

# ENERGY STAR<sup>®</sup> Unit Shipment and Market Penetration Report

## Calendar Year 2004 Summary

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This is the third year in which ENERGY STAR collected unit shipment data from partners and/or their representative associations and used it to project market penetrations of ENERGY STAR products.

### **Data:**

Data collected for the 2004 Unit Shipment and Market Penetration Report included ENERGY STAR shipments for the following products:

- Audio/DVD Products
- Boilers
- Ceiling Fans
- Commercial Fryers
- Commercial Hot Food Holding Cabinets
- Commercial Refrigerators and Freezers
- Commercial Steamers
- Commercial Fryers
- Dehumidifiers
- Exit Signs
- Furnaces
- Geothermal Heat Pumps
- Residential Light Fixtures (RLF)
- Roof Products
- Set-top Boxes
- Telephony
- Traffic Signals
- Transformers (Commercial and Industrial)
- TVs/VCRs
- Ventilating Fans
- Water Coolers

### **Methodology:**

ENERGY STAR market penetrations for a given year are derived by dividing ENERGY STAR shipments over US shipments.

#### *ENERGY STAR Shipment Data*

ENERGY STAR shipment data is collected from partners each calendar year. EPA uses the reported partner data as the representative value of all ENERGY STAR shipments during that year. (i.e., No adjustments are made to the totals to account for partners that failed to report their ENERGY STAR shipments.) Using the reported data represents a conservative approach. Though this methodology may underestimate ENERGY STAR market penetration, the data is reliable and the technique is easily recreated. Response rates for the majority of product categories

are well over 80%, suggesting that the reported partner shipments are nearly approximate to actual total ENERGY STAR shipments.

#### *US Shipment Data*

US shipments are composed of both observed and modeled data, because manufacturers are not required to report total U.S. shipments as part of their ENERGY STAR partnership. Industry data is used as direct input when it is available, whether attained through a trade organization, publication, or market research. Otherwise, projections are used. These projections are based on previous data, and forecasts are revised and/or rectified or replaced with industry data each year or as soon as industry data becomes available. A complete list of sources for total U.S. shipments by product category is available in Sanchez, et al., 2007.

## Response Rate:

Percent of Partners that Submitted Unit Shipment Data:

Product Category	Response Rate (%)	2004 Total Required to Respond
Audio/DVD	61%	18
Boilers	90%	29
Ceiling Fans	91%	23
Commercial Fryers	100%	5
Commercial Hot Food Holding Cabinets	100%	7
Commercial Refrigerators & Freezers	88%	16
Commercial Steamers	100%	7
Dehumidifiers	100%	13
Exit Signs	91%	43
Furnaces	96%	23
Geothermal Heat Pumps	100%	9
RLF	95%	66
Roof Products	91%	185
Set-top Boxes	71%	7
Telephony	60%	5
Traffic Signals	78%	9
Transformers <sup>1</sup>	95%	21
TV/VCR	73%	26
Ventilating Fans	100%	9
Water Coolers	83%	12

<sup>1</sup>Only C&I Transformer manufacturers were required to submit. Utility and/or Utility Distribution Transformer partners were omitted, as EPA is phasing out those aspects of the program. This number differs from the number of partners listed on the ENERGY STAR Web site.

**Results:**

**ENERGY STAR Qualified Units Shipped & Corresponding Market Penetrations:**

Product Category	2004 Units Shipped	2004 Market Penetration
<b>Audio/DVD*</b>		
Home Theater	678,000	14%
Audio Separates	207,000	9%
DVD Players	5,439,000	52%
Mini-Systems	927,000	13%
<b>Boilers</b>		
Residential Gas Boilers	96,000	41%
Residential Oil Boilers	115,000	71%
<b>Ceiling Fans</b>		
Ceiling Fan Only	2,631,000	34%
Ceiling Fan with Light Kit	166,000	2%
Light Kit Only	24,900	1%
<b>Commercial Fryers</b>	7,517	9%
<b>Commercial Hot Food Holding Cabinets</b>	12,000	11%
<b>Commercial Refrigerators &amp; Freezers</b>	67,342	30%
<b>Commercial Steamers</b>	3,808	10%
<b>Dehumidifiers</b>	1,273,000	76%
<b>Exit Signs</b>	2,457,000	63%
<b>Furnaces</b>		
Residential Gas Furnaces	1,661,000	47%
Residential Oil Furnace	10,000	7%
<b>Geothermal Heat Pumps</b>	25,351	1%
<b>RLF</b>	8,713,000	4%
Indoor	4,746,000	2%
Outdoor	3,967,000	14%
<b>Roof Products</b>		
Commercial	1,182,122,000	8%
Residential	253,174,000	6%
<b>Set-top Boxes</b>		
Digital Cable Box	34,651	0%
Digital Converter	0	N/A
Satellite Receiver	0	N/A
Multifunction Device	154,068	3%
<b>Telephony</b>		
Cordless DSS Telephones	3,417,000	37%
Cordless Non-DSS Telephones	7,578,000	30%
Answering Machines	0	N/A
DSS Combination Units	4,404,000	39%
Additional Handsets	1,413,000	53%
<b>Traffic Signals</b>	509,000	6%
<b>Transformers</b>	39,847	15%
<b>TV/VCR/DVD*</b>		

<b>Product Category</b>	<b>2004 Units Shipped</b>	<b>2004 Market Penetration</b>
TVs	19,147,000	83%
VCRs	3,669,000	31%
TV-VCRs	6,094,000	85%
DVDs	5,439,000	52%
Ventilating Fans	663,000	11%
Water Coolers	565,000	56%
*Unit shipment data did not breakout for market penetration data categories.		