helyzet, hogy inkább hetente leengedem és nem*

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veszek másikat. Nem tudom, miért nem. Még egyenlőre nem, mert megszoktam, hatalmas.”

4-12. „Az én mosógépem is nagyon régi, elromlott a múltkor, de a szerelő mondta, ki ne cseréljem, ez még mindig mosógép, de ha veszi az ember a szuper modern gépeket, azok pár éven belül elromlanak, mert eleve úgy vannak gyártva.”

4-13. „Azért én már 60 évesen nem fogom minden szokásomat megváltoztatni, már nem tudok min változtatni, így is spórolok amin tudok. Nem fogok kevesebb vízben fürödni például, mert így szoktam meg.”

4-14. „Mert ha valami nagyon tetszik, és nagyon akarom, akkor úgyis megveszem, mert tökmindegy, hogy mennyit fogyaszt.”

4-15. „Szégyelltem, hogy nem volt mosogató gépem.”

4-16. „Igaz, hogy a plazma TV rengeteget fogyaszt, tudom én, de akkor is az az élmény amit ad felülmúlhatatlan más TV által.”

4-17. „Na, most nyilván azt gondolom, hogy nagyon sokan vannak természetesen olyan helyzetben, hogy nem tudja megnézni az energiaosztályt, mert látta a hirdetésben, hogy nagyon olcsó a mosógép, és örül, hogy egyáltalán azt meg tudja venni, és nem is nézi, hogy D-s.”

18. „A gyártókat is lehetne ösztökélni, ha energiatakarékos terméket gyárt, akkor kevesebbet adózzon például.”

19. „Az emberek a felelősek, biztos nem a gyártók. Ha nem veszem, akkor hiába gyártja.”

49-20. „Annak idején a háztartási gépek működtek 10 éveket, 20 éveket. Amikor lecseréltük a tévéket, már ott mondta az eladó, pedig neki nem az érdeke, hogy 5 évnél tovább ne is gondolkodjunk, tehát úgy fejlesztik ki a piacot, hogy fogyasztói társadalom: vegyed, dobd ki, vegyed, dobd ki. Tehát a gyártók által véletlenül sincsen semmi környezettudatosságra növelés.”

21. „Ha a tömegközlekedés olcsóbb lenne akkor jobban meggondolnám, hogy használjam-e. De ne úgy legyen olcsóbb, hogy felmegy a benzin ára 500 Ft-ra.”

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22. „*Én azt mondom, egyértelműen a gyártók a felelősek. Ez a gépkocsira abszolút vonatkozik, mert már réges-rég lehetne vízzel hajtott gépjárműveket is forgalmazni, de az autógyárak lehetetlenné teszik. A benzint el kell égetni az autókkal. Mi azt vesszük, amit kínálnak.*”

22-23. „*És amikor azt vettem össze, hogy mennyit spórolok azzal, hogy kapok 500 000 forintot az államtól, és mindent számlára kérek, akkor oda jutottam, hogy feleslegesen pályáznám meg, mert ha feketén csináltatom, számla nélkül, akkor többet spórolok, mintha 500. 000-et kapnék.*”

22-24. „*Ha mondjuk látja a lakó, hogy OK, hogy kap 550 ezer forintot, de az egész 1,5 millióba kerül, ő hogyan szedje össze azt az egy milliót.*”

22-25. „*Direkt marketing kellene. Egyértelműen meg kéne mondani az embereknek, hogy mit hogyan kell csinálni az energia gazdálkodással kapcsolatban*

22-26. „*Mi már régóta gondolkodunk azon, hogy vegyünk-e mosogatógépet, és már megkérdeztünk sok embert, még mindig nem sikerült rájönni, hogy mi éri meg jobban anyagilag a mosogatógép, vagy a sima mosogató.*”

22-27. „*Akkor jó, hogyha nem is gondolkozunk az energián. De amiről már sokszor beszéltünk, hogy egy olyan generációnak kellene felnőnie, aki tudatos módon energiatakarékosan él már. Mert én még nem úgy szocializálódtam, hogy kihúzogatók mindent, meg mit tudom én. Hanem úgy nőne fel egy társadalom, hogy neki ez teljesen természetes lenne. A környezetvédő, takarékos, energiafelhasználás, és nem kell ezen gondolkozni.*”

22-28. „*Egy politikai mentes, hiteles embernek kellene beszélni a médiában erről, kis pánikot kelteni az emberek agyában, hogy mi lesz 20 év múlva, ha kifognak a készletek.*”

22-29. „*A kiállítók, és forgalmazók is terjeszthetik a tudást például a napkollektor esetében.*”

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[22-30.](#) „*Én nem látom, hogy kisebb lenne a villanyszámlám amióta ezeket az energia takarékos dolgokat használok. Bát ki tudja, lehet, hogy más dolgokkal meg többet fogyasztok.*”

[22-31.](#) „*Az a gond, hogy én a saját lakásomban nem tudom pontosan megmondani, hogy mi mennyit fogyaszt, és nem kapok olyan eszközt sem, amit bedugok valahova és mérem az energiafogyasztást. Nincs egyértelmű lehetőségem, hogy különbséget tudjak tenni. Ugyanígy nincs lehetőségem arra sem, hogy konkrétan meg tudjam mérni, előtte-utána mennyi volt az éves vagy havi gázfogyasztásom.*”

[22-32.](#) „*A távhő a legnagyobb biznisz, azzal tudják legjobban lehúzni az embereket.*”

[22-33.](#) „*A kormányzati szempontból nem üzlet a takarékoság. Évekkel ezelőtt, mikor még csak elkezdődött a panel szigetelés, volt egy tévé beszélgetés, azt mondták a szakemberek, ha egy éven belül az ország összes házáat leszigetelnék, tönkremennének a távfűtő művek.*”

[22-34.](#) „*Ahhoz, hogy az ember kiépítse, sokba kerül és nagyon kevés támogatást adnak rá és az állam nem is szorgalmazza. Pályázni lehet, de be kell fektetni, nem úgy adnak támogatást, hogy szeretnék ilyet és 30%-ot fizetek be, hanem kifizetem az egészet, benyújtom a pályázatot és vagy kapok valamennyit vagy nem. Inkább nem, mert aztán azt mondják még sincs rá pénz.*”

[22-35.](#) „*Elhatároztam, hogy ablakot, és ajtót, teljes nyílászárót cserélünk. És mivel ki tudtam számítani, hogy ebből mennyi volt a tiszta megtakarításom, ezt úgy csináltam, hogy egy nyáron történt a csere, és egy fél éves fűtést vettem alapul, és a fél éves fűtésen nyertem 18 000 Ft-ot, és ez csak a gáz.*”

[22-36.](#) „*Energia megtakarítási program van. N: AZ van a panelban, hogy cserélje ki mindenki az ablakait, és akkor nem megy ki a meleg, és akkor ennyi. F: Tényleg nem megy ki.*”

[22-37.](#) „*Valaki nyert egy csomó pénzt. Az egész épület teteje tele van napkollektorokkal.*”

- [22.38.](#) „Mi vettünk egy Whirlpool mosógépet 100 ezerért 5 évvel ezelőtt. Nekünk bevált, nem fizetek olyan sok vizet mint előtte.“
- [22.39.](#) „Én mániákus villanykapcsolgató vagyok. A gyerekek után is mindig megyek, és lekapcsolgatom a villanyt.“
- [22.40.](#) „Az iskolában is kell ilyet tanulniuk. Minden ott kezdődik. Nagyon fontos, hogy korán megtanulják ezeket.“
- [22.41.](#) „Én a belvárosba semmiképp nem jövök kocsival, tehát kizárólag, hogyha menni kell tovább utána valahova, de próbálom elkerülni. Nehéz parkolót találni a belvárosban.“
- [22.42.](#) „Például az én helyzetemben én nem tudnám másként megoldani egyszer az idő miatt, akkor a csomagtartó állandóan tele van. Satöbbi, satöbbi. Ezt nem lehet másként megoldani.“
- [22.43.](#) „A BKV szörnyű. Bűdös van, lökdösnek, tolakodás van. És még a mások hónaalját is szagolhatod.“
- [22.44.](#) „Én most is busszal jöttem ide. Van bérletem, nem kellett sietnem, akkor meg minek üljek autóba ilyen roved távolságra.“
- [22.45.](#) „Attól függetlenül, hogy sporolni igyekszünk, azért minden elektromos árammal megy. Már nem is tudok belegondolni, mert akkor ha nem lenne áram, mit csinálnánk?“
- [22.46.](#) „Nekünk van. Fokozatosan mindet lecseréltük. De én nem látom a villanyszámlán, egyre többet fizetünk, lehet, hogy azért, mert azóta vetünk több mindent, ami fogyaszt.“
- [22.47.](#) „Fürdőben, wc-ben hagyományos van, mert ott nem órákat tölt az ember, felkapcsolom, mire kivilágosodna, már nem kell, meg ezeket nem is jó sűrűn kapcsolgatni.“
- [22.48.](#) „A+-os mosógép van másfél éve, az energia takarékosabb. Kimondottan ilyet akartam venni, bementem és azt mondtam, ilyet szeretnék, ami kevés áramot fogyaszt. Drágábbak ezek a gépek, de azt mondom, az a tízezer Ft megéri.“
- [22.49.](#) „Nálunk magas a villanyszámla-. Éjjel-nappal megy a számítógép, a tévé az egyik szobába mosogatógép, akkor a mosógép, ugye azért az

ember tisztálkodni próbál. Muszáj. A vízfogyasztás. Ugye az, horribilis. Most már ugyan van energiatakarékos gépekünk is, de hát semmilyen formában nem vettem észre, hogy otthon kevesebb az energia, illetve az energia fogyasztás. Hanem több.”

22-50. *“A szokásaimat én sem tudom levétközni, hogy annyira megszokott, hogy azt csinálom, amit eddig is csináltam, tehát, hogy 29 év alatt nem változtattam rajta, akkor már a későbbiekben sem fogok, és akkor inkább fejlesztek.”*

22-51. *“Mi kicseréltük a nyílászárókat az egész lakásban... figyelünk arra, hogy kikapcsoljuk a fűtést ha elmegyünk otthonról, kapcsolgatjuk a villanyokat. Próbálunk mindenben spórolni.”*

22-52. *“Nálunk sokat nem tudunk tenni, maximum annyit, hogy jobban odafigyelünk, hogy ne használjuk fölöslegesen az áramot. Én például újabban már a konnektorból is kihúzom a TV zsinórját estenként.”*

22-53. *“Hát én nem is tudom, most már nehéz változtatni. Megszoktuk, hogy minden működik. Meg nem is hiszem, hogy az takarékosabb, ha lekapcsolom például a boiler, szerintem ugyanaz jön ki a számlán, ha tekergetem fel-le mintha hagyom egy állandó hőfokon.”*

22-54. *“Olcsóbb mint a hagyományos energia források, környezetkímélő és egészségesebb is. Nem bocsát ki annyi szennyező anyagot.”*

22-55. *“Ellene inkább az ára szól, tehát a bekerülési költsége, hogy nehezen megvalósítható. Sokba kerül, mondjuk egy családi háznál az, hogy én csináljam az áramot, vagy a meleg vizet.”*

22-56. *“El kéne nekik magyarázni az embereknek, hogy megértsék. Ha látják, hogy az a pénztárcájukat is érinti, akkor nyitottabbak lesznek rá.”*

22-57. *“Szerintem az emberek mentalitásánál kezdődik, az egyénnél. Szerintem ha az anyagi helyzet javulna, akkor valamennyire a hozzáállás is javulna.”*

22-58. *“A kormány is jobban motiválhatná például a megújuló energiára való áttérést.”*

- [22-59.](#) *“Már gyerekkorban kellene elkezdenia nevelést, hogy az új generáció már úgy nőjön fel, hogy takarékos, környezettudatos és egészséges életmódra van nevelve.”*
- [22-60.](#) *“A gyártók sem terveznek ma már hosszú távra szóló termékeket. Sok termék ami anno 20 évig jó volt, ma 5 év alatt tönkremegy. “*
- [22-61.](#) *“Vettem egy drága festéket, amiből 30000 Ft 5 liter, abból két rétegben fel kell kenni a festéket és az 5 cm szigetelésnek felel meg. Megcsinálhatod akár kívülről vagy belülről is a házon. Jó drága volt, de most meleg van, és nem kell annyit fűteni, hogy ugyanolyan meleg legyen mint korábban.”*
- [22-62.](#) *“Nálunk az van, hogy nem engedem a termosztátot feltekerni 20 fok fölé. Aki fázik húzzon pulóvert.”*
- [22-63.](#) *“A számítógép az kell, a munkámhoz is, a gyerek is használja. A TV is sokat megy, de hát az meg az asszonynak kell. A gyerekeknek is van saját TV-jük. Azért próbálunk azon spórolni, hogy oltogatjuk a lámpákat, meg nem hagyjuk mindent standby-on.”*
- [22-64.](#) *“Na elektromos sütőt biztos nem veszek soha. Az aztán az energia vampír.”*
- [22-65.](#) *“Nekem ugyan minden nyáron megfordul a fejemben, hogy be kéne szerelni a klímát otthon, de aztán leteszek róla, mert nagyon nagy fogyasztó, túl drága üzemeltetni.... Ki kellene már találni egy energia takarékosabb légkondit a fejlesztőknek.”*
- [22-66.](#) *“Mi tervezzük, hogy felszerelünk napkollektort, csak egyelőre nincs rá pénzünk. De majd 5 év múlva, ha visszafizettük az összes kölcsönünket, akkor tervezzük, hogy lesz napkollektorunk.*
- [22-67.](#) *“Jó érzést is ad a napkollektor a használójának. Olyan más, közelbb áll a természethez mint a hagyományos energia források.”*
- [22-68.](#) *“Hát, ha én a belvárosba megyek, akkor vagy ha tudom, hogy ilyen parkoló díjam van, akkor igyekeznék autó nélkül menni, de nálam az komoly probléma, hogy ha lerakom az autót, akkor nem tudom hova lerakni sokszor, vagy sokat kell legyalogolni, vagy ott is drága.”*

[22-69.](#) „Nincs elég bicikli út sem, tehát egy darabig eljövök, és vége a bicikliútnak, és akkor nézek, hogy, hogy menjek tovább, mert a kocsik között életveszélyes.”

[22-70.](#) „Én csak tudomásul veszem, hogy szennyezem. Egyelőre tenni nem tudok érte

[22-71.](#) „A tömegközlekedés csak akkor lenne vonzóbb az emberek számára, hogy gyorsabb lenne, tisztább és kényelmesebb.”

[22-72.](#) „Hát ez is hülyeség. Egyrészt egy csomó embernek nem lesz pénze akkora beruházásokra, amitől az otthona jobb energia kategóriába kerül...akkor meg minek?”

[22-73.](#) „Ennek a lakcímkének az értelmét csak az új házaknál látom.Különben nincs értelme, csak újabb lehúzás”

[22-74.](#) „Hát ez is egy szempont szerintem, hogy úgy mehessen be valaki egy új lakásba szerintem, vagy ha valaki egy új lakásba költözik, hogy a régit szereli át, szigetel, kicseréli a nyílászárókat, hogy akkor az már végleges legyen.”

[22-75.](#) „Tervezzük, hogy jövőre új, könnyűszerkezetes házat építünk. Csakis olyat. Napkollektort is akarunk rátenni, és aztán majd kirúgjuk az ELMŰ-t, nem lesz rájuk többé szükség.”

[22-76.](#) „Azért, mert én már a szokásaimon nem változtatok. Én 64 évesen már nem változtatok...Ketten élünk, egész életünkben dolgoztunk. Most már nem lesegetem, hogy a lépcsőfeljárót lekapcsoltam-e. “

[22-77.](#) „Szigorúan biciklivel megyek. Csak legfontosabb esetben megyek autóval, pedig nekem hál isten nem nagy fogyasztású autóm van... Kis fogyasztású, de mégse lehet furikázni vele mindenhova. Én egy spóroló típus vagyok.”

[22-78.](#) „Munkába is tökéletes biciklivel járn, ha jó idő van. Gyorsabb, mint gyalog, olcsóbb, mint a helyi járat vagy a kocs. És még fogyok is egy kicsit.”

[22-79.](#) „Én csak szórakozásból szoktam biciklizni.”

22-80. *“Itt nincs elég bicikli út. Ha az autók közt kerekezel, akkor két napon belül elütnek.”*

22-81. *“OK, OK, én próbálom oltogatni a villanyt ahogy tudom, de könyörgöm, azért nem akarok görcsösen mindig arra gondolni, hogy hol mi van bekapcsolva, kikapcsolva.”*

22-82. *“Hát én nem tudom, Bevallom, én akkor is fent hagyom a fűtést, ha egész nap nem vagyok otthon., De olyan jó a jó meleg lakásba érkezni haza.”*

22-83. *“Hát én nem szeretem ha ki van kapcsolva a gép. Szeretem ha mikor odaülök elé nem kell várni rá.”Hát én már nem fogok megváltozni. Talán majd az új generáció, ők már másképp csinálják talán, de én nem.”*

84. Ezt már napkollektor helyettesíti majd végül. ... Meleg vizet is, így van és az tényleg megtakarítás, az kézzel fogható.

84-85. Mondjuk egy újrafestés esetén ugye már nincs, hogy az alumíniumvezeték. ...Hát ez is egy szempont szerintem, hogy úgy mehesse be valaki egy új lakásba szerintem, vagy ha valaki egy új lakásba költözik, hogy a régit szereli át, hogy akkor az már végleges.

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