

June 20, 2022

Sinanen Holdings Co., Ltd.

[Survey of status and usage of electricity originating from renewable energy]  
47.7% of people in 20s use electricity plans originating from renewable energy  
Among them, 90.5% switched in the past year  
- Increased awareness of combating global warming among Generation Z -

As renewable energy to realize a decarbonized society has been spreading, Sinanen Holdings Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and CEO: Masaki Yamazaki, hereinafter “Sinanen Holdings”), a comprehensive energy-, housing-, and daily-life services provider, conducted a survey related to electricity plans. Survey targets were 1,112 working persons across Japan at least 20 years old who choose their own electricity plans. The results of this survey are below.

Realizing a decarbonized global society is needed in order to combat global warming. Movements to review the use of energy, including the adoption and spread of renewable energy, are accelerating. Also, as international circumstances are changing swiftly and drastically, the situation surrounding energy usage in Japan is also changing steadily.

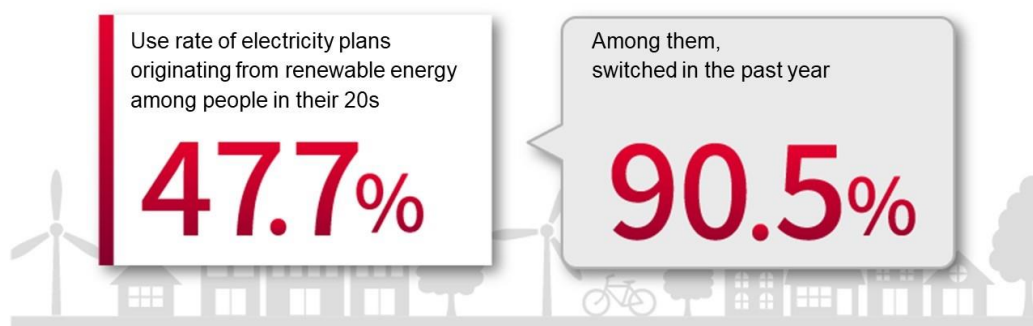
Based on these circumstances, the Company, as a comprehensive energy services provider, held a survey to grasp the usage status and consumer awareness in Japan regarding energy in general and electricity in specific.

## Survey of status and usage of electricity originating from renewable energy



Survey period: Monday, April 11, 2022 – Tuesday, April 12, 2022

Survey respondents: 1,112 working persons across Japan at least 20 years old who choose their own electricity plans



### ■ Points

- ① **At least 90% responded that they should review their energy usage** to combat global warming
- ② **27.3% were users** of electricity plans originating from renewable energy
- ③ By age, **47.7% of respondents in their 20s (222 respondents) selected an electricity plan originating from renewable energy.**  
Among them, **90.5%** of users in their 20s (106 respondents) **began use within the past year**
- ④ **Approximately 70%** of users of electricity plans originating from renewable energy (304 respondents) **stated that their employer was an environmentally-friendly business or that they conducted initiatives that contribute to environmental conservation**

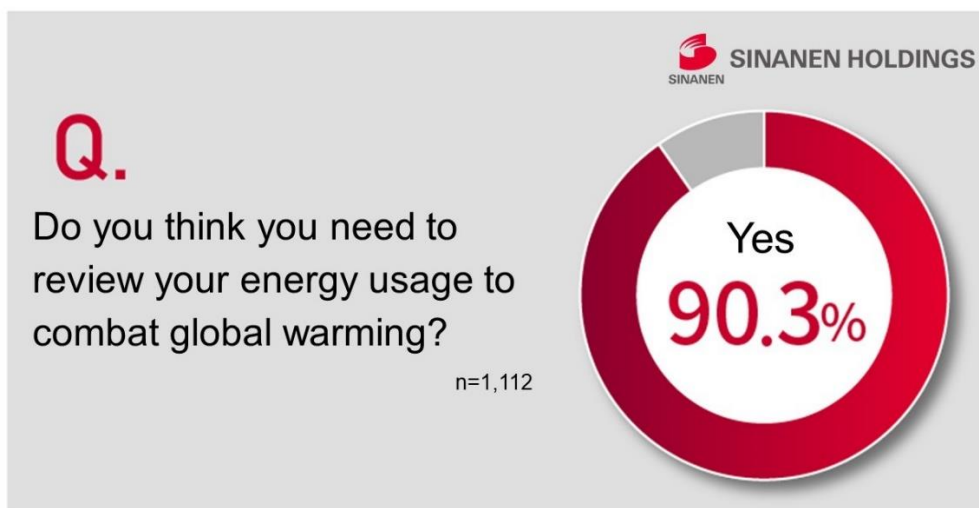
**⑤ Approximately 80% responded that they would select an environmentally-friendly electricity plan to be able to contribute to combating global warming**

**■ Survey overview**

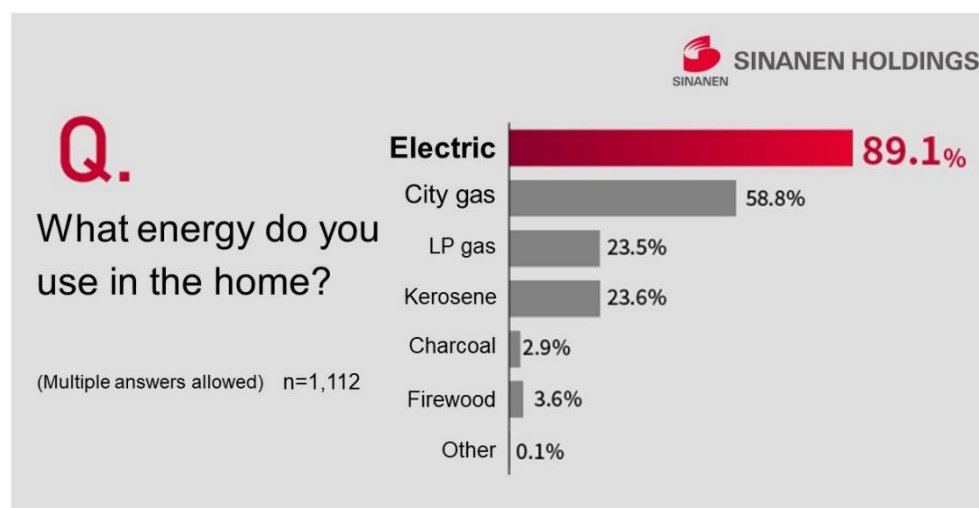
- Survey Method: Survey conducted on self-service online research service Fastask
- Survey Period: Monday, April 11, 2022 – Tuesday, April 12, 2022
- Survey Respondents: 1,112 working persons across Japan at least 20 years old who choose their own electricity plans  
[Age breakdown] Respondents in their 20s: 222, 30s: 223, 40s: 222, 50s: 223, 60s: 222

**■ While awareness of reviewing energy usage to combat global warming is rising, only 27.3% of respondents actually use electricity plans originating from renewable energy**

**Point ① At least 90% responded that they should review their energy usage to combat global warming**

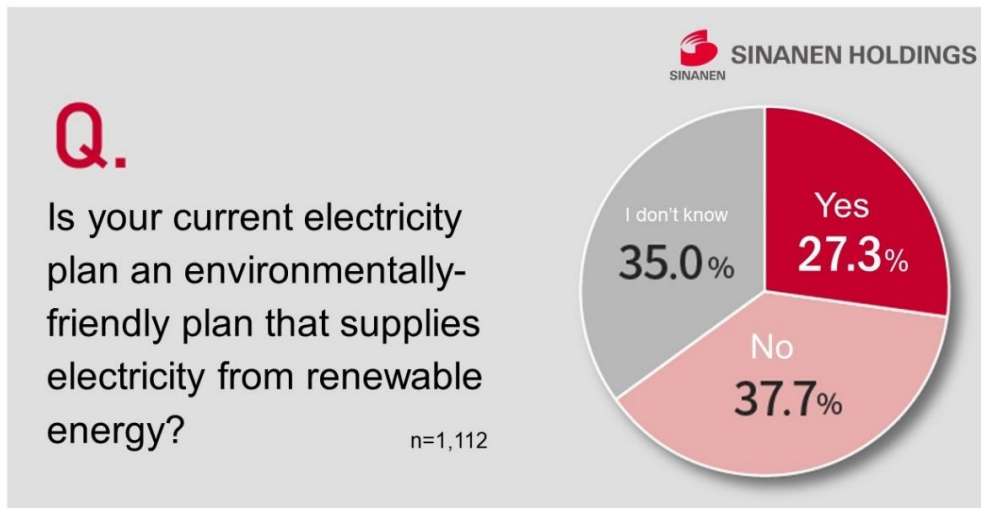


In response to the question “Do you think you need to review your energy usage to combat global warming?” 90.3% of respondents answered “Yes.” This shows that a majority of people are aware that energy usage and combating global warming are closely related.



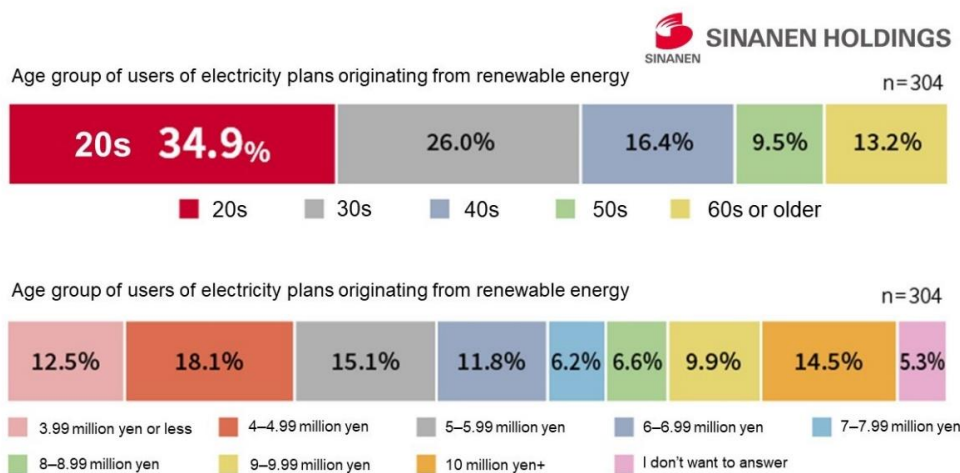
“Electric” was the top answer as energy most used in the home (89.1%) by consumers. This shows that reviewing their electricity usage is one measure consumers can do to combat global warming.

Point ② 27.3% were users of electricity plans originating from renewable energy

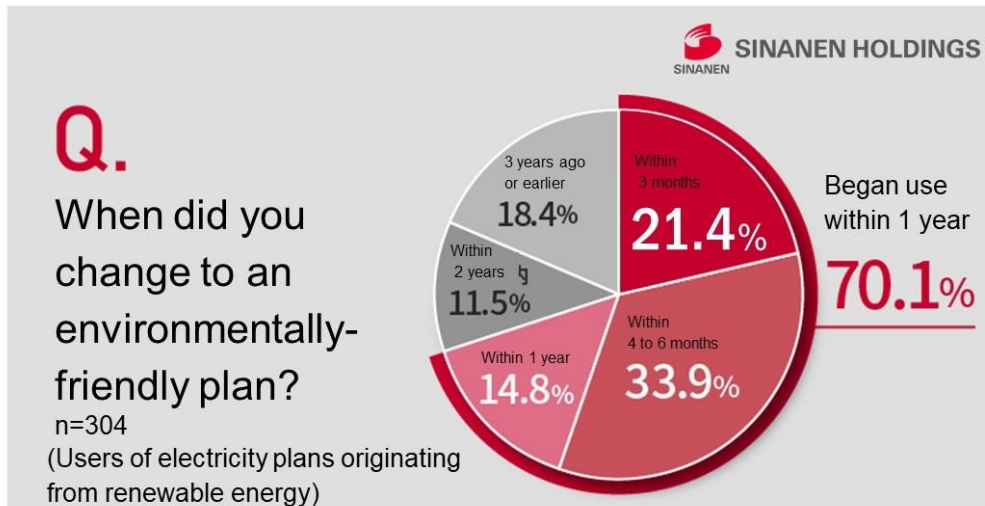


27.3% of respondents stated that their current plan was one in which electricity originated from renewable energy. On the other hand, 35.0% answered “I don’t know,” so many selected their plan without being aware of whether or not the electricity originated from renewable energy.

■ **Electricity originating from renewable energy is widely used, regardless of age or household income. Approximately 70% switched to their plan in the past year**



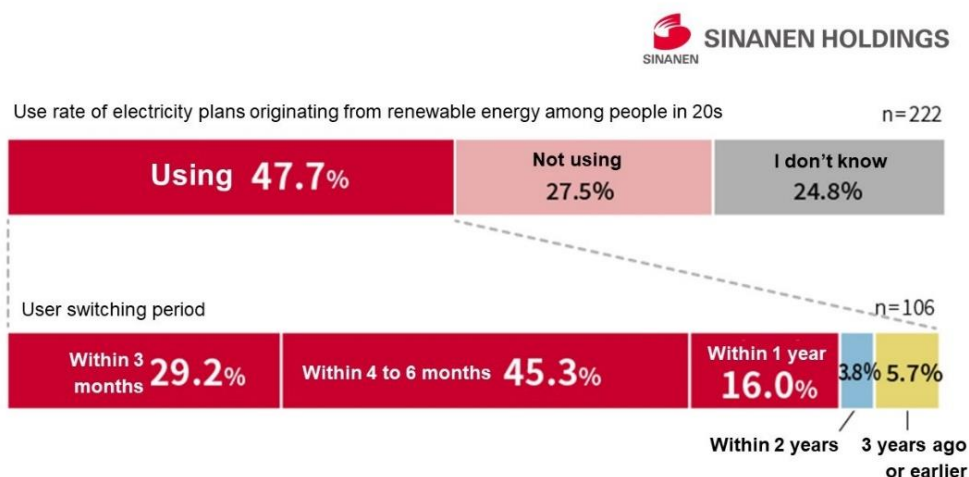
Of the users of plans where electricity originated from renewable energy (304 respondents), respondents in their 20s had the highest percentage (34.9%). By household income, the percentage for households of 3.99 million yen or less was 12.5%, 4-4.99 million yen was 18.1%, and 5-5.99 million yen was 15.1%, roughly the same as the usage rate among respondents in their 20s.



Among users of plans where electricity originated from renewable energy (304 respondents), 21.4% changed their plans “within the past three months” while 33.9% stated “within four to six months,” and 14.8% stated “within the past year.” Overall, 70.1% of users began use within the past year, showing the rising awareness of the environment among consumers.

■ **Use of electricity originating from renewable energy spreading among people in 20s (Generation Z)**

Point ③ By age, 47.7% of respondents in their 20s (222 respondents) selected an electricity plan originating from renewable energy. Among them, 90.5% of users in their 20s (106 respondents) began use within the past year



By age group, around half (47.7%) of respondents in their 20s answered that they use an electricity plan originating from renewable energy.

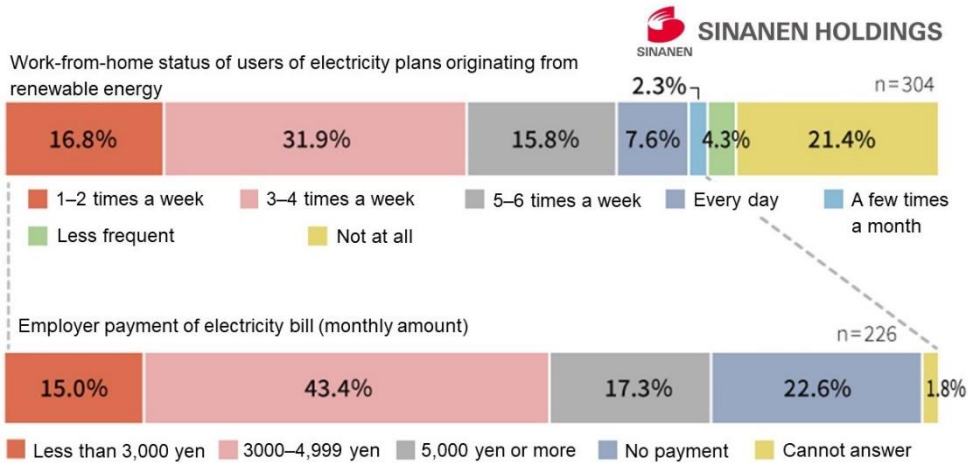
Also, the switching period of users (106 respondents) of electricity plans originating from renewable energy in their 20s was mostly “Within three months” (29.2%), “Within four to six months” (45.3%), and “Within one year” (16.0%). As a total, 90.5% of users switched in the past year, showing the swift rise in environmental awareness among people in their 20s, said to be Generation Z.

## ■ Impact of employee support and workplace initiatives toward the environment

**Point ④** Approximately 70% of users of electricity plans originating from renewable energy (304 respondents) stated that their employer was an environmentally-friendly business or that they conducted initiatives that contribute to environmental conservation



70.7% of users of electricity plans originating from renewable energy (304 respondents) stated that their employer was an environmentally-friendly business or that they conducted initiatives that contribute to environmental conservation.



Among users of electricity plans originating from renewable energy (304 respondents), 74.4% were working from home in some capacity (226 respondents) (\*1). Of the users working from home (226 respondents), 75.7% stated that they received payment for their electricity bill from their employer (\*2). 43.4% responded that they received 3,000-4,999 yen a month in compensation.

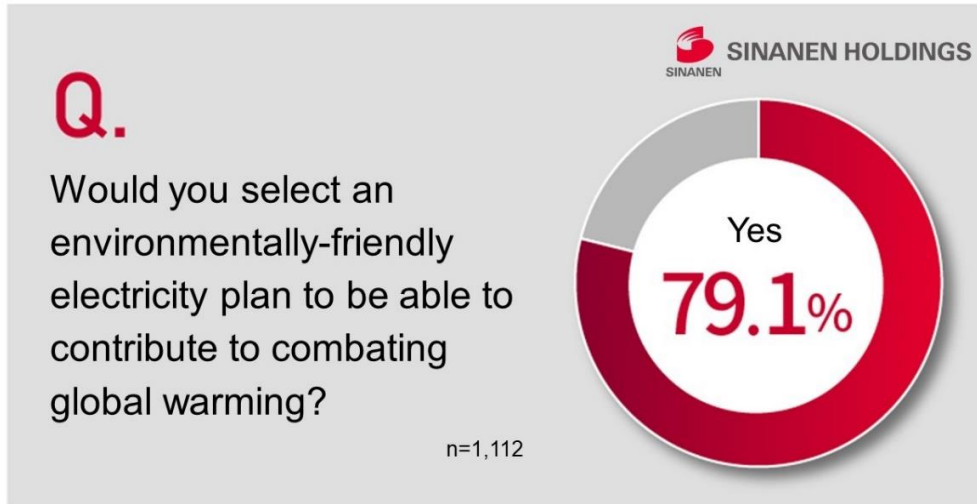
This shows that workplaces impact consumer awareness of the environment through environmental initiatives that look toward a decarbonized society.

(\*1) Total excluding answers "less frequent" and "not at all"

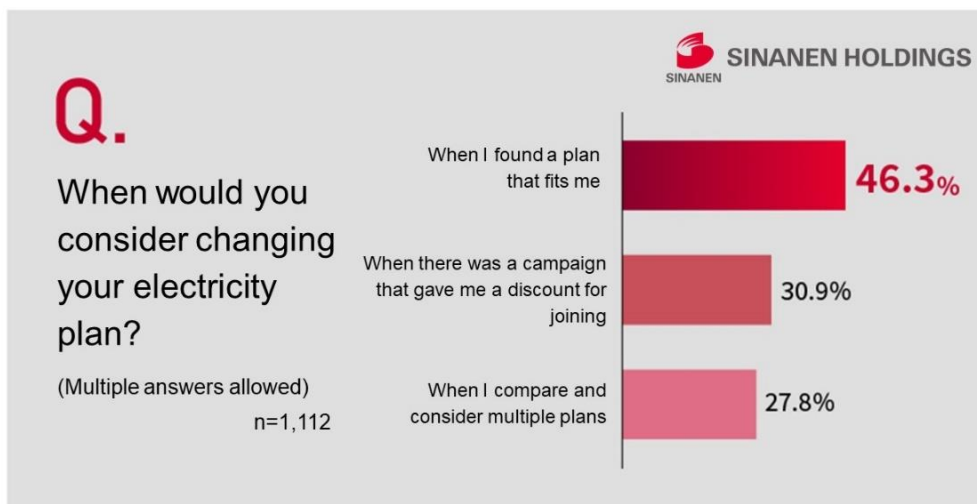
(\*2) Total excluding answers "no payment" and "cannot answer"

- While there is a willingness to review their plan, it can be difficult to find a plan that fits themselves

Point 5 Approximately 80% responded that they would select an environmentally-friendly electricity plan to be able to contribute to combating global warming



79.1% responded that they would select an environmentally-friendly electricity plan to be able to contribute to combating global warming.



In terms of the timing of changing plans, the top answer was “When I found a plan that fits me (46.3%),” second was “When there was a campaign that gave me a discount for joining (30.9%),” and third was “When I compare and consider multiple plans (27.8%).”

Wanting to contribute to environmental conservation, many consumers want to change their electricity plan. However, multiple electricity plans exist as restrictions were loosened from electricity plans. We can see it has become difficult to search for a plan that fits the consumer.

This survey showed that environmental awareness grew in the past year, as well as the usage of electricity plans originating from renewable energy. As movement toward realizing a decarbonized society is accelerating, we see that consumers also feel that importance and change.

In order for usage of electricity plans originating from renewable energy to expand in the future, expansion of systems and services that make it easy to find a plan fitting the consumer's lifestyle and living situation are needed.

The Company, as a general energy service group, based on the results of this survey, will develop businesses and services that contribute to the preservation of the environment, and will contribute to the realization of a carbon-free society, while continuing to monitor changes in consumer awareness and behavior.

■ About Sinanen Holdings Co., Ltd.

<https://sinanengroup.co.jp/en/>

Sinanen Holdings Co., Ltd. is a holding company of the general energy service group founded in 1927. With the mission of the Group to contribute to realizing a comfortable life for all customers in their communities through energy and home & life services, we provide Retail/Wholesale Energy & Related Business for consumers, Energy Solution Business for corporations, and non-energy businesses such as building management and maintenance, bicycle sharing, and other services.

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