

ENERGY STAR AWARENESS SURVEY



Since 2000, CEE has conducted an annual survey of the value accrued to the ENERGY STAR[®] label in the eyes of consumers. Fielded to a random sample of U.S. households, the survey includes, but is not limited to, questions about label recognition, knowledge of the label's meaning, emotional connection to the label, influence of the label on purchasing, satisfaction with labeled products, and loyalty to the label.

Survey Design and Sponsorship

Each year, CEE members can opt to sponsor the data collection. Survey sponsors meet monthly in the months leading up to the survey (which is fielded in September) in order to plan the year's effort and make adjustments to the survey instrument. Survey sponsors have the option of conducting add-on samples that allow them to generalize results to their state or service territory for the marginal cost of the additional cases. They can also add questions to the survey instrument that is sent to add-on sample cases.

The survey sample plan is designed so that the data can be analyzed by three subgroups: households in areas with comparatively little ENERGY STAR publicity activity ("low-publicity" areas), households in areas with comparatively great ENERGY STAR publicity activity ("high-publicity" areas) and households in areas with moderate or undetermined levels of ENERGY STAR publicity activity ("other" areas). The results can then be analyzed by subgroup as well as at the national level.

Survey sponsors use the data to track consumer awareness and understanding of the label and related self-reported information-gathering and purchasing habits. For sponsors that choose to conduct an add-on sample, the additional data collected allows them to report to their boards or to regulators on the effects of activities taking place in their own areas versus the nation and areas with differing levels of activity.

Approach

The survey is currently fielded via the Internet to a panel of households that are selected by random digit dial and recruited by telephone. The Internet panel is designed to be statistically representative of the U.S. population.

Costs

Each year, survey sponsors are asked to contribute approximately \$3,000 each towards the survey effort. Sponsors that add samples in their state or service territory pay the marginal costs of the additional data collection (about \$25 for each completed case). This approach yields quality data to sponsors at a fraction of the cost of fielding a survey on their own. In addition to avoiding the substantial cost burden of undertaking their own data collection, sponsors benefit from design cost savings due to the in-house survey research expertise that CEE brings to this effort.

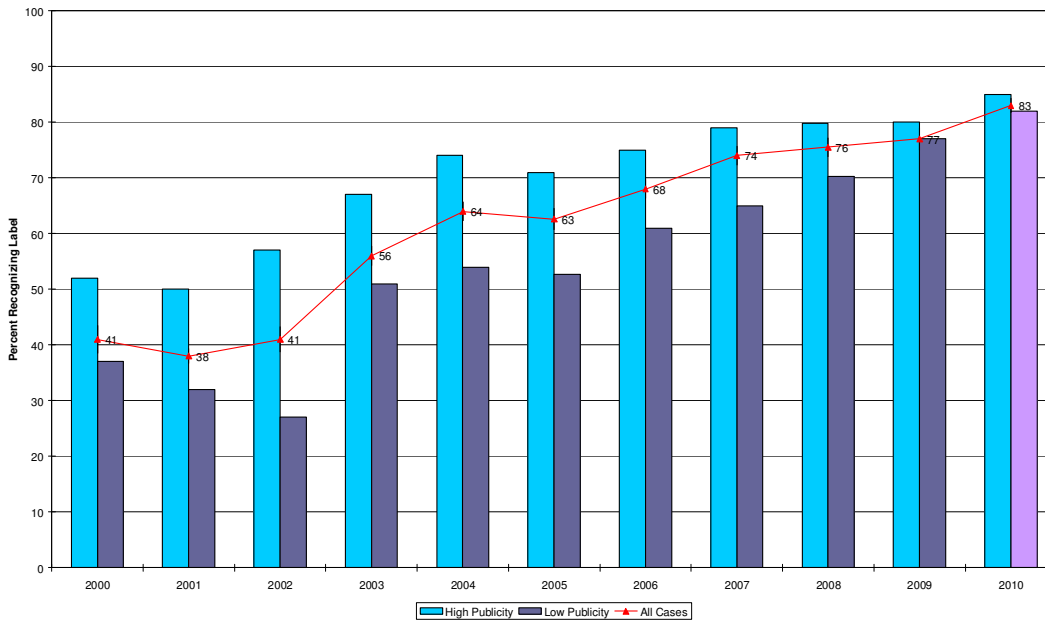
Trends

Table 1 below shows how recognition of the label has increased since the survey was first fielded. It also shows how differences in recognition between high- and low-publicity areas have lessened as label recognition has risen.

FACT SHEET

Table 1. Recognition of the ENERGY STAR Label by Publicity Category, 2000-2010

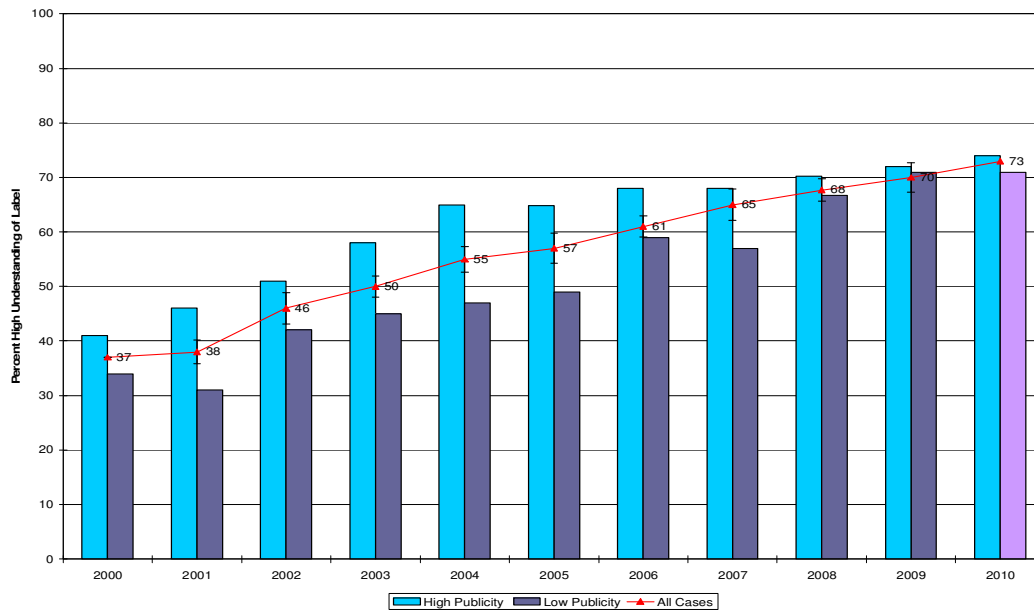
Differences between high- and low-publicity areas are statistically significant (at minimum, $p < 0.01$) from 2000-2008. The 2010 comparison is between high-publicity areas and all other areas across the top 57 DMAs sampled in previous years' surveys.



Understanding of the label is measured using an open-ended question, and coded afterwards into three categories: “high,” “general” and “no understanding.” Table 2 shows how “high” understanding of the label has increased along with label recognition.

Table 2. High Understanding of the ENERGY STAR Label, 2000-2010

Differences between high- and low-publicity areas are statistically significant (at minimum, $p < 0.05$) from 2000-2007. The 2010 comparison is between high-publicity areas and all other areas across the top 57 DMAs sampled in previous years' surveys.



For more information about the survey or survey sponsorship, contact Monica Nevius, Principal Program Manager (617-337-9275, mnevius@cee1.org) or Pat Wallace, Research Assistant, (617-337-9279, pwallace@cee1.org).