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More Americans Look for ENERGY STAR, Consumer Survey Says

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Public awareness of ENERGY STAR has jumped to 56 percent of U.S. households, according to a recent nationwide survey. This is a 15 percentage point increase over prior years. In many major markets where local utilities and other organizations use ENERGY STAR to promote energy efficiency to their customers, public awareness of ENERGY STAR is even higher, averaging 67 percent. Other results from the survey include: one in five households selected an ENERGY STAR qualifying product in the past year, more than 50 percent of these households reported being favorably influenced by the ENERGY STAR, and more than 60 percent of these households reported they are likely to recommend ENERGY STAR products to their friends. ENERGY STAR was introduced by EPA in 1992 as a voluntary, market-based partnership to reduce air pollution through energy efficiency. Now with assistance from the Department of Energy (DOE), the ENERGY STAR is found on products in more than 40 categories for homes and offices. Products that have earned the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy-efficiency specifications set by the EPA and DOE. Last year alone, Americans, with the help of ENERGY STAR, saved enough energy to power 20 million homes and avoid greenhouse gas emissions equivalent to those from 18 million cars - all while saving \$9 billion. The report being released today presents EPA analysis of a survey commissioned by the Consortium for Energy Efficiency, a nonprofit organization that promotes the manufacture and purchase of energy-efficient products and services. For more information about ENERGY STAR or to download a copy of the report visit: <http://www.energystar.gov>.