



Just Do ENERGY STAR®

2011 ENERGY STAR Products Partner Meeting

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November 9, 2011



Learn more at energystar.gov

ENERGY STAR Awareness



- CEE, 2010

Recognize ENERGY STAR Label	2010		2009	
	Aided (n=1,641)	Unaided (n=1,521)	Aided (n=1,034)	Unaided (n=917)
Yes	83%	72%	77%	64%
<i>Standard error</i>	1.3%	1.7%	2.0%	2.4%

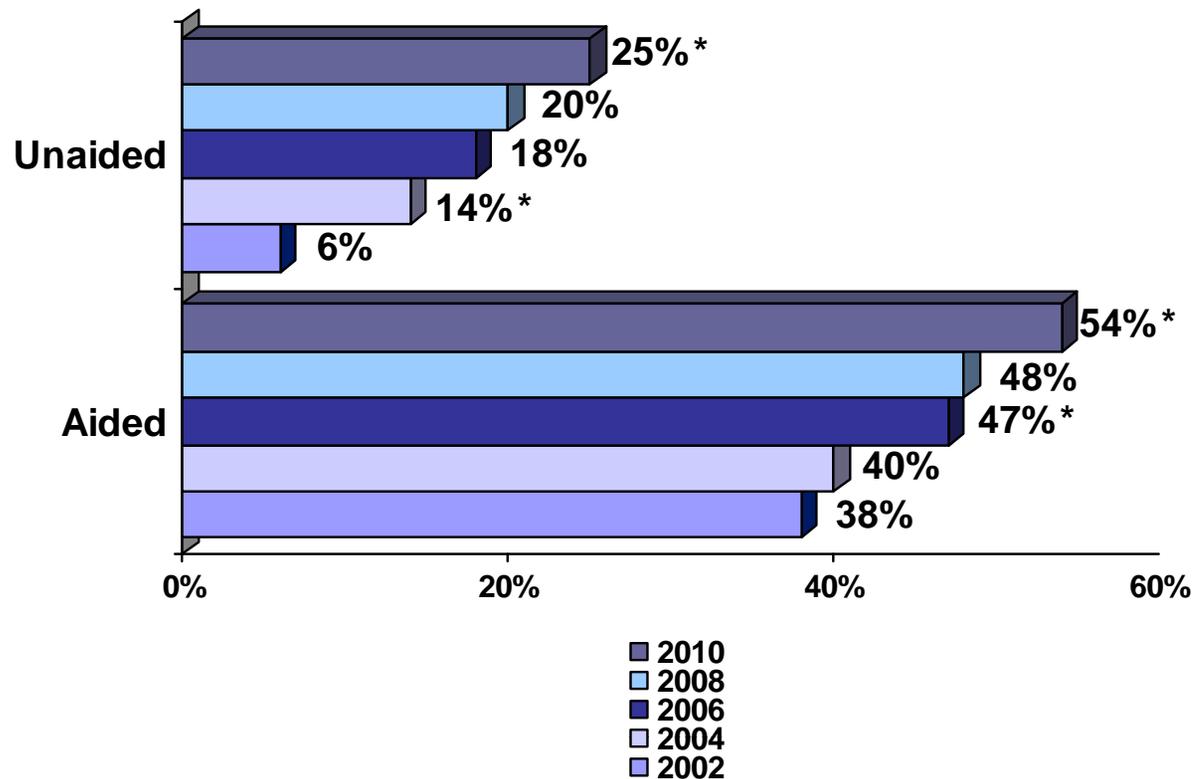


Recognition of the ENERGY STAR Label
[Base = All respondents]

ENERGY STAR Awareness



- Total awareness of ENERGY STAR = 79%

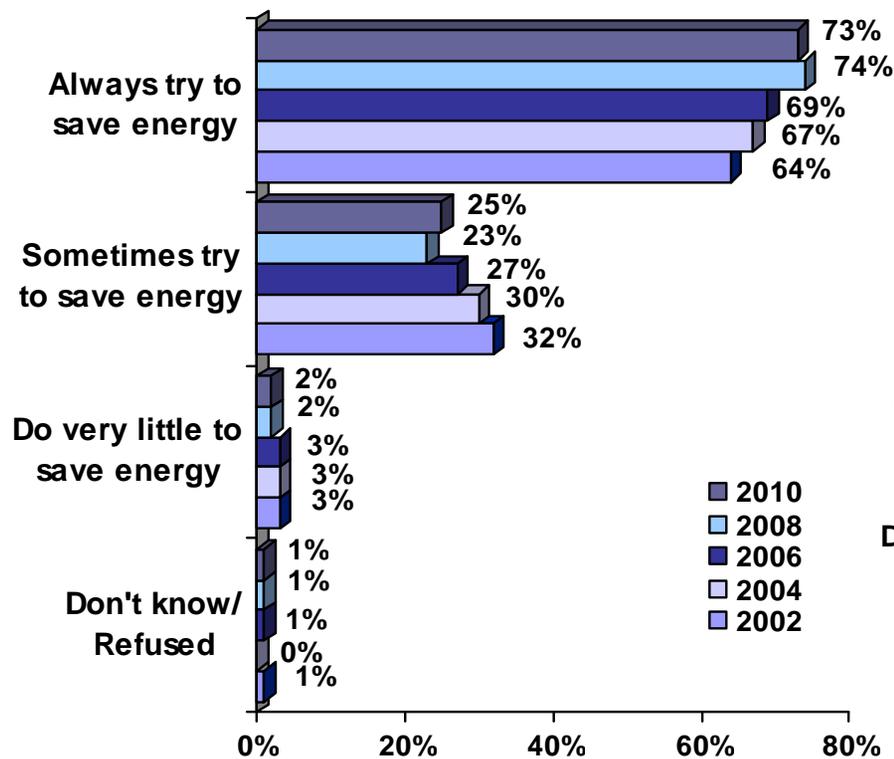


Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2010 Energy Conservation, Efficiency and Demand Response.

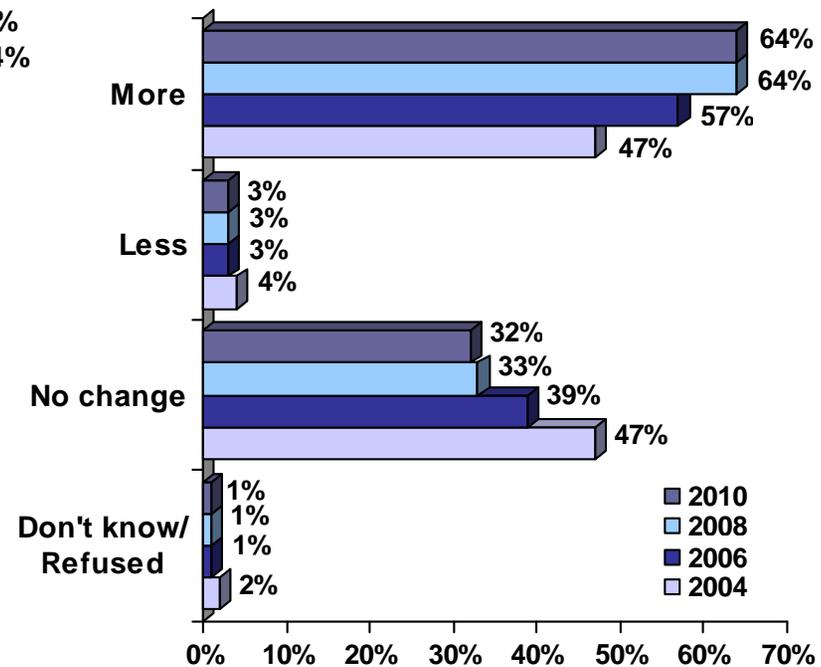
Energy-Saving Behaviors



Approach to Saving Energy

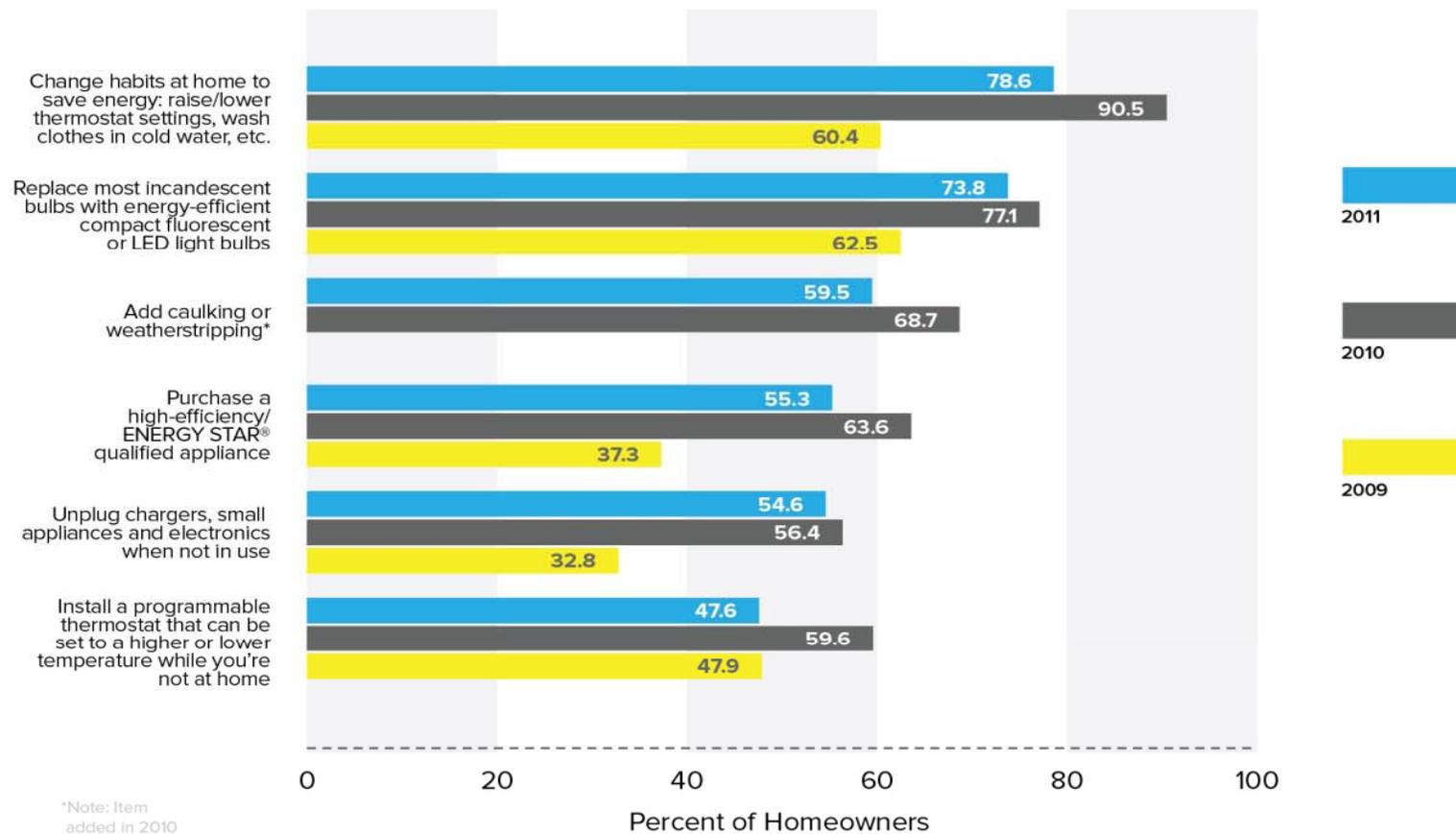


Change in Approach to Saving Energy



Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2010 Energy Conservation, Efficiency and Demand Response.

Energy-Saving Behaviors



**Energy-Efficient Home Activity Completion Trend
(Percentage who have undertaken or completed)**

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Nexus of Awareness and Behavior



- Role of ENERGY STAR
 - In prompting behavior and/or educating about behavior?
 - What are the activities?
 - What is the association with ENERGY STAR?
 - What is the influence of ENERGY STAR?
 - What are the sources sought?

Energy-Saving Activities

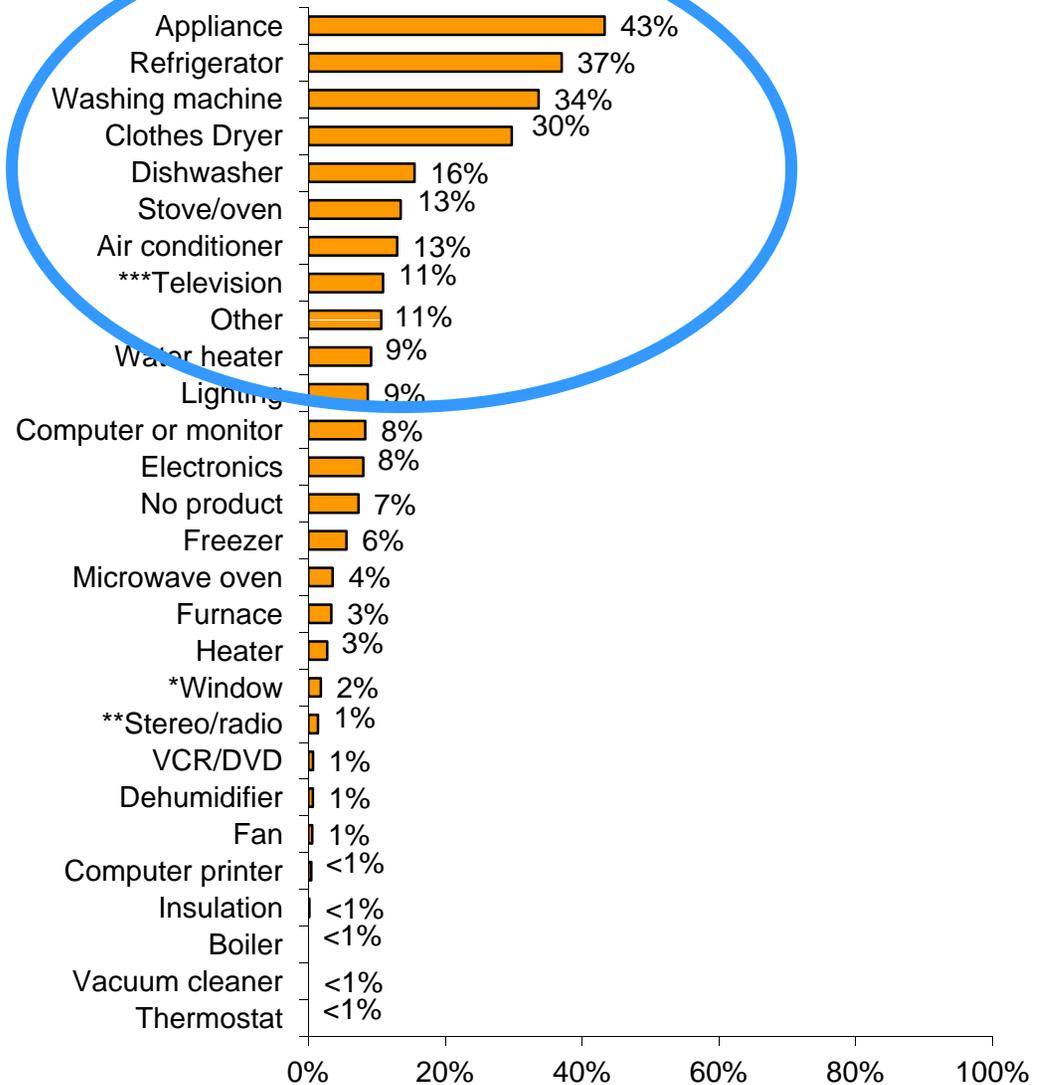


- According to both SRBI and Shelton data, the most common energy-saving activities are:
 - Lighting
 - Appliances
 - Unplugging/turning off products
 - Programmable thermostats
 - Doing full loads of dishes and laundry
 - Caulking and weather-stripping
 - Maintaining heating/cooling system

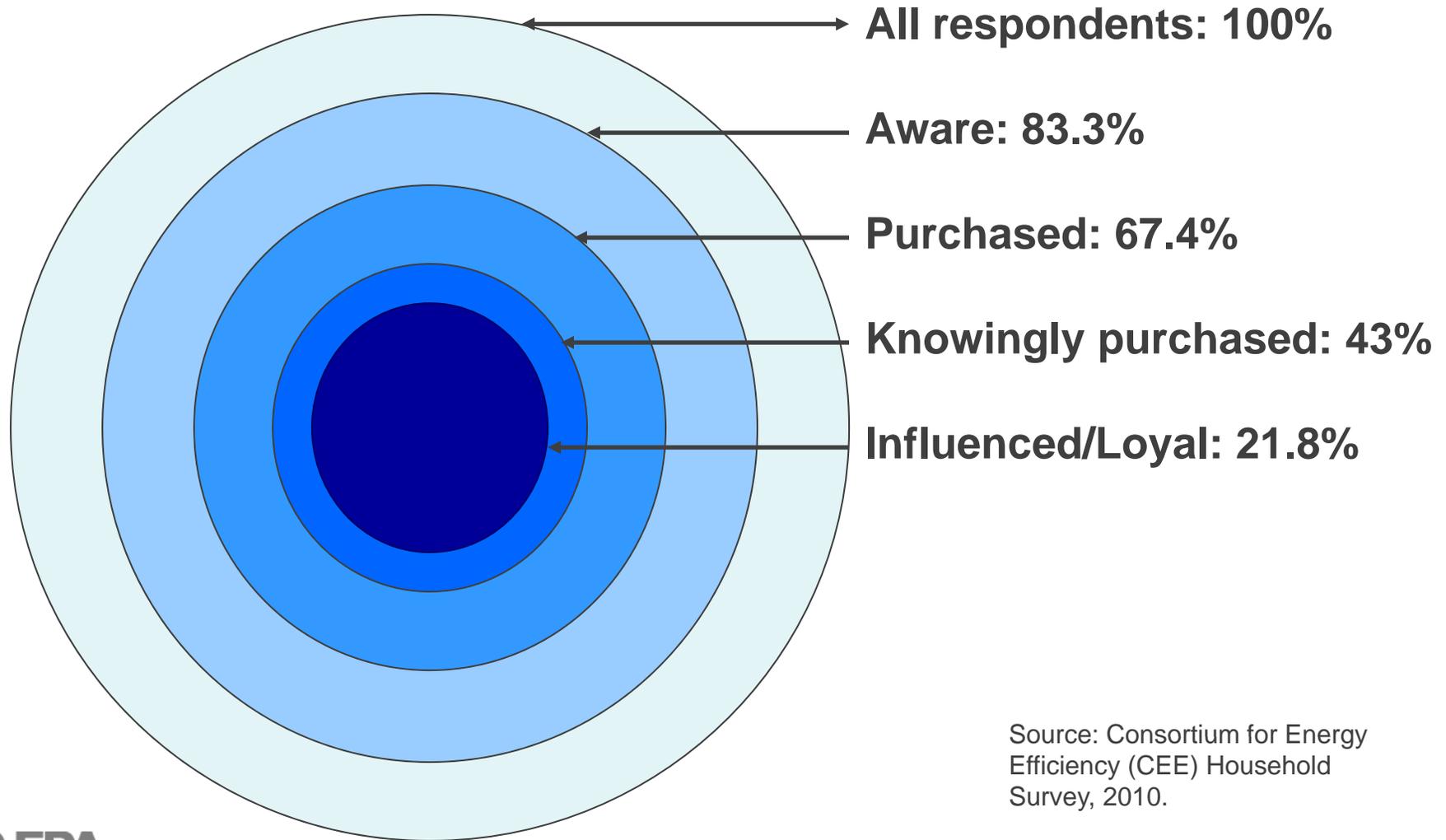
Association with ENERGY STAR



- Unprompted “products, goods or services” associated with the ENERGY STAR label



Influence of ENERGY STAR



Source: Consortium for Energy Efficiency (CEE) Household Survey, 2010.

Sources Sought



Table 11
Sources of Information about
Energy-efficient Products and Services

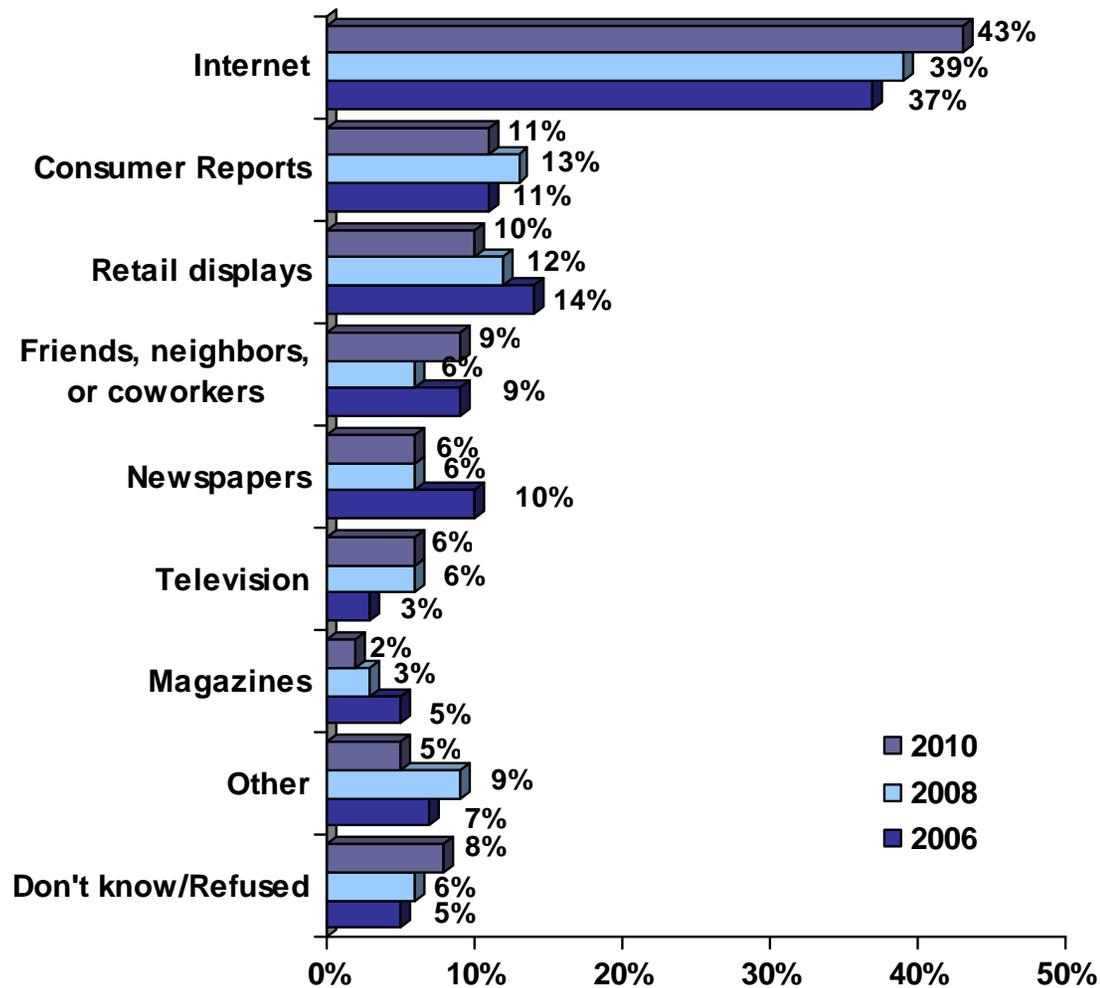
	2002 <i>n</i> = 900	2004 <i>n</i> = 801	2006 <i>n</i> = 800	2008 <i>n</i> = 391	2010 <i>n</i> = 416
Television	27%	27%	29%	39%	36%
Newspapers	24	23	21	29	25
Magazines	26	21	18	19	20
Website - other	4	5	10	21	21
Friends or relatives	6	16	11	9	13
Utility company advertising	0	8	11	15	11
A store that sells energy-efficient products products	14	13	9	6	11*
Website - utility	3	3	7	6	5
Radio	0	0	0	3	2
Website - government	0	1	1	2	2
Mailing/brochure	0	0	3	1	1
State government	1	1	0	0	0
Utility company	13	0	0	0	0
Federal government	1	0	0	0	0
Utility company employees	1	2	1	0	0
Other	28	15	4	8	6
Don't learn about energy-efficient products	3	0	2	2	2
Don't know/Refused	2	0	3	0	1

*Statistically significant difference at the 95% confidence level compared to previous year



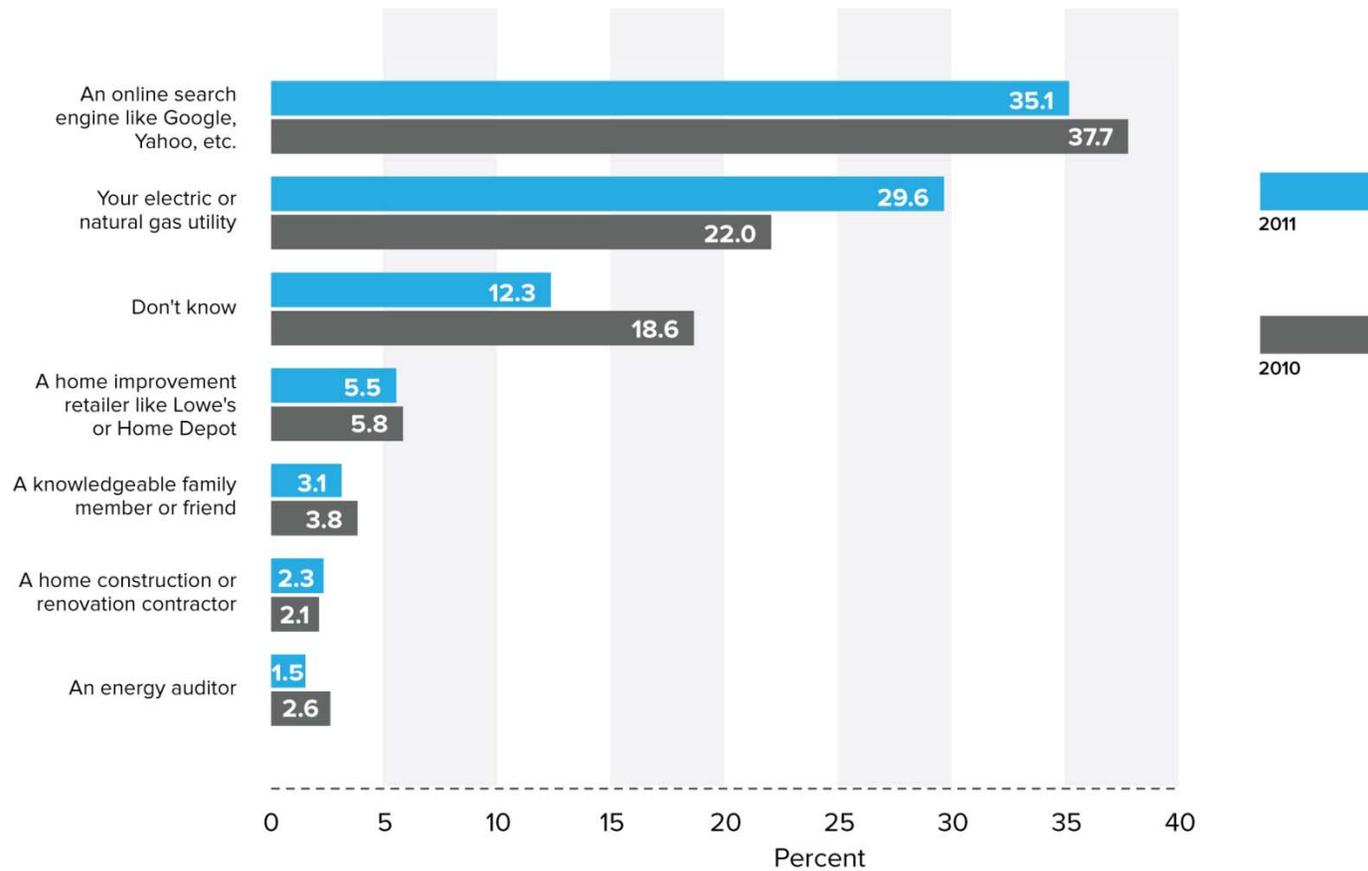
Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2010 Energy Conservation, Efficiency and Demand Response.

Sources Sought, continued



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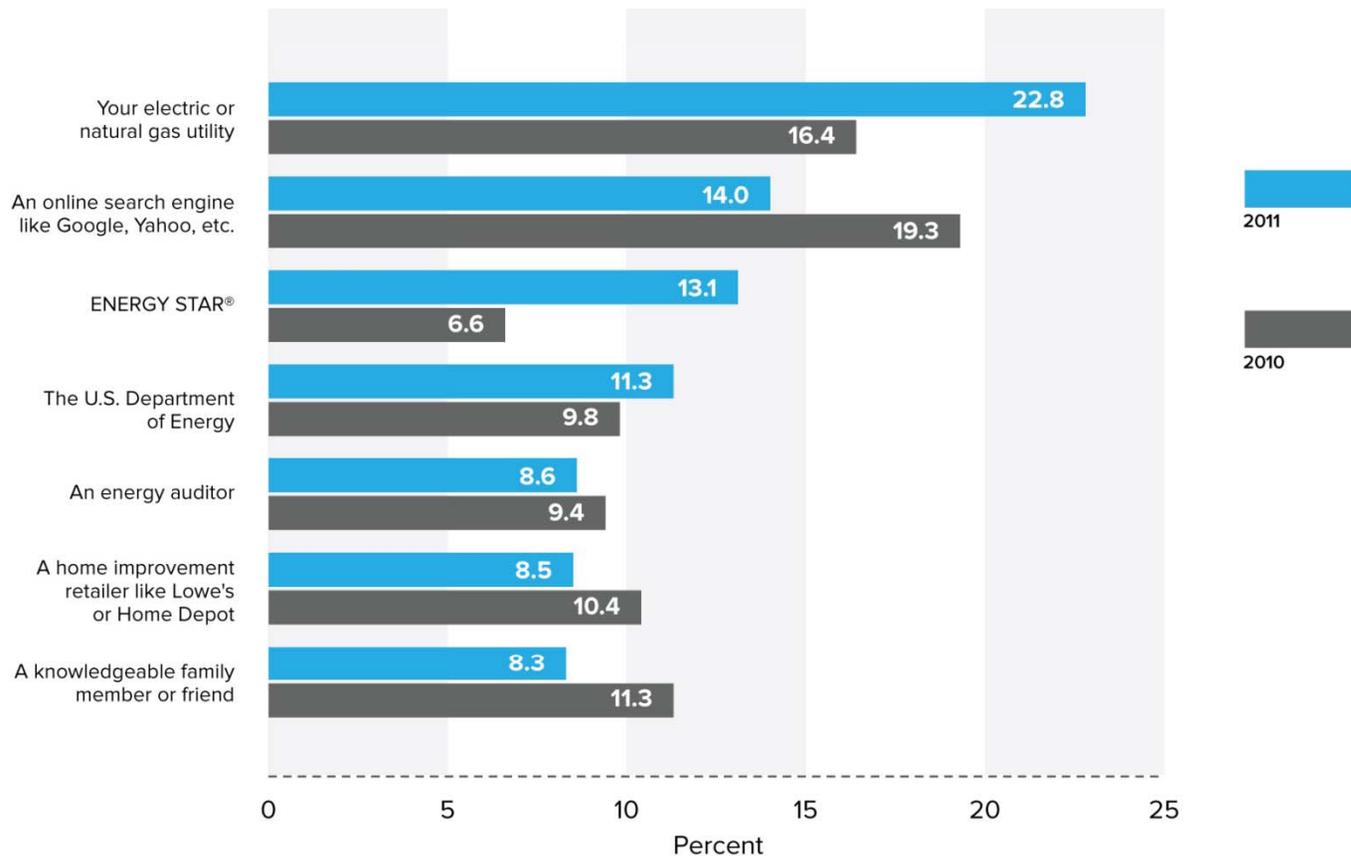
Sources Sought, continued



Where do you/would you most likely get information about making your home more energy-efficient?

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Sources Trusted



N=1502

Which of the following is the most trusted source for information about how to make your home more energy-efficient?

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ENERGY STAR Opportunities



- Promote ENERGY STAR as more than just a label for energy-efficient appliances
 - EPA, but also our partners, and particularly energy-efficiency programs
 - Not just energy efficient lighting, but ENERGY STAR lighting, etc.
 - Not only the product, but the product and how you use that product
- Promote ENERGY STAR as the source for energy-efficient products and practices
 - Associate our brand with optimal energy-saving behaviors – both products and practices



- Internet, in particular

How?



- Wes Schultz
 - Behavioral Scientist
- What behaviors can make a difference?
- Success strategies for effecting *sustained* behavioral change

Contact Information



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