



**Indicator 3. Awareness of people about resource efficiency
with a focus on waste and energy saving**

June 2021

GATEWAY
& PARTNERS

THE MAIN RESEARCH AIM:

The aim of the survey is to assess the fulfilment of the result indicator „Indicator 3. Awareness of people about resource efficiency with a focus on waste and energy saving“

Target Group

Respondents representing both countries, counties or planning regions, genders and age groups (15-29, 30-49, 50 and older)

Sample size

2044 respondents (1022 inhabitants from Estonia and 1022 inhabitants from Latvia, both samples were weighted according to the socio-demographic profile of Estonian and Latvian population in selected areas)

Method

CATI (Computer-Assisted Telephone Interviewing)

Fieldwork

April 2021 – May 2021

Terms used

If the indicator is statistically significantly higher than in the total sample (95% probability), then it's marked with **blue** outline and if the indicator is statistically lower then it's marked with **red** outline.

SAMPLE DESCRIPTION

		Count	%
	All	2044	102%
Country	Estonia	1022	51%
	Latvia	1022	51%
Gender	Male	949	47%
	Female	1095	55%
Age	15-29	393	20%
	30-49	677	34%
	50-74	974	49%
Gender and age groups	Female	1095	55%
	15-29	238	12%
	30-49	343	17%
	50-74	514	26%
	Male	949	47%
	15-29	155	8%
	30-49	334	17%
	50-74	460	23%
	County in the programme area	Hiiu county	21
Jõgeva county		60	3%
Lääne county		51	3%
Pärnu county		194	10%
Põlva county		52	3%
Saare county		74	4%
Tartu county		326	16%
Valga county		62	3%
Viljandi county		102	5%
Võru county		80	4%
Kurzeme		138	7%
Rīga, Pierīga		703	35%
Vidzeme		181	9%

Summary

- Survey results reflect awareness of people about energy saving - 42% are aware of the energy saving topic, 44% indicated that they are aware of the topic, but have no interest in it, 14% know nothing about energy saving.
- It can be concluded from the data that those who are aware of energy saving, also act energy efficiently and take actions to save energy as often as possible.
- 63% who are very familiar with this topic also act towards saving energy as often as possible and 37% sometimes take actions to save energy.
- 27% of respondents who say they know nothing about energy saving act towards saving energy as often as possible and 69% sometimes take actions to save energy.
- Only 4% who know nothing about saving energy also do not care about this topic at all.
- In Latvia people know statistically significantly more about energy saving than in Estonia, where people know significantly less in comparison to whole sample – 46% and 38%
- Significantly more men say they are very familiar with this topic compared to women – 47% and 38%
- Women over 50 years of age consider themselves more familiar with this topic compared to sample average (48%) and women 15-29 years age group consider themselves less familiar with this topic compared to sample average – 34%

- Hiiu county population consider to know less about energy saving than samples average, and Kurzeme and Vidzeme consider to know less about energy saving than samples average
- Estonians consider themselves to act towards saving energy as often as possible more than Latvians – 46%% and 36%. Males consider to act towards saving energy as often as possible more than females –44% and 39%. 50+ male consider to act towards saving energy as often as possible significantly more than male in age group of 15-29.
- Hiiu, Jõgeva and Saare county respondents consider themselves to act towards saving energy as often as possible more than samples average. In planning regions of the programme area there are no statistically significant difference.
- 64% are aware of the waste sorting topic, 34 indicated that they are aware of the topic, but have no interest in it and 3% know nothing about waste sorting. 72% of households say that they sort waste.
- It can be concluded from the result that those who are aware of sorting waste topic, also sort waste at home and those who know nothing about it usually do not sort waste at home.
- 87% who are familiar with waste sorting topic and sort waste at home and 77% who know nothing about sorting waste do not sort waste at home.

- Female consider their awareness about sorting of waste statistically significantly higher than men – 69% and 57%. Female of age group 50+ consider to know more than sample average. There is no significant statistical difference between Estonian and Latvian behaviour towards sorting of waste.
- Hiiu and Saare county respondents consider themselves statistically significantly more familiar with sorting of waste. Vidzeme planning region respondents consider themselves statistically significantly more familiar with sorting of waste than sample average
- The most widely sorted categories of waste: Paper and cardboard 65%, Glass 59%, Hazardous waste 56%
- Statistically significantly more Estonians sort waste at home compared to Latvians – 82% and 62%. More women sort waste at home compared to men – 75% and 69%.
- Statistically significantly more Estonians sort waste at home compared to Latvians – 82% and 62%. More women sort waste at home compared to men – 75% and 69%.
- 45% of respondents indicated that they know the subject very well, 46% that they know the topic, but have no interest in it, 9% know nothing about it.
- 23% recycle regularly, 63% sometimes take actions to recycle, 14% don't pay attention to this topic at all.

Summary

- The share of those who are very familiar with the recycling subject is significantly higher in Estonia and statistically lower in Latvia – 58% and 32%. Younger men (15-29) know something about the subject but it does not interest them – 54%.

Results

Awareness and behaviour regarding energy saving

Awareness and behaviour regarding energy saving

Whole sample

- 42% are aware of the energy saving topic
- 44% indicated that they are aware of the topic, but have no interest in it
- 14% know nothing about energy saving

- 41% act towards saving energy as often as possible
- 54% sometimes take actions to save energy
- 5% don't pay attention to this topic at all

How do you assess your awareness about energy saving?
% of all respondents



■ I am aware of the subject but it does not interest me ■ I know the subject very well ■ I know nothing about it

How do you assess your own behaviour regarding energy saving?
% of all respondents



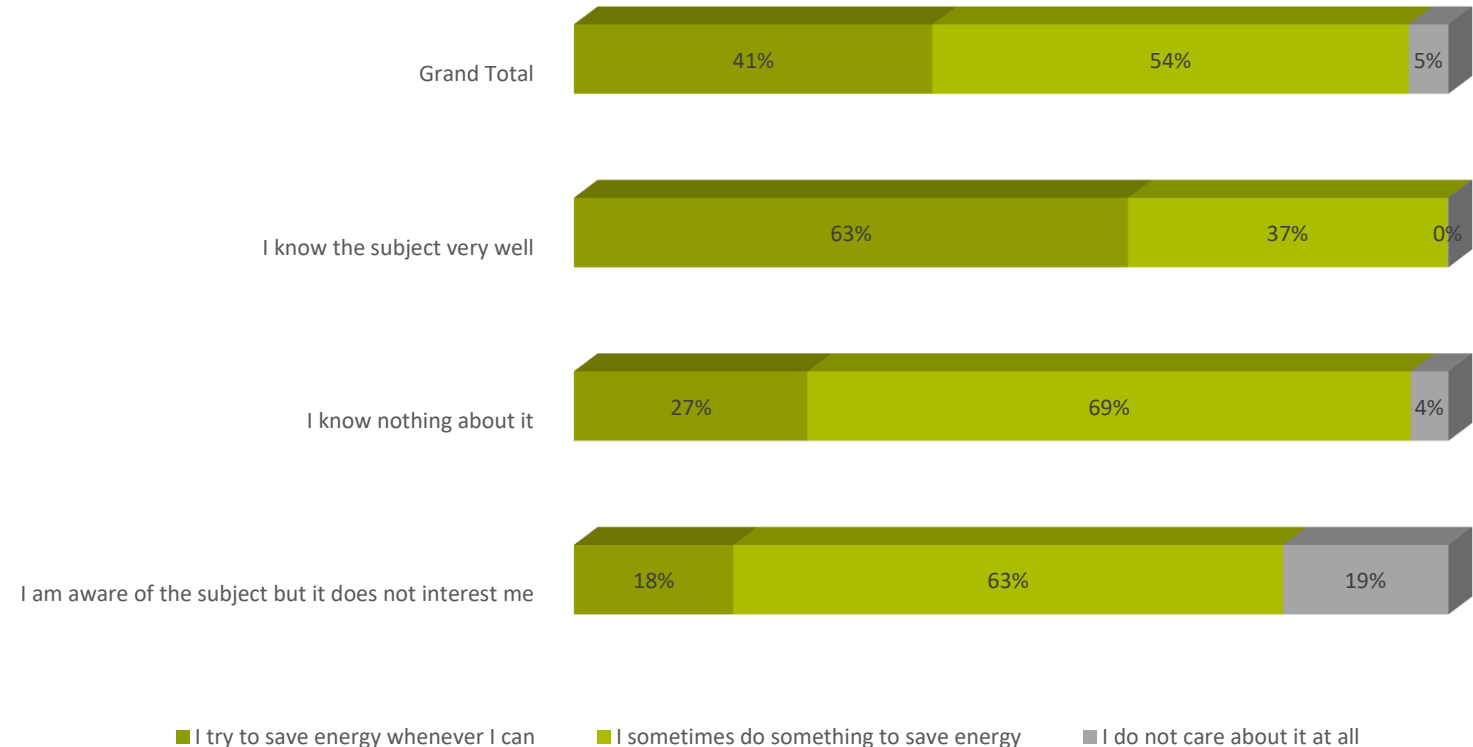
■ I sometimes do something to save energy ■ I try to save energy whenever I can ■ I do not care about it at all

Energy saving: awareness in action

Whole sample

- It can be concluded from the data that those who are aware of energy saving, also act energy efficiently and take actions to save energy as often as possible
- 63% who are very familiar with this topic also act towards saving energy as often as possible and 37% sometimes take actions to save energy
- 27% of respondents who say they know nothing about energy saving act towards saving energy as often as possible and 69% sometimes take actions to save energy
- Only 4% who know nothing about saving energy also do not care about this topic at all

How do you assess your own behaviour regarding energy saving?
% of all respondents



Awareness about energy saving in details I

Awareness about energy saving in details I

Whole sample by country, gender, age, gender and age groups

- In Latvia people know statistically significantly more about energy saving than in Estonia, where people know significantly less in comparison to whole sample – 46% and 38%
- Significantly more men say they are very familiar with this topic compared to women – 47% and 38%
- Women over 50 years of age consider themselves more familiar with this topic compared to sample average (48%) and women 15-29 years age group consider themselves less familiar with this topic compared to sample average – 34%

How do you assess your awareness about energy saving?	Total	I am aware of the subject but it does not interest me	I know nothing about it	I know the subject very well
All	2044	44%	14%	42%
Country				
Estonia	1022	44%	18%	38%
Latvia	1022	45%	9%	46%
Gender				
Female	1095	45%	17%	38%
Male	949	43%	10%	47%
Age				
15-29	393	46%	15%	39%
30-49	677	45%	14%	41%
50+	974	43%	13%	44%
Gender and age				
Female 15-29	238	47%	19%	34%
Female 30-49	343	46%	17%	37%
Female 50+	514	44%	16%	41%
Male 15-29	155	45%	9%	46%
Male 30-49	334	43%	12%	45%
Male 50+	460	43%	9%	48%

Awareness about energy saving in details II

Awareness about energy saving in details I

Whole sample

- Hiiu county population consider to know less about energy saving than samples average
- Kurzeme and Vidzeme consider to know less about energy saving than samples average

How do you assess your awareness about energy saving?	Total	I am aware of the subject but it does not interest me	I know nothing about it	I know the subject very well
All	2044	44%	14%	42%
County in the programme region				
Hiiu county	21	43%	10%	48%
Jõgeva county	60	52%	13%	35%
Lääne county	51	53%	16%	31%
Pärnu county	194	44%	21%	35%
Põlva county	52	42%	13%	44%
Saare county	74	38%	19%	43%
Tartu county	326	44%	17%	39%
Valga county	62	40%	24%	35%
Viljandi county	102	39%	15%	46%
Võru county	80	46%	23%	31%
Planning region in the programme area				
Kurzeme	138	48%	6%	46%
Rīga, Pierīga	703	42%	12%	46%
Vidzeme	181	50%	4%	46%

Energy efficient behaviour in details I

Whole sample by country, gender, age, gender and age groups

- Estonians consider themselves to act towards saving energy as often as possible more than Latvians – 46%% and 36%
- Males consider to act towards saving energy as often as possible more than females –44% and 39%
- 50+ male consider to act towards saving energy as often as possible significantly more than male in age group of 15-29

How do you assess your own behaviour regarding energy saving?		Total	I do not care about it at all	I sometimes do something to save energy	I try to save energy whenever I can
All		2044	5%	54%	41%
Country	Estonia	1022	4%	50%	46%
	Latvia	1022	5%	59%	36%
Gender	Male	949	5%	51%	44%
	Female	1095	4%	57%	39%
Age	15-29	393	5%	65%	29%
	30-49	677	4%	59%	37%
	50+	974	5%	47%	49%
Gender and age	Female 15-29	238	5%	67%	28%
	Female 30-49	343	4%	62%	34%
	Female 50+	514	4%	49%	47%
	Male 15-29	155	6%	63%	31%
	Male 30-49	334	4%	56%	40%
	Male 50+	460	6%	44%	51%

Energy efficient behaviour in details II

Whole sample by programme area

- Hiiu, Jõgeva and Saare county respondents consider themselves to act towards saving energy as often as possible more than samples average
- In planning region of the programme area there are no statistically significant difference

How do you assess your own behaviour regarding energy saving?		Total	I do not care about it at all	I sometimes do something to save energy	I try to save energy whenever I can
All		2044	5%	54%	41%
County in the programme area	Hiiu county	21	5%	43%	52%
	Jõgeva county	60	5%	42%	53%
	Lääne county	51	6%	49%	45%
	Pärnu county	194	4%	53%	44%
	Põlva county	52	4%	48%	48%
	Saare county	74	1%	46%	53%
	Tartu county	326	4%	50%	46%
	Valga county	62	10%	44%	47%
	Viljandi county	102	5%	53%	42%
	Võru county	80	4%	54%	43%
Planning region in the programme area	Kurzeme planning region	138	3%	60%	37%
	Rīga Planning region	703	5%	59%	36%
	Vidzeme planning region	181	5%	59%	36%

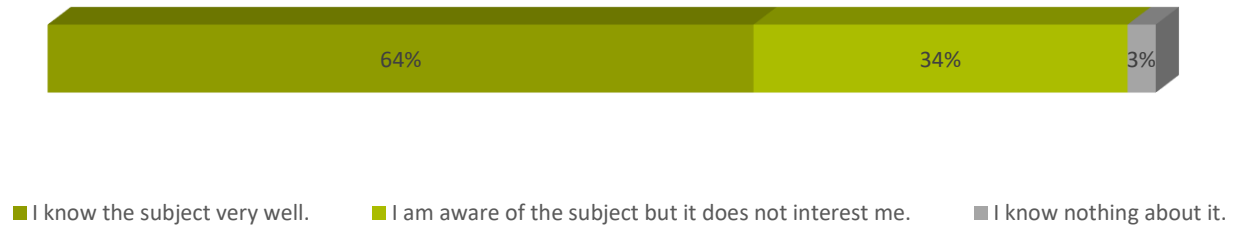
Awareness and behaviour regarding energy saving

Whole sample

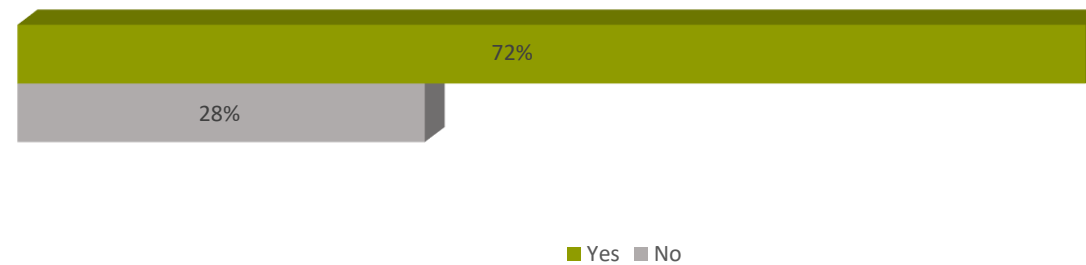
- 64% are aware of the waste sorting topic
- 34 indicated that they are aware of the topic, but have no interest in it
- 3% know nothing about waste sorting

- 72% of households say that they sort waste

How would you describe your knowledge about waste sorting?
% of all respondents



Do you sort your household waste?
% of all respondents

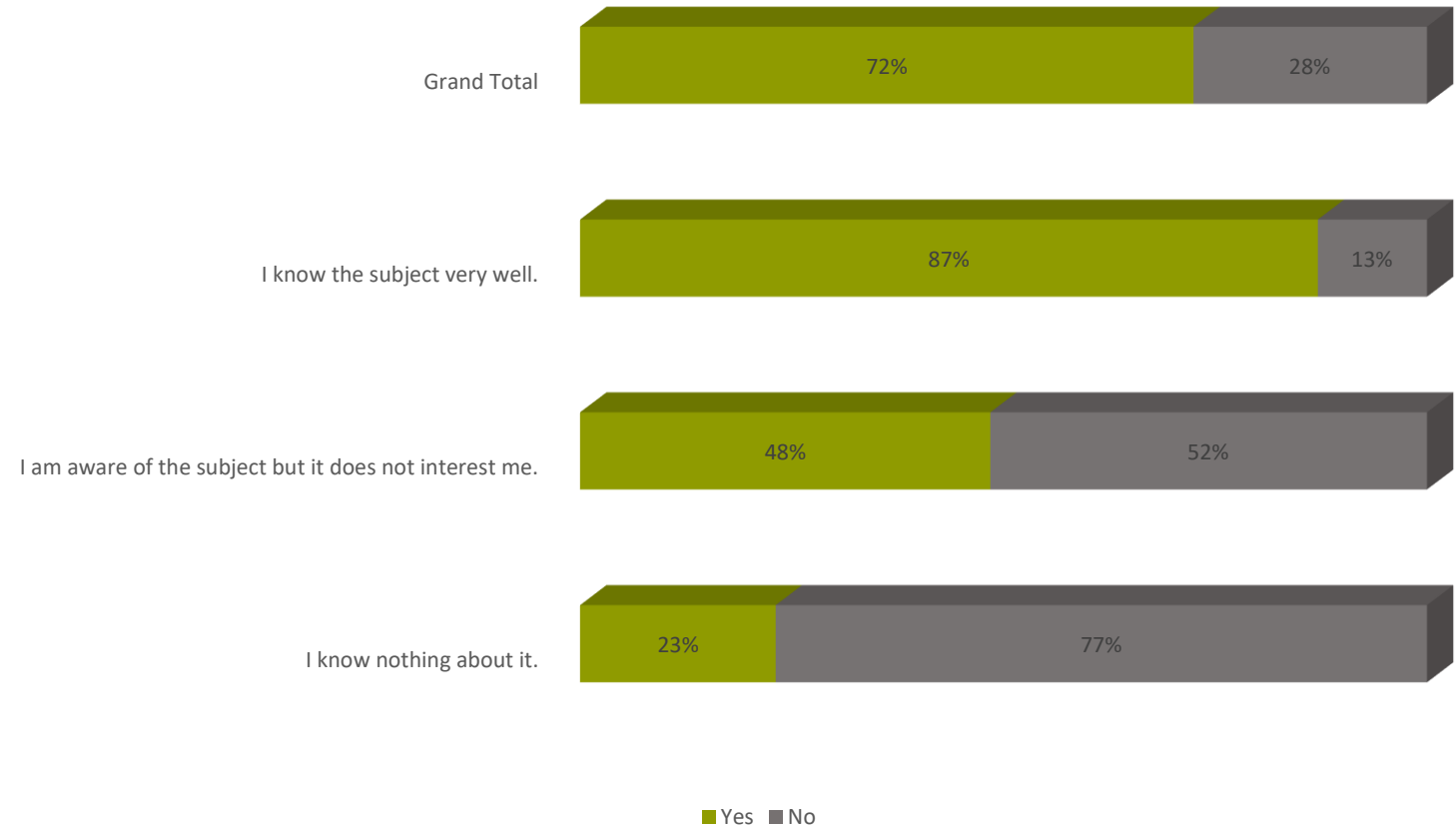


Energy saving: awareness in action

Whole sample

- It can be concluded from the result that those who are aware of sorting waste topic, also sort waste at home and those who know nothing about it usually do not sort waste at home
- 87% who are familiar with waste sorting topic sort waste at home
- 77% who know nothing about sorting waste do not sort waste at home

Do you sort your household waste?
% of all respondents



Awareness about waste sorting in details I

Awareness about waste sorting in details I

Whole sample by country, gender, age, gender and age groups

- Female consider their awareness about sorting of waste statistically significantly higher than men – 69% and 57%
- Female of age group 50+ consider to know more than sample average
- There is no significant statistical difference between Estonian and Latvian behaviour towards sorting of waste

How do you assess your awareness about sorting of waste?		Total	I know nothing about it.	I am aware of the subject but it does not interest me.	I know the subject very well
All		2044	3%	34%	64%
Country	Estonia	1022	2%	33%	65%
	Latvia	1022	3%	34%	63%
Gender	Male	949	4%	39%	57%
	Female	1095	2%	29%	69%
Age	15-29	393	2%	38%	60%
	30-49	677	3%	36%	61%
	50+	974	2%	31%	67%
Gender and age	Female 15-29	238	2%	34%	64%
	Female 30-49	343	2%	33%	65%
	Female 50+	514	1%	24%	75%
	Male 15-29	155	3%	43%	54%
	Male 30-49	334	4%	38%	58%
	Male 50+	460	4%	39%	58%

Awareness about waste sorting in details II

Awareness about waste sorting in details II

Whole sample by programme area

- Hiiu and Saare county respondents consider themselves statistically significantly more familiar with sorting of waste
- Vidzeme planning region respondents consider themselves statistically significantly more familiar with sorting of waste than sample average

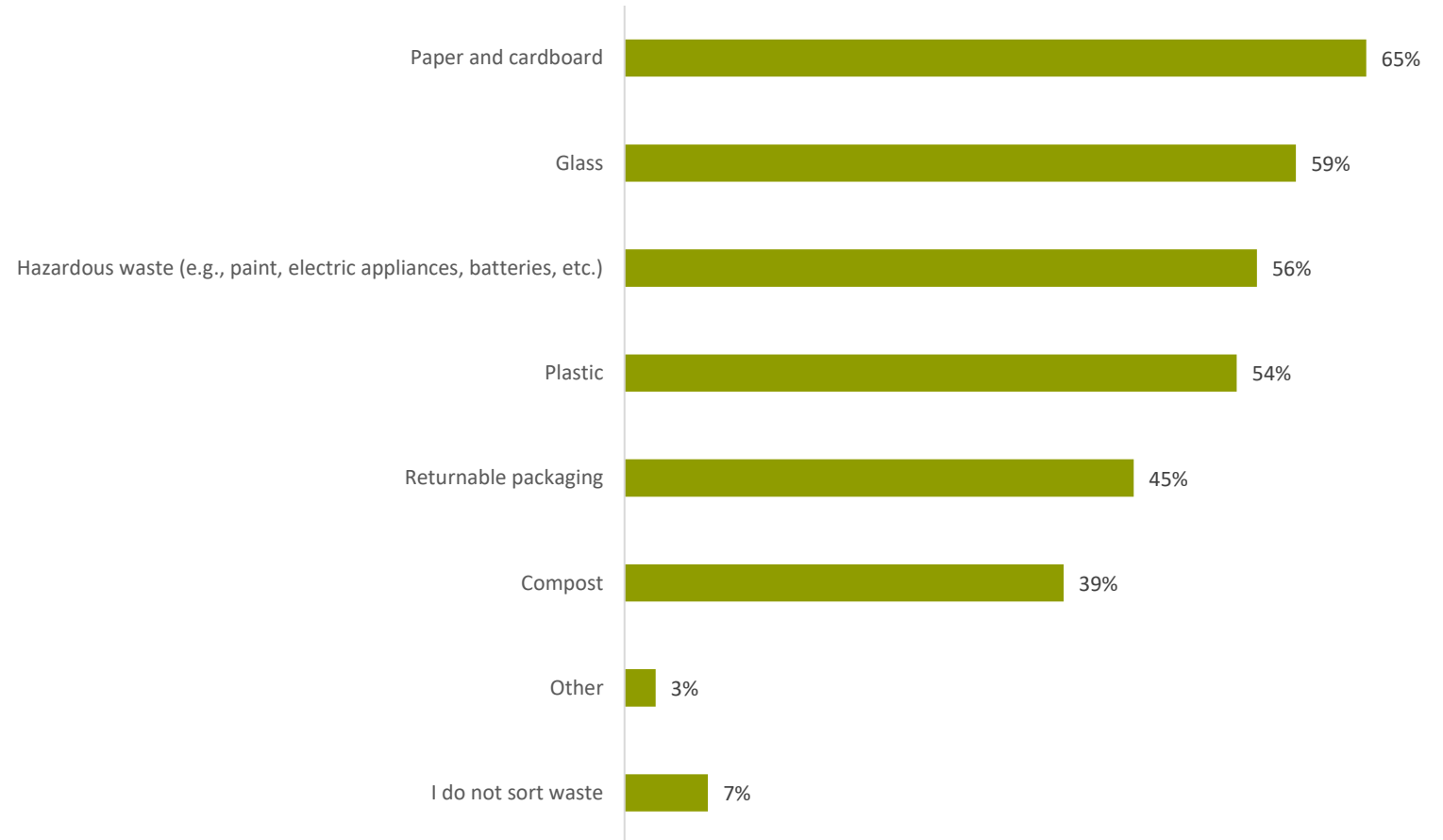
How do you assess your awareness about sorting of waste?		Total	I know nothing about it.	I am aware of the subject but it does not interest me.	I know the subject very well
All		2044	3%	34%	64%
County in the programme area	Hiiu county	21	0%	14%	86%
	Jõgeva county	60	2%	37%	62%
	Lääne county	51	0%	33%	67%
	Pärnu county	194	3%	42%	55%
	Põlva county	52	0%	31%	69%
	Saare county	74	1%	23%	76%
	Tartu county	326	1%	30%	69%
	Valga county	62	5%	32%	63%
	Viljandi county	102	2%	36%	62%
	Võru county	80	6%	34%	60%
Planning region in the programme area	Kurzeme planning region	138	2%	38%	59%
	Rīga Planning region	703	4%	34%	62%
	Vidzeme planning region	181	1%	31%	68%

Waste sorting and waste groups

Whole sample

- The most widely sorted categories of waste:
 - Paper and cardboard 65%
 - Glass 59%
 - Hazardous waste 56%

Into what kind of groups do you sort your waste?
% of all respondents, N=2044



Household waste sorting in details I

Household waste sorting in details I

Whole sample by country, gender, age, gender and age groups

- Statistically significantly more Estonians sort waste at home compared to Latvians – 82% and 62%
- More women sort waste at home compared to men – 75% and 69%

Do you sort your household waste?		Total	Yes	No
All		2044	72%	28%
Country	Estonia	1022	82%	18%
	Latvia	1022	62%	36%
Gender	Male	949	69%	31%
	Female	1095	75%	25%
Age	15-29	393	71%	29%
	30-49	677	71%	29%
	50+	974	74%	26%
Gender and age	Female 15-29	238	72%	28%
	Female 30-49	343	76%	24%
	Female 50+	514	77%	23%
	Male 15-29	155	69%	31%
	Male 30-49	334	66%	34%
	Male 50+	460	71%	29%

Household waste sorting in details II

Household waste sorting in details II

Whole sample by programme area

- The highest amount of respondents who sort waste at home live in Hiiu and Lääne – 100% and 90%
- The highest amount of respondents who do not sort waste live in Riga – 42%

Do you sort your household waste?		Total	Yes	No
All		2044	72%	28%
County in the programme area	Hiiu county	21	100%	0%
	Jõgeva county	60	83%	17%
	Lääne county	51	90%	10%
	Pärnu county	194	74%	26%
	Põlva county	52	81%	19%
	Saare county	74	89%	11%
	Tartu county	326	86%	14%
	Valga county	62	84%	16%
	Viljandi county	102	81%	19%
	Võru county	80	75%	25%
Planning region in the programme area	Kurzeme planning region	138	64%	36%
	Rīga Planning region	703	58%	42%
	Vidzeme planning region	181	76%	24%

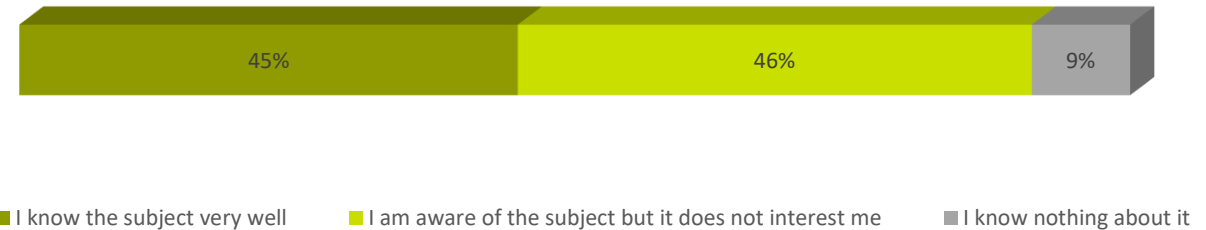
Waste sorting and waste groups

Whole sample

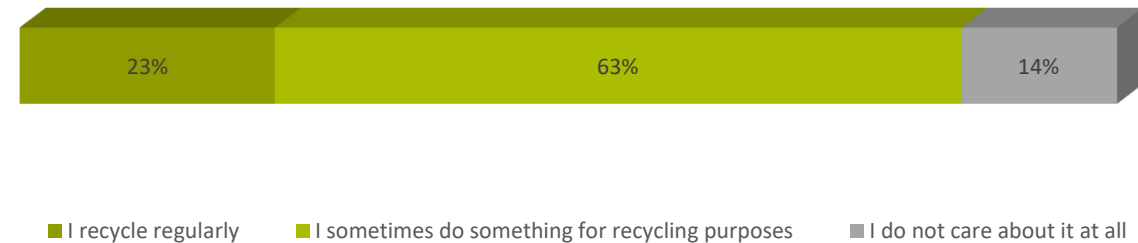
- 45% of respondents indicated that they know the subject very well
- 46% that they know the topic, but have no interest in it
- 9% know nothing about it

- 23% recycle regularly
- 63% sometimes take actions to recycle
- 14% don't pay attention to this topic at all

How do you assess your awareness about recycling?
% of all respondents, N=2044



How do you assess your own behaviour about recycling?
% of all respondents, N=2044



Household waste sorting in details II

Awareness about recycling in details I

Whole sample by country, gender, age, gender and age groups

- The share of those who are very familiar with the recycling subject is significantly higher in Estonia and statistically lower in Latvia – 58% and 32%
- Younger men (15-29) know something about the subject but it does not interest them – 54%

How would you describe your knowledge about recycling?		Total	I know nothing about it	I am aware of the subject but it does not interest me	I know the subject very well
All		2044	9%	46%	45%
Country	Estonia	1022	4%	39%	58%
	Latvia	1022	14%	54%	32%
Gender	Male	949	8%	51%	40%
	Female	1095	9%	42%	49%
Age	15-29	393	9%	46%	45%
	30-49	677	10%	46%	44%
	50+	974	8%	46%	46%
Gender and age	Female 15-29	238	8%	42%	50%
	Female 30-49	343	12%	41%	48%
	Female 50+	514	8%	43%	49%
	Male 15-29	155	10%	54%	37%
	Male 30-49	334	9%	52%	40%
	Male 50+	460	8%	50%	42%

Thank you!

Gateway&Partners