

ENERGY STAR Update

U.S. Environmental Protection Agency
May 20, 2013

Survey Says: ENERGY STAR Brand Awareness Now at 87 Percent

In the fall of 2012, members of the Consortium for Energy Efficiency (CEE) conducted its 13th national survey for consumer awareness of ENERGY STAR. This survey aims to discover consumer awareness, understanding and use of the ENERGY STAR label. As in prior years, consumers in the 57 largest media markets were asked if they recognized the ENERGY STAR label, what they thought it meant and, for those that purchased an ENERGY STAR certified product or home, the influence the label had on their purchasing decision.

Eighty-seven percent (87%) of consumers recognized the ENERGY STAR label, and the majority of consumers have a high understanding of the message behind the label. These numbers are basically in line with figures from 2011, showing no significant statistical change.

COOL FACTS: While brand recognition and understanding are important, another telling fact revealed by this survey is the number of individuals who are likely to recommend ENERGY STAR certified products to friends. According to the survey, 75% of those who purchased an ENERGY STAR product or home would recommend doing so to others.

EPA analysis of the survey data also revealed the impact the ENERGY STAR label has on the purchasing decisions of the consumers surveyed. Of those who recognized the label, 70% reported that the label was very or somewhat significant in their purchase. All told, about 40% of surveyed households reported knowingly purchasing an ENERGY STAR certified product or home in the 12 months prior to the survey.

Products, homes and buildings that earn the ENERGY STAR label prevent greenhouse gas emissions by meeting strict energy efficiency requirements set by the U.S. EPA. In 2012 alone, Americans, with the help of ENERGY STAR, saved \$24 billion on their utility bills and prevented greenhouse gas emissions equal to those of 50 million vehicles. From the first ENERGY STAR qualified computer in 1992, the ENERGY STAR label can now be found on products in more than 65 different categories, with more than 4.5 billion sold over the past 20 years. Over 1.4 million new homes and 20,000 facilities, including offices, schools, hospitals, and industrial plants, have earned the ENERGY STAR.

To learn more:

www.energystar.gov/ia/partners/publications/pubdocs/National%20Awareness%20of%20ENERGY%20STAR%202012%20508%20compliant.pdf?b1ef-17eb  (2.92 MB)

Update Archives

Most Recent:

- » [May 20, 2013](#) ENERGY STAR Encourages Car Dealerships to Work with NADA on Survey
- » [April 29, 2013](#) ENERGY STAR Increases Energy Efficiency in Commercial Kitchens
- » [April 29, 2013](#) ENERGY STAR Increases Energy Efficiency of Some of Most Commonly-Used Office Equipment
- » [April 19, 2013](#) ENERGY STAR Low Carbon IT Campaign Kicks Off 2013 with Organizations Pledging to Power Manage 360,000 Computers

[View All Archives](#)