

# ENSMOV Plus

French consumers  
awareness as regards  
renovation: *major trends*

**Alice Monnet**

Director for Public Affairs  
TEKSIAL

Prendre soin ensemble  
aujourd'hui et pour demain

**teksial**  
facilitateur d'énergie depuis 1987



# TEKSIAL, AN ACTOR IN THE FRENCH ENERGY TRANSITION

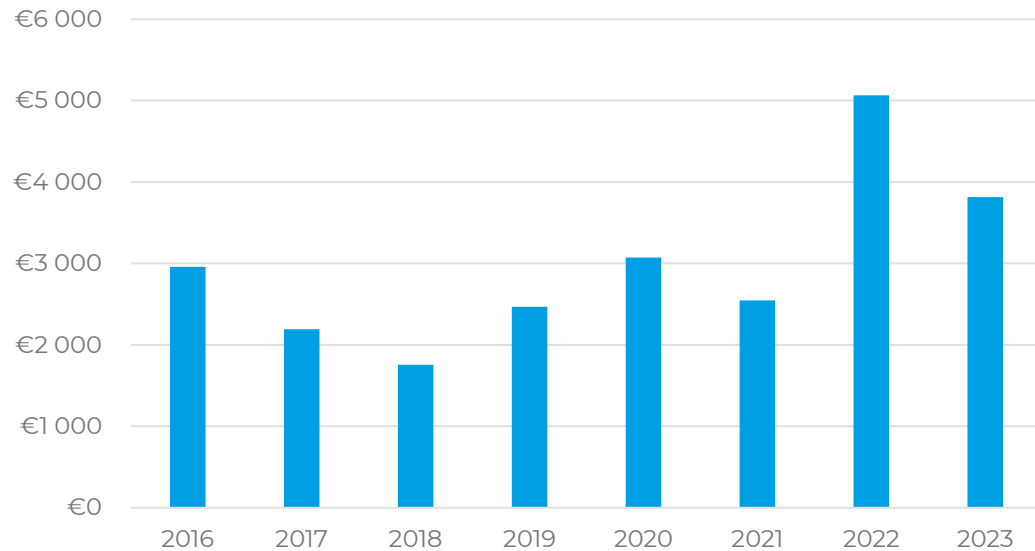
For over 30 years, TEKSIAL has been working to create a more sustainable world in line with new energy consumption and production patterns

## OUR BAROMETER « French consumers and energy renovation »

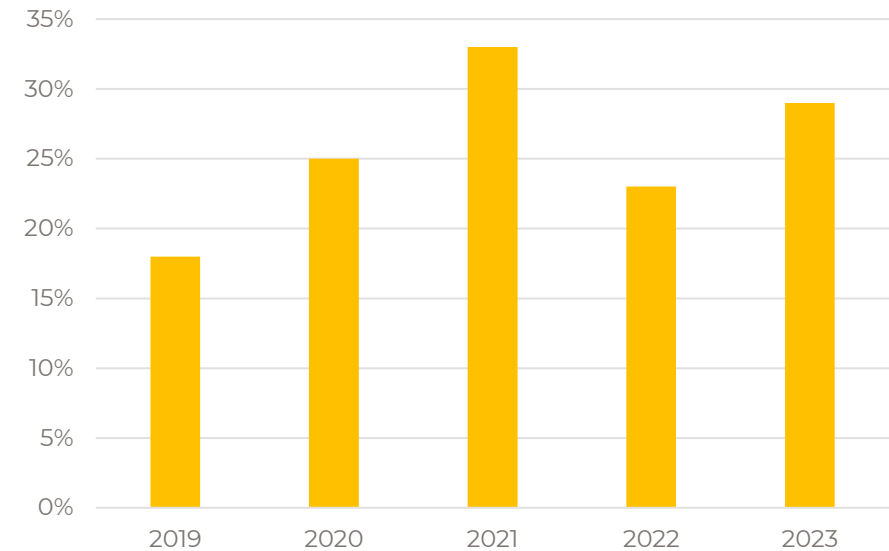
- Since **2016**, with the reference polling institute OpinionWay
- Over **2,000** people surveyed each year
- Emphasis on main **barriers and levers** for the consumers to carry out energy renovation work

# A quarter of French consumers have €100 or less to spend on energy renovations

AN AVERAGE BUDGET OF **2,984 EUROS** IN 2016-2023



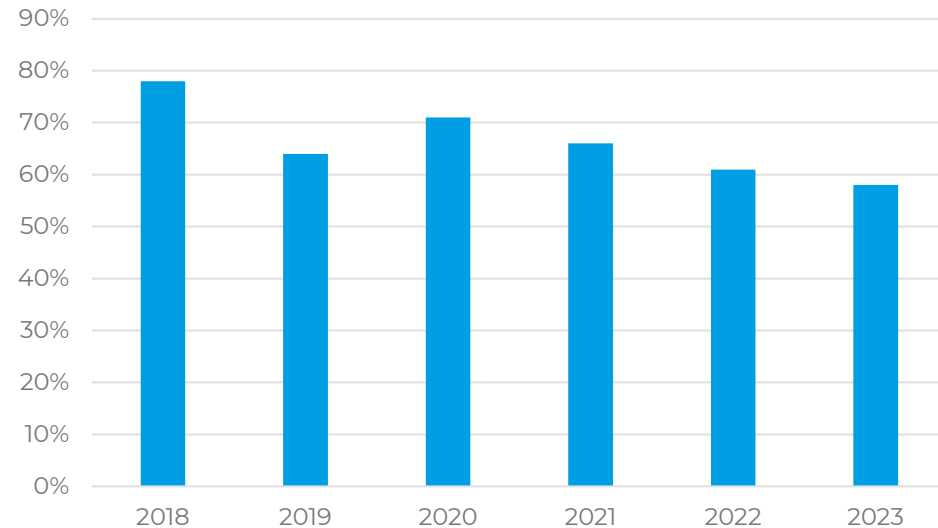
**26% OF FRENCH PEOPLE HAVE €100 OR LESS**



*Question : If you had to carry out energy efficiency work (insulation, heating) in your home, what would be your budget on average?*

# Still a lack of knowledge as regards available financial support schemes

**2 THIRDS** OF FRENCH CONSUMERS CANNOT NAME ANY FINANCIAL AID and only 2% know about White Certificates



*Question : Do you know of any financial assistance available for energy renovation?*

**54%**

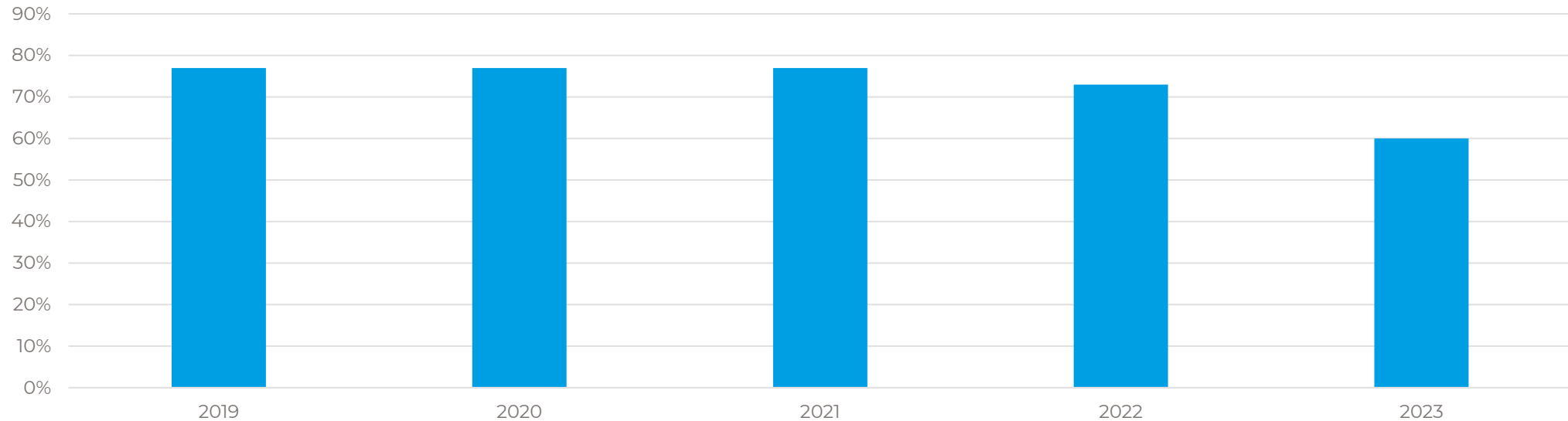
of French consumers do not know their home energy class (on average since 2021)



*Question : What is your home's energy class?*

# The need for support throughout the whole life of the renovation project

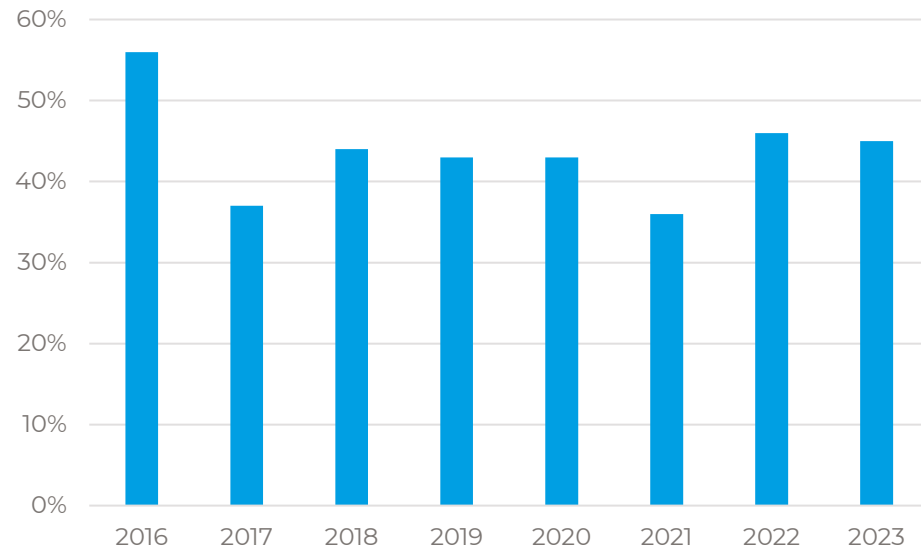
**THREE QUARTERS OF FRENCH CONSUMERS WOULD LIKE TO BE ACCOMPANIED BY A SINGLE SERVICE PROVIDER (EQUIVALENT TO ONE-STOP-SHOPS)**



*Question : You are thinking of doing some energy-efficient renovation work on your home. Would you be willing to entrust your renovation project to a single service provider who would support you before (priority work, quotes, choice of professional, identifying and preparing applications to financial aids...), during (worksite supervision) and after (administrative procedures for obtaining financial aid) the work?*

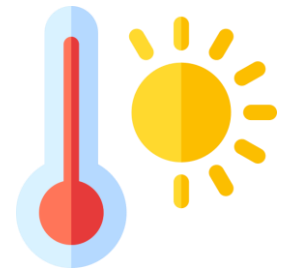
# Too hot or too cold: alleviating French consumers discomfort at home

BETWEEN 2016 AND 2023, **44% OF FRENCH CONSUMERS SAY THEY ARE TOO COLD AT HOME**



*Question : In winter, do you ever feel cold in your home despite using your heating system?*

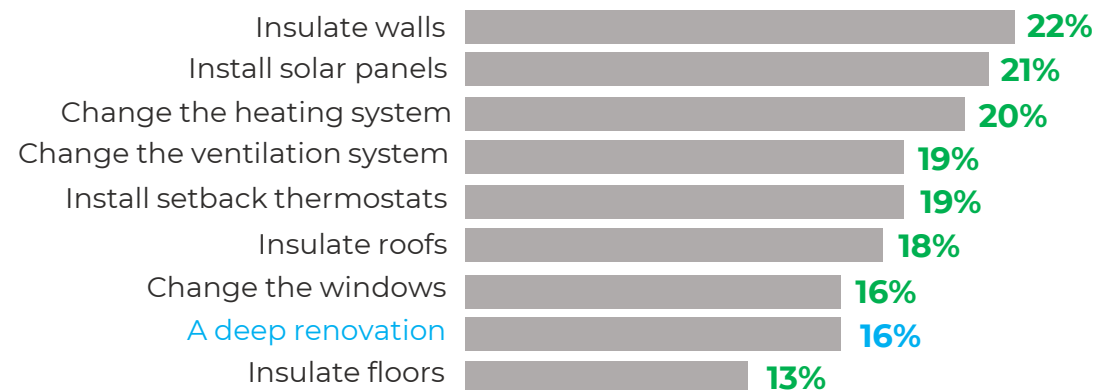
and in 2023, **64% claim they suffered from heat at home in summer**



*Question : Do you ever feel too hot in your home in summer?*

# Are French consumers willing to embark on the deep renovation journey?

TODAY, **16% OF FRENCH CONSUMERS CONSIDER DEEP RENOVATION AT ONCE AS A REALISTIC PROJECT**



*Question : Have you carried out (less than 10 years ago) or do you plan to carry out the following types of energy renovation works in the next 2 years?*

# In a nutshell

## STILL SOME BARRIERS

- Lack of **financial resources**
- White certificates and public schemes **still remain unknown** but some recent improvement
- Growing need for **complete and comprehensive support** throughout the all life of the renovation project

## BUT SEVERAL LEVERS

- Promote **national communication campaigns**
- Promote strong national policies **combining** both white certificates and public supports
- ESCOs to propose strong services across the **entire value chain**
- Renovation as an answer to the growing issue of **summer energy sufficiency**
- Further embark the **banking sector**



## Access to the barometer







Prendre soin ensemble aujourd'hui et pour demain

54, avenue Jean Jaurès Bâtiment WALK – CS 30032 92707 COLOMBES CEDEX - FRANCE  
SIRET : 50149814100032 | RCS : Nanterre B 501 498 141 | Capital social : 41 340 610 euros  
Code APE : 82.20Z | TVA intracommunautaire : FR88 501 498 141

[www.teksial.com](http://www.teksial.com)