



# ATTITUDES OF UKRAINIANS TOWARD ENERGY SAVING

Results of All-Ukrainian Social Survey:  
Summary and Recommendations

Kyiv 2015



National  
Ecological  
Centre of  
Ukraine

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## **Attitudes of Ukrainians toward Energy Saving. Results of All-Ukrainian Social Survey: Summary and Recommendations**

This survey was conducted by the Kyiv International Institute of Sociology within the common project of the Office of Friedrich Ebert Foundation in Ukraine and the National Ecological Centre of Ukraine on study of the attitudes of Ukrainians toward energy saving, energy efficiency and nuclear energy. The sole responsibility of the content of this document lies with the Kyiv International Institute of Sociology and the National Ecological Centre of Ukraine. It does not necessarily reflect the opinion of the Office of Friedrich Ebert Foundation in Ukraine.

## SUMMARY: MAIN RESULTS OF THE SURVEY

### 1. Responsibility for paying utility bills, acceptance of transparency and justification for tariffs

Absolute majority of Ukrainians (81%) think that each household has to pay a real price of public utilities which it receives, including 58% who totally agree with this.

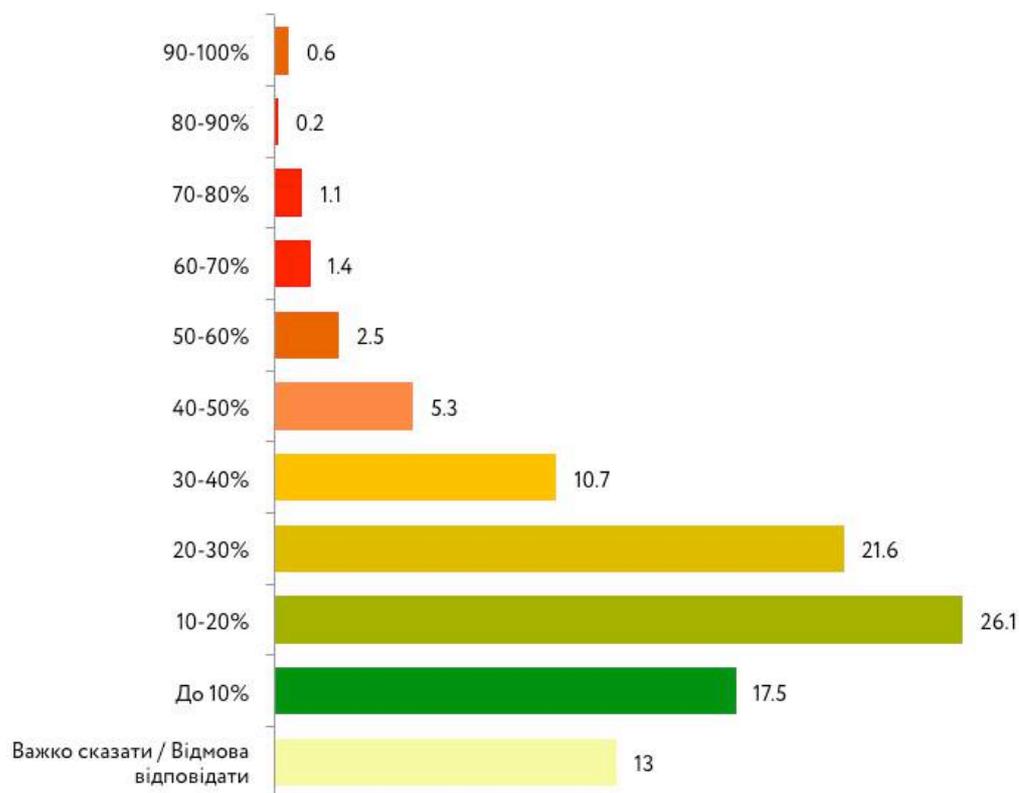
At the same time, the population sharply criticises the current tariffs, considering them as non-transparent and biased. Only 11% consider the mechanism of tariffs formation transparent and clear, while 83% disagree with this. Only 7% think that the current values of tariffs are justified by fair reasoning, while 84% see reasons in corruption at the level of highest authorities.

Among the residents of multi-storeyed buildings, where a Union of Co-owners of Multi-storeyed Building was created (the so-called 'OSBB'), 89% consider the mechanism of tariff formation non-transparent, and 83% see the current tariffs as a result of corruption.

### 2. Capability to pay the full cost of utilities and adaption potential of subsidies

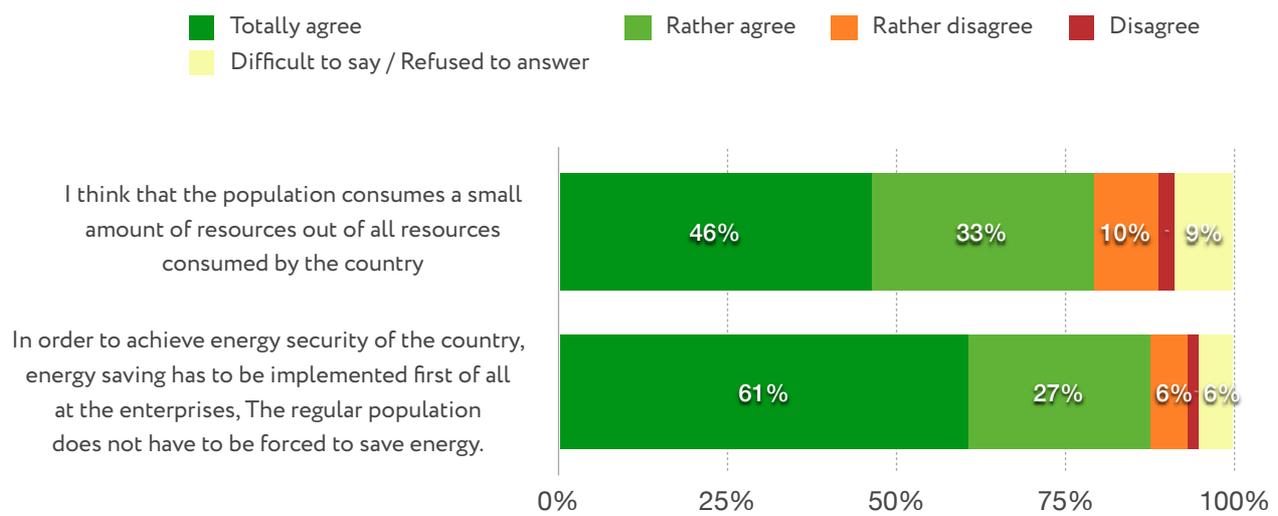
Almost 70% of Ukrainians are spending more than 10% of their total family income to pay utility bills. 82% state that their family members, friends and neighbours are not capable to pay the full utility costs.

Approximately which percentage of the total family income you spent to pay utility bills?  
(% of respondents, n=1220)



At the same time, the population of Ukraine does not consider subsidies as an effective mechanism to facilitate adaption to new tariffs: 61% think that “providing subsidies will not facilitate population’s adaptation to new tariffs”. 28% do not agree with this statement. It is also worth noting that among those who are already receiving state subsidies 55% have a negative attitude toward them.

### 3. Responsibility of population for energy saving and efficiency of energy saving from the perspective of reaching various goals



Most of Ukrainians do not perceive importance of energy saving by the regular population (and consequently, by themselves): 79% think that population consumes an insignificant amount of all energy resources, and 87% hold an opinion that it is the enterprises that should implement energy saving measures, not the regular population.

At the same time, 92% of Ukrainians state that it is a common practice for their households to save energy and resources.

Population of Ukraine has a rather contradictory attitude toward effectiveness of energy saving measures in the context of reduction of energy bills. On one hand, 70% say that implementation of such technologies allows to reduce utility bills for households (20% disagree with this). On the other hand, 49% think that in case of implementation of energy saving technologies in their households, possibility to save will be insignificant (31% disagree with this).

#### 4. Opinions of population on who is responsible for implementation of energy efficiency measures in the residential sector

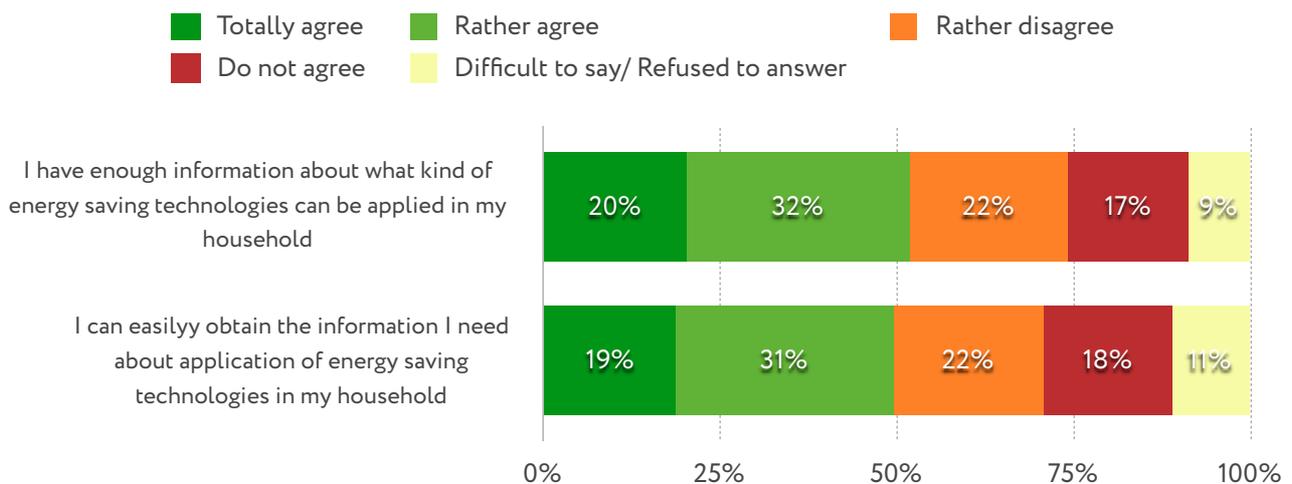
Citizens of Ukraine are laying a noticeably larger initiative on the local and central authorities as far as the issues of implementation of energy saving measures in households are concerned. A little over a half of population (54%) think that “each household has to initiate and implement energy saving technologies individually, not waiting for support from central or local authorities”.

At the same time, 86% hold an opinion that “central and local authorities have to take responsibility for development and implementation of energy saving programmes in households”.

#### 5. Availability of information on energy saving and perception of cost reasonableness

39% of Ukrainians confirm they are lacking information about energy efficiency technologies, while 52% consider that they have enough of such information. At the same time, 49% think that they can easily find the information on this topic when they need it, while 39% claim they cannot.

9 out of 10 Ukrainians think that implementation of energy efficiency technologies requires significant investments (90%) and that their household simply will not have enough money to implement them (88%).



## 6. Popularity of implementation of certain energy saving measures and perception of their effectiveness

Almost all the population of Ukraine implements different energy saving measures in their houses. However, first of all these are those measures which do not require investments, namely: reduction of electricity consumption (85% of respondents say they are implementing this measure), reduction of gas consumption (among those who are using gas at home - 81%), reduction of water consumption (70%).

Among the measures, which require certain investments, the most popular ones are installation of meters on different types of services (83%), replacement of old windows with new ones (64%) and installation of an autonomous heating system (49%).

As far as other measures are concerned, they are implemented by not more than a quarter of the population.

“Collective” energy saving measures in multi-storeyed buildings can be characterised with a relatively low popularity. The measures, which imply some “collective” work (such as installation of a heat meter for the whole building/staircase) are not as popular as the measures which can be implemented “individually”. Among the residents of multi-storeyed buildings the most popular measure is replacement of old lighting in staircases - 21%.

The population sees all the measures in the list of proposed options as effective ones to reduce energy consumption and utility bills.

## 7. Potential for implementation of certain energy saving measures

In general, most of those who have not yet implemented a certain energy saving measure in a household, would like to implement it. The least popular ones are: reduction of heating surface (only 15% among those who haven't done this yet would like to do this), reduction of water consumption (21%), installation of non-gas boilers (27%). Only one third wants to implement other measures, which they have not yet implemented.

From the perspective of absolute values (percentage among all the respondents), the most “desired” energy saving measures among the population are the “collective” measures for multi-storeyed houses: among all the residents of multi-storeyed buildings 54% would like to change the windows in their staircases, 53% would like to insulate roofs and cellars, 49% would like to replace old lighting and 46% expressed their wish to install heat meters for their building/staircase.

Also there is a big demand for wall insulation of houses and apartments - 46% of all the population would like to carry it out. Other measures if recalculated in regard to the total population have a smaller interest.

At the same time, only an insignificant part of population is ready to pay from its own pocket for implementation of energy saving measures. Among the measures which require appreciable investments, a relatively high preparedness to pay its total price can be observed only in case of installation of meters (29%). Otherwise, the population is not ready to pay more than a third part of the total cost of energy saving measures, and for most of the measures not ready to pay for more than 10% to the costs.

Almost a quarter of Ukrainians (24%) are expecting that implementation of energy saving technologies will pay back in not more than 2 years, and 9% expect that they will pay back in less than 1 year. Another quarter (26%) are ready to wait for 3-5 years, and somewhat less than this (20%) say they “can wait” for more 5 years. Almost one third (30%) were not ready to express their opinion on this issue.

Чи хотіло б Ваше домогосподарство впровадити цю практику?

| 100% in a row   | % among all respondents |      |                                     |
|---|-------------------------|------|-------------------------------------|
|   | Yes                     | No   | Difficult to say/ Refused to answer |
| 1. Installation of non-gas boilers in apartments or boilers in private homes (operating on firewood or pellets)                               | 27.1                    | 60.4 | 12.5                                |
| <b>2. Installation of meters for different types of services and regimes</b>  | <b>53.1</b>             | 37.8 | 9.2                                 |
| 3. Installation of temperature regulators on heat radiators   | 41.3                    | 47.0 | 11.7                                |
| <b>4. Replacement of old windows with energy efficient ones</b>   | <b>69.1</b>             | 24.9 | 6.0                                 |
| 5. Reduction of electricity consumption (switching off the lights, reduction of the use of electrical devices, using energy saving bulbs etc) | 46.7                    | 35.8 | 17.6                                |
| 6. Reduction of gas consumption   | 32.5                    | 51.6 | 15.9                                |
| 7. Reduction of consumption of cold and hot water   | 21.4                    | 69.7 | 8.9                                 |
| 8. Reduction of heating surface   | 14.9                    | 75.2 | 9.8                                 |
| <b>9. Wall insulation (of house, apartment)</b>   | <b>67.0</b>             | 25.7 | 7.3                                 |
| 10. Installation of an autonomous heating system  | 51.2                    | 37.8 | 11.1                                |
| 11. Energy generation from alternative sources (e.g., solar panels)   | 38.5                    | 42.8 | 18.7                                |

| 100% in a row  | % among all respondents, which live in multi-storeyed buildings |      |                                     |
|--|---|------|-------------------------------------|
|  | Yes   | No   | Difficult to say/ Refused to answer |
| 12. Installation of heat meters for the multi-storeyed building                          | 65.4  | 25.1 | 9.5                                 |
| 13. Insulation (weatherisation) of the roof and/or cellar in the multi-storeyed building | 64.5  | 25.5 | 10.0                                |
| 14. Windows replacement in the multi-storeyed building                                   | 66.7  | 25.1 | 8.1                                 |
| 15. New energy efficient lighting in staircases in the multi-storeyed building           | 68.4  | 20.2 | 11.5                                |

## 8. Awareness about energy saving support programmes and readiness to participate in them

35% of population know at least about one support programme, the most well-known one is the state programme on replacement of gas-boilers with a non-gas one (25% know about it). Other two programmes are familiar to 10-11%. Only 1-2% say that they are currently participating one of the programmes.

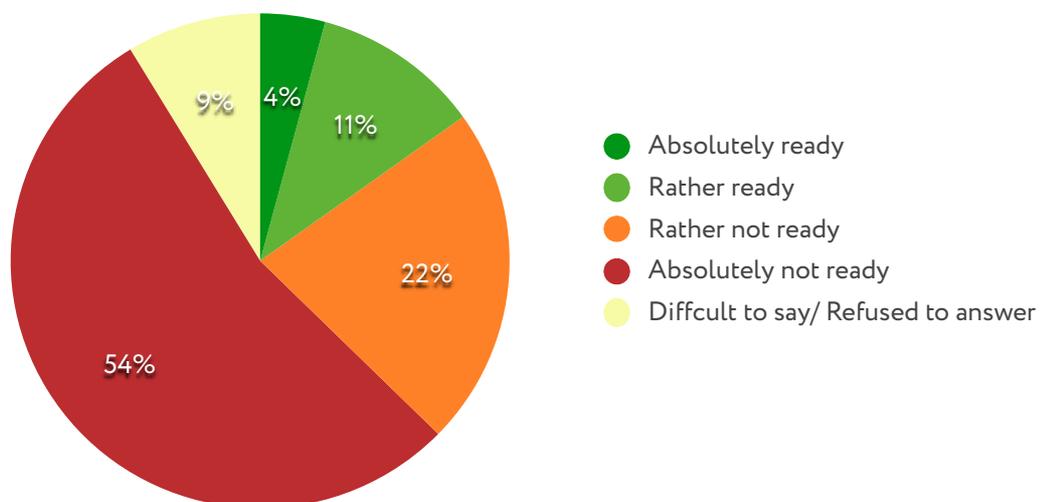
The most attractive programme is co-financing of energy efficiency measures with local municipality - 16% say that they would participate in such a scheme. A little bit less (14%) would like to participate in the gas-boiler replacement programme.

State support programme of the Unions of Co-owners of Multi-storeyed Buildings (OSBB) appears to be of interest to 5% of the population. Among those who live in OSBB houses 14% say that they would like to participate in this programme.

The absolute majority of the residents of multi-storeyed buildings (76%) are not ready to take a loan with their neighbours, in order to implement energy saving measures in their house, including 54% who are "absolutely not ready". Among OSBB residents, 20% say that they are ready to take a common loan.

### Are you ready to take a loan with other residents of your building to implement energy efficiency measures in your house?

(% of all respondents who live in multi-storeyed houses, n=549)



## RECOMMENDATIONS

Based on the conducted social survey the following recommendations can be given to build an informational campaign and address energy saving issues in the residential sector of Ukraine:

1. Most of Ukrainians do not consider that the mechanism of forming of housing and utility services' tariffs is transparent and easy to understand, as well as that the current tariffs as such are objectively reasoned. Most likely the population of Ukraine does not understand what is the actual value of energy resources. Hence, there is a good reason to **communicate the nature and explain the consequences of tariffs' increase: to provide information about the mechanisms of their formation, reasons and consequences of this increase, information about actual/real value of energy resources** (for example, in comparison with other countries of the world).
2. Most of Ukrainians claim to have problems with paying their housing and utility services, but in the meantime they have a critical attitude toward subsidies, even in the context of tariffs' increase. Therefore, there is a good reason to **explain to the population the subsidies mechanism, in particular to explain why subsidy support from the state is more defensible and justified than keeping the tariffs at the previous levels.**
3. Most of the population think that housing sector consumes little energy, thus, the population doesn't feel responsible for saving energy. Ukrainians think that enterprises and authorities are in charge of energy saving. Therefore, **it is important to explain to the citizens the state goal pertaining to energy efficiency and the significant role of efforts of regular population which are needed to reach this goal. Moreover, the current efforts of the state and business aimed at energy efficient modernisation of infrastructure should also be communicated and publicly discussed.**
4. Most of the population thinks that **introduction of energy saving technologies** will reduce their utility bills. At the same time, around 50% of the population thinks that possibility to save in this case will be rather small. The reason for this is **low awareness about energy saving technologies and practices in general. Hence, it is important to plan a long-term campaign and ensure constant channeling of information to the society.**
5. Most of the population considers implementation of energy efficiency technologies in their households important with regard to the **energy security of the state and environment protection. Subsequently, this motive can be used to mobilise the population to introduce energy efficient measures.**
6. Most of Ukrainians note that energy efficiency measures require substantial financial resources and that their households lack them for full-fledged implementation. At the same time, a substantial part of the population is ready to invest into energy efficient projects with a payback period of 3 years and more. **Therefore, it is important to develop co-funding programs and mechanisms (population - municipalities - state) for active implementation of energy efficient measures.**
7. Most of the population implement those energy efficient measures which do not require substantial investments (energy saving, installation of metering devices, replacement of windows). Therefore, **it is essential to communicate the desired sequence, efficiency, and practicability of different energy efficiency measures for yielding the best result possible with regard to saving and comfort.**
8. Amongst the residents of associations of co-owners of multi-storeyed buildings **collective energy saving practices are not quite popular, although they are wanted/required. A social campaign on uniting the residents' efforts in energy efficiency is needed.**