

Energy and energy-saving publics in Provence Alpes Côtes d'Azur

ECEE 2013

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Context : the PACA region

A communication based on a survey of 2,000 persons conducted in 2009 in the PACA region (Provence Alpes Côte d'Azur),

The aim of this survey is to highlight the existence of different types of public concerned by energy issues.

A region of especial interest to this study:

1. electricity supply and network reliability problems (power cut in the winter of 2008 in the east-PACA zone)
2. a planning dispute (hinterland and Var region) surrounding the EHV (Extra High Voltage) project, Boutre-Carros
3. and numerous energy-saving awareness campaigns.

Dewey's adage (1927) : it is problems which create publics

Two series of hypothesis can be developed :

- ➔ The salience of environmental or energy problems renders the energy-saving norms more or less legitimate for different publics
 - Global issue : climate change
 - Local issue : electricity supply
- ➔ These energy-saving norms may be implemented by various types of public policy instruments (Lascoumes and Le Galès, 2004).
- ➔ The choice of *implementation modalities* can lead to greater or lesser acceptance or even cause controversies,.

Outlines

- I- Identifying the publics concerned by energy issues.
 - Indicators
 - A survey carried out in the PACA region in March 2009
- II- Implementation issues show that two different “concerned public” exists.
 - Household investment to reduce energy consumption;
 - Bonus/malus or block tariff system to discourage high energy consumption.

I Identifying the publics concerned by energy issues

Identifying the publics of a given problem

The ACE model (Krosnick & *al.* 2006) :

- Belief about existence of global warming
 - Attitude toward global warming
 - Certainty with which belief and attitude are held
- + Anthropogenic cause and existence of and effective solution to global warming.
- Beyond individual attitudes a belief that collective action and public policies can solve the problem ; (Stone 1989) : shared diagnosis/ narratives shape public.
 - **“Although people may sometimes want government to solve problems for which society is not responsible (...) people seem more likely to expect government to help in solving problems that were created by society” (Krosnick et *al.*, 2006, p 13).**

Climate Change Public

- Public : persons who met all of the following five conditions
 - Know with certainly that climate change exists, i.e. 35% of the persons interviewed AND
 - Think that its consequences are serious, (92%) AND
 - Know that its origin is anthropogenic, 49% of the sample AND
 - Believe that it is urgent to act, 51% AND
 - Think that it is possible to take personal action to fight climate change, 66% of the persons interviewed.
- ➔ According to these criteria, 17% of the persons interviewed may be considered to belong to a climate-change public (CC) as defined above.

Electricity-Supply Public

- ▶ Think that the electricity supply is insufficient or only just sufficient to meet the needs of the PACA region (38%) AND
 - ▶ Was directly affected by the general power cut between Toulon and Nice in the winter of 2008, or had heard about it (71%) AND
 - ▶ Has heard about the project for a high-voltage line between Boutre and Carros and feels concerned by it (28%).
- ➔ **According to these criteria, 14% of the persons interviewed may be considered to belong to an electricity-supply public (ES) as defined above**

Characterisation of the CC and ES publics: publics interested in politics ...

- ▶ The publics concerned by the climate change and PACA electricity supply issues had a sociodemographic profile which differed from the rest of the population
 - higher level of education and a higher level of income, more often male.
 - very interested in politics.

Characterisation of the CC and ES publics: ...but politically and sociologically contrasted

► **Sociologically contrasted**

Climate Change public : younger and better educated than Electricity Supply public

► **politically contrasted**

The Verts (Climate Change public) vs UMP (Electricity Supply public)

► Opinion on nuclear power and high-power lines are also contrasted

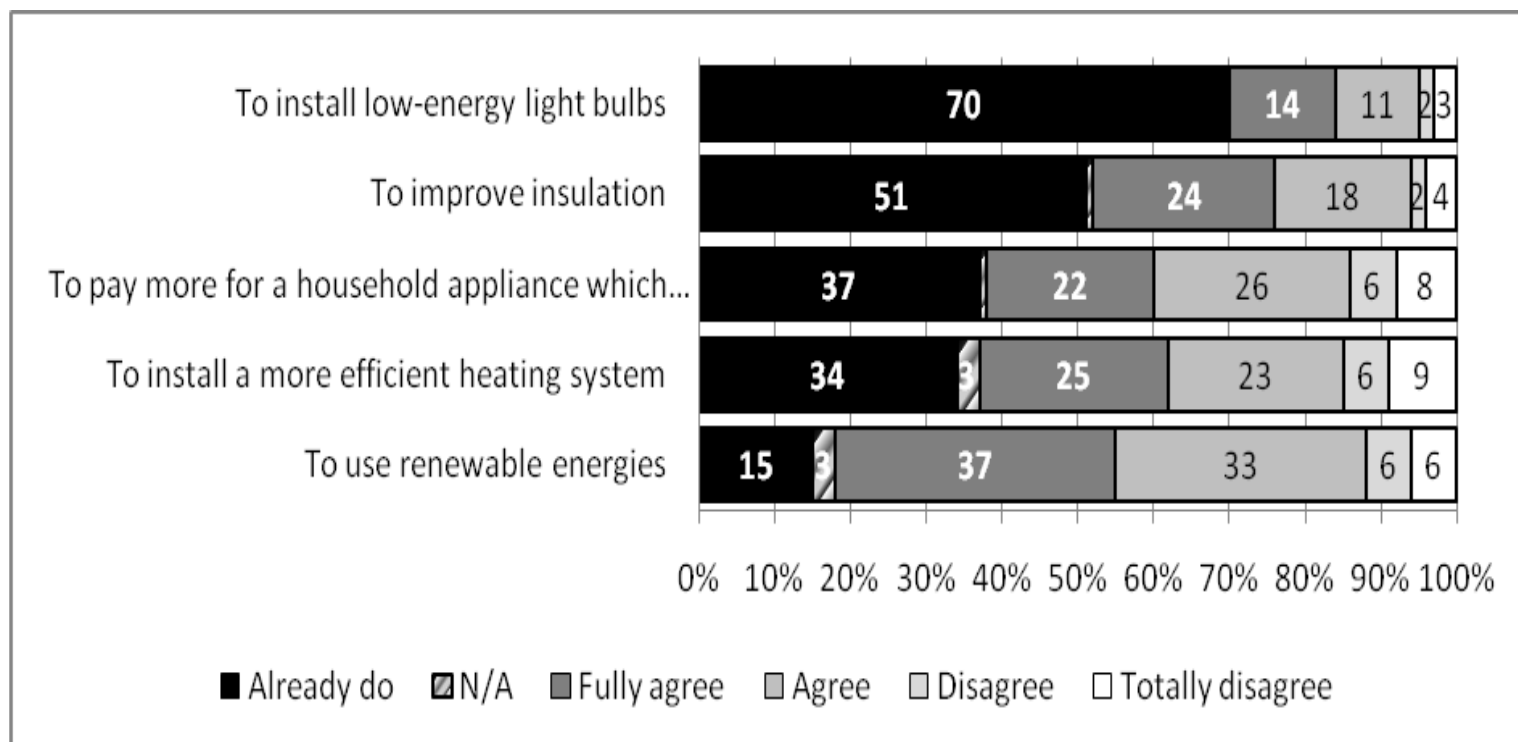
Characterisation of the CC and ES publics: more attentive to energy-saving issues

- ▶ they are more numerous than those not concerned to think that it was “very important” that we reduce our energy consumption.
- ▶ Members of these publics are also more numerous to say that they often or very often discussed energy-saving with friends and family
- ▶ They are more numerous to declare energy saving practices

II

Implementing demand-side management: different approaches depending on the public

Investing to save energy



Combined factors relating to DSM investment

Gender	
- male (ref.)	-1-
- female	1.4*
Age	
- 18-24	-1-
- 65 and over	1.5*
Number of persons in household	
- 1 person	0.6
- 3-4 persons	-1-
- more than 4 persons	ns
Monthly household income:	
- <1300 euros (ref.)	-1-
- 1300-2100 euros	1.5*
- 2100-3300 euros	1.7**
- >3300 euros	2.4***
Occupier status:	
- owner	1.9***
- tenant (ref.)	-1-
Number of years at address:	
- < 5 years (ref.)	-1-
- > 20 years	1.6**
Attitude towards electricity supply:	
- not concerned (ref.)	-1-
- concerned	1.5*
Perceived obstacles to energy-saving:	
- no financial impact (ref.)	-1-
- cumulated perceived advantages	1.8***
- cumulated of perceived obstacles	ns

Combined factors relating to DSM investment

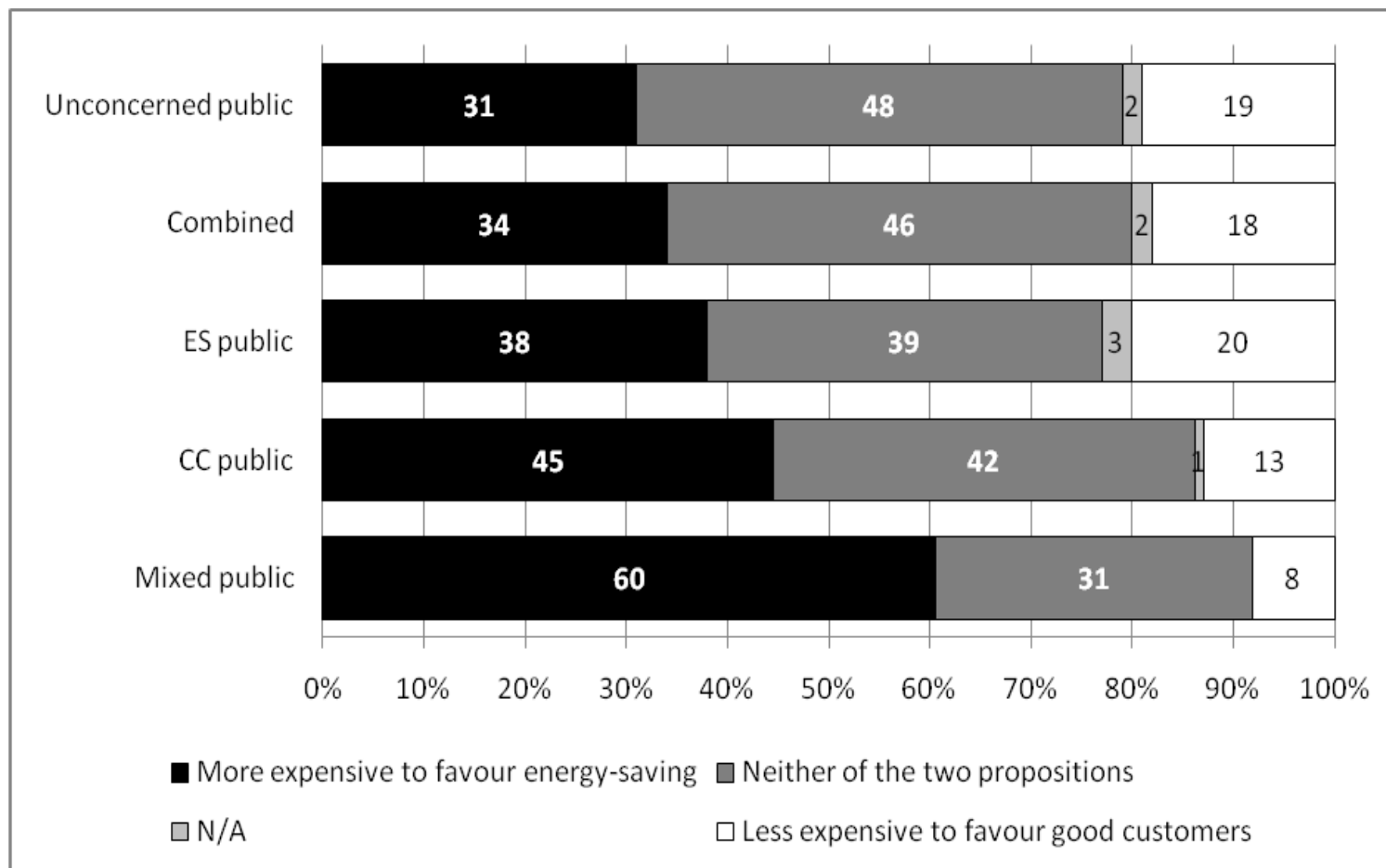
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- female	1.4*
Age	
- 18-24	-1-
- 65 and over	1.5*
Number of persons in household	
- 1 person	0.6
- 3-4 persons	-1-
- more than 4 persons	ns
Monthly household income:	
- <1300 euros (ref.)	-1-
- 1300-2100 euros	1.5*
- 2100-3300 euros	1.7**
- >3300 euros	2.4***
Occupier status:	
- owner	1.9***
- tenant (ref.)	-1-
Number of years at address:	
- < 5 years (ref.)	-1-
- > 20 years	1.6**
Attitude towards electricity supply:	
- not concerned (ref.)	-1-
- concerned	1.5*
Perceived obstacles to energy-saving:	
- no financial impact (ref.)	-1-
- cumulated perceived advantages	1.8***
- cumulated of perceived obstacles	ns

Energy tariffs : Block tariffs

Q: Here are some proposals concerning the price of electricity. Which one do you think to be most preferable?

- Above a certain quantity of electricity, consumers pay a lower price, so as to retain the loyalty of good customers.*
- Above a certain quantity of electricity, consumers pay a higher price, so as to encourage energy-saving.*
- Neither of the above.*

Energy tariffs : Block tariffs



Energy tariffs : Factors relating to adherence to a system of pricing based on volume of consumption

	Odds ratios
Level of education:	
- Bac or less (ref.)	-1-
- Bac+2	1.7***
- higher than bac+2	1.4*
Number of persons in household	
- 3-4 persons (ref.)	-1-
- more than 4 persons	1.4*
Monthly household income:	
- no reply	0.6*
- <1300 euros (ref.)	-1-
- - 2100-3300 euros	1.4**
- >3300 euros	1.8***
Variation in price of petrol over next 10 years	
- very big increase	1.8***
- an increase (ref.)	-1-
- other	ns
Attitude towards climate change:	
- not concerned (ref.)	-1-
- concerned	1.4**

NS: variable not selected in the model with the p<0.05 threshold.
 ns: effect not significant at the p<0.1 threshold.
 ***, **, *, #: significant at p<0.001, p<0.01, p<0.05, p<0.1 respectively

Conclusions

- ◆ The importance attached to issues such as climate change or electricity supply does indeed lead to greater “attention” being paid to energy-saving.
- ➔ But it is uncertain whether these different publics agree on the values which legitimise energy-saving – indeed, the opposite is probably true.

- ◆ The answers to the questions on the preferred modes of action show that :
 - the climate-change public seem to prefer to change its practices in order to consume less;
 - the electricity-supply public, prefers energy efficiency (more effective equipment so as not to have to change practices)..
- ➔ We still need a detailed analysis of the controversies that may be caused by the implementation of various public policies.
- ➔ A second survey has been conducted (2013)... To be continued.

THANK YOU