

# Which profile do you feel closest to?

Discover on our website how you could be nudged to save energy!

1

**ENVIRONMENTALLY  
CONSCIOUS AND  
WELL-INFORMED ENERGY  
CONSUMERS**



"Idealistic energy savers", combination of high concern about the environment with good knowledge and strong sense of personal responsibility for action

2

**CONCERNED BUT  
LACKING AWARENESS  
ENERGY CONSUMERS**



Concern about the environment, awareness of consequences but lack of know-how to practically save energy

3

**CONCERNED BUT  
COMFORT-ORIENTED  
ENERGY CONSUMERS**



Clear intentions for acting in an energy-friendly manner but strong concern about comfort, concerned about the monetary cost involved in higher energy consumption

**MATERIALISTIC ENERGY  
CONSUMERS ESCAPING  
PERSONAL  
RESPONSIBILITY**



Combining lower than average energy-saving intentions with a low anticipation of personal responsibility to act and high concern for the financial implications of energy-saving actions

4

**PRONE TO  
SOCIAL INFLUENCE  
ENERGY  
CONSUMERS**



Low intentions for heating-related energy saving behaviour but strong sense of subjective norms, no distinct differentiation in other features

5

**INDIFFERENT  
ENERGY  
CONSUMERS**



Low perception of self-efficacy and possible impact of personal action, low concern and awareness about environmental matters

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 957012. The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither CINEA nor the European Commission are responsible for any use that may be made of the information contained therein.