

Ecomonitor Retailer Study

Background

Ecomonitor are a new company whose main aim is to reduce the energy waste in convenience stores throughout the UK. They wanted to gain some useful information to demonstrate the current levels of energy in-efficiency in the industry to give gravitas to their company's goals.

Research Objective

To evaluate the current practices amongst retailers with regards to energy efficiency, and understand the potential areas for further education and implementation of energy saving devices.

Methodology

Quantitative telephone interviews with over 100 convenience store managers & assistant managers at the following retailers; McColls, David Sands, Mills & Tates.

Including a qualitative telephone interview with a senior manager at David Sands who was in the process of a major store re-furbishment where energy efficiency was high on the agenda.

Contact details were collected for all retailers who were interested in receiving more information on reducing their energy bills, giving Ecomonitor some valuable marketing data.

Topic Areas Addressed

- Where does energy efficiency rank in the current priorities of the store
- Awareness of current energy bills
- What energy saving systems are currently in place and how frequently are they adhered to
- Do they think they can actively reduce their energy bills, and by how much

Client Testimonial

"The results do tell a GREAT story and is bang on what I was hoping for. Once again many thanks for turning this around so quickly."

Brian O'Hagan, Ecomonitor