

ENERGY STAR AWARENESS SURVEY



Since 2000, CEE has conducted an annual ENERGY STAR[®] Household Awareness Survey. The survey includes, but is not limited to, questions about label recognition; understanding of the label; self-reported purchasing of ENERGY STAR-labeled products; perception of retailers and manufacturers of the labeled products; and sources of information about high-efficiency products.

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 over-samples in their state or service territory for the marginal cost of the additional cases, and of adding questions to the survey instrument that is sent to over-sample cases.

The survey sample plan is designed so that the data collected are divided fairly evenly among 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. Analysis by a publicity subgroup allows sponsors a more nuanced understanding of the effects of ENERGY STAR promotional activities on variables of interest. 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 states or service territories versus the nation, areas with similar levels of activity, and areas with significantly more or less activity.

Approach

The survey is currently fielded via the Internet and WebTV to a panel of households that are selected by random digit dial and recruited by telephone. The WebTV/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 field over-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 differences in recognition between high- and low-publicity areas, with households in high-publicity areas consistently recognizing the label at higher rates than those in low-publicity areas in all nine years of the survey.

FACT SHEET

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 1. Recognition of the ENERGY STAR Label by Publicity Category, 2000-2008

Differences between high- and low-publicity areas are statistically significant (at minimum, $p < 0.01$) in all survey years.

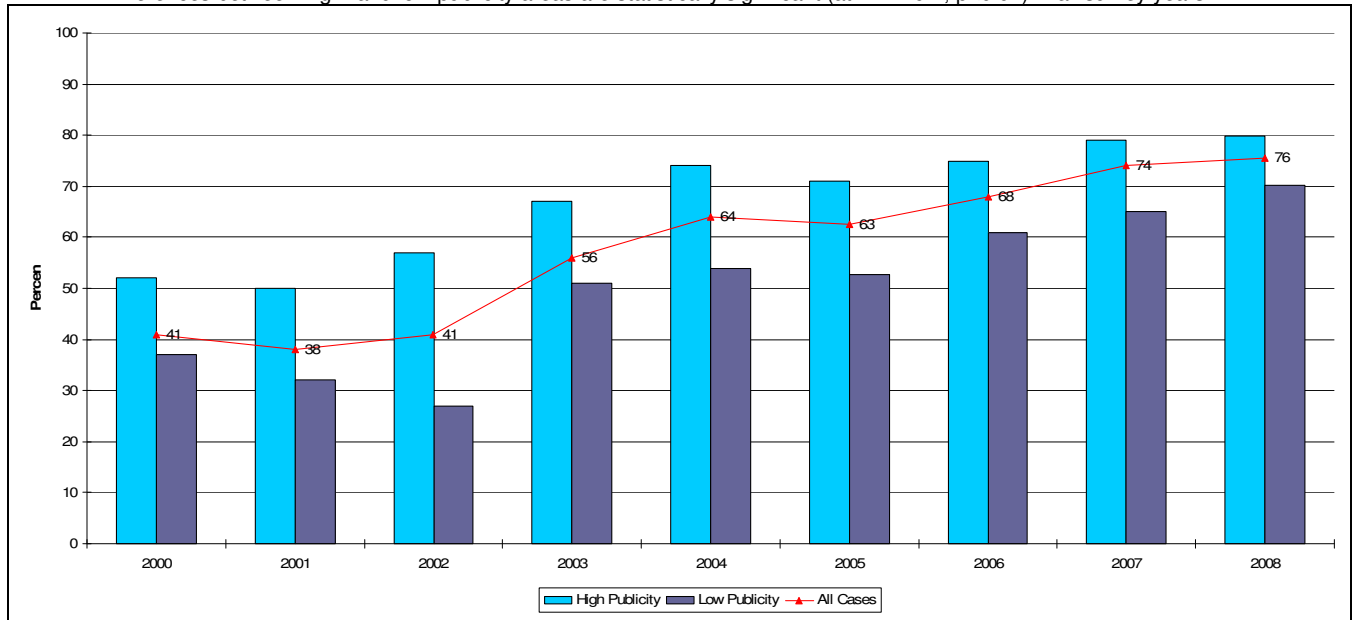
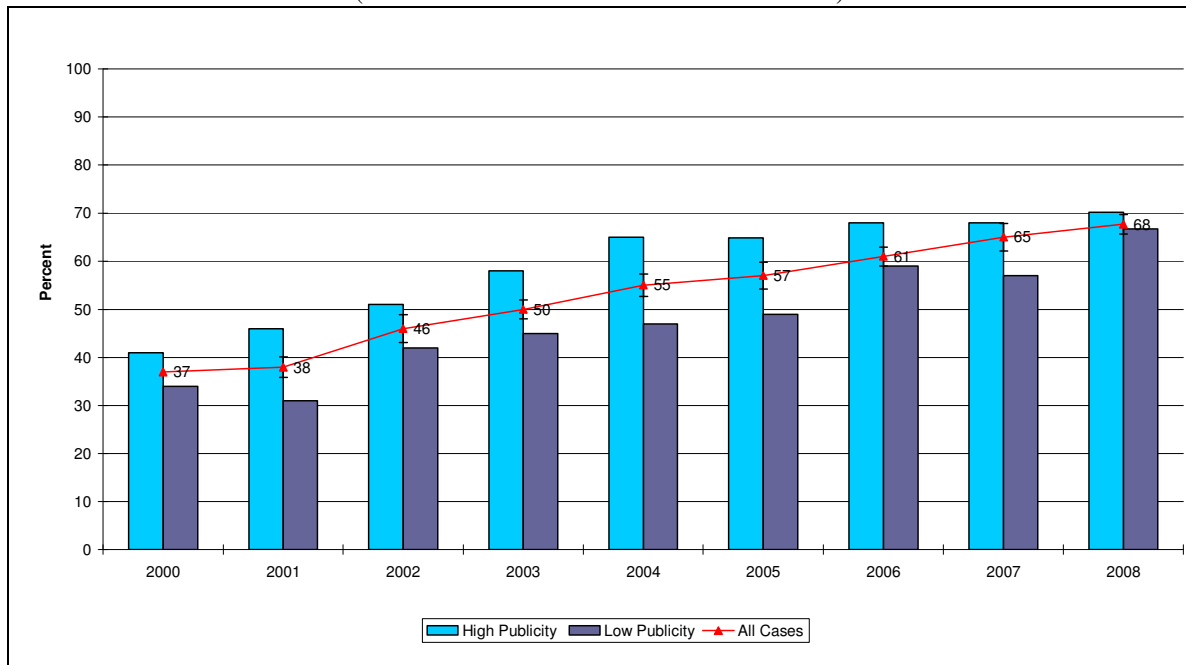


Table 2. Percent High Understanding of the ENERGY STAR Label, 2000-2008

(Error bars indicate 95% Confidence Interval)



For more information about the survey or survey sponsorship, contact Monica Nevius, CEE Manager of Research & Evaluation, at 617-337-9275, ext. 227, or mnevius@cee1.org.