

ENERGY CRISIS: ITALIANS WILLING TO SACRIFICE, BUT NOT AIR CONDITIONING OR HEATING

Just 31% of Italians are prepared to go without air conditioning, while only 44% are willing to lower heating temperatures

Greater support for sustainable mobility: Italians are willing to reduce car use, for 58% their next car will be hybrid or electric

These are the findings of the Changes Unipol study carried out by Ipsos

- **93% of Italians have or intend to adopt virtuous energy saving behaviour**
 - ✓ Yet these habits are fragmented and only 3 exceeded 50% of overall intentions: water savings (64%), running washing machines and dishwashers only at full load (54%) and choosing low-consumption appliances (52%)
- **Bologna recorded the most virtuous behaviour compared to the Italian city average: 48% vs. 43% in all the metropolitan areas assessed**
 - ✓ As for generations, Baby Boomers (57-74 years) were the most likely to implement virtuous behaviours for the environment. Generation Z (16-26 years), on the other hand, was the most virtuous only in the area of sustainable mobility (34%)
- **Among respondents who intend to change cars, Generation Z (33%) and Millennials (30%) chose plug-in hybrids as the car of the future, while Generation X (23%) and Baby Boomers (22%) preferred fully electric vehicles.**
 - ✓ Diesel was preferred by just 14%, LPG by 11%, Petrol by 5% and Methane by 3%
- **Italians are also willing to reduce car use, especially in favour of walking**
 - ✓ 73% declared that they currently use cars to get around on a daily basis, but when asked about their intentions for the next six months, this share dropped to 63%

Bologna, 1 June 2022

The new [Changes Unipol](#) study¹ carried out by Ipsos looked at how the **behaviours and attitudes of Italians** are changing in daily life as a result of the current **energy crisis**.

93% of Italians have or intend to adopt virtuous energy saving behaviour

The study found that the majority of Italians (93%) have already implemented, or in any case are seriously considering, **virtuous personal behaviour** aimed at saving energy and protecting the environment.

Yet in reality, the analysis of individual habits - even small precautions that require minimal effort - showed that they are far from universal: **not leaving water running unnecessarily** is the most common habit, adopted by just 64% of the population, followed by **running washing machines and dishwashers only when fully loaded** (54%), choosing **low-consumption appliances** (52%) and replacing old **light bulbs with LED light bulbs** (48%).

Good intentions lose consensus when it comes to climate comfort: only 44% of respondents were willing to lower the temperature of their radiators in winter, while less than one in three Italians (31%) was ready to give up or **reduce the use of air conditioning** in summer. On this last point, the black jersey goes to Milan, where only 22% were willing to sacrifice cooling.

Bologna recorded the most virtuous behaviour compared to the Italian city average

Out of all the cities, **Bologna recorded the most virtuous behaviour with action taken by an average of 48%** in all areas assessed, compared to a 43% average for overall Italian metropolitan areas. On the other end of the scale, Florence was the city where the highest percentage of people (10%) declared not to have adopted any particular measures.

In terms of generations, **Baby Boomers** (57 to 74 years) **were the most likely to take action** for the environment and energy savings, perhaps also motivated by economic savings, proving to be more virtuous than younger generations in all areas of behaviour, adopted in 53% of cases on average, compared to 45% of the total sample.

Generation Z, that is young people aged 16 to 26, was the most attentive to the issue of sustainable mobility, with 34% (1 out of 3) declaring they **want to reduce car travel** in favour of public transport, bike riding or walking, compared to the total Italian average of 27%. It should be noted that Millennials, aged 27 to 40, were the most willing to **install solar panels** where possible (30% of respondents).

¹ The study was carried out on a representative sample of the national population aged 16-74 (over 44 million individuals) and residents in the main Italian cities (over 13 million individuals) based on gender, age, geographical area, town size, education level, standard of living, profession and family unit. 1,720 interviews were conducted using the CAWI (Computer Assisted Web Interviewing) data collection method, which is based on the compilation of an online questionnaire.

Among respondents who intend to change cars, Generation Z (33%) and Millennials (30%) chose plug-in hybrids as the car of the future, while Generation X (23%) and Baby Boomers (22%) preferred fully electric vehicles

Italian attitudes on the subject of cars were more promising: **58%** of respondents who intend to purchase a car in the next year or two **would choose a hybrid (37%) or electric (21%) vehicle**, while approval for traditional fuels was decidedly lower, diesel (14%), LPG (11%) and petrol (just 5%) in particular.

Generation Z and Millennials were most likely to purchase **plug-in hybrids**: 33% and 30%, respectively, stated they were ready to do so. But curiously, these two groups were also had the highest **appreciation for diesel** vehicles, with a purchase intent of 18% and 20% respectively. On the other hand, older respondents belonging to Generation X (41 to 56 years) and Baby Boomers, tended to **favour fully electric cars**.

Italians are also willing to reduce car use, especially in favour of walking

73% of Italians, almost 3 out of 4, declared that they currently use cars to get around on daily basis but when asked about their intentions for the next 6 months, this share dropped to 63%, especially in favour of walking, with an **approval rating rising from 31% to 35%**.

Bike riding will remain more or less stable (passing from 25% to 24%), along with the **use of public transport** (from 21% to 20%) and vehicle sharing (cars, electric scooters, bikes and motorbikes / scooters), which will be used by 10% of the population, compared to today's 9%.

Intentions to reduce car use were **more pronounced in medium-sized towns** (where it will drop by 8 percentage points) and **large cities** (decrease of 9 percentage points), while in small towns 76% of people will continue to travel by car, in any case down from the current 82%.

Finally, considering the overall use of cars and scooters, the city that expected the greatest reduction was **Florence** (a decrease of 20 percentage points) followed by **Bari** (down 13 percentage points), while the only major city where this use was estimated to remain unchanged was **Naples**.

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