

Press release

International Green IQ study: Germans want eco-friendly, intelligent heating technology

- **Study of green attitudes and behaviour in 13 countries**
- **Germany is in seventh place – only average in the green ranking**
- **Green, intelligent heating systems are popular in Germany**

Remscheid / Essen, 9 March 2016 – Italians are careful with petrol, there are no nuclear power stations in Austria and Germans are eating less meat – these are some of the results of a study conducted by Vaillant and the market research institute TNS Infratest. The study involved asking 13,500 people in 13 European countries over 100 questions concerning society, mobility, and energy and heating use, among other things. The results were used to calculate their “green IQ”. “We wanted to know exactly how green we and our European neighbours are in our everyday attitudes and behaviour,” explains Dr Tillmann von Schroeter, Managing Director of Vaillant Germany. “As a provider of high-efficiency heating systems, the topic of sustainability is particularly important to us. Our study raises awareness of how environmental protection and behaviour that conserves resources can be integrated into everyday life.” Germany is seventh in the international ranking. Turkey and Austria top the list, while Poland comes last. The full results of the study and a test for calculating your own green IQ can be accessed at www.mygreenIQ.com.

Germans want green, intelligent heating systems

Although they are average in the green ranking, Germans are forward-thinking when it comes to heating use. Two-thirds of respondents believe that replacing old heating systems is the best way to save energy and reduce CO₂ emissions. 58 per cent of German respondents would like to have heating systems that can be automatically and intelligently adjusted to their everyday habits. Almost the same percentage would like their heating system to keep them informed about how much energy they are consuming. Overall, half of German men feel that they are well informed about environmentally friendly heating

technologies, but only one-third of the women asked feel the same. Another interesting result: people aged between 25 and 34 are especially interested in heating systems that can be controlled remotely by app. Meanwhile, a quarter of all respondents aged between 25 and 54 would like to have a system with remote heating maintenance.

About the study

Sustainability and resource conservation are some of the most frequently used buzzwords of our time. Nowadays, everything is required to be as environmentally friendly as possible, from bananas, to holidays, to jeans, to cars. But how do people in eastern, western, northern and southern Europe really think and behave? How much energy do they consume, what are their shopping habits and what mobility options do they use in everyday life? The heating and air-conditioning technology specialist Vaillant and the market research institute TNS Infratest surveyed 13,500 people in 13 countries. The full results of the study and a test for calculating your own green IQ can be accessed at www.mygreenIQ.com.



Caption: As part of an international study with 13,500 participants, Vaillant and TNS Infratest calculated a “green IQ” for 13 countries. Although Germany only came out average in the green ranking, its population is forward-thinking when it comes to efficient and intelligent heating technologies.

Image source: Vaillant