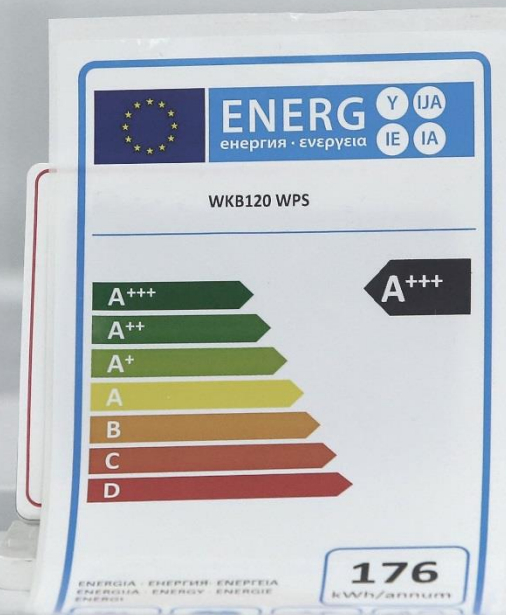


The Role of Energy Efficiency Labels on Property Choices in Ireland



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Background

- Methods
 - 3 Focus Groups (renters, buyers, landlords); 4 key research questions ; 50-90 minutes
- Recruitment:
 - Targeted recruitment strategy through daft.ie (Dublin based); €50 voucher
 - FG Sizes
 - Renters – 5
 - Buyers – 8
 - Landlords – 7

Background

- Current Policy: The Building Energy Rating (BER)
 - Introduced in 2009 (sales and letting)
 - High utilisation
 - Buyer understanding unknown
 - Higher sales prices and rents (Hyland et al. (2013))

DEAP Version X.Y

Building Energy Rating (BER)

BER for the building detailed below is:

Name of House,
Street Name One, Street Name Two,
Town name One, Town Name Two,
County name One, County name Two,

BER Number: XXXXXXXXXX
Date of Issue: Day Month Year
Valid Until: Day Month Year
BER Assessor No.: XXXX
Assessor Company No.: XXXX

The Building Energy Rating (BER) is an indication of the energy performance of this dwelling. It covers energy use for space heating, water heating, ventilation and lighting, calculated on the basis of standard occupancy. It is expressed as primary energy use per unit floor area per year (kWh/m²/yr).

'A' rated properties are the most energy efficient and will tend to have the lowest energy bills.

Building Energy Rating
kWh/m²/yr
MOST EFFICIENT

<25	A1
>25	A2
>50	A3
>75	B1
>100	B2
>125	B3
>150	C1
>175	C2
>200	C3
>225	D1
>260	D2
>300	E1
>340	E2
>380	F
>450	G

LEAST EFFICIENT

Carbon Dioxide (CO₂) Emissions Indicator
kgCO₂/m²/yr

BEST
0

WORST
>120

The less CO₂ produced, the less the dwelling contributes to global warming.

IMPORTANT: This BER is calculated on the basis of data provided to and by the BER Assessor, and using the version of the assessment software quoted above. A future BER assigned to this dwelling may be different, as a result of changes to the dwelling or to the assessment software.

Attributes Affecting the Renting/Buying Decision?

- Renters
 - Rent, location, size, condition, public transport, area amenities
 - EE highlighted by three but ranked 4th/5th
- Buyers
 - Price, location, build quality, area amenities, size, public transport
 - EE highlighted by one but ranked 4th
- Landlords
 - Location, ROI, condition, ease of letting (local economic conditions and previous letting), public transport, size, comfort
 - EE not mentioned

Opinions Towards Energy Efficiency

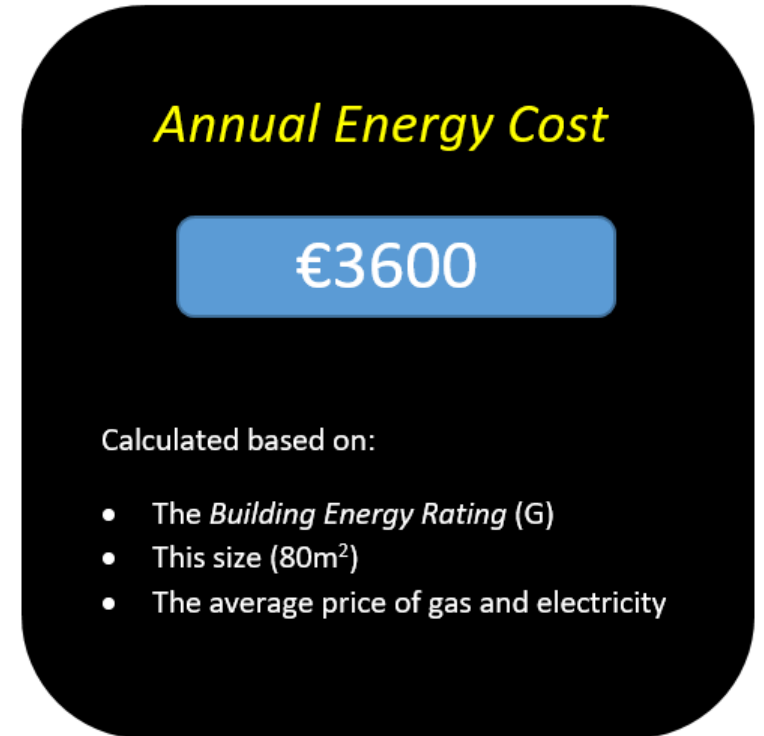
- Renters
 - EE important, but not in the current market!!!
- Buyers
 - EE important, but less important in initial purchase (improved later)
 - Market stresses also highlighted as a barrier
- Landlords
 - Not important as renters will not pay more for EE
 - Investment > Rent increases
 - Upgrades driven by other motives (protecting property or failure)

Effects of Current Policy (the BER)

- Renters
 - Low levels of awareness of policy and current rating
 - Unclear – too technical
 - Would not affect property choice (particularly in current market)
- Buyers
 - More favourable – half said a poor BER would deter
 - Main sentiment – buy now, improve BER later
- Landlords
 - Unclear and inaccurate (energy depends more on behaviours)
 - Not asked about the BER when letting
 - Poor BER not likely to discourage investment

Changes to Policy - Monetary Labelling

- Renters
 - Valued, but only in a “functioning” market
 - Show on a bi-monthly basis
- Buyers
 - Very limited support
 - Potentially misleading – tailor information to situation
- Landlords
 - Strong opposition – would negatively affect profitability
 - Inaccurate
 - Change to monthly (to reduce the size of the figure)



Conclusions

- EE not a primary consideration
- Poor EE and BER unlikely to deter (more of an issue for buyers)
- BER should include examples and tailored information, and account for behaviours and situations
- Limited support for monetary labelling (as presented)