



# THE POWER OF THE BRAND



## In American Households:

MORE THAN  
**90%**  
RECOGNIZE THE ENERGY STAR® LABEL

NEARLY  
**85%**  
UNDERSTAND WHAT IT MEANS

IN THE PAST YEAR,  
**45%**  
PURCHASED ENERGY STAR-LABELED PRODUCTS



MORE THAN  
**884 THOUSAND** times a day, people choose ENERGY STAR to help them save

**3.4 MILLION** individuals have pledged to make energy-efficient changes at home, representing **18.6 BILLION lbs.** of greenhouse gas emissions reductions



**BILLIONS** of in-store and online impressions representing support from thousands of retail, manufacturer, and utility partners

OF THESE PURCHASERS

**74%** were influenced by the label in their decision

**80%** are likely to recommend ENERGY STAR to a friend



## In Media:

**2016**  
Growing from 1.1 billion media impressions in 2005 to reach more than **28.6 BILLION** in broadcast, print, and online media in 2016



FACEBOOK POSTS REACHED MORE THAN  
**6 MILLION** USERS  
WITH **220,000** ENGAGED USERS

TWITTER POSTS HAD MORE THAN  
**4.8 MILLION** IMPRESSIONS  
WITH **40,000** ENGAGEMENTS

ENERGY STAR HAD MORE THAN  
**96 THOUSAND** MENTIONS  
BY OTHER ORGANIZATIONS AND INDIVIDUALS



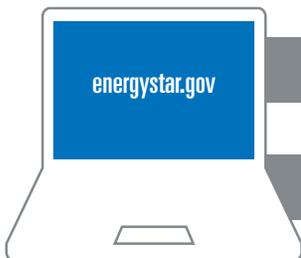
HAD MORE THAN  
**11 MILLION** COMBINED IMPRESSIONS



HAD MORE THAN  
**112 MILLION** COMBINED IMPRESSIONS



## On the Web:



Site had more than **24.8 million** total pageviews and nearly **8 million** sessions

PRODUCTS SECTION:

Had more than **2 million** sessions and **5.4 million** pageviews

POPULAR PAGES AND TOOLS INCLUDED:



ROOM AC CAMPAIGN DROVE MORE THAN  
**157 THOUSAND** PAGEVIEWS



"POOLS OF OUR LIVES" GARNERED  
**80 THOUSAND** YOUTUBE VIEWS



ENERGY STAR is the simple choice for energy efficiency and the most successful environmental brand in history; inspiring Americans across the country to save energy, save money, and help prevent climate change.

