



Increasing the Value of Energy Efficiency with ENERGY STAR®

“Consumers Are Key”

*Maura Beard
Director, Strategic Communications*



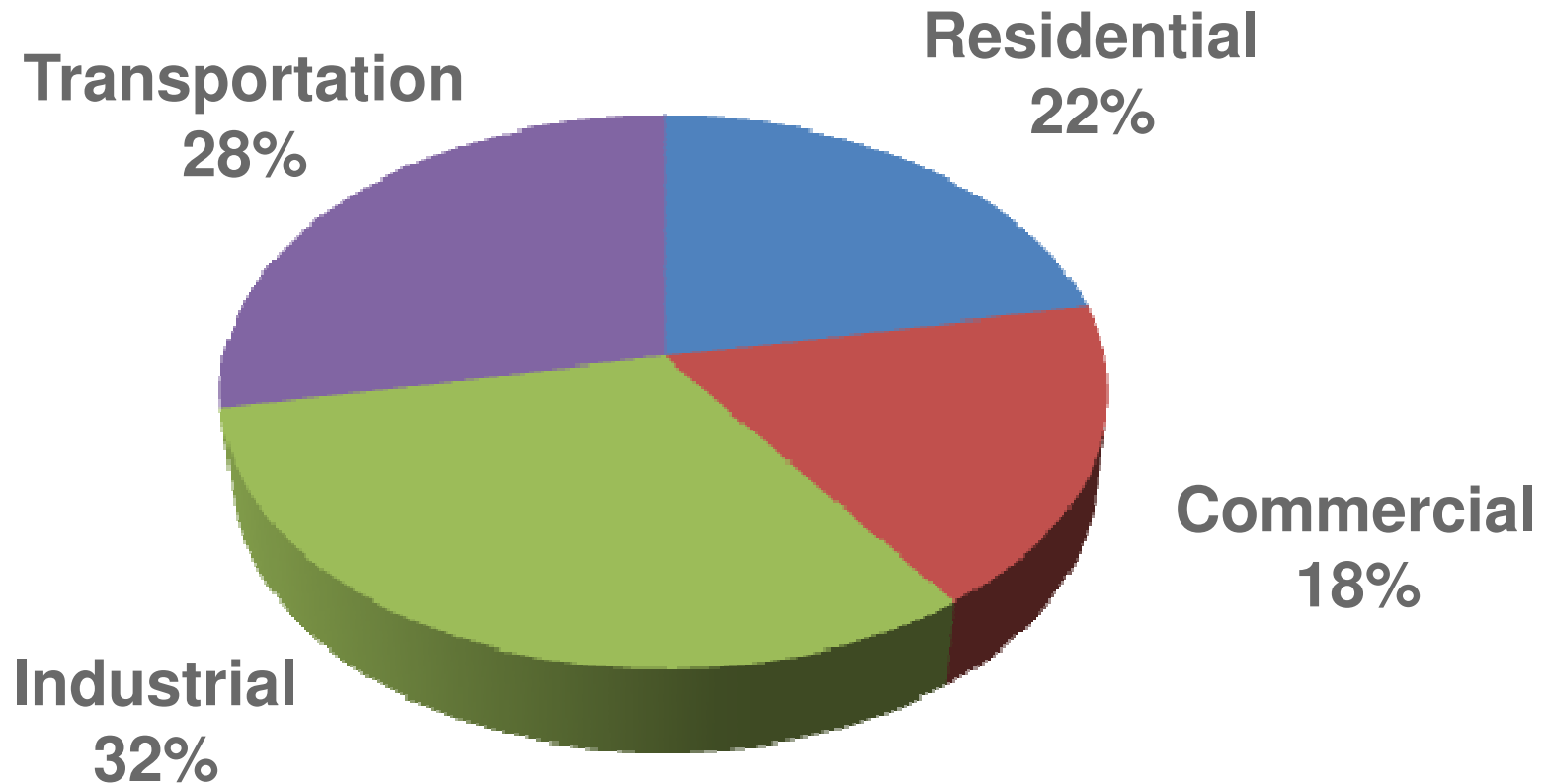
Learn more at energystar.gov

Overview



- The Energy Efficiency Picture
- What is the Market Telling Us?
- ENERGY STAR as a Solution: Tools to Increase the Value of Energy Efficiency

The Big Picture: Energy Consumption in the United States



Consumer Awareness of Energy Efficiency and ENERGY STAR



- Public awareness of ENERGY STAR has grown to more than **75%**
- **63%** percent of households associate the ENERGY STAR label with “efficiency or energy savings.”
- Of households that recognize the ENERGY STAR label and purchased a product in a relevant product category within the past 12 months, **73%** purchased an ENERGY STAR labeled product.

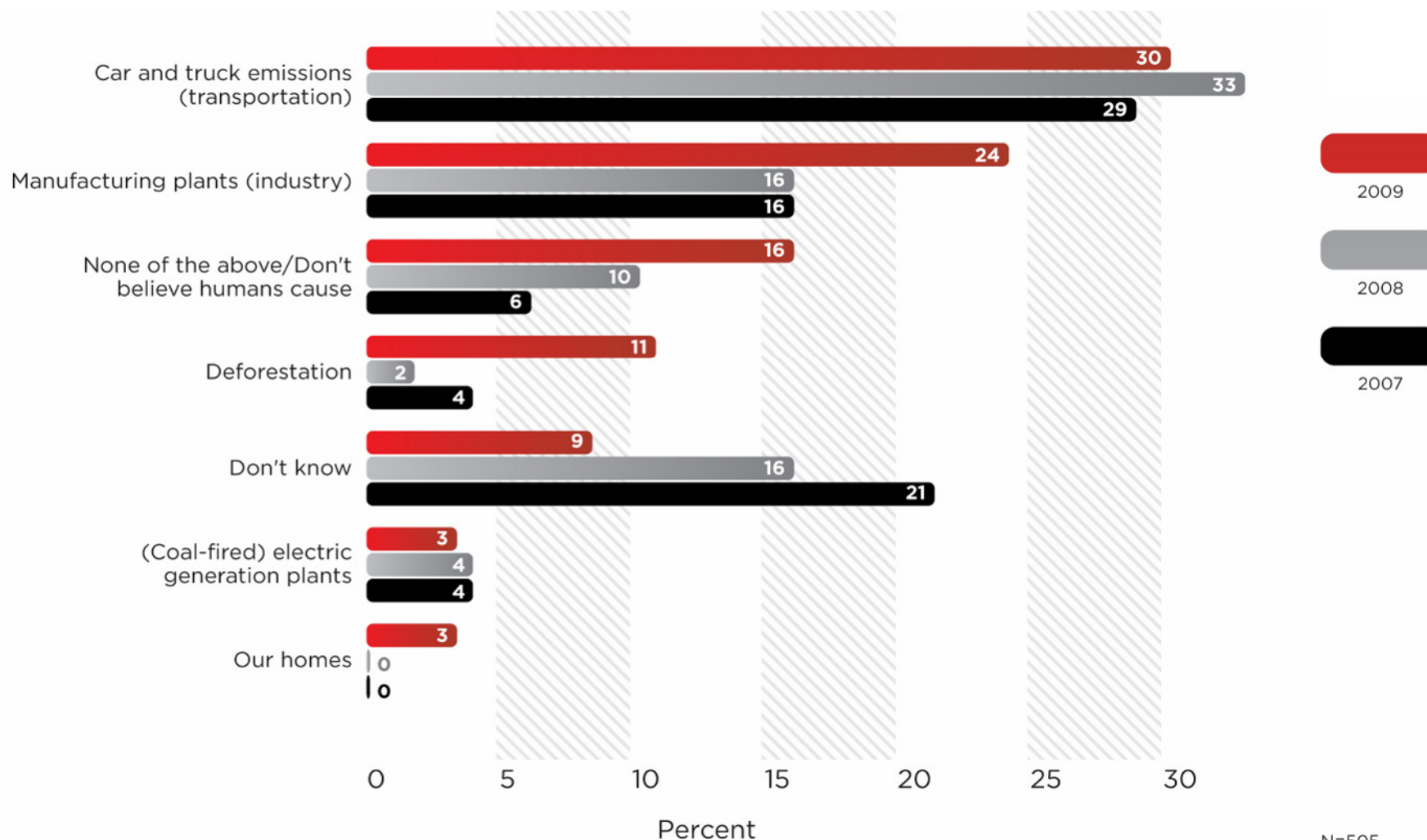
2009 Consortium for Energy Efficiency (CEE) Survey

Consumer Actions



- Consumers believe that green products cost more than comparable non-green products, and also indicate they plan to spend more money on green products in the coming year.
- **77%** of consumers say it is somewhat or very important for companies to be “green” and that corporate reputation is an important purchase consideration.

Perceived Causes of Global Warming in the United States

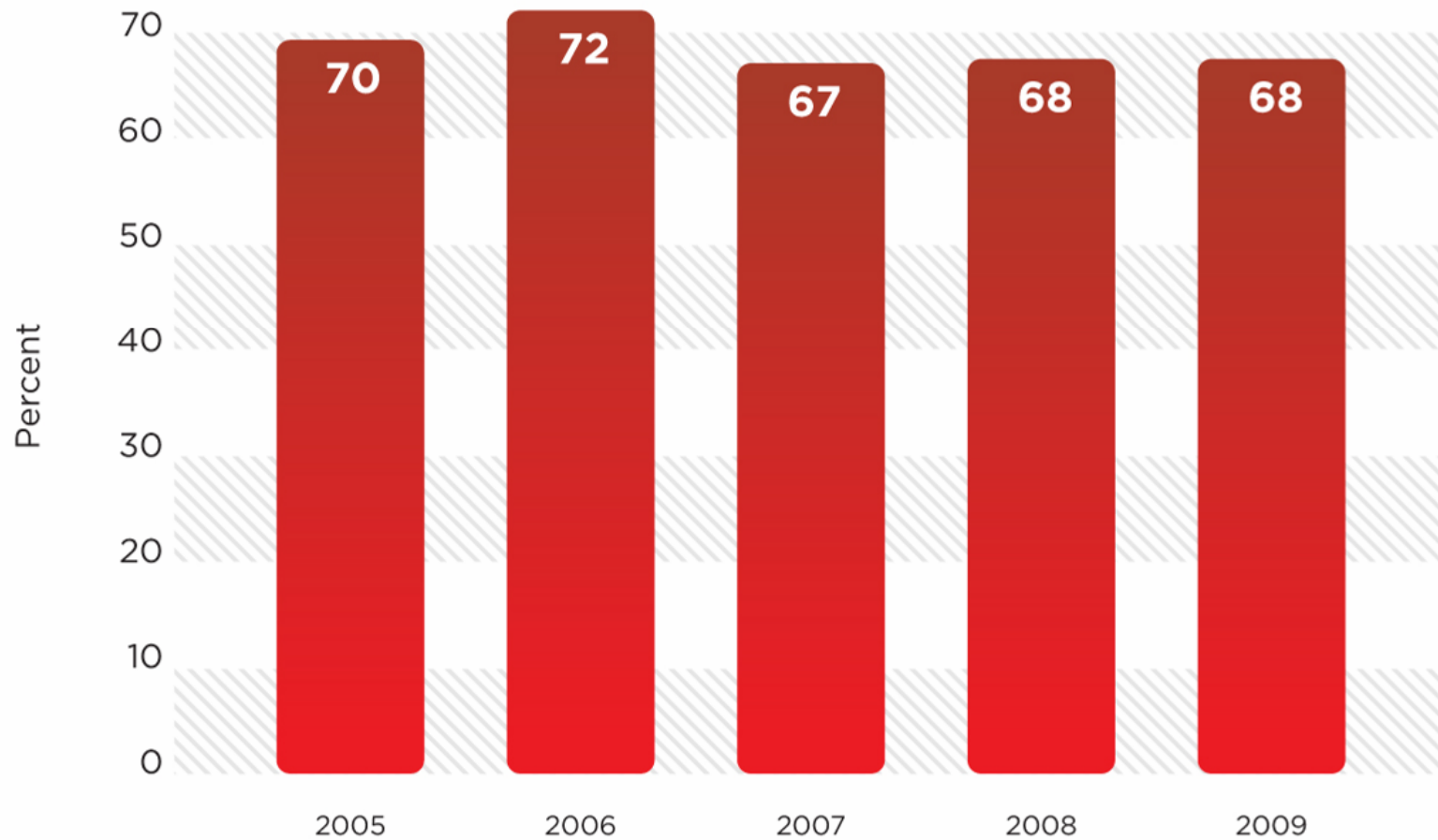


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Source: Energy Pulse® 2009, www.sheltongroupinc.com/energypulse

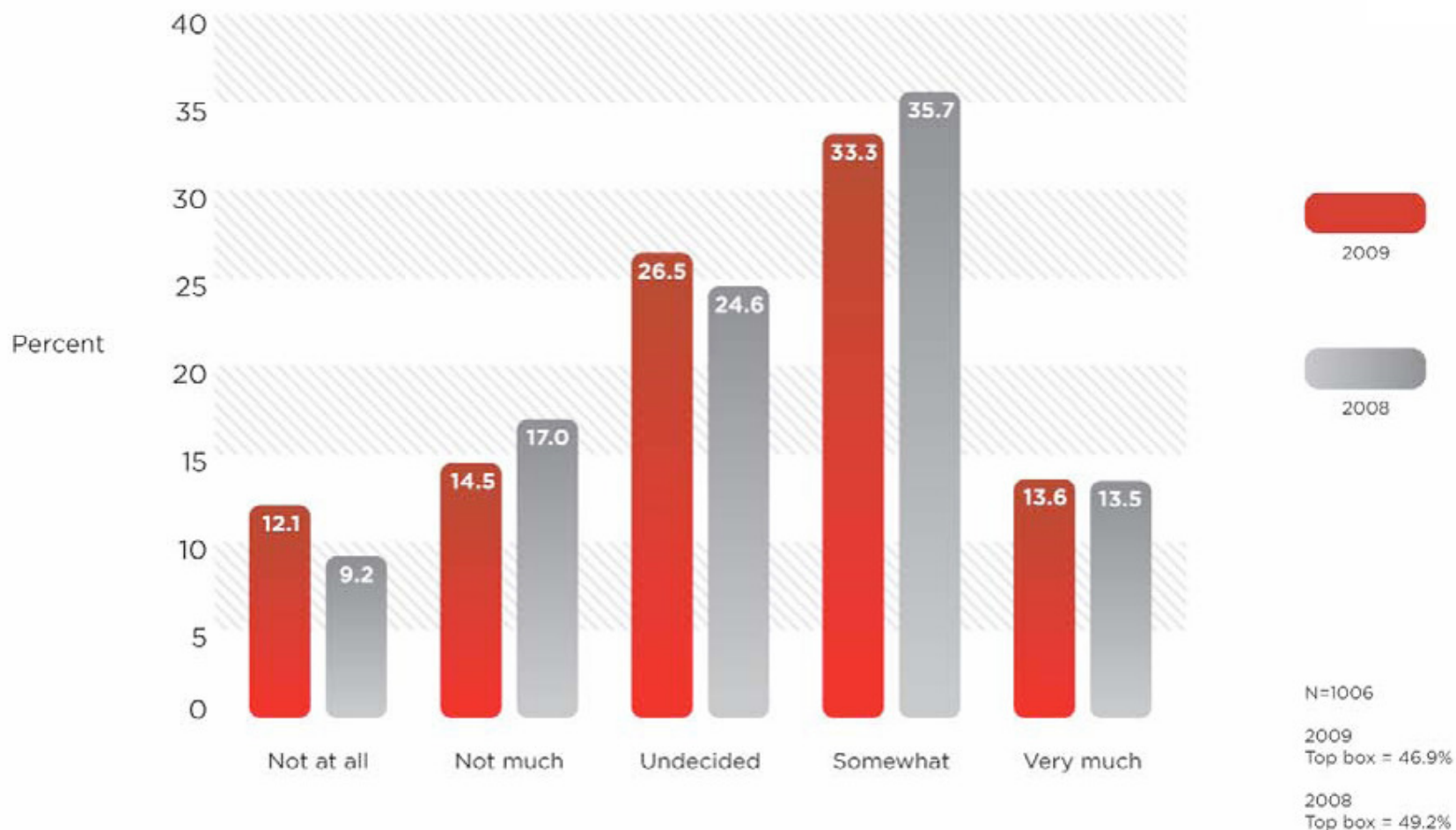
Importance of Energy Conservation to Consumers



Source: Energy Pulse[®] 2009, www.sheltongroupinc.com/energypulse

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Influence of a Company's Environmental Record on Purchasing Decisions

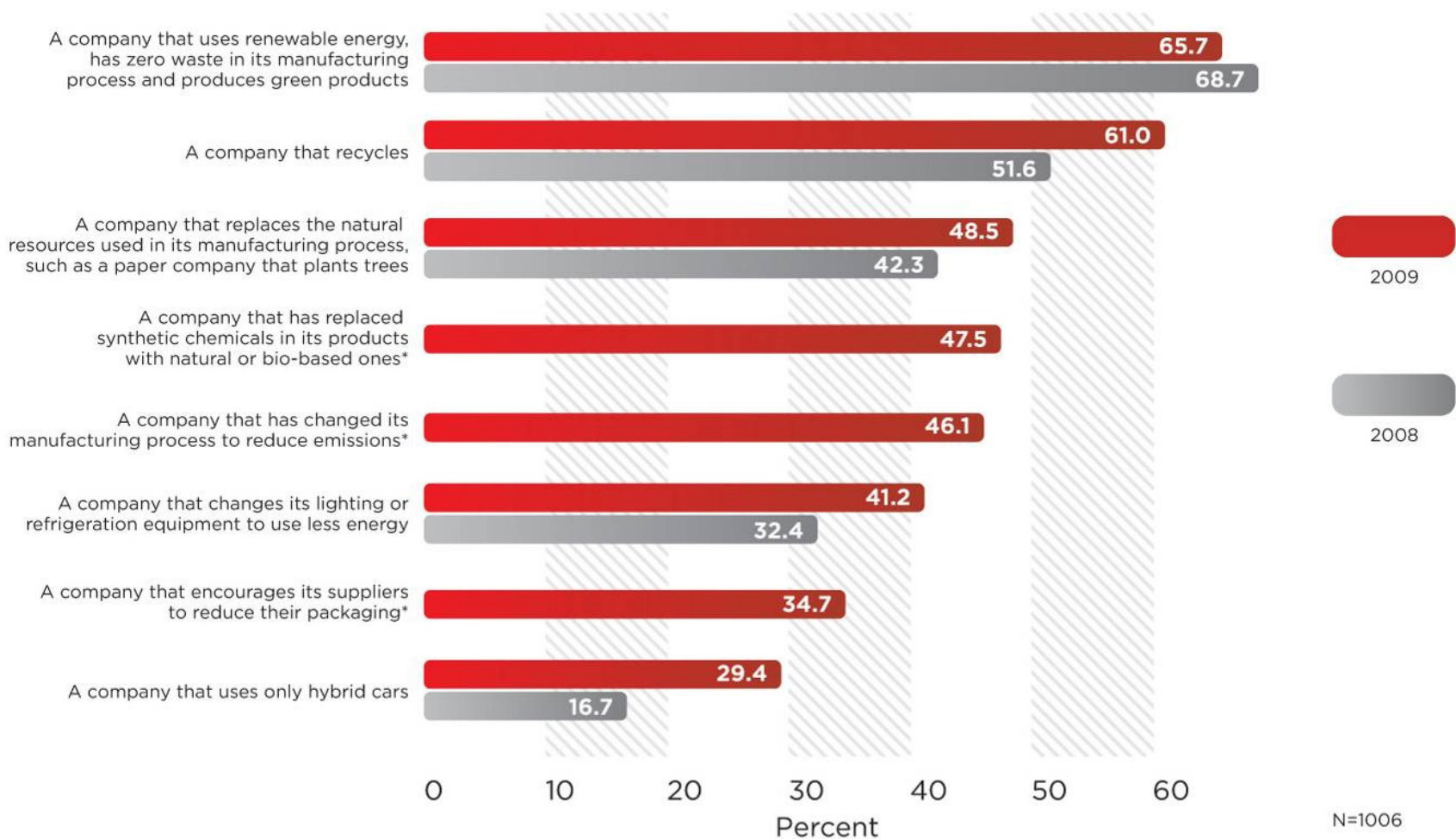


Source: *Eco Pulse 2009*, www.sheltongroupinc.com/ecopulse

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Green Company Perceptions



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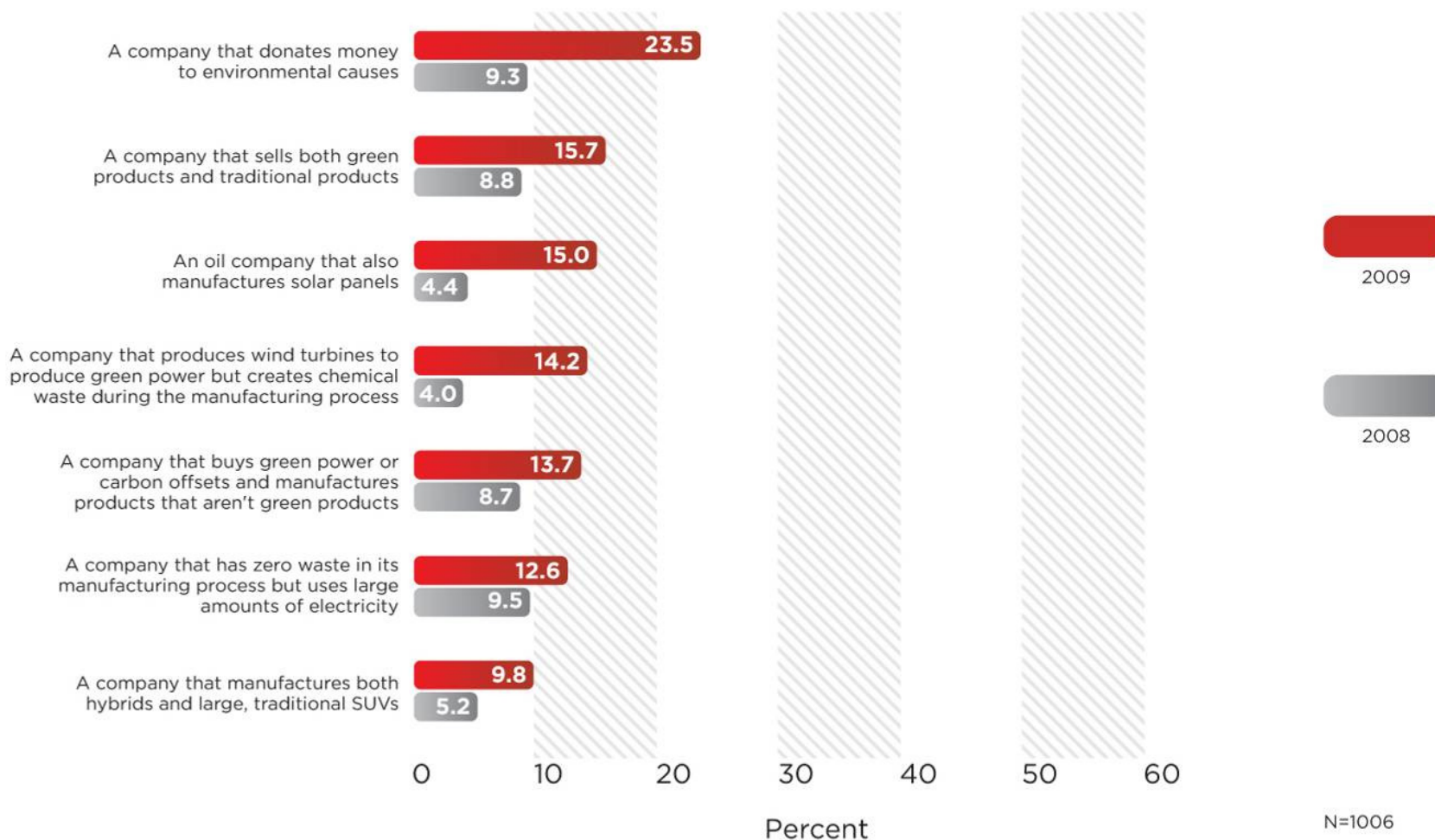
*New list option in 2009



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Green Company Perceptions



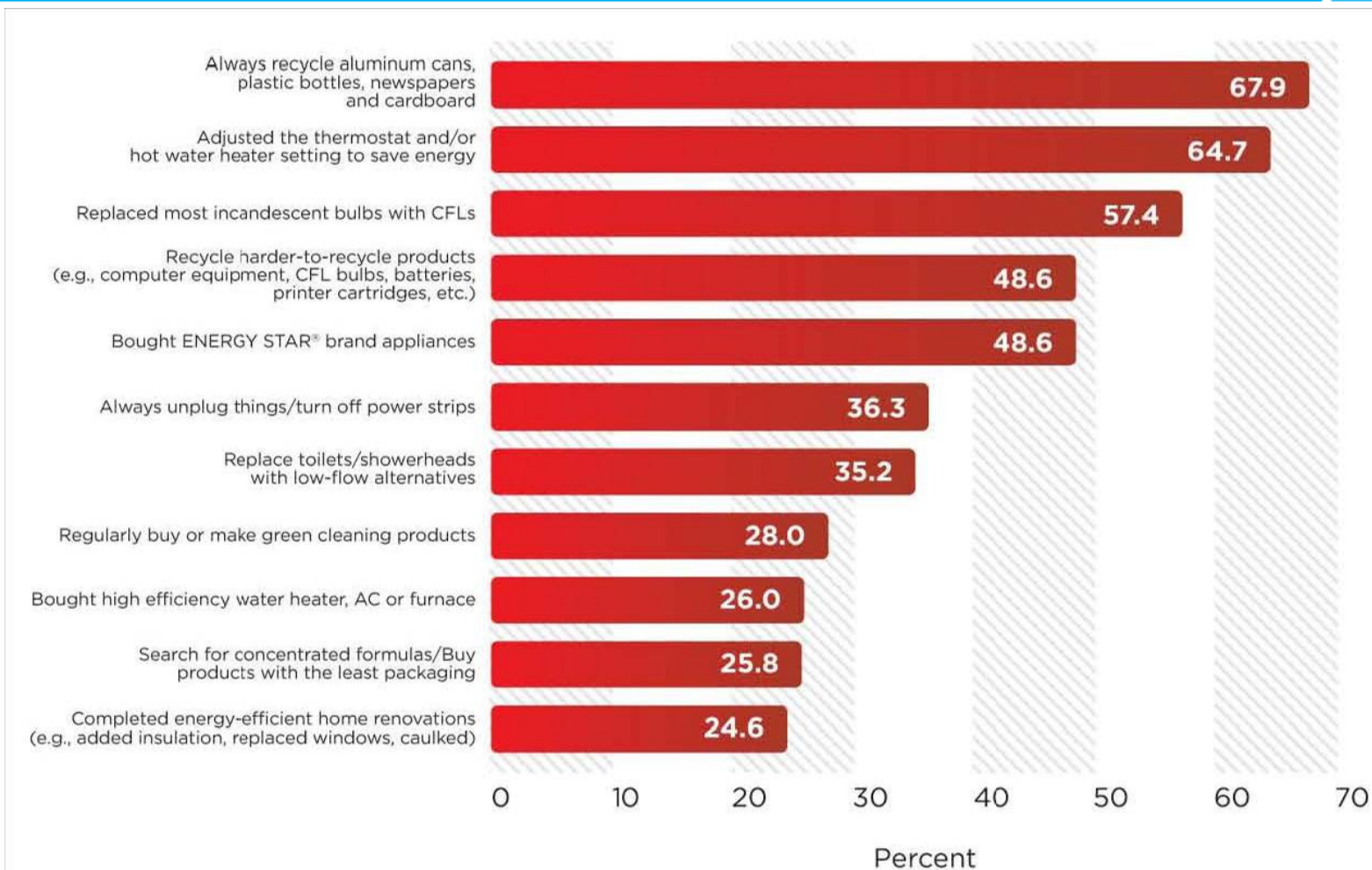
*New list option in 2009



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Green Behaviors at Home



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