

- **CEE's Annual ENERGY STAR Survey**
  - **Behavior Interest Group**

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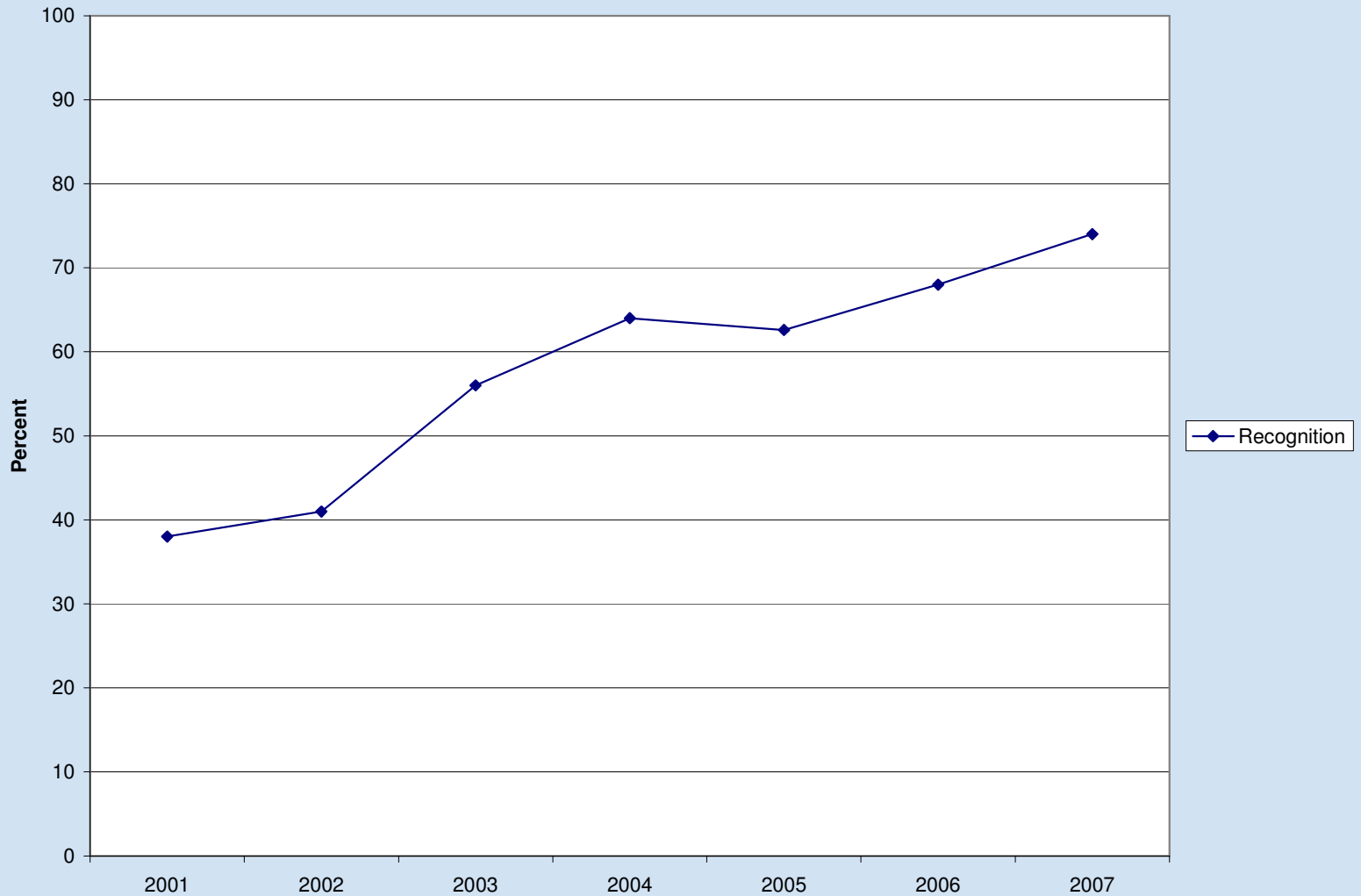
Working Together, Advancing Efficiency

# ENERGY STAR Survey

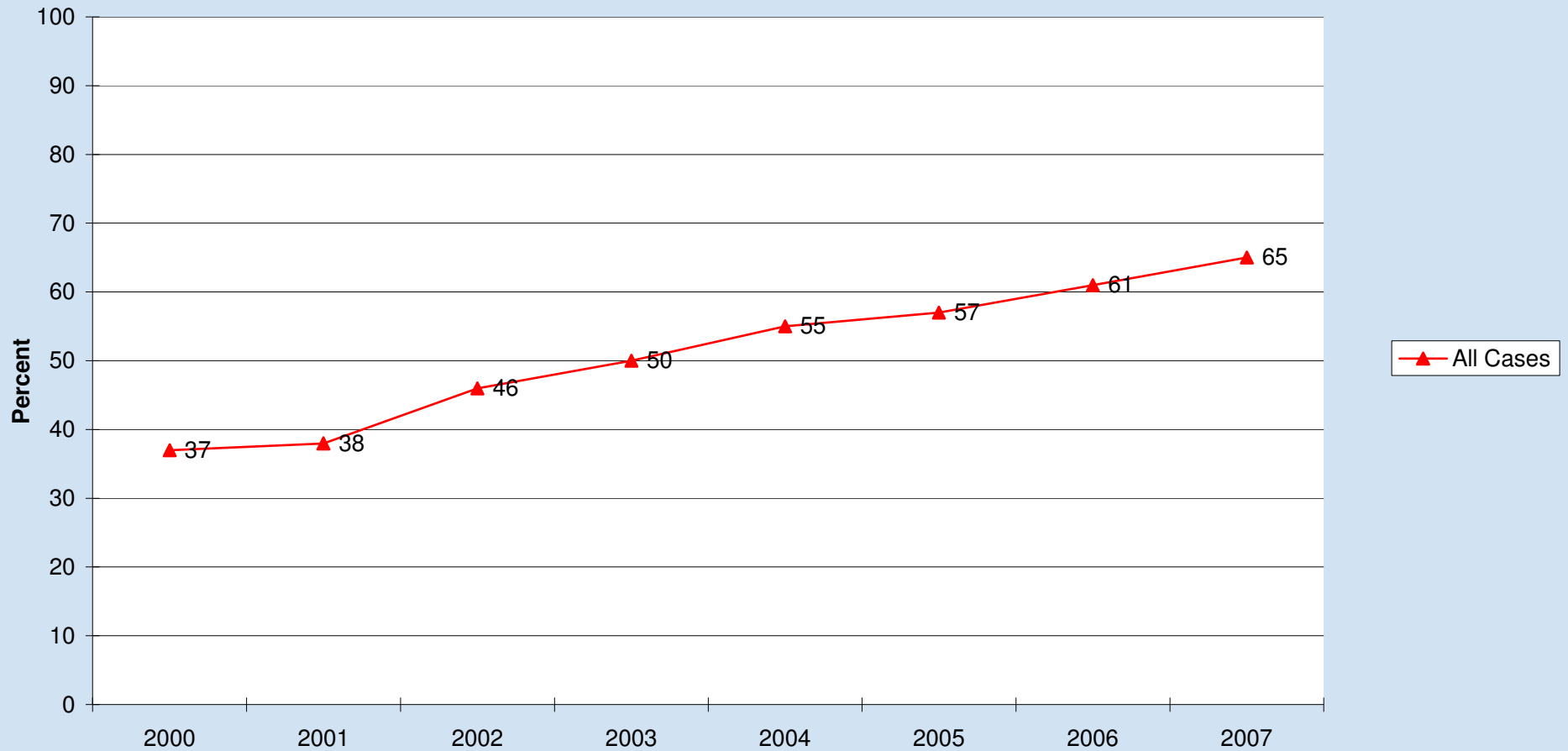
- National results for 2007 available on CEE's and EPA's websites
- Improvement in major indicators of progress
  - Recognition (awareness) of the label, high degree of label understanding, influence of the label on purchases, loyalty to the label
  - ENERGY STAR partner efforts make a difference
  - Progress on brand equity
- Details in 2<sup>nd</sup> Evaluation/Behavior breakout tomorrow



# Label recognition: 74%



# High understanding of label: 65%



# Sponsors of CEE Annual Survey of Household Awareness of ENERGY STAR Label, 2000-2008

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Southern California Edison

Southern California Gas

United Illuminating

Unitil Corporation

Vectren

Western Massachusetts Electric Company (NU)

Wisconsin Department of Administration

Wisconsin Focus on Energy

Xcel Energy



Working Together, Advancing Efficiency

# Behavior Interest Group (BIG)

- A forum to address common needs and interests around behavior-related program approaches, messaging, etc
- Three Working Groups identified:
  1. Persistence of behavior change
  2. Social marketing & energy efficiency communications
  3. Behavior change web pages
- Meeting tomorrow at 3:30
- For more information, contact Monica Nevius, [mnevius@cee1.org](mailto:mnevius@cee1.org)