



# Just Do ENERGY STAR®

## 2011 ENERGY STAR Products Partner Meeting

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Learn more at [energystar.gov](http://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%

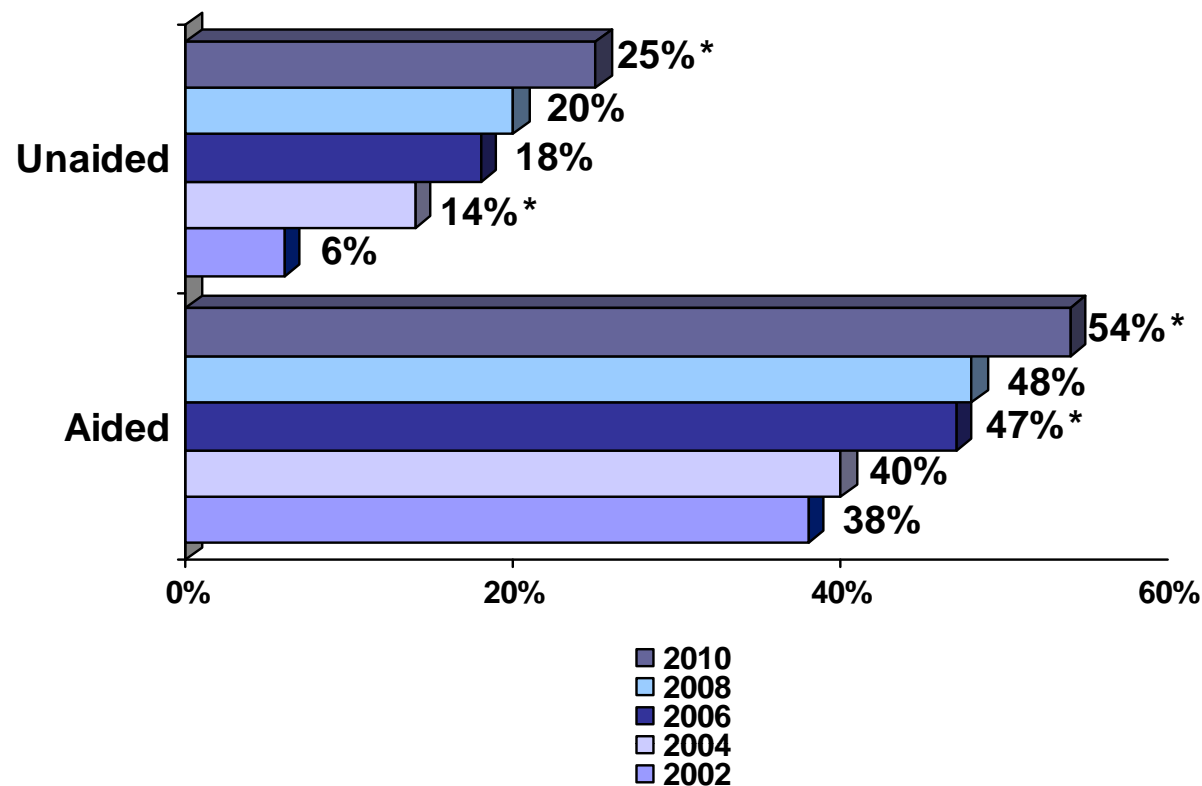


Recognition of the ENERGY STAR Label  
[Base = All respondents]

# ENERGY STAR Awareness



- Total awareness of ENERGY STAR = 79%

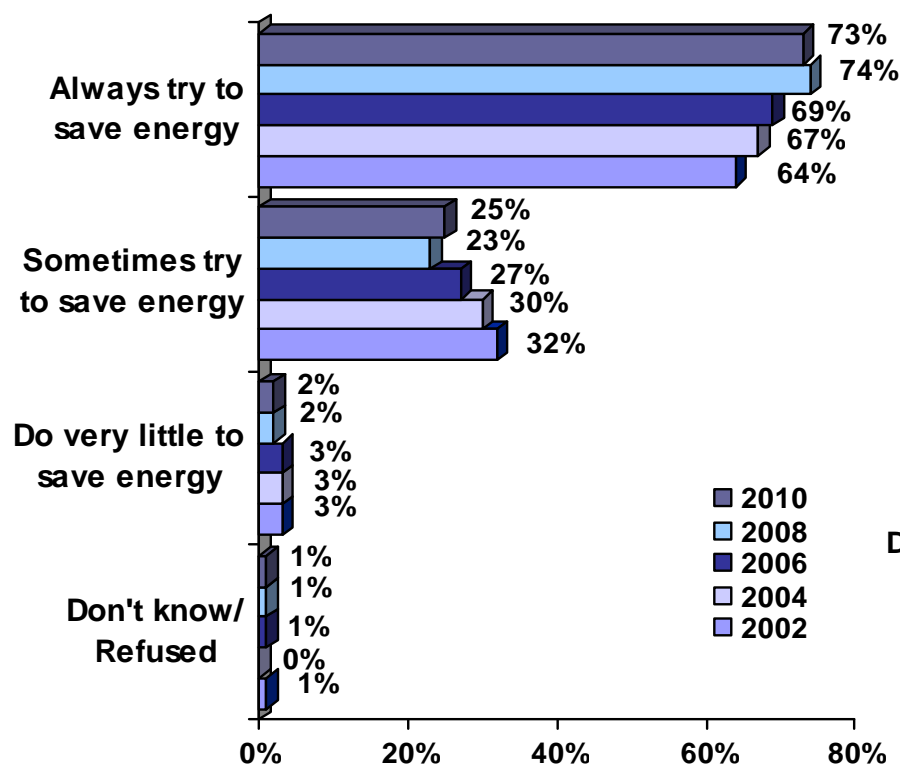


Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2010 Energy Conservation, Efficiency and Demand Response.

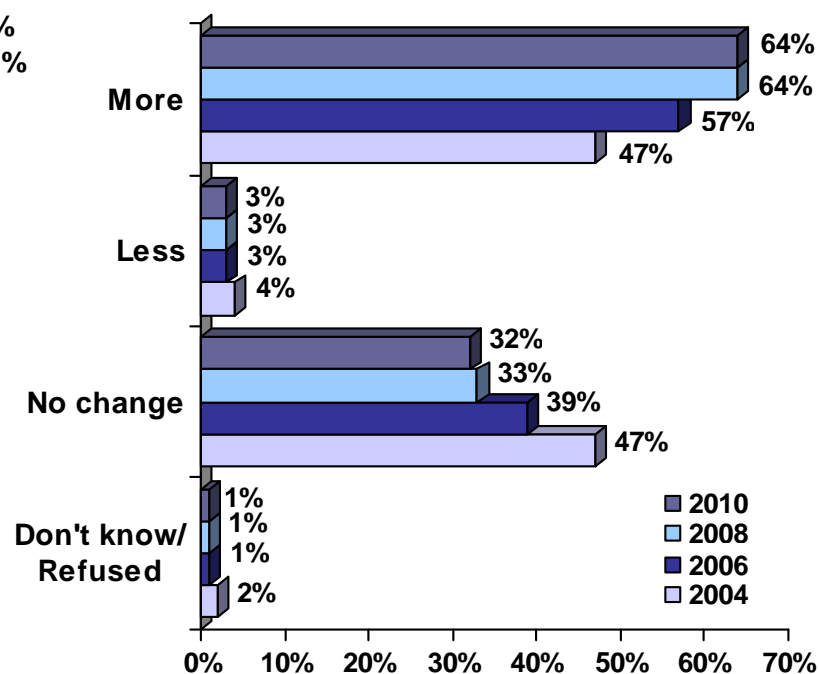
# Energy-Saving Behaviors



Approach to Saving Energy

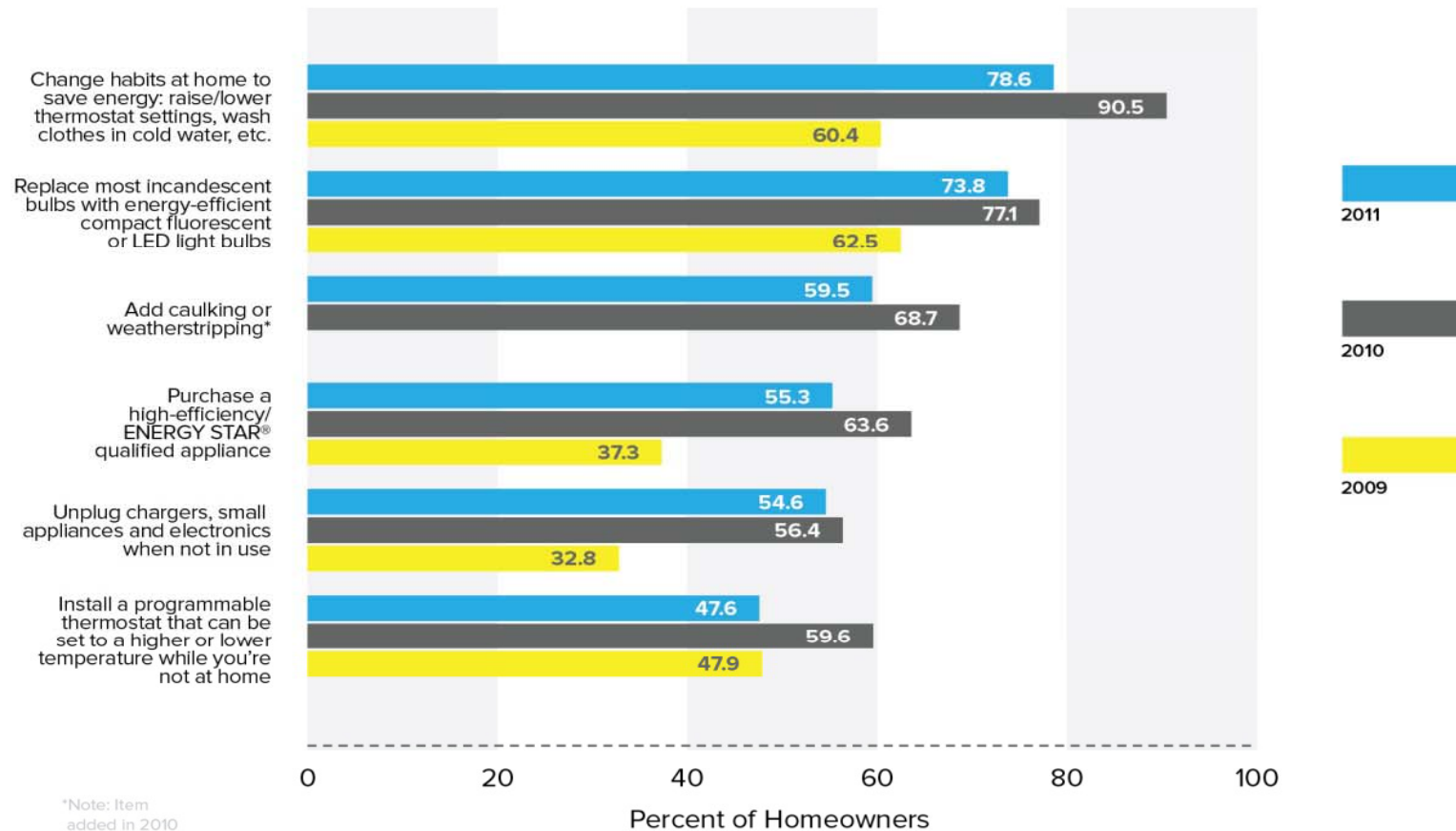


Change in Approach to Saving Energy



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)**

energypulse  
2011

# Nexus of Awareness and Behavior

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- 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

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- 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

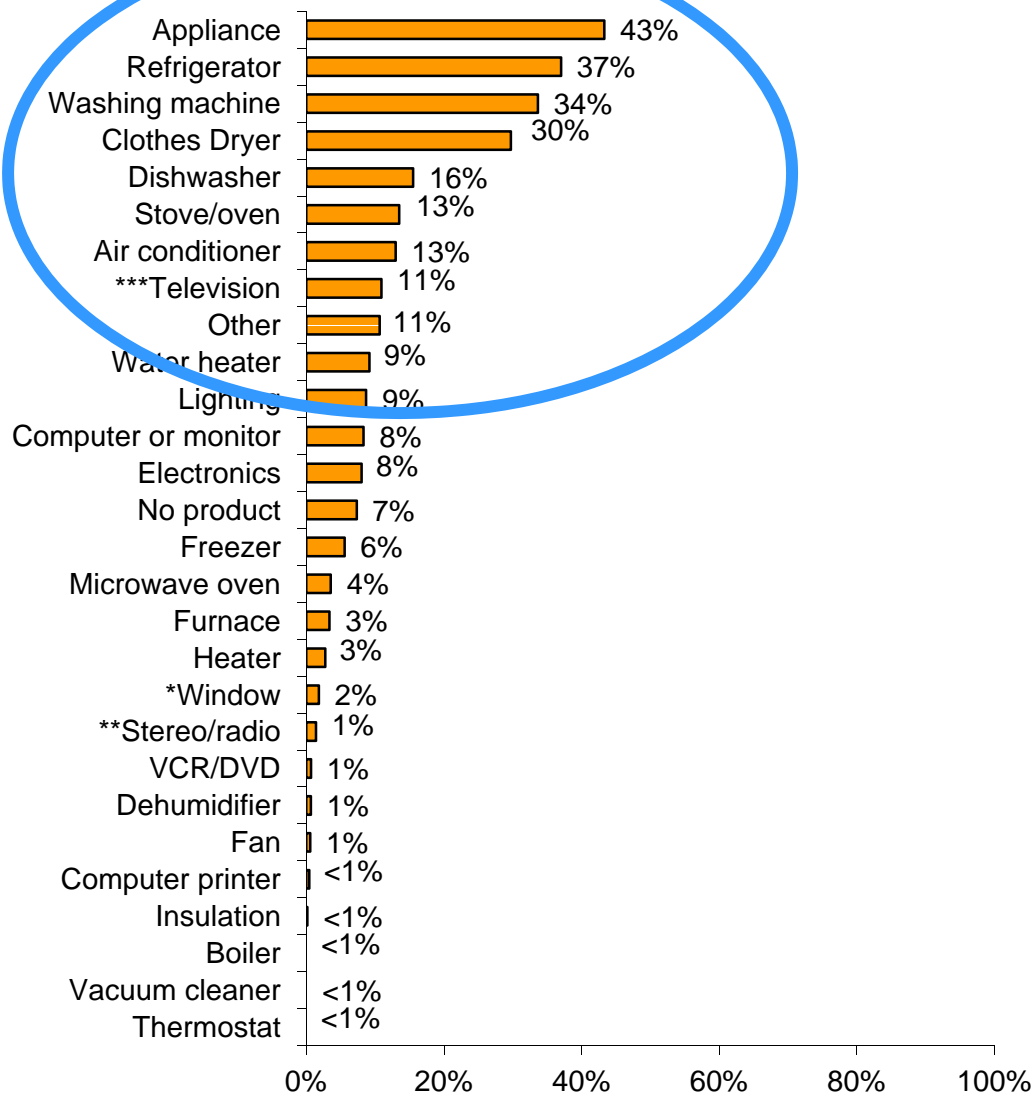


Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2010 Energy Conservation, Efficiency and Demand Response.

# Association with ENERGY STAR

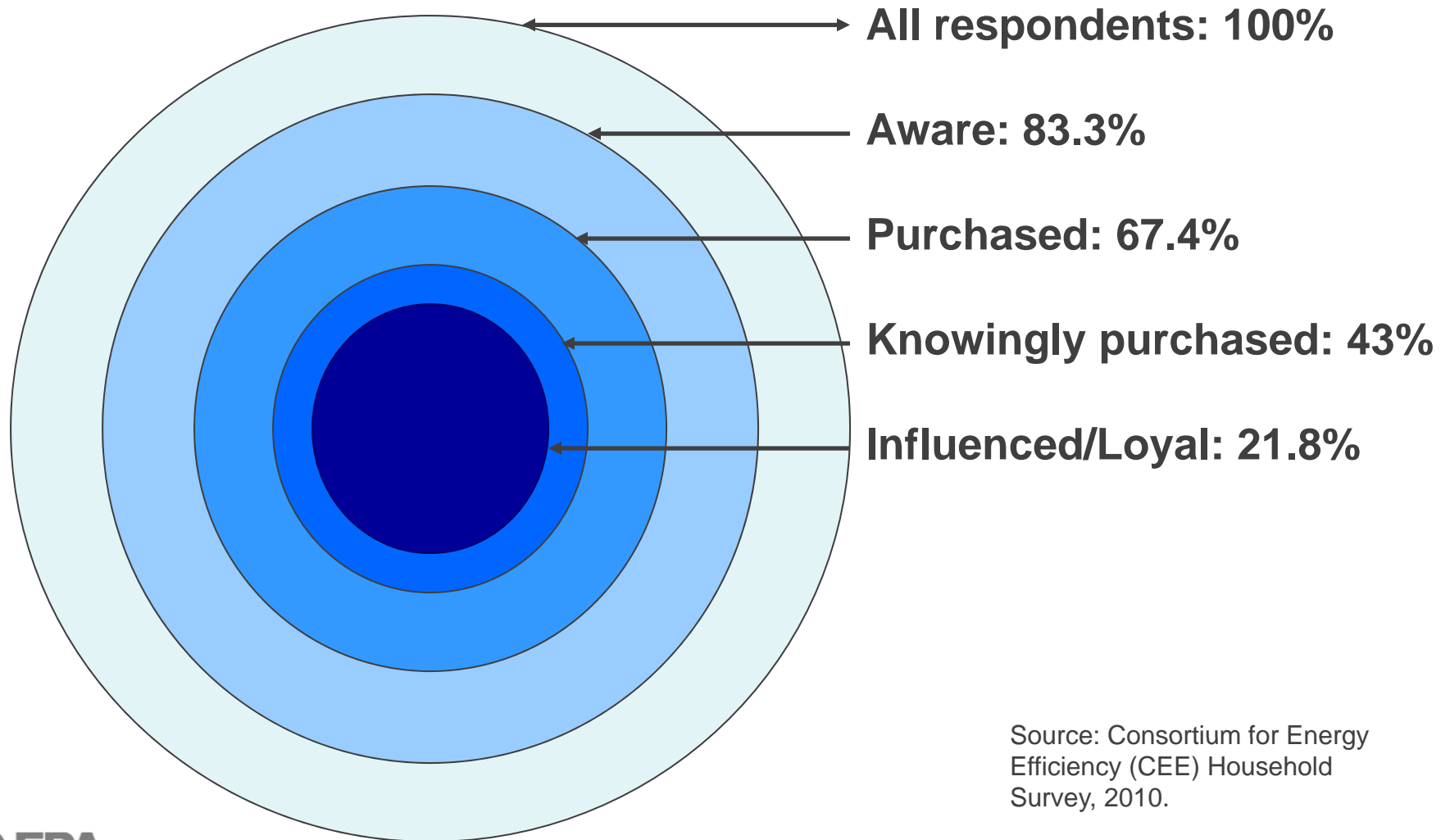


- Unprompted “products, goods or services” associated with the ENERGY STAR label





# 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**

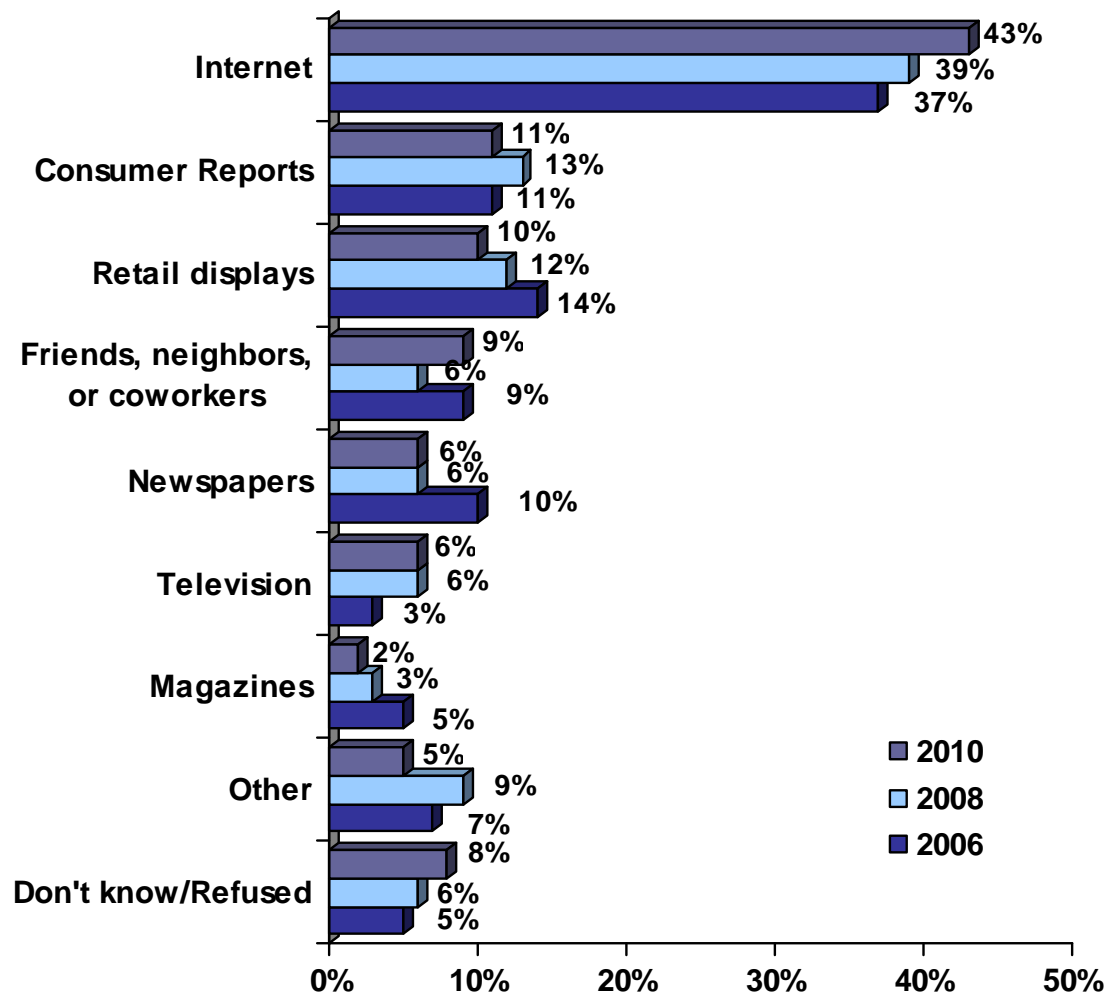
	<b>2002</b> <i>n = 900</i>	<b>2004</b> <i>n = 801</i>	<b>2006</b> <i>n = 800</i>	<b>2008</b> <i>n = 391</i>	<b>2010</b> <i>n = 416</i>
Television	27%	27%	29%	39%	36%
Newspapers	24	23	21	29	25
Magazines	26	21	18	19	20
Website - other	4	5	10	21	21
Friends or relatives	6	16	11	9	13
Utility company advertising	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



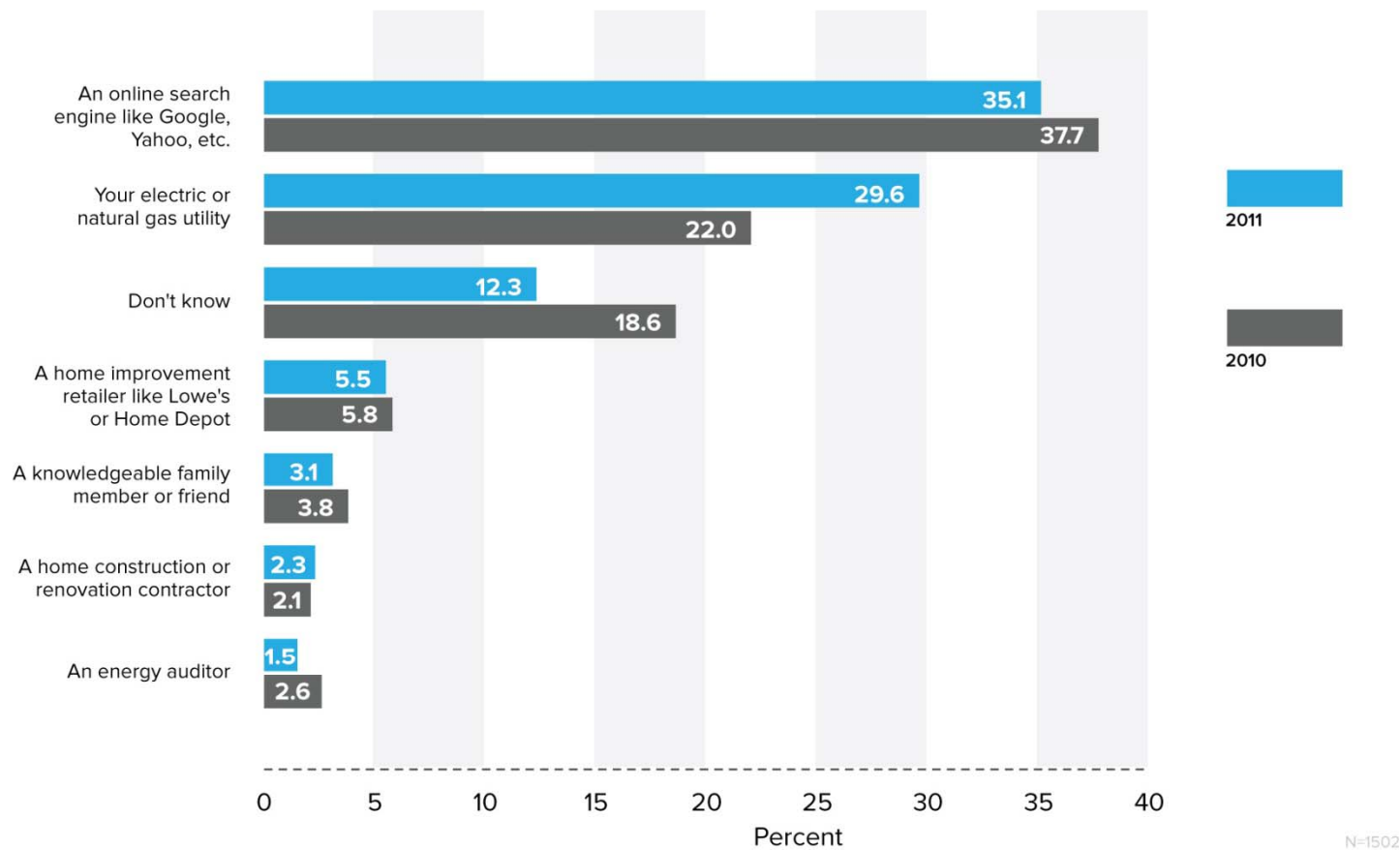
Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2010 Energy Conservation, Efficiency and Demand Response.

# Sources Sought, continued



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

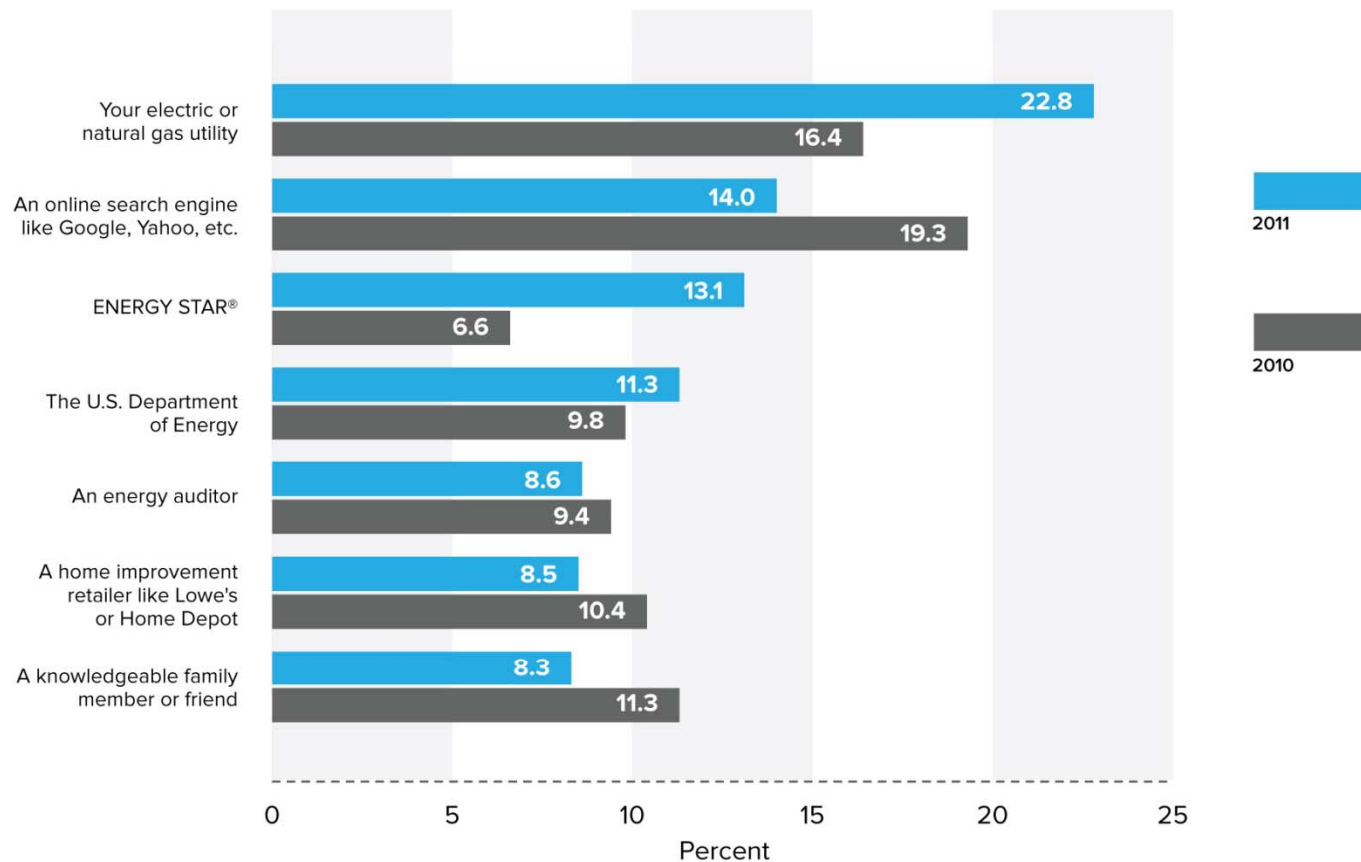
# Sources Sought, continued



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

energypulse  
2011

# Sources Trusted



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

energypulse  
2011

# 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?

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

# Contact Information

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