

Green Energy Study Finds Consumer Resistance

Most Australians think green energy costs more and is less reliable than fossil fuel-generated power, according to a University of Melbourne study.

The study found consumers were unlikely to pay more for environmentally friendly energy and were largely unaware of their own electricity company's green energy options.

They were also unsure of how environmentally friendly energy sources would work at their homes, and were ignorant about wind and solar energy. According to the study which canvassed focus groups nationally, education, knowledge, budgets and price were the most important indicators of whether the consumer would adopt renewable energy.

Getting more objective and clear information could sway them to pay up to 10 per cent extra for green energy.

The study's author, Angela Paladino from the university's Department of Management & Marketing says the findings suggest there is a significant role for electricity providers.

"People want to know that their washing machine gives off 'x' amount of carbon dioxide, but that it will only give off 'y' through green energy production," Dr Paladino says.

[Source esaa news]