

ENERGY LABELLING

The New European Energy Label: Assessing Consumer Comprehension and Effectiveness as a Market Transformation Tool

APPENDICES

May 2013

BY

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Navigant

in Partnership with

**The Collaborative Labeling and Appliance
Standards Program (CLASP)**



NAVIGANT

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APPENDIX A: MODERATORS' GUIDE

Energy Labelling Research

In-depth interview moderators guide

*Prepared for the use of
Millward Brown at the behest of the Collaborative Labeling and Appliance
Standards Program*

Introduction

This document comprises a guide for the moderator to use when conducting the in-depth interviews on the European appliance energy label. It will be supported by show cards. It is foreseen that each in-depth interview will last for 1 hour and therefore the intention is that the in-depth interviews conducted using these materials should fit into that time span.

Note the order of rotation of the show cards for each interviewee is shown in the Interviewee check list supplied separately.

Moderators guide for the in-depth interviews

Introduction and warm-up

Welcome the interviewee and thank them for coming. Explain to them that the purpose of this research is to understand how people make decisions about buying appliances and what information they need to help with their decisions. Explain that this is not a test of their knowledge, and there are no right or wrong answers.

Warm-up question:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Encourage each interviewee to list a range of characteristics (at least 4) and then ask them how they would rank the relative importance of each characteristic (in order of most important first).

Note whether they mentioned energy consumption or energy efficiency in their list of characteristics or not (this will inform the last question in the interview).

Present **show card 1**. Note: there are two versions of show card 1: **show card 1a for refrigerators** and **show card 1b for TVs**, and only one version should be presented to the interviewee at this stage. The order of the show card presented first should alternate between the interviews as either:

- a) the refrigerator energy label, or
- b) the TV energy label

and the precise show card presented should be recorded on the Interviewee check list {enter either a) or b) on the attached interviewee check list}

Show card 1 (note, the English words on these cards need to be translated into the local language before printing)

Refrigerators and freezers

Liebherr CUP 2901 Comfort

A⁺⁺⁺

ENERGIA · ЕНЕРГИЯ
ΕΝΕΡΓΕΙΑ · ENERGIJA
ENERGY · ENERGIE · ENERGI

197
kWh/annum

199 L **54** L **39** dB

2010/1060

Not actual size

Televisions

Sharp LC-32LE631E

A

ENERGIA · ЕНЕРГИЯ
ΕΝΕΡΓΕΙΑ · ENERGIJA
ENERGY · ENERGIE
ENERGI

60
kWh/annum

41
Watt

80 cm **32** inch

2010/1062 - 2011

Not actual size

Q2. Imagine you're in a shop buying a:

- refrigerator for show card 1a), or
- TV for show card 1b)

and you see this label on the front:

Q2a. Who do you think has issued this label? Why do you say that?

Q2b. What do you think it is about? What makes you say that?

Q2c. What is the most important information on the label from your point of view.... and why?

Q2d. What do you like about this label? Why do you say that?

Q2e. What don't you like about it? Why do you say that?

Present **show card 2**. Note: there are two versions of show card 2: **show card 2a for refrigerators** and **show card 2b for TVs**, and only one version should be presented to the interviewee at this stage, such that **if show card 1a (refrigerators) was shown above then show card 2a (refrigerators) should be shown**; otherwise, **if show card 2b for TVs was shown above, then showcard 2b (TVs) should be shown**.

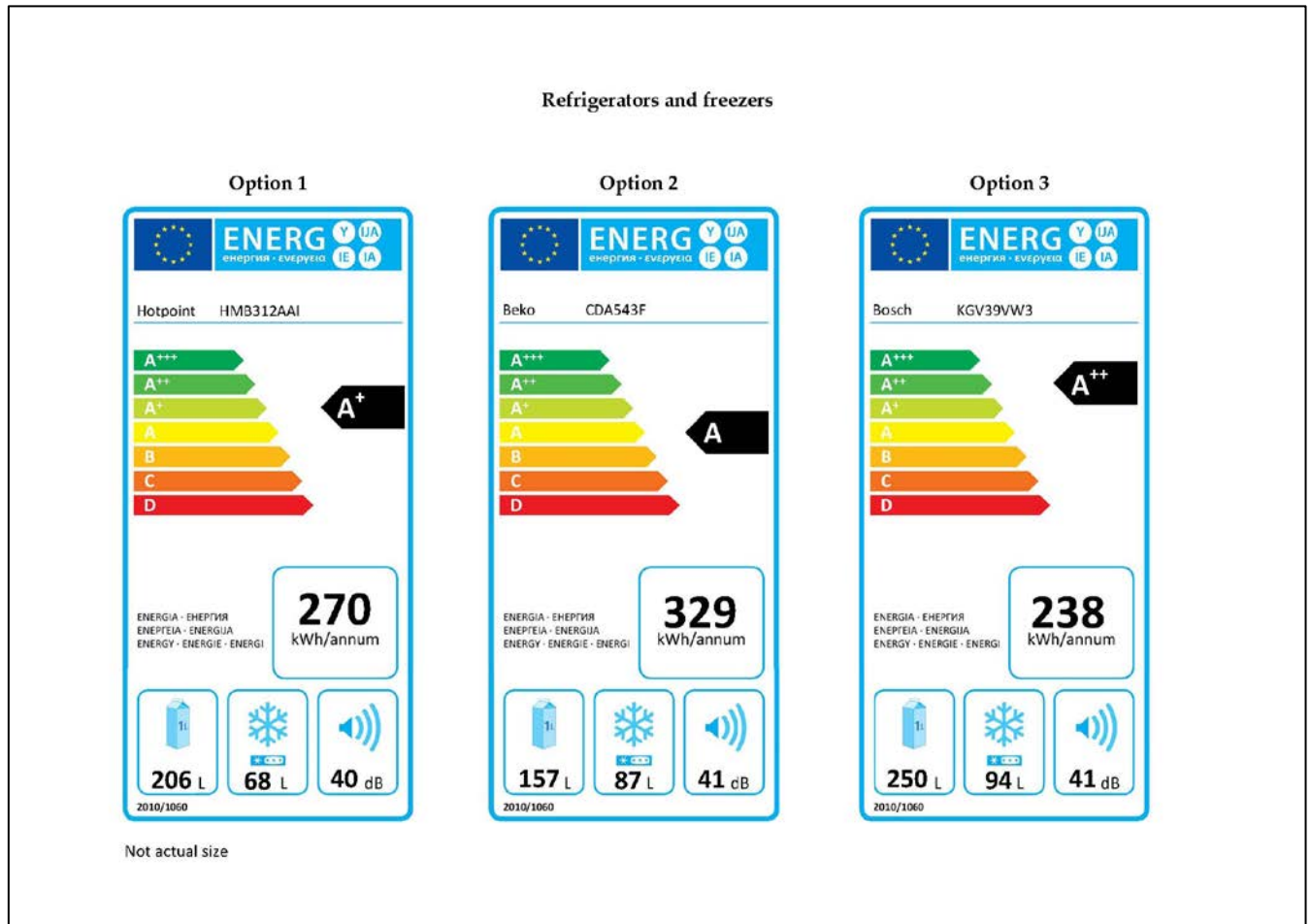
Q3a. Please look at the show card (2a or 2b, as appropriate) and tell me which appliance (refrigerator or TV) you think is the most energy efficient (option 1, 2 or 3)? What makes you say that?

Q3b Which appliance (refrigerator or TV) do you think is the least energy efficient (option 1, 2 or 3)? What makes you say that?

Q3c What energy efficiency class would you consider to be good enough were you buying an appliance (refrigerator or TV)? What makes you say that

Show card 2

Show card 2a) Refrigerators and freezers (note, the English words on these cards need to be translated into the local language before printing)



Show card 2b) TVs (note, the English words on these cards need to be translated into the local language before printing)

Televisions

Option 1

Panasonic TX-L32DT30B

Energy class: C

Power consumption: 78 Watt

Annual energy consumption: 109 kWh/annum

Dimensions: 80 cm x 32 inch

2010/1062 - 2011

Option 2

LG 32LK530T

Energy class: D

Power consumption: 100 Watt

Annual energy consumption: 162 kWh/annum

Dimensions: 80 cm x 32 inch

2010/1062 - 2011

Option 3

Sony KDL-32EX523

Energy class: B

Power consumption: 56 Watt

Annual energy consumption: 84 kWh/annum

Dimensions: 80 cm x 32 inch

2010/1062 - 2011

Not actual size

Return to show card 1 (same version as shown previously, either show card 1a for refrigerators, or show card 1b for TVs)

Q4a. How can you tell the energy efficiency of the product from inspecting the label?

Q4b. How good do you think A is compared to the other classes? Why do you say that?

Q4c. How good do you think D is compared to the other classes? Why do you say that?

Q4d. What do you think is the highest energy efficiency class an appliance (refrigerator or TV) may have? What makes you say that?

Q4e. What do you think the coloured arrows indicate? Why do you say that?

Q4f. What do you think is the significance of the colours of the arrows? Why do you say that?

Q4g. Do you think the length of the coloured arrows signifies anything? What do you think it signifies and why?

Q4h. What do you think the letters in the coloured arrows tell us? Why do you say that?

Q4i. What do you think the letter in the black arrow tells us? Why do you say that?

Only ask the following question for the refrigerator label

Q4j. What do you think the ++ in the black arrow indicates? Why do you say that?

Present show card 1 again but this time select the version that was not shown above; that is, if show card 1a (refrigerators) was presented previously, present show card 1b (TVs) now, or vice versa.

Q5a. Imagine you are shopping for (TVs or Refrigerators depending on whether it is show card 1a or 1b) and you see this label on the appliances in the shop what do you think it is about?

Q5b. What do you like about this label? Why do you say that?

Q5c. What don't you like about it? What makes you say that?

Present **show card 2** {Note: there are two versions of show card 2 (2a for refrigerators and 2b for TVs) and only one version should be presented to the interviewee at this stage such that if show card 1a (refrigerators) was shown for Q5a above then show card 2a (refrigerators) should be shown now; otherwise show card 2b (TVs) should be shown.

Q5d. Please look at the show card (2a or 2b, as appropriate) and tell me which appliance (refrigerator or TV) you think is the most energy efficient (option 1, 2 or 3)? Why do you say that?

Q5e. Which appliance (refrigerator or TV) do you think is the least energy efficient (option 1, 2 or 3)? Why do you say that?

Q5f. What do you think is the highest energy efficiency class an appliance (refrigerator or TV) can have? Why do you say that?

Q5g. What energy efficiency class would you consider to be good enough were you buying an appliance (refrigerator or TV)? What makes you say that?

Only ask the following question for the TV label

Q5h. Do you think the white space above the A to G scale might signify anything? What do you think it might signify?

Only ask the following question for the refrigerator label

Q5i. Do you think the white space below the scale might signify anything? What do you think it might signify?


We are now going to test understanding of the other label elements and to do this we will move to show cards 3, 4, 5, 6 such that the order is done as shown in the in-depth interview check-list (supplied separately)

Questions will be asked of each label in turn however the questions highlighted in red should only be asked for the first time that they appear on one of the labels.

Questions for Show card 3 (refrigerator label) (note, the English words on these cards need to be translated into the local language before printing)


Show card 3

Refrigerators & Freezers



ENERG
енергия · ενεργεια
Y IJA
IE IA

Liebherr CUP 2901 Comfort




A⁺⁺


ENERGIA · ЕНЕРГИЯ
ΕΝΕΡΓΕΙΑ · ENERGIJA
ENERGY · ENERGIE · ENERGI

197


kWh/annum



199 L



54 L

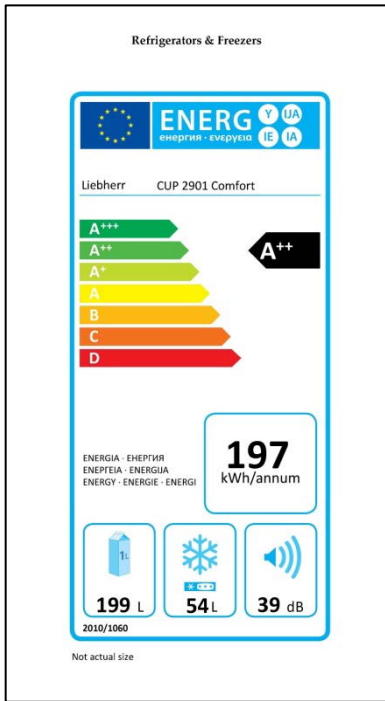


39 dB

2010/1060

Not actual size

QSC3a. What do you think the text here means (point to the Energy text)? Why do you say that?



QSC3b. What do you think the text **kWh/annum** means? Why do you say that?

QSC3c. What do you think the following signifies? Why do you say that?



QSC3d. What do you think the following signifies? Why do you say that?



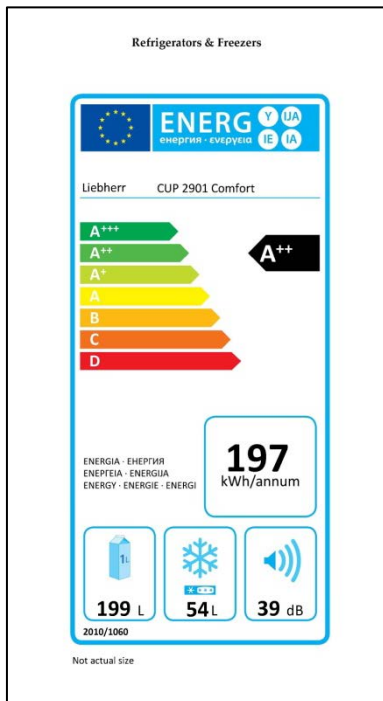
Icon B

QSC3e. What do you think the following signifies? Why do you say that?



Icon C

QSC3f. What does the text **2010/XYZ** at the bottom right hand corner signify to you?



QSC3g. From your point of view, do you think this label is missing anything? What other information should it show?

Questions for Show card 4 (washing machines) (note, the English words on this card need to be translated into the local language before printing)

Show card 4

Washing Machines



ENERG
енергия · ενεργεια

Y IJA

IE IA

Whirlpool WWDL 6400

A+++

A++

A+

A

B

C

D



A+

ENERGIA · ЕНЕРГИЯ · ΕΝΕΡΓΕΙΑ
ENERGIJA · ENERGY · ENERGIE
ENERGI

224
kWh/annum



9272
L/annum



6,0
kg



ABCDEFG



59 dB

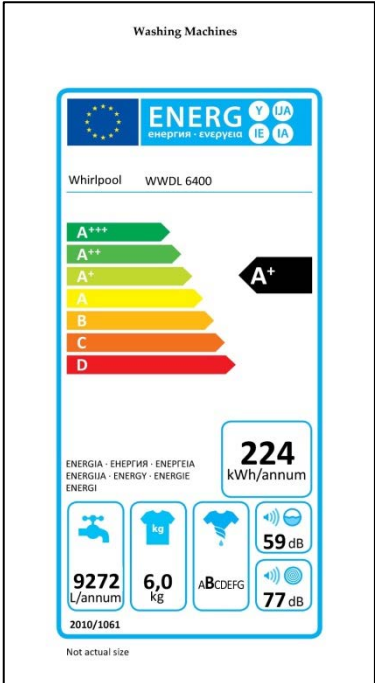


77 dB

2010/1061

Not actual size

QSC4a. What do you think the text here means (point to the Energy text)? Why do you say that?



QSC4b. What do you think the text kWh/annum means? Why do you say that?

QSC4c. What do you think the following signifies? Why do you say that?



QSC4d. What do you think the following signifies? Why do you say that?



Icon H

QSC4e. What do you think the following signifies? Why do you say that?



Icon J

QSC4f. What do you think the following signifies? Why do you say that?



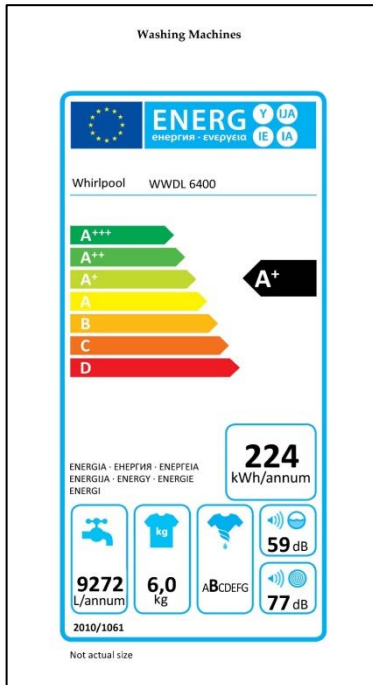
Icon K

QSC4g. What do you think the following signifies? Why do you say that?



Icon M

QSC4h. What does the text **2010/XYZ** at the bottom right hand corner signify to you? Why do you say that?




QSC4i. From your point of view is this label missing anything? What other information should it show?

Questions for Show card 5 (dishwashers) (note, the English words on this card need to be translated into the local language before printing)

Show card 5

Dishwashers



ENERG
енергия · ενεργεια

Y IIA

IE IA

BOSCH SMS65E12GB

A+++

A++

A+

A

B

C


D

A++

ENERGIA · ЕНЕРГИЯ · ΕΝΕΡΓΕΙΑ
ENERGIJA · ENERGY · ENERGIE
ENERGI


262

kWh/annum




1820


L/annum



ABCDEFG



x13



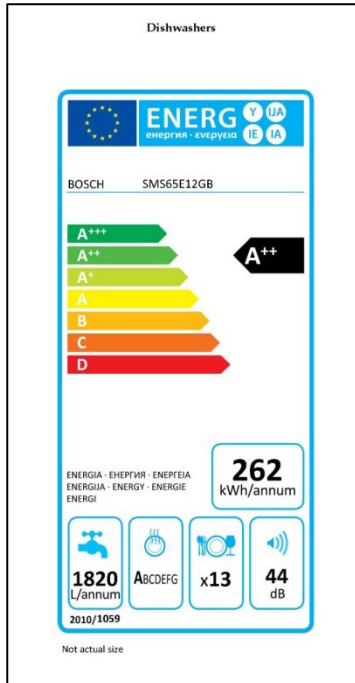
44

dB

2010/1059

Not actual size

QSC5a. What do you think the text here means (point to the Energy text)? Why do you say that?



QSC5b. What do you think the text **kWh/annum** means? Why do you say that?

QSC5c. What do you think the following signifies? Why do you say that?



QSC5d. What do you think the following signifies? Why do you say that?



Icon P

QSC5e. What do you think the following signifies? Why do you say that?



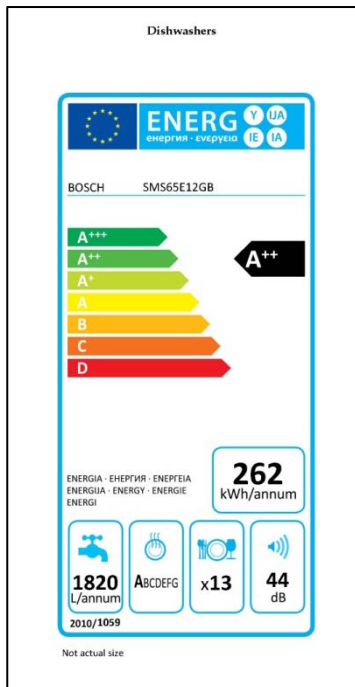
Icon Q

QSC5f. What do you think the following signifies? Why do you say that?



Icon C

QSC5g. What does the text **2010/XYZ** at the bottom right hand corner signify to you? Why do you say that?




QSC5h. From your point of view is this label missing anything? What other information should it show?

Questions for Show card 6 (TVs) (note, the English words on this card need to be translated into the local language before printing)

Show card 6

Televisions




ENERG
енергия · ενεργεια

Y IJAIE IA

Sharp LC-32LE631E


ABCDEFG



A


ENERGIA · ЕНЕРГИЯ
ΕΝΕΡΓΕΙΑ · ENERGIJA
ENERGY · ENERGIE
ENERGI

60
kWh/annum



41
Watt

80
cm



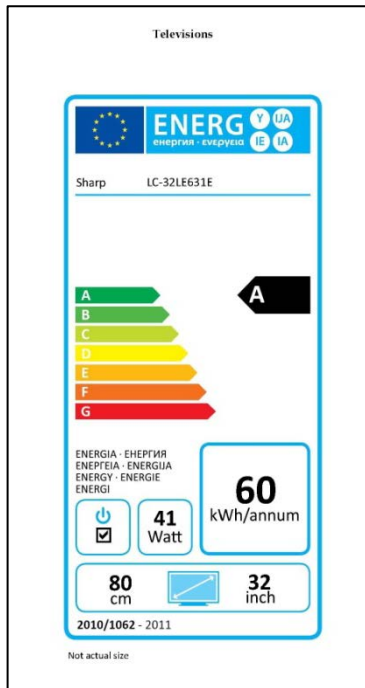
32
inch

2010/1062 - 2011

Not actual size

22

QSC6a. What do you think the text here means (point to the Energy text)? Why do you say that?



QSC6b. What do you think the text **kWh/annum** means? Why do you say that?

QSC6c. What do you think the following signifies? Why do you say that?



Icon D

QSC6d. What do you think the following signifies? Why do you say that?



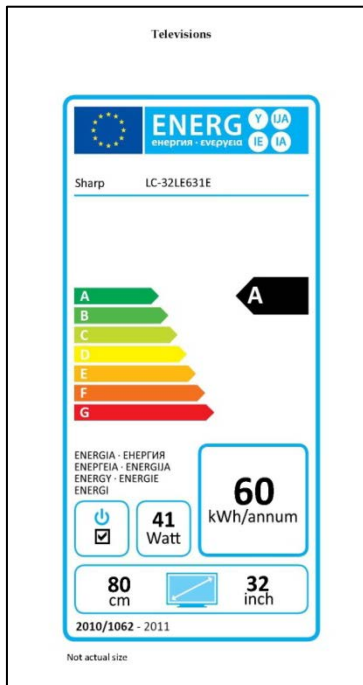
Icon E

QSC6e. What do you think the following signifies? Why do you say that?



Icon F

QSC6f. What does the text **2010/XYZ** at the bottom right hand corner signify to you? Why do you say that?



QSC6g. From your point of view is this label missing anything? What other information should it show?

We are now going to test the value of efficiency to the consumer and to do this we will move to show cards 7 and 8 such that the order is done alternately from interview to interview as follows:

Interview 1	7	8
Interview 2	8	7
Interview 3	7	8
Interview 4	8	7
Interview 5	7	8
Interview 6	8	7
Interview 7	7	8
Interview 8	8	7
Interview 9	7	8
Interview 10	8	7

Present **show card 7 or 8 (as above)**.

Q7a. Please look at the show card (7 or 8, as appropriate) and tell me which of the two products (TVs or Refrigerators) Option A or B you would like to have most were all other things the same except what is shown on the label? Why do you say that?

Q7b Imagine that the product (TV or Refrigerator) that you like least (Option A or B) costs 300 (local currency units). How much more would you be prepared to pay to have the product (TV or Refrigerator) that you like most (Option A or B)? What makes you say that?

Repeat for the show card not previously shown

Present **show card 7 or 8 (as above)**.

Q8a. Please look at the show card (7 or 8, as appropriate) and tell me which of the two products (TVs or Refrigerators) Option A or B you would like to have most were all other things the same except what is shown on the label? Why do you say that?

Q8b Imagine that the product (TV or Refrigerator) that you like least (Option A or B) costs 300 (local currency units). How much more would you be prepared to pay to have the product (TV or Refrigerator) that you like most (Option A or B)? What makes you say that?

Show card 7) Refrigerators and freezers (note, the English words on these cards need to be translated into the local language before printing)

Refrigerators and freezers

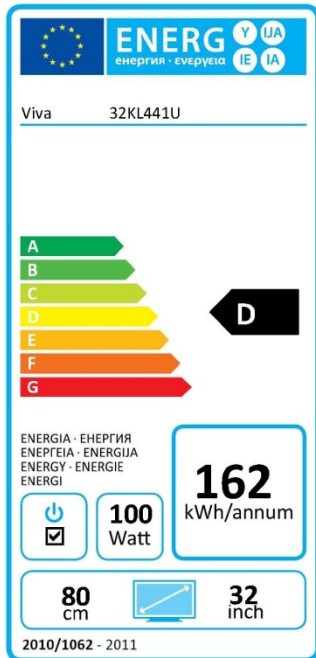


Not actual size

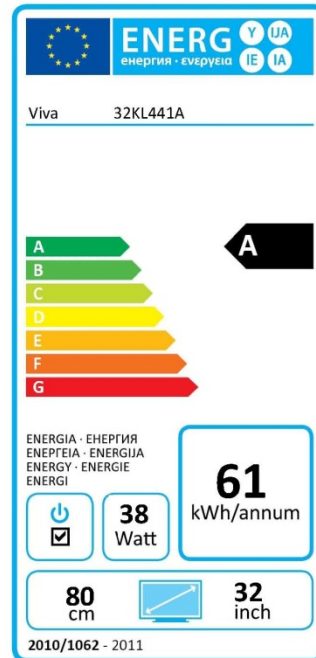
Show card 8) TVs (note, the English words on these cards need to be translated into the local language before printing)

Televisions

Option A



Option B



Not actual size

Concluding questions

If Q1a did not result in energy being mentioned then ask:

QC1a. At the beginning of the interview you didn't mention energy efficiency as being one of the characteristics that you look for when buying an appliance? Can you explain why?

Show the 4 energy labels (show cards 3, 4, 5, 6)

You have answered a lot of questions about these labels. Please tell me if there is anything you:

QC2a. Find confusing about these labels?

QC2b. Would like changed or added to these labels?

QC3. Overall how useful do you find these labels to be in giving you information on the energy efficiency of the products they are applied to?

Thank the interviewee and conclude the interview.

Energy Labelling Research

Focus group moderators guide

*Prepared for the use of
Millward Brown at the behest of the Collaborative Labeling and Appliance
Standards Program*

Introduction

This document comprises a guide for the moderator to use when conducting the focus groups on the European appliance energy label. It will be supported by show cards. It is foreseen that each focus group will last for 2 hours and therefore the intention is that the focus groups conducted using these materials should fit into that time span.

Note the order of rotation of the show cards for each national Focus Group is shown in the Focus Group check list document which is supplied separately.

Moderators guide for the Focus Groups

Introduction and warm-up

Welcome the group and thank them for coming. Explain to them that the purpose of this research is to understand how people make decisions about buying appliances and what information they need to help with their decisions. Explain that this is not a test of their knowledge, and there are no right or wrong answers. Further explain that during the course of the Focus Group they will be shown various material and asked questions about it as well as to comment on it and discuss it.

A sheet where they can enter responses is to be handed out (pass them round so each person has a copy and make sure everyone has a pen) and each person will be invited to enter responses to a set of questions in this sheet. First they should enter their names at the top of the sheet in the first box.

Responses should be entered in the boxes in the order that the questions are asked; however, the moderator will announce the number of the question so that people can see from the corresponding question numbers on the sheet where they should enter their answers. Once each question has been answered the moderator will ask if everyone has entered their answer and then move onto the next question. It is very important that people do not make retrospective changes to their answers once they've entered them in the sheet. It is also extremely important that people should enter their answers without conferring with others and without seeing or discussing other people's answers. The idea of this part of the research is to know each individual's independent thoughts not those of the group as a whole.

This part of the research will last for about 25 minutes. People shouldn't worry about the effort involved as the answers they will be asked to enter will be very short so there is very little writing. Also they should not worry if they find some things difficult to answer as we are testing the material we will be showing them for its ease of understanding and usefulness and if they

find they are unsure about something it indicates there is a problem with the material, not with them.

Once this part of the Focus Group is finished the rest of the session will be spent in an open discussion about the things they have seen and each member of the group will be encouraged to express their views about it.

Warm-up question:

Q1. If you were shopping for a (the choice will be rotated by Focus Group)

1. Refrigerator- freezer
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Encourage each member of the focus group to list a range of characteristics (make sure they enter at least 4 characteristics but they are welcome to include more) and to enter their responses into the response box for *Question 1*.

Once they have done this ask them to rank the relative importance of each characteristic (in order of most important first) and enter their answers into the response box for *Question 2*.

When this is finished ask them to turn the page.

Present **show card 1**. Note: there are two versions of show card 1: **show card 1a for refrigerators** and **show card 1b for TVs**, and only one version should be presented to the group at this stage. The order of the show card presented first will alternate between the Focus Groups as either:

- a) the refrigerator- freezer energy label, or
- b) the TV energy label

and the precise show card presented should be recorded on the Focus Group check list {enter either a) or b) on the attached Focus Group check list}

Show card 1 (a and b) (note, the English words on these cards need to be translated into the local language before printing)

Refrigerators and freezers

Liebherr CUP 2901 Comfort

A+++
A++
A+
A
B
C
D

A++

ENERGIA · ЕНЕРГИЯ
ENERGEIA · ENERGIJA
ENERGY · ENERGIE · ENERGI

197
kWh/annum

199 L **54** L **39** dB

2010/1060

Not actual size

Televisions

Sharp LC-32LE631E

A
B
C
D
E
F
G

A

ENERGIA · ЕНЕРГИЯ
ENERGEIA · ENERGIJA
ENERGY · ENERGIE
ENERGI

60
kWh/annum

41
Watt

80 cm **32** inch

2010/1062 - 2011

Not actual size

Imagine you're in a shop buying a:

- *refrigerator- freezer for show card 1a), or*
- *TV for show card 1b)*

and you see this label on the front:

Q3. Who do you think has issued this label? I.e. who do you think is the body behind the labelling scheme? Please enter your answer in box number 3.

Q4. What do you think it is about? Please enter your answer, in as few words as possible, in box number 4.

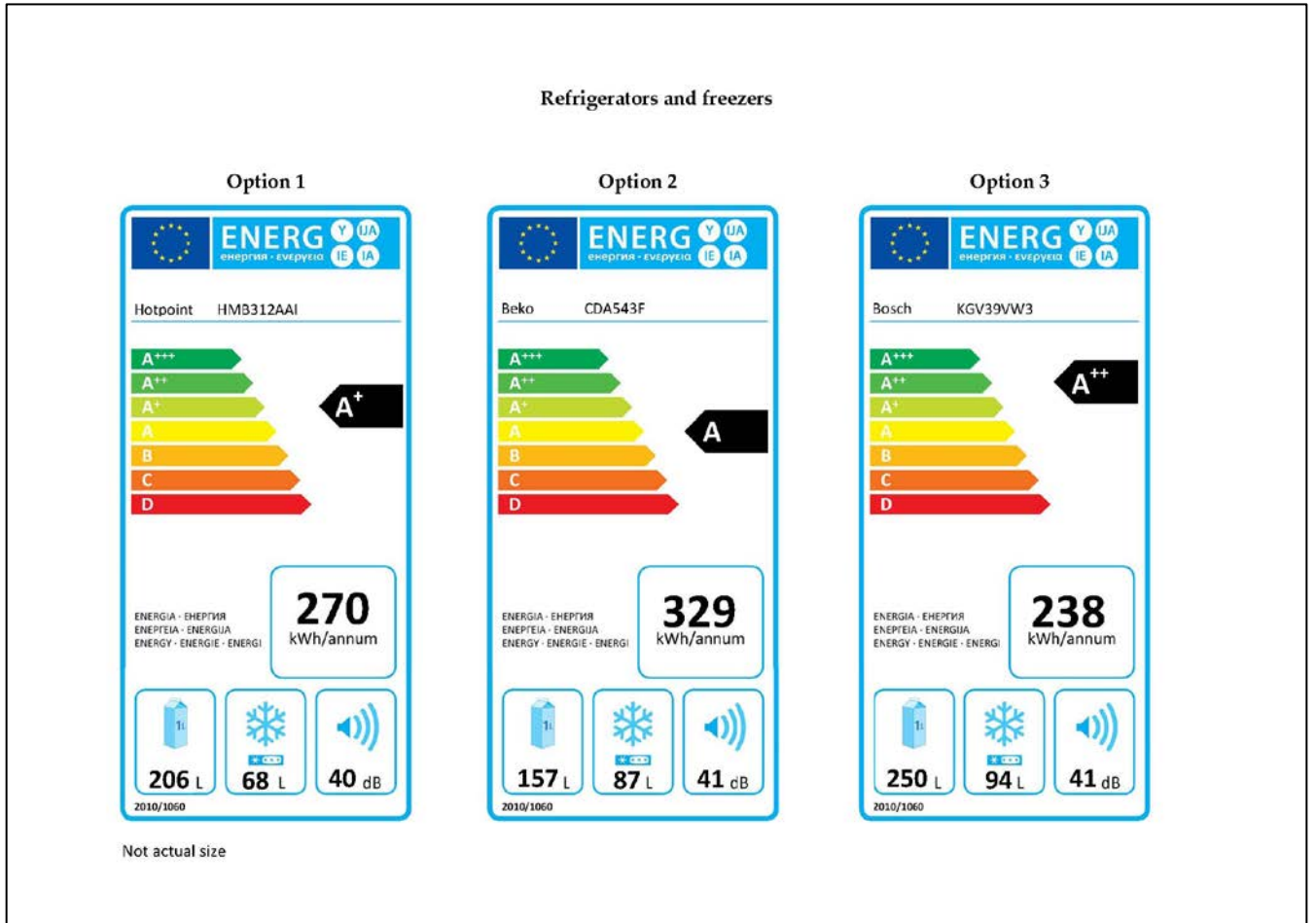
Present show card 2. Note: there are two versions of show card 2: **show card 2a for refrigerators** and **show card 2b for TVs**, and only one version should be presented to the group at this stage, such that **if show card 1a (refrigerator- freezers) was shown above then show card 2a (refrigerators-freezers) should be shown**; otherwise, **if show card 2b for TVs was shown above, then showcard 2b (TVs) should be shown.**

Q5. Please look at the show card (2a or 2b, as appropriate). Which appliance (refrigerator or TV) do you think is the most energy efficient (option 1, 2 or 3)? Enter the option number corresponding to your answer in box number 5.

Q6. Which appliance (refrigerator or TV) do you think is the least energy efficient (option 1, 2 or 3)? Please enter the option number corresponding to your answer in box number 6.

Show card 2

Show card 2a) Refrigerators and freezers (note, the English words on these cards need to be translated into the local language before printing)



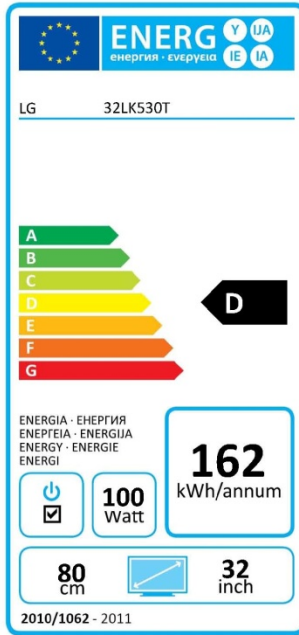
Show card 2b) TVs (note, the English words on these cards need to be translated into the local language before printing)

Televisions

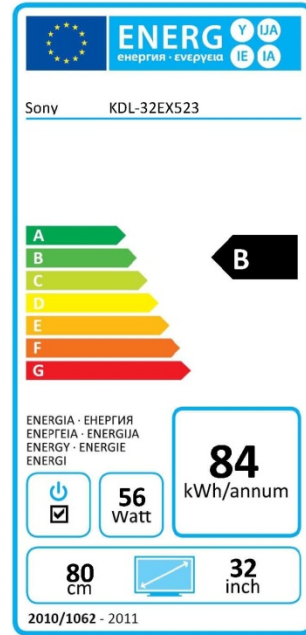
Option 1



Option 2



Option 3



Not actual size

Present show card 1 again but this time select the version that was not shown above; that is, if show card 1a (refrigerator-freezers) was presented previously, present show card 1b (TVs) now, or vice versa.

Q7. Imagine you are shopping for (TVs or Refrigerator-freezers depending on whether it is show card 1a or 1b) and you see this label on the appliances in the shop what do you think it is about? Please enter your answer in box number 7.

Present **show card 2** {Note: there are two versions of show card 2 (2a for refrigerator-freezers and 2b for TVs) and only one version should be presented to the group at this stage such that if show card 1a (refrigerator-freezers) was shown for Q7 above then show card 2a (refrigerator-freezers) should be shown now; otherwise show card 2b (TVs) should be shown.

Q8. Please look at the show card (2a or 2b, as appropriate). Which appliance (refrigerator-freezer or TV) do you think is the most energy efficient (option 1, 2 or 3)? Please enter the option number corresponding to your answer in box number 8.

Q9. Which appliance (refrigerator-freezer or TV) do you think is the least energy efficient (option 1, 2 or 3)? Please enter the option number corresponding to your answer in box number 9.

Present show card 9 (4 refrigerator-freezers with the energy class order not necessarily following the energy consumption order)

Q10. Please look at the show card and rank these four refrigerator-freezers in order of the most energy efficient to least energy efficient. Enter the option numbers corresponding to your answers in box number 10.

Present show card 10 (4 TVs with one having an A+ rating)

Q11. Please look at the show card and rank these TVs in order of the most energy efficient to least energy efficient. Enter the option numbers corresponding to your answers in box number 11.

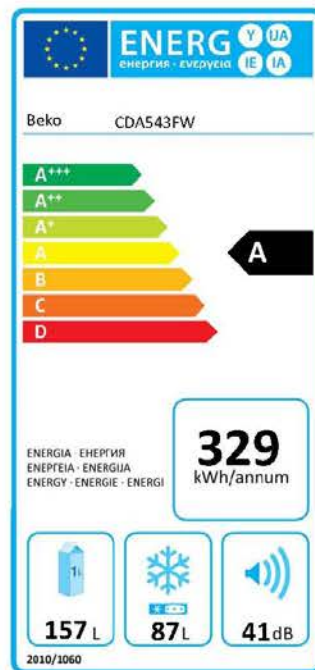
Show card 9) Refrigerator-freezers (note, the English words on these cards need to be translated into the local language before printing)

Refrigerators and freezers

Option 1



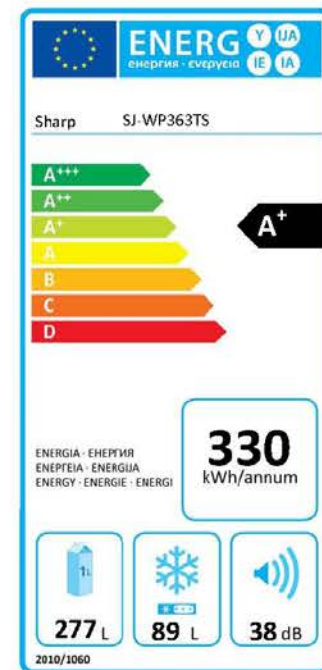
Option 2



Option 3



Option 4



Not actual size

Show card 10) TVs (note, the English words on these cards need to be translated into the local language before printing)

Televisions

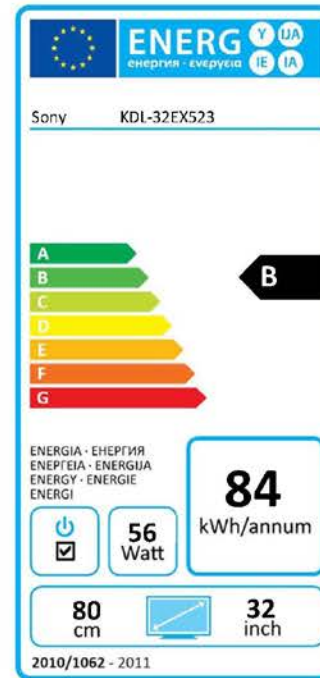
Option 1



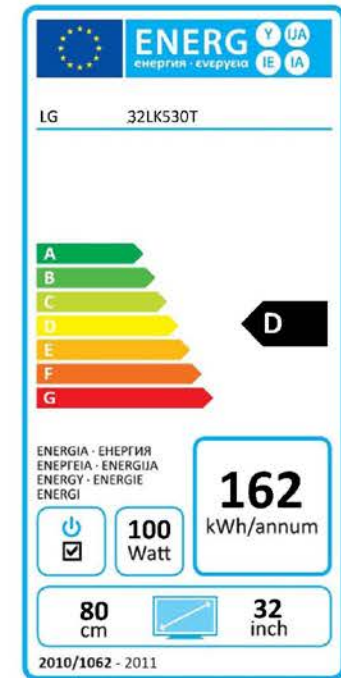
Option 2



Option 3



Option 4



Not actual size

Show card 11) TVs (note, the English words on these cards need to be translated into the local language before printing)

Televisions

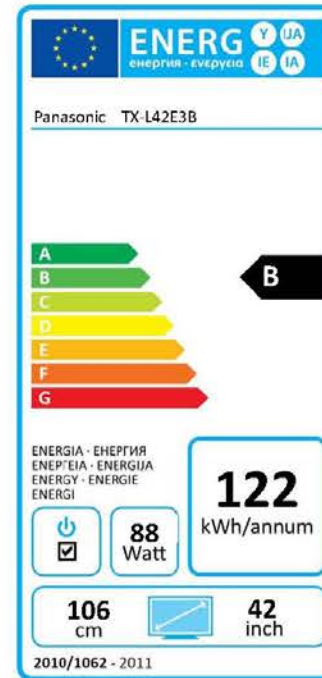
Option 1



Option 2



Option 3



Option 4



Not actual size

Present show card 11 (4 TVs with the energy class order not necessarily following the energy consumption order)

Q12. Please look at the show card and rank these four TVs in order of the most energy efficient to least energy efficient. Enter the option numbers corresponding to your answers in box number 12.

Present Show card 1a/1b (same as for Q3 and Q4)

Q13. What do you think is the highest energy efficiency class an appliance (refrigerator-freezer or TV) can have? Please enter your answer in box number 13.

Q14. What energy efficiency class would you consider to be good enough were you buying an appliance (refrigerator-freezer or TV)? Please enter your answer in box number 14.

Present Show card 1b/1a (reverse of for Q3 and Q4)

Q15. What do you think is the highest energy efficiency class an appliance (refrigerator-freezer or TV) can have? Please enter your answer in box number 15.

Q16. What energy efficiency class would you consider to be good enough were you buying an appliance (refrigerator-freezer or TV)? Please enter your answer in box number 16.

Ask the group to hand in their questionnaires and once they have been collected hand out questionnaire 2 to each member of the group.

Explain that we will now revisit much of the same material but this time people will be invited and encouraged to discuss what they see and think about the material. If any of the same questions are asked as previously it is perfectly ok to change your answer if you now believe something different to earlier.

Present Show card 1a/1b (same as for Q3 and Q4)

Imagine you're in a shop buying a:

- *refrigerator-freezer for show card 1a), or*
- *TV for show card 1b)*

and you see this label on the front:

Q17. Who do you think has issued this label? I.e. who do you think is the body behind the labelling scheme? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 17.

Q18. What do you think it is about? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 18.

Q19. What is the most important information on the label from your point of view.... and why? Ask people to give and discuss their views.

Q20. What do you like about this label? Why do you say that? Ask people to give and discuss their views.

Q21. What don't you like about it? Why do you say that? Ask people to give and discuss their views.

Present **show card 2**. Note: there are two versions of show card 2: **show card 2a for refrigerator-freezers** and **show card 2b for TVs**. **Choose the card which has the same product type as for Q17 to Q21)**

Q22. Please look at the show card (2a or 2b, as appropriate) and tell me which appliance (refrigerator-freezer or TV) you think is the most energy efficient (option 1, 2 or 3)? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 22.

Q23. Which appliance (refrigerator-freezer or TV) do you think is the least energy efficient (option 1, 2 or 3)? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 23.

Q24. What energy efficiency class would you consider to be good enough were you buying an appliance (refrigerator-freezer or TV)? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 24.

Return to show card 1 (same version as shown previously, either show card 1a for refrigerator-freezers, or show card 1b for TVs)

Q25. How can you tell the energy efficiency of the product from inspecting the label?

Q26. How good do you think A is compared to the other classes? Why do you say that?

Q27. How good do you think D is compared to the other classes? Why do you say that?

Q28. What do you think is the highest energy efficiency class an appliance (refrigerator-freezer or TV) may have? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 28.

Q29. What do you think the coloured arrows indicate? Why do you say that?

Q30. What do you think is the significance of the colours of the arrows? Why do you say that?

Q31. Do you think the length of the coloured arrows signifies anything? What do you think it signifies and why?

Q32. What do you think the letters in the coloured arrows tell us? Why do you say that?

Q33. What do you think the letter in the black arrow tells us? Why do you say that?

Only ask the following question for the refrigerator-freezer label (i.e in FGs in Spain, France, Germany, and Italy)

Q34. What do you think the **++** in the black arrow indicates? Why do you say that?

Probe how much difference in energy efficiency the group feels there is between the highest efficiency class (A+++ for refrigerator-freezers or A for TVs) compared to the lowest energy efficiency class (D for refrigerator-freezers and G for TVs).

Present show card 1 again but this time select the version that was not shown above; that is, if show card 1a (refrigerator-freezers) was presented previously, present show card 1b (TVs) now, or vice versa.

Q35. Imagine you are shopping for (TVs or Refrigerator-freezers depending on whether it is show card 1a or 1b) and you see this label on the appliances in the shop what do you think it is about?

Q36. What do you like about this label? Why do you say that?

Q37. What don't you like about it? What makes you say that?

Probe how much difference in energy efficiency the group feels there is between the highest efficiency class (A+++ for refrigerator-freezers or A for TVs) compared to the lowest energy efficiency class (D for refrigerator-freezers and G for TVs).

Present **show card 2** {Note: there are two versions of show card 2 (2a for refrigerator-freezers and 2b for TVs) and only one version should be presented to the group at this stage such that if show card 1a (refrigerator-freezers) was shown above then show card 2a (refrigerator-freezers) should be shown now; otherwise show card 2b (TVs) should be shown.

Q38. Please look at the show card (2a or 2b, as appropriate) and tell me which appliance (refrigerator-freezer or TV) you think is the most energy efficient (option 1, 2 or 3)? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 38.

Q39. Which appliance (refrigerator-freezer or TV) do you think is the least energy efficient (option 1, 2 or 3)? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 39.

Q40. What do you think is the highest energy efficiency class an appliance (refrigerator-freezer or TV) can have? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 40.

Q41. What energy efficiency class would you consider to be good enough were you buying an appliance (refrigerator-freezer or TV)? Ask people to give and discuss their views and then invite everyone to enter their answers in box number 41.

Now show cards 1a and 1b side by side and ask the following questions:

Pointing to the TV label, ask:

Q42. Do you think the white space above the A to G scale might signify anything? What do you think it might signify?

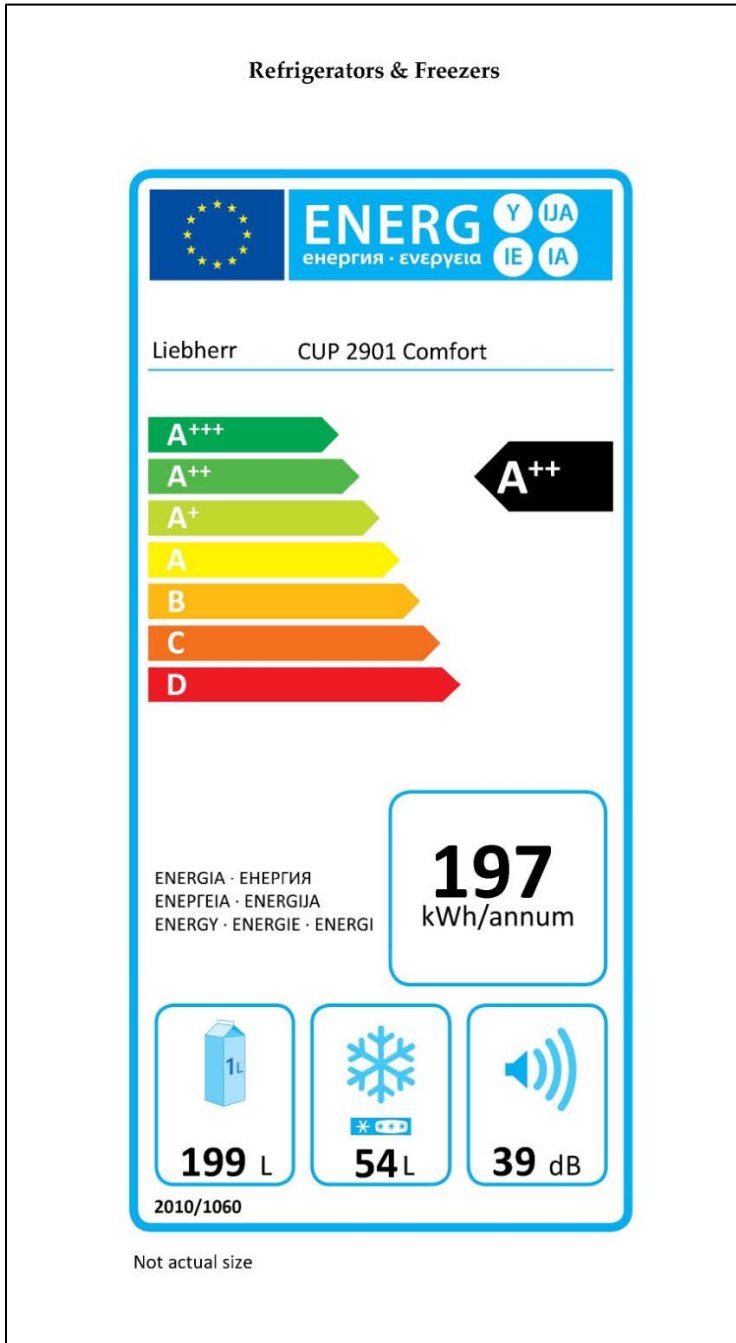
Pointing to the refrigerator freezer label, ask:

Q43. Do you think the white space below the scale might signify anything? What do you think it might signify?

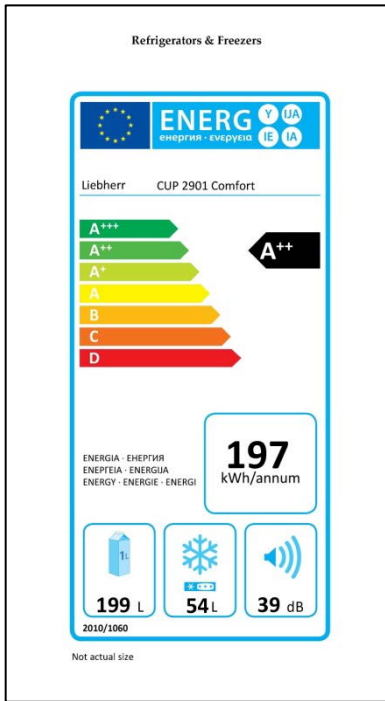
We are now going to test understanding of the other label elements and to do this we will move to show cards 3, 4, 5, 6 such that the order is done as shown in the focus group check-list (supplied separately)

Questions for Show card 3 (refrigerator-freezer label) (note, the English words on these cards need to be translated into the local language before printing)

Show card 3



Q44. What do you think the text here means (point to the Energy text)? Why do you say that?



Q45. What do you think the text kWh/annum means? Why do you say that?

Q46. What do you think the following signifies? Why do you say that?



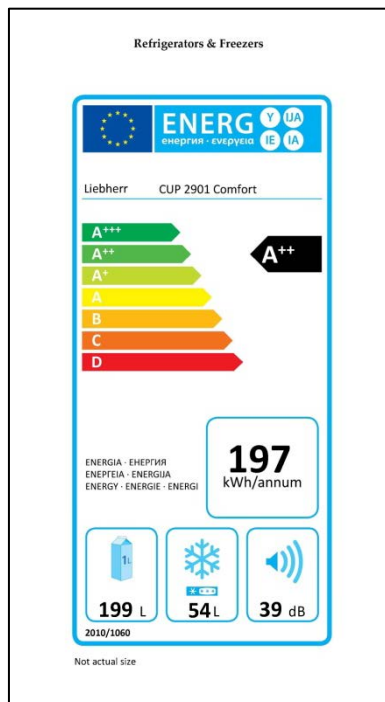
Q47. What do you think the following signifies? Why do you say that?



Q48. What do you think the following signifies? Why do you say that?



Q49. What does the text 2010/XYZ at the bottom right hand corner signify to you?




Q50. From your point of view, do you think this label is missing anything? What other information should it show?

Questions for Show card 4 (washing machines) (note, the English words on this card need to be translated into the local language before printing)

Show card 4

Washing Machines



ENERG
енергия · ενεργεια

Y IJA

IE IA

Whirlpool WWDL 6400

A+++

A++


A+

A

B

C


D




A+

ENERGIA · ЕНЕРГИЯ · ΕΝΕΡΓΕΙΑ
ENERGIJA · ENERGY · ENERGIE
ENERGI


224
kWh/annum




9272
L/annum




6,0
kg



ABCDEFG



59 dB



77 dB

2010/1061

Not actual size

Note, we are skipping the old Questions 51 and 52.

Q53. What do you think the following signifies? Why do you say that?



Icon G

Q54. What do you think the following signifies? Why do you say that?



Icon H

Q55. What do you think the following signifies? Why do you say that?



Icon J

Q56. What do you think the following signifies? Why do you say that?



Icon K

Q57. What do you think the following signifies? Why do you say that?



Icon M


Note, we are skipping the old Question 58.

Q59. From your point of view is this label missing anything? What other information should it show?

Questions for Show card 5 (dishwashers) (note, the English words on this card need to be translated into the local language before printing)

Show card 5

Dishwashers



ENERG
енергия · ενεργεια

Y U/A

IE IA

BOSCH SMS65E12GB

A+++

A++


A+

A

B

C

D




A++

ENERGIA · ЕНЕРГИЯ · ΕΝΕΡΓΕΙΑ
ENERGIJA · ENERGY · ENERGIE
ENERGI


262

kWh/annum




1820


L/annum



ABCDEFG



x13



44

dB

2010/1059

Not actual size

Note, we are skipping the old Questions 60 to 62.

Q63. What do you think the following signifies? Why do you say that?



Icon P

Q64. What do you think the following signifies? Why do you say that?



Icon Q


Note, we are skipping the old Questions 65 and 66.

Q67. From your point of view is this label missing anything? What other information should it show?

Questions for Show card 6 (TVs) (note, the English words on this card need to be translated into the local language before printing)

Show card 6

Televisions



ENERG
енергия · ενεργεια
Y IJA
IE IA

Sharp LC-32LE631E

A

B

C

D

E

F


G

A

ENERGIA · ЕНЕРГИЯ
ΕΝΕΡΓΕΙΑ · ENERGIJA
ENERGY · ENERGIE
ENERGI

60

kWh/annum




41

Watt

80

cm



32

inch

2010/1062 - 2011

Not actual size

Note, we are skipping the old Questions 68 to 69.

Q70. What do you think the following signifies? Why do you say that?



Icon D

Q71. What do you think the following signifies? Why do you say that?



Icon E

Q72. What do you think the following signifies? Why do you say that?



Icon F

Note, we are skipping the old Question 73.

Q74. From your point of view is this label missing anything? What other information should it show?

We are now going to test the value of efficiency to the consumer and to do this we will move to show cards 7 and 8 such that the order is done alternately from focus group to focus group as shown in the focus group check list:

Present **show card 7 or 8 (as above)**.

Q75. Please look at the show card (7 or 8, as appropriate) and tell me which of the two products (TVs or Refrigerator-freezers) Option A or B you would like to have most were all other things the same except what is shown on the label? Why do you say that? Please enter your answer in box number 75.

Q76. Imagine that the product (TV or Refrigerator-freezer) that you like least (Option A or B) costs 300 (local currency units). How much more would you be prepared to pay to have the product (TV or Refrigerator-freezer) that you like most (Option A or B)? What makes you say that? Please enter your answer in box number 76.

Repeat for the show card not previously shown

Present **show card 7 or 8 (as above)**.

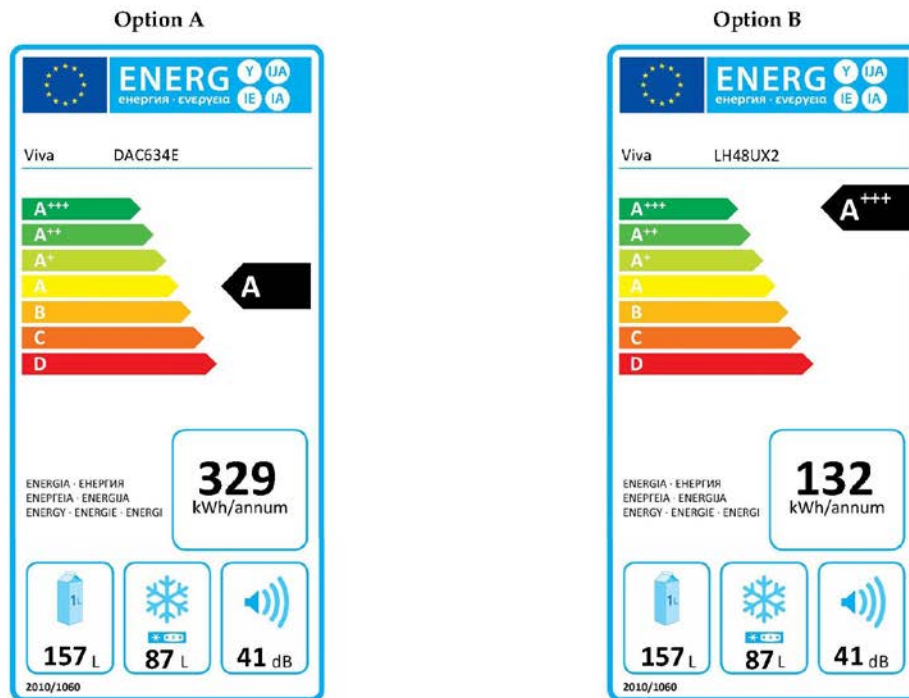
Q77. Please look at the show card (7 or 8, as appropriate) and tell me which of the two products (TVs or Refrigerators) Option A or B you would like to have most were all other things the same except what is shown on the label? Why do you say that? Please enter your answer in box number 77.

Q78. Imagine that the product (TV or Refrigerator-freezer) that you like least (Option A or B) costs 300 (local currency units). How much more would you be prepared to pay to have the product (TV or Refrigerator-freezer) that you like most (Option A or B)? What makes you say that? Please enter your answer in box number 78.

Show card 7

Show card 7) Refrigerator- freezers and freezers (note, the English words on these cards need to be translated into the local language before printing)

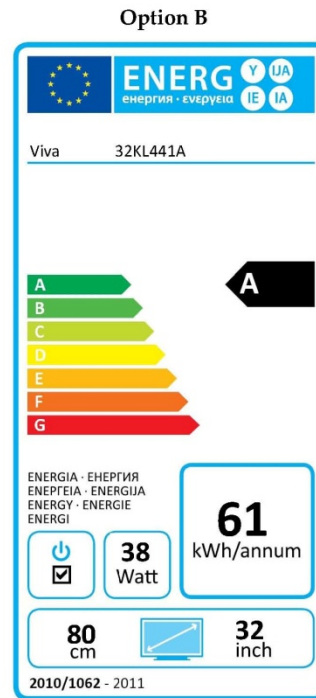
Refrigerators and freezers



Not actual size

Show card 8) TVs (note, the English words on these cards need to be translated into the local language before printing)

Televisions



Not actual size

Present show card 9 (4 refrigerator-freezers with the energy class order not necessarily following the energy consumption order)

Q79. Please look at the show card and rank these four refrigerator-freezers in order of the most energy efficient to least energy efficient. Enter the option numbers corresponding to your answers in box number 79.

Present show card 10 (4 TVs with one having an A+ rating)

Q80. Please look at the show card and rank these TVs in order of the most energy efficient to least energy efficient. Enter the option numbers corresponding to your answers in box number 80.

Present show card 11 (4 TVs with the energy class order not necessarily following the energy consumption order)

Q81. Please look at the show card and rank these four TVs in order of the most energy efficient to least energy efficient. Enter the option numbers corresponding to your answers in box number 81.

Present show card 1a (refrigerators) and show card 1b (TVs) side by side

Q82. Please look at the refrigerator label and discuss how motivating you find the A+++ class compared to a class A for the refrigerators.

Q83. Please look at the TV label and discuss how motivating you find the A class compared to a class D for the TVs.

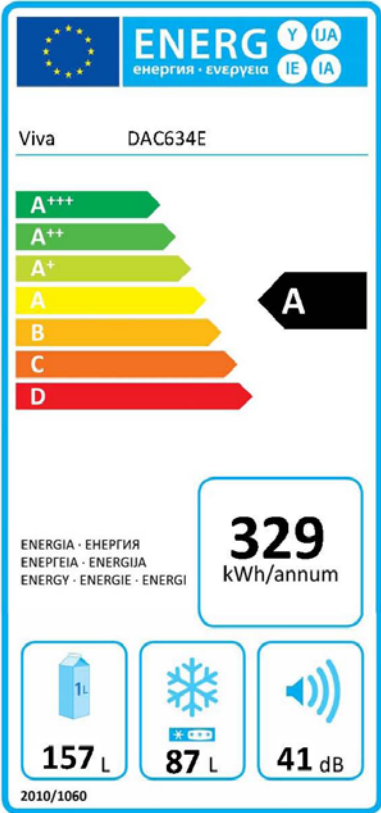
Present show card 12 (the new and old refrigerator energy label presented side by side)

Q84. Here you can see the new refrigerator-freezer energy label and the old refrigerator energy label – please discuss what you like and dislike about each, and why. Probe answers and see if there are any strong preferences for or against any of the aspects of these labels.

Show card 12) The new refrigerator- freezer label and old refrigerator- freezer label (note, the English words on these cards need to be translated into the local language before printing)

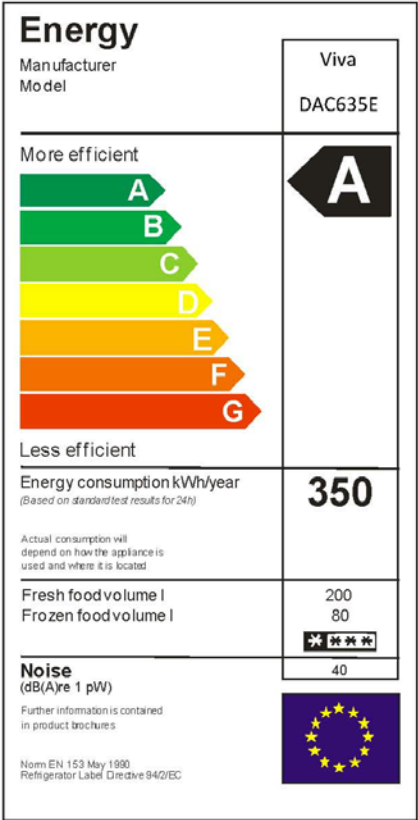
Refrigerators and freezers

Option A (new label)



Not actual size

Option B (old label)



Present show card 4 and 5 (the washing machine and dishwasher labels)

Q85. Here you can see the new washing machine and dishwashers energy labels. On the new label the energy consumption is presented per year (kWh/annum) whereas under the older label it was presented as kWh/cycle. Please discuss which approach you prefer and why.

Concluding questions

We imagine that Q1 did not result in energy being mentioned by at least some participants, thus ask:

Q1a. At the beginning of the interview some of you didn't mention energy efficiency as being one of the characteristics that you look for when buying an appliance? Can you explain why?

Show the 4 energy labels (show cards 3, 4, 5, 6)

You have answered a lot of questions about these labels. Please tell me if there is anything you:

Q86. Find confusing about these labels?

Q87. Would like changed or added to these labels?

Q88. Overall how useful do you find these labels to be in giving you information on the energy efficiency of the products they are applied to?

Thank everyone for their contributions and conclude the focus group.

APPENDIX B: ROTATION SEQUENCES FOR FOCUS GROUP EXPOSURE TO SHOW CARD

Rotation sequences for focus group exposure to show cards depicting appliance energy labels

Questions	Appliance energy label	Show card number	Country (city)									
			UK (London)	Czech Republic (Prague)	Spain (Madrid)	Greece (Athens)	France (Paris)	Poland (Warsaw)	Germany (Frankfurt)	Denmark (Copenhagen)	Italy (Milan)	Bulgaria (Sofia)
1	Refrigerator-freezers		√				√				√	
	Televisions			√					√			√
	Washing machines				√					√		
	Dishwashers					√				√		
3–4	Refrigerator-freezers	1a	√		√		√		√		√	
	Televisions	1b		√		√			√		√	√
5–6	Refrigerator-freezers	2a	√		√		√		√		√	
	Televisions	2b		√		√			√		√	√
7	Refrigerator-freezers	1a		√		√			√		√	√
	Televisions	1b	√		√			√		√		√
8–9	Refrigerator-freezers	2a		√		√			√		√	√
	Televisions	2b	√		√			√		√		√
10	Refrigerator-freezers	9	√	√	√	√	√	√	√	√	√	√
11	Televisions	10	√	√	√	√	√	√	√	√	√	√
12	Televisions	11	√	√	√	√	√	√	√	√	√	√
13–14	Refrigerator-freezers	1a	√		√			√		√		√
	Televisions	1b		√		√			√		√	√
15–16	Refrigerator-freezers	1a		√		√			√		√	√
	Televisions	1b	√		√			√		√		√
17–21	Refrigerator-freezers	1a	√		√			√		√		√
	Televisions	1b		√		√			√		√	√

Continues on next page

Continued from previous page

Questions	Appliance energy label	Show card number	Country (city)									
			UK (London)	Czech Republic (Prague)	Spain (Madrid)	Greece (Athens)	France (Paris)	Poland (Warsaw)	Germany (Frankfurt)	Denmark (Copenhagen)	Italy (Milan)	Bulgaria (Sofia)
22–24	Refrigerator-freezers	2a	√		√		√		√		√	
	Televisions	2b		√		√		√		√		√
25–34	Refrigerator-freezers	1a	√		√		√		√		√	
	Televisions	1b		√		√		√		√		√
35–37	Refrigerator-freezers	1a		√		√		√		√		√
	Televisions	1b	√		√		√		√		√	
38–43	Refrigerator-freezers	2a		√		√		√		√		√
	Televisions	2b	√		√		√		√		√	
44–50	Refrigerator-freezers	3	√	√	√	√	√	√	√	√	√	√
51–59	Washing machines	4	√	√	√	√	√	√	√	√	√	√
60–67	Dishwashers	5	√	√	√	√	√	√	√	√	√	√
68–74	Televisions	6	√	√	√	√	√	√	√	√	√	√
75–76	Refrigerator-freezers	7	√		√		√		√		√	
	Televisions	8		√		√		√		√		√
77–78	Televisions	8	√		√		√		√		√	
	Refrigerator-freezers	7		√		√		√		√		√
79	Refrigerator-freezers	9	√	√	√	√	√	√	√	√	√	√
80	Televisions	10	√	√	√	√	√	√	√	√	√	√
81	Televisions	11	√	√	√	√	√	√	√	√	√	√
82–83	Refrigerator-freezers & televisions	1a & 1b	√	√	√	√	√	√	√	√	√	√
84	Old & new refrigerator-freezers	12	√	√	√	√	√	√	√	√	√	√
85	Washing machines & dishwashers	4 & 5	√	√	√	√	√	√	√	√	√	√
86–88	All 4	3,4,5,6	√	√	√	√	√	√	√	√	√	√

APPENDIX C: CHECKLISTS

Energy Labelling Research

Focus Group Check List

*Prepared for the use of
Millward Brown at the behest of the Collaborative Labeling and Appliance
Standards Program*

Focus Group 1 (UK)

Order of Show cards and products mentioned

Warm up question

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator

2. TV

3. Washing Machine

4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1a	Refrigerators	3-4
2a	Refrigerators	5-6
1b	TVs	7
2b	TVs	8-9
9	Refrigerators	10
10	TVs	11
11	TVs	12
1a	Refrigerators	13-14
1b	TVs	15-16

Show cards for Questions 17 to 88

1a	Refrigerators	17-21
2a	Refrigerators	22-24
1a	Refrigerators	25-34
1b	TVs	35-37
2b	TVs	38-43
3	Refrigerators	44-50
4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74
7	Refrigerators	75-76
8	TVs	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81

1a and 1b	Refrigerators and TVs	82-83
12	Old and New refrigerator label	84
4 and 5	Washing machines and dishwashers	85
3, 4, 5 and 6	All four labels	86-88

Focus Group 2 (Czech Republic)

Order of Show cards and products mentioned

Warm up question

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator

2. TV

3. Washing Machine

4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1b	TVs	3-4
2b	TVs	5-6
1a	Refrigerators	7
2a	Refrigerators	8-9
9	Refrigerators	10
10	TVs	11
11	TVs	12
1b	TVs	13-14
1a	Refrigerators	15-16

Show cards for Questions 17 to 88

1b	TVs	17-21
2b	TVs	22-24
1b	TVs	25-34
1a	Refrigerators	35-37
2a	Refrigerators	38-43
3	Refrigerators	44-50

4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74

8	TVs	75-76
7	Refrigerators	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81
1a and 1b	Refrigerators and TVs	82-83
12	Old and New refrigerator label	84
4 and 5	Washing machines and dishwashers	85
3, 4, 5 and 6	All four labels	86-88

Focus Group 3 (Spain)

Order of Show cards and products mentioned

Warm up question

Q1. *If you were shopping for a (rotate by interview)*

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1a	Refrigerators	3-4
2a	Refrigerators	5-6
1b	TVs	7
2b	TVs	8-9
9	Refrigerators	10
10	TVs	11

11	TVs	12
1a	Refrigerators	13-14
1b	TVs	15-16

Show cards for Questions 17 to 88

1a	Refrigerators	17-21
2a	Refrigerators	22-24
1a	Refrigerators	25-34
1b	TVs	35-37
2b	TVs	38-43
3	Refrigerators	44-50
4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74
7	Refrigerators	75-76
8	TVs	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81
1a and 1b	Refrigerators and TVs	82-83
12	Old and New refrigerator label	84
4 and 5	Washing machines and dishwashers	85
3, 4, 5 and 6	All four labels	86-88

Focus Group 4 (Athens)

Order of Show cards and products mentioned

Warm up question

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1b	TVs	3-4
2b	TVs	5-6
1a	Refrigerators	7
2a	Refrigerators	8-9
9	Refrigerators	10
10	TVs	11
11	TVs	12
1b	TVs	13-14
1a	Refrigerators	15-16

Show cards for Questions 17 to 88

1b	TVs	17-21
2b	TVs	22-24
1b	TVs	25-34
1a	Refrigerators	35-37
2a	Refrigerators	38-43
3	Refrigerators	44-50
4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74
8	TVs	75-76
7	Refrigerators	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81
1a and 1b	Refrigerators and TVs	82-83
12	Old and New refrigerator label	84
4 and 5	Washing machines and dishwashers	85
3, 4, 5 and 6	All four labels	86-88

Focus Group 5 (Paris)

Order of Show cards and products mentioned

Warm up question

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator

2. TV

3. Washing Machine

4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1a	Refrigerators	3-4
2a	Refrigerators	5-6
1b	TVs	7
2b	TVs	8-9
9	Refrigerators	10
10	TVs	11
11	TVs	12
1a	Refrigerators	13-14
1b	TVs	15-16

Show cards for Questions 17 to 88

1a	Refrigerators	17-21
2a	Refrigerators	22-24
1a	Refrigerators	25-34
1b	TVs	35-37
2b	TVs	38-43
3	Refrigerators	44-50
4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74
7	Refrigerators	75-76
8	TVs	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81
1a and 1b	Refrigerators and TVs	82-83
12	Old and New refrigerator label	84
4 and 5	Washing machines and dishwashers	85
3, 4, 5 and 6	All four labels	86-88

Focus Group 6 (Warsaw)

Order of Show cards and products mentioned

Warm up question

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator

2. TV

3. Washing Machine

4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1b	TVs	3-4
2b	TVs	5-6
1a	Refrigerators	7
2a	Refrigerators	8-9
9	Refrigerators	10
10	TVs	11
11	TVs	12
1b	TVs	13-14
1a	Refrigerators	15-16

Show cards for Questions 17 to 88

1b	TVs	17-21
2b	TVs	22-24
1b	TVs	25-34
1a	Refrigerators	35-37
2a	Refrigerators	38-43
3	Refrigerators	44-50
4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74
8	TVs	75-76
7	Refrigerators	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81
1a and 1b	Refrigerators and TVs	82-83
12	Old and New refrigerator label	84
4 and 5	Washing machines and	85

	dishwashers	
3, 4, 5 and 6	All four labels	86-88

Focus Group 7 (Germany)

Order of Show cards and products mentioned

Warm up question

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV

3. Washing Machine

4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1a	Refrigerators	3-4
2a	Refrigerators	5-6
1b	TVs	7
2b	TVs	8-9
9	Refrigerators	10
10	TVs	11
11	TVs	12
1a	Refrigerators	13-14
1b	TVs	15-16

Show cards for Questions 17 to 88

1a	Refrigerators	17-21
2a	Refrigerators	22-24
1a	Refrigerators	25-34
1b	TVs	35-37
2b	TVs	38-43
3	Refrigerators	44-50
4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74
7	Refrigerators	75-76

8	TVs	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81
1a and 1b	Refrigerators and TVs	82-83
12	Old and New refrigerator label	84
4 and 5	Washing machines and dishwashers	85
3, 4, 5 and 6	All four labels	86-88

Focus Group 8 (Denmark)

Order of Show cards and products mentioned

Warm up question

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1b	TVs	3-4
2b	TVs	5-6
1a	Refrigerators	7
2a	Refrigerators	8-9
9	Refrigerators	10
10	TVs	11
11	TVs	12
1b	TVs	13-14
1a	Refrigerators	15-16

Show cards for Questions 17 to 88

1b	TVs	17-21
2b	TVs	22-24
1b	TVs	25-34
1a	Refrigerators	35-37

2a	Refrigerators	38-43
3	Refrigerators	44-50
4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74
8	TVs	75-76
7	Refrigerators	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81
1a and 1b	Refrigerators and TVs	82-83
12	Old and New refrigerator label	84
4 and 5	Washing machines and dishwashers	85
3, 4, 5 and 6	All four labels	86-88

Focus Group 9 (Italy)

Order of Show cards and products mentioned

Warm up question

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator

2. TV

3. Washing Machine

4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1a	Refrigerators	3-4
2a	Refrigerators	5-6
1b	TVs	7
2b	TVs	8-9
9	Refrigerators	10
10	TVs	11
11	TVs	12
1a	Refrigerators	13-14
1b	TVs	15-16

Show cards for Questions 17 to 88

1a	Refrigerators	17-21
2a	Refrigerators	22-24
1a	Refrigerators	25-34
1b	TVs	35-37
2b	TVs	38-43
3	Refrigerators	44-50
4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74
7	Refrigerators	75-76
8	TVs	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81
1a and 1b	Refrigerators and TVs	82-83
12	Old and New refrigerator label	84
4 and 5	Washing machines and dishwashers	85
3, 4, 5 and 6	All four labels	86-88

Focus Group 10 (Bulgaria)

Order of Show cards and products mentioned

Warm up question

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator

2. TV

3. Washing Machine

4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Show cards for Questions 1 to 16

Show card no.	Subject	Question series
1b	TVs	3-4
2b	TVs	5-6
1a	Refrigerators	7
2a	Refrigerators	8-9
9	Refrigerators	10
10	TVs	11
11	TVs	12
1b	TVs	13-14
1a	Refrigerators	15-16

Show cards for Questions 17 to 88

1b	TVs	17-21
2b	TVs	22-24
1b	TVs	25-34
1a	Refrigerators	35-37
2a	Refrigerators	38-43
3	Refrigerators	44-50
4	Washing machines	51-59
5	Dishwashers	60-67
6	TVs	68-74
8	TVs	75-76
7	Refrigerators	77-78
9	Refrigerators	79
10	TVs	80
11	TVs	81
1a and 1b	Refrigerators and TVs	82-83

12	Old and New refrigerator label	84
4 and 5	Washing machines and dishwashers	85
3, 4, 5 and 6	All four labels	86-88

Energy Labelling Research

In-depth interview moderators checklist

*Prepared for the use of
Millward Brown at the behest of the Collaborative Labeling and Appliance
Standards Program*

1 Interview 1

Order of Show cards

Show card no.	Subject	Question series
1a	Refrigerators	2
2a	Refrigerators	3
1a	Refrigerators	4
1b	TVs	5
2b	TVs	6
3	Refrigerators	SC3
4	Washing machines	SC4
5	Dishwashers	SC5
6	TVs	SC6
7	Refrigerators	7
8	TVs	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add

number (from above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
<i>Q3a.</i>	Option no.	
<i>Q3b.</i>	Option no.	
<i>Q3c.</i>	Class	
<i>Q4d.</i>	Class	
<i>Q5d.</i>	Option no.	
<i>Q5e.</i>	Option no.	
<i>Q5f.</i>	Class	
<i>Q5g.</i>	Class	
<i>Q7a.</i>	Option no.	
<i>Q7b.</i>	Local currency amount	
<i>Q8a.</i>	Option no.	
<i>Q8b.</i>	Local currency amount	

2 Interview 2

Order of Show cards

Show card no.	Subject	Question series
1b	TVs	2
2b	TVs	3
1b	TVs	4
1a	Refrigerators	5
2a	Refrigerators	6
4	Washing machines	SC4
5	Dishwashers	SC5
6	TVs	SC6
3	Refrigerators	SC3
7	TVs	7
8	Refrigerators	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add number (from above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
Q3a.	Option no.	
Q3b.	Option no.	
Q3c.	Class	
Q4d.	Class	
Q5d.	Option no.	
Q5e.	Option no.	
Q5f.	Class	
Q5g.	Class	

Q7a.	Option no.	
Q7b.	Local currency amount	
Q8a.	Option no.	
Q8b.	Local currency amount	

3 Interview 3

Order of Show cards

Show card no.	Subject	Question series
1a	Refrigerators	2
2a	Refrigerators	3
1a	Refrigerators	4
1b	TVs	5
2b	TVs	6
5	Dishwashers	SC5
6	TVs	SC6
3	Refrigerators	SC3
4	Washing machines	SC4
7	Refrigerators	7
8	TVs	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add number (from above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
<i>Q3a.</i>	Option no.	
<i>Q3b.</i>	Option no.	
<i>Q3c.</i>	Class	
<i>Q4d.</i>	Class	
<i>Q5d.</i>	Option no.	
<i>Q5e.</i>	Option no.	
<i>Q5f.</i>	Class	
<i>Q5g.</i>	Class	
<i>Q7a.</i>	Option no.	
<i>Q7b.</i>	Local currency amount	
<i>Q8a.</i>	Option no.	
<i>Q8b.</i>	Local currency amount	

4 Interview 4

Order of Show cards

Show card no.	Subject	Question series
1b	TVs	2
2b	TVs	3
1b	TVs	4
1a	Refrigerators	5
2a	Refrigerators	6
6	TVs	SC6
3	Refrigerators	SC3
4	Washing machines	SC4

5	Dishwashers	SC5
7	TVs	7
8	Refrigerators	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add number (from above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
Q3a.	Option no.	
Q3b.	Option no.	
Q3c.	Class	

Q4d.	Class	
Q5d.	Option no.	
Q5e.	Option no.	
Q5f.	Class	
Q5g.	Class	
Q7a.	Option no.	
Q7b.	Local currency amount	
Q8a.	Option no.	
Q8b.	Local currency amount	

5 Interview 5

Order of Show cards

Show card no.	Subject	Question series
1a	Refrigerators	2
2a	Refrigerators	3
1a	Refrigerators	4
1b	TVs	5
2b	TVs	6
3	Refrigerators	SC3
4	Washing machines	SC4
5	Dishwashers	SC5
6	TVs	SC6
7	Refrigerators	7
8	TVs	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	

3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add number (from above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
<i>Q3a.</i>	Option no.	
<i>Q3b.</i>	Option no.	
<i>Q3c.</i>	Class	
<i>Q4d.</i>	Class	
<i>Q5d.</i>	Option no.	
<i>Q5e.</i>	Option no.	
<i>Q5f.</i>	Class	
<i>Q5g.</i>	Class	
<i>Q7a.</i>	Option no.	
<i>Q7b.</i>	Local currency amount	
<i>Q8a.</i>	Option no.	
<i>Q8b.</i>	Local currency amount	

6 Interview 6

Order of Show cards

Show card no.	Subject	Question series
1b	TVs	2
2b	TVs	3

1b	TVs	4
1a	Refrigerators	5
2a	Refrigerators	6
4	Washing machines	SC4
5	Dishwashers	SC5
6	TVs	SC6
3	Refrigerators	SC3
7	TVs	7
8	Refrigerators	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add number (from above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
Q3a.	Option no.	
Q3b.	Option no.	
Q3c.	Class	
Q4d.	Class	
Q5d.	Option no.	
Q5e.	Option no.	
Q5f.	Class	
Q5g.	Class	
Q7a.	Option no.	
Q7b.	Local currency amount	
Q8a.	Option no.	
Q8b.	Local currency amount	

7 Interview 7

Order of Show cards

Show card no.	Subject	Question series
1a	Refrigerators	2
2a	Refrigerators	3
1a	Refrigerators	4
1b	TVs	5
2b	TVs	6
5	Dishwashers	SC5
6	TVs	SC6
3	Refrigerators	SC3
4	Washing machines	SC4
7	Refrigerators	7
8	TVs	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add number (from above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
<i>Q3a.</i>	Option no.	
<i>Q3b.</i>	Option no.	
<i>Q3c.</i>	Class	
<i>Q4d.</i>	Class	
<i>Q5d.</i>	Option no.	
<i>Q5e.</i>	Option no.	
<i>Q5f.</i>	Class	
<i>Q5g.</i>	Class	
<i>Q7a.</i>	Option no.	
<i>Q7b.</i>	Local currency amount	
<i>Q8a.</i>	Option no.	
<i>Q8b.</i>	Local currency amount	

8 Interview 8

Order of Show cards

Show card no.	Subject	Question series
1b	TVs	2
2b	TVs	3
1b	TVs	4
1a	Refrigerators	5
2a	Refrigerators	6
6	TVs	SC6
3	Refrigerators	SC3
4	Washing machines	SC4
5	Dishwashers	SC5
7	TVs	7
8	Refrigerators	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add number (from

above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
Q3a.	Option no.	
Q3b.	Option no.	
Q3c.	Class	
Q4d.	Class	
Q5d.	Option no.	
Q5e.	Option no.	
Q5f.	Class	
Q5g.	Class	
Q7a.	Option no.	
Q7b.	Local currency amount	
Q8a.	Option no.	
Q8b.	Local currency amount	

9 Interview 9

Order of Show cards

Show card no.	Subject	Question series
1a	Refrigerators	2
2a	Refrigerators	3
1a	Refrigerators	4
1b	TVs	5
2b	TVs	6
3	Refrigerators	SC3
4	Washing machines	SC4
5	Dishwashers	SC5
6	TVs	SC6
7	Refrigerators	7
8	TVs	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add number (from above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
<i>Q3a.</i>	Option no.	
<i>Q3b.</i>	Option no.	
<i>Q3c.</i>	Class	
<i>Q4d.</i>	Class	
<i>Q5d.</i>	Option no.	
<i>Q5e.</i>	Option no.	
<i>Q5f.</i>	Class	
<i>Q5g.</i>	Class	
<i>Q7a.</i>	Option no.	

Q7b.	Local currency amount	
Q8a.	Option no.	
Q8b.	Local currency amount	

10 Interview 10

Order of Show cards

Show card no.	Subject	Question series
1b	TVs	2
2b	TVs	3
1b	TVs	4
1a	Refrigerators	5
2a	Refrigerators	6
4	Washing machines	SC4
5	Dishwashers	SC5
6	TVs	SC6
3	Refrigerators	SC3
7	TVs	7
8	Refrigerators	8

Notes:

Q1. If you were shopping for a (rotate by interview)

1. Refrigerator
2. TV
3. Washing Machine
4. Dishwasher

what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Fill in the ranking of the relative importance of each characteristic (in order of most important first) below:

Rank order: Add number (from above)

Responses to remaining questions to be entered by moderator

Question	Parameter	Response
<i>Q3a.</i>	Option no.	
<i>Q3b.</i>	Option no.	
<i>Q3c.</i>	Class	
<i>Q4d.</i>	Class	
<i>Q5d.</i>	Option no.	
<i>Q5e.</i>	Option no.	
<i>Q5f.</i>	Class	
<i>Q5g.</i>	Class	
<i>Q7a.</i>	Option no.	
<i>Q7b.</i>	Local currency amount	
<i>Q8a.</i>	Option no.	
<i>Q8b.</i>	Local currency amount	

APPENDIX D: FOCUS GROUP QUESTIONNAIRES

Energy Labelling Research

Focus Group Questionnaires

*Prepared for the use of
Millward Brown at the behest of the Collaborative Labeling and Appliance
Standards Program*

Questionnaire 1

Please enter your name in the box below

Your name	
-----------	--

Q1. If you were shopping for a (add appliance name) what are the characteristics of the product you are most interested in knowing about before you make your purchase?

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

Q2. Rank the relative importance of each characteristic (in order of most important first) and enter your answers into the response box below

Number	Characteristic
1	
2	
3	
4	
5	
6	
7	

When this is complete please turn the page.

Question number	Parameter	Enter your answers for each question below
3.		
4.		
5.	Option number	
6.	Option number	
7.		
8.	Option number	
9.	Option number	
10.	Option number (most)	
	Option number	
	Option number	
	Option number (least)	
11.	Option number (most)	
	Option number	
	Option number	
	Option number (least)	
12.	Option number (most)	
	Option number	
	Option number	
	Option number (least)	
13.	Class	
14.	Class	
15.	Class	
16.	Class	

When this is complete please hand in the questionnaire to the moderator.

APPENDIX E: SCREENER (PARTICIPANT ELIGIBILITY QUESTIONNAIRE)

Job No: 40129510

Project Name: Navigant Energy Labelling

Recruiter name

Respondent number

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Respondent name

Respondent address

Post code

Daytime tel number

Evening tel number

Mobile tel number

E-mail

Date of group/interview:

Time of group/interview:

1 We are conducting a research survey on **Electrical appliances**. First can you tell me if you or any member of your family or close friends work or have worked in any of the following occupations?

- | | | |
|---|---|---------|
| Journalism | 1 |] CLOSE |
| Public Relations | 2 | |
| Advertising | 3 | |
| Market Research | 4 | |
| Marketing | 5 | |
| The manufacture, design,
sale or distribution of
electrical items | 6 | |

Garage	8	CONTINUE
Bank/Building Society	9	
None of these	0	

2a. Have you ever attended a market research group discussion or market research interview?

Yes	1 - GO TO Q2b
No	2 *

2b. How long ago did you attend a market research group discussion/market research interview?

3 months ago	3 ** - CLOSE
1 year ago	4 *** - SPECIFY SUBJECT _____

* HALF OF THE RESPONDENTS TO HAVE NEVER ATTENDED A GROUP DISCUSSION/INTERVIEW

** NONE TO HAVE ATTENDED A GROUP DISCUSSION/INTERVIEW IN THE LAST 3 MONTHS

*** NONE TO HAVE ATTENDED A GROUP DISCUSSION/INTERVIEW ON ELECTRICAL APPLIANCES IN THE LAST YEAR

3. Gender

Male	1
Female	2

GROUP (RECRUIT 10 FOR 9 RESPONDENTS):
A MINIMUM OF 4 MALES AND 4 FEMALES

INTERVIEWS (RECRUIT 10 RESPONDENTS):
50% MALE AND 50% FEMALE

SOCIAL GRADE D: RECRUIT A MINIMUM OF 2 RESPONDENTS

INTERVIEWS:

SOCIAL GRADE B: RECRUIT A MINIMUM OF 2 RESPONDENTS

SOCIAL GRADE C1: RECRUIT A MINIMUM OF 2 RESPONDENTS

SOCIAL GRADE C2: RECRUIT A MINIMUM OF 2 RESPONDENTS

SOCIAL GRADE D: RECRUIT A MINIMUM OF 2 RESPONDENTS

4. In order to interview households that represent all types of jobs, please tell me the occupation of the person with the largest income whether from employment, pensions, investments, state benefits or other sources? Chief income earner

Write in _____

A	1
B	2
C1	3
C2	4
D	5
E	6

GROUP:

SOCIAL GRADE B: RECRUIT A MINIMUM OF 2 RESPONDENTS

SOCIAL GRADE C1: RECRUIT A MINIMUM OF 2 RESPONDENTS

SOCIAL GRADE C2: RECRUIT A MINIMUM OF 2 RESPONDENTS

5. Working status

Full-time	1
Part-time	2
Non-working	3

GROUP: A SPREAD OF FULL, PART TIME AND NON WORKING – WITH A MAXIMUM OF 3 IN THE GROUP TO BE NON WORKING

INTERVIEWS: A SPREAD OF FULL, PART TIME AND NON WORKING – WITH A MAXIMUM OF 4 INTERVIEWEES TO BE NON WORKING

6. Aged:

Write in age:	
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GROUP:

A MINIMUM OF 2 RESPONDENTS AGED 25 - 34

A MINIMUM OF 2 RESPONDENTS AGED 35 - 44

A MINIMUM OF 2 RESPONDENTS AGED 45 - 54

A MINIMUM OF 1 RESPONDENT AGED 55 - 64

A MINIMUM OF 1 RESPONDENT AGED 65 - 74

INTERVIEWS:

1 RESPONDENT AGED: 18 - 24

1 RESPONDENTS AGED: 25 - 34

2 RESPONDENTS AGED 35 - 44

2 RESPONDENTS AGED 45 - 54

2 RESPONDENTS AGED 55 - 64

2 RESPONDENT AGED 65 - 75

Q7. Have you bought a large electrical appliance in the last 12 months?

Yes	1 CLOSE
No	2 %

% NONE TO HAVE BOUGHT A LARGE ELECTRICAL APPLIANCE FOR THEIR OWN USE IN THE LAST 12 MONTHS

Q8. Have you browsed an electrical or department store for large electrical appliances in the last 12 months?

Yes	1 CLOSE
No	2 \$

\$ NONE TO HAVE BROWSED IN STORE FOR LARGE ELECTRICAL APPLIANCES IN THE LAST 12 MONTHS

Q9. Which of the following large electrical appliances do you own?

Washing machine	1
Tumble dryer	2
Washer / dryer	3
Dishwasher	4
Fridge freezer	5
Freezer	6
Electric oven	7
TV	8
DVD player	9
Blu ray player	10

ALL TO OWN A GOOD MIX OF THE ABOVE LARGE ELECTRICAL APPLIANCES

Q10. Who in your household makes the purchase decisions for the large electrical appliances you buy for your home?

You decide what to purchase on your own	1 @
You would ask the advice of someone else before making the decision yourself	2 @
You and someone else would make the decision together	3 @
You would give your opinion to someone else but let them make the decision	4 – CLOSE
You would not get involved in the decision at all and let someone else decide what to buy	5 – CLOSE

@ ALL TO BE SOLELY OR JOINTLY RESPONSIBLE FOR THE PURCHASE OF LARGE ELECTRICAL APPLIANCES FOR THEIR HOME

IMPORTANT NOTE: the following two questions are used to screen for articulateness & must be taken seriously. Responses indicating an ability & willingness to participate & speculate, and a command of language - qualify. Skimpy responses or answers – CLOSE

Q11. If you could be anyone in history, who would you be? Why? What is it that you admire about that person?

Q12. Tell me about some of your favourite television programs. What television programs do you like to watch?
PROBE: Why? What do you enjoy about that/those show(s)?

IF ANSWER QUALIFIES, RECRUIT AS PER PRIOR INSTRUCTIONS; IF NOT, CLOSE

ASK GROUP RESPONDENTS ONLY:

Q13. If you were in a group discussion with strangers, how do you think you'd feel and behave?

I'd feel nervous and probably wouldn't say much	1 – CLOSE
I'd enjoy meeting new people and would join in	2 @
I am not shy when in front of a crowd and would be outspoken and make an effort	3 @
I'd switch off if I found it boring	4 – CLOSE
I'd feel a bit anxious but would try to join in	5 – CLOSE

@ PLEASE RECRUIT RESPONDENTS WHO ARE WILLING AND CONFIDENT TO SPEAK IN A GROUP DISCUSSION

INCENTIVE FOR GROUP/INTERVIEW WILL BE: £

GROUP/INTERVIEW WILL LAST APPROXIMATELY:

NB. PLEASE REMEMBER RESPONDENTS MUST BE:

- 1 ONLY BE TOLD THE SUBJECT AS REFERRED TO AT BEGINNING OF QUESTIONNAIRE
- 2 UNKNOWN TO YOU
- 3 GIVEN AN INVITATION CARD

PLEASE REMEMBER TO CONTACT RESPONDENT THE DAY BEFORE THE GROUP/INTERVIEW TO CONFIRM ATTENDANCE.

RECRUITMENT METHOD USED (Please Tick applicable box)

Face to Face

Telephone

Website

Panel/database

Other (fill in)
