



Stakeholder meeting of the Energy Labelling Review

Consumer understanding and behaviour - second phase

19 February 2014

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Methodology for testing label designs

- In four countries in brick-and-mortar shops
- 500 interviews
- One type of label shown at the time

- Respondents will inspect a set of products, labels & prices and then indicate which they would buy
- Followed by a short survey (max 10 min.)
 - "Why did you choose the product(s) that you did?"*
 - "The products you just saw differ in terms of energy efficiency. Can you tell us which one you think is most/least energy efficient?"*
 - Etc.



European Commission

Business-as-usual

Alphabetic

ENERGIA · ЕНЕРГИЯ · ΕΝΕΡΓΕΙΑ
ENERGIJA · ENERGY · ENERGIE
ENERGI

XYZ
kWh/annum

VWXYZ
L/annum

Y,Z
kg

ABCDEFG

YZdB

YZdB

2010/1061

ENERGIA · ЕНЕРГИЯ · ΕΝΕΡΓΕΙΑ
ENERGIJA · ENERGY · ENERGIE
ENERGI

XYZ
kWh/annum

VWXYZ
L/annum

Y,Z
kg

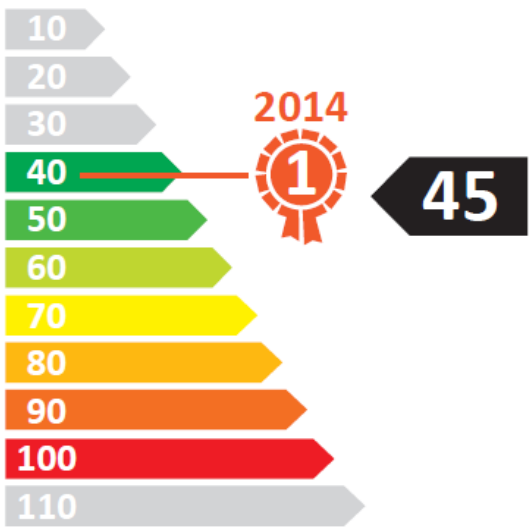
ABCDEFG

YZdB

YZdB

2010/1061

I II



ENERGIA · ЕНЕРГИЯ · ΕΝΕΡΓΕΙΑ
 ENERGIJA · ENERGY · ENERGIE
 ENERGI

XYZ
 kWh/annum

 VWXYZ L/annum	 Y,Z kg	 ABCDEFG	 YZdB
			 YZdB

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 Commission

Numeric

*Reverse
 numeric*

I II



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 ENERGIJA · ENERGY · ENERGIE
 ENERGI

XYZ
 kWh/annum

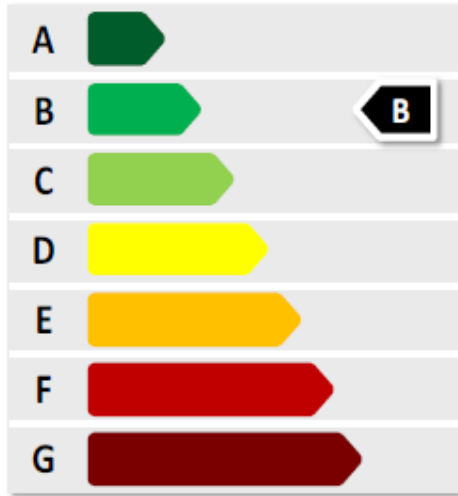
 VWXYZ L/annum	 Y,Z kg	 ABCDEFG	 YZdB
			 YZdB

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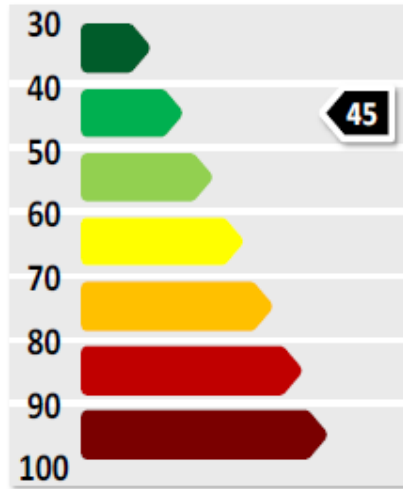


European
Commission

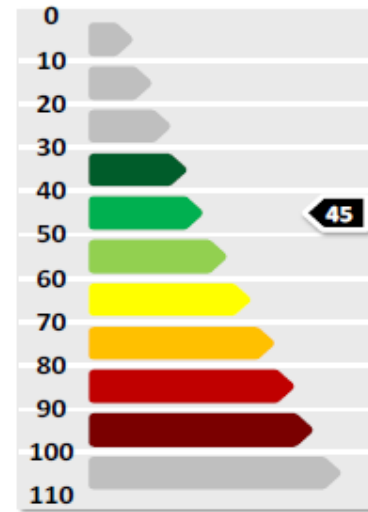
Closed alphabetic scale



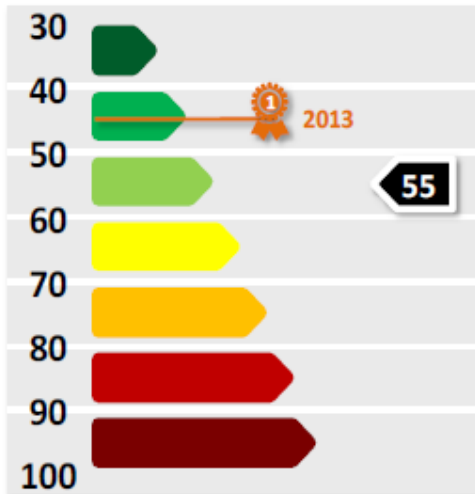
Closed numeric scale



Open numeric scale



Closed numeric scale with benchmark marker



Reverse numeric

