



## The awareness campaign on energy saving called "petits gestes, grandes économies" and its reception by households in Anyama (Côte d'Ivoire)

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**Abstract:** The issue of electricity consumption by electronic devices crystallizes attention in Côte d'Ivoire with regard to the 10% increase in the kWh rate in 2024. To allow households to make substantial savings on their electricity bill, the authorities have decided to promote to them actions that avoid energy waste. Therefore, does the awareness campaign on energy saving called "*petits gestes, grandes économies*" manage to sensitize Ivorian households? Do the latter know, following this campaign, the behaviors to adopt to reduce their electricity consumption? Based on an empirical survey, this research studies the reception of this awareness campaign by Anyama households. A questionnaire for this purpose was submitted to about 100 households established in this territory. The analysis of results structured around the assessment of the level of electricity consumption of households and their knowledge of energy saving behaviours, we have been able to identify the shortcomings of this campaign, which is struggling to raise awareness about electricity consumption.

**Keywords:** Côte d'Ivoire; Reception; Communication; Behaviour; Awareness campaign.

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### 1 Introduction

Energy plays an essential role for households, providing quality lighting, cooking, cooling, and heating (Reilly, 2015).

Several empirical studies have shown that access to energy in general, and electricity in particular, has a positive impact on poverty reduction (Birol, 2007; Bridge et al., 2016). Therefore, according to Bridge et al. (2016), household access to electricity can reduce poverty levels through education, health, and labor productivity. In many countries, access to electricity has a direct impact on the demand for electrical appliances such as light bulbs,

radios, televisions, irons, fans, air conditioners, and so on. With these appliances, households often consume energy without calculating the cost. In Côte d'Ivoire, the Ministry of Mines, Petroleum, Energy and Renewable Energies (MPEER, 2021) estimates in its report "Côte d'Ivoire 2020 Bilan énergétique" that "electricity used for lighting, air conditioning, refrigeration and the operation of all household appliances (television, fan, radio, iron, computer, etc.) represents 5.1% of household consumption. Electricity consumption per household will increase from 372 kWh in 2010 to 599 kWh in 2019".

This suggests that residential electricity consumption has increased significantly since 2010. The breakdown of electricity consumption in the country is as follows: households (36.6%), services (30.6%), mining and manufacturing (28.2%), and agriculture and other unspecified sectors (4.6%) (MPEER, 2021). Faced with this situation, the Ivorian authorities have launched an energy saving awareness campaign in 2020 called "petits gestes, grandes économies". The main objective of this campaign is to encourage people to adopt the right behaviors in order to reduce their electricity bills. The authorities consider this action as a contribution to the fight against the high cost of living by informing consumers about the gestures and choices they can make to better manage their bills. In practice, this communication campaign launched by the authorities has consisted of disseminating to the population, through communication channels and media, bad habits to avoid, tips and other gestures to adopt in order to significantly reduce electricity consumption.

Does this communication campaign succeed in making households aware of how to manage their electricity consumption? As a result of this information campaign, do the inhabitants of Anyama know what gestures or behaviors they should adopt to control their electricity consumption? Are the inhabitants satisfied with this energy saving awareness campaign initiated by the authorities? These are the main questions of this study.

The overall objective of the study is to evaluate the impact of the "Small gestures, big savings" awareness campaign on the electricity consumption of Ivorian households. Specifically, to assess the knowledge of households in the community of Anyama regarding behaviors or gestures that promote electricity saving, and to determine the level of satisfaction of households in the community with respect to the energy saving awareness campaign of the authorities.

The framework of our article is as follows: first, a presentation of the methodology used in this study, then a presentation of the results, followed by a discussion, and finally the conclusion of the paper.

## **2 Theoretical and Methodological Framework of the Study**

Our study is based on the theory of commitment developed by the American psycho-sociologist Charles Kiesler in 1971. According to Kiesler, individuals' commitment to change is demonstrated by the concrete actions they take or undertake as a result of awareness raising. In other words, an individual's actions influence his or her thoughts, not the other way around. Once an individual has started down the path of change, it will be difficult for him or her to turn back. In the context of this thesis, the analysis of the "small gestures, big savings" energy conservation awareness campaign on household electricity consumption in the light of commitment theory will enable us to identify shortcomings and, in turn, strengthen the commitment of the public to encourage them to consume electricity more responsibly and sustainably. In the field of electricity consumption and beyond social relations, the population or household also interprets energy saving awareness messages in the light of the level of appreciation of their electricity consumption, the objectives that guide their purchase of an appliance or household equipment and, above all, the level of appreciation of awareness campaigns on electricity consumption.

From a methodological point of view, we began by conducting a literature review on the energy conservation awareness campaign entitled "petits gestes, grandes économies" (small gestures, big savings), which was launched by the Ivorian authorities to encourage households to consume electricity responsibly and sustainably. Specifically, we sought to identify the objectives of the campaign, the target audience and, above all, the key messages conveyed and the communication channels used to disseminate information about the campaign. Second, interviews were conducted in the commune of Anyama, a town located 10 km north of Abidjan and with a population of approximately 389,592 according to the results of the 2021 General Population and Housing Census (RGPH) presented by the authorities. The choice of this study area responds to the fact that it is the 6th most populous city or municipality in the country and, as such, the need for electricity by the inhabitants or households is equally important. In this city, the authorities have also launched the energy conservation awareness campaign called "small gestures, big savings". To meet our research objectives, we interviewed about one hundred people throughout the city. The main criteria for participation in the study were gender, age, and socio-professional status. Therefore, 73 respondents were men and the remaining 27 were women. The socio-professional criterion was of particular interest to us because it related to the respondents' responsibilities within the household. Thus, we met people living alone, with or without other dependents (41 respondents), and people in recognized or common-law relationships, with or without dependents (59 respondents). The choice of 100 respondents is based on the idea that, at this level, new interviews would not add to the information already provided (data saturation).

**Table 1. Respondent Characteristics**

<b>Data</b>	<b>Number of respondents</b>
<b>People surveyed</b>	<b>100</b>
<b>Age Distribution</b>	20 to 29 years old = <b>13</b> 30 to 39 years old = <b>45</b> 40 to 49 years old = <b>26</b> 50 and over = <b>16</b>
<b>Breakdown by gender</b>	Male = <b>73</b> Female = <b>27</b>
<b>Marital Status</b>	Single with children = <b>23</b> Single without children = <b>18</b> Married with children = <b>46</b> Married without children = <b>02</b> Living together with children = <b>10</b> Living together without children = <b>01</b>
<b>Professional situation</b>	Private sector employee = <b>27</b> Public sector employee = <b>31</b> Self-employed = <b>35</b> Student = <b>04</b> Unemployed = <b>03</b>

To conduct the interviews, we recruited two (2) interviewers with perfect local knowledge and trained them in interview techniques. The interviewees were found by going door to door in the community of Anyama. These interviews were conducted during December 2023 and mostly in the homes of the residents. Each respondent was interviewed once. The interviews lasted approximately fifteen minutes, as the questionnaire contained 17 questions, many of which were open-ended. The main headings of the interview guide used to collect households'

opinions were: knowledge about energy saving, appreciation of the awareness campaign and the level of their electricity consumption in the home.

The results are divided into three complementary sections. The first deals with the presentation of the energy saving campaign called "petits gestes, grandes économies". The second focuses on people's low awareness of actions that can reduce electricity consumption. The third part presents the communication strategies that can be used to increase the impact of the campaign.

### 3 Study Results

#### 3.1 Content distributed through the "petits gestes, grandes économies" awareness campaign

In the early days, the campaign was called "économie d'énergie, tous responsables". The slogan around which the campaign was built was: "Si tu gaspilles Ton courant, tu gaspilles Ton argent". The poster below essentially represents the energy efficiency campaign launched by the Ministry of Petroleum, Energy and Renewable Energy (MPEER) in 2020. For the ministerial authorities at the time, this campaign aimed to combat the high cost of living by informing consumers of the actions and choices they could make to better manage their electricity bills. The campaign was scheduled to last three (3) months (August 03 to October 03, 2020). In fact, people were urged to adopt a civic behavior to avoid wasting electricity and bad habits to avoid. The different channels and media used by the initiators of the campaign to reach the population are: social networks, written press, audiovisual press (RTI 1, Radio Côte d'Ivoire, NCI, etc.) and 12m2 posters (CICG,2020).



**Figure 1.** An awareness poster on energy conservation initiated in 2020

With the arrival of the new authorities at the head of the Ministry of Mines, Oil and Energy, the awareness campaign on electricity consumption launched in 2020 has seen a facelift. A new actress, the main figure of the campaign, was recruited. Gestures and habits to avoid are presented more clearly in radio and audiovisual spots and posters related to this campaign. The awareness slogan has been revised. From "*Si tu gaspilles Ton courant, tu gaspilles Ton argent*", we have moved to "*petits gestes, grandes économies*" today. See below, the new slogan.



**Figure 2.** Energy savings awareness campaign slogan

This new campaign invites individuals to change their behaviour regarding their electricity consumption. To do this, good gestures and good habits to adopt are highlighted by the initiators in posters and spots. In the following lines, we present in detail the gestures and habits that the initiators want to see adopted.

The first step promoted by the authorities is to turn off all household appliances. In other words, "Don't leave your devices on standby." For the initiators of this campaign, standby devices consume more electricity as when they are running. Below is the poster that presents this injunction as a recommendation.



**Figure 3.** Invitation to turn off power

In the same vein, they (the authorities) advise for lighting homes and offices to favor bulbs that consume less electricity. To say it, they use a mandatory sentence namely "install LEDs in your offices". Because LED bulbs "consume up to 80% less electricity than traditional bulbs. They also have a much longer lifespan," according to the authorities.





**Figure 4.** Invitation to use LED bulbs for lighting

Also, it should be noted that in households and offices, household appliances such as refrigerators and air conditioners seem to consume more electricity. To minimize the electricity consumption of these objects, the authorities invite individuals to adopt the saving gestures and habits of "defrost your fridge", "set your air conditioner at 24°C", etc. When frost accumulates in the refrigerator, According to the authorities, this can lead to a considerable increase in energy consumption. Once the frost has been removed, the unit operates effectively, resulting in "reduced energy consumption".



**Figure 5.** Invitation to defrost your refrigerator frequently

As for the air conditioner, the decrease in the electricity consumption of this device passes, according to the initiators of the campaign, by adjusting the temperature of it. Thus, when we increase the degree of the air conditioner, it is 6% less energy that we realize. In total, "at 24°C, it is 36% of electricity savings" achieved by the household.



**Figure 6.** Invitation to keep room temperature with air conditioner

As we see, for the authorities, there are gestures and habits capable of reducing electricity consumption in both households and offices. They conclude by urging individuals to see the reflex of evaluating the effectiveness of their electrical installations. Such a practice, namely the energy audit, has the advantage of allowing, on the one hand, the consumer and the consumer to understand their electricity consumption and, on the other hand, the taking of targeted measures on the part of these there to save on their electricity bills.



**Figure 7.** Invitation to do your energy audit

In fine, the images reveal the realistic gestures promoted by the state authorities in reducing electricity consumption in households and offices. Consumers are urged not to underestimate the impact of these simple actions on their energy consumption and spending. Adopting these habits could promote a significant reduction in household electricity consumption with the consequence of controlling expenses and preserving their comfort.

### 3.2 The main household facilities in Anyama

The table below presents the motivations that most often guide households in their purchases of equipment or appliances, several answers can be given by respondents.

**Table 2.** Equipment motivations cited by respondents.

<b>Motivations</b>	<b>100 respondents</b>	<b>%</b>
Shape of the device	70	70
Beauty of the device	60	60
Power of the device	69	69
Low degree of energy consumption by the device	30	30
Absolute need to equip	47	47
No reviews	02	02

The shape, beauty and power of household appliances are the main motivations most cited by more than half of the respondents. Conversely, 47% of respondents said that it is the “absolute need to equip” that guides their purchase of an appliance. Paying attention to the “low level of energy consumption by the device” is only mentioned by 30% of respondents. Finally, 2% of respondents did not comment on this issue.

On the basis of the above, we sought to know the main facilities that the interviewees have in their household. They had the possibility of giving several answers. The equipment or appliances most cited by the vast majority of people interviewed are: television (97%), mobile phone (89%), radio (86%), incandescent lamps (83%), LED lamps (75%), fan (56%), laptops and desks (55%), air conditioner (17%), fridge/freezer (12%). In addition, 22% of those who answered the question hold other equipment including game consoles, washing machine, dishwasher, iron, etc.

With all this equipment in their households, how do individuals from households judge their level of electricity consumption from the last three (3) months before our survey? The answers to this question are varied. Barely, the majority of those interviewed (51%) consider their electricity consumption «moderately high» in the last three (3) months. Also, we identified 36 respondents out of 100 who found that the level of their electricity consumption was «low». On the other hand, 12% of respondents consider their electricity consumption «too high» in the quarter preceding our visit to Anyama.

In view of the above, only 2% of respondents say that it is possible to do without and/ or significantly reduce their dependence on these household equipment/ appliances and 2% have not given their opinion. Conversely, 96 out of 100 people admit that it is impossible for them to live without using these devices.

### **3.3 Knowledge of household energy-saving behaviours and habits**

The gestures and habits in terms of electricity saving promoted by the Ivorian Ministry of Mines, Oil and Energy are followed by 47% of the interviewees met in the town of Anyama. On the other hand, 33% of the respondents said they were not aware of these gestures. 20 out of 100 respondents did not comment on this issue.

Moreover, many people (92 out of 100 or 92%) believe in the existence of gestures or attitudes capable of promoting electricity savings in households or homes and offices. The following table presents some of the actions most cited by the respondents to promote energy savings:



**Table 3.** Actions to promote electricity savings by household in Anyama.

Gestures and attitudes cited by individuals	Frequency of occurrence
“Unplug appliances after use / unplug appliances that will not be reused / unplug appliances before leaving home or office.”	66 %
“Do not leave light bulbs in empty rooms.”	16 %
“Do not load your refrigerator with food.”	7 %
“Do not charge electrical outlets.”	10 %

As for the belief in the effectiveness of the actions promoted by the awareness campaign on energy savings in Côte d'Ivoire by the people met in Anyama these households, the answers are mixed. 40 out of 100 people answered "I don't know" ; 26% believe in the effectiveness of the promoted gestures and 31 out of 100 people are without an opinion on this issue. A infirm proportion of respondents (3%) do not believe in the effectiveness of the gestures taught.

However, the idea that "the power of household appliances or equipment is more or less the basis of energy savings in homes and offices" is widely shared by 96 people out of 100. Is the awareness campaign on energy savings initiated by the authorities appreciated by households in Anyama? The recorded answers give 76% of "no" and only 19% of the respondents are satisfied with this campaign. The main reason for dissatisfaction mentioned by the interviewees is the high price of kilowatt hours (kWh) or "current prices" in Côte d'Ivoire.

The people of Anyama want the tariff grid or electricity bill to be revised downward as well as the elements related to the issue of electricity. Clearly, the people met in the context of this study have very strong opinions on the impact and importance of the awareness campaign on energy savings called "small gestures, big savings".

## 4 Discussion

### 4.1 Lack of knowledge of energy saving practices

As we can see, the people of Anyama have their own conceptions of gestures or habits capable of reducing or even leading them to make savings in terms of energy or electricity. “Unplug appliances after use”, “Do not leave light bulbs on in empty rooms”, “Do not load food refrigerator”, and “Do not charge power strips or electrical outlets” are the actions that individuals meet, according to them, to reduce their electricity consumption. These results shed light on the ignorance of gestures or habits capable of saving electricity in the household.

This is of some concern since the main objective of the campaign “small gestures, big savings” is to inform households about actions that help save electricity. However, three years after its implementation, some populations struggle to accurately recall the recommended gestures or habits. Also, nowhere in their responses did the interviewees mention : "do not leave devices on standby", "do not use high-power devices over a long period of time", "opt, when purchasing appliances, for objects with low electricity consumption", etc.

On the basis of the above, there is a kind of misunderstanding or even ignorance of the gestures broadcast by the initiators of the campaign among the people of Anyama. This observation is also corroborated by Jacquez and Rouquette (2023) in their study on the reception of public communication campaigns on the volcanic risk in the city of Arequipa. They point out the misunderstanding caused by the messages broadcast and judged complex by the populations of this locality. This situation cannot lead to a change in behavior or the adoption of the gestures

or habits promoted in energy or electricity saving in Côte d'Ivoire. To this is sometimes added the level of generality of the messages to the point where it does not really serve the populations.

In the case of the study, the peremptory or definitive injunctions contained in the images of the posters put people off. In the energy conservation awareness campaign posters unveiled above, there is an abundance of injunctions including "don't let...", "installs...", "defrost...", "rule...", "do your energy audit", etc. are all indicators that go in that direction. This creates, in our humble opinion, barriers to the adoption and implementation of actions. Injunctions in an awareness campaign can positively and/or negatively influence the attitudes and behaviors of individuals. Here, the reminder of energy-saving gestures by people met in the city of Anyama is not done accurately. As a result of the races, the gestures promoted by the authorities are not applied by the target. People do not give it any importance to properly analyze their comments.

#### **4.2 The campaign "petits gestes, grandes économies ": a denial of reality?**

As much as this can be done, in awareness posters aimed at raising awareness among the individual, the choices of images, the theme and especially the environment should not be underestimated. Because, the individual most often tends to associate these elements with the importance he must give to the campaign.

In response to the question, "Are you satisfied with the energy savings awareness campaign initiated by the authorities?", the vast majority of respondents, 76 out of 100 (76%), responded with the negative "no" versus 19% (19 out of 100) with "yes". What people dissatisfied with the campaign base their feelings on is the way or theme of awareness. They believe that "the reduction of the tariff or price per kWh", and thus "taxes" in relation to energy is what can "effectively raise awareness of citizens on energy savings".

This means that their real concern is elsewhere, namely the high cost of electricity in the country. Electricity pricing has a negative impact on the memorization of energy savings among Ivorians. In short, this campaign does not take into account the real and current needs of the target. People are wondering what good to adopt these gestures if the price of electricity in Côte d'Ivoire continues to grow. The promotion of gestures is not enough when the whole campaign does not take into account the reality experienced by the people to whom it is addressed. Moreover, nowadays, people are immersed in an environment where sophisticated, high-performance electronic devices that consume more energy are offered almost daily. The campaign «small gestures, big economies» initiated in Côte d'Ivoire does not capitalize with this new environment or reality. Not teaching individuals how to choose electronic or household appliances when they decide to equip themselves, this also contributes to the fact of seeing energy savings as a view of the mind or a utopia. For us, awareness of energy saving by households must first of all introduce them to the right choices or how to recognize appliances that are less voracious in terms of energy. To do this, all material clues must be presented in detail to the populations so as to allow them to equip themselves judiciously and thus to save energy in the household.

In fact, in the case of electricity consumption, the precise and visible indication or disclosure of the average energy consumption capacity of an electronic device on the packaging or posters presenting the product amplifies the perception that individuals have of the level or degree of energy consumption of the coveted product. For, this information will arouse emotion in the customer about the consequences of his act or purchase, a reaction in response to these consequences (Keller et al, 1991). This reaction can be negative or positive: in the face of information presenting the energy consumption capacity of the device, the individual will be encouraged to change behaviour or to act, the latter may either decide to buy the object in question or not to buy it. According to Festinger

(1955), an individual can act if he no longer wants to be in a situation of cognitive dissonance by aligning his actions with his thought. At this stage of the analysis, the emotion felt by an individual in front of a situation or fact generates a reaction, an action. This is consistent with the work of Dooley et al (1992) which highlights the existence of a correlation between feelings of concern and the adoption of protective behaviours.

Clearly, to promote the understanding and adoption of the actions promoted by individuals, the initiators of the awareness campaign on energy savings must potentially pay attention to the form as well as the content of the message. The absence of a holistic vision on the factors that contribute to the adoption or change of behaviours in the individual can have negative consequences on the success of the awareness campaign as is the case of the campaign, the subject of our study.

## 5 Conclusion

At the end of this research, does the awareness campaign on energy savings called «small gestures, big savings» manage to raise awareness among the populations of Anyama on the actions to adopt to save electricity in households? The answer is largely negative and this work shows all the shortcomings contained in this campaign that struggles to raise awareness about electricity consumption. Despite the communications made these last three on energy savings, the study shows in the first place that the gestures or habits to adopt in the matter in households are unknown to the inhabitants of the commune of Anyama, field of the study. As a result of the races, the vast majority of those interviewed fail to accurately present the actions promoted by the campaign to reduce their electricity bill.

Secondly, this work has highlighted the multiple causes of this ignorance. A first set concerns the lived experience, the social and urban situation of people. This campaign does not capitalize enough with the contemporary environment in which individuals bathe. An environment composed of increasingly sophisticated electronic devices, efficient and consuming enough energy. And as such, it is wise to equip individuals to know and recognize energy-hungry appliances; it is also necessary to act, according to the population, on the cost of kWh by reducing it just like the taxes levied in this sector. Such actions are, for them, factors likely to encourage them to adopt the promoted gestures. Another communication difficulty is the tones and words used in this campaign. Injunctions are generally used to describe the gesture. In the public questioned this is akin to an order regardless of their living conditions. The generality and sustained language level of the messages are complex for a significant proportion of the respondents.

For our part, the initiators of any awareness campaign aimed at the adoption of gestures and/ or change of behaviour in individuals, must align the content of the messages with the form to be given to them with regard to the issue raised by the campaign. In concrete terms, an effective awareness campaign must take into account the socio-economic, cultural and environmental conditions in which individuals are immersed in its deployment.

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**ANNEXE A**  
**Questionnaire**

**Évaluation de la campagne de sensibilisation "petits gestes, grandes économies"**

Ce questionnaire est élaboré pour mesurer l'efficacité de la campagne de sensibilisation dénommée "Petits gestes, grandes économies" initiée par le Ministère du Pétrole, de l'énergie et des énergies renouvelables (MPEER) depuis l'an 2020. L'objectif de cette campagne est d'outiller les populations de sorte à ce qu'elles évitent le gaspillage et réduisent leur consommation d'électricité. Trois années après, les pratiques des populations en la matière se sont-elles améliorées ?

**Appréciation du niveau de consommation d'électricité / énergie**

**1. Possédez-vous des équipements ou appareils électroménagers dans votre ménage ?**

Non ☐

Oui ☐

**2. Qu'est-ce qui vous guide, le plus souvent, dans l'achat d'un équipement ou appareil électroménager ?** Vous pouvez cocher plusieurs cases.

La forme de l'appareil ☐

La beauté de l'appareil ☐

La puissance de l'appareil ☐

Le faible degré de consommation de l'énergie par l'appareil ☐

Le besoin absolu de s'équiper ☐

Je ne sais pas ☐ Je n'ai pas d'avis ☐

**3. Quels sont les appareils électroménagers que vous possédez dans votre domicile présentement ?** Vous pouvez cocher plusieurs cases.

Télévision ☐

Radio ☐

Ordinateur portable ☐

Ordinateur de bureau ☐

Ventilateur ☐

Climatiseur ☐

Réfrigérateur ☐

Congélateur ☐

Lave-linge ☐

Lave-vaisselle ☐

Robots de cuisine ☐

Console de jeux ☐

Des lampes à incandescence ☐

Des lampes LED ☐

Téléphone mobile ☐

☐ Autres (à préciser).....

**4. Comment jugez-vous votre consommation d'électricité ces trois (3) dernières années ?**

Pas élevée ☐

Peu élevée ☐

Moyennement élevée ☐

Trop élevée ☐

Je ne sais pas ☐ Je n'ai pas d'avis ☐

**5. Actuellement, est-il possible pour vous de vivre sans les équipements ou appareils électroménagers ?**

Non ☐

Oui ☐

Je ne sais pas ☐

Je n'ai pas d'avis ☐

**Connaissances en matière d'économies d'énergie**

**6. Le Ministère du Pétrole, de l'Énergie et des Énergies Renouvelables (MPEER), a lancé une campagne de sensibilisation sur les bons gestes à adopter depuis l'année 2020. Le saviez-vous ?**

Non, je ne le sais pas ☐

Oui, je le sais ☐

Je n'ai pas d'avis ☐

**7. Selon vous, existe-t-il des gestes capables de favoriser des économies d'énergie dans les domiciles et bureaux ?**

Non ☐

Oui ☐

Je ne sais pas ☐

Je n'ai pas d'avis ☐

**8. Si oui, donnez quelques gestes capables de favoriser les économies d'énergie dans les domiciles et bureaux.**

.....

**9. Croyez-vous en l'efficacité des gestes promus par la campagne de sensibilisation sur les économies de l'énergie ici en Côte d'Ivoire ?**

Non ☐

Oui ☐

Je ne sais pas ☐

Je n'ai pas d'avis ☐

**10. Partagez-vous cette idée selon laquelle "la qualité des équipements ou appareils électroménagers est plus ou moins à la base des économies d'énergie dans les domiciles et bureaux".**

Non, je ne partage pas cette idée ☐  
Je n'ai pas d'avis ☐

Oui, je partage cette idée ☐

Je ne sais pas ☐

#### Satisfaction

**11. Êtes-vous satisfait de la campagne de sensibilisation sur les économies d'énergie initiée par les autorités ?**

Non ☐

Oui ☐

Je ne sais pas ☐

Je n'ai pas d'avis ☐

**12. Si non, comment l'état pourrait-il, selon vous, sensibiliser efficacement les citoyens et citoyennes sur les économies d'énergie ?**

.....  
.....

#### Données sociodémographiques

**13. Quel est votre sexe ?**

Féminin ☐

Masculin ☐

**14. Quel est votre âge ?**

.....

**15. Quel est votre état civil ?**

Célibataire, avec enfants ☐

Célibataire, sans enfants ☐

Marié(e), avec enfants ☐

Marié(e), sans enfants ☐

Concubinage, avec enfants ☐

Concubinage, sans enfants ☐

**16. Quelle est votre situation professionnelle ?**

Salarié(é) du secteur privé ☐

Salarié(e) du secteur public ☐

Exerçant une profession libérale ☐

Étudiant(e) ☐

Sans emploi ☐

**Merci pour votre contribution !!!**