

2006 ENERGY STAR[®] AWARENESS

Baseline Survey Results



**S. Maharaj
Power Smart
Evaluation**

TABLE OF CONTENTS

LIST OF FIGURES AND TABLES	3
EXECUTIVE SUMMARY	4
E 1.0 Background	4
E 2.0 Key Findings	4
E 3.0 Recommendation and Conclusions	5
1 INTRODUCTION AND BACKGROUND	6
1.0 Energy Star®	6
1.1 The BC Hydro Program	6
1.2 Comparison Data	7
2 METHODOLOGY AND SAMPLING	9
3 DETAILED FINDINGS	10
3.1 Awareness of Energy Star	10
3.1.1 Unaided Awareness	10
3.1.2 Aided Awareness	10
3.1.3 Awareness by Region	11
3.1.4 Awareness by Age and Gender	12
3.1.5 Awareness by Income and Education Levels	13
3.2 Understanding of Energy Star Label	13
3.3 Product Associations	14
3.3.1 Prompted	14
3.3.2 Unprompted	16
3.3.3 Confusion with EnerGuide	18
3.4 Influence of the ENERGY STAR Label on Purchase Decision	18
3.5 Rebates for ENERGY STAR Products Purchased	19
4 RECOMMENDATIONS AND CONCLUSIONS	20
APPENDIX A: SURVEY INSTRUMENT	21
APPENDIX B: RE-SURVEY	36

List of Figures and Tables

Figure 3.1 Aided and Unaided Awareness of Energy Star	11
Figure 3.2 Understanding of the Energy Star Label.....	14
Figure 3.3 Product Association with the Energy Star Label prompted.....	16
Figure 3.4 Influence of Energy Star Label on Purchase Decision	19
Table 2.1 Target Quotas and Actual Responses by Region.....	9
Table 3.1 Unaided and Aided Awareness by Region	12
Table 3.2 Unaided and Aided Awareness by Age Group.....	12
Table 3.3 Unaided and Aided Awareness by Gender.....	12
Table 3.4 Unaided and Aided Awareness by Income.....	13
Table 3.5 Product Association with the Energy Star Label unprompted	15
Table 3.5 Unaided and Aided Awareness by Education.....	13
Table 3.6 Products purchased on which Energy Star Label was Noticed and Recalled	17

Executive Summary

E 1.0 Background

This study collects baseline data on the awareness and understanding of the Energy Star® Label among British Columbia consumers. This research supports the Power Smart residential energy acquisition strategy and program planning, and contributes to BC Hydro's long-term demand-side management strategy to promote conservation. In order to transform the market, energy efficient technologies need to be made more available, awareness of them increased, access and affordability improved, and consumer acceptance more widespread.

E 2.0 Key Findings

Just over one-third of BC residents are aware of the Energy Star label without being shown a picture (unaided awareness). Unaided awareness was highest in the Interior and lowest in the Lower Mainland and Vancouver Island.

When shown the Energy Star label, the number of respondents who had seen it or heard of it more than doubles to 72%.



Overall, awareness of Energy Star is greatest among those aged 18 to 34, and generally decreases with age. The oldest respondents - those over age of 55 - had the lowest awareness of Energy Star. Younger respondents are more likely to be purchasing new appliances and computers, which are most likely to have and/or display the Energy Star label. As people grow older the need for such purchases decreases and exposure to new technology is lessened as a result.

Males are slightly more likely to recall Energy Star without a visual cue than females. However, when shown the Energy Star label, awareness for each gender is similar.

Mid- to high-income earners (greater than \$40,000 per year) and those with at least some university education were more likely than lower income earners and those with less education to profess awareness of Energy Star.

When asked what types of products they associated with the Energy Star label, the most popular responses were appliances (60%) and computers (23%). Sixty-five percent of respondents had seen the label on refrigerators, followed by 56% and 54% on dishwashers and washing machines, respectively. Of those that purchased Energy Star products, just 14% received rebates or reduced-rate

financing. This is not surprising given the minimal rebate-type promotions held in British Columbia.

E 3.0 Recommendation and Conclusions

Awareness of the Energy Star label is slightly lower in British Columbia than it is across Canada and in the U.S. However, based on BC Hydro's success with increasing awareness of other Power Smart products, it is reasonable to assume that with increased education and promotion, awareness would increase for Energy Star as well.

Prior to BC Hydro's involvement in 2002, Energy Star compact fluorescent lamps (CFL's) were not being sold in the BC market in great numbers and Energy Star fixtures were almost non-existent. This was largely due to such issues as:

- lack of customer awareness of the product,
- poor understanding of benefits,
- low customer acceptance,
- insufficient retail shelving,
- limited accessibility of product, and
- higher price points than competing equivalents.

Compared to other jurisdictions, since 2002 BC Hydro has had large marketing campaigns through retail channels to promote CFLs. As a result, significant strides towards transforming the residential lighting market have been made. Retailers now carry considerably more CFL product and at lower prices than they did in 2002¹. Through similar education and awareness marketing campaigns for Energy Star fixtures, it is reasonable to assume that the awareness for Energy Star fixtures will also increase. An awareness campaign targeted towards less educated, lower income and an older demographic would be beneficial to increase awareness and understanding of Energy Star among these groups. Survey data reveals that awareness of Energy Star is lowest among these groups.

¹ BC Hydro Power Smart Energy Star Lighting Campaign Business Case, August 2006.

1 Introduction and Background

BC Hydro's Power Smart Evaluation Department conducted this study to collect baseline information on consumer awareness, understanding and influence on purchases of the Energy Star label, as well as information about Energy Star product purchases in British Columbia (BC). This research supports Power Smart's residential energy acquisition strategy and program planning, and contributes to BC Hydro's long-term demand-side management strategy to promote conservation. In order to transform the market, efficient technologies need to be made more readily available, awareness increased, access and affordability improved, and acceptance by consumers more widespread.

This survey is the first of its kind for BC Hydro and represents a *baseline* measure of Energy Star awareness. Survey results identify the current state of the awareness and understanding of the Energy Star label.

1.0 Energy Star[®]

The Energy Star program was first established in 1992 by the Environmental Protection Agency (EPA) in the United States as a public-private partnership designed to reduce energy use and associated air pollution and greenhouse gas emissions. Energy Star was first introduced in Canada through a partnership with Natural Resources Canada (NRCan) in 2001.

The Energy Star symbol in Canada is designed to clearly identify "best in class" energy-efficient consumer products in more than 50 product categories².

1.1 The BC Hydro Program

BC Hydro has promoted and, in some cases, provided incentives for the following Energy Star products and programs:

- 1) CFL bulbs (since 2002),
- 2) Windows program (since 2005), and
- 3) Torchieres and other fixtures (since 2006).

² U.S. Environmental Protection Agency website, U.S. Department of Energy (http://www.energystar.gov/index.cfm?fuseaction=find_a_product)

Promotional materials for these programs included bill inserts, radio and newspaper advertisements, point of sale (POS) material, information posted on the BC Hydro website, and the like.

1.2 Comparison Data

Power Smart's Evaluation Department chose to closely replicate the Consortium of Energy Efficiency's (CEE's) survey format to allow comparison with United States (U.S.) results. The CEE survey collected Energy Star awareness data from across the U.S. using households in the 57 largest Nielsen Designated Market Areas (DMAs) as the sampling frame³. The CEE survey divided the sampling frame into the following 3 categories:

1. *High publicity areas*: These have an active local ENERGY STAR program recently sponsored by a utility, state agency, or other organization for two or more continuous years. Activities must include sustained promotions and publicity from non-federal sources.
2. *Low publicity areas*: These are only subject to federal campaign activities, without significant regional sponsorship.
3. *Other*: All other areas not designated as (1) or (2) above.

The CEE online survey was conducted among US residents and has a margin of error of approximately 2.6%, 19 times out of 20, based on 1000 weighted⁴ respondents.

For most programs, it is assumed that BC compares with Low Publicity Areas in the U.S., given that BC Hydro has assigned minimal resources for promotion in most cases. The exception is the Compact Fluorescent Lighting (CFL) program, where BC Hydro has conducted large scale marketing and give-away campaigns since 2002. For the CFL program only, BC is more comparable to a High Publicity Area. For the Energy Star program in this study, BC compares with a Low Publicity Area.

Where appropriate, results will also compare BC Hydro's data with NRCan national data. Natural Resources Canada (NRCan) is the federal government department specializing in sustainable development and the use of natural resources. NRCan conducts regular telephone surveys tracking Energy Star Awareness and EnerGuide programs. The 10-minute telephone survey polled 2202 Canadians in September 2006 and had a margin of error of $\pm 2.2\%$, 19 times out of 20. In

³ United States Environmental Protection Agency. 2007. *National Awareness of ENERGY STAR® for 2006: Analysis of CEE Household Survey*. April. Washington, D.C.: EPA Office of Air and Radiation, Climate Protection Partnerships Division: 2-3.

⁴ The total sample for the CEE survey was N=1225 and included over sampling in some (sponsor) regions. The weighted sample size of N=1000 (excluding over sampled areas) has been used for the calculation of the margin of error.

addition to the telephone survey, NRCan added two awareness questions – one aided and the other unaided - to the Ipsos Reid Online Express - a weekly survey of Canadians conducted online. The Online Express was conducted among 1189 Canadians in August 2005 with a margin of error of approximately $\pm 2.8\%$, 19 times out of 20⁵.

⁵ Ipsos-Reid Corporation. 2006. *Tracking Study: Awareness of ENERGY STAR/EnerGuide Symbols*. Natural Resources Canada: 3.

2 Methodology and Sampling

The BC Energy Star Awareness 2006 baseline survey was conducted using an on-line panel – a pre-recruited list of on-line respondents. The sample was selected from a panel of BC residents including both BC Hydro customer and non-BC Hydro customers. Since the method is consistent with the CEE survey in the U.S., the results in each jurisdiction may also be compared.

Open Venue e-Research Solutions (Open Venue), a Toronto-based firm, was retained to conduct the on-line survey in November 2006. Subsequent data coding and tabulation were completed by Synovate Research in Vancouver. Survey design, analysis and reporting were conducted by the Power Smart Evaluation Team.

Target quotas were set for the various regions across BC (see Table 1 below). A total of 505 surveys were completed with an estimated margin of error of $\pm 4.4\%$, 19 times out of 20.⁶

Table 2.1
Target Quotas and Actual Responses by Region

REGION	TARGET QUOTA	ACTUAL RESPONSES
Lower Mainland	59% (295 surveys)	58.2% (294 surveys)
Vancouver Island	17% (85 surveys)	13.5% (68 surveys)
Southern Interior	16% (80 surveys)	15.8% (80 surveys)
North	8% (40 surveys)	12.5% (63 surveys)
Total	100% (500 surveys)	101% (505 surveys)

The Vancouver Island target was not met so additional surveys were conducted in the North Region. The data, and associated findings in the report, are weighted by region to reflect the actual distribution of population in B.C.

⁶ Margin of error calculation uses the formula $1.96 \times \sqrt{\frac{0.5(1-0.5)}{n}} = \frac{0.98}{\sqrt{n}}$

3 Detailed Findings

3.1 Awareness of Energy Star

In this section, BC Hydro results are compared with both CEE results and NRCan telephone and online survey results. In addition to their annual telephone survey, NRCan asked an aided and unaided awareness question through a weekly online survey. CEE and BC Hydro respondents were asked online “Have you ever seen or heard of the ENERGY STAR label?” while NRCan respondents were asked “Have you seen, heard, or read anything about ENERGY STAR?”.


3.1.1 Unaided Awareness

‘Unaided’ awareness measures the degree to which Energy Star is recognized with a verbal cue, but without a visual aid. In the BC Hydro online survey, respondents viewed the question “Have you seen or heard of the Energy Star label?” onscreen but were not shown a picture of the Energy Star label.

Just over one-third (36%) of BC Hydro respondents said they had seen or heard of the Energy Star label. This is lower than both the CEE (low publicity areas) and NRCan online surveys (45% and 48% respectively).

3.1.2 Aided Awareness

‘Aided’ awareness measures the degree to which respondents recognize the Energy Star brand label. “Aided awareness” of the Energy Star symbol consists of the following sequencing of questions:

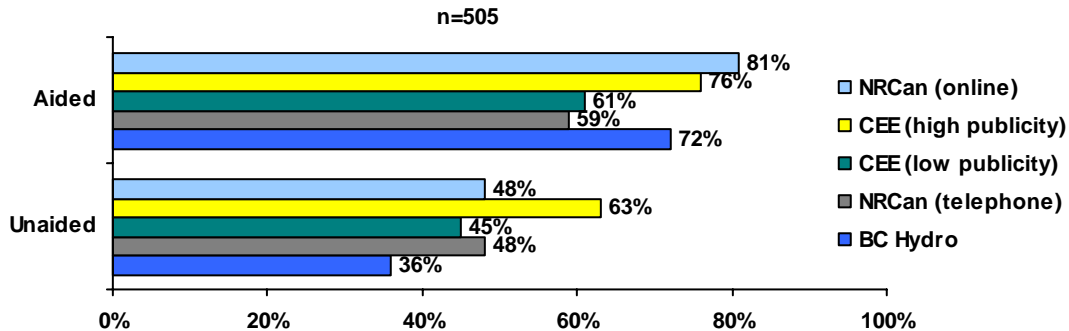
- Have you seen or heard of the Energy Star label? Respondents were not shown a picture of the Energy Star label. This is what we call *unaided awareness*. Respondents who answered ‘yes’ were not further questioned.
- Those who answered ‘no’ to the *unaided awareness* question in the above point were asked - Please look at the Energy Star label on the  left. Have you ever seen or heard of this label?
- Respondents who answered ‘no’ to both questions above were asked again after several subsequent survey questions – Now that you have had the

opportunity to think more about the Energy Star label, do you now recall seeing or hearing anything about it before this survey?

Respondents who answered favourably to any of the three above questions were included in the calculation of aided awareness - 72% percent of BC residents had seen it or heard of it - compared with 61% of CEE 'low publicity area' respondents, 76% of 'high publicity respondents', 81% of NRCan's online respondents and 59% of NRCan telephone respondents. Different survey approaches attract differing response rates, particularly in the case of aided awareness. The online survey gives a higher aided awareness rate because the respondent is actually able to view the Energy Star label, whereas the telephone interviewer can only provide a verbal description. NRCan's online data is more comparable to BC Hydro's, given the similar survey methodology. In all three online surveys, the respondent is able to view the Energy Star graphic when asked whether they had seen the label.

Given the minimal resources BC Hydro has invested in promoting Energy Star, aided awareness is fairly high when compared to CEE low publicity areas. However, unaided awareness, the more conservative measurement, is still relatively low and can stand to be improved.

Figure 3.1
Aided and Unaided Awareness of Energy Star



3.1.3 Awareness by Region

Regionally, unaided awareness was highest in the Southern Interior and the Northern Interior and lowest in the Lower Mainland and Vancouver Island. BC Hydro had their last major promotion - the CFL giveaway in the Southern and Northern Interior - in 2004. This is the most likely cause of the higher awareness of Energy Star in those regions. Aided awareness was slightly higher in the North than the other three regions. A likely explanation for this is the CFL giveaway in the Interior, mentioned above. However, the sample size is quite small in the North so caution must be exercised in interpreting the results.

**Table 3.1
Unaided and Aided Awareness by Region**

AWARENESS	Total	Lower Mainland	Vancouver Island	Southern Interior	North
Base	505	294	85	80	40
Unaided Awareness	36%	34%	26%	48%	46%
Aided Awareness	72%	72%	69%	71%	81%

3.1.4 Awareness by Age and Gender

Awareness of Energy Star is greatest among the younger population, aged 18 to 34, and generally decreases with age. The oldest respondents, over the age of 55, had the lowest awareness of Energy Star. A possible explanation for the difference is the fact that younger people make more purchases of Energy Star items, such as appliances and computers, than older people. Older respondents may be less likely to be actively shopping to replace or purchase new appliances and thus less informed about available technologies.

**Table 3.2
Unaided and Aided Awareness by Age Group**

AGE	Total	18-34	35-54	55+
Base	505	186	172	148
Unaided Awareness	36%	46%	32%	28%
Aided Awareness	72%	84%	70%	59%

Males are just slightly more likely to recall Energy Star without a visual aid; however, when shown a visual cue, awareness is similar for the genders. Identical aided awareness levels among genders are not surprising, given that both genders indicate they share the decision making when it comes to Energy Star-type purchases such as appliances and lighting.

**Table 3.3
Unaided and Aided Awareness by Gender**

GENDER	Total	Male	Female
Base	505	186	172
Unaided Awareness	36%	38%	34%
Aided Awareness	72%	72%	72%

3.1.5 Awareness by Income and Education Levels

Mid- to higher-income earners (greater than \$40,000 per year) were more likely than lower income earners to know about Energy Star. Being less likely to own their own homes, lower income persons are probably less likely to know – or need to know – about energy-savings products. On average, higher income earners also have more formal schooling, which is another driver of higher product awareness.

**Table 3.4
Unaided and Aided Awareness by Income**

INCOME	Total	< \$40K	\$40-80K	>\$80K
Base	505	141	153	95
Unaided Awareness	36%	25%	43%	41%
Aided Awareness	72%	62%	79%	77%

Awareness of Energy Star does increase with education level, particularly in the case of unaided awareness. Highest awareness is among those with at least some university education. Thus, targeting the less educated and lower income B.C. residents with an awareness education campaign might be of value.

**Table 3.5
Unaided and Aided Awareness by Education**

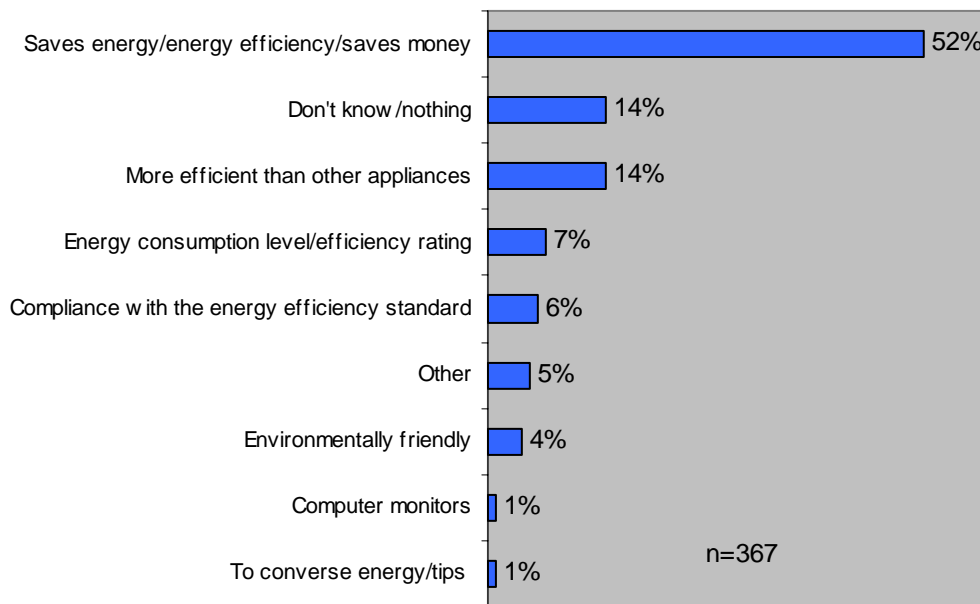
EDUCATION	Total	< gr 12 or gr12	Some college/grad	Some university/grad
Base	505	129	229	139
Unaided Awareness	36%	26%	36%	45%
Aided Awareness	72%	60%	75%	78%

3.2 Understanding of Energy Star Label

All respondents who recognized the Energy Star label were asked what the Energy Star symbol means to them. Seventy-five percent of participants indicated at least a “general understanding” of Energy Star. Respondents were considered to have at least a ‘general understanding’ if their open-ended responses included words or phrases such as, “efficiency”, “energy savings”, “conservation”, or “environmentally friendly”. U.S. CEE Low Publicity Areas had a slightly lower understanding of the label with 69% having at least a “general understanding”. The table below

represents responses to the question “What does the Energy Star label mean to you?” for respondents who recognized the Energy Star label (both aided and unaided). Some respondents may have given more than one response to this question.

Figure 3.2
Understanding of the Energy Star Label
Responses to the question “ What does the ENERGY STAR label mean to you?”



3.3 Product Associations

3.3.1 Prompted

Respondents who indicated that they ‘had seen or heard of the Energy Star label’ were shown a list of products, and asked on which products they had seen the Energy Star label. Sixty-five percent of respondents had seen the label on refrigerators, followed by 56% and 54% on dishwashers and washing machines, respectively.

Households that recognized the Energy Star label indicate strong associations between products supported by regional energy efficiency programs and the ENERGY STAR label. In the following table, BC data is compared with CEE Low Publicity Data. For most products, the likelihood of seeing the Energy Star label is fairly similar for BC Hydro respondents and CEE US respondents in Low Publicity Areas. However, US respondents are much more likely to have seen the Energy Star Label on room air conditioners (45%) and heat pumps (27%) than BC residents, likely due to the heavier usage of these products. See Table 3.5 on next page.

**Table 3.5
Product Association with the Energy Star Label prompted**

	On which products have you seen the Energy Star label?	
	BC Hydro (n=363)	CEE (low publicity areas) (n=191-199 ⁷)
Refrigerator	65%	72%
Dishwasher	56%	53%
Washing machine	54%	60%
Freezer	48%	n/a
Computer or monitor	46%	41%
Window	38%	42%
Microwave oven	34%	33%
Furnace or boiler room	33%	21%
Compact fluorescent light bulb	28%	22%
Television	28%	29%
Room air conditioner	24%	45%
Newly built home	24%	24%
Lighting fixture	18%	15%
Central air conditioning	17%	52%
Insulation	16%	21%
Door	14%	22%
Computer printer	13%	11%
Copying machine	12%	13%
Heat pump	11%	27%
Thermostat	11%	19%
Audio product	11%	9%
Fax machine	9%	11%
VCR	9%	13%
Skylight	9%	7%
Scanner	8%	6%
None of the products	7%	n/a
Roofing material	5%	12%

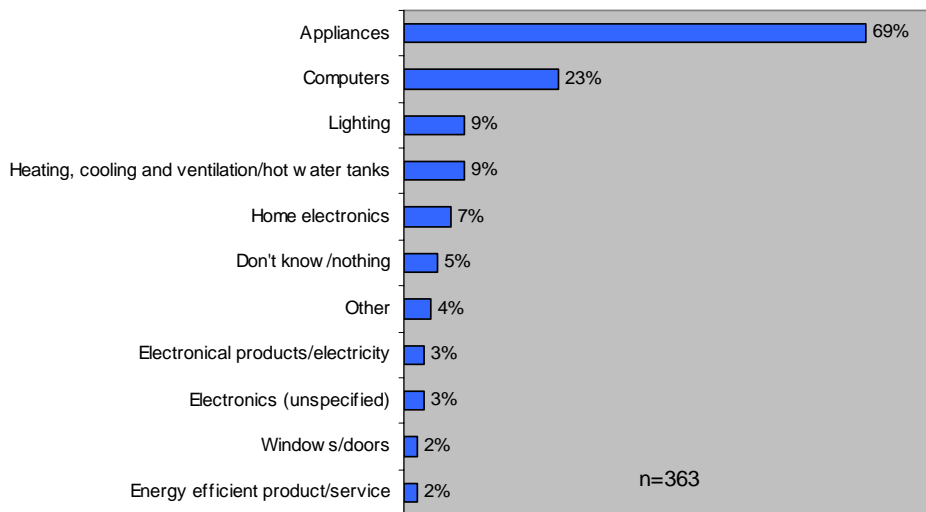
⁷ CEE respondents were asked about three sets of product grouping and sample size varied by product grouping; Heating and Cooling Products and Home Office Equipment was 199, Home Appliances/Lighting and Home Electronics, it was 196 and for building materials, the sample size was 191. United States Environmental Protection Agency. 2007. *National Awareness of ENERGY STAR® for 2006: Analysis of CEE Household Survey*. April. Washington, D.C.: EPA Office of Air and Radiation, Climate Protection Partnerships Division

3.3.2 Unprompted

Respondents who recognized the Energy Star label indicate that their strongest association is between appliances and the Energy Star label. When asked what types of products they associated the Energy Star label with the most popular responses were appliances (60%) and computers (23%).

Similarly, NRCan's Canadian respondents most often say they recall seeing the Energy Star symbol on major kitchen appliances (51%), laundry appliances (32%), or on a computer screen (16%)⁸.

Figure 3.3
Product Association with the Energy Star Label when prompted
Responses to the question "What types of products, goods, or services do you think of when you think of the ENERGY STAR label?"



All respondents were then shown a list of products and were asked which products they had *purchased in the last 12 months*. All corresponding results are shown in the following table. Respondents that purchased products were asked if they had seen the Energy Star label.

⁸ Source: NRCan 2006 Energy Star Awareness Tracking Study

Table 3.6
Products purchased on which Energy Star Label was Noticed and Recalled⁹

	Which of these products have you PURCHASED in the last 12 months? (n=505)	On which products purchased did you see the ENERGY STAR label? (n=118) ¹⁰
Computer or monitor	35%	35%
None of the products	26%	n/a
Compact fluorescent light bulb	22%	24%
Computer printer	22%	12%
Television	20%	12%
Lighting fixture	14%	12%
Audio product	13%	6%
Microwave oven	11%	12%
Refrigerator	10%	18%
Scanner	9%	3%
Dishwasher	8%	12%
Copying machine	8%	3%
Washing machine	7%	10%
Room air conditioner	7%	7%
Window	6%	7%
Door	6%	3%
Fax machine	6%	1%
VCR	6%	3%
Roofing material	6%	6%
Freezer	4%	5%
Furnace or boiler room	4%	4%
Insulation	3%	4%
Thermostat	3%	3%
Heat pump	2%	2%
Newly built home	1%	3%
Central air conditioning	1%	1%
Skylight	1%	1%

⁹ Responses to the questions: “Please select each of the products, product literature, or packaging on which you have seen the ENERGY STAR label. Which of these products have you PURCHASED in the last 12 months? On which products did you see the ENERGY STAR label?”

¹⁰ Respondents were originally not asked this question due to an error in skip patterns. Thus, the survey was re-fielded in March 2007 and respondents were asked “On which products did you see the ENERGY STAR label?” The sample size of 118 represents the number responding “yes” to the question “For any of the products you purchased, did you see the ENERGY STAR label?”

3.3.3 Confusion with EnerGuide

When respondents were asked “where they saw or heard something about Energy Star”, the majority indicated they saw it on appliance labels or electronic equipment (63%) or store displays (38%). An additional 26 percent indicated that they saw it on a *black and white EnerGuide label*. This confusion with EnerGuide in B.C. is no different than in the US where 24% of Low Publicity Area respondents and 21% of High Publicity Area Respondents indicated that their source of information for Energy Star was the *EnerGuide label*¹¹.

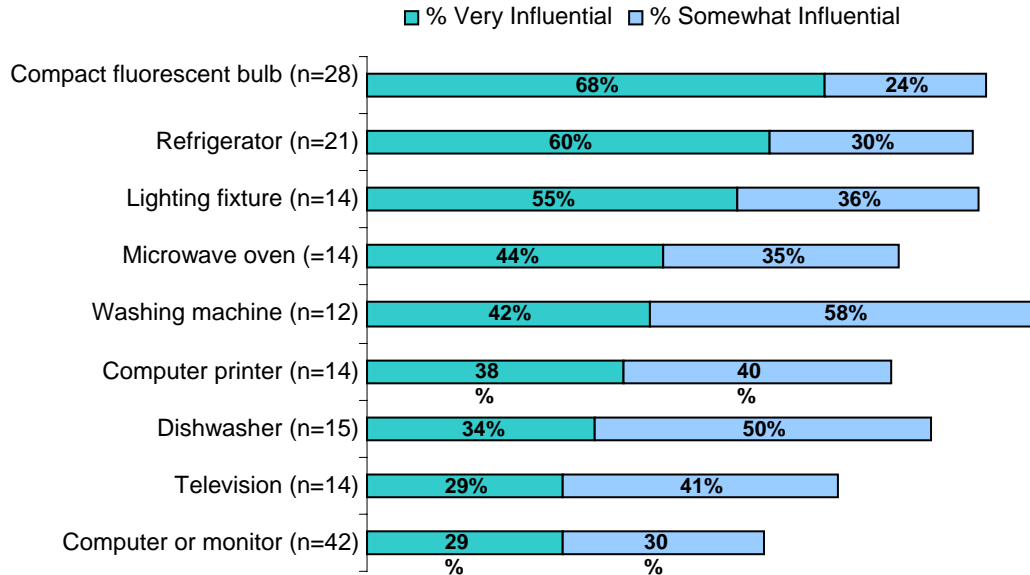
3.4 Influence of the ENERGY STAR Label on Purchase Decision

Respondents were also asked how influential the Energy Star Label was on their purchase decision. Only products that had more than ten responses are included in Figure 3.4 on the next page. In the U.S., 63% of households that knowingly purchased an Energy Star-labelled product were ‘very much’ or ‘somewhat’ influenced by the label. NRCAN data indicates that, in BC, financial considerations (62%) are a greater motivator for purchase of Energy Star products than environmental reasons (41%).

¹¹ United States Environmental Protection Agency. 2007. *National Awareness of ENERGY STAR® for 2006: Analysis of CEE Household Survey*. April. Washington, D.C.: EPA Office of Air and Radiation, Climate Protection Partnerships Division 23

Figure 3.4 Influence of Energy Star Label on Purchase Decision¹²

** Only includes product categories with at least 10 responses



3.5 Rebates for ENERGY STAR Products Purchased

Of those that purchased Energy Star products, just 14% received rebates or reduced-rate financing. However, rebate-users felt that they still would have purchased the Energy Star-labelled products even if rebates were not available (52% very likely; 48% somewhat likely). This finding shows evidence of free riders¹³ and may suggest that the economic benefits of the rebate are negligible. Similar results were found in the U.S. CEE data, where 26% of households that knowingly purchased products with the Energy Star logo, received rebates or reduced-rate financing. Of these households, 57% would have been “very likely” and 26% “somewhat likely” to purchase the Energy Star product if financial incentives have not been available.

These findings suggest that the economic and ethical rewards gained by purchasing an energy efficient product may be sufficient in themselves, without a rebate, to create consumer preference for Energy Star.

¹² Responses to the question “For each ENERGY STAR labelled product you purchased, how much did the ENERGY STAR label influence your purchase decision?” Sample sizes are low due to the fact that this question was erroneously skipped in the original questionnaire and had to be asked during a re-fielding when recall levels were likely lower due to the time lag.

¹³ Free Riders are individuals who would have purchased the product in the absence of the program but also took advantage of the program to get their product at a substantial discount with program coupons or rebates.

4 Recommendations and Conclusions

Awareness of the Energy Star label is slightly lower in British Columbia than it is across Canada and in the U.S. However, based on BC Hydro's success with improving awareness of Power Smart products, it is reasonable to assume that with education and promotion of Energy Star, awareness will likely increase.

Prior to BC Hydro's involvement in 2002, Energy Star compact fluorescent lamps (CFL's) were not being sold in great numbers in B.C. and Energy Star fixtures were almost totally absent from the market. This was largely due to barriers such as:

- Lack of product awareness,
- Poor understanding of associated benefits,
- Lack of customer acceptance,
- Lack of retail shelving,
- Limited product accessibility, and
- Price points significantly higher than competing equivalents, like incandescent bulbs.

Since 2002, BC Hydro has had various marketing campaigns through retail channels to promote the CFL. As a result, significant strides towards transforming the residential lighting market have been made. For example, retailers now carry significantly more CFL product at lower prices than they did in 2002¹⁴. Through similar education and awareness marketing campaigns for Energy Star, it is reasonable to assume that the awareness for Energy Star would increase. An awareness campaign targeted towards less educated, lower income persons, as well as those over the age of 55, would likely increase awareness and understanding of Energy Star. These groups need to be brought to the level of awareness of the remainder of the BC population to improve overall results.

In order to monitor the market impacts of Power Smart promotions involving Energy Star products, this survey will be repeated on an annual basis, and compared to annual results for Canada (NRCAN) and the US (CEE).

¹⁴ Sampson Research. June 2006. *Direct and Market Effects of BC Hydro's 2005-06 Residential CFL Program*, Sampson Research/ BC Hydro.

Appendix A: Survey Instrument

S1 What is your age?

- Under 18 **[PN: TERMINATE]**
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older
- Prefer not to answer **[PN: TERMINATE]**

S2. What is your gender?

- Male
- Female

S3 Please indicate in which province you reside:

- BC [PN: CONTINUE]**
- Alberta **[PN: TERMINATE]**
- Saskatchewan **[PN: TERMINATE]**
- Manitoba **[PN: TERMINATE]**
- Ontario **[PN: TERMINATE]**
- Quebec **[PN: TERMINATE]**
- Nova Scotia **[PN: TERMINATE]**
- New Brunswick **[PN: TERMINATE]**
- Newfoundland / Labrador **[PN: TERMINATE]**
- PEI **[PN: TERMINATE]**

S4 Please enter the first 3 digits of your postal code

S4a HOLDER: [PN: AUTO PUNCH REGION BASED ON FSA] [PN: CHECK QUOTAS]

- Lower Mainland / Vancouver
- Vancouver Island
- Northern Interior (Williams Lake and all areas north)
- Southern Interior (south of Williams Lake)
- Other **[PN: TERMINATE]**

Q1: Have you ever seen or heard of black and white stickers called **EnerGuide** labels?
Yes1 [PN: GO TO Q3]
No2 [PN: Go to Q2]
Don't know3 [PN: Go to Q2]

{PN: RESPONDENT MUST ENTER TEXT AT ALL OPEN TEXT BOXES TO CONTINUE THROUGHOUT THE SURVEY}

[PN: ASK IF YES AT NO OR DON'T KNOW TO Q1]
PRESENTATION OF **ENERGUIDE** LOGO FOR Q2.

Q2: Please look at the **EnerGuide** label on your left. Have you ever seen or heard of this label before?

Yes1
No2 [PN: Go to Q4]
Don't know3 [PN: Go to Q4]

[ASK IF "YES" AT Q1 OR Q2]

Q3: WHAT INFORMATION DOES THE **ENERGUIDE** LABEL PROVIDE? [PN: LARGE TEXT BOX]

Q4: Have you ever seen or heard of the ENERGY STAR® label?

Yes1
No2 [PN: GO TO Q7]
Don't know3 [PN: GO TO Q7]

[PN: ASK IF "YES" AT Q4, OR "YES" AT Q7]
[LARGE TEXT BOX]

Q5: What does the ENERGY STAR® label mean to you?

PRESENTATION OF ENERGY STAR® LABEL FOR Q6.

[PN: ASK IF "YES" AT Q4]

Q6. Is this the ENERGY STAR®_label you have seen or heard of before? [PN: SHOW LABEL]

Yes1
No2
Don't know3

PRESENTATION OF LABEL FOR Q7.

[PN: ASK IF “NO/DON’T KNOW” AT Q4]

[SP]

Q7. Please look at the ENERGY STAR® label on the left. Have you ever seen or heard of this label? **[SHOW LABEL]**

Yes1[PN: GO TO Q5, then to Q10]
No2
Don't know3

[PN: ASK Q8 IF “No” OR “DON’T KNOW” TO Q6 OR Q7] [LARGE TEXT BOX]

Q8. Please look at the ENERGY STAR® label on the left. Type the messages that come to mind when you see the ENERGY STAR® label. **[SHOW LOGO ON THE LEFT AND A LARGE TEXT BOX ON THE RIGHT.]**

[PN: ASK Q9 IF “No” OR “DON’T KNOW” IN Q6 OR Q7]

[SP]

Q9. Now that you have had the opportunity to think more about the ENERGY STAR® label, do you now recall seeing or hearing anything about it before this survey? **[SHOW LOGO]**

Yes1
No2
Don't know3

[PN: IF “NO” OR “DON’T KNOW” GO TO Q14A]

[PN: ASK Q10. IF “YES” IN Q6, Q7, OR Q9]

Q10. What types of products, goods, or services do you think of when you think of the ENERGY STAR® label?

[PN: ASK Q11 IF “YES” AT Q6, Q7, OR Q9]

Q11. Where did you see or hear something about ENERGY STAR®? Please mark all that apply.

[PN: SHOW LABEL]

- Newspaper or magazine advertisement
- Newspaper or magazine article
- TV commercial
- TV news feature story
- Radio commercial

- Billboard
- Utility mailing or bill inserts
- Direct mail or circular advertisement
- Labels on appliances or electronic equipment
- Black and white *EnerGuide* label
- Displays in stores
- Internet
- Salesperson
- Contractor
- Realtor
- Lender
- Homebuilder
- Friend, neighbor, relative, or co-worker
- Other (please specify)
- Don't know

[PN: ASK Q12 IF "YES" IN Q6, Q7, OR Q9]

[LARGE TEXT BOX]

Q12. What did you see or hear about ENERGY STAR®? Please be specific.

[PN: ASK Q13A IF "YES" IN Q6, Q7, OR Q9]

[MP]

Q13(a). Now we're going to ask you about several groups of products. As you review the list, please select each of the products, product literature, or packaging on which you have seen the ENERGY STAR® label. **[SHOW LABEL]**

Heating and Cooling Products

- Central air conditioner..... 1
- Furnace or boiler..... 2
- Heat pump 3
- Thermostat..... 4
- Room air conditioner..... 5

Home Office Equipment

- Computer or monitor 6
- Computer printer 7
- Copying machine 8
- Fax machine 9
- Scanner 10

- None of these products 99

[PN: ASK Q13(B) IF "YES" IN Q6 Q7, OR Q9]

[MP]

Q13(b) Please continue reviewing the lists of products below, and select each of the products, product literature, or packaging on which you have **seen the ENERGY STAR® label.**
[SHOW LABEL]

<u>Home Appliances/Lighting</u>	
Dishwasher	1
Refrigerator	2
Freezer	3
Lighting fixture	4
Washing machine	5
Compact fluorescent light bulb	6
Microwave oven	7
<u>Home Electronics</u>	
Television.....	8
VCR	9
Audio product.....	10
None of these products	99

[PN: ASK Q13(C) IF “YES”IN Q6, Q7, OR Q9]
[MP]

Q13(c) Finally, please review the last of the product lists below and select each of the products, product literature, or packaging on which you have **seen the ENERGY STAR® label.**
[SHOW LABEL]

<u>Building Materials</u>	
Window	1
Door	2
Skylight	3
Insulation	4
Roofing material.....	5
<u>Buildings</u>	
Newly built home	6
None of these products	99

[PN: ASK ALL

[MP] Please look at each of the following groups of products. Which of these products have you **PURCHASED** in the last 12 months? Please check all that apply. “”.

Q 14a Please look at each of the groups of products again. Which of these products have you **purchased** in the last 12 months? Please check all that apply.

<u>Heating and Cooling Products</u>	
Central air conditioner.....	1
Furnace or boiler.....	2

Heat pump	3
Thermostat.....	4
Room air conditioner.....	5
<u>Home Office Equipment</u>	
Computer or monitor.....	6
Computer printer.....	7
Copying machine.....	8
Fax machine	9
Scanner	10
None of these products	99

**[PN: ASK ALL]
[MP]**

Q14b Please continue reviewing the lists of products below. Which of these products have you **purchased** in the last 12 months? Please check all that apply.

<u>Home Appliances/Lighting</u>	
Dishwasher	1
Refrigerator.....	2
Freezer	3
Lighting fixture	4
Washing machine	5
Compact fluorescent light bulb	6
Microwave oven.....	7
<u>Home Electronics</u>	
Television.....	8
VCR	9
Audio product.....	10
None of these products	99

[PN: ASK ALL]

Q14c Finally, please review the last of the product lists below. Which of these products have you **purchased** in the last 12 months? Please check all that apply.

<u>Building Materials</u>	
Window	1
Door	2
Skylight	3
Insulation	4
Roofing material.....	5
<u>Buildings</u>	
Newly built home	6
None of these products	99

[PN: THE FOLLOWING FOUR NOTES ARE FOR CLARIFICATION; ALL LOGIC IS REITERATED BEFORE FUTURE QUESTIONS.]

[1] PN: IF "YES" AT Q9 AND "ANY PRODUCTS WERE PURCHASED" AT Q14A, OR Q14B OR Q14C, GO TO Q16]

[2] PN: If "Yes" at Q9 and "None of These Products", Code 99 SELECTED AT Q14a, AND Q14b, AND Q14c, GO TO Q23]

[3] PN: if "No" or "Don't know" at Q9 and "Any products were purchased" at Q14a, or Q14b or Q14c, GO TO Q18, then skip to Q24]

[4] PN: if "No" or "Don't know" at Q9 and "None of these products", Code 99 selected at Q14a, AND Q14b AND Q14c, GO TO Q24]

[ASK IF "YES" AT Q9 AND ANY PRODUCTS WERE PURCHASED IN Q14A OR Q14B OR Q14C]

[SP]

Q16. For any of the products you purchased, did you see the ENERGY STAR® label (on the product itself, on the packaging, or on the instructions)? [SHOW LABEL]

Yes1
No2 [PN: GO TO Q18]
Don't know3 [PN: GO TO Q18]

[PN:IF "No" OR "DON'T KNOW" AT Q16, GO TO Q18 AND THEN SKIP TO Q22]

[PN: ASK Q17A IF "YES" IN Q16]

[GRID – SP ACROSS, MP DOWN]

Q17A On which products did you see the ENERGY STAR® label? Please select one answer for each product. [PN: SHOW ONLY THE PRODUCTS THEY SELECTED IN Q14A, IN GRID PATTERN, WITH THE FOLLOWING OPTIONS TO CHECK FOR EACH: "SAW LABEL", "DID NOT SEE LABEL", "DON'T KNOW". IF "NONE OF THESE PRODUCTS" SELECTED IN Q14A, THEN SKIP TO Q17B]

	Saw label	Did not see label	Don't know
--	-----------	-------------------	------------

Heating and Cooling Products

- Central air conditioner
- Furnace or boiler
- Heat pump
- Thermostat

Home Office Equipment

- Computer or monitor
- Computer printer
- Copying machine
- Fax machine
- Scanner

[PN: ASK Q17B IF "YES" IN Q16]

[GRID – SP ACROSS, MP DOWN]

[PN: show only the products they selected in q14b, in grid pattern, with the following options to check for each: “saw label”, “did not see label”, “don’t know”. If “none of these products” selected in Q14b, then go to q17c]

Q17B On which products did you see the ENERGY STAR® label? Please select one answer for each product

	Saw label	Did not see label	Don’t know
--	-----------	-------------------	------------

Home Appliances/Lighting

- Dishwasher
- Refrigerator
- Freezer
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb
- Microwave oven

Home Electronics

- Television
- VCR
- Audio product

[PN: ASK Q17C, IF “YES” IN Q16]

[GRID – SP ACROSS, MP DOWN]

[PN: SHOW ONLY THE PRODUCTS THEY SELECTED IN Q14C, IN GRID PATTERN, WITH THE FOLLOWING OPTIONS TO CHECK FOR EACH: “SAW LABEL”, “DID NOT SEE LABEL”, “DON’T KNOW”. IF “NONE OF THESE PRODUCTS” SELECTED IN Q14C, THEN GO TO Q18]

Q17C On which products did you see the ENERGY STAR® label? Please select one answer for each product

	Saw label	Did not see label	Don’t know
--	-----------	-------------------	------------

Building Materials

- Window
- Door
- Skylight
- Insulation
- Roofing material

Buildings

- Newly built home

[PN: ASK Q18 IF PRODUCTS WERE PURCHASED IN Q14A-Q14C]

[RANDOMIZE PRODUCT LIST]

[GRID – SP ACROSS, MP DOWN]

Q18 IN GENERAL, HOW SATISFIED ARE YOU WITH EACH OF THE FOLLOWING PRODUCTS YOU PURCHASED?

[PN: ONLY SHOW PRODUCTS SELECTED IN Q14A, B,C.

	Very Satisfied	Somewhat Satisfied	Neither Satisfied Nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
--	----------------	--------------------	------------------------------------	-----------------------	-------------------	------------

Heating and Cooling Products

- Central air conditioner
- Furnace or boiler
- Heat pump
- Thermostat
- Room air conditioner

Home Office Equipment

- Computer or monitor
- Computer printer
- Copying machine
- Fax machine
- Scanner

Home Appliances/Lighting

- Dishwasher
- Refrigerator
- Freezer
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb
- Microwave oven

Home Electronics

- Television
- VCR
- Audio product

Building Materials

- Window
- Door
- Skylight
- Insulation
- Roofing material

Buildings

- Newly built home

[PN: IF “NO” OR “DON’T KNOW” AT Q16, GO TO Q22 AFTER ANSWERING Q18]

[PN: ASK IF RESPONDENT SELECTED “YES” IN Q16 AND “SAW LABEL” WAS SELECTED IN Q17A, B, OR C]

[GRID – SP ACROSS, MP DOWN]

Q19 For each ENERGY STAR® labeled product you purchased, how much did the ENERGY STAR® label influence your purchase decision?

[PN: ONLY SHOW PRODUCTS WITH “SAW LABEL” SELECTED IN Q17AOR Q17B OR Q17C. IF NONE OF THESE PRODUCTS HAD “SAW LABEL” IN Q17AOR Q17B OR Q17C, GO TO Q22]

	Very influential	Somewhat influential	Not too influential	Not at all influential	Don't Know
--	------------------	----------------------	---------------------	------------------------	------------

Heating and Cooling Products

- Central air conditioner
- Furnace or boiler
- Heat pump
- Thermostat
- Room air conditioner

Home Office Equipment

- Computer or monitor
- Computer printer
- Copying machine
- Fax machine
- Scanner

Home Appliances/Lighting

- Dishwasher
- Refrigerator
- Freezer
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb
- Microwave oven

Home Electronics

- Television
- VCR
- Audio product

Building Materials

- Window
- Door
- Skylight
- Insulation
- Roofing material

Buildings

- Newly built home

[PN: ASK Q20 IF “SAW LABEL” WAS SELECTED IN Q17A OR Q17B OR Q17C]

[SP]

Q20 Did you receive rebates or reduced-rate financing for any ENERGY STAR®-labeled product(s) you purchased? **[SHOW LABEL]**

Yes1
 No2
 Don't know3

[PN: IF “NO” OR “DON’T KNOW”: GO TO Q22]

[PN: ASK Q21 IF “YES” FOR Q20]

[SP]

Q21 If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR®-labeled product(s)? **[SHOW LABEL]**

- Very likely 1
- Somewhat likely 2
- Slightly likely 3
- Not at all likely..... 4
- Don't know 5

[ASK Q22 IF Q16=“YES”, “NO”, OR “DON’T KNOW” (IF Q16 WAS ASKED)]

[SLIDING 11-POINT HORIZONTAL SCALE, WITH ONLY ENDPOINTS MARKED]

[SP]

Q22 How likely are you to recommend ENERGY STAR®-labeled products to a friend? **[SHOW LABEL]**

- Extremely likely 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- Extremely unlikely 10

[PN: ASK Q23 to ALL RESPONDENTS except those who answered “no” or “don’t know” at Q9]

[GRID, SP, RANDOMIZE Q23A-Q23J]

Q23. On the scale below please indicate how strongly you agree or disagree with each statement.

[PN: PLEASE ARRANGE SCALE FROM STRONGLY AGREE TO STRONGLY DISAGREE, and add a “Don’t know” column for each]

	Strongly Agree	Somewhat Agree	Neither Agree Nor Disagree	Somewhat Disagree	Strongly Disagree
	1	2	3	4	5

- Q23a. ENERGY STAR® labeled products provide me with more benefits than products without the ENERGY STAR® label.
- Q23b. ENERGY STAR® labeled products offer better value than products without the label.
- Q23c. If I cannot find the kind of product I am looking for with an ENERGY STAR® label, I will shop elsewhere rather than buy a product that does not qualify for the label.
- Q23d. Buying ENERGY STAR®-labeled products makes me feel like I'm helping to protect the environment for future generations.
- Q23e. Buying ENERGY STAR®-labeled products makes me feel like I'm contributing to society.
- Q23f. Buying ENERGY STAR®-labeled products makes me feel like I'm spending extra money for nothing.
- Q23g. I consider myself loyal to ENERGY STAR® labeled products.
- Q23h. It seems like most products that have the ENERGY STAR® label these days.
- Q23i. If I see the ENERGY STAR® label, I know I'm getting a more energy-efficient product.
- Q23j. When I buy a product with the ENERGY STAR® label, I can always be sure its high quality.

[PN: ASK ALL]

Q24. Please tell us about your role in your household's purchasing decisions. For each of the product groups listed below, do you usually make the purchasing decisions, do you share the decision-making equally with another household member, does someone else usually make the decisions but you have some input, or do you have no input in the decision-making?

I usually make the decisions	I share the decision-making equally	Someone else usually makes the decisions, but I have some input	I have no input in decision-making	I'm not sure
------------------------------	-------------------------------------	---	------------------------------------	--------------

- Heating and Cooling Products**
- Home Office Equipment**
- Home Appliances/Lighting**
- Home Electronics**
- Building Materials**

[PN – ASK ALL]

Presentation of the two bulb pictures (on the left), one on top of the other (or whatever format that works best).

Q25.

AS PICTURED ON THE LEFT, COMPACT FLUORESCENT BULBS (CFL'S) ARE SMALL SCREW-IN FLUORESCENT BULBS THAT FIT IN REGULAR LIGHT BULB SOCKETS. COMPACT FLUORESCENT BULBS LOOK DIFFERENT THAN STANDARD INCANDESCENT BULBS. THEY ARE OFTEN MADE OUT OF THIN TUBES OF GLASS BENT INTO LOOPS OR SPIRALS. WITHOUT ANY REBATES OR DISCOUNTS, COMPACT FLUORESCENT BULBS TYPICALLY COST BETWEEN \$3.00 AND \$5.00 IN SINGLE PACKS, WHILE REGULAR

INCANDESCENT BULBS USUALLY COST LESS THAN \$1.00 EACH. ALTHOUGH CFL'S ARE MORE EXPENSIVE TO BUY THAN INCANDESCENT BULBS, THEY USE UP TO TWO-THIRDS LESS ENERGY AND LAST UP TO EIGHT TIMES LONGER.

DO YOU CURRENTLY HAVE ANY COMPACT FLUORESCENT BULBS (CFL'S) INSTALLED IN YOUR HOME?

YES, AT LEAST ONE INSTALLED

NO

NOT SURE/DON'T KNOW

DEMOGRAPHICS

[PN: ASK ALL RESPONDENTS]

[PN: DISPLAY BLURB BELOW BEFORE ASKING DEMOGRAPHIC QUESTIONS]

PLEASE NOTE: WE EMPHASIZE THAT THIS SURVEY IS *STRICTLY CONFIDENTIAL*. YOUR RESPONSES WILL BE GROUPED WITH THE REPSPONSES OF OTHER SURVEY PARTICIPANTS, AND YOUR NAME WILL NOT BE ASSOCIATED WITH YOUR RESPONSES OR BE PROVIDED TO ANYONE ELSE.

D1. How many people live in your household, including yourself? *(Please count children as well as adults. Include all members of your household who live with you 6 months or more during the year, whether or not they are related to you.)*

Number of people in household: _____

D3. Your education is:

- ¹ Less than Grade 12
- ² High school diploma
- ³ Some college, vocational or technical school
- ⁴ College, vocational or technical school graduate
- ⁵ Some university
- ⁶ University/graduate degree
- ⁷ Don't know/Prefer not to answer

D4. Which of the following best describes your home?

- Single-family detached home
- Townhouse or row house (3 or more units attached, each with separate entrance)
- Duplex
- Apartment or condominium
- Mobile home
- Other
- Don't know/ Prefer not to answer

D5. How many bedrooms do you have in your home?

Number of bedrooms: _____
Prefer not to answer

D6. Do you or another household member own or rent your present home?

- Own
- Rent
- Occupy but do not pay rent
- Prefer not to answer

D7. Please select the box indicating the total combined income in the last 12 months of all family members living in your household. (Include income from all sources before taxes and deductions.)

- Less than \$20,000
- \$20,000 - \$39,999
- \$40,000 - \$59,999
- \$60,000 - \$79,999
- \$80,000 - \$119,999
- \$120,000 or over
- Don't know / Prefer to answer

Appendix B: Re-Survey

(some survey questions were re-administered due to an error in skip patterns)

[PN: This survey is to be presented only to those respondent ID's who answered "yes" to original Q6 or Q7, as screened by Respondent ID's given in separate list.]

Introduction: You indicated in an earlier survey, in November 2006, that you were aware of the ENERGY STAR® label. As a reminder, please see the ENERGY STAR® label below.

PRESENTATION OF ENERGY STAR® LABEL FOR Q6X.

Q6X. Is this the ENERGY STAR® label you have seen or heard of before? **[PN: SHOW LABEL]**

- Yes1
- No2
- Don't know3

[1) PN: IF "YES" AT Q6X AND " ANY PRODUCTS WERE PURCHASED" AT Q14A, OR Q14B OR Q14C (PN – TO BE INSERTED FROM ORIGINAL SURVEY ACCORDING TO RESPONDENT ID), GO TO Q16]**
[PN: If "No" or "Don't know" at Q6X please thank and terminate.]

[ASK IF "YES" AT Q6X AND ANY PRODUCTS WERE PURCHASED IN Q14A OR Q14B OR Q14C (FROM PREVIOUS DATA)]
[SP]

Preamble for Q16 - In the earlier survey that you completed in November 2006, you indicated that you had purchased products from a list. You indicated that you had purchased the following product(s) in the 12 months prior to that survey:

[PN: present list of products purchased in Q14A, or Q14B, or Q14C according to Respondent ID]

Q16. For those products you indicated that you had purchased, did you see the ENERGY STAR® label (on the product itself, on the packaging, or on the instructions)? **[SHOW LABEL]**

- Yes1
- No2 **[PN: GO TO Q18]**
- Don't know3 **[PN: GO TO Q18]**

[PN:IF "No" OR "DON'T KNOW" AT Q16, GO TO Q18 AND THEN SKIP TO Q22]

[PN:ASK Q17A IF "YES"IN Q16]
[GRID – SP ACROSS, MP DOWN]

Q17A On which products did you see the ENERGY STAR® label? Please select one answer for each product. [PN: SHOW ONLY THE PRODUCTS THEY SELECTED IN Q14A, IN GRID PATTERN, WITH THE FOLLOWING OPTIONS TO CHECK FOR EACH: “SAW LABEL”, “DID NOT SEE LABEL”, “DON’T KNOW”. IF “NONE OF THESE PRODUCTS” SELECTED IN Q14A, THEN SKIP TO Q17B]

	Saw label	Did not see label	Don't know
--	-----------	-------------------	------------

H

eating and Cooling Products

- Central air conditioner
- Furnace or boiler
- Heat pump
- Thermostat
- Room air conditioner

Home Office Equipment

- Computer or monitor
- Computer printer
- Copying machine
- Fax machine
- Scanner

[PN: ASK Q17B IF “YES” IN Q16]

[GRID – SP ACROSS, MP DOWN]

[PN: show only the products they selected in q14b, in grid pattern, with the following options to check for each: “saw label”, “did not see label”, “don’t know”. If “none of these products” selected in Q14b, then go to q17c]

Q17B On which products did you see the ENERGY STAR® label? Please select one answer for each product

	Saw label	Did not see label	Don't know
--	-----------	-------------------	------------

Home Appliances/Lighting

- Dishwasher
- Refrigerator
- Freezer
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb
- Microwave oven

Home Electronics

- Television
- VCR
- Audio product

[PN: ASK Q17C, IF “YES” IN Q16]

[GRID – SP ACROSS, MP DOWN]

[PN: SHOW ONLY THE PRODUCTS THEY SELECTED IN Q14C, IN GRID PATTERN, WITH THE FOLLOWING OPTIONS TO CHECK FOR EACH: “SAW LABEL”, “DID NOT SEE LABEL”, “DON’T KNOW”. IF “NONE OF THESE PRODUCTS” SELECTED IN Q14C, THEN GO TO Q18]

Q17C On which products did you see the ENERGY STAR® label? Please select one answer for each product

	Saw label	Did not see label	Don't know
--	-----------	-------------------	------------

Building Materials

- Window
- Door
- Skylight
- Insulation
- Roofing material

Buildings

- Newly built home

[PN: ASK Q18 IF PRODUCTS WERE PURCHASED IN Q14A-Q14C]

[RANDOMIZE PRODUCT LIST]

[GRID – SP ACROSS, MP DOWN]

Q18 IN GENERAL, HOW SATISFIED ARE YOU WITH EACH OF THE FOLLOWING PRODUCTS YOU PURCHASED?

[PN: ONLY SHOW PRODUCTS SELECTED IN Q14A,B,C.

	Very Satisfied	Somewhat Satisfied	Neither Satisfied Nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
--	----------------	--------------------	------------------------------------	-----------------------	-------------------	------------

Heating and Cooling Products

- Central air conditioner
- Furnace or boiler
- Heat pump
- Thermostat
- Room air conditioner

Home Office Equipment

- Computer or monitor
- Computer printer
- Copying machine
- Fax machine
- Scanner

Home Appliances/Lighting

- Dishwasher
- Refrigerator
- Freezer
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb

Microwave oven
Home Electronics
 Television
 VCR
 Audio product
Building Materials
 Window
 Door
 Skylight
 Insulation
 Roofing material
Buildings
 Newly built home

[PN:IF “No” OR “DON’T KNOW” AT Q16, GO TO Q22 AFTER ANSWERING Q18]

[PN: ASK IF RESPONDENT SELECTED “YES”IN Q16 AND “SAW LABEL ” WAS SELECTED IN Q17A, B, OR C]

[GRID – SP ACROSS, MP DOWN]

Q19 For each ENERGY STAR® labeled product you purchased, how much did the ENERGY STAR® label influence your purchase decision?

[PN:ONLY SHOW PRODUCTS WITH “SAW LABEL” SELECTED IN Q17AOR Q17B OR Q17C. IF NONE OF THESE PRODUCTS HAD “SAW LABEL” IN Q17AOR Q17B OR Q17C, GO TO Q22]

	Very influential	Somewhat influential	Not too influential	Not at all influential	Don't Know
--	------------------	----------------------	---------------------	------------------------	------------

Heating and Cooling Products

Central air conditioner
 Furnace or boiler
 Heat pump
 Thermostat
 Room air conditioner

Home Office Equipment

Computer or monitor
 Computer printer
 Copying machine
 Fax machine
 Scanner

Home Appliances/Lighting

Dishwasher
 Refrigerator
 Freezer
 Lighting fixture
 Washing machine
 Compact fluorescent light bulb
 Microwave oven

Home Electronics

- Television
- VCR
- Audio product
- Building Materials
- Window
- Door
- Skylight
- Insulation
- Roofing material
- Buildings
- Newly built home

[PN: ASK Q20 IF “SAW LABEL” WAS SELECTED IN Q17A OR Q17B OR Q17C]
[SP]

Q20 Did you receive rebates or reduced-rate financing for any ENERGY STAR®-labeled product(s) you purchased? **[SHOW LABEL]**

- Yes1
- No2
- Don't know3

[PN: IF “NO” OR “DON’T KNOW”: GO TO Q22]

[PN: ASK Q21 IF “YES” FOR Q20]
[SP]

Q21 If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR®-labeled product(s)? **[SHOW LABEL]**

- Very likely 1
- Somewhat likely2
- Slightly likely3
- Not at all likely4
- Don't know5

[ASK Q22 IF Q16=“YES”, “NO”, OR “DON’T KNOW” (IF Q16 WAS ASKED)]

[SLIDING 11-POINT HORIZONTAL SCALE, WITH ONLY ENDPOINTS MARKED]

[SP]

Q22 How likely are you to recommend ENERGY STAR®-labeled products to a friend? **[SHOW LABEL]**

- Extremely likely.....0
-1
-2
-3
-4

.....5
.....6
.....7
.....8
.....9
Extremely unlikely..... 10

DEMOGRAPHICS
[no need to re-ask these questions?]