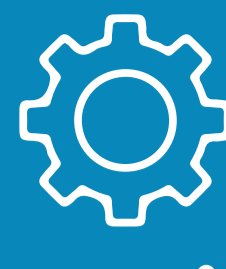


# Bad Energy Efficiency Habits



nearly

## 9 in 10

people have admitted ignoring best practice for energy efficiency in the home



### 80%

say they know how to use their household appliances in an energy efficient way



### 78%

take an interest in purchasing products that look to improve their household's efficiency



### 87%

believe energy efficiency is important

**89%** say they engage in inefficient behaviours that are known to waste energy

## The top energy zapping behaviours are...

Leaving the fridge door open when deciding what to eat

29%



Leaving a freezer plugged in when it's got nothing in it

20%



Leaving gadgets on charge for longer than they need

37%



## 'Settingsphobia'

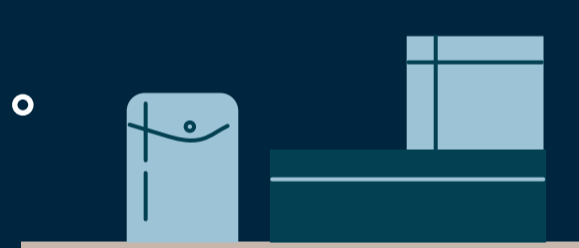
a term coined by Beko - is also to blame for inefficient energy practices in the home



## 3 in 5

people are worried they'll choose the wrong setting when using household appliances

## Gen Z



### 60%



read the instructions when they buy a new appliance.

### 76%



have used the wrong setting on their appliance causing them to spoil their food/drink or damage their clothing

## Over 64's

### 86%



say they try to use all their appliances in the most efficient way

### 31%



have left gadgets on charge for longer than needed

### 21%



have left the oven on accidentally after it's been used

Over 64's are the generation least likely to prioritise energy efficiency when buying new products



## 7 in 10



are not interested in replacing their current products

## Gen X



### 28%

admitted to leaving an empty freezer plugged in

and...

### 37%

overfilled the fridge