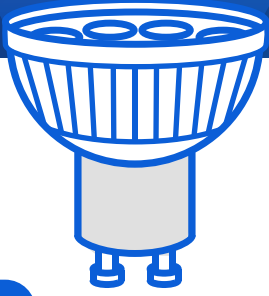




EU Halogen Ban Survey 2016

The great switch off!

Survey countries: Germany, UK, France, Sweden and Belgium

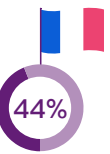


Awareness around the phasing out of halogen spot lights from the EU varies from country to country.

In the dark about the ban

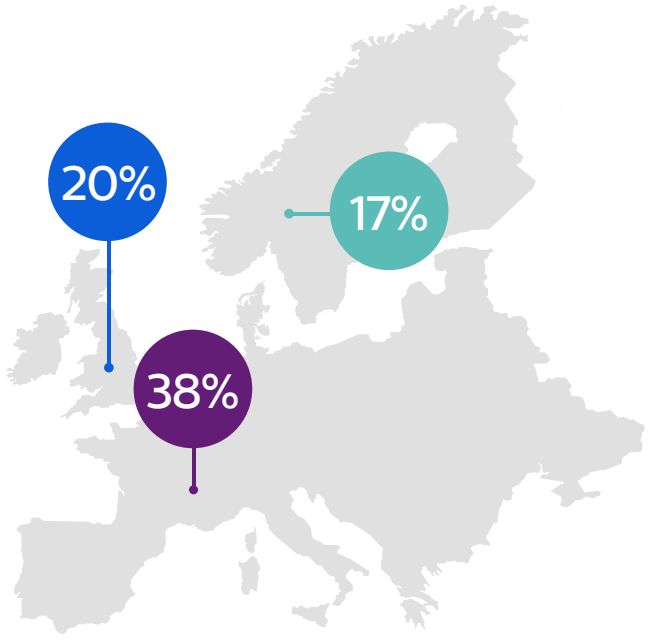
3/4

of Europeans are unaware that halogen spot lights are being banned in the EU from 1st September 2016

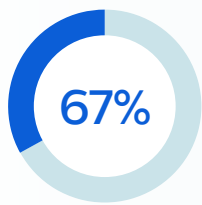


Although the French are most aware, nearly half wish they had known about it earlier

In the UK, only one-in-five is aware, (20%) and 17% in Sweden, whereas in France almost two-in-five know about it



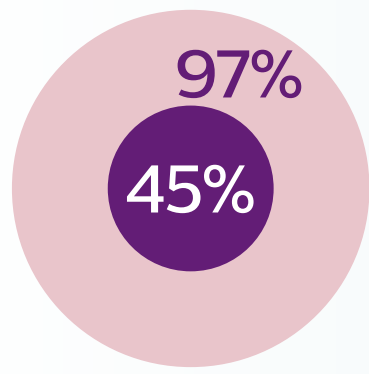
LEDs at home not all LED lights dim like a halogen



have an LED light in their home



1 in 5 still believe that LED lights can't be dimmed & yet many can be



97% of Swedes would consider switching to LED light bulbs over halogen if they thought there was an energy-efficient like-for-like alternative – where nearly half (45%) would switch immediately

Energy efficiency



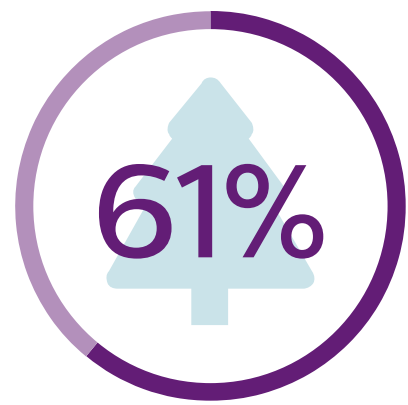
Agree that they make an effort to conserve energy at home



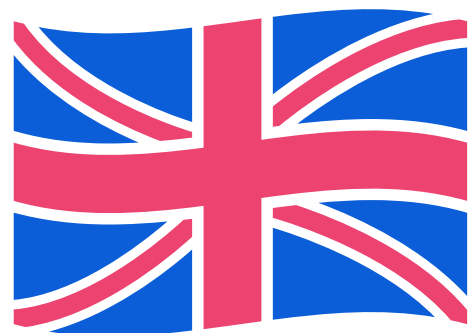
80%

80% of Europeans cite saving money as their driver for energy efficiency

Although almost one-in-five have the misconception that halogen spot lights are more efficient than LED spot lights (17%)



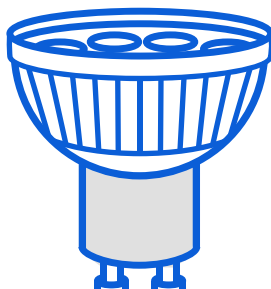
61% cite care for the environment as their driver for energy efficiency



35% of Brits wouldn't bother to change their lightbulbs, despite it being the easiest utility to switch

Did you know?

Philips LED Spot WarmGlow looks, feels & behaves like a halogen and yet is 90% more energy efficient



38% of those surveyed wrongly believe that halogen spot lights are energy efficient

Footnote: According to research conducted by ResearchNow of over 5,000 adults across Germany, UK, France, Sweden and Belgium.