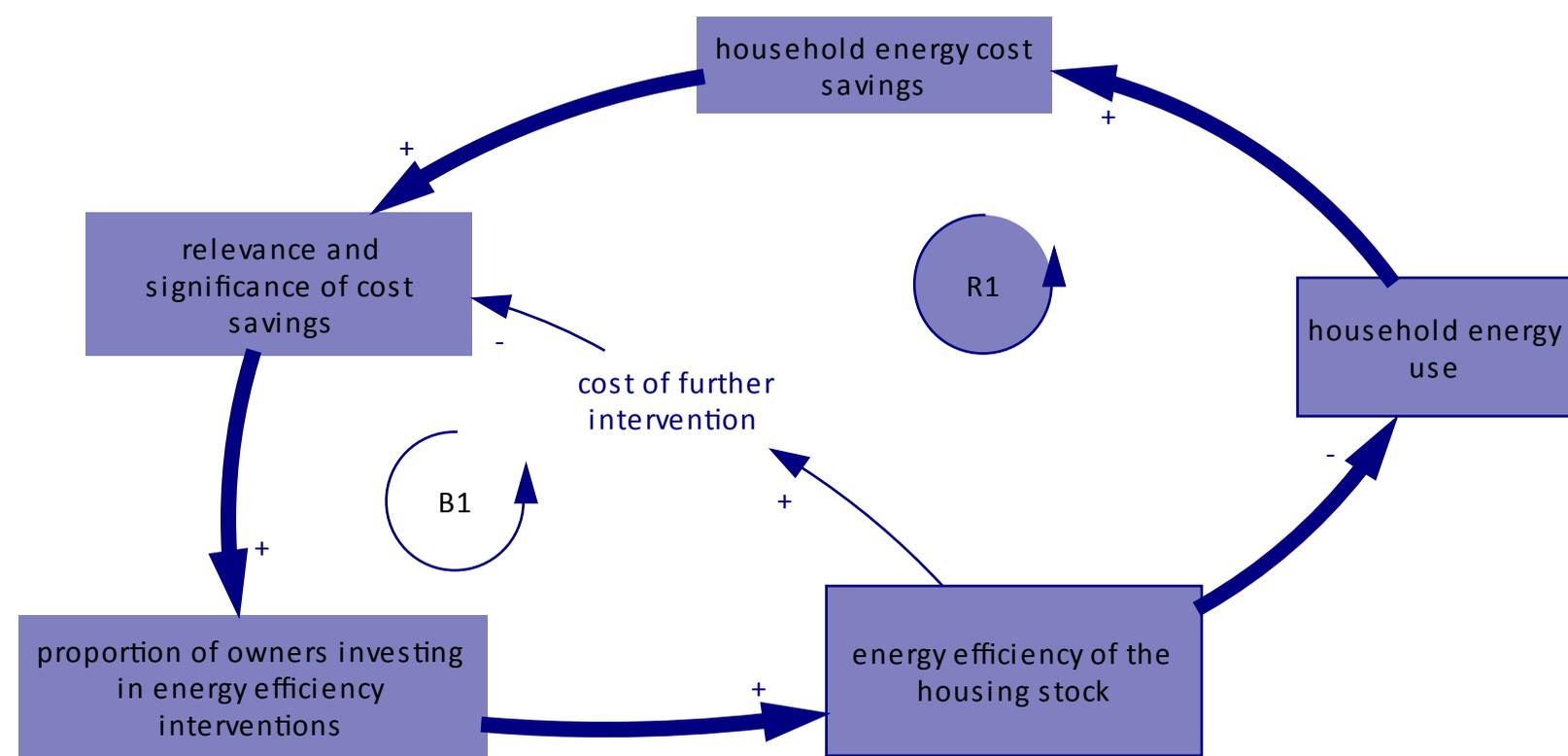


*There are also limits to the potential growth in investment as a result of this loop (B1 diminishing returns), since each further investment in a dwelling becomes more costly with less energy cost savings. The resources to invest in energy efficiency and other influences on the proportion of households investing in interventions were considered to be more important than the potential cost savings currently*



*R1 experience and salience of cost savings: Firstly, it was suggested that the more households who invest in energy efficiency improvements to dwellings, the more people who experience energy cost savings, and the greater the salience of these cost savings in further investments for the same people and their networks.*

