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**CONGREGATE**

**Comparative analysis of the awareness levels and attitudes towards building renovation in  
Bulgaria, Croatia and Romania: results from nationally representative surveys**

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**31.03.2023**

Supported by:



Federal Ministry  
for Economic Affairs  
and Climate Action



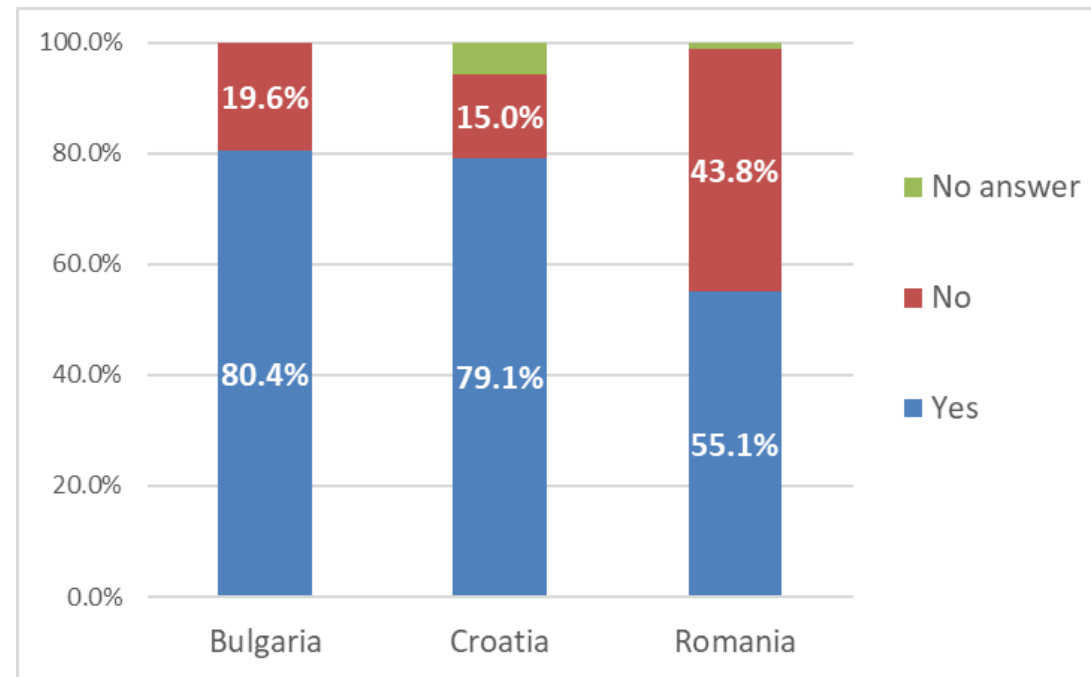
European  
Climate Initiative  
EUKI

on the basis of a decision  
by the German Bundestag

## Scope of the survey

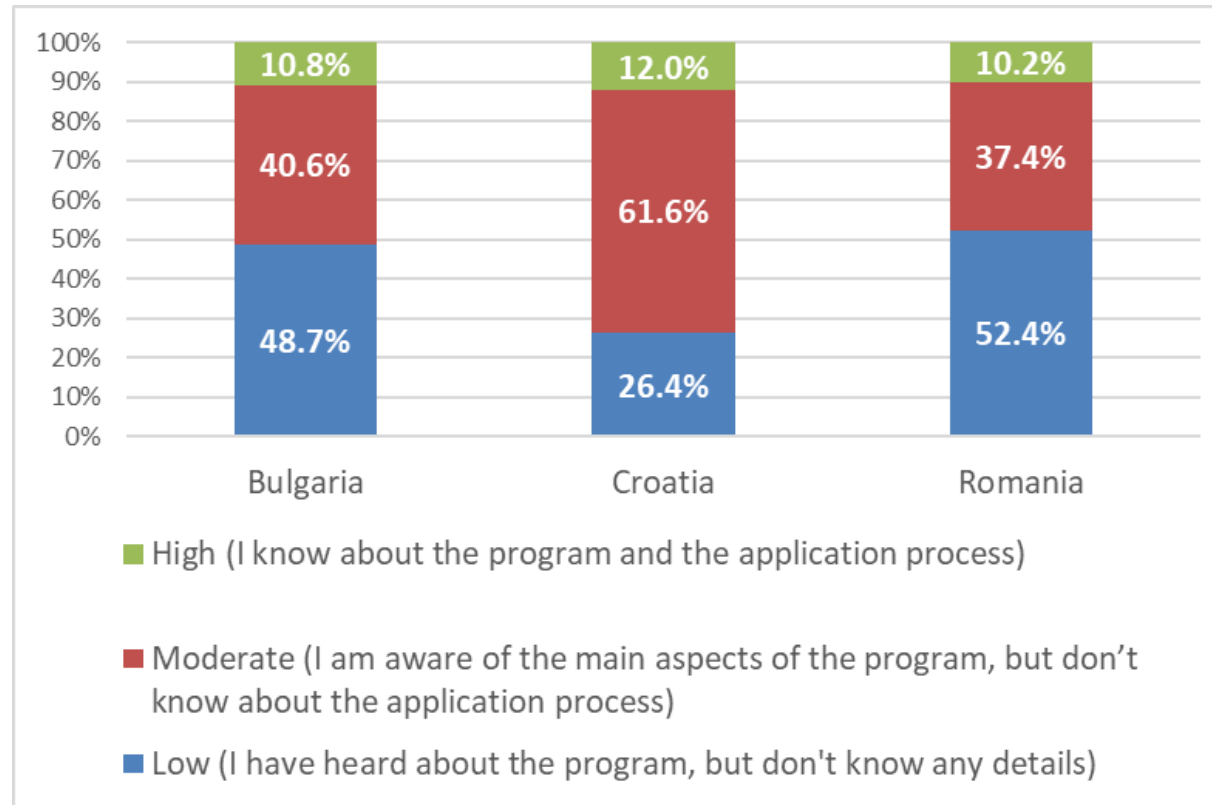
- ❑ Nationally representative household survey in Bulgaria, Romania and Croatia
- ❑ Conducting period: March–April 2022 (BG & HR) and June–July 2022 (RO)
- ❑ Method of registration: personal interview in the home
- ❑ Selection criteria: household size, type of location, presence of district heating, participation in EE programmes

## Familiarity with publicly funded BREE programmes



Source: CONGREGATE 2022.  
Base: 2719 HHs

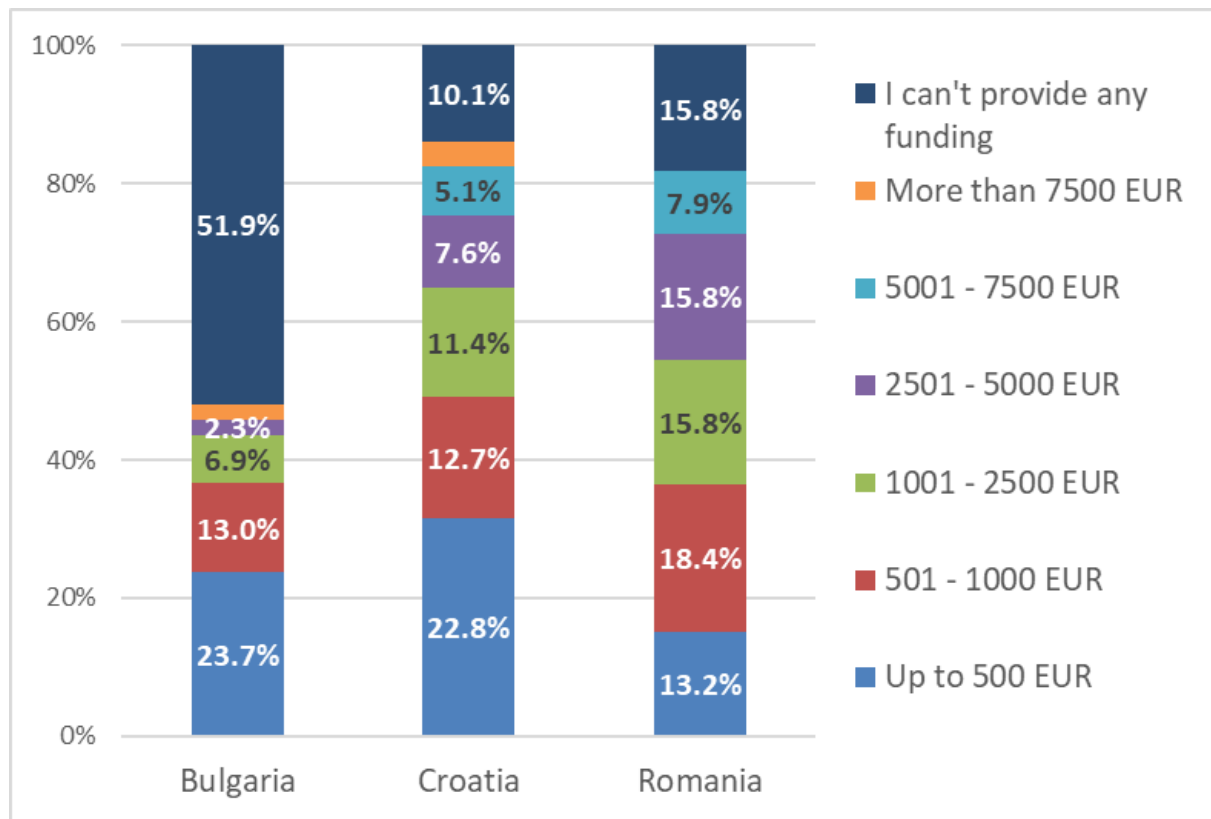
## Level of familiarity with BREE programmes



Source: CONGREGATE 2022.

Base: 1974 HHs that have heard about BREE programmes

# Investment attitudes of households with experience in BREE programmes



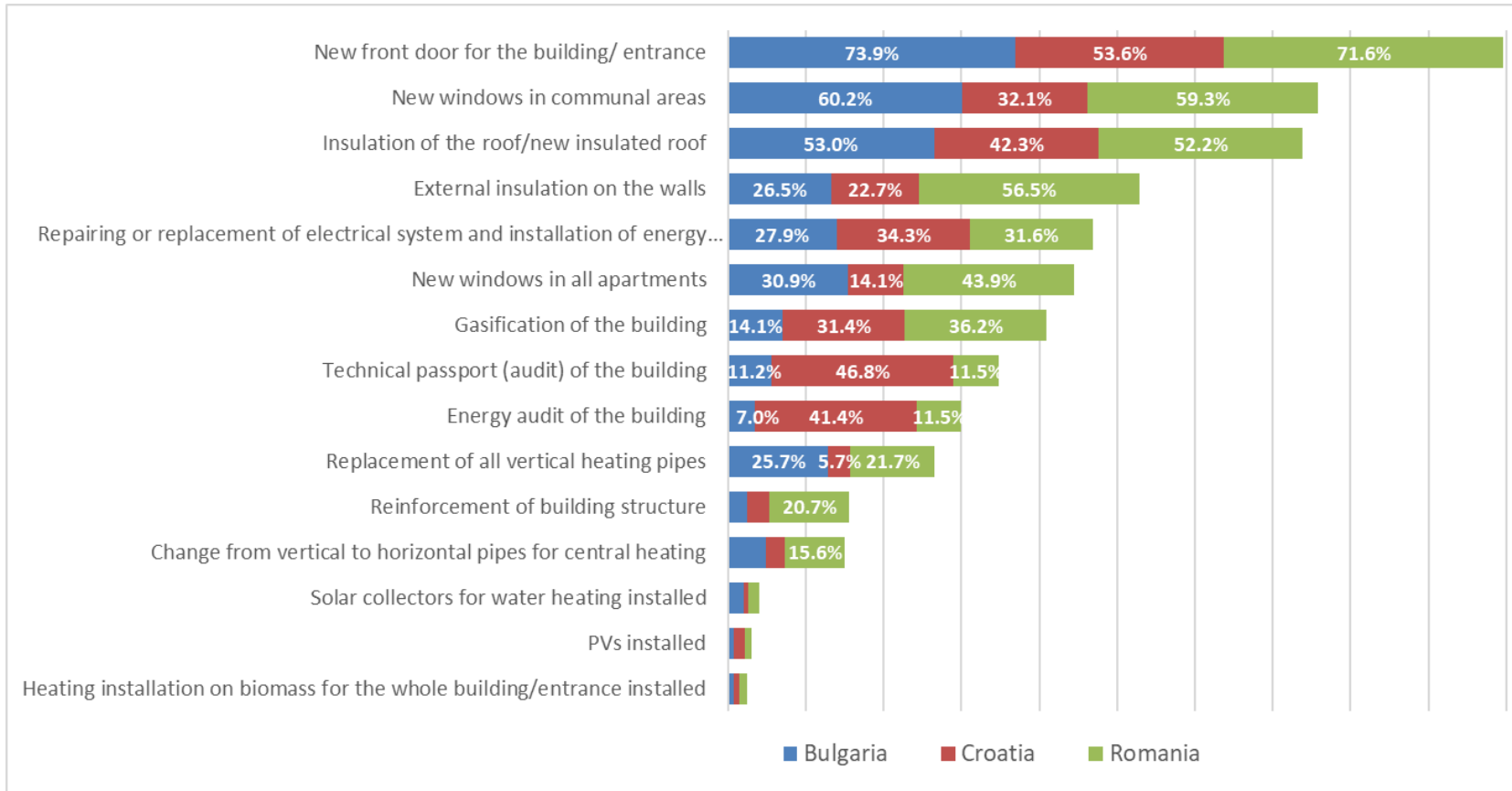
Investment readiness depends on:

- Income decile
  - Education
  - Ethnic group
  - Size of settlement
- ✓ There is no linear relationship between income and the likelihood of having invested in BREE measures
- ✓ People in the middle-to-top of the income distribution are more likely to invest in BREE

Income Decile	Probability
1st decile (lowest)	73%
2nd	
3rd	
4th	92%
5th	
6th	94%
7th	92%
8th	
9th	
10th decile (highest)	

Source: CONGREGATE 2022.  
Base: 248 HHs, already applied for BREE programmes

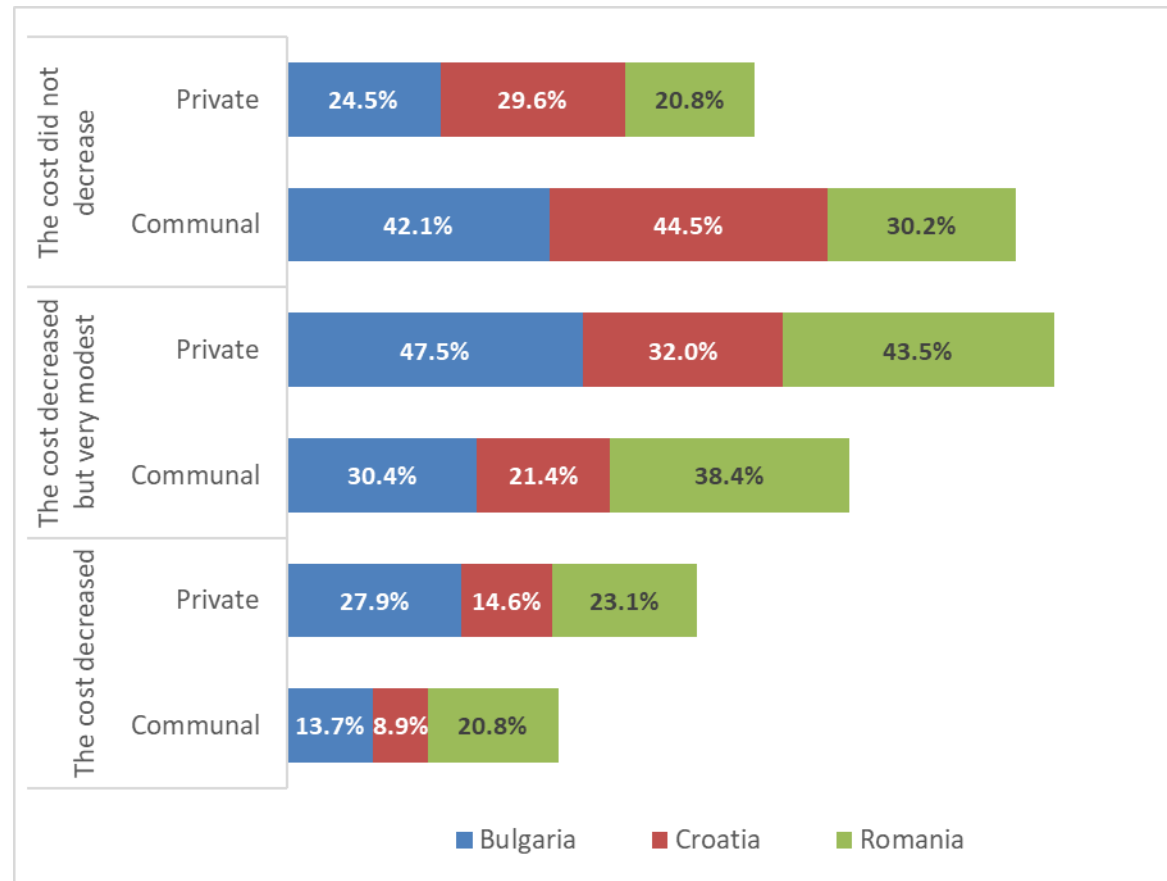
# Investments in BREE communal measures



if 1 BREE measure	if 2 BREE measures	if 3 BREE measures
Private – New windows	Private – New windows	Private – New windows
Private – New apartment door	Private – New apartment door	Private – New apartment door
Communal – New front door for the building	Communal – New front door for the building	Private – External wall insulation
Private- Replacement of working electricity appliances	Private – Replacement of working electricity appliances with more efficient ones	Private – Replacement of working electricity appliances with more efficient ones
Private – External wall insulation	Private – External wall insulation	Communal – New front door for the building

Source: CONGREGATE 2022.  
Base: 1527 HHs (56% out of all HHs)

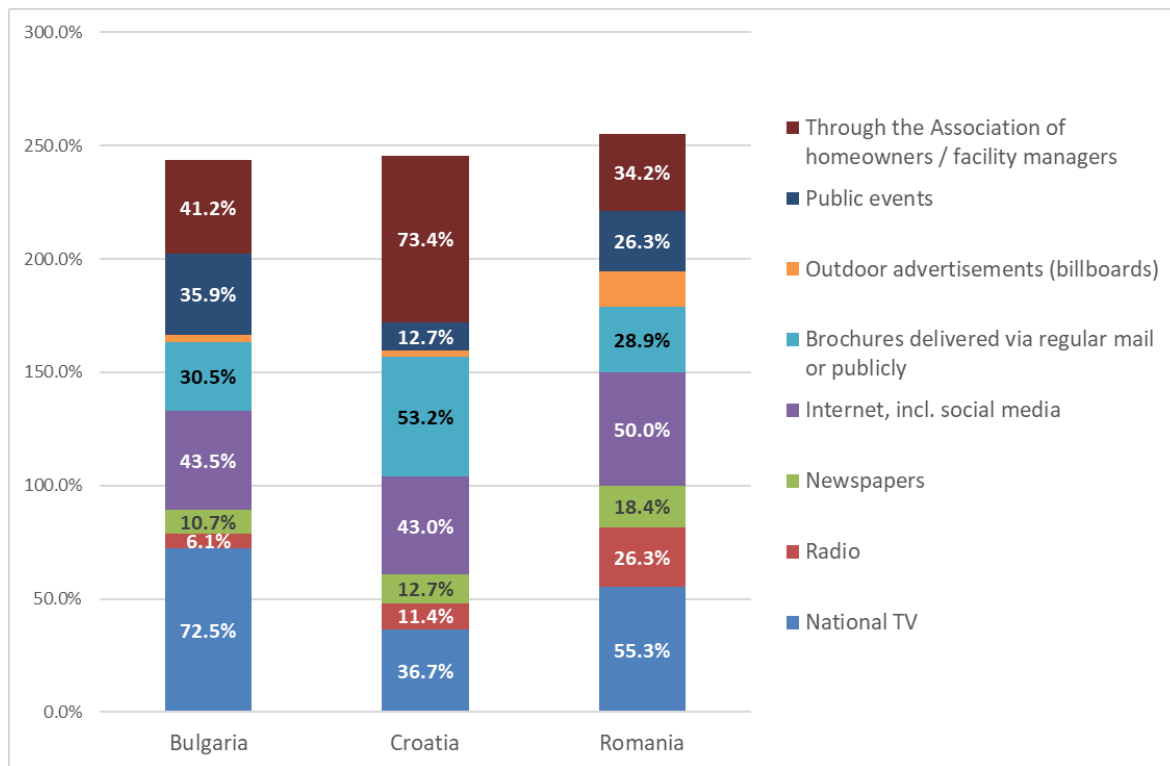
# Awareness gaps between private and communal investments



Source: CONGREGATE 2022.  
Base: 1581 HHs

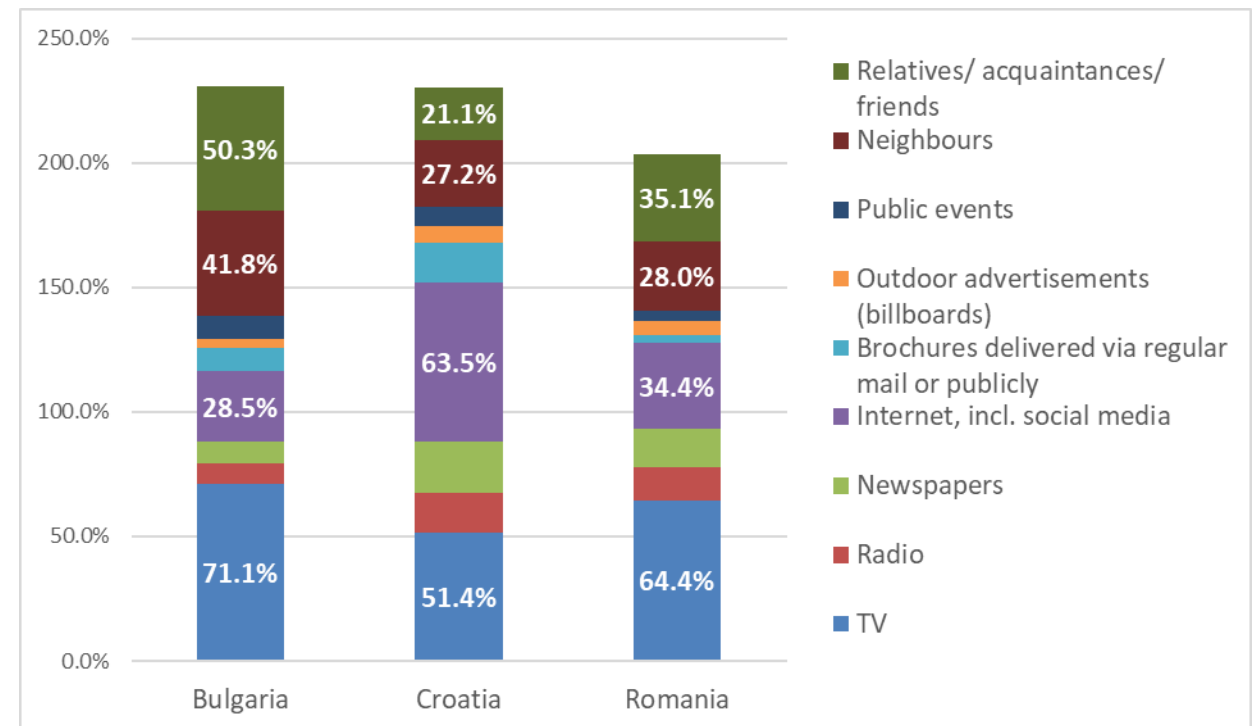
# Most preferred VS real information sources about BREE programmes

Most preferred information sources



Source: CONGREGATE 2022.  
Base: 1953 HHs

How did you learn about the program



Source: CONGREGATE 2022.  
Base: 248 HHs, implemented BREE measures with public subsidy





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**Thank you!**