
CEE News Briefs

Consumers look for efficiency

According to a recently released study, U.S. consumers now rank energy efficiency as their most important consideration in shopping for new home appliances.

Primen, an independent energy market intelligence company based in Madison, Wis., conducted the research. The heightened consumer interest in energy efficiency marks a significant departure from findings in earlier surveys, when consumers said that price had the greatest impact on their purchasing decision, and ranked energy efficiency as having only moderate importance.

In its study, "Attitudes and Behaviors of

Residential Customers About Energy Efficiency," Primen asked 500 households (in four U.S. geographic regions and California) about factors affecting their purchases of home appliances and their knowledge of energy issues.

The key finding indicates energy efficiency has replaced price as the top appliance-purchasing consideration in all regions of the United States. Three-fourths of consumers said energy efficiency was a very important factor in their purchase of appliances during the past year. More important, 84 percent said they anticipate that energy efficiency will be a "very important consideration" in making future

purchasing decisions.

Among other survey findings were:

- Consumer attitudes have been shaped by campaigns aimed at raising awareness about energy efficiency, such as the ENERGY STAR® labeling program. Nearly 56 percent of consumers report they had seen efficiency-related advertising.

- Roughly one-quarter of the respondents said they would be willing to pay more (15 to 25 percent above standard price) for higher-efficiency appliances.

For further information about this survey, contact CEE's Evaluation Manager Monica Nevius at mnevius@cee1.org.

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