

# ENERGY STAR® Home Products Program

*Market Progress Evaluation Report, No. 2*

*prepared by*

**Dethman & Associates**

*report #E04-131*

August 24, 2004



**NORTHWEST ENERGY EFFICIENCY ALLIANCE**

[www.nwalliance.org](http://www.nwalliance.org)

529 SW Third Avenue, Suite 600  
Portland, Oregon 97204  
telephone: 503.827.8416  
fax: 503.827.8437





# Northwest Energy Efficiency Alliance

## ENERGY STAR® Home Products Program Market Progress Evaluation Report No. 2

Prepared for:

The Northwest Energy Efficiency Alliance  
Portland, Oregon

Prepared by:  
Linda Dethman

**Dethman & Associates**



Seattle, Washington



**NORTHWEST ENERGY EFFICIENCY ALLIANCE**  
[www.nwalliance.org](http://www.nwalliance.org)



## TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY .....</b>	<b>7</b>
INTRODUCTION .....	7
STATUS OF KEY PROGRAM INDICATORS .....	8
<b>CONCLUSIONS.....</b>	<b>18</b>
OVERALL PROGRAM .....	18
Consumer Perceptions and Behavior .....	20
Retailers.....	21
Utility Services.....	21
Manufacturers.....	22
Cost-Effectiveness.....	22
<b>RECOMMENDATIONS .....</b>	<b>23</b>
<b>CHAPTER 1: INTRODUCTION AND PROGRAM BACKGROUND.....</b>	<b>25</b>
INTRODUCTION .....	25
APPROACH AND ORGANIZATION OF MPER #2 .....	25
PROGRAM BACKGROUND.....	26
Program Description.....	26
PROGRAM HISTORY UPDATE, ACCOMPLISHMENTS, AND ADAPTIVE MANAGEMENT .....	26
Coordination with National Programs .....	27
Field Support.....	28
Marketing and Promotions.....	28
Partner Communications .....	30
<b>CHAPTER 2: EVALUATION APPROACH AND PROGRAM INDICATORS .....</b>	<b>31</b>
EVALUATION APPROACH .....	31
PROGRESS INDICATORS .....	32
Summary of Key Indicators.....	32
<b>CHAPTER 3: MARKETPLACE INDICATORS .....</b>	<b>34</b>
SUMMARY OF INDICATORS.....	34
MARKET SHARE METHODS AND FURTHER ANALYSIS .....	38
Methods .....	38
Further Market Share Analysis.....	39
FLOOR COVERAGE METHODS AND FURTHER ANALYSIS.....	42
Methods .....	42

Further Floor Coverage Analysis.....	43
<b>CHAPTER 4: CONSUMER INDICATORS.....</b>	<b>46</b>
SUMMARY OF INDICATORS.....	46
CEE CONSUMER SURVEY METHODS AND FURTHER ANALYSIS .....	49
Methods .....	49
FURTHER ANALYSIS OF CEE CONSUMER DATA.....	49
Awareness of ENERGY STAR .....	49
Understanding of ENERGY STAR .....	50
Value of the ENERGY STAR label/brand .....	50
Recognition of Non-energy Benefits for ENERGY STAR products .....	50
Importance of the ENERGY STAR label to consumer purchase decisions.....	51
Product Associations with ENERGY STAR label.....	53
Incidence of Receiving Rebates or Financing.....	54
Information Sources.....	54
METHODS AND FURTHER ANALYSIS OF DOUBLE YOUR SAVINGS PURCHASER SURVEY .....	55
Methods .....	55
Summary of Key Findings.....	55
Sources of Information about the Promotion .....	56
Rebate Coupons.....	57
Familiarity with ENERGY STAR Brand .....	58
Purchase Decision Process .....	59
Purchase Decision Factors .....	61
Label/Brand Satisfaction.....	62
Demographics.....	63
<b>CHAPTER 5: RETAILER INDICATORS .....</b>	<b>66</b>
SUMMARY OF INDICATORS.....	66
METHODS AND FURTHER 2003 RETAILER SURVEY FINDINGS.....	69
Methods .....	69
Further 2003 Retailer Survey Findings .....	69
<b>CHAPTER 6: UTILITY INDICATORS.....</b>	<b>71</b>
SUMMARY OF INDICATORS.....	71
METHODS AND FURTHER UTILITY SURVEY FINDINGS.....	73
Methods .....	73
FURTHER UTILITY SURVEY FINDINGS.....	74
WEB BASED DYS SURVEY.....	78
Methods .....	78
Findings.....	79

<b>CHAPTER 7: MANUFACTURER INDICATORS</b> .....	<b>81</b>
SUMMARY .....	81
METHODS AND FURTHER MANUFACTURER SURVEY FINDINGS .....	82
Methods .....	82
FURTHER MANUFACTURER SURVEY FINDINGS .....	82
Market Views .....	83
Impacts of Standard Changes .....	84
Views of the Alliance ENERGY STAR Home Products Program .....	85
Double Your Savings Promotion .....	85
Suggestions for the Home Products Program .....	85
<b>CHAPTER 8: INSIGHTS OF PROGRAM MANAGERS AND STAFF</b> .....	<b>86</b>
SUMMARY .....	86
Lessons Learned.....	86
Key Issues Facing the Program .....	87
<b>CHAPTER 9: PROGRAM COST-EFFECTIVENESS AND POST PROGRAM TRACKING</b> .....	<b>89</b>
MPER #1 COST EFFECTIVENESS RECOMMENDATIONS AND STATUS.....	89
OTHER COST EFFECTIVENESS OBSERVATIONS AND DATA .....	90
Conclusions and Recommendations.....	91
POST-PROJECT TRACKING.....	91
<b>CHAPTER 10: CONCLUSIONS</b> .....	<b>93</b>
OVERALL PROGRAM .....	93
Consumer Perceptions and Behavior .....	95
Retailers.....	96
Utility Services.....	96
Manufacturers.....	96
Cost-Effectiveness.....	97
<b>CHAPTER 11: RECOMMENDATIONS</b> .....	<b>98</b>
<b>APPENDIX A – SURVEY AND INTERVIEW INSTRUMENTS</b> .....	<b>99</b>
WEB TV SURVEY KNOWLEDGE NETWORKS.....	100
ENERGY STAR DYS PURCHASER SURVEY .....	112
2003 EVALUATION RETAILER SURVEY .....	117
2003 UTILITY EVALUATION INTERVIEW GUIDE .....	119
ADDITIONAL UTILITY SURVEY TABLES .....	127
2003 DYS WEB UTILITY SURVEY RESULTS .....	129

ENERGY STAR MANUFACTURER INTERVIEWS .....	133
ENERGY STAR HOME PRODUCTS PROCESS EVALUATION.....	136
“EXIT” INTERVIEW GUIDE.....	136

## TABLE OF TABLES

Table 1 Summary of Key Program Indicators.....	8
Table 2: Timeline for Program Activities and Related Evaluation Efforts .....	31
Table 3: List of Progress Indicators and Primary Sources of Data.....	32
Table 4: Marketplace Indicator Summary .....	35
Table 5: Baseline (2000) Market Share for ENERGY STAR Products.....	39
Table 6: ENERGY STAR Market Share Comparisons by State 2000-2003 .....	40
Table 7: Floor Coverage by State.....	44
Table 8 Average Price for Non-Qualified and Qualified Floor Models .....	45
Table 9: Consumer Indicator Summary .....	47
Table 10 Level of Agreement with Value Statements about ENERGY STAR.....	50
Table 11: How Important to Buy ENERGY STAR?.....	51
Table 12: Reasons for Buying/Not Buying ENERGY STAR.....	52
Table 13: Importance of Buying ENERGY STAR Light Bulbs .....	52
Table 14: Reasons to Buy/Not Buy ENERGY STAR Light Bulb.....	53
Table 15: Product Association with the ENERGY STAR label.....	53
Table 16 Sources of ENERGY STAR Information .....	54
Table 17 Where did you first learn about the clothes washer rebate program? .....	57
Table 18 Where Did You First Learn About The Rebate Program? (By State) .....	57
Table 19 Source of Rebate Coupon .....	57
Table 20 Source Of Rebate Coupon By State .....	58



Table 21: Familiarity with ENERGY STAR Label .....	58
Table 22: Prior ENERGY STAR Purchases .....	59
Table 23: Purchase Decision Process.....	60
Table 24 Likelihood of Buying ENERGY STAR Washer Without Rebate .....	60
Table 25 Program Effect on Changing Purchase Timing or Product Choice .....	61
Table 26 DYS Promotion Influences.....	61
Table 27: Purchase Decision Factors.....	62
Table 28: ENERGY STAR Label/Brand Satisfaction .....	62
Table 29: DYS Respondent Demographics .....	63
Table 30 Demographics By State.....	64
Table 31: Retailer Indicator Summary.....	67
Table 32: Utility Indicator Summary .....	72
Table 33 Rankings of Communication Tools.....	74
Table 34: Use of Program Staff and URK Over time and by Utility Size.....	75
Table 35 Use of Program Outreach and Promotional Support .....	77
Table 36: Manufacturer Indicator Summary .....	81
Table 37 : 2003 Use Rates by Utility Size .....	127
Table 38: 2003 Use Rates by Utility Size .....	128

## EXECUTIVE SUMMARY

### INTRODUCTION

This report is the second of two Market Progress Evaluation Reports (MPERs) that document the status and assess the progress of the ENERGY STAR® Home Products Program (Program) at the Northwest Energy Efficiency Alliance (Alliance). The Program began in April 2001 and ran as a standalone program through the first quarter of 2004. Selected elements of the program have since been combined with other residential programs at the Alliance into the new Residential Sector Initiative (RSI). MPER #2 looks at the Program in its more mature phase, from the third quarter of 2002 through the first quarter of 2004, and compares it to findings from MPER #1 which focused on start-up and mid-stream operations.

The Program fosters consumer acceptance of appliances that qualify for the EPA's ENERGY STAR label (clothes washers, dishwashers, refrigerators, and room air conditioners). Through greater consumer acceptance and use, the Alliance hopes to help transform the residential home products market to one where consumers more regularly choose higher efficiency, ENERGY STAR labeled, appliance models.

The Alliance contracts with Portland Energy Conservation Inc. (PECI) to implement the Program. The Program uses education and marketing efforts to reach and involve retailers, utilities, manufacturers, and consumers. The greatest efforts are devoted to partnering with utilities, retailers, and manufacturers, toward the common goal of increasing consumer awareness and purchases of ENERGY STAR qualified products.

The following evaluative sources have informed MPER #2:

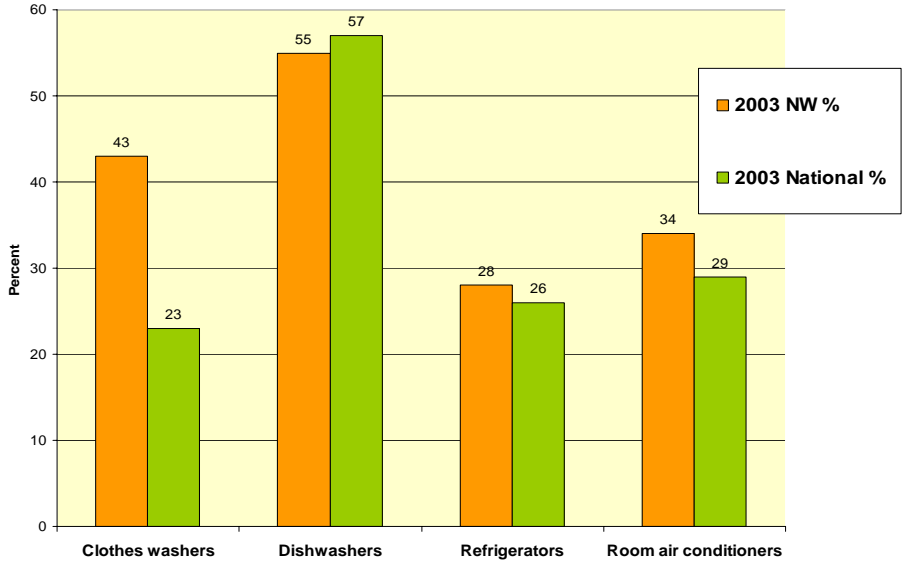
- ✓ Current market share, floor coverage, and price data
- ✓ A survey of Northwest appliance retailers participating in the Program
- ✓ A national random sample consumer survey that included a regional "oversample" that asked additional questions
- ✓ A survey of consumers who purchased ENERGY STAR appliances as part of the Program's main "Double Your Savings" promotion
- ✓ In-depth interviews with appliance manufacturers
- ✓ Two surveys of Northwest utilities
- ✓ Program monthly reports and other program documents
- ✓ Ongoing discussions and "exit interviews" with Program and Alliance staff

## STATUS OF KEY PROGRAM INDICATORS

The evaluation team worked with Alliance staff to choose 17 key indicators for tracking Program progress toward its overall goal of transforming appliance markets. The focus of this summary is to review progress along these indicators. As shown in Table 1 below, the indicators are grouped under five categories: marketplace, consumers, retailers, utilities, and manufacturers (added in 2003). Individual chapters in the report address each category of key indicators in more detail, provide methodological information, and analyze other data gathered through evaluation efforts.

**Table 1 Summary of Key Program Indicators**

INDICATOR	STATUS																																									
<b>Marketplace</b>																																										
<p><b>1. (Increase) Regional market share</b></p>	<p>✓ Using the pre-program year 2000 as the baseline, the ENERGY STAR market share figures (% of new appliance sales that are ENERGY STAR qualified) for the region, from 2000 through 2003 show clear, strong gains in market share for clothes washers, dishwashers, and refrigerators. Room air conditioner figures show a 7 point drop in 2003 following the significant 31 point increase between 2001 and 2002.</p> <table border="1" data-bbox="464 972 1395 1232"> <thead> <tr> <th></th> <th>2000 %</th> <th>2001 %</th> <th>2002 %</th> <th>2003 %</th> <th>Change 02-03</th> <th>Change 00/01-03</th> </tr> </thead> <tbody> <tr> <td>Clothes washers</td> <td>17</td> <td>22</td> <td>32</td> <td>43</td> <td>+11</td> <td>+26</td> </tr> <tr> <td>Dishwashers</td> <td>7</td> <td>18</td> <td>35</td> <td>55</td> <td>+20</td> <td>+48</td> </tr> <tr> <td>Refrigerators</td> <td>n/a</td> <td>17</td> <td>22</td> <td>28</td> <td>+6</td> <td>+11</td> </tr> <tr> <td>Room air conditioners</td> <td>n/a</td> <td>10</td> <td>41</td> <td>34</td> <td>-7</td> <td>+24</td> </tr> </tbody> </table> <p>1. Compared to the national market, the Northwest shows significantly higher market share for ENERGY STAR clothes washers (43% to 23%), while NW market share for the other three appliances is similar to national results (see figure below).</p>								2000 %	2001 %	2002 %	2003 %	Change 02-03	Change 00/01-03	Clothes washers	17	22	32	43	+11	+26	Dishwashers	7	18	35	55	+20	+48	Refrigerators	n/a	17	22	28	+6	+11	Room air conditioners	n/a	10	41	34	-7	+24
	2000 %	2001 %	2002 %	2003 %	Change 02-03	Change 00/01-03																																				
Clothes washers	17	22	32	43	+11	+26																																				
Dishwashers	7	18	35	55	+20	+48																																				
Refrigerators	n/a	17	22	28	+6	+11																																				
Room air conditioners	n/a	10	41	34	-7	+24																																				

INDICATOR	STATUS																								
	<p style="text-align: center;"><b>ENERGY STAR Appliance Market Share 2003</b></p>  <p><b>Sources and notes:</b> Program data based on AHAM appliance sales data and D&amp;R ENERGY STAR market share estimates.</p>																								
<p><b>2. (Increase) Floor coverage</b></p>	<p>✓ Floor coverage for ENERGY STAR clothes washers remained steady at about one-third of floor models, but coverage expanded significantly for dishwashers (62% to 74%) and refrigerators (31% to 45%).</p> <table border="1" data-bbox="467 1108 1253 1390"> <thead> <tr> <th></th> <th>2002 %</th> <th>2003 %</th> <th>Difference</th> </tr> </thead> <tbody> <tr> <td>Clothes washers</td> <td>34</td> <td>34</td> <td>0</td> </tr> <tr> <td>Dishwashers</td> <td>62</td> <td>74</td> <td>+12</td> </tr> <tr> <td>Refrigerators</td> <td>31</td> <td>45</td> <td>+14</td> </tr> <tr> <td>Room air conditioners (a/c)</td> <td>n/a</td> <td>n/a</td> <td>n/a</td> </tr> <tr> <td>N of Stores =</td> <td>75</td> <td>519</td> <td></td> </tr> </tbody> </table> <p><b>Source and notes:</b> Both surveys were of the Program's retail partners. The Program supplied the 2003 analysis based on the Floor and Price Survey they conducted from July through September 2003. They used an agreed upon approach established with evaluators in 2002. Floor coverage equals the percent of appliances on the floor that are ENERGY STAR qualified. Due to the timing of the surveys during late fall, data for room air conditioners were not available in 2002 and 2003, although some limited data was collected for this appliance in 2003.</p>		2002 %	2003 %	Difference	Clothes washers	34	34	0	Dishwashers	62	74	+12	Refrigerators	31	45	+14	Room air conditioners (a/c)	n/a	n/a	n/a	N of Stores =	75	519	
	2002 %	2003 %	Difference																						
Clothes washers	34	34	0																						
Dishwashers	62	74	+12																						
Refrigerators	31	45	+14																						
Room air conditioners (a/c)	n/a	n/a	n/a																						
N of Stores =	75	519																							

INDICATOR	STATUS																																																												
<p><b>3. (Increase) Number of ENERGY STAR Models and Manufacturers</b></p>	<p>✓ Program data show that the number of ENERGY STAR qualified appliance models has significantly increased over time. The number of manufacturers entering the market has also increased, so that almost all major appliance manufacturers produce qualified products. Refrigerator models and manufacturers particularly increased from 2002 to 2003.</p> <table border="1" data-bbox="513 457 1356 823"> <thead> <tr> <th>Models</th> <th>2000</th> <th>2001</th> <th>2002</th> <th>2003</th> <th>Change 2000-2003</th> </tr> </thead> <tbody> <tr> <td>Clothes Washers</td> <td>65</td> <td>81</td> <td>113</td> <td>141</td> <td>+76</td> </tr> <tr> <td>Refrigerators</td> <td>299</td> <td>234</td> <td>421</td> <td>901*</td> <td>+603</td> </tr> <tr> <td>Dishwashers</td> <td>247</td> <td>292</td> <td>406</td> <td>463</td> <td>+216</td> </tr> <tr> <td>Room A/C</td> <td>32</td> <td>83</td> <td>223</td> <td>329</td> <td>+297</td> </tr> <tr> <td><b>Manufacturers</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Clothes Washers</td> <td>18</td> <td>20</td> <td>27</td> <td>27</td> <td>+9</td> </tr> <tr> <td>Refrigerators</td> <td>14</td> <td>16</td> <td>18</td> <td>33</td> <td>+19</td> </tr> <tr> <td>Dishwashers</td> <td>25</td> <td>27</td> <td>29</td> <td>32</td> <td>+7</td> </tr> <tr> <td>Room A/C</td> <td>11</td> <td>14</td> <td>27</td> <td>27</td> <td>+16</td> </tr> </tbody> </table> <p><b>Source and notes:</b> “Qualified Models Lists” are available through the Program and through the national ENERGY STAR website. The number of models reflects all qualified models, not just those for sale in the Northwest. For 2003, counts of models and manufacturers are as of December 2003, before standards changes went into effect for Clothes Washers and Refrigerators in January 2004.</p> <p>*This number appears out of proportion with other increases. Based on a discussion with Program staff, this may be due to very slight differences in model type, such as color.</p>	Models	2000	2001	2002	2003	Change 2000-2003	Clothes Washers	65	81	113	141	+76	Refrigerators	299	234	421	901*	+603	Dishwashers	247	292	406	463	+216	Room A/C	32	83	223	329	+297	<b>Manufacturers</b>						Clothes Washers	18	20	27	27	+9	Refrigerators	14	16	18	33	+19	Dishwashers	25	27	29	32	+7	Room A/C	11	14	27	27	+16
Models	2000	2001	2002	2003	Change 2000-2003																																																								
Clothes Washers	65	81	113	141	+76																																																								
Refrigerators	299	234	421	901*	+603																																																								
Dishwashers	247	292	406	463	+216																																																								
Room A/C	32	83	223	329	+297																																																								
<b>Manufacturers</b>																																																													
Clothes Washers	18	20	27	27	+9																																																								
Refrigerators	14	16	18	33	+19																																																								
Dishwashers	25	27	29	32	+7																																																								
Room A/C	11	14	27	27	+16																																																								

INDICATOR	STATUS																																		
<p>4. <b>(Decrease)</b> <b>Average price premium for comparable non-qualified and qualified models</b></p>	<p>✓ National data from D&amp;R International (2002 and 2003) show a broad range of prices for non-qualified and qualified products, suggesting the many different features that appliances can have, from the most basic to the more sophisticated.</p> <p>✓ Data show price ranges have not changed much for non-qualified products between 2002 and 2003, but that the range has dropped a little for qualified clothes washers and room air conditioners.</p> <p>✓ Data show prices for high end non-qualified products intersect with lower end qualified products. For instance, a consumer could buy an \$800 non-qualified or qualified clothes washer.</p> <table border="1" data-bbox="472 646 1338 995"> <thead> <tr> <th rowspan="2"></th> <th colspan="2">Non-Qualified</th> <th colspan="2">Qualified</th> <th rowspan="2">Average Price Premium 2003</th> </tr> <tr> <th>2002</th> <th>2003</th> <th>2002</th> <th>2003</th> </tr> </thead> <tbody> <tr> <td>Clothes Washers</td> <td>\$200-893</td> <td>\$220-820</td> <td>\$650-1397</td> <td>\$400-1450</td> <td>\$300</td> </tr> <tr> <td>Refrigerators</td> <td>\$450-2550</td> <td>\$450-2850</td> <td>\$600-2800</td> <td>\$485-3100</td> <td>\$30-50</td> </tr> <tr> <td>Dishwashers</td> <td>\$200-920</td> <td>\$190-920</td> <td>\$250-1200</td> <td>\$350-1280</td> <td>\$30-60</td> </tr> <tr> <td>Room A/C</td> <td>\$180-800</td> <td>\$120-1240</td> <td>\$220-700</td> <td>\$160-1100</td> <td>\$30-50</td> </tr> </tbody> </table> <p><b>Sources and notes:</b> Data are taken from the 2002 and 2003 Appliance White Paper(s) from D&amp;R International. The 2003 data from D&amp;R International is not yet final or published and may change. Premiums are difficult to estimate, due to differences in model size, features, and confirmation; D&amp; R bases its premium figures on the assumption that consumers are choosing between models that are comparable in size and configuration.</p>		Non-Qualified		Qualified		Average Price Premium 2003	2002	2003	2002	2003	Clothes Washers	\$200-893	\$220-820	\$650-1397	\$400-1450	\$300	Refrigerators	\$450-2550	\$450-2850	\$600-2800	\$485-3100	\$30-50	Dishwashers	\$200-920	\$190-920	\$250-1200	\$350-1280	\$30-60	Room A/C	\$180-800	\$120-1240	\$220-700	\$160-1100	\$30-50
	Non-Qualified		Qualified		Average Price Premium 2003																														
	2002	2003	2002	2003																															
Clothes Washers	\$200-893	\$220-820	\$650-1397	\$400-1450	\$300																														
Refrigerators	\$450-2550	\$450-2850	\$600-2800	\$485-3100	\$30-50																														
Dishwashers	\$200-920	\$190-920	\$250-1200	\$350-1280	\$30-60																														
Room A/C	\$180-800	\$120-1240	\$220-700	\$160-1100	\$30-50																														
<p><b>Consumers</b></p>																																			
<p>5. <b>(Increase)</b> <b>Awareness of label/brand</b></p>	<p>✓ The 2003 National CEE survey reported that both unaided and aided awareness of the ENERGY STAR label increased significantly from 2002 to 2003. Northwest percentages are notably higher than the national figures for both unaided and aided awareness</p> <table border="1" data-bbox="570 1388 1300 1587"> <thead> <tr> <th></th> <th>2002 %</th> <th>2003 %</th> <th>+/-</th> </tr> </thead> <tbody> <tr> <td>National Unaided (n = 991)</td> <td>28</td> <td>33</td> <td>+5</td> </tr> <tr> <td>NW Unaided (N = 600)</td> <td>NA</td> <td>41</td> <td>NA</td> </tr> <tr> <td>National Aided (n = 1,091)</td> <td>41</td> <td>56</td> <td>+15</td> </tr> <tr> <td>NW Aided(N = 600)</td> <td>NA</td> <td>66</td> <td>NA</td> </tr> </tbody> </table> <p><b>Source and notes:</b> Figures are drawn from the <i>National CEE 2003 ENERGY STAR Household Survey</i> data, which included an oversample of northwest consumers. Unaided awareness is based upon asking respondents if they recalled the label without seeing it; aided awareness asks the same recall question but shows respondents the label.</p>		2002 %	2003 %	+/-	National Unaided (n = 991)	28	33	+5	NW Unaided (N = 600)	NA	41	NA	National Aided (n = 1,091)	41	56	+15	NW Aided(N = 600)	NA	66	NA														
	2002 %	2003 %	+/-																																
National Unaided (n = 991)	28	33	+5																																
NW Unaided (N = 600)	NA	41	NA																																
National Aided (n = 1,091)	41	56	+15																																
NW Aided(N = 600)	NA	66	NA																																

INDICATOR	STATUS								
<p>6. <b>(Increase) Understanding of label/brand</b></p>	<ul style="list-style-type: none"> <li>✓ Based upon open-ended responses, 49% of Northwest respondents to the 2003 national survey said, after seeing the ENERGY STAR label, that it meant “energy efficiency” or “energy savings.” This is comparable to the 47% of national respondents who interpreted the label in this way.</li> <li>✓ Both figures for understanding are significantly higher than the 38% of respondents from the 2001 national survey who described the label in these terms.</li> </ul> <p><b>Source and notes:</b> Figures are drawn from the <i>National CEE 2003 ENERGY STAR Household Survey</i> data. Overall Ns equal 2,026 for the national sample and 600 for the northwest oversample.</p>								
<p>7. <b>(Increase) Value of label/brand</b></p>	<ul style="list-style-type: none"> <li>✓ 24% of Northwest respondents who purchased ENERGY STAR labeled appliances reported that the label influenced their decision “Very much,” which does not differ significantly from the nationwide proportion of 22%. These figures have not changed significantly from the 2002 national survey where 25% of respondents reported the brand influenced their decision very much.</li> <li>✓ 34% of Northwest purchasers of ENERGY STAR appliances were very likely to recommend those appliances to a friend. This figure is similar to the national 2001 results (34%), 2002 results (39%), and 2003 results (35%).</li> </ul> <p><b>Sources:</b> Figures are drawn from the <i>National CEE 2003 ENERGY STAR Household Survey</i> and the <i>DYS Purchaser Survey</i> data. Overall Ns equal 2,026 for the CEE national sample and 600 for the northwest oversample; for the <i>DYS</i> survey, N = 421.</p>								
<p>8. <b>(Increase) Recognition of non-energy benefits</b></p>	<ul style="list-style-type: none"> <li>✓ 31% of Northwest respondents to the national survey strongly agreed that ENERGY STAR appliances save energy, but only 7% or fewer strongly agree that the appliances perform better (5%), have extra features (4%), or ensure a higher quality appliance (7%). Similar results were found for a question asking about ENERGY STAR light bulbs.</li> <li>✓ 70% of those buying high efficiency clothes washers during the <i>DYS</i> promotion said water savings were very important in their decisions.</li> </ul> <p><b>Sources:</b> Figures are drawn from the <i>National CEE 2003 ENERGY STAR Household Survey</i> and the <i>DYS Purchaser Survey</i> data. Overall Ns equal 2,026 for the CEE national sample and 600 for the northwest oversample; for the <i>DYS</i> survey, N = 421.</p>								
<p><b>Retailers</b></p>	<p><b>Note:</b> The Retailer Indicator “Decrease barriers to selling Program products” was not included due to limited space on the 2003 retailer survey.</p>								
<p>9. <b>(Increase) # of retailers</b></p>	<ul style="list-style-type: none"> <li>✓ The number of retailers participating in the program has increased from its inception in 2001 (474) to its sunset as an individual program (594). The Program estimates that 98% of new appliances sales in the region are generated by its retail partners.</li> </ul> <table border="1" data-bbox="607 1667 1263 1734" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>3/2001</th> <th>12/2001</th> <th>12/2002</th> <th>12/2003</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">474</td> <td style="text-align: center;">534</td> <td style="text-align: center;">548</td> <td style="text-align: center;">594</td> </tr> </tbody> </table> <p><b>Sources:</b> Data for the number of retail partners were drawn from Program monthly reports; Program staff estimated the % of sales figure.</p>	3/2001	12/2001	12/2002	12/2003	474	534	548	594
3/2001	12/2001	12/2002	12/2003						
474	534	548	594						

INDICATOR	STATUS																				
<p>10. <b>(Increase) Importance of carrying/promoting Program products</b></p>	<p>✓ 95% of retailers responding to a 2003 evaluation survey believed that the ENERGY STAR <b>brand</b> (qualification and label) is very (60%) or somewhat (35%) important in their marketing and sales efforts. Both very important and overall positive importance ratings have risen significantly since 2001.</p> <table border="1" data-bbox="529 422 1341 590"> <thead> <tr> <th></th> <th>2001</th> <th>2003</th> <th>+/-</th> </tr> <tr> <th></th> <th>%</th> <th>%</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>26</td> <td>60</td> <td>+34</td> </tr> <tr> <td>Somewhat Important</td> <td>55</td> <td>35</td> <td>- 20</td> </tr> <tr> <td>Total Positive Ratings</td> <td>81</td> <td>95</td> <td>+14</td> </tr> </tbody> </table> <p>✓ 45% in 2003 reported that it is very important to their customers that they buy ENERGY STAR qualified appliances.</p> <p><b>Sources and notes:</b> Data drawn from 2001 (N = 158) and 2003 (N = 380) retailer surveys. The 2001 survey was fielded by phone and was much longer than the 2003 survey which was filled out by retailers when the Program was conducting its floor/price survey. Questions were comparable but not identical.</p>		2001	2003	+/-		%	%	%	Very Important	26	60	+34	Somewhat Important	55	35	- 20	Total Positive Ratings	81	95	+14
	2001	2003	+/-																		
	%	%	%																		
Very Important	26	60	+34																		
Somewhat Important	55	35	- 20																		
Total Positive Ratings	81	95	+14																		
<p>11. <b>(Increase) Perceived level of consumer demand for Program products</b></p>	<p>✓ 85% of retailers in 2003 said their overall sales of ENERGY STAR appliances have increased, up 7 points from the 2001 retailer survey.</p> <table border="1" data-bbox="548 1031 1321 1163"> <thead> <tr> <th></th> <th>2001</th> <th>2003</th> </tr> <tr> <th></th> <th>%</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Sales of ENERGY STAR appliances have increased</td> <td>78</td> <td>85</td> </tr> </tbody> </table> <p><b>Sources:</b> Data drawn from 2001 (N = 158) and 2003 (N = 380) retailer surveys</p>		2001	2003		%	%	Sales of ENERGY STAR appliances have increased	78	85											
	2001	2003																			
	%	%																			
Sales of ENERGY STAR appliances have increased	78	85																			



INDICATOR	STATUS																														
<p>12. <b>(Increase) Satisfaction with the Program</b></p>	<p>✓ 93% of retailers in 2003 said the ENERGY STAR Home Products <b>Program</b> has been very (61%) or somewhat (32%) helpful in their marketing and sales efforts for qualified appliances, a gain of 8 percentage points for overall positive ratings since the 2001 survey.</p> <table border="1" data-bbox="521 438 1349 571"> <thead> <tr> <th></th> <th>2001</th> <th>2003</th> </tr> </thead> <tbody> <tr> <td>(combines two highest helpful ratings)</td> <td>%</td> <td>%</td> </tr> <tr> <td><b>Program</b> is very or somewhat helpful in sales and marketing</td> <td>85</td> <td>93</td> </tr> </tbody> </table> <p>✓ Ratings were very positive for the usefulness of the services of the field reps, brochures and point of purchase displays, signage, and sales training (85-95% useful) and have increased significantly since 2001. The rating for coop marketing efforts is also positive, and has increased significantly, although somewhat less than for the other services.</p> <table border="1" data-bbox="529 785 1341 1018"> <thead> <tr> <th>Usefulness of . . .</th> <th>2001</th> <th>2003</th> </tr> </thead> <tbody> <tr> <td>(combines two highest useful ratings)</td> <td>%</td> <td>%</td> </tr> <tr> <td>Field Reps</td> <td>44</td> <td>95</td> </tr> <tr> <td>Brochures etc.</td> <td>68</td> <td>92</td> </tr> <tr> <td>Signage</td> <td>52</td> <td>89</td> </tr> <tr> <td>Sales Training</td> <td>45</td> <td>85</td> </tr> <tr> <td>Coop Marketing</td> <td>43</td> <td>65</td> </tr> </tbody> </table> <p><b>Source and notes:</b> Data are drawn from 2001 (N = 158) and 2003 (N = 380) retailer surveys. Questions had similar wording but the 2001 survey used a 5 point scale while the 2003 survey used a 4 point scale. For each survey, the two highest ratings from each item were combined for the percentages.</p>		2001	2003	(combines two highest helpful ratings)	%	%	<b>Program</b> is very or somewhat helpful in sales and marketing	85	93	Usefulness of . . .	2001	2003	(combines two highest useful ratings)	%	%	Field Reps	44	95	Brochures etc.	68	92	Signage	52	89	Sales Training	45	85	Coop Marketing	43	65
	2001	2003																													
(combines two highest helpful ratings)	%	%																													
<b>Program</b> is very or somewhat helpful in sales and marketing	85	93																													
Usefulness of . . .	2001	2003																													
(combines two highest useful ratings)	%	%																													
Field Reps	44	95																													
Brochures etc.	68	92																													
Signage	52	89																													
Sales Training	45	85																													
Coop Marketing	43	65																													
<p>13. <b>(Increase) Importance of utility partners</b></p>	<p>✓ Compared to 2001 ratings, retailers gave higher usefulness ratings for Program services that help them coordinate with their local utilities, with positive ratings increasing from 55% to 75%.</p> <table border="1" data-bbox="581 1312 1289 1415"> <thead> <tr> <th>Usefulness of . . .</th> <th>2001</th> <th>2003</th> </tr> </thead> <tbody> <tr> <td></td> <td>%</td> <td>%</td> </tr> <tr> <td>Utility Coordination</td> <td>55</td> <td>75</td> </tr> </tbody> </table> <p><b>Sources and notes:</b> Data are drawn from 2001 (N = 158) and 2003 (N = 380) retailer surveys. Questions had similar wording but the 2001 survey used a 5 point scale while the 2003 survey used a 4 point scale. The two highest ratings were combined for this item.</p>	Usefulness of . . .	2001	2003		%	%	Utility Coordination	55	75																					
Usefulness of . . .	2001	2003																													
	%	%																													
Utility Coordination	55	75																													

INDICATOR	STATUS																																																																												
<b>Utilities</b>																																																																													
<p>14. <b>(Increase) Level of utility participation</b></p>	<p>✓ Utility participation in the Program has increased on almost every front, as shown in the table below. Fewer utilities have little program contact; more have used services and support materials of all types. Other data show that small and medium sized utilities have become much more involved with the program since 2002.</p> <table border="1" data-bbox="527 474 1401 1341"> <thead> <tr> <th></th> <th>2002 %</th> <th>2003 %</th> <th>+/-</th> </tr> </thead> <tbody> <tr> <td colspan="4"><b>(Increase) Level of utility participation</b></td> </tr> <tr> <td>✓ Utilities reporting they have little Program contact</td> <td>34</td> <td>16</td> <td>-18</td> </tr> <tr> <td colspan="4">✓ Use of Program tools and services varied among utilities, but increased overall from 2002:</td> </tr> <tr> <td>    ✓ Used services of utility coordinators</td> <td>51</td> <td>87</td> <td>+36</td> </tr> <tr> <td>    ✓ Used services of field representatives</td> <td>76</td> <td>82</td> <td>+6</td> </tr> <tr> <td>    ✓ Read, at least in part, @Home newsletter</td> <td>69</td> <td>89</td> <td>+20</td> </tr> <tr> <td>    ✓ Read, at least in part, email ListServ</td> <td>67</td> <td>84</td> <td>+17</td> </tr> <tr> <td>    ✓ Received program support for special promotions</td> <td>23</td> <td>71</td> <td>+48</td> </tr> <tr> <td>    ✓ Received program support for outreach services</td> <td>53</td> <td>67</td> <td>+14</td> </tr> <tr> <td>    ✓ Used the Utility Resource Kit (URK)</td> <td>42</td> <td>59</td> <td>+17</td> </tr> <tr> <td>    ✓ Used cooperative marketing information</td> <td>42</td> <td>52</td> <td>+10</td> </tr> <tr> <td>    ✓ Used incentive program design</td> <td>16</td> <td>47</td> <td>+31</td> </tr> <tr> <td>    ✓ Used Media Kit</td> <td>32</td> <td>43</td> <td>+11</td> </tr> <tr> <td>    ✓ Used list of ENERGY STAR models</td> <td>63</td> <td>71</td> <td>+8</td> </tr> <tr> <td>    ✓ Used Product Fact sheets</td> <td>74</td> <td>76</td> <td>+2</td> </tr> <tr> <td>    ✓ Used POP materials</td> <td>74</td> <td>62</td> <td>-12</td> </tr> <tr> <td>    ✓ Used advertising tools</td> <td>84</td> <td>71</td> <td>-13</td> </tr> <tr> <td>✓ Utilities participating in the Double Your Savings promotion</td> <td>N/A</td> <td>56</td> <td>N/A</td> </tr> </tbody> </table> <p><b>Sources and note:</b> Data are taken from the 2003 and 2003 utility surveys, where N = 45 (population = +/- 130) for both surveys. These utilities serve over 85% of electric utility customers in the region.</p>		2002 %	2003 %	+/-	<b>(Increase) Level of utility participation</b>				✓ Utilities reporting they have little Program contact	34	16	-18	✓ Use of Program tools and services varied among utilities, but increased overall from 2002:				✓ Used services of utility coordinators	51	87	+36	✓ Used services of field representatives	76	82	+6	✓ Read, at least in part, @Home newsletter	69	89	+20	✓ Read, at least in part, email ListServ	67	84	+17	✓ Received program support for special promotions	23	71	+48	✓ Received program support for outreach services	53	67	+14	✓ Used the Utility Resource Kit (URK)	42	59	+17	✓ Used cooperative marketing information	42	52	+10	✓ Used incentive program design	16	47	+31	✓ Used Media Kit	32	43	+11	✓ Used list of ENERGY STAR models	63	71	+8	✓ Used Product Fact sheets	74	76	+2	✓ Used POP materials	74	62	-12	✓ Used advertising tools	84	71	-13	✓ Utilities participating in the Double Your Savings promotion	N/A	56	N/A
	2002 %	2003 %	+/-																																																																										
<b>(Increase) Level of utility participation</b>																																																																													
✓ Utilities reporting they have little Program contact	34	16	-18																																																																										
✓ Use of Program tools and services varied among utilities, but increased overall from 2002:																																																																													
✓ Used services of utility coordinators	51	87	+36																																																																										
✓ Used services of field representatives	76	82	+6																																																																										
✓ Read, at least in part, @Home newsletter	69	89	+20																																																																										
✓ Read, at least in part, email ListServ	67	84	+17																																																																										
✓ Received program support for special promotions	23	71	+48																																																																										
✓ Received program support for outreach services	53	67	+14																																																																										
✓ Used the Utility Resource Kit (URK)	42	59	+17																																																																										
✓ Used cooperative marketing information	42	52	+10																																																																										
✓ Used incentive program design	16	47	+31																																																																										
✓ Used Media Kit	32	43	+11																																																																										
✓ Used list of ENERGY STAR models	63	71	+8																																																																										
✓ Used Product Fact sheets	74	76	+2																																																																										
✓ Used POP materials	74	62	-12																																																																										
✓ Used advertising tools	84	71	-13																																																																										
✓ Utilities participating in the Double Your Savings promotion	N/A	56	N/A																																																																										

INDICATOR	STATUS																												
<p>15. <b>(Increase) Satisfaction with the Program</b></p>	<ul style="list-style-type: none"> <li>✓ Utility satisfaction with the program has increased dramatically, with the proportion of utilities rating Program support as very valuable rising 31% in just one year.</li> <li>✓ Almost all utilities that participated in the major Double Your Savings promotion said they were very satisfied with the Program.</li> <li>✓ Satisfaction with the Utility Resource Kit, a major Program support tool, has also risen significantly since 2002.</li> </ul> <table border="1" data-bbox="509 533 1372 1159" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">2002 %</th> <th style="text-align: center;">2003 %</th> <th style="text-align: center;">+/-</th> </tr> </thead> <tbody> <tr> <td><b>(Increase) Satisfaction with the Program</b></td> <td></td> <td></td> <td></td> </tr> <tr> <td>✓ % of utilities that rated Program support as very valuable</td> <td style="text-align: center;">22</td> <td style="text-align: center;">53</td> <td style="text-align: center;">+31</td> </tr> <tr> <td>✓ % of utilities that rated Program support as somewhat valuable</td> <td style="text-align: center;">51</td> <td style="text-align: center;">40</td> <td style="text-align: center;">-11</td> </tr> <tr> <td>✓ Participants in Double Your Savings (DYS) promotion who said they were very satisfied</td> <td style="text-align: center;">N/A</td> <td style="text-align: center;">84</td> <td style="text-align: center;">N/A</td> </tr> <tr> <td>✓ Utilities using URK who rated it very useful</td> <td style="text-align: center;">14</td> <td style="text-align: center;">43</td> <td style="text-align: center;">+29</td> </tr> <tr> <td>✓ Utilities using URK who rated it somewhat useful</td> <td style="text-align: center;">34</td> <td style="text-align: center;">38</td> <td style="text-align: center;">+4</td> </tr> </tbody> </table> <p><b>Sources and note:</b> Data were taken from the 2002 and 2003 utility surveys, where N = 45 (population equals +/- 130 utilities) for both surveys. These utilities serve over 85% of electric utility customers in the region.</p>		2002 %	2003 %	+/-	<b>(Increase) Satisfaction with the Program</b>				✓ % of utilities that rated Program support as very valuable	22	53	+31	✓ % of utilities that rated Program support as somewhat valuable	51	40	-11	✓ Participants in Double Your Savings (DYS) promotion who said they were very satisfied	N/A	84	N/A	✓ Utilities using URK who rated it very useful	14	43	+29	✓ Utilities using URK who rated it somewhat useful	34	38	+4
	2002 %	2003 %	+/-																										
<b>(Increase) Satisfaction with the Program</b>																													
✓ % of utilities that rated Program support as very valuable	22	53	+31																										
✓ % of utilities that rated Program support as somewhat valuable	51	40	-11																										
✓ Participants in Double Your Savings (DYS) promotion who said they were very satisfied	N/A	84	N/A																										
✓ Utilities using URK who rated it very useful	14	43	+29																										
✓ Utilities using URK who rated it somewhat useful	34	38	+4																										
<b>Manufacturers</b>	<b>Note: These are new indicators for 2003</b>																												
<p>16. <b>(Increase) Level of manufacturer Program awareness (N=23)</b></p>	<ul style="list-style-type: none"> <li>✓ Half (52%) of manufacturer representatives said they were very or somewhat familiar with the Program.</li> </ul> <p><b>Source and note:</b> Data are drawn from in-depth qualitative interviews with 23 manufacturer representatives.</p>																												

INDICATOR	STATUS
<p><b>17. (Increase) Satisfaction with the Program (N=12)</b></p>	<p>✓ Among those who were very or somewhat familiar with Program:</p> <ul style="list-style-type: none"> <li>○ Almost all were either very or somewhat satisfied with their dealings with the Program</li> <li>○ Most thought the Program was very effective in increasing consumer awareness and interest; the remainder thought it somewhat effective</li> <li>○ Most (9 of 12) were very satisfied and the rest were somewhat satisfied with the Program’s effectiveness in increasing retailer awareness</li> <li>○ Most (9 of 12) thought the Program was very effective in increasing sales of ENERGY STAR appliances, with the rest rating it as somewhat effective</li> </ul> <p><b>Source:</b> Findings are drawn from in-depth qualitative interviews with 23 manufacturer representatives.</p>

## CONCLUSIONS

### OVERALL PROGRAM

Looking across all data, the ENERGY STAR Home Products Program has been exemplary in its improvements over the past year. It has heeded and responded to evaluative information, both from MPER #1 and from having its own ear to the ground for program feedback. It is a strong, mature program that has kept to its core value of being relationship based, and has learned from its experience, changed to meet the needs of its various target audiences, and influenced the home products market, both regionally and nationally.

This MPER evaluates the Program's progress in transforming the Northwest market for ENERGY STAR qualified appliances by looking at updated data on the appliance market and from consumers, retailers, utilities, and manufacturers. In addition, it conducted exit interviews with Program staff to gather the implementers' perspectives on Program progress and lessons learned. It also conducted a general review of cost-effectiveness assumptions. From all sources of data, the Program is performing at a higher level than one year ago.

While the Program's services are still needed to help further transform at least some aspects of the market, it has effectively involved utilities, retailers, manufacturers, and consumers in recognizing and embracing high efficiency appliances. In addition, in its most recent incarnation as part of the Alliance's Residential Sector Initiative, it is becoming a force in pushing national appliance efficiency standards, and regional goals to a higher level of efficiency for appliances. The four appliances covered under the Program are at different stages in market transformation. Based upon working with these appliances over the years and upon the data at hand, the evaluators offer these perspectives on whether the market is "transformed" for each of these products. <sup>i</sup>

---

<sup>i</sup> Various definitions of market transformation exist. The definition of market transformation used here is general. We define market transformation as having occurred when a product is a viable choice for consumers and it can stand on its own in the marketplace without programmatic help to either push it ahead or prevent it from backsliding. However, we are not interpreting it to mean that a specific market penetration goal has been reached or that the entire market has been changed to only higher efficiency choices.

## Market Progress

### *Clothes Washers*

Clothes washers have been the focus of the Program through all its iterations due to high and cost-effective potential energy savings. In addition, high efficiency clothes washers have faced more barriers to market transformation than other appliances: most high efficiency washers required new technologies and product configurations (i.e., front loaders versus top loaders); evidence was mixed about their ability to clean clothes better; some other features, like a longer cycle length, were less desirable; and the machines cost considerably more on average (currently, the estimated average premium for an ENERGY STAR washer is \$300<sup>ii</sup>, but notably the low end of the price range for qualified models now overlaps with the high end of the range for non-qualified models). Thus consumers found high efficiency washers more different than they found high efficiency dishwashers, refrigerators, and room air conditioners. In addition, manufacturers had to greatly invest in new products and retailers had to become educated.

The Alliance Program has clearly been successful at making significant progress toward market transformation in the Northwest. This region leads the country in market share of ENERGY STAR clothes washers, which has leapt from 2% in 1993 to 43% in 2003, versus 23% market share nationally. Manufacturers believe that the market for ENERGY STAR products will continue to grow, and retailers appear committed to stocking and promoting them. However, it is unlikely that this level of market penetration would be sustainable without continued Alliance support and utility and state incentive programs to help offset the higher prices of qualified models. Findings from the survey of consumers who participated in the Double Your Savings promotion substantiate this conclusion: approximately one-third of purchasers indicated that the rebate spurred their selection of an ENERGY STAR washer. In addition, the persistent average price premium for clothes washers likely means that less-affluent consumers will continue to select lower-priced models.

### *Dishwashers*

The market for high-efficiency dishwashers appears to be transformed. Market share for ENERGY STAR dishwashers has risen dramatically from 7% in 2000 to 55% in 2003, and penetration is fairly consistent throughout the country. Aside from a Department of Energy downgrading of savings, these appliances, which look like other dishwashers, have a low (\$50) average price premium and perform at least as well as less efficient washers. In addition, manufacturers and retailers have strongly embraced high efficiency dishwashers. The 2003 floor survey found 73% floor coverage of

---

<sup>ii</sup> All price premiums are taken from the EPA ENERGY STAR web site Savings Calculator that lists relevant assumptions for each appliance

ENERGY STAR-qualified models among participating retailers. If this product can have still higher efficiency standards, the RSI should help push for them. However, it appears this product can likely stand on its own in the marketplace.

### *Refrigerators*

It is not clear whether the market for ENERGY STAR refrigerators has been transformed. In 2003, market share was 28%, similar to national market share. Although the share has increased substantially in the past 2 years, it has not increased as much as clothes washers and dishwashers. The relatively lower share and slower growth for refrigerators is likely due to the adoption of a more stringent ENERGY STAR efficiency standard in 2001, which temporarily affected the availability of qualified products. Upstream indicators suggest that market growth will occur in the coming years. Although some manufacturers indicated they thought market growth for refrigerators would be slower for refrigerators than for washing machines, the number of manufacturers of ENERGY STAR qualified models has more than doubled since 2000, and the number of models has tripled (although this may be somewhat misleading due to separate model numbers being given to minor differences in the product, such as color). 2003 floor coverage was measured at 45%, which exceeds that for clothes washers. Moreover, qualified appliances have relatively small price premiums (\$30) and 60% of consumers report they have seen the ENERGY STAR label on refrigerators. Taken together, these factors indicate that market transformation is occurring and market share will increase.

### *Room Air Conditioners*

It is not clear whether the market for ENERGY STAR room air conditioners has been transformed. Market share in the Northwest has declined slightly to 34% since 2002, although it has increased substantially from 10% in 2001. Due to climate, the largest markets in Washington and Oregon are not hotbeds for room air conditioners, and it is these markets in which market share has slipped. Idaho, Montana, and eastern Washington and Oregon offer some opportunities, however, and market share has remained strong in Idaho and particularly in Montana (48%). Although no floor coverage data are available, we do know that the number of ENERGY STAR qualified models is ten times larger than it was in 2000, and the number of manufacturers has nearly tripled. These data, combined with the relatively small incremental first cost for qualified models (\$30), suggest that the market for ENERGY STAR room air conditioners is well on its way to being transformed.

### **Consumer Perceptions and Behavior**

Based on results of the 2003 national survey, awareness has taken a large leap upward, and the Northwest awareness is significantly higher than the national level (66% versus 56%). However, brand associations are not what they need to be to reach the next level of consumer acceptance (or integration of ENERGY STAR into their regular decision

making about appliances). There is still opportunity to grow brand awareness, and, more importantly, to increase market share and penetration. Just over a quarter (28%) of those who were aware of the ENERGY STAR label reported buying a qualified product in the past year, but this equals just 19% of all Northwest consumers. Data show that the brand is still largely seen as related to energy efficiency without much spread to a wider value base. The strong association of ENERGY STAR with efficiency may be related to the finding that only 25% of consumers say the brand strongly influenced their buying decision, and this figure has not changed much in three years. Still, it is important to be careful about how to expand the meaning of the brand. ENERGY STAR cannot take credit for features that it doesn't affect.

## Retailers

Retailer participation increased from 2002 to 2003, with some ebb and flow as retailers come and go or consolidate. Retailer perception that it is very important to carry qualified products climbed dramatically, from 26% in 2002 to 60% in 2003. The percentage of retailers that report increased sales of qualified appliances has grown from 78% to 85% during this period. And retailers, which the program sees as the central catalyst for attracting customers to ENERGY STAR, rated the Program more highly on all fronts in 2003, particularly on the usefulness of the Program's field representatives.

## Utility Services

Utilities rate the value of the Program highly, and the percent of utility respondents rating the program as very valuable increased from 22% to 53%. They consider field representatives and the utility coordinator the most valuable tools provided by the program. Most utilities had increased their use of the Program since 2002, and almost all had used the services of the utility coordinators – a large increase from 51% to 87%-- and the field representatives (82%). Similar to last year, however, the Utility Resource Kit (URK) was used by less than half of respondents. And when asked to rank the value to them of the various program tools, the URK received the lowest ranking -- less important than the field reps, utility coordinator, the listserv, and the @Home Newsletter. Still, it is important to note that use and appreciation for the URK varied widely; some utilities relied on it and were very positive about it.

MPER#1 identified that large utilities were more involved with and generally more satisfied with the Program. The 2003 utility survey revealed an upswing in use and appreciation of the Program by small, but especially medium sized utilities; this was consistent with an increase in outreach to these utilities. Large utility appreciation of the Program (2 of the 10 large utilities) did go down a little. These ten large utilities account for about 80% of customers in the Northwest and, as Program staff understand, relations with them are very important. The only real criticism of the Program was of the perception that it produced materials that were too costly, and the program has already responded by adopting a less expensive look for utility materials (while



maintaining a more sophisticated, competitive look where required for market success, such as those produced for retailers).

## **Manufacturers**

Manufacturers that work with the program are very satisfied with it for the most part. Program staff have already discovered some manufacturer concerns about the program, and are addressing issues such as giving manufacturers more lead time and matching sales projections to product availability.

## **Cost-Effectiveness**

A complete review of the ACE models was outside the scope of this evaluation. The evaluator did, however, spend some time reviewing the models and communicating with Alliance staff about their contents. We also revisited five issues, related to ACE model assumptions, listed in MPER#1. In this process we learned that many of the original assumptions for cost and savings for the ENERGY STAR Home Products Program have not been reviewed (and thus revised) for some time, even though changes in the Program and market have taken place and new, reliable sources of information, such as the EPA ENERGY STAR Website's Savings Calculator, list some differences in assumptions and could be used to help update them. In addition, consistent with the findings in last year's Retrospective Evaluation of the Alliance, we found that the models could benefit from more documentation in order to allow evaluators to review them more easily.

While this MPER was being drafted, the Alliance began to develop more specific guidelines for increasing the role and responsibilities of outside evaluators in reviewing cost-effectiveness. Although these guidelines could not be implemented for this evaluation, they will help make sure the reviews consistently follow certain procedures and fulfill certain requirements.

## RECOMMENDATIONS

***Continue to support efforts to raise federal appliance efficiency standards.*** The greatest remaining barrier to market transformation of ENERGY STAR appliances is that qualified appliances—particularly clothes washers—are more expensive. Although average price premiums are less pronounced when comparing machines with similar features, the consumer experience is that ENERGY STAR qualified models are typically more expensive than non-qualified models. For many consumers, price premiums will deter them from choosing an ENERGY STAR model—particularly in the absence of rebates or tax incentives. Unless major manufacturers increase the production of lower-priced qualified clothes washers, it is likely that higher federal efficiency standards will be needed in order to truly transform the market. The Alliance should consider support of this goal a priority.

***Support EPA efforts to associate ENERGY STAR brand with value.*** Through its Consumer Products component of the RSI, the Alliance should continue to promote the ENERGY STAR brand, and educate consumers of the cost savings and non-energy benefits associated with ENERGY STAR products. Some consumers may be more likely to choose ENERGY STAR if they understand that their lifetime costs may be lower, despite higher perceived first cost.

The consumer research conducted at part of this evaluation provides a good baseline measurement for consumer perceptions about the extra “value” of ENERGY STAR, but needs to be continued into the future to see whether progress is being made. The “values” that are appropriate for the brand need to be better defined and measured. For instance, when respondents say that the branded appliances provide energy savings, are they implicitly saying they are saving money as well? Or, are they talking about environmental issues. The oversample of the National Web TV survey should also be continued at least every two years to track progress; value measurements should be refined in that survey as well.

***Maintain the emphasis on field representatives.*** Field representatives received high praise from both retailers and utilities—key market actors in the Alliance programs. The Program did an excellent job of adaptively managing the work of this team in the last year of the program, and it should continue its emphasis on the field.

***Consider how to make the Utility Resource Kit (URK) more valuable to utilities.*** The usefulness of the URK appears to vary widely among utilities; for some it is a valued tool, but others who have it don’t use it much, and a quarter of utilities report they don’t even have one. The Alliance should consider whether this tool can be better tailored to the needs of utilities, whether field reps can help them use it more effectively, and/or whether the resources devoted to it can be reduced.

**Conduct a thorough review of Alliance cost-effectiveness model assumptions.** A complete review was outside the scope of this evaluation, but a cursory review indicated that such a review is needed.

## CHAPTER 1: INTRODUCTION AND PROGRAM BACKGROUND

### INTRODUCTION

The Northwest Energy Efficiency Alliance is a non-profit corporation supported by electric utilities, public benefits administrators, state governments, public interest groups and energy efficiency industry representatives. These entities work together to make affordable, energy-efficient products and services available in the marketplace. This is the second and final Market Progress Evaluation Report (MPER) evaluating the Alliance's ENERGY STAR® Home Products Program (the Program). The Program was designed to further sustain consumer acceptance of ENERGY STAR-qualified appliances (clothes washers, dishwashers, refrigerators, and room air conditioners).

Over the years the Alliance has sponsored a number of programs geared to the residential sector. This program, originally under the name WashWise, targeted high efficiency clothes washers. In 2001, the Alliance expanded this effort to include other appliances and leverage the national ENERGY STAR marketing efforts. More recently, the Alliance has planned and launched an integrated Residential Sector Initiative (RSI), which includes the continuation of some elements of the ENERGY STAR Home Products Program together with lighting and new homes program elements under one ENERGY STAR "Big Top." Although the ENERGY STAR Home Products Program is complete, the indicators and findings presented in this report will continue to be relevant to the future evaluation of the Consumer Products element of RSI.

### APPROACH AND ORGANIZATION OF MPER #2

This report has ten chapters, as described below:

- Chapter 1 – Introduction and Program Background
- Chapter 2 – Evaluation Approach and Program Indicators
- Chapter 3 – Marketplace Indicators
- Chapter 4 – Consumer Indicators
- Chapter 5 – Retailer Indicators
- Chapter 6 – Utility Indicators
- Chapter 7 – Manufacturer Indicators
- Chapter 8 – Insights of Program Managers and Staff

- Chapter 9 – Program Cost-Effectiveness and Post-Project Tracking
- Chapter 10 – Conclusions
- Chapter 11 -- Recommendations

## **PROGRAM BACKGROUND**

### **Program Description**

The U.S. Environmental Protection Agency and the U.S. Department of Energy developed ENERGY STAR® (ENERGY STAR), a national symbol for energy efficiency. Product manufacturers, on a voluntary basis, can qualify their appliances for ENERGY STAR labeling. The ENERGY STAR Home Products Program works with utility and retailer partners throughout the region, and with national manufacturers, to increase consumer brand awareness and purchases of ENERGY STAR qualified “white goods” appliances. It also works with other residential ENERGY STAR efforts at the Alliance.

The Program hopes, by increasing consumer acceptance of ENERGY STAR clothes washers, dishwashers, refrigerators, and room air conditioners, to foster increased demand for high efficiency appliances and to encourage higher standards of appliance efficiency. The Program works toward transforming the appliance market to one where choosing ENERGY STAR appliances is the norm. To that end, it addresses major market barriers, such as varying levels of product availability, retailer stocking habits, high first cost, and limited consumer awareness and demand.

The Program grew out of the ENERGY STAR Resource-Efficient Clothes Washer Program (ENERGY STAR-RECW). During 2000, the ENERGY STAR-RECW was expanded to include ENERGY STAR dishwashers, refrigerators, and air conditioners. The current Program began in March of 2001 and ran through the first quarter of 2004. At that point, the Alliance rolled all ENERGY STAR residential efforts into its Residential Sector Initiative (RSI). The Portland Energy Conservation Inc. (PECI), under contract to the Alliance, implemented the Program and will continue to be an important part of the RSI.

## **PROGRAM HISTORY UPDATE, ACCOMPLISHMENTS, AND ADAPTIVE MANAGEMENT**

This MPER focuses on general ENERGY STAR Home Products market issues and program delivery approach; it did not, for the most part, evaluate individual activities of the program. This section is provided as background for readers. It describes the structure and activities of the ENERGY STAR Home Products Program since MPER #1

to the Program's end (Fall 2002 through the first quarter of 2004). Throughout this discussion, adaptive management of the Program is pointed out.

The Program's overall strategy since MPER #1 was to continue to strengthen partnerships with utilities, retailers, and manufacturers and to engage in marketing and educational activities with these partners that would increase consumer awareness and purchases of ENERGY STAR products. The Program relied on these marketing and education tactics:

- ✓ **Coordination with National Programs**, to improve the efficiency standards for home products and to support national ENERGY STAR efforts.
- ✓ **Field support, including** on-site, telephone, and Internet to establish and maintain utility, retailer, and manufacturer relationships.
- ✓ **Marketing and Promotions**, including public relations; key marketing materials such as in-store advertising; the cooperative marketing fund; and nationally coordinated and regionally implemented promotional efforts.
- ✓ **Partner communications**, including the ListServ (changed to NW ENERGY STAR Update) email sent to utilities, the @Home newsletter sent to utilities and retailers, the Utility Resource Kit (URK) and the Retailer Kit.

In general the results of this evaluation show that the Program engaged in a good deal of adaptive management since the last MPER that recommended that the Program place greater emphasis on building relationships with retailers, utilities, and manufacturers through their field representatives, their utility coordinator, and through other staff. The positive gains in program awareness, satisfaction, use, and value are apparent throughout MPER #2. Specific examples of how the Program listened to its partners are described in the next section.

### Coordination with National Programs

One of the goals of the Program since MPER #1 was to increase involvement with the national program. The Program increased its national focus by providing assistance and resources for key national ENERGY STAR efforts, including:

- ✓ Working with the Department of Energy regarding the new appliance standard changes by distributing information about these changes to all utility and retail partners.
- ✓ Implementing the national Double Your Savings campaign in the Northwest.
- ✓ Helping organize the ENERGY STAR Appliance Partner meeting in Portland in September 2003 which was attended by manufacturers' representatives, both national and regional. It had an active role in shaping the plenary sessions of the meeting. The meeting's location in Portland enabled local Program partners to become involved.

- ✓ Participating in the appliance Promotion Planning meeting for spring 2004.

## Field Support

Field services have been a central component in the relationship-building efforts of the Program. In the past year and a half, field service representatives have continued to develop and maintain the retailer and utility relationships that the Program felt was critical to the effectiveness of program. A recommendation in MPER #1 suggested that Program staff should pay greater attention to feedback from the field (both from retailers and utilities), noting lessons learned and changes requested, and then to make changes that would grow relationships among the partners. Based upon the strong jump in very and somewhat useful ratings for field reps (from 45% in 2001 to 95% in 2003), the Program has greatly improved its field representative services.

Each of the field representatives was assigned a service territory so that he or she is able to develop long-term relationships with individual retailers and utility staff members. In addition to regular visits, field rep activities during this time period included:

- ✓ Providing utility and retailer support at outreach events such as fairs, home shows, trade shows, particularly during the busy months of April (Earth Day month) and October (Energy Awareness Month)
- ✓ Securing product donations for events
- ✓ Attendance at manufacturer training sessions, such as Frigidaire
- ✓ Data collection, including sales data, a floor survey of 520 retailers, and a program evaluation retailer survey
- ✓ Supporting special projects and promotions such as the Trade In, Trade Up event in Idaho, the Double Your Savings promotion, the “Score Big with ENERGY STAR” fall event, and the ENERGY STAR @Home for the Holidays promotion
- ✓ Retailer training, including education about the new 2004 standards changes

## Marketing and Promotions

The Program regularly issued press release and media alerts during the past year and a half of operation. For instance, following the August 2003 blackout on the East Coast, the Program distributed a media alert offering interviews with ENERGY STAR representatives and offered energy savings tips in print form. The Program also regularly tracked media placement and valuation.

The Program has also been involved in a variety of promotional activities. Planning for the Double Your Savings promotion occurred during the first quarter of 2003, with the launch in mid-April and the close in mid-July. Fifty-seven utilities and the Energy

Trust of Oregon offered rebates to their customers via bill stuffers, newsletters, the “Ruralite” and newspaper inserts. Eight national manufacturers offered additional rebates and 434 retailers participated, resulting in 13,674 rebates being processed. A retail salesperson sweepstakes was implemented to help drive rebate redemption and collection of sales data.

Utility marketing efforts included lobby displays, web placement and print advertising. A report covering all aspects of the program was prepared in a case study format at the conclusion of the promotion. Customized copies were sent to participating utilities. While appreciated, utilities criticized its glossiness and assumed expense. Since then, materials for utilities have been done in a more toned down style. Despite this small problem, the promotion was so successful that planning for a new one began in January 2004. Materials for the new promotion incorporated improvements suggested by participants who completed surveys in 2003. Kick-off for Double Your Savings 2004 was April 15.

The Trade In, Trade Up room air conditioner turn-in promotion piloted in July in partnership with Idaho Power. The promotion included paid radio advertising, newspaper ads, PSAs, and press releases. The event took place at two locations on July 12. Program representatives assisted at the events, including testing the turned-in units, and helping consumers with the rebate process. An optional survey was included on the back of the rebate form, which revealed that 75% of the units had been used within the year; 69% stated they were familiar with ENERGY STAR, and 55% of those who were familiar had purchased an ENERGY STAR appliance. A report on the event was provided to Idaho Power for use in their planning for promotions and events in 2004.

The “Score Big with ENERGY STAR” promotion used football and basketball as backdrops. This involved partnering with target utilities and local high schools to talk about energy efficiency and benefits of ENERGY STAR qualified products. Utility and Program representatives staffed a utility-sponsored table at each school. T-shirts with the “Score Big with ENERGY STAR” message were supplied to several students to wear throughout the school day. Prizes were awarded at each event. A toolkit containing all of the tools and templates for a utility to conduct a football or basketball event in its own community was electronically sent to utilities in February 2004.

Planning for the “ENERGY STAR @Home for the Holidays” promotion began in September and was launched with an announcement in October to retailers and utilities. This promotion was a brand awareness campaign designed to bring ENERGY STAR qualified products to the forefront in holiday gift buying. The two main components of the promotion were online Sweepstakes and the instant-win Scratch & Win tickets. Sixty-one utilities participated in additional marketing and were sent samples of customizable tools. POP, promotional ad elements, partner logos and supplies of game cards and prizes were sent to the 175 retail partners who signed up to participate. Additional advertising was done on-screen in 56 theaters and through a public relations strategy. Entries into the sweepstakes for each utility were representative of each utility’s marketing efforts.



### ***Cooperative Marketing Fund***

The Cooperative Marketing Fund is a means for supporting retailers in selling Energy Star qualified products. Cooperative Marketing Agreements are made between the Program and individual retailers and manufacturers that submit applications. The amount of funding allocated to each agreement is determined by the specific needs outlined in a proposal, the amount of matching funds contributed by the proposers, and the market channel that the proposal team represents.

For the Double Your Savings promotion, retailers were offered ad templates that matched the look of the coupon. Ads promoting the promotion were run in television, radio, print and direct mail formats. A “most creative cooperative advertising” contest was held in 2003 with two winners receiving various prizes. A total of \$68,000 in co-op advertising dollars was allocated to Northwest retailers. These funds leveraged an additional \$803,000 in advertising dollars spent by 150 retailers, and generated nearly 88 million impressions.

### **Partner Communications**

The Program used several means of communication to disseminate program information for its utility, retailer, and manufacturer partners: the ListServ and the quarterly @Home newsletter. The ListServ’s name was changed to NW ENERGY STAR Update in September. The Program also wanted each utility to have and use a Utility Resource Kit (URK), a one-stop binder with many tools that would help them participate in the program. The results from MPER #1 revealed that many utilities did not use this kit, and since that evaluation the Program emphasized the importance of the URK with utility partners and did more to help them use it. The results of MPER #2 show that the use of the kit went from 42% to 59%.

The Program also listened to manufacturers when they said they needed more lead time for promotions. The Program has tried to move its planning horizon so that more manufacturers can take part, and also, just as importantly, they keep in touch with manufacturers to ward off potential problems.

The Program has also listened to the Alliance through the past year and a half. One particular issue was how to best represent the Alliance while at the same time maintaining Program identity. The field reps were trained in how to highlight the Alliance as the sponsoring entity.

## CHAPTER 2: EVALUATION APPROACH AND PROGRAM INDICATORS

### EVALUATION APPROACH

Evaluative data for this report was designed, collected, and analyzed between April 2003, when MPER #1 was completed, and March 2004. The following table shows the general timing of Program activities during this time period that are related to evaluation efforts. Overall, the evaluation approach used secondary data sources to determine market features such as market share, price, and number of manufacturers; conducted primary research with key audiences and partners (consumers, retailers, manufacturers, and utilities) to determine satisfaction and effectiveness; and conducted interviews with the Alliance program manager and Program contractors to gather lessons learned. It also looked at partner response to the Program's single largest promotional activity (Double Your Savings).

However, the Program conducts many other activities that we did not evaluate on an individual basis, such as such as conducting other major marketing efforts and promotions (e.g., "Home for the Holidays"); developing and disseminating informational materials; participating in regional and national coalitions; tracking and influencing standards changes, and conducting self -evaluations.

**Table 2: Timeline for Program Activities and Related Evaluation Efforts**

<b>TIMING</b>	<b>PROGRAM ACTIVITIES</b>	<b>EVALUATION ACTIVITIES</b>
April – June 2003	<ul style="list-style-type: none"> <li>✓ Implement Double Your Savings (DYS) promotion (April 15-July 15)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Plan CEE National Web TV survey with Regional Oversample survey</li> <li>✓ Coordinated with Program regarding manufacturers' survey</li> </ul>
July	<ul style="list-style-type: none"> <li>✓ Initiate utility DYS web survey</li> <li>✓ Develop floor price and model survey; begin fielding</li> </ul>	<ul style="list-style-type: none"> <li>✓ Redesign DYS web utility survey</li> <li>✓ Review retailer floor survey</li> <li>✓ Design retailer survey (distributed with floor survey)</li> </ul>
August	<ul style="list-style-type: none"> <li>✓ Compile utility DYS web survey results</li> <li>✓ Conduct floor model/price survey; field retailer surveys</li> <li>✓ Supply manufacturer contacts</li> </ul>	<ul style="list-style-type: none"> <li>✓ Draft Web TV questions for NW oversample</li> <li>✓ Develop coding and data entry for retailer surveys</li> <li>✓ Draft manufacturer survey</li> <li>✓ Draft in-depth utility survey</li> </ul>
September	<ul style="list-style-type: none"> <li>✓ Complete floor survey and retailer survey fielding</li> <li>✓ Participate at National Appliance Partner Meeting</li> </ul>	<ul style="list-style-type: none"> <li>✓ Continue coding/data entry for retailer survey; begin analysis</li> <li>✓ Interview manufacturers; supply preliminary data for Partner meeting</li> </ul>

TIMING	PROGRAM ACTIVITIES	EVALUATION ACTIVITIES
	<ul style="list-style-type: none"> <li>✓ Supply marketing information for purchasers' survey</li> <li>✓ Supply utility contacts</li> </ul>	<ul style="list-style-type: none"> <li>✓ Develop DYS Purchasers' survey</li> <li>✓ Revise utility survey</li> <li>✓ Finalize Web TV questions for over NW oversample; survey is fielded</li> </ul>
October	<ul style="list-style-type: none"> <li>✓ Supply DYS purchasers list and background materials</li> </ul>	<ul style="list-style-type: none"> <li>✓ Field utility interviews</li> <li>✓ Revise and field purchasers survey</li> </ul>
November	<ul style="list-style-type: none"> <li>✓ No activity</li> </ul>	<ul style="list-style-type: none"> <li>✓ Continue activities listed above</li> </ul>
December – February 2004	<ul style="list-style-type: none"> <li>✓ Provide 3<sup>rd</sup> quarter market share results</li> <li>✓ Complete floor survey</li> </ul>	<ul style="list-style-type: none"> <li>✓ Continue activities listed above</li> <li>✓ Draft MPER #2 outline</li> <li>✓ Conduct exit interviews with Alliance manager and Program staff</li> </ul>
March— June 2004	<ul style="list-style-type: none"> <li>✓ Provide 4<sup>th</sup> quarter market share results</li> </ul>	<ul style="list-style-type: none"> <li>✓ Draft and revise MPER #2</li> </ul>

Sources: Chronology drawn from monthly reports, Program listserv, and ongoing communication

## PROGRESS INDICATORS

### Summary of Key Indicators

Four broad categories of indicators, and sixteen specific indications, for program progress are covered in this report, as shown in the Table 3 below. The indicators were chosen as factors the Program could and wanted to affect with their services. For each of the specific indicators, the direction of desired change is shown in parentheses. To the extent possible, this report compares MPER #2 results with MPER #1 results. However, due to data problems in MPER #1 and due to a great deal more data being gathered for MPER #2, some comparisons were not possible. However, where possible we will show where changes have occurred. In addition, we will impute the effects of the Program and outline both its successes and the challenges ahead for this segment of the RSI.

Table 3: List of Progress Indicators and Primary Sources of Data

INDICATOR	2003 PRIMARY SOURCES
<i>Marketplace</i>	
1. (Increase) Regional market share	AHAM and D&R data.
2. (Increase) Floor coverage	Program survey of 519 retailers.
3. (Increase) Number of ENERGY STAR Models and Manufacturers	Program tracking information.

INDICATOR	2003 PRIMARY SOURCES
4. (Decrease) Price differential for comparable ENERGY STAR and Non-ENERGY STAR models	D&R <i>Appliance White Paper</i> , December 2003.
<b>Consumer</b>	
5. (Increase) Awareness of label/brand	National Analysis of CEE 2003 ENERGY STAR Household Surveys and oversample of NW households (National N – 2206; NW N - 600). Retailer Survey (fielded by reps with floor survey; N = 380 NW retailers). DYS Purchaser Survey (N = 421)
6. (Increase) Understanding of label/brand	
7. (Increase) Value of label/brand	
8. (Increase) Recognition of non-energy benefits	
<b>Retailers/Buyer Groups</b>	
9. (Increase) # of retailers in the Program	Program Monthly Reports.
10. (Increase) Importance of carrying/promoting Program products	Retailer Survey (see above).
11. (Increase) Perceived level of consumer demand for Program products	
12. (Increase) Satisfaction with the Program	
13. (Increase) Importance of utility partners	
<b>Utilities</b>	
14. (Increase) Level of participation	Utility Survey (by telephone with 45 NW electric utilities)
15. (Increase) Satisfaction with the Program	Utility DHS Program Survey (N=32)
<b>Manufacturers</b>	
16. (Increase) Level of manufacturer awareness of Program	Manufacturer Interviews (N=23)
17. (Increase) Satisfaction with the Program	

## CHAPTER 3: MARKETPLACE INDICATORS

### SUMMARY OF INDICATORS

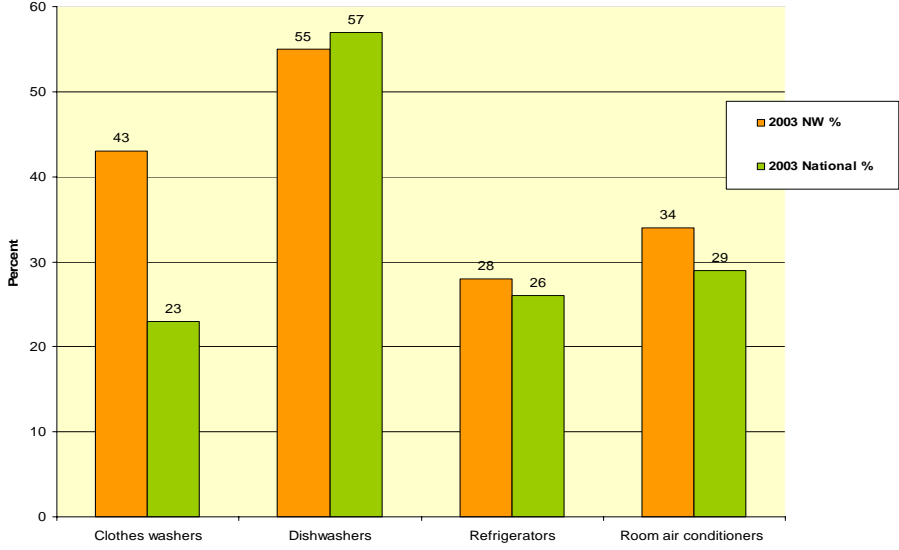
The marketplace continues to evolve for ENERGY STAR products. Increases in market share have occurred even though various efficiency program sponsors continue to push for and achieve higher efficiency standards, which can affect availability of qualified products. Table 4 below summarizes data for four key marketplace indicators for ENERGY STAR appliances in the region, including:

1. **Market share** or the percent of new appliance sales that are ENERGY STAR qualified. Data show a strong 11 point increase in market share for clothes washers and an even stronger increase of 20 points for dishwashers between 2002 and 2003. The increase in market share for these two appliances from the 2000 baseline year is also very strong, with clothes washers up by 26 points and dishwashers up by 48 points. Refrigerators have made an 11 point gain since the efficiency standard was made more stringent in 2001, and market share increased by 6% from 2002-2003. Room air conditioners showed a 7 point drop in 2003 following a significant 31 point increase between 2001 and 2002.
2. **Floor coverage** or the proportion of qualified product on showroom floors. Data show that about one-third of available floor space is devoted to ENERGY STAR qualified clothes washers, and that this has remained steady between 2002 and 2003. Qualified dishwashers cover the large majority of floor space, rising from 62% to 74% in one year. Qualified refrigerators also have expanded their floor space, rising to 45%, an increase of 14%. Data are not available for room air conditioners.
3. **The number of qualified models and manufacturers of ENERGY STAR products.** The number of models keeps increasing each year, and the rise has been dramatic since 2000; it is important to note that some of the models may have only slight differences that do not affect performance (e.g., color). Still, consumers have many choices now that they did not have only three years ago. At this point, most major manufacturers have qualified models, so that the numbers stayed the same between 2002 and 2003 for clothes washers and room air conditioners, and increased by three for dishwashers. However, 15 refrigerator manufacturers did enter the market in the past year.
4. **Price differential for comparable ENERGY STAR and non-ENERGY STAR products.** Obviously price is important to consumers, but price comparisons are complicated by several factors, including the range of features that appliances provide and consumers' perceptions about price versus value. National data from D&R International in both 2002 and 2003 show a broad range of prices for ENERGY STAR products, including less expensive models, although many ENERGY STAR qualified appliances are toward the high end. A comparison of average prices for Energy Star-qualified versus non-qualified models would seem to indicate a

significant price premium for clothes washers but only a minimal difference for the other appliances. It is not clear, however, whether the premium is a result of the products' relative energy efficiency or of the tendency for Energy Star-qualified clothes washers to be more feature-rich on average than non-qualified models.

**Table 4: Marketplace Indicator Summary**

INDICATOR	STATUS																																			
<b>Marketplace</b>																																				
<p>1. <b>(Increase) Regional market share</b></p>	<p>✓ Using the pre-program year 2000 as the baseline, the ENERGY STAR market share figures (% of new appliance sales that are ENERGY STAR qualified) for the region, from 2000 through 2003 show clear, strong gains in market share for clothes washers, dishwashers, and refrigerators. Room air conditioner figures show a 7 point drop in 2003 following the significant 31 point increase between 2001 and 2002.</p> <table border="1" data-bbox="516 779 1450 1037"> <thead> <tr> <th></th> <th>2000 %</th> <th>2001 %</th> <th>2002 %</th> <th>2003 %</th> <th>Change 02-03</th> <th>Change 00/01-03</th> </tr> </thead> <tbody> <tr> <td>Clothes washers</td> <td>17</td> <td>22</td> <td>32</td> <td>43</td> <td>+11</td> <td>+26</td> </tr> <tr> <td>Dishwashers</td> <td>7</td> <td>18</td> <td>35</td> <td>55</td> <td>+20</td> <td>+48</td> </tr> <tr> <td>Refrigerators</td> <td>n/a</td> <td>17</td> <td>22</td> <td>28</td> <td>+6</td> <td>+11</td> </tr> <tr> <td>Room air conditioners</td> <td>n/a</td> <td>10</td> <td>41</td> <td>34</td> <td>-7</td> <td>+24</td> </tr> </tbody> </table> <p>2. Compared to the national market, the Northwest shows significantly higher market share for ENERGY STAR clothes washers (43% to 23%), while NW market share for the other three appliances is similar to national results (see figure below).</p>		2000 %	2001 %	2002 %	2003 %	Change 02-03	Change 00/01-03	Clothes washers	17	22	32	43	+11	+26	Dishwashers	7	18	35	55	+20	+48	Refrigerators	n/a	17	22	28	+6	+11	Room air conditioners	n/a	10	41	34	-7	+24
	2000 %	2001 %	2002 %	2003 %	Change 02-03	Change 00/01-03																														
Clothes washers	17	22	32	43	+11	+26																														
Dishwashers	7	18	35	55	+20	+48																														
Refrigerators	n/a	17	22	28	+6	+11																														
Room air conditioners	n/a	10	41	34	-7	+24																														

INDICATOR	STATUS																								
<p><b>Marketplace</b></p>	<p style="text-align: center;"><b>ENERGY STAR Appliance Market Share 2003</b></p>  <p><b>Sources and notes:</b> Based upon considerable review of other options in 2002, evaluators and the Program agreed that the Program provided the best available market share figures. Market share equals the percent of new appliance sales that are ENERGY STAR qualified. The Program calculates market share using baseline AHAM appliance sales figures and D&amp;R estimates of ENERGY STAR market share, assuming independents and national retailers account for an equal portion of sales. Baseline sales are based on AHAM numbers. The baseline is then divided equally into four quarters assuming even sales periods. Quarterly sales are then extended by the national average market share for Energy Star Qualified products from D&amp;R International. For washer and dishwashers, change is calculated from 2000, the baseline year, to 2003. Standards became stricter for refrigerators in 2001, so available models decreased. Change is calculated since these stricter standards were imposed.</p>																								
<p>2. <b>(Increase) Floor coverage</b></p>	<p>✓ Floor coverage for ENERGY STAR clothes washers remained steady at about one-third of floor models, but coverage expanded significantly for dishwashers (62% to 74%) and refrigerators (31% to 45%).</p> <table border="1" data-bbox="516 1371 1305 1654"> <thead> <tr> <th></th> <th>2002 %</th> <th>2003 %</th> <th>Difference</th> </tr> </thead> <tbody> <tr> <td>Clothes washers</td> <td>34</td> <td>34</td> <td>0</td> </tr> <tr> <td>Dishwashers</td> <td>62</td> <td>74</td> <td>+12</td> </tr> <tr> <td>Refrigerators</td> <td>31</td> <td>45</td> <td>+14</td> </tr> <tr> <td>Room air conditioners (a/c)</td> <td>n/a</td> <td>n/a</td> <td>n/a</td> </tr> <tr> <td>N of Stores =</td> <td>75</td> <td>519</td> <td></td> </tr> </tbody> </table> <p><b>Source and notes:</b> The Program supplied the 2003 analysis based on the Floor and Price Survey they conducted from July through September 2003. They used an agreed upon approach established with evaluators in 2002. Floor coverage equals the percent of appliances on the floor that are ENERGY STAR qualified. Due to the timing of the surveys during late fall, data for room air conditioners were not available in 2002 and 2003 although some limited data was collected for this appliance in 2003.</p>		2002 %	2003 %	Difference	Clothes washers	34	34	0	Dishwashers	62	74	+12	Refrigerators	31	45	+14	Room air conditioners (a/c)	n/a	n/a	n/a	N of Stores =	75	519	
	2002 %	2003 %	Difference																						
Clothes washers	34	34	0																						
Dishwashers	62	74	+12																						
Refrigerators	31	45	+14																						
Room air conditioners (a/c)	n/a	n/a	n/a																						
N of Stores =	75	519																							

INDICATOR	STATUS																																																												
<b>Marketplace</b>																																																													
<p>3. <b>(Increase) Number of ENERGY STAR Models and Manufacturers</b></p>	<p>✓ Program data show that the number of ENERGY STAR qualified ENERGY STAR appliance models has significantly increased over time. The number of manufacturers entering the market has also increased, so that almost all major appliance manufacturers produce qualified products. Refrigerator models and manufacturers particularly increased from 2002 to 2003.</p> <table border="1" data-bbox="566 541 1408 907"> <thead> <tr> <th>Models</th> <th>2000</th> <th>2001</th> <th>2002</th> <th>2003</th> <th>Change 2000-2003</th> </tr> </thead> <tbody> <tr> <td>Clothes Washers</td> <td>65</td> <td>81</td> <td>113</td> <td>141</td> <td>+76</td> </tr> <tr> <td>Refrigerators</td> <td>299</td> <td>234</td> <td>421</td> <td>901*</td> <td>+603</td> </tr> <tr> <td>Dishwashers</td> <td>247</td> <td>292</td> <td>406</td> <td>463</td> <td>+216</td> </tr> <tr> <td>Room A/C</td> <td>32</td> <td>83</td> <td>223</td> <td>329</td> <td>+297</td> </tr> <tr> <td><b>Manufacturers</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Clothes Washers</td> <td>18</td> <td>20</td> <td>27</td> <td>27</td> <td>+9</td> </tr> <tr> <td>Refrigerators</td> <td>14</td> <td>16</td> <td>18</td> <td>33</td> <td>+19</td> </tr> <tr> <td>Dishwashers</td> <td>25</td> <td>27</td> <td>29</td> <td>32</td> <td>+7</td> </tr> <tr> <td>Room A/C</td> <td>11</td> <td>14</td> <td>27</td> <td>27</td> <td>+16</td> </tr> </tbody> </table> <p><b>Source and notes:</b> “Qualified Models Lists” are available through the Program and through the national ENERGY STAR website. The number of models reflects all qualified models, not just those for sale in the Northwest. For 2003, counts of models and manufacturers are as of December 2003, before standards changes went into effect for Clothes Washers and Refrigerators in January 2004.</p> <p>*This number appears out of proportion with other increases. Based on a discussion with Program staff, this may be due to very slight differences in model type, such as color.</p>	Models	2000	2001	2002	2003	Change 2000-2003	Clothes Washers	65	81	113	141	+76	Refrigerators	299	234	421	901*	+603	Dishwashers	247	292	406	463	+216	Room A/C	32	83	223	329	+297	<b>Manufacturers</b>						Clothes Washers	18	20	27	27	+9	Refrigerators	14	16	18	33	+19	Dishwashers	25	27	29	32	+7	Room A/C	11	14	27	27	+16
Models	2000	2001	2002	2003	Change 2000-2003																																																								
Clothes Washers	65	81	113	141	+76																																																								
Refrigerators	299	234	421	901*	+603																																																								
Dishwashers	247	292	406	463	+216																																																								
Room A/C	32	83	223	329	+297																																																								
<b>Manufacturers</b>																																																													
Clothes Washers	18	20	27	27	+9																																																								
Refrigerators	14	16	18	33	+19																																																								
Dishwashers	25	27	29	32	+7																																																								
Room A/C	11	14	27	27	+16																																																								



INDICATOR	STATUS																																			
<b>Marketplace</b>																																				
<p>4. <b>(Decrease) Average price premium for comparable non-qualified and qualified models</b></p>	<p>✓ National data from D&amp;R International (2002 and 2003) show a broad range of prices for non-qualified and qualified products, suggesting the many different features that appliances can have, from the most basic to the more sophisticated.</p> <p>✓ Data show price ranges have not changed much for non-qualified products between 2002 and 2003, but that the range has dropped a little for clothes washers and room air conditioners.</p> <p>✓ Data show prices for high end non-qualified products intersect with lower end qualified products. For instance, a consumer could buy an \$800 non-qualified or qualified clothes washer.</p> <table border="1" data-bbox="526 695 1390 1045"> <thead> <tr> <th></th> <th colspan="2">Non-Qualified</th> <th colspan="2">Qualified</th> <th rowspan="2">Average Price Premium 2003</th> </tr> <tr> <th></th> <th>2002</th> <th>2003</th> <th>2002</th> <th>2003</th> </tr> </thead> <tbody> <tr> <td>Clothes Washers</td> <td>\$200-893</td> <td>\$220-820</td> <td>\$650-1397</td> <td>\$400-1450</td> <td>\$300</td> </tr> <tr> <td>Refrigerators</td> <td>\$450-2550</td> <td>\$450-2850</td> <td>\$600-2800</td> <td>\$485-3100</td> <td>\$30-50</td> </tr> <tr> <td>Dishwashers</td> <td>\$200-920</td> <td>\$190-920</td> <td>\$250-1200</td> <td>\$350-1280</td> <td>\$30-60</td> </tr> <tr> <td>Room A/C</td> <td>\$180-800</td> <td>\$120-1240</td> <td>\$220-700</td> <td>\$160-1100</td> <td>\$30-50</td> </tr> </tbody> </table> <p><b>Sources and notes:</b> Data are taken from the 2002 and 2003 Appliance White Paper(s) from D&amp;R International. The 2003 data from D&amp;R International is not yet final or published and may change. Premiums are difficult to estimate, due to differences in model size, features, and confirmation; D&amp; R bases its premium figures on the assumption that consumers are choosing between models that are comparable in size and configuration.</p>		Non-Qualified		Qualified		Average Price Premium 2003		2002	2003	2002	2003	Clothes Washers	\$200-893	\$220-820	\$650-1397	\$400-1450	\$300	Refrigerators	\$450-2550	\$450-2850	\$600-2800	\$485-3100	\$30-50	Dishwashers	\$200-920	\$190-920	\$250-1200	\$350-1280	\$30-60	Room A/C	\$180-800	\$120-1240	\$220-700	\$160-1100	\$30-50
	Non-Qualified		Qualified		Average Price Premium 2003																															
	2002	2003	2002	2003																																
Clothes Washers	\$200-893	\$220-820	\$650-1397	\$400-1450	\$300																															
Refrigerators	\$450-2550	\$450-2850	\$600-2800	\$485-3100	\$30-50																															
Dishwashers	\$200-920	\$190-920	\$250-1200	\$350-1280	\$30-60																															
Room A/C	\$180-800	\$120-1240	\$220-700	\$160-1100	\$30-50																															

## MARKET SHARE METHODS AND FURTHER ANALYSIS

### Methods

For MPER #1 we reviewed several options for how to calculate market share percentages for ENERGY STAR home products and decided to use the same steps that the Program uses to derive market share. This method was selected because it is straightforward, makes limited assumptions, and can be repeated from year to year. The method uses:

1. AHAM (Association of Home Appliance Manufacturers) overall yearly sales figures by appliance type.

2. D&R International ENERGY STAR market share percentages for larger chain stores. This assumes that independent stores carry the same share of ENERGY STAR products as the large chains (based upon Program experience). Larger chain stores, represented by D&R International data, only account for about half of sales, but since no consistent source of sales information exists for independent stores, and Program sales reps routinely talk with independent retailers, we have decided the Program’s assumption about equal shares makes sense.

The Program calculates residential appliance market share by using the Association of Home Appliance Manufacturers (AHAM) estimated distributor sales, by state, data and D&R estimates of ENERGY STAR market share. All estimates assume independents and national retailers account for an equal portion of sales.

Baseline sales are derived from AHAM end of year sales data. For instance, if Washington received 200,000 clothes washers in 2003, the program assumes 100% of these were sold in the state. The most current AHAM sales data are used, which typically comes from the previous year. The baseline is then divided equally into four quarters assuming even sales periods. Quarterly sales are calculated based on the market share for Energy Star qualified products by state and category.

#### Further Market Share Analysis

In addition to the overall market share findings used as a key indicator, market share data can be delineated in a variety of useful ways. Table 5 shows that in the baseline year of 2000, before the Program, market share was quite similar for each appliance across the four states, with qualified refrigerators having the largest share, followed by clothes washers and dishwashers. (Note: room air conditioner data were not available.)

**Table 5: Baseline (2000) Market Share for ENERGY STAR Products**

STATE	CLOTHES WASHERS	DISHWASHERS	REFRIGERATORS
	%	%	%
Idaho	13	6	39
Montana	14	6	30
Oregon	16	8	34
Washington	19	7	35
Region	17	7	35
National	9	12	25

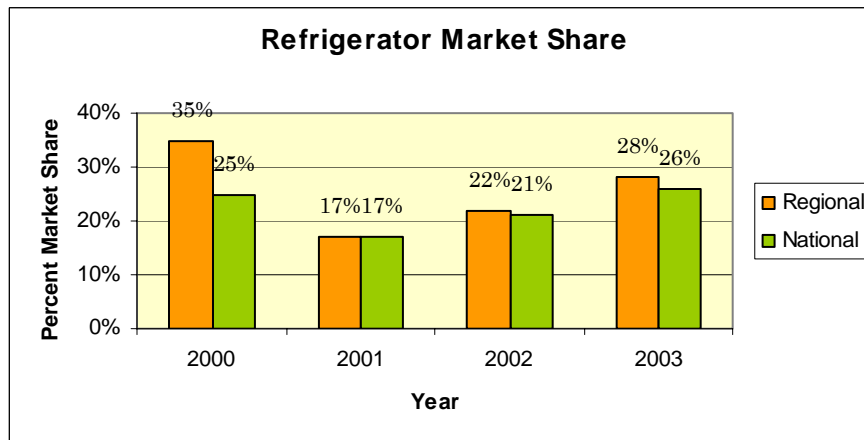
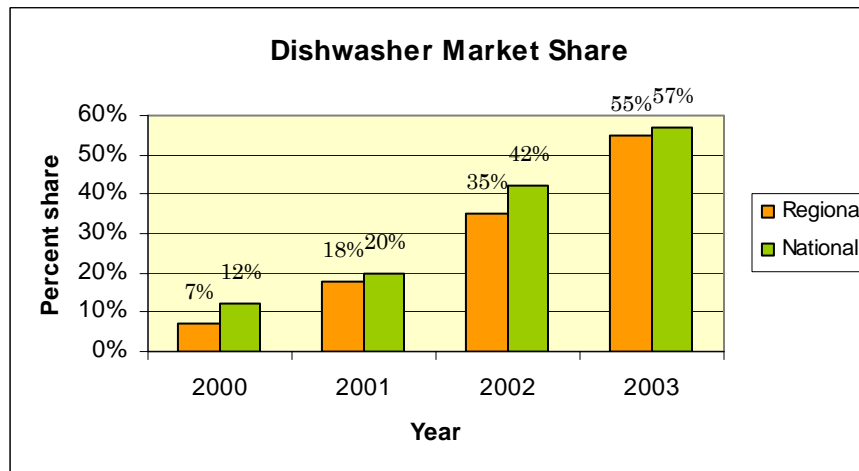
Table 6 provides ENERGY STAR market share comparisons across the years of 2000-2003, for each state. The numbers suggest a gathering momentum for ENERGY STAR appliances across the years, except for room air conditioners. Oregon has notably larger market shares for clothes washers (48%) and dishwashers (62%) for 2003, but the states are about equal in 2003 market share for refrigerators. Oregon’s higher market share reflects the influence of its high efficiency appliance tax credit.

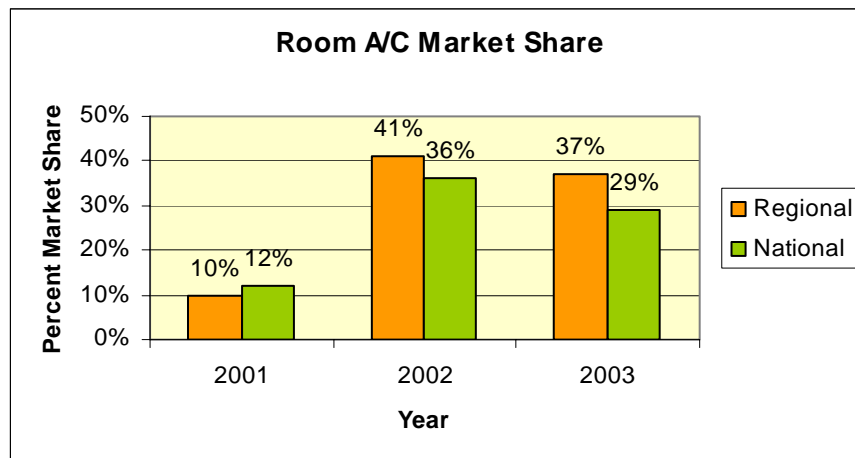
Table 6: ENERGY STAR Market Share Comparisons by State 2000-2003

	2000	2001	2002	2003
	%	%	%	%
<b>Idaho</b>				
Clothes Washers	13	16	23	32
Dishwashers	6	13	26	54
Refrigerators	39	17	19	28
Room AC	n/a	11	39	38
<b>Montana</b>				
Clothes Washers	14	18	26	39
Dishwashers	6	14	25	53
Refrigerators	30	16	21	27
Room AC	n/a	12	46	46
<b>Oregon</b>				
Clothes Washers	16	23	34	48
Dishwashers	8	20	34	62
Refrigerators	34	19	23	29
Room AC	n/a	13	48	38
<b>Washington</b>				
Clothes Washers	19	22	33	43
Dishwashers	7	19	37	52
Refrigerators	35	16	23	28
Room AC	n/a	8	34	28

Figure 1 compares the Northwest region and national market share statistics over time for each of the four ENERGY STAR products in the Program. Regional clothes washer market share continues to be significantly higher than national market share (43% to 23%), reflecting the influence of strong past and current program efforts. For refrigerators and dishwashers, market shares have followed a similar pattern for the region and the nation, and differences in market share do not appear to be significant.

Figure 1 Comparisons of Regional and National Market Share Over Time





## FLOOR COVERAGE METHODS AND FURTHER ANALYSIS

### Methods

To obtain data specific to the Northwest, the Program used its field representatives, in both 2002 and 2003, to survey ENERGY STAR product categories as seen on showroom floors throughout the region. Each survey was fielded in August and September. In the 2002 survey, the Program chose 75 retail partner stores based on geographic location and classification (independent, large chain, small chain and nationals), collecting 4,351 records of appliance information, including price, ENERGY STAR qualification, model, brand, and location. In 2003, the Program surveyed a much wider group of 519 retail partner stores, collecting 30,000 data points for similar variables. According to Program staff, the stores in the 2003 survey represent almost all of the new appliance sales in the region. While we do not have retail population data overall or by state and cannot determine error rates for these data, we would expect true proportions to deviate by only a few percent at a 95% confidence interval.

The Program developed a checklist of ENERGY STAR qualified and non-qualified clothes washers, refrigerators and dishwasher models to use as a guide. Due to seasonality, they could not collect enough information on room air conditioners to allow a reliable analysis. Products not on the list were also captured. Field reps recorded the retail price for every product present on the floor. All data were then entered into an electronic database. Dethman & Associates received the data from the Program in 2002 and developed the analysis presented in Table 7 below. In 2003, the Program performed the analysis and supplied an update to Dethman & Associates.

### Further Floor Coverage Analysis

Table 7 shows ENERGY STAR average floor coverage by state and overall for each appliance and compares floor coverage for 2002 and 2003. The data show that average floor coverage for clothes washers did not change in the region overall, but that it went up a little in Washington and down a little in Oregon.

Regionally, dishwashers and refrigerators, however, both experienced a significant upswing in floor coverage. For dishwashers, Washington, Oregon, and Idaho each had increased floor coverage of about 11-12%, but Montana had a greater increase – 17%. With refrigerators, Washington had the highest increase in average floor coverage (18%), while other states were between 8-11%.

Table 7: Floor Coverage by State

	2002		2003		Change in Coverage
	Stores	Average ENERGY STAR Coverage	Stores	Average ENERGY STAR Coverage	
	N	%	N	%	%
<b>Clothes Washers</b>					
Idaho	15	30	85	30	0
Montana	12	30	69	31	+1
Oregon	23	38	164	34	-4
Washington	25	28	191	35	+7
Regional	75	34	519*	34	0
<b>Dishwashers</b>					
Idaho	15	61	85	72	+11
Montana	12	55	69	72	+17
Oregon	23	64	164	75	+11
Washington	25	63	191	73	+10
Regional	75	62	519*	74	+12
<b>Refrigerators</b>					
Idaho	15	31	85	42	+11
Montana	12	31	69	39	+8
Oregon	23	35	164	45	+10
Washington	25	28	191	46	+18
Regional	75	31	519*	45	+14

\* Ten retailers surveyed in WY and CA

Table 8 shows the average price for qualified and non-qualified models found on Northwest appliance showroom floors, regardless of model, for both 2002 and 2003. This provides a different perspective on price than the price range data shown in the indicator table (Table 4). However, it is important to note that these figures combine all model types, which vary considerably. In MPER #1, Program staff pointed out that qualified products were designed to appeal to high end customers, not just in terms of resource savings, and that their features were often not comparable to non-qualified product features. These factors make price comparisons difficult.

While Table 4 showed that ENERGY STAR qualified appliances do cover a range of prices, this table shows that, on average, they cost more than non-qualified models, both in absolute and percentage terms, especially for clothes washers and dishwashers. This means that the qualified models that consumers would find on the floor are likely to be higher end models, even though some lower priced models might be available.

By percentage, qualified clothes washers dropped in price more than non-qualified washers did (9% versus 2%). Non-qualified dishwasher prices dropped 2%, but average

qualified dishwasher prices rose by 12%. Non-qualified refrigerators rose by 22%, but average prices on qualified refrigerators dropped by 5%.

Thus, the picture is mixed on prices, with at least some movement downward in average price for qualified clothes washers and refrigerators. Still, buyers will, in general, pay noticeably more for qualified appliances.

**Table 8 Average Price for Non-Qualified and Qualified Floor Models**

	<b>2002 Non- Qualified Ave. Price</b>	<b>2003 Non- Qualified Ave. Price</b>	<b>Change</b>	<b>2002 Qualified Ave. Price</b>	<b>2003 Qualified Ave. Price</b>	<b>Change</b>
Clothes Washers	\$479	\$469	-\$10	\$1,019	\$931	-\$88
Dishwashers	\$434	\$426	-\$8	\$615	\$688	\$73
Refrigerators	\$983	\$1,199	\$216	\$1,457	\$1,391	-\$66

\*Data derived from 9/02 and 9/03 price and model floor surveys conducted by PECCI



## CHAPTER 4: CONSUMER INDICATORS

### SUMMARY OF INDICATORS

For MPER #1 we had little regional consumer information and had to rely upon national data from the 2002 Consortium for Energy Efficiency (CEE) ENERGY STAR Household Survey. For MPER #2 evaluation efforts focused on consumers included:

1. The national random sample 2003 CEE Survey (N = 2,026)
2. A regional, random, oversample of 600 Northwest households that were asked additional questions as part of the national CEE survey.
3. A random sample survey of 421 “purchasers” who bought an ENERGY STAR washing machine and received a rebate through the Program’s Double Your Savings (DYS) promotion.

Key indicator findings are summarized first, and rely mostly on the CEE national and Northwest oversample data. Further findings on the indicators and from the CEE and DYS surveys follow Table 9.

Based on the 2003 CEE survey and the Northwest oversample, consumer awareness and understanding of the ENERGY STAR brand have made significant gains nationally and especially in the Northwest. Brand awareness nationwide had been steady at about 40% in both 2001 and 2002, but it leapt up to 56% in 2003. Northwest consumer awareness was significantly higher at 66%. Unaided awareness for Northwest consumers was at 41%, compared to 33% nationally.<sup>iii</sup>

---

<sup>iii</sup> Northwest aided and unaided awareness were calculated by following the same methodology as described in the *2003 CEE ENERGY STAR Household Survey* report (see page 4). Please note that comparisons of NW results to other regions were not available through the CEE survey report results.

In the CEE survey, respondents were asked what the Energy Star label means to them. Their open-ended responses were then coded. Responses that included “energy savings” or “energy efficiency” rose notably from 38% nationally in 2002, to 47% nationwide and 49% in the Northwest in 2003.

Nationally, in 2003, 22% of respondents to the CEE survey reported purchasing a product with an ENERGY STAR label in the last twelve months, compared to 19% of Northwest consumers. About a quarter of these purchasers nationally and in the Northwest reported that the brand strongly influenced their decision. This proportion has not changed much over the past three years. About another third nationally (30%) and regionally (34%) reported the brand had influenced them somewhat.

About a third of Northwest households (34%), and households nationally (35%), who had purchased an Energy Star product, reported they would be very likely to recommend an Energy Star-labeled product to a friend. This shows little change to prior national survey results (34% in 2001 and 39% in 2002). An additional 26% of Northwest households in 2003 said they would be somewhat likely to recommend Energy Star-labeled products to a friend.

Energy savings are the mostly strongly held value for ENERGY STAR appliances among Northwest consumers. Seventy percent agree (31% strongly; 39% somewhat) that the appliances save energy compared to those without the label; however, only 27% (5% strongly, 22% somewhat) agree that ENERGY STAR labeled appliances perform better, and only 20% agree (4% strongly, 16% somewhat) that the appliances have extra features. A similar pattern follows for light bulbs, but compared to appliances, fewer agree (61%) that Energy Star bulbs save energy compared to other light bulbs. Responses to open-ended questions about reasons to buy ENERGY STAR labeled appliances included energy savings, money savings, and environmental benefits, either singly or in combination.

**Table 9: Consumer Indicator Summary**

Indicator	Status																				
<i>Consumers</i>																					
5. <b>(Increase) Awareness of label/brand</b>	<p>✓ The 2003 National CEE survey reported that both unaided and aided awareness of the ENERGY STAR label increased significantly from 2002 to 2003. Northwest percentages are notably higher than the national figures for both unaided and aided awareness</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th style="text-align: center;">2002 %</th> <th style="text-align: center;">2003 %</th> <th style="text-align: center;">+/-</th> </tr> </thead> <tbody> <tr> <td>National Unaided (n = 991 )</td> <td style="text-align: center;">28</td> <td style="text-align: center;">33</td> <td style="text-align: center;">+5</td> </tr> <tr> <td>NW Unaided (N = 600)</td> <td style="text-align: center;">NA</td> <td style="text-align: center;">41</td> <td style="text-align: center;">NA</td> </tr> <tr> <td>National Aided (n = 1,091)</td> <td style="text-align: center;">41</td> <td style="text-align: center;">56</td> <td style="text-align: center;">+15</td> </tr> <tr> <td>NW Aided(N = 600)</td> <td style="text-align: center;">NA</td> <td style="text-align: center;">66</td> <td style="text-align: center;">NA</td> </tr> </tbody> </table> <p><b>Source and notes:</b> Figures are drawn from the <i>National CEE 2003 ENERGY STAR Household Survey</i> data, which included an oversample of northwest consumers. Unaided awareness is based upon asking respondents if they recalled the label without seeing it; aided awareness asks the same recall question but shows respondents the label.</p>		2002 %	2003 %	+/-	National Unaided (n = 991 )	28	33	+5	NW Unaided (N = 600)	NA	41	NA	National Aided (n = 1,091)	41	56	+15	NW Aided(N = 600)	NA	66	NA
	2002 %	2003 %	+/-																		
National Unaided (n = 991 )	28	33	+5																		
NW Unaided (N = 600)	NA	41	NA																		
National Aided (n = 1,091)	41	56	+15																		
NW Aided(N = 600)	NA	66	NA																		

Indicator	Status
<b>Consumers</b>	
6. <b>(Increase) Understanding of label/brand</b>	<ul style="list-style-type: none"> <li>✓ Based upon open-ended responses, 49% of Northwest respondents to the 2003 national survey said, after seeing the ENERGY STAR label, that it meant “energy efficiency” or “energy savings.” This is comparable to the 47% of national respondents who interpreted the label in this way.</li> <li>✓ Both figures for understanding are significantly higher than the 38% of respondents from the 2001 national survey who described the label in these terms.</li> </ul> <p><b>Source and notes:</b> Figures are drawn from the <i>National CEE 2003 ENERGY STAR Household Survey</i> data. Overall Ns equal 2,026 for the national sample and 600 for the northwest oversample.</p>
7. <b>(Increase) Value of label/brand</b>	<ul style="list-style-type: none"> <li>✓ 24% of Northwest respondents who purchased ENERGY STAR labeled appliances reported that the label influenced their decision “Very much,” which does not differ significantly from the nationwide proportion of 22%. These figures have not changed significantly from the 2002 national survey where 25% of respondents reported the brand influenced their decision very much.</li> <li>✓ 34% of Northwest purchasers of ENERGY STAR appliances were very likely to recommend those appliances to a friend. This figure is similar to the national 2001 results (34%), 2002 results (39%), and 2003 results (35%).</li> </ul> <p><b>Sources:</b> Figures are drawn from the <i>National CEE 2003 ENERGY STAR Household Survey</i> and the <i>DYS Purchaser Survey</i> data. Overall Ns equal 2,026 for the CEE national sample and 600 for the northwest oversample; for the <i>DYS</i> survey, N = 421.</p>
8. <b>(Increase) Recognition of non-energy benefits</b>	<ul style="list-style-type: none"> <li>✓ 31% of Northwest respondents to the national survey strongly agreed that ENERGY STAR appliances save energy, but only 7% or fewer strongly agree that the appliances perform better (5%), have extra features (4%), or ensure a higher quality appliance (7%). Similar results were found for a question asking about ENERGY STAR light bulbs.</li> <li>✓ 70% of those buying high efficiency clothes washers during the <i>DYS</i> promotion said that water savings were very important in their decisions.</li> </ul> <p><b>Sources:</b> Figures are drawn from the <i>National CEE 2003 ENERGY STAR Household Survey</i> and the <i>DYS Purchaser Survey</i> data. Overall Ns equal 2,026 for the CEE national sample and 600 for the northwest oversample; for the <i>DYS</i> survey, N = 421.</p>

## CEE CONSUMER SURVEY METHODS AND FURTHER ANALYSIS

### Methods

#### *CEE Survey*

Members of CEE, including the Alliance, sponsored the fourth national household survey of consumer awareness of ENERGY STAR; the survey was fielded during September and October of 2003. This survey focused on gathering data about where consumers find out about the ENERGY STAR label; how increased publicity affects label recognition and understanding; which messages about ENERGY STAR consumers retain; and consumer loyalty to ENERGY STAR. The Northwest oversample also answered questions about the “value” of ENERGY STAR products, especially in terms of consumer perceptions of non-energy benefits of the label/brand. These questions were unique to the oversample and were not asked nationally.

Survey respondents are part of a Web TV/Internet panel of consumers that is selected by random digit dial and recruited by telephone. In addition to being a general sponsor of the study, the Alliance sponsored the collection, at the same time, of 600 additional surveys in the Northwest. The Northwest data is the most important to this evaluation, although national data is used for comparison purposes.

The national sample size was 2,206 respondents, including the oversample of 600 in the Northwest.<sup>iv</sup> The Northwest sample reliably represents the overall population in the region, carrying a margin of error of about +/-4% at the 95% confidence level. Sample sizes in the four states naturally reflected the relative household populations in each state, so no additional weighting was done.

## FURTHER ANALYSIS OF CEE CONSUMER DATA

### Awareness of ENERGY STAR

Among the four states in the region, awareness of the ENERGY STAR label was highest in Oregon, with 72%, followed by Washington at 67%, Idaho at 62%, and Montana at 46%. Unaided awareness was at 42% for both Oregon and Washington, and at 37% for both Idaho and Montana.

---

<sup>iv</sup> See *National Awareness of ENERGY STAR for 2003: Analysis of CEE Household Survey*, available through [www.energystar.gov](http://www.energystar.gov)

## Understanding of ENERGY STAR

The CEE study developed an indicator that assigned ‘High’ and ‘General’ levels of understanding based on open-ended responses to the questions “What does the ENERGY STAR label mean to you?” and “Please look at the ENERGY STAR labels- Please type the messages that come to mind”. High understanding was considered to include responses that mentioned energy efficiency/savings, environmental benefits, energy conservation, monetary savings, or environmental product standards. General understanding includes citing products without mentioning benefits and less specific references to energy, quality, and/or the environment. More Northwest consumers have a High understanding of ENERGY STAR than those in the national sample; 60% compared to 50%.

## Value of the ENERGY STAR label/brand

Within the Northwest, there were interesting differences between states about the influence of the brand. Washington showed 44% of respondents were very much (19%) or somewhat (24%) influenced by ENERGY STAR, compared with Oregon, where 70% of respondents were very much (28%) or somewhat (41%) influenced. Respondent counts in Montana and Idaho for this question were too low to analyze separately.

## Recognition of Non-energy Benefits for ENERGY STAR products

Northwest households with any awareness of ENERGY STAR, whether they had shopped for ENERGY STAR related products in the past year or not, were asked a series of questions designed to investigate the strength of the association of the ENERGY STAR label with non-energy benefits. These consisted of questions 20-25 in the CEE survey and were only asked within the group of 600 respondents in the Northwest oversample. These results, shown below, provide more detail about perceptions of non-energy benefits. Clearly, as described under the indicators summary, consumers perceive energy savings as the primary benefit of the brand, and most do not extend the brand to cover higher performance or quality.

For most ratings about non-energy benefits, the positive ratings are stronger than the negative ones, although for the “extra features” question, positive and negative ratings are in the same proportions. Most consumers, however, gave neutral ratings about non-energy benefits, suggesting they could be open to influence. These findings need to be considered in light of the fact that most qualified models are in higher price ranges and that manufacturers market them as having more features of value to the consumer. Still, the brand identity does not yet extend beyond its energy saving roots and various studies have shown that consumers choose products for other reasons more so than energy efficiency.

**Table 10 Level of Agreement with Value Statements about ENERGY STAR**

Q22&Q25- How strongly do you agree with each of the following statements?	Strongly Agree	Somewhat Agree	Neither Agree/Disagree	Somewhat Disagree	Strongly Disagree
---	----------------	----------------	------------------------	-------------------	-------------------

Q22&Q25- How strongly do you agree with each of the following statements?	Strongly Agree	Somewhat Agree	Neither Agree/ Disagree	Somewhat Disagree	Strongly Disagree
	%	%	%	%	%
Major appliances with the ENERGY STAR label perform better than appliances without the label (n=390)	5	22	61	10	2
Major appliances with the ENERGY STAR label have extra features compared to appliances without the label (n=388)	4	16	60	16	4
Major appliances with the ENERGY STAR label save energy compared to those without the label (n=388)	31	39	23	4	2
An ENERGY STAR label means I'm getting a higher quality appliance (n=391)	7	29	50	11	3
Light bulbs with the ENERGY STAR label perform better than light bulbs without the label (n=391)	7	17	60	12	5
Light bulbs with the ENERGY STAR label save energy compared to those without the label (n=391)	26	36	33	3	2
The ENERGY STAR label means I'm getting a higher quality light bulb. (n=387)	6	30	58	13	3

**Note:** This table combines two questionnaire items together.

### Importance of the ENERGY STAR label to consumer purchase decisions

Northwest respondents who were aware of ENERGY STAR were also asked about the importance of the ENERGY STAR label to their purchase decisions as shown in Table 11 below. When asked ‘If you needed to buy a major appliance such as a refrigerator, clothes washer, or dishwasher, how important would it be for you to buy one with an ENERGY STAR label?’ 77% overall said it would be very important (34%) or somewhat important (43%); 15% said it would be slightly important and 8% said not at all important.

**Table 11: How Important to Buy ENERGY STAR?**

<b>Q20: In the future, if you needed to buy a major appliance such as a refrigerator, clothes washer, or dishwasher, how important would it be for you to buy one with an ENERGY STAR label?</b>	
	%
Very important	34
Somewhat important	43
Slightly important	15
Not at all important	8
N =	394

When asked why they gave that rating, 37% of respondents gave reasons that included saving money and/or saving energy (see Table 12). In addition, some of these respondents also mentioned environmental benefits. Another 14% just mentioned environmental benefits,

usually in a very general way. A small proportion (6%) connected ENERGY STAR with quality. Just over one-quarter of respondents (27%) mentioned that other considerations, such as costs and features, were more important than ENERGY STAR and 15% said they didn't know the meaning of the label.

**Table 12: Reasons for Buying/Not Buying ENERGY STAR**

<b>Q21: Why did you give that level of importance (in Q20) to buying an appliance with the Energy Star label?</b>	
	<b>%</b>
I want to save money	13
I want to save energy	8
I want to save energy and money	10
It saves money and is good for environment	2
It saves energy and is good for environment	1
It saves money, energy, and is good for the environment.	3
We should help the environment/conserve	14
Energy Star means quality/efficiency	6
Cost, other features as/more important	27
Label not meaningful/don't know meaning	15
Other	2
N =	358

Note: Total % may exceed 100 due to responses giving multiple answers.

When asked “In the future, if you needed to buy a light bulb, how important would it be for you to buy one with an ENERGY STAR label?” 60% of respondents said it was very (21%) or somewhat (39%) important, while 22% said it was slightly important and 19% said it was not at all important. These data show that consumers consider the importance of the ENERGY STAR label very differently for major appliances than for light bulbs. While 34% thought ENERGY STAR was very important in appliance purchases, only 21% said it was very important in buying light bulbs.

**Table 13: Importance of Buying ENERGY STAR Light Bulbs**

<b>Q23: In the future, if you needed to buy a light bulb, how important would it would it be for you to buy one with an ENERGY STAR label?</b>	
	<b>%</b>
Very important	21
Somewhat important	39
Slightly important	21
Not at all important	19
N =	391

When asked why they gave that rating, 33% of respondents referred to other features as just as important or that (low) cost was very important. About a quarter of respondents (26%)

mentioned energy or cost savings, and 8% said that they had tried CFLs before and they worked. Another 9% took the opposite tack and said they had tried CFLs before and they did not work (and so they wouldn't be buying them again). A small proportion (5%) gave positive environmental reasons for their rating and 15% either did not know what the label meant or didn't care.

**Table 14: Reasons to Buy/Not Buy ENERGY STAR Light Bulb**

<b>Q24: Why did you give that level of importance (in Q23) to buying a light bulb with the Energy Star label?</b>	
	<b>%</b>
Save energy/money	29
Energy Star means quality/CFLs work	8
We should help the environment/conserve	4
Cost, other features as/more important	35
CFLs don't work/aren't worth it	9
Don't know what label is/what it means	16
<b>N =</b>	<b>394</b>

Note: Total % may exceed 100 due respondents giving multiple answers.

**Product Associations with ENERGY STAR label**

In the CEE survey respondents who recognized the ENERGY STAR label were asked if they had seen the label on a variety of consumer products. 2003 results are consolidated below for both Northwest and national respondents. Only those with Northwest product associations above 20% are included. Results are in order of highest to lowest Northwest association frequency.

**Table 15: Product Association with the ENERGY STAR label**

<b>RECALL OF ENERGY STAR LABEL ON PRODUCTS</b>	<b>Northwest</b>	<b>National</b>
	<b>%</b>	<b>%</b>
1. Refrigerator	60	63
2. Washing machine	55	49
3. Dishwasher	51	48
4. Computer/monitor	42	44
5. Window	34	35
6. Compact fluorescent light bulb	28*	17
7. Microwave oven	26	24
8. Room air conditioner	26*	34
9. Television	23	24
10. Central air conditioner	21*	30
11. Newly built home	20	20
12. Furnace or boiler	20	20
<b>N =</b>	<b>309</b>	<b>811</b>

\*Significant differences between NW and National results at <.05.



In general the product associations track quite similarly for both Northwest and national respondents. The top five products in order of association frequency are the same for both groups. A notable exception is compact fluorescent light bulbs (CFLs). While sixth on the Northwest list with 28% of respondents reporting that they have seen the Energy Star on CFLs, on the national list CFLs are twelfth, with only 17% of respondents reporting they have seen the Energy Star. Efforts to publicize and market CFLs in the Northwest have clearly had an impact.

It is also worth noting that room air conditioners track lower in the Northwest compared to nationally (26% vs 34%), as do central air conditioner units (21% vs 30%). This may be due to the lower market focus on air conditioners in many areas of the Northwest (particularly Seattle) where both summers and winters are relatively mild and demand for such products would be lower.

### Incidence of Purchases of ENERGY STAR products

Following the methodology used in the CEE Survey, 28% of all Northwest households aware of the ENERGY STAR label purchased at least one ENERGY STAR product in the twelve months prior to the survey, compared to 22% of households nationally. The 28% of aware consumers translates to just 19% of all Northwest consumers.

### Incidence of Receiving Rebates or Financing

Eighteen percent of the Northwest households that said they had purchased an ENERGY STAR product reported receiving rebates or reduced-rate financing. This amounted to a very small group of 21 respondents and no further analysis was done.

### Information Sources

Respondents who recognized the ENERGY STAR label were asked where they had seen or heard something about ENERGY STAR and provided with a list of possible sources. . Following are the results for Northwest and National respondents, again in order of highest-to-lowest frequency for the Northwest.

**Table 16 Sources of ENERGY STAR Information**

<b>SOURCES OF INFORMATION ABOUT ENERGY STAR</b>	<b>Northwest</b>	<b>National</b>
	<b>%</b>	<b>%</b>
Labels on appliances or electrical equipment	67	69
Displays in stores	46	40
Utility mailing or bill inserts	28	30
TV commercial	23	31
Yellow EnergyGuide label	21	23
Newspaper or magazine advertisement	19	19
Internet	9	9
Salesperson	7	7
Direct mail or circular advertisement	7	6

<b>SOURCES OF INFORMATION ABOUT ENERGY STAR</b>	<b>Northwest</b>	<b>National</b>
Newspaper or magazine article	5	7
Billboard	3	3
Friend, neighbor, relative, or co-worker	3	4
Radio commercial	2	2
TV news feature story	2	2
Contractor	1	3
N =	324	779

For both groups, ‘Labels on appliances or electrical equipment’ and ‘Displays in stores’ were the 1<sup>st</sup> and 2<sup>nd</sup> most frequently mentioned places where they had heard or seen something about Energy Star. These were the most frequently mentioned by far (67% and 46% in the Northwest, and 69% and 40% nationally).

The results show an overall remarkable consistency in the order and magnitude of frequencies between the Northwest and National groups. One exception is the slightly higher frequency with which National respondents reported television commercials compared to Northwest respondents (31% vs. 23%).

## **METHODS AND FURTHER ANALYSIS OF DOUBLE YOUR SAVINGS PURCHASER SURVEY**

### **Methods**

This survey was conducted at the end of October 2003; respondents had all purchased ENERGY STAR clothes washers during the 2003 DYS promotion, which ran from April 15, 2003 to July 15, 2003. The purposes of the survey were to examine how buyers became aware of the promotion; how well the promotion and the ENERGY STAR label worked to prompt sales; and how their ENERGY STAR purchase might affect subsequent buying decisions. The survey also collected demographic, attitudinal, and behavioral data to help characterize the market for ENERGY STAR appliances in the Northwest.

The short telephone survey (5-7 minutes) was conducted with a random sample of 421 DYS participants (the Program supplied a list of 2003 participants, about 13,400). This sample size carries about a +/-5% margin of error at the 95% confidence interval. Overall results have been weighted to reflect population proportions; cross-tabulations by state have not been weighted, but compare the individual sub-samples.

### **Summary of Key Findings**

In the recent Double Your Savings clothes washer promotion, retail stores played a prominent role in introducing the promotion to consumers, serving as the initial source of information for the majority of purchasers. Consistent with retail stores’ ranking as the leading source of

information about the promotion, the great majority of respondents, 81%, obtained their rebate coupons at retail stores.

The majority of buyers also described themselves as being far along in the purchase decision process when they first heard about the promotion. Eighty-two percent said they had either already decided to buy an appliance (59%), or were seriously considering doing so (23%). Key factors in respondents' Energy Star purchase decisions included the need for a better clothes washer, saving electricity, and saving water, each cited by about three quarters.

Overall, slightly more than one third, 35%, stated that they would definitely have purchased an Energy Star clothes washer regardless if there had been a rebate program. The rebate promotion had a medium to strong influence on 30% of the respondents' purchase decisions, leading them to purchase an ENERGY STAR labeled model. Prior to their purchase, brand recognition of the ENERGY STAR label was high for nearly 75% of the respondents. Almost one-third said they were very familiar with the label, while 40% categorized themselves as somewhat familiar with the brand.

Respondents expressed a high degree of satisfaction with their ENERGY STAR labeled washing machines. Three quarters said they were very likely to recommend ENERGY STAR washing machines to a friend. A similar percentage said they would be very likely to buy other types of ENERGY STAR appliances in the future. Future purchases of ENERGY STAR lighting products were seen as less probable, but nearly half still said they were very likely to do so.

While the findings are consistent across most categories, some regional differences are notable. Idaho residents were more apt than other state residents to use their local utility for information about the promotion and as a source for the rebate coupons. While the overall value of the ENERGY STAR label was rated very important by 44% overall, 54% of Idaho residents gave it this rating compared to 33% of Montanans.

### **Sources of Information about the Promotion**

As shown in Table 17, retail stores played a prominent role in introducing the Double Your Savings promotion to consumers. The majority of purchasers stated that they first recalled hearing about the clothes washer rebate program from a retail store, either from a salesperson (56%) and/or from signs posted at the store (30%). Other notable first sources of information included utility bills, mentioned by 24%, and newspaper ads (19%). Initial sources of information dropped off considerably after that: word of mouth was named by only 9% as their first source, 5% said television, and 2% cited a stand-alone newspaper coupon.

If respondents didn't mention specific "focal sources" of information that had been used in the promotion and that the Program wanted to track, follow-up questions probed whether they had seen or heard about the rebate program from those sources. These probes revealed that considerably more respondents had gathered information from three focal sources: store salespeople and signage, and utility bills.

**Table 17 Where did you first learn about the clothes washer rebate program?**

<b>Q3/4. Where did you learn about rebate program?</b>	<b>UNAIDED</b>	<b>PROMPTED</b>	<b>TOTAL</b>
	%	%	%
Sales person at retail store	56	29	85
Signs at store	30	31	61
Utility bill	24	22	46
Newspaper ad	19	11	30
Newspaper coupon	2	6	8
Word of mouth	9	-	9
Television	5	-	5
Other	20	-	20
N = 421			

\*Total % may exceed 100 due to respondents giving multiple answers.

When these findings are examined by state of residence some differences emerge that correspond to the tactics used as shown in Table 18. Findings reflect both aided and unaided responses. Oregonians were much more likely to find out about the promotion from retail sales people (63%) than those in Idaho (34%). Conversely, 60% of Idahoans found out about the promotion through their utility bill, compared to only 10% of Oregon residents. Newspaper ads were a more frequent first source of information for Montanans (26%) than for Idaho respondents (2%).

**Table 18 Where Did You First Learn About The Rebate Program? (By State)**

<b>Q3. Where did you first learn about rebate program?</b>	<b>%s Aided and Unaided Recall</b>			
	<b>ID</b>	<b>MT</b>	<b>OR</b>	<b>WA</b>
	%	%	%	%
Sales person at retail store	34	47	63	56
Signs at store	34	30	27	32
Utility bill	60	31	10	29
Newspaper ad	2	26	19	18
Newspaper coupon	-	5	2	1
Word of mouth	2	4	10	10
Television	-	12	3	4
N =	50	77	128	166

### Rebate Coupons

Consistent with retail stores ranking as the leading source of information about DYS, the great majority of purchasers (81%) obtained their rebate coupons at retail stores, while 10% said they got them in their utility bill. Only three percent acquired them through their utility office and two percent got them online.

**Table 19 Source of Rebate Coupon**

<b>Q5. Where did you get your rebate coupon?</b>	<b>%</b>

At a retail store	81
Utility bill	10
Local utility office	3
Online	2
Other/DK	4
N =	421

Similar to the program information data, some geographic differences emerge, as seen in Table 20. Forty-two percent of Idaho purchasers reported obtaining their rebate coupons in their utility bills; compared to 5% - 12% of the respondents from the other states. More Idahoans than the overall group acquired the coupons through their utility office, 12% compared to 3% overall. Conversely, fewer Idahoans cited retail stores as their coupon source, 40% compared to 81%.

**Table 20 Source Of Rebate Coupon By State**

<b>Q5. Where did you get your rebate coupon?</b>	<b>ID</b>	<b>MT</b>	<b>OR</b>	<b>WA</b>
	%	%	%	%
At a retail store	40	77	85	81
Utility bill	42	12	5	12
Local utility office	12	8	3	2
Other/DK	6	3	7	5
N =	50	77	128	166

Nearly 80% said they could recall the amount of their rebate, with \$100.00 as the most widespread amount, reported by 39%. Nearly one quarter recalled a rebate amount of \$50.00. Five percent each said their rebate amounts were \$150.00 or \$200.00.

**Familiarity with ENERGY STAR Brand**

Nearly three quarters described themselves as at least somewhat familiar with the ENERGY STAR label before they bought their clothes washers. Nearly one-third said they were very familiar with the brand, while 40% categorized themselves as somewhat familiar. A small number, 14%, said they weren't at all familiar with the label. Complementing these findings (Table 22), 44% said they had previously purchased an ENERGY STAR labeled appliance and 57% had purchased an ENERGY STAR labeled lighting product. When compared to the other states, Montana residents were significantly less likely to have bought any ENERGY STAR lighting products, 30% compared to the 57% overall rate.

**Table 21: Familiarity with ENERGY STAR Label**

<b>Q7. Before buying your new clothes washer, how familiar were you with the energy star label?</b>	<b>%</b>
---	----------

Very familiar	32
Somewhat familiar	40
Not too familiar	14
Not at all familiar	14
N =	421

Table 22: Prior ENERGY STAR Purchases

<b>Q8. Before buying your new energy star washer, had you purchased any energy star labeled appliances?</b>	<b>%</b>
Yes	44
No	50
DK	6
N =	421
<b>Q9. Before buying your new energy star washer, had you ever purchased any energy star labeled lighting products, such as compact fluorescent bulbs?</b>	<b>%</b>
Yes	57
No	39
DK	4
N =	421

### Purchase Decision Process

We were interested in knowing more about the effects of the DYS promotion on consumers' clothes washer purchasing behavior. Specifically, we wanted to understand more about the promotion's effect on accelerating the purchase of a new washer and its effect on steering purchasers toward an ENERGY STAR-qualified model. These are obviously complex questions to explore within a short survey; in addition, all responses reflect the qualitative perspectives of the respondents and cannot be verified in any way. Thus, the findings, while useful for exploring the role of the Program in purchase decisions, need to be looked upon as qualitative.<sup>v</sup>

The majority of purchasers described themselves as being fairly far along in the purchase decision process when they first heard about the promotion (Table 23). Eighty-two percent said they had either already decided to buy an appliance (59%), or were seriously considering doing so (23%). Only 8% said they had not given much thought to buying at that time.

---

<sup>v</sup> In addition, it's important to note that this analysis was not intended to indicate free ridership for the Program. The Program is geared toward market transformation and the DYS promotion is just one aspect of it.

**Table 23: Purchase Decision Process**

<b>Q.6 Where were you in your purchase process when you became aware of the rebate program?</b>	<b>%</b>
Had already decided to buy a new clothes washer before I knew about the rebate program	59
I was seriously considering buying a new washer when I heard about the rebate program	23
I had given some thought to buying a new clothes washer	9
I had not given much thought to buying a new clothes washer before I heard about the program	8
DK/NA	1
N =	421

As displayed in Table 24, slightly more than one third, 35%, stated that they would definitely have chosen an ENERGY STAR qualified clothes washer without a rebate. Another 36% said they probably would have done so, while 8% said they probably would not have selected one, and only 2% said they definitely would not have bought one. The only notable geographic variation is the nearly 20% difference between Montana and Idaho; only 27% of Montana residents reported they would have definitely selected a qualified washing machine without the rebate, compared to Idaho, where 46% said they would have definitely would have bought without the rebate.

**Table 24 Likelihood of Buying ENERGY STAR Washer Without Rebate**

<b>Q11. How likely would you have been to select an energy star clothes washer without the energy star rebate program?</b>	<b>%</b>
Definitely would have selected an ENERGY STAR washer	35
Probably would have selected an ENERGY STAR washer	36
Might have selected an ENERGY STAR washer	18
Probably would not have selected an ENERGY STAR washer	8
Definitely would not have selected an ENERGY STAR washer	2
DK	1
N =	421

Table 25 shows the intersection of the last two questions; each cell shows the proportion of the total sample within that cell. For each cell we have characterized the type of influence that the Program, based on respondent self-reports to the two different questions, had on the buying decision. The influence of the Program is noted in terms of accelerated purchase (Accelerate) and increased preference for an ENERGY STAR qualified washer (Move to ES)..

Table 25 Program Effect on Changing Purchase Timing or Product Choice

		Q11. How likely would you have been to select an Energy Star washer without the Energy Star rebate program?				
N = 411 – Note: Cell % calculated on total N, with the number of respondents shown in parentheses (n)		Definitely would have selected	Probably would have selected	Might have selected	Probably would not have selected	Definitely would not have selected
Q6. Which describes where you were in the process of buying a new clothes washer before being aware of rebate program?		%	%	%	%	%
Q6. Which describes where you were in the process of buying a new clothes washer before being aware of rebate program?	Already decided to buy	22 (91) Neither Accelerate or Move to ES	23 (23) Move to ES only	9 (39) Move to ES only	4 (15) Move to ES only	0 (1) Strongly Move to ES only
	Seriously considering buying	10 (41) Accelerate only	10 (42) Accelerate & Move to ES	3 (13) Accelerate & Move to ES	1 (5) Accelerate & Move to ES	0 (0) Accelerate & Move to ES
	Had given some thought to it	2 (8) Accelerate only	4 (16) Accelerate & Move to ES	3 (11) Accelerate & Move to ES	1 (4) Accelerate & Move to ES	0 (1) Accelerate & Move to ES
	Had not given much thought to it	2 (6) Strongly Accelerate only	1 (5) Accelerate & Move to ES	2 (6) Accelerate & Move to ES	2 (7) Accelerate & Move to ES	1 (4) Strongly Accelerate & Move to ES

This analysis, as summarized in Table 26, suggests that over 80% of purchasers report that the Program influenced them (to some degree), either by accelerating their decision (14%), moving them toward a more efficient washer (36%), or doing both (28%). Twenty-two percent felt the current promotion did not speed up their purchase or move them toward an ENERGY STAR washer because they had already decided to buy one without the DYS rebate program. (This does not mean that the Program did not influence them prior to this particular event.)

Table 26 DYS Promotion Influences

Type of Influence	%
Accelerate Only	14
Move toward ENERGY STAR Only	36
Accelerate and Move toward ENERGY STAR	28
Neither Accelerate or Move Toward ENERGY STAR	22
N =	411

### Purchase Decision Factors

As displayed in Table 27, the most important factors in respondent purchase decisions included the need for a better clothes washer, saving electricity, and saving water, each cited by about three quarters of respondents. Extra washer features, the cash-off rebate, the ENERGY STAR label, and the appliance brand were rated very important by 42-47%. Slightly more than one quarter reported electric utility involvement, retailer, and appliance sales staff as very



important in their purchase decisions. Only 19% said the information in ads or materials about the rebate program were very important.

Differences in some of these decision factors exist by state. While the overall value of the ENERGY STAR label was rated very important by 44% overall, 54% of Idaho residents gave it this rating compared to 33% of Montanans. Saving electricity, rated very important by 76% and not too or not at all important by 6%, was rated not too or not at all important by 10% of Idaho residents.

**Table 27: Purchase Decision Factors**

<b>Q12. How important were each of the following factors in your purchase decision?</b>	<b>Very important</b>	<b>Not at all important</b>
	<b>%</b>	<b>%</b>
Need to have better washer	77	3
Saving electricity	76	-
Saving water	74	2
Washer brand	47	5
ENERGY STAR® label	44	5
Extra washer features	42	5
Cash-off rebate	42	3
Electric utility involvement	28	15
Appliance sales staff	28	13
Retailers involved in promo.	25	15
Information in ads/materials	19	15
N = 421		

### Label/Brand Satisfaction

Respondents expressed a high degree of satisfaction with their ENERGY STAR labeled washing machines. Almost all said they were very (77%) or somewhat likely (19%) to recommend ENERGY STAR washing machines to a friend. A similar percentage said they would be very (78%) or somewhat likely (19%) to buy other types of ENERGY STAR appliances in the future. Respondents saw future purchases of ENERGY STAR lighting products as less probable, but nearly half still said they were very likely to do so and 37% said they would be somewhat likely to do so.

**Table 28: ENERGY STAR Label/Brand Satisfaction**

<b>Q. 13 how likely are you to recommend an ENERGY STAR washing machine to friend?</b>	<b>%</b>
Very likely	77
Somewhat likely	19
Not too likely	3
Not at all likely	1

<b>Q14. How likely are you to buy other ENERGY STAR appliances in the future?</b>	
Very likely	79
Somewhat likely	18
Not too likely	1
Not at all likely	2
<b>Q15. In the future, how likely are you to buy ENERGY STAR lighting products?</b>	
Very likely	49
Somewhat likely	37
Not too likely	9
Not at all likely	4
DK	1
N = 421 for all questions	

### Demographics

The DYS participants are generally a well educated, middle-to- upper income group, with household size about evenly divided between small (one- or two-person) households and larger ones, as shown in Table 29. Thirty-one percent have a bachelor’s degree and 22% have a graduate or professional degree. Geographic differences occur among graduate or professional degree holders, with 30% of Montana residents reporting these degrees, compared to 17% of Oregonians and 18% of Idahoans. Thirty-five percent of Washingtonians hold bachelors degrees, compared to 26% of residents of the other states.

Overall, 52% percent of respondents reported incomes of \$50,000 or higher, with 26% in the \$50-75,000 range, 11% in the \$75 – 99,999 range and 15% over \$100,000. Fewer Washingtonians reported the lowest income range, with 2% reporting incomes of less than \$20,000 compared to 5% of Oregonians and 4% of Idahoans. Washingtonians had the highest proportion of high income residents as well: 19% reported incomes over \$100,000 compared to 4% of Idahoans.

**Table 29: DYS Respondent Demographics**

<b>Q18. Which of these categories best describes your educational background?</b>	<b>%</b>
Less than high school	1
High school graduate	13
Some college, no degree	25
Technical/Associates degree	7
Bachelors degree	31
Graduate or professional degree	22
DK/Refused	1
<b>Q19. Including yourself, how many people normally live in your household on a full time basis?</b>	

1	13
2	40
3	19
4	18
5	6
6+	2
DK/Refused	2
<b>Q22. Which of the following categories best describes your household's income, before taxes, for 2002?</b>	
Less than \$19,999	3
\$20,000 - \$29,999	7
\$30,000 - \$39,000	10
\$40,000 - \$49,999	11
\$50,000 - \$74,999	26
\$75,000 - \$99,999	11
More than \$100,000	14
DK/Refused	18
N = 421 for all questions	

Table 30 Demographics By State

Q18. Which of these categories best describes your educational background?	State			
	ID	MT	OR	WA
	%	%	%	%
Less than high school	2	1	2	1
High school graduate	14	19	12	11
Some college, no degree	20	16	32	25
Technical/Associates degree	14	8	10	5
Bachelors degree	26	26	26	35
Graduate or professional degree	18	30	17	23
DK/Refused	6	0	1	0
N =	50	77	128	166
<b>Q19. Including yourself, how many people normally live in your household on a full time basis?</b>				
1	8	8	15	13
2	44	39	41	39
3	18	22	21	17
4	16	18	16	19
5	2	9	5	7
6+	8	3	0	4
DK/Refused	4	1	3	1
N =	50	77	128	166
<b>Q22. Which of the following categories best describes your household's income, before taxes, for 2002?</b>				

Q18. Which of these categories best describes your educational background?	State			
	ID	MT	OR	WA
	%	%	%	%
Less than \$19,999	4	1	5	2
\$20,000 - \$29,999	6	10	8	5
\$30,000 - \$39,000	10	16	8	9
\$40,000 - \$49,999	16	23	12	7
\$50,000 - \$74,999	30	21	23	29
\$75,000 - \$99,999	12	8	12	11
More than \$100,000	4	5	12	19
DK/Refused	18	16	20	18
N =	50	77	128	166

## CHAPTER 5: RETAILER INDICATORS

### SUMMARY OF INDICATORS

Indicators from a September 2003 survey of 380 retailers throughout the region show that the Program had strengthened its relationships with retailers by the end of the Program's third year. The Program had attracted more retailers (a rise from 548 in 2002 to 594 in 2003) and Program staff report that these retailers account for 98% of appliance sales. The survey results, when compared with a 2001 survey of 158 retailers asking comparable indicator questions, showed that all the indicators were up (see Table 32), including:

- ✓ The vast majority of retailers (95%) think ENERGY STAR is very important in their marketing and sales efforts, an increase of 14% since the first survey in late 2001.
- ✓ Most retailers (85%) said that overall ENERGY STAR appliance sales had increased, up from 78% at the end of 2001.
- ✓ Almost all respondents (93%) rated the Program as helpful in their appliance marketing and sales efforts: 61% found the Program very helpful, and another 32% found it somewhat helpful.
- ✓ The majority of respondents find that the Program tools have been either very or somewhat useful in helping them sell ENERGY STAR products, and usefulness ratings rose strongly between the initial and second retailer surveys. The Program received very high usefulness ratings for the field reps, brochures and other written materials, signage, sales training, and, to a somewhat lesser extent, coop marketing services.
- ✓ 74% of retailers said the program was useful in helping them coordinate with local utilities. The prior survey showed that only 55% of retailers said the program was helpful in that area.
- ✓ Three-quarters of retailers say their salespeople often discuss ENERGY STAR benefits with prospective buyers, while the 2001 survey suggested ENERGY STAR benefits were rarely discussed.

**Table 31: Retailer Indicator Summary**

<b><i>Retailers</i></b>	<b>Note:</b> The Retailer Indicator “Decrease barriers to selling Program products” was not included due to limited space on the 2003 retailer survey.																				
<p>9. <b>(Increase) # of retailers</b></p>	<p>✓ The number of retailers participating in the program has increased from its inception in 2001 (474) to its sunset as an individual program (594). The Program estimates that 98% of new appliances sales in the region are generated by its retail partners.</p> <table border="1" data-bbox="607 489 1263 558"> <thead> <tr> <th>3/2001</th> <th>12/2001</th> <th>12/2002</th> <th>12/2003</th> </tr> </thead> <tbody> <tr> <td>474</td> <td>534</td> <td>548</td> <td>594</td> </tr> </tbody> </table> <p><b>Sources:</b> Data for the number of retail partners were drawn from Program monthly reports; Program staff estimated the % of sales figure.</p>	3/2001	12/2001	12/2002	12/2003	474	534	548	594												
3/2001	12/2001	12/2002	12/2003																		
474	534	548	594																		
<p>10. <b>(Increase) Importance of carrying/promoting Program products</b></p>	<p>✓ 95% of retailers responding to a 2003 evaluation survey believed that the ENERGY STAR <b>brand</b> (qualification and label) is very (60%) or somewhat (35%) important in their marketing and sales efforts. Both very important and overall positive importance ratings have risen significantly since 2001.</p> <table border="1" data-bbox="529 816 1341 982"> <thead> <tr> <th></th> <th>2001</th> <th>2003</th> <th>+/-</th> </tr> <tr> <th></th> <th>%</th> <th>%</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Very Important</td> <td>26</td> <td>60</td> <td>+34</td> </tr> <tr> <td>Somewhat Important</td> <td>55</td> <td>35</td> <td>- 20</td> </tr> <tr> <td>Total Positive Ratings</td> <td>81</td> <td>95</td> <td>+14</td> </tr> </tbody> </table> <p>✓ 45% in 2003 reported that it is very important to their customers that they buy ENERGY STAR qualified appliances.</p> <p><b>Sources and notes:</b> Data drawn from 2001 (N = 158) and 2003 (N = 380) retailer surveys. The 2001 survey was fielded by phone and was much longer than the 2003 survey which was filled out by retailers when the Program was conducting its floor/price survey. Questions were comparable but not identical.</p>		2001	2003	+/-		%	%	%	Very Important	26	60	+34	Somewhat Important	55	35	- 20	Total Positive Ratings	81	95	+14
	2001	2003	+/-																		
	%	%	%																		
Very Important	26	60	+34																		
Somewhat Important	55	35	- 20																		
Total Positive Ratings	81	95	+14																		
<p>11. <b>(Increase) Perceived level of consumer demand for Program products</b></p>	<p>✓ 85% of retailers in 2003 said their overall sales of ENERGY STAR appliances have increased, up 7 points from the 2001 retailer survey.</p> <table border="1" data-bbox="547 1423 1321 1556"> <thead> <tr> <th></th> <th>2001</th> <th>2003</th> </tr> <tr> <th></th> <th>%</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Sales of ENERGY STAR appliances have increased</td> <td>78</td> <td>85</td> </tr> </tbody> </table> <p><b>Sources:</b> Data drawn from 2001 (N = 158) and 2003 (N = 380) retailer surveys</p>		2001	2003		%	%	Sales of ENERGY STAR appliances have increased	78	85											
	2001	2003																			
	%	%																			
Sales of ENERGY STAR appliances have increased	78	85																			

<p>12. <b>(Increase) Satisfaction with the Program</b></p>	<p>✓ 93% of retailers in 2003 said the ENERGY STAR Home Products <b>Program</b> has been very (61%) or somewhat (32%) helpful in their marketing and sales efforts for qualified appliances, a gain of 8 percentage points for overall positive ratings since the 2001 survey.</p> <table border="1" data-bbox="521 401 1349 533"> <thead> <tr> <th></th> <th>2001</th> <th>2003</th> </tr> </thead> <tbody> <tr> <td>(combines two highest helpful ratings)</td> <td>%</td> <td>%</td> </tr> <tr> <td><b>Program</b> is very or somewhat helpful in sales and marketing</td> <td>85</td> <td>93</td> </tr> </tbody> </table> <p>3. Ratings were very positive for the usefulness of the services of the field reps, brochures and point of purchase displays, signage, and sales training (85-95% useful) and have increased significantly since 2001. The rating for coop marketing efforts is also positive, and has increased significantly, although somewhat less than for the other services.</p> <table border="1" data-bbox="529 747 1341 982"> <thead> <tr> <th>Usefulness of . . .</th> <th>2001</th> <th>2003</th> </tr> </thead> <tbody> <tr> <td>(combines two highest useful ratings)</td> <td>%</td> <td>%</td> </tr> <tr> <td>Field Reps</td> <td>44</td> <td>95</td> </tr> <tr> <td>Brochures etc.</td> <td>68</td> <td>92</td> </tr> <tr> <td>Signage</td> <td>52</td> <td>89</td> </tr> <tr> <td>Sales Training</td> <td>45</td> <td>85</td> </tr> <tr> <td>Coop Marketing</td> <td>43</td> <td>65</td> </tr> </tbody> </table> <p><b>Source and notes:</b> Data are drawn from 2001 (N = 158) and 2003 (N = 380) retailer surveys. Questions had similar wording but the 2001 survey used a 5 point scale while the 2003 survey used a 4 point scale. For each survey, the two highest ratings from each item were combined for the percentages.</p>		2001	2003	(combines two highest helpful ratings)	%	%	<b>Program</b> is very or somewhat helpful in sales and marketing	85	93	Usefulness of . . .	2001	2003	(combines two highest useful ratings)	%	%	Field Reps	44	95	Brochures etc.	68	92	Signage	52	89	Sales Training	45	85	Coop Marketing	43	65
	2001	2003																													
(combines two highest helpful ratings)	%	%																													
<b>Program</b> is very or somewhat helpful in sales and marketing	85	93																													
Usefulness of . . .	2001	2003																													
(combines two highest useful ratings)	%	%																													
Field Reps	44	95																													
Brochures etc.	68	92																													
Signage	52	89																													
Sales Training	45	85																													
Coop Marketing	43	65																													
<p>13. <b>(Increase) Importance of utility partners</b></p>	<p>✓ Compared to 2001 ratings, retailers gave higher usefulness ratings for Program services that help them coordinate with their local utilities, with positive ratings increasing from 55% to 75%.</p> <table border="1" data-bbox="581 1272 1289 1377"> <thead> <tr> <th>Usefulness of . . .</th> <th>2001</th> <th>2003</th> </tr> </thead> <tbody> <tr> <td></td> <td>%</td> <td>%</td> </tr> <tr> <td>Utility Coordination</td> <td>55</td> <td>75</td> </tr> </tbody> </table> <p><b>Sources and notes:</b> Data are drawn from 2001 (N = 158) and 2003 (N = 380) retailer surveys. Questions had similar wording but the 2001 survey used a 5 point scale while the 2003 survey used a 4 point scale. The two highest ratings were combined for this item.</p>	Usefulness of . . .	2001	2003		%	%	Utility Coordination	55	75																					
Usefulness of . . .	2001	2003																													
	%	%																													
Utility Coordination	55	75																													

## METHODS AND FURTHER 2003 RETAILER SURVEY FINDINGS

### Methods

The purposes of the Retailer Survey were to gather impressions about the value of the ENERGY STAR label and brand, the importance of the Program and specific Program services, and perceptions about the Double Your Savings (DYS) promotion which had just been completed. The survey was much shorter than the one conducted at the end of 2001, focused on updating the indicators shown in Table 32 above, and, except for indicator questions, did not repeat much from the earlier retailer survey. (See Appendix A for the survey instrument).

The 2001 survey was fielded by phone, while the 2003 survey was filled out by retailers in conjunction with the Program's floor survey of 519 retail partner stores in September 2003. Field representatives handed out the two-page survey to their retail contacts and asked them to complete them while they were conducting a floor survey. The 2003 survey sample was 380 (73% of the floor survey sample), compared to 158 respondents in 2001 survey. Given that the Program's retail partners represent 98% of appliance sales in the region, the 2003 survey is highly representative of regional retailer opinions. Due to the change in methodology from telephone surveys to an in-person approach, results are not strictly comparable.

### Further 2003 Retailer Survey Findings

#### *Respondent Characteristics*

Most respondents were the store owners or managers of the retail outlets located in Washington, Oregon, Montana and Idaho. Thirty-two percent of the stores were in Washington, 38% in Oregon, 13% in Idaho, and 16% in Montana. Retailers in California and Wyoming each comprised 1% of the retailers surveyed. Half the retailers surveyed were independent retailers (49%), and another quarter (25%) were part of national chains. About 10% each were independent franchises or part of a small chain, and 7% were part of a large chain of stores. The majority of respondents (78%) were representing a store that had participated in DYS, although all were retail partners of the Program.

#### *The ENERGY STAR Brand*

- ✓ When asked why the ENERGY STAR qualification and label were important in their sales efforts, retailers said consumers were looking for energy efficient appliances (27%); consumers equate ENERGY STAR with energy efficiency, quality and tax rebates (24%); and the ENERGY STAR label aids their sales staff in the sales process (16%).
- ✓ For those retailers who didn't feel the Energy Star label was too important in their sales efforts, responses included: the low relevance of energy efficiency for consumers (9%); the high price of ENERGY STAR brands (6%); the role of energy efficiency as only one of several salient features for customers buying appliances (5%); and the variable importance of the ENERGY STAR brand by the type of appliance (2%).



- ✓ Retailer respondents were asked whether their sales of ENERGY STAR qualified appliances had increased, decreased, or stayed about the same over the last 2 years. Responses differed by appliance type: 85% reported sales increases for clothes washers; 72% saw increases in dishwasher sales; and 63% reported increases in sales of refrigerators, but only 25% thought ENERGY STAR qualified air conditioners increased, and 23% of those who carry home electronics said they increased.

### **Program Services**

- ✓ When asked why the Program was useful in their sales efforts, retailers said that consumers were looking for energy efficient appliances (27%) and equated ENERGY STAR with energy efficiency, quality and tax rebates (24%), and that the ENERGY STAR label aided their sales staff in the sales process (16%).

### **The Double Your Savings Promotion**

- ✓ The majority of retailers who participated in the Double Your Savings promotion felt that the promotion was either very (52%) or somewhat (33%) successful.
- ✓ Almost all (96%) of the retailers who participated in the Double Your Savings promotion were very (79%) or somewhat (17%) satisfied with the Program services received during the promotion.
- ✓ Respondent suggestions for improvement of future promotions provided little specific guidance for the program. Their general suggestions included:
  - Repeating and /or extending the program, which can include extending the time period or appliance type
  - Involve local utilities
  - Increase/improve promotional efforts
  - Improve the communication process
  - Improve the rebate process
  - Increase field rep contact and/or provide training to sales staff

## CHAPTER 6: UTILITY INDICATORS

### SUMMARY OF INDICATORS

The Program is charged with partnering with utilities throughout the region and offers an array of ENERGY STAR tools and services to help utilities maximize the Program's impact in their service territories. Responses to the 2003 utility survey showed that utilities had increased their use of the Program since the 2002 survey. As Table 32 shows, the vast majority (84%) of utilities surveyed reported they had made use of the Program, up from 66% in 2002.

Most utilities had increased their use of Program resources since 2002. Almost all (87%) said they had used the services of the utility coordinators, up 36% from 2002. While only 23% in 2002 had received program support for special promotions, 71% reported receiving such support in 2003 – an increase of 48%. Overall use of the Utility Resource Kit increased 17%, from 42% to 59%. And those using the incentive program design materials (part of the Kit) increased from 16% to 47%, an increase of 31%. In fact, use of all the resources listed in Table 32 increased except for the use of Point of Purchase materials (POP – down 12%) and the use of advertising tools (down 13%).

Overall ratings of value for the Program are high, with 93% rating it as valuable, and the very valuable ratings increasing from 22% to 53%. Only a small percentage (4%) rated the Program as not at all valuable. The 56% of utilities that participated in the DYS promotion gave it very positive ratings, 84% said they were very satisfied with it and the remaining 16% saying they were somewhat satisfied. Most utilities using the URK rated it as useful (43% very useful, up from 14% in 2002, and 38% somewhat useful, up 4% from 2002).

**Table 32: Utility Indicator Summary**

<i>Utilities</i>				
<p>15. <b>(Increase) Level of utility participation</b></p>	<p>✓ Utility participation in the Program has increased on almost every front, as shown in the table below. Fewer utilities have little program contact; more have used services and support materials of all types. Other data show that small and medium sized utilities have become much more involved with the program since 2002.</p>			
		<b>2002</b> %	<b>2003</b> %	<b>+/-</b>
<b>(Increase) Level of utility participation</b>				
✓ Utilities reporting they have little Program contact		34	16	-18
✓ Use of Program tools and services varied among utilities, but increased overall from 2002:				
✓ Used services of utility coordinators		51	87	+36
✓ Used services of field representatives		76	82	+6
✓ Read, at least in part, @Home newsletter		69	89	+20
✓ Read, at least in part, email ListServ		67	84	+17
✓ Received program support for special promotions		23	71	+48
✓ Received program support for outreach services		53	67	+14
✓ Used the Utility Resource Kit (URK)		42	59	+17
✓ Used cooperative marketing information		42	52	+10
✓ Used incentive program design		16	47	+31
✓ Used Media Kit		32	43	+11
✓ Used list of ENERGY STAR models		63	71	+8
✓ Used Product Fact sheets		74	76	+2
✓ Used POP materials		74	62	-12
✓ Used advertising tools		84	71	-13
✓ Utilities participating in the Double Your Savings promotion		N/A	56	N/A
<p><b>Sources and note:</b> Data are taken from the 2003 and 2003 utility surveys, where N = 45 (population = +/- 130) for both surveys. These utilities serve over 85% of electric utility customers in the region.</p>				

<p>16. <b>(Increase) Satisfaction with the Program</b></p>	<ul style="list-style-type: none"> <li>✓ Utility satisfaction with the program has increased dramatically, with the proportion of utilities rating Program support as very valuable rising 31% in just one year.</li> <li>✓ Almost all utilities that participated in the major Double Your Savings promotion said they were very satisfied with the Program.</li> <li>✓ Satisfaction with the Utility Resource Kit, a major Program support tool, has also risen significantly since 2002.</li> </ul>																														
	<table border="1"> <thead> <tr> <th></th> <th>2002 %</th> <th>2003 %</th> <th>+/-</th> </tr> </thead> <tbody> <tr> <td><b>(Increase) Satisfaction with the Program</b></td> <td></td> <td></td> <td></td> </tr> <tr> <td>✓ % of utilities that rated Program support as very valuable</td> <td>22</td> <td>53</td> <td>+31</td> </tr> <tr> <td>✓ % of utilities that rated Program support as somewhat valuable</td> <td>51</td> <td>40</td> <td>-11</td> </tr> <tr> <td>✓ Participants in Double Your Savings (DYS) promotion who said they were very satisfied</td> <td>N/A</td> <td>84</td> <td>N/A</td> </tr> <tr> <td>✓ Utilities using URK who rated it very useful</td> <td>14</td> <td>43</td> <td>+29</td> </tr> <tr> <td>✓ Utilities using URK who rated it somewhat useful</td> <td>34</td> <td>38</td> <td>+4</td> </tr> </tbody> </table>				2002 %	2003 %	+/-	<b>(Increase) Satisfaction with the Program</b>				✓ % of utilities that rated Program support as very valuable	22	53	+31	✓ % of utilities that rated Program support as somewhat valuable	51	40	-11	✓ Participants in Double Your Savings (DYS) promotion who said they were very satisfied	N/A	84	N/A	✓ Utilities using URK who rated it very useful	14	43	+29	✓ Utilities using URK who rated it somewhat useful	34	38	+4
		2002 %	2003 %	+/-																											
	<b>(Increase) Satisfaction with the Program</b>																														
	✓ % of utilities that rated Program support as very valuable	22	53	+31																											
	✓ % of utilities that rated Program support as somewhat valuable	51	40	-11																											
	✓ Participants in Double Your Savings (DYS) promotion who said they were very satisfied	N/A	84	N/A																											
✓ Utilities using URK who rated it very useful	14	43	+29																												
✓ Utilities using URK who rated it somewhat useful	34	38	+4																												
<p><b>Sources and note:</b> Data were taken from the 2002 and 2003 utility surveys, where N = 45 (population equals +/- 130 utilities) for both surveys. These utilities serve over 85% of electric utility customers in the region.</p>																															

## METHODS AND FURTHER UTILITY SURVEY FINDINGS

### Methods

The Utility Survey gathered feedback from the Program’s utility partners and sponsors. The survey covers four main areas: program staffing, program tools, marketing services, and overall impressions and next steps. The questions on the two survey instruments are comparable, but not identical. (See Appendix A for the 2003 survey instrument)

Dethman & Associates staff conducted the in-depth interviews by phone in October 2003, with 45 utility respondents, representing about one-third of all regional utilities and 85% of all electric utility customers in the region. Samples were similar for each year. Program staff

supplied the list of utilities, which were categorized according to location and size (small, medium or large, based on the number of accounts). We selected a sample to represent the region, selecting a random sample of small and medium utilities from the total population in each state. The 9 largest utilities were targeted as a “certainty” sample. These largest utilities serve about 80% of the population in the region. All questionnaire data were coded and keyed into an SPSS file for analysis.

### FURTHER UTILITY SURVEY FINDINGS

As shown in Table 33, and similar to the 2002 findings, utility partners favored Program representatives, either utility coordinators or field reps, as the means of communication. When asked to rank the top two most valuable communication tools, 67% of all respondents ranked the field reps as their number one or two communications choice, closely followed by utility coordinators, with 65% (a 29% increase from 2002), giving them the next highest ranking. This increase reflects the Program’s greater emphasis on outreach to small and medium sized utilities. As in 2002, the URK received the lowest ranking among communications tools. In each year, about three-quarters of utilities overall reporting having the kit, even though the program sent the kit to all utilities except those that requested not to have one. Since the URK is a comprehensive kit, and not individually tailored, the low ratings reflect varied use and need for the kit. Some utilities commented they depended upon the kit while others reported they lack sufficient resources to make good use of it.

Table 33 Rankings of Communication Tools

<b>Q43: Of the tools you have used, which two have been the most valuable to you?</b>			
<b>Top ranked communication tool</b>	<b>2002 %</b>	<b>2003 %</b>	<b>+/- %</b>
Utility Coordinator	24	53	+29
Field Reps	33	31	-2
Utility Resource Kit	9	5	-4
Email ListServ	9	7	-2
@Home Newsletter	16	4	-12
<b>2nd Ranked Communication Tool</b>			
Field Reps	29	36	+7
Email ListServ	18	29	+11
@Home Newsletter	13	16	+3
Utility Coordinator	11	12	+1
Utility Resource Kit	11	4	-7
<b>Combined 1<sup>st</sup> and 2<sup>nd</sup> Rankings</b>			
Field Reps	62	67	+5
Utility Coordinator	36	65	+29
ListServ	27	36	+9
@Home Newsletter	29	20	-9
Utility Resource Kit	20	9	-11

\*N = 45 for 2002/2003

Use of Program resources by small and medium utilities has significantly increased from the previous year. This differs from the 2002 survey where large utilities were more likely to use Program resources. Based on the interviews, this is partly attributable to the fact that large utilities often have dedicated staff that can perform these or similar activities. In addition, the Program increased its outreach to small and medium sized utilities based upon findings from MPER #1.

Tables 34 and 35 cross Program elements with utility size. While the sample sizes limit statistical analysis, data suggest the Program has had its biggest and most wide-ranging impacts on medium sized utilities over the past year. Medium utilities were much more familiar with the Program this year and more often took advantage of the complete range of its services, compared to small and large utilities. Last year, large utilities most often took advantage of the Program’s range of services.

Data also suggest medium utilities may value the Program somewhat more than utilities in the other size categories. Sixty percent rated the overall support as very valuable, compared to 50% of the small utilities and 44% of the large utilities. However, almost all utilities found the support to be at least somewhat valuable, with only 11% of the large and 5% of the medium utilities rating it not too valuable.

All or almost all of the large (100%) and medium (95%) utilities used the utility coordinator, while fewer small utilities had done so (69%). Fifty-one percent of respondents who had used the utility coordinator said that the utility coordinator’s strengths lay in being very helpful and available to answer questions or discuss ideas.

Ninety-five percent of medium, 75% of small, and 66% of large utilities had met with a field representative. Small and medium sized utilities were the most complimentary about the reps, with over 80% in each group saying the overall value of field reps services were good to excellent compared to 50% of large utilities giving those ratings. Twenty-seven percent of those using field reps said they would have liked more contact, about the same percentage as last year.

**Table 34: Use of Program Staff and URK Over time and by Utility Size**

	2002 N	2002 %	2003 N	2003 %	+/-
<b>Reported Overall Program Support as Very Valuable</b>					
Large	10	60	9	44	-16
Medium	18	11	20	60	+49
Small	17	12	16	50	+38
Overall	45	22	45	53	+31
<b>Had Little/No Contact w/Program</b>					
Large	10	10	9	11	+1
Medium	18	44	20	10	-34
Small	17	47	16	25	-22
Overall	45	38	45	16	-22
<b>Used Utility Coordinator</b>					

	2002 N	2002 %	2003 N	2003 %	+/-
Large utilities	10	90	9	100	+10
Medium utilities	18	50	20	95	+45
Small utilities	17	29	16	69	+40
Overall	45	51	45	87	+36
<b>Met with Field representative</b>					
Large	10	80	9	66	-14
Medium	18	100	20	95	-5
Small	17	47	16	75	+28
Overall	45	76	45	82	+6
<b>Used URK General</b> (Note: about ¼ of utilities in each year reported having a URK)					
Large	10	70	6	66	-4
Medium	16	50	16	75	+25
Small	9	44	12	33	-11
Overall	35	54	34	59	+5
<b>Used Advertising Tools</b>					
Large	7	86	4	50	-36
Medium	8	88	13	69	-19
Small	4	75	4	100	+25
Overall	19	84	21	71	-13
<b>Used Product Fact Sheets</b>					
Large	7	86	4	100	+14
Medium	8	50	13	69	+19
Small	4	75	4	100	+25
Overall	19	74	21	76	+2
<b>Used POP Materials</b>					
Large	7	71	4	75	+4
Medium	8	88	13	54	-34
Small	4	50	4	75	+25
Overall	19	74	21	62	-12
<b>Used List of ENERGY STAR Models</b>					
Large	7	71	4	50	-21
Medium	8	50	13	77	+27
Small	4	75	4	75	0
Overall	19	63	21	71	+8
<b>Used Cooperative Marketing Tools</b>					
Large	7	29	4	25	-4
Medium	8	63	13	61	-2
Small	4	25	4	50	+25
Overall	19	42	21	52	+10
<b>Used PR Media Kit</b>					
Large	7	43	4	50	+7
Medium	8	0	13	46	+46
Small	4	75	4	25	-50

	2002 N	2002 %	2003 N	2003 %	+/-
Overall	19	32	21	43	+11
<b>Used Incentive Program Design</b>					
Large	7	14	4	50	+36
Medium	8	25	13	38	+13
Small	4	0	4	75	+75
Overall	19	16	21	48	+32

Table 35 shows how use of outreach materials and support differed across time and utility size. Almost all respondents (89%) received and read the @Home newsletter, ranging from 81% of the small utilities to 100% of the large. One third of both the large and medium utilities rated the ListServ as very valuable, while just 23% of the small utilities did.

Results were similar for the ListServ messages: 84% of respondents received and read the ListServ, ranging from 75% of the small utilities to 89% of the large. Ratings of its usefulness were also similar, with 13% of both large and medium utilities rating it very valuable, while 20% of the small utilities gave it that rating.

Slightly more than half of the respondents participated in the Double Your Savings promotion. Participation ranged from 50% of the large utilities to 63% of the small utilities. Nearly half (45%) of those who didn't participate said it was due to lack of resources, both financial and other. Another 20% said the promotion didn't conform to their utility's goals.

Consistent with other findings, 100% of the medium sized utilities who participated in the promotion were very satisfied, versus 70% of the small and 80% of the large utilities. The remainder said they were somewhat satisfied. Reasons for these satisfaction ratings included: the positive (or, conversely, the less than anticipated) response generated by the promotion; the ease of promotion implementation, the useful final reports. Nearly half, 49%, of all respondents said they would likely take part in another promotion if it were offered, with both small and medium utilities more likely to do so than large utilities

**Table 35 Use of Program Outreach and Promotional Support**

	2002 N	2002 %	2003 N	2003 %	+/-
<b>Received &amp; Read ListServ</b>					
Large	10	70	9	89	+19
Medium	18	61	20	75	+14
Small	17	71	16	94	+23
Overall	45	67	45	84	+17
<b>Received &amp; Read @Home</b>					
Large	10	70	9	100	+30
Medium	18	72	20	90	+18
Small	17	65	16	81	+16



	2002 N	2002 %	2003 N	2003 %	+/-
Overall	45	69	45	89	+20
<b>Used Outreach Support</b>					
Large	10	80	9	89	+9
Medium	18	61	20	65	+4
Small	17	29	16	56	+27
Overall	45	53	45	67	+14
<b>Participated in Double Your Savings</b>					
Large	N/A	N/A	9	56	N/A
Medium	N/A	N/A	20	50	N/A
Small	N/A	N/A	16	63	N/A
Overall	N/A	N/A	45	56	N/A
<b>Received Promotion Support</b>					
Large	9	56	9	67	+11
Medium	18	28	20	70	+42
Small	17	0	16	75	+75
Overall	44	23	45	71	+48

Respondents in both years were asked to choose what the Program's top priority should be among:

- ✓ consumer education
- ✓ bringing together market actors and
- ✓ helping increase sales of ENERGY STAR home products
- ✓ helping to increase PR opportunities

As in last year's survey, the strong majority of respondents (89%) ranked consumer education as the top priority for the program; bringing together market actors, at 67%; helping to increase sales of ENERGY STAR home products was third, at 60%; and helping to increase PR opportunities last at 33%. These findings are consistent with the Program's strategy of education through its retail and utility partners and by supporting national ENERGY STAR initiatives.

## WEB BASED DYS SURVEY

### Methods

In addition to the utility survey conducted for this evaluation, a web-based survey was conducted by the Program specifically to understand utilities' satisfaction with various aspects of the Double Your Savings (DYS) promotion. The survey covered several main areas: program services, coupon distribution, retail communications, promotion success, marketing, and overall impressions. The evaluators provided advice on the survey design but did not perform the

fielding, coding, or compilation of results. Thirty-three utilities answered all or part of the questionnaires; percentages are based on the number of responses to each individual question.

All utilities participating in the promotion were invited to respond. The sample size is smaller and less representative than the evaluation survey of utilities (33 compared to 45 utilities). Review of participants in the DYS survey show that most respondents were small and medium sized utilities, with only one large utility responding. In addition, all the respondents to this survey participated in DYS while this was not true of the evaluation survey.

Since the focus of this evaluation was Program-wide and not targeted toward evaluation of individual Program activities, we have put limited effort into reporting the data. The survey instrument with results (as raw numbers) may be found in Appendix A and provides more data than is reported on here. We have translated the raw numbers into percentages for findings discussed below. While not a central source of information for this evaluation, these survey results do provide some additional and corroborating information about utility views of the program and the DYS promotion.

## Findings

- ✓ Satisfaction ratings for this group were slightly lower than for those in the larger, more comprehensive utility survey. Three-quarters said they were very satisfied with the promotion, (compared to 84% in the larger survey); another quarter said they were somewhat satisfied (compared to 16%). Over half, 56%, attributed their satisfaction rating to ease of participation in the program, and that the management of the program ran “smoothly.” Another 25% said that the rebate volume and ENERGY STAR awareness increased as a result of the promotion. On the other hand, about 10% each said that the program was confusing to customers and retailers and that the rebate volume didn’t increase, for a variety of reasons.
- ✓ Suggestions for improvement of future promotions included changing the coupon design and/or the promotion name, mentioned by 30%. Changing the rebate processing policy or format of the data transfer files, and allowing more utility customization were also mentioned by several respondents. Twenty percent said that the promotion was fine as it is.
- ✓ Use of DYS Program services varied somewhat (see list of services in the survey in Appendix A). All or almost all said they had used most of the services provided by the Program except for the DYS Marketing Toolkit, not used by one-third, and Program contact with retailers, which 31% said they didn’t have. Most respondents indicated that the services they used worked well, but 25% felt that the program contact with retailers, based on discussions with their local retailers, including training and POP, needed improvement as did the rebate submittal process for customers, cited by 19%.
- ✓ The majority, 87%, distributed their coupons along with their bills; 15% or fewer chose the Ruralite, newsletters, newspapers or direct mail. Another 31% were coded as “other” means of distribution. Two-thirds said the coupon distribution process worked well, while a few (16%) didn’t like having to manually stuff the coupons.

- ✓ Three-quarters of the utilities had direct contact with their local retailers. And the majority rated the retailers' satisfaction with the promotion as either good (65%) or excellent (22%), with only 13% rating it fair.
- ✓ Most of those surveyed rated the DYS promotion as very (55%) or somewhat (45%) successful at increasing ENERGY STAR awareness and understanding, as well as being very (55%) or somewhat (32%) helpful in increasing product sales. More than half (55%) also feel that the promotion is very successful in being a cost effective regional implementation with local delivery, with another 22% rating it as somewhat successful. Other outcomes of the promotion were rated as less successful, but still at least somewhat successful by the majority. According to the respondents the least successful aspect was the enhancement of local retailer advertising, rated as very successful by only 16% and not successful by another 16%. Another 29% were unsure.
- ✓ Respondents used many methods to advertise the promotion. More than half, 56%, utilized customer billing messages, while half used print advertising of some form. Thirty seven percent each said they included information on their websites, issued press releases, or posted information about the promotion in their lobbies or at their lobby pay stations. Other forms of marketing included newsletter and radio advertising, and promoting it at outreach events.
- ✓ Of the 11 who were asked if they would participate again (due to the question's late addition to the survey) all respondents positively. Final comments offered by a few of the respondents included positive remarks about the program and its PR opportunities, while one person commented that the promotion name was confusing and another wanted more flexibility in coupon size.

## CHAPTER 7: MANUFACTURER INDICATORS

### SUMMARY

The Program is charged with working with manufacturers, both regionally and nationally, to help promote the ENERGY STAR brand. The Program offers a variety of services to manufacturers and partners with them in a variety of ways, including providing informational materials and joining together for promotional and training opportunities. The Manufacturer Survey was conducted to gather feedback from the Program’s manufacturer partners. The survey covers three main areas: views of the ENERGY STAR market, impacts of standard changes, and impressions/views of the Program.

Twelve of the 23 manufacturers and distributors interviewed said they were very or somewhat familiar with the Program while 9 said they were not too familiar. Two manufacturers, both air conditioning manufacturers, were not at all familiar.

High satisfaction seems to correlate with high familiarity, reflecting high contact with the Program. Those who had at least some familiarity with the Program were quite positive about its effectiveness in increasing consumer awareness and sales; all were either very or somewhat satisfied with the Program’s effectiveness in increasing retailer awareness. Similar ratings were given to the Program’s effectiveness in increasing sales of ENERGY STAR appliances.

**Table 36: Manufacturer Indicator Summary**

<b><i>Manufacturers</i></b>	<b>Note: These are new indicators for 2003</b>
<b>16. (Increase) Level of manufacturer Program awareness (N=23)</b>	<p>✓ Half (52%) of manufacturer representatives said they were very or somewhat familiar with the Program.</p> <p><b>Source and note:</b> Data are drawn from in-depth qualitative interviews with 23 manufacturer representatives.</p>

<p><b>17. (Increase) Satisfaction with the Program (N=12)</b></p>	<p>✓ Among those who were very or somewhat familiar with Program:</p> <ul style="list-style-type: none"> <li>○ Almost all were either very or somewhat satisfied with their dealings with the Program</li> <li>○ Most thought the Program was very effective in increasing consumer awareness and interest; the remainder thought it somewhat effective</li> <li>○ Most (9 of 12) were very satisfied and the rest were somewhat satisfied with the Program’s effectiveness in increasing retailer awareness</li> <li>○ Most (9 of 12) thought the Program was very effective in increasing sales of ENERGY STAR appliances, with the rest rating it as somewhat effective</li> </ul> <p><b>Source:</b> Findings are drawn from in-depth qualitative interviews with 23 manufacturer representatives.</p>
---	---

## METHODS AND FURTHER MANUFACTURER SURVEY FINDINGS

### Methods

Dethman & Associates staff conducted the interviews by phone in September and October 2003, with 24 manufacturer and distributor respondents, or just over half of the 42 contacts that the Program contractor supplied. These contacts represented 18 multi-appliance manufacturers, six single-appliance manufacturers, including three manufacturers that only produced air conditioners. Several companies are represented by more than one interview, to include regional and corporate points of view. All five large manufacturers (Frigidaire, GE, Maytag, Whirlpool and Kenmore) were included in the survey. Respondents hold high-level Northwest sales and marketing positions with these manufacturers, are based at corporate headquarters, or work for distributors.

### FURTHER MANUFACTURER SURVEY FINDINGS

The following key findings are based upon the in-depth interviews with 23 manufacturer representatives:

- ✓ More products are being made that are ENERGY STAR qualified
- ✓ Most respondents predicted that the ENERGY STAR market would grow, with the most growth anticipated in clothes washers and the least in refrigerators. Manufacturers who produced room air conditioners, however, felt this market had the least potential in the Northwest. One said “ENERGY STAR is now universally identified as the base line”.
- ✓ The largest opportunity for the air conditioner segment, which has 80% market saturation, lies in replacements of existing air conditioners that are less efficient.

- ✓ Energy efficiency is seen as increasingly important in the buying equation, but varies in importance according to both the customer and type of appliance being purchased
- ✓ Other key features include appearance, price, ease of use and performance
- ✓ The typical ENERGY STAR consumer is described as more knowledgeable/educated, more environmentally aware, more affluent and more likely to be female
- ✓ Price is seen as the biggest obstacle in gaining greater market share for ENERGY STAR labeled appliances. Other barriers mentioned were lack of awareness, performance issues, consumer resistance to change, inexperienced retail sales forces, and lack of utility involvement.
- ✓ Most felt the new standards were positive, although some had reservations about the standards adding to their costs, or whether all of their models would qualify
- ✓ EPA or ENERGY STAR programs could help manufacturers during periods of standards changes by continuing to raise awareness of energy efficiency and ENERGY STAR and by providing sufficient lead time to manufacturers about impending changes.

## Market Views

In general, these manufacturers describe the “big picture” for the white goods appliance market as one in which energy efficiency is becoming more important in the buying equation. With a national surge in home remodeling, they think the market is trending upward to a higher price point, with a higher mix of appliances purchased for the remodels. Also, more products are being manufactured that are ENERGY STAR qualified. However, several described a growing polarizing trend, featuring both very cheap, aggressively priced appliances and high-end appliances.

The majority of manufacturers said that energy efficiency is an important feature in the sales process, and is seen as most important in clothes washer purchases. One respondent commented that it becomes more important if rebates are available, while another mentioned that energy rates had a direct effect on its relative importance.

Rebates and tax credits are viewed as the biggest aid in overcoming the price barrier, while one respondent mentioned sales staff incentives as another mechanism. Increased educational programs and/or promotional campaigns are viewed as helpful in overcoming the awareness barrier.

When marketing ENERGY STAR qualified models to distributors and stores, several manufacturers provide POP materials, information sheets, and labels. Others mentioned working with buyers groups on “green” themes; providing specific training to their distributors/retailers; and distributing Program information to their sales forces. Several distributors commented that they don’t receive ENERGY STAR materials.

Most respondents said that they did not have a separate marketing budget for their ENERGY STAR models, although one said that he would like more lead time about promotions so that provision for promotions could be made during their annual budget process. About half said that they did provide extra information about ENERGY STAR to their sales force, and of those who didn't, most said that they rely on the materials provided by the ENERGY STAR representatives.

Manufacturers described the typical consumer for ENERGY STAR qualified models as more likely to be female, better educated, more "green" and environmentally aware, performance driven and possessing more disposable income. Several also said that buyers tended to be more money and value conscious. A few commented that buyers are more likely to be West Coast residents, citing the heightened energy consciousness in the Seattle and Portland areas and the West Coast in general. Two manufacturers thought there was little difference between ENERGY STAR consumers and others, except for the price barrier. Conversely, non-ENERGY STAR buyers were described as having lower incomes, less education and/or lower environmental awareness.

### Impacts of Standard Changes

Most of the respondents felt that the new standards changes were positive, although several expressed caveats about incurring additional manufacturing costs, or the need to keep up with standards that seem to change every year. Several of the larger manufacturers expressed concern that not all of their models would continue to qualify. The impact on manufacturing was seen as negligible. In general, high-end manufacturers welcomed the changes since their entire product lines already meet or exceed standards.

The field was divided about the impact of the changes on sales. One third thought that the changes would positively impact sales. Several with a wider product line thought that sales would remain the same, but others were either uncertain of the impact or thought that consumers will require further education. One commented that if the changes cause price increases a negative impact on sales would result.

For the majority of manufacturers, the changes won't have any impact on the proportion of models that will qualify; for high-end manufacturers in particular their product lines already exceed the standards. A few were uncertain what the impact of the changes would be. Several respondents thought that most of their models will either qualify or the necessary changes will be made, so that continuing to manufacture models that no longer qualify wasn't applicable. One said his company would continue to make models that no longer qualify as the higher preference for ENERGY STAR qualifying models was not widespread across the country.

When asked what EPA or ENERGY STAR programs could do to help manufacturers during these changes, two responses were equally important: to provide adequate lead time in a more collaborative fashion, and the continuation of education programs to heighten energy efficiency and brand awareness, both with consumers and retailers. A few mentioned more rebate programs. One respondent wanted more equitable programs to include all manufacturers of ENERGY STAR qualified models.

## **Views of the Alliance ENERGY STAR Home Products Program**

About half said they were very or somewhat familiar with the Program, while 40% said they were somewhat familiar. Two manufacturers (one that manufactured air conditioners only and one that manufactured multiple appliances) were not at all familiar.

All but one who described themselves as very familiar were very satisfied with their dealings with the Program; the remaining one was somewhat satisfied. Half of those who said they were somewhat familiar were very satisfied; a third was somewhat satisfied and the remaining respondent was not too satisfied

Those who described themselves as very familiar were all very satisfied with the Program's effectiveness in increasing consumer awareness and sales. All but one were very satisfied with the Program's effectiveness in increasing retailer awareness, with the remaining respondent giving a somewhat satisfied rating. The majority of manufacturers noted that the program was most effective with clothes washers.

## **Double Your Savings Promotion**

Several manufacturers who did not participate in the Double Your Savings Promotion said they wanted to be included but were not given sufficient lead time to respond.

## **Suggestions for the Home Products Program**

Suggestions for improving the Program included conducting more promotions; but simplifying them when possible. Other suggestions included more in-person meetings, working with utilities to be more equitable in manufacturer selection for rebates; more lead time in promotion planning; establishing a coop budget between manufacturers and the Alliance; and providing incentives to appliance sales people.



## CHAPTER 8: INSIGHTS OF PROGRAM MANAGERS AND STAFF

### SUMMARY

Since the Program is being absorbed into the RSI effort, and this wider effort will be overseen by many of the same individuals currently running the Program, we interviewed key Program managers and staff to capture their perspectives on past performance and future issues. The following section summarizes these interviews into Lessons Learned and Key Issues Facing the Program.

#### Lessons Learned

- ✓ In the past, the Program provided a high level of customization to utilities and manufacturers. The recent Double Your Savings promotion was more streamlined, offered fewer options, and was consequently less costly. This helped support a Program goal to switch from a production role to one of creative support, where the Program designs and provides templates for partners to produce themselves. However, the Program will still need to provide sufficient personalization so that partners feel it has been somewhat customized for them.
- ✓ Although Program events realized participation that exceeded expectations, they also provided several lessons, including the need to:
  - Provide adequate lead time for partners (e.g., manufacturers);
  - Work more closely with manufacturers to make sure sales projections match product availability, so consumers have adequate options; and
  - Continue to develop ways to drive retailers to provide sales data.
- ✓ Program delivery has been effective and the heart of the Program is relationships with market actors – manufacturers, utilities, retailers, and consumers. For instance, utilities identify the utility coordinator and field representatives as the most important vehicles for program delivery and retailers also regard field reps as the key to the effectiveness of the program. The Program needs to continue to build relationships with appliance market actors.
- ✓ Under the new RSI, it will be equally important to build relationships, adapting the Home Products Program techniques to each new sector and sub-sector. This will involve identifying appropriate actors (e.g., builders), designing program components to support each segment's business goals, and building relationships by actively seeking partnerships, and encouraging partners to contribute more resources.
- ✓ “Don't be afraid to push the bar. You have to create new goals, need creative thinking and adaptive abilities, and should be responsive.”

## Key Issues Facing the Program

- ✓ Historically, regional participation has been premised on moving customers toward buying the “most efficient of the efficient.” However, the ENERGY STAR label is one of products that meet a baseline standard where the efficiency of products above that baseline is not distinguished. The challenge facing the Program at this juncture is not only to increase awareness of ENERGY STAR appliances and drive more consumers to seek them out for purchase, but to also try to answer the question: Is ENERGY STAR enough to push consumers toward the “efficient of the efficient.” And, is there a way to educate consumers to this goal without using incentives?

The Program feels RSI has evolved nicely from the Home Products Program, but is a much more strategic program, encompassing more than ENERGY STAR. RSI goals include helping to move Program to next level of higher efficiency promotion, demonstrating to both manufacturers and the DOE that the next level should be more of a stretch. With washing machines, for example, this has brought the strategy of providing tiered incentives. This strategy has brought some uncertainty with it about participation of partners in future promotions; for instance, some manufacturers are resistant to differentiated tiers.

- ✓ Program benchmarks of success include market share, which grabs the attention of both retailers and manufacturers. However, market share data is not perfect since, for instance, D&R data does not encompass all types of retailers. The Program has relied, in part, on D & R for data and will continue to do so, but reliance on outside data sources remains challenging. Another important benchmark is price “premiums” for qualified appliances; determining a good way of examining this issue remains a challenge, given that most qualified products are high-end products.
- ✓ Initial Program focus was equally balanced among target audiences and partners. However, during the past year, to boost utility involvement, more resources were focused on utilities. The Program wants utilities to move to supporting higher levels of efficiencies and more support for the Program. However, in some cases utility participation is hampered by insufficient staff, lack of interest, and inadequate funding.
- ✓ One ongoing issue for the contractor is how to build the ENERGY STAR brand, be the point of contact for the market actors, and still foster recognition that the Alliance *is* the Program, and the resource that makes the Program available. The Program has required utility materials to include the Alliance logo and website information to achieve this end, but its success has not been evaluated.
- ✓ Utility negative reactions to high production costs for materials and promotions contrasts with retailer and manufacturer desire for highly polished materials. This will be an ongoing challenge for the Program to balance these perspectives. Its current strategy is to provide low-cost methods for utility communications while continuing to produce high quality pieces for their external market. At the same time, utilities are contributing more, incorporating more of their own resources, such as websites and bill stuffers.

- ✓ Retailers are the “lynchpin of pushing the product” and the primary connection to the consumer. Retailers love promotions, especially rebates, but also POP, field services, and anything that aids in the sales process. The Program goal is to move retailers to the next higher level of contribution and involvement, while at the same time ensuring that the Program gets the sales data it needs. Retailers do not like to provide sales data, since it is time consuming to collect and involves proprietary issues. Program staff said that incentive programs had an advantage in getting this information but that finding motivations for providing sales data was more difficult in this type of program.

## CHAPTER 9: PROGRAM COST-EFFECTIVENESS AND POST PROGRAM TRACKING

Program evaluators are responsible for reviewing the analytical framework and commenting on any issues that might affect the validity of the cost-effectiveness analysis. Please note that this review of cost-effectiveness is fairly limited, since a thorough analysis was beyond the scope of work for this evaluation. We have included information that will hopefully help in a more thorough review of cost-effectiveness. The Alliance is currently updating its guidelines for evaluator responsibilities in reviewing cost-effectiveness assumptions and future evaluations will devote greater resources to these activities. Still, the findings suggest some activities that the Alliance can undertake to improve its cost-effectiveness assumptions for ENERGY STAR Home Appliances.

### MPER #1 COST EFFECTIVENESS RECOMMENDATIONS AND STATUS

MPER #1 identified five issues that the Program needed to address concerning cost-effectiveness. The five issues raised in MPER #1 and the status for each issue are described below.

**1. Should room air conditioners remain in the product mix for tracking?**

At the time of MPER #1, air conditioners hadn't been a focus of the Program and there was a question about whether they should remain in the cost-effectiveness calculations. This issue became a moot point because air conditioners did receive greater focus in subsequent program years and thus it was appropriate that they remain in the mix of appliances.

**2. Can updated cost/incremental price data be used?**

MPER #1 recommended that if better price data are available and can be consistently applied, they should be used. At that time, there was agreement between program and evaluation staff that the numbers from the D&R *White Papers* are the most reliable; however, the D&R numbers are listed as a range, making it necessary to calculate a single average. Single average incremental costs at the national level are available from the EPA ENERGY STAR Website Savings Calculator and may provide a reliable, easy source of information. Currently, the ACE model has not been updated with new cost/incremental price data, either from the 2003 White Paper or from another reliable source.

Based on information on the EPA Website, dishwashers and room air conditioners will be the only numbers to change in the assumptions. The current ACE model lists incremental costs for dishwashers at \$27; the EPA site shows the incremental cost at \$50. For room air conditioners, the ACE incremental cost is \$51, compared to \$30 on the EPA site.

**3. How do old versus new efficiency standards affect the baselines?**

MPER #1 recommended that evaluation staff, program staff, and the cost-effectiveness analyst agree on a common set of numbers for both the baseline conditions and subsequent years. At the time of this report this analysis has not yet been conducted and the baselines have not yet been changed.

**4. Should savings and tracking of clothes washers be added to the Program?**

MPER #1 recommended that the clothes washer sales and savings should be part of the cost-effectiveness analysis, since the current program design and operation grew out of the clothes washer program. Alliance staff and management specifically rejected this suggestion because clothes washers would more than carry the other ENERGY STAR Home Products. Separate ACE models have been maintained for clothes washers and Home Products. And the Alliance has developed an additional cost-effectiveness model for higher MEF (modified energy factor) rated clothes washers.

**5. Should savings calculations be adjusted by product (e.g. refrigerators, dishwashers, and room air conditioners)?**

MPER #1 recommended that savings calculations for each appliance be adjusted when new or better information becomes available. At minimum, dishwasher savings should be adjusted to be consistent with recent DOE assumptions about dirt sensors and the number of cycles per year that reduce savings estimates. The EPA ENERGY STAR Savings Calculator lists different electric savings per unit for refrigerators and dishwashers than the numbers used in the current ACE model. Electric savings per unit for refrigerators are listed at 100kWh/year in the calculator, compared to 50 kWh/year in the model. Dishwasher savings are listed in the calculator at 102 KWh per year, while the model lists them at 162.4 kWh/year (weighted). Room air conditioner savings are similar. (Note: Per unit savings assumptions listed on the EPA website also differ for clothes washers and should be investigated given the change in MEFs)

## OTHER COST EFFECTIVENESS OBSERVATIONS AND DATA

Based upon our limited review, the ACE model(s) would benefit from a thorough review and updating. The discussion above points to potential needed changes in incremental first costs, electric savings per unit, and baseline as a percent of sales – all key assumptions in the ACE models. In addition, these additional key assumptions deserve review.

- ✓ Market size (no updated information was discovered in our limited review)
- ✓ Market penetration/ENERGY STAR units (market penetration figures could be updated using updated cumulative market share figures from D&R and appropriate lifetimes for each appliance)

- ✓ Appliance lifetime (appliance lifetimes on the EPA Calculate are shorter than the ones shown in the ACE model for three of the four appliances: clothes washers (12 versus 14 years); refrigerators (13 versus 19 years) and dishwashers (9 versus 10 years))

## Conclusions and Recommendations

The cost-effectiveness models used by the Alliance for ENERGY STAR Home Products are complex and have largely been used for internal purposes. They contain a great deal of useful information, but could benefit from more documentation, especially if others are to review them. Assuming that consensus has been reached that the pivotal assumptions are the key cost-effectiveness modeling indicators, a helpful first step would be to rigorously define all such terms, either in the model or in adjunct materials. In particular it should always be clear what “market size” indicators in the model refer to. For instance, is it the total installed base, current year sales, or a total of sales over a number of years? Definitions of market share and market penetration should also be clarified and well-defined to alleviate any potential confusion.

Many of the original assumptions for cost and savings for the ENERGY STAR have not been reviewed (and thus revised) for some time, even though changes in the Program and market have taken place. The assumptions for appliances came from the National Energy Star program and were developed by consultants such as Ed Barbour, formerly with Arthur D. Little and Bill McNary and David Furr of D&R International. It would be good to reaffirm current assumptions are correct or update them based on current/better information. In addition, other sources of reliable information should be consulted such as the EPA ENERGY STAR Website as described in the section above. Alliance staff also provided the following leads to sources that would be useful to consult:

- ✓ Charlie Stephens of the Oregon Office of Energy. This office has been involved in the process of establishing estimates of energy savings for home products for several years in conjunction with determining the eligibility of specific products for participation in incentive programs sponsored in Oregon.
- ✓ Fred Gordon (and others) at the Energy Trust of Oregon has recently developed its own cost and savings estimates for a new home products type program.
- ✓ The Bonneville Power’s Regional Technical Forum (RTF) managed by Tom Eckman has an on-going review of the cost and savings for various energy efficient products and services.

## POST-PROJECT TRACKING

Many aspects of this Program will continue under the RSI, making post-project tracking an essential element in evaluation work. We assume the more singular focus on higher efficiency clothes washers will require all the current pivotal assumptions to be tracked and updated for that appliance.

For those areas of the Program that will not continue, at least data to calculate market penetration should be collected and reviewed to gauge how the market is progressing and to be able to accurately account for savings. In addition, Program management should keep abreast of market changes through national and regional conferences and industry communication sources to determine whether other appliances need to be brought back into the RSI sphere.

## CHAPTER 10: CONCLUSIONS

### OVERALL PROGRAM

Looking across all data, the ENERGY STAR Home Products Program has been exemplary in its improvements over the past year. It has heeded and responded to evaluative information, both from MPER #1 and from having its own ear to the ground for program feedback. It is a strong, mature program that has kept to its core value of being relationship based, and has learned from its experience, changed to meet the needs of its various target audiences, and influenced the home products market, both regionally and nationally.

This MPER evaluates the Program's progress in transforming the Northwest market for ENERGY STAR qualified appliances by looking at updated data on the appliance market and from consumers, retailers, utilities, and manufacturers. In addition, it conducted exit interviews with Program staff to gather the implementers' perspectives on Program progress and lessons learned. It also conducted a general review of cost-effectiveness assumptions. From all sources of data, the Program is performing at a higher level than one year ago.

While the Program's services are still needed to help further transform at least some aspects of the market, it has effectively involved utilities, retailers, manufacturers, and consumers in recognizing and embracing high efficiency appliances. In addition, in its most recent incarnation as part of the Alliance's Residential Sector Initiative, it is becoming a force in pushing national appliance efficiency standards, and regional goals to a higher level of efficiency for appliances. The four appliances covered under the Program are at different stages in market transformation. Based upon working with these appliances over the years and upon the data at hand, the evaluators offer these perspectives on whether the market is "transformed" for each of these products. <sup>vi</sup>

---

<sup>vi</sup> Various definitions of market transformation exist. The definition of market transformation used here is general. We define market transformation as having occurred when a product is a viable choice for consumers and it can stand on its own in the marketplace without programmatic help to either push it ahead or prevent it from backsliding. However, we are not interpreting it to mean that a specific market penetration goal has been reached or that the entire market has been changed to only higher efficiency choices.



## Market Progress

### *Clothes Washers*

Clothes washers have been the focus of the Program through all its iterations due to high and cost-effective potential energy savings. In addition, high efficiency clothes washers have faced more barriers to market transformation than other appliances: most high efficiency washers required new technologies and product configurations (i.e., front loaders versus top loaders); evidence was mixed about their ability to clean clothes better; some other features, like a longer cycle length, were less desirable; and the machines cost considerably more on average (currently, the estimated average premium for an ENERGY STAR washer is \$300<sup>vii</sup>, but notably the low end of the price range for qualified models now overlaps with the high end of the range for non-qualified models). Thus consumers found high efficiency washers more different than they found high efficiency dishwashers, refrigerators, and room air conditioners. In addition, manufacturers had to greatly invest in new products and retailers had to become educated.

The Alliance Program has clearly been successful at making significant progress toward market transformation in the Northwest. This region leads the country in market share of ENERGY STAR clothes washers, which has leapt from 2% in 1993 to 43% in 2003, versus 23% market share nationally. Manufacturers believe that the market for ENERGY STAR products will continue to grow, and retailers appear committed to stocking and promoting them. However, it is unlikely that this level of market penetration would be sustainable without continued Alliance support and utility and state incentive programs to help offset the higher prices of qualified models. Findings from the survey of consumers who participated in the Double Your Savings promotion substantiate this conclusion: approximately one-third of purchasers indicated that the rebate spurred their selection of an ENERGY STAR washer. In addition, the persistent average price premium for clothes washers likely means that less-affluent consumers will continue to select lower-priced models.

### *Dishwashers*

The market for high-efficiency dishwashers appears to be transformed. Market share for ENERGY STAR dishwashers has risen dramatically from 7% in 2000 to 55% in 2003, and penetration is fairly consistent throughout the country. Aside from a Department of Energy downgrading of savings, these appliances, which look like other dishwashers, have a low (\$50) average price premium and perform at least as well as less efficient washers. In addition, manufacturers and retailers have strongly embraced high efficiency dishwashers. The 2003 floor survey found 73% floor coverage of ENERGY STAR-qualified models among participating retailers. If this product can have still higher efficiency standards, the RSI should help push for them. However, it appears this product can likely stand its own in the marketplace.

---

<sup>vii</sup> All price premiums are taken from the EPA ENERGY STAR web site Savings Calculator that lists relevant assumptions for each appliance

### ***Refrigerators***

It is not clear whether the market for ENERGY STAR refrigerators has been transformed. In 2003, market share was 28%, similar to national market share. Although the share has increased substantially in the past 2 years, it has not increased as much as clothes washers and dishwashers. The relatively lower share and slower growth for refrigerators is likely due to the adoption of a more stringent ENERGY STAR efficiency standard in 2001, which temporarily affected the availability of qualified products. Upstream indicators suggest that market growth will occur in the coming years. Although some manufacturers indicated they thought market growth for refrigerators would be slower for refrigerators than for washing machines, the number of manufacturers of ENERGY STAR qualified models has more than doubled since 2000, and the number of models has tripled (although this may be somewhat misleading due to separate model numbers being given to minor differences in the product, such as color). 2003 floor coverage was measured at 45%, which exceeds that for clothes washers. Moreover, qualified appliances have relatively small price premiums (\$30) and 60% of consumers report they have seen the ENERGY STAR label on refrigerators. Taken together, these factors indicate that market transformation is occurring and market share will increase.

### ***Room Air Conditioners***

It is not clear whether the market for ENERGY STAR room air conditioners has been transformed. Market share in the Northwest has declined slightly to 34% since 2002, although it has increased substantially from 10% in 2001. Due to climate, the largest markets in Washington and Oregon are not hotbeds for room air conditioners, and it is these markets in which market share has slipped. Idaho, Montana, and eastern Washington and Oregon offer some opportunities, however, and market share has remained strong in Idaho and particularly in Montana (48%). Although no floor coverage data are available, we do know that the number of ENERGY STAR qualified models is ten times larger than it was in 2000, and the number of manufacturers has nearly tripled. These data, combined with the relatively small incremental first cost for qualified models (\$30), suggest that the market for ENERGY STAR room air conditioners is well on its way to being transformed.

### **Consumer Perceptions and Behavior**

Based on results of the 2003 national survey, awareness has taken a large leap upward, and the Northwest awareness is significantly higher than the national level (66% versus 56%). However, brand associations are not what they need to be to reach the next level of consumer acceptance (or integration of ENERGY STAR into their regular decision making about appliances). There is still opportunity to grow brand awareness, and, more importantly, to increase market share and penetration. Just over a quarter (28%) of those who were aware of the ENERGY STAR label reported buying a qualified product in the past year, but this equals just 19% of all Northwest consumers. Data show that the brand is still largely seen as related to energy efficiency without much spread to a wider value base. The strong association of ENERGY STAR with efficiency may be related to the finding that only 25% of consumers say the brand strongly influenced their buying decision, and this figure has not changed much in

three years. Still, it is important to be careful about how to expand the meaning of the brand. ENERGY STAR cannot take credit for features that it doesn't affect.

## Retailers

Retailer participation increased from 2002 to 2003, with some ebb and flow as retailers come and go or consolidate. Retailer perception that it is very important to carry qualified products climbed dramatically, from 26% in 2002 to 60% in 2003. The percentage of retailers that report increased sales of qualified appliances has grown from 78% to 85% during this period. And retailers, which the program sees as the central catalyst for attracting customers to ENERGY STAR, rated the Program more highly on all fronts in 2003, particularly on the usefulness of the Program's field representatives.

## Utility Services

Utilities rate the value of the Program highly, and the percent of utility respondents rating the program as very valuable increased from 22% to 53%. They consider field representatives and the utility coordinator the most valuable tools provided by the program. Most utilities had increased their use of the Program since 2002, and almost all had used the services of the utility coordinators – a large increase from 51% to 87%--and the field representatives (82%). Similar to last year, however, the Utility Resource Kit (URK) was used by less than half of respondents. And when asked to rank the value to them of the various program tools, the URK received the lowest ranking -- less important than the field reps, utility coordinator, the listserv, and the @Home Newsletter. Still, it is important to note that use and appreciation for the URK varied widely; some utilities relied on it and were very positive about it.

MPER#1 identified that large utilities were more involved with and generally more satisfied with the Program. The 2003 utility survey revealed an upswing in use and appreciation of the Program by small, but especially medium sized utilities; this was consistent with an increase in outreach to these utilities. Large utility appreciation of the Program (2 of the 10 large utilities) did go down a little. These ten large utilities account for about 80% of customers in the Northwest and, as Program staff understand, relations with them are very important. The only real criticism of the Program was of the perception that it produced materials that were too costly, and the program has already responded by adopting a less expensive look for utility materials (while maintaining a more sophisticated, competitive look where required for market success, such as those produced for retailers).

## Manufacturers

Manufacturers that work with the program are very satisfied with it for the most part. Program staff have already discovered some manufacturer concerns about the program, and are addressing issues such as giving manufacturers more lead time and matching sales projections to product availability.

## Cost-Effectiveness

A complete review of the ACE models was outside the scope of this evaluation. The evaluator did, however, spend some time reviewing the models and communicating with Alliance staff about their contents. We also revisited five issues, related to ACE model assumptions, listed in MPER#1. In this process we learned that many of the original assumptions for cost and savings for the ENERGY STAR Home Products Program have not been reviewed (and thus revised) for some time, even though changes in the Program and market have taken place and new, reliable sources of information, such as the EPA ENERGY STAR Website's Savings Calculator, list some differences in assumptions and could be used to help update them. In addition, consistent with the findings in last year's Retrospective Evaluation of the Alliance, we found that the models could benefit from more documentation in order to allow evaluators to review them more easily.

While this MPER was being drafted, the Alliance began to develop more specific guidelines for increasing the role and responsibilities of outside evaluators in reviewing cost-effectiveness. Although these guidelines could not be implemented for this evaluation, they will help make sure the reviews consistently follow certain procedures and fulfill certain requirements.

## CHAPTER 11: RECOMMENDATIONS

***Continue to support efforts to raise federal appliance efficiency standards.*** The greatest remaining barrier to market transformation of ENERGY STAR appliances is that qualified appliances—particularly clothes washers—are more expensive. Although average price premiums are less pronounced when comparing machines with similar features, the consumer experience is that ENERGY STAR qualified models are typically more expensive than non-qualified models. For many consumers, price premiums will deter them from choosing an ENERGY STAR model—particularly in the absence of rebates or tax incentives. Unless major manufacturers increase the production of lower-priced qualified clothes washers, it is likely that higher federal efficiency standards will be needed in order to truly transform the market. The Alliance should consider support of this goal a priority.

***Support EPA efforts to associate ENERGY STAR brand with value.*** Through its Consumer Products component of the RSI, the Alliance should continue to promote the ENERGY STAR brand, and educate consumers of the cost savings and non-energy benefits associated with ENERGY STAR products. Some consumers may be more likely to choose ENERGY STAR if they understand that their lifetime costs may be lower, despite higher perceived first cost.

The consumer research conducted at part of this evaluation provides a good baseline measurement for consumer perceptions about the extra “value” of ENERGY STAR, but needs to be continued into the future to see whether progress is being made. The “values” that are appropriate for the brand need to be better defined and measured. For instance, when respondents say that the branded appliances provide energy savings, are they implicitly saying they are saving money as well? Or, are they talking about environmental issues. The oversample of the National Web TV survey should also be continued at least every two years to track progress; value measurements should be refined in that survey as well.

***Maintain the emphasis on field representatives.*** Field representatives received high praise from both retailers and utilities—key market actors in the Alliance programs. The Program did an excellent job of adaptively managing the work of this team in the last year of the program, and it should continue its emphasis on the field.

***Consider how to make the Utility Resource Kit (URK) more valuable to utilities.*** The usefulness of the URK appears to vary widely among utilities; for some it is a valued tool, but others who have it don’t use it much, and a quarter of utilities report they don’t even have one. The Alliance should consider whether this tool can be better tailored to the needs of utilities, whether field reps can help them use it more effectively, and/or whether the resources devoted to it can be reduced.

***Conduct a thorough review of Alliance cost-effectiveness model assumptions.*** A complete review was outside the scope of this evaluation, but a cursory review indicated that such a review is needed.

## **APPENDIX A – SURVEY AND INTERVIEW INSTRUMENTS**

## WEB TV SURVEY KNOWLEDGE NETWORKS

CEE: Energy Star 2002

Questionnaire\_V2 (final version)

EG1:

Have you ever seen or heard of yellow stickers called *EnergyGuide* labels?

[single]

- Yes
- No
- Don't know

if "No," "Don't know," or skip: go to ES1

if "Yes": go to EG2

EG2: "Yes" to EG1

What information does the *EnergyGuide* label provide?

[text]

ES1:

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

[single]

- Yes
- No
- Don't know

if "No," "Don't know," or skip: go to Q1 (aka ES4a1)

if "Yes": go to ES2

ES2: "Yes" to ES1

What does the ENERGY STAR label mean to you?

[text]

ES3: "Yes" to ES1

Is this the label you have seen or heard of before? [show label]

[single]

- Yes
- No
- Don't know

if "No," "Don't know," or skip: go to Q1 (aka ES4a1)

if "Yes": go to Q3 (aka SO1)

Q1 (aka ES4a1): NOT "Yes" to ES3

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 label]

Q2 (aka ES6): NOT "Yes" to ES3

Now that you have had the opportunity to see the ENERGY STAR label, do you recall seeing or hearing anything about it before this survey? [show label]

[single]

- Yes
- No
- Don't know

If answer to Q2 is "no" or "don't know," go to Q6a.

Q3 (aka SO1): "Yes" to ES3 or Q2

TX Where did you hear or see something about ENERGY STAR? Please mark all that apply. [show label]

[multi]

- Newspaper or magazine advertisement
- Newspaper or magazine article
- TV commercial
- TV news feature story
- Radio commercial
- Billboard
- Utility mailing or bill insert
- Direct mail or circular advertisement
- Labels on appliances or electronic equipment
- Yellow *EnergyGuide* label
- Displays in stores
- Internet
- Salesperson
- Contractor
- Friend, neighbor, relative, or co-worker



- Other (please specify) [text]
- Don't know [exclusive]

Q4 [aka SO2]:

What did you see or hear about ENERGY STAR? Please be specific. [show label]

[open-ended]

Q5\_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]

[multi]

### **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
- None of these products [exclusive]

Q5\_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]

[multi]

### **Home Appliances/Lighting**

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

**Home Electronics**

- Television
- VCR
- Audio product
- None of these products [exclusive]

Q5\_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]

[multi]

**Building Materials**

- Window
- Door
- Skylight
- Insulation
- Roofing material

**Buildings**

- Newly built home
- None of these products [exclusive]

Q6a

Have you or someone else in your household been shopping in a store in the last 12 months for any of the products listed below?

- Yes
- No
- 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
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb
- Microwave oven

### **Home Electronics**

- Television
- VCR
- Audio product

### **Building Materials**

- Window
- Door
- Skylight
- Insulation
- Roofing material
- 

Q6b

Have you or someone else in your household been shopping for a newly built home in the last 12 months?

- Yes
- No
- Don't know

Q12\_a

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.

[multi]

### **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
- None of these products [exclusive]

Q12\_b

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.

[multi]

### **Home Appliances/Lighting**

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

### ***Home Electronics***

- Television
- VCR
- Audio product
- None of these products [exclusive]

Q12\_c

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.

[multi]

### **Building Materials**

- Window
- Door
- Skylight
- Insulation

- Roofing material

### **Buildings**

- Newly built home
- None of these products [exclusive]

If no products checked for Q12\_a through Q12\_c, skip to Q13a.

Q7

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]

[single]

- Yes
- No
- Don't know

if "No" or "Don't know": go to Q13a.

Q7A\_1

On which products did you see the ENERGY STAR label? [grid]

(Only show those products checked in Q12\_a through Q12\_c. Condense as much as possible – e.g., one screen/just one iteration of the question whenever possible)

Saw Label    Did not see label    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

Q7A\_2

On which products did you see the ENERGY STAR label? [grid]

Saw Label    Did not see label    Don't know

**Home Appliances/Lighting**

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

***Home Electronics***

- Television
- VCR
- Audio product

Q7A\_3

On which products did you see the ENERGY STAR label? [grid]

Saw Label    Did not see label    Don't know

***Building Materials***

- Window
- Door
- Skylight
- Insulation
- Roofing material

***Buildings***

- Newly built home

Q8

For any ENERGY STAR-labeled product(s) you purchased, how much did the presence or absence of the ENERGY STAR label influence your purchasing decision? [show label]

[single]

- Very much
- Somewhat
- Slightly
- Not at all
- Don't know

Q9

Did you receive rebates or reduced-rate financing for any ENERGY STAR-labeled product(s) you purchased? [show label]

[single]

- Yes
- No
- Don't know

if "No" or "Don't know": go to Q11

Q10

If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR-labeled product? [show label]

[single]

- Very likely
- Somewhat likely
- Slightly likely
- Not at all likely
- Don't know

Q11

How likely are you to recommend ENERGY STAR-labeled products to a friend? [show label]

[single]

- Very likely
- Somewhat likely
- Slightly likely
- Not at all likely
- Don't know

Q13a

Now, please think only about **Heating and Cooling Products**. Please select the source(s) of information you are most likely to use to obtain information about this product type. Please mark all that apply. [multi]

**Heating and Cooling Products**

- *Consumer Reports* and other product-oriented magazines
- Other magazines
- Newspapers
- Radio
- Television
- Electric or gas utility
- Advice from retailers or salespersons
- Advice from contractors
- Advice from a friend, neighbor, relative, or co-worker
- Internet
- Other (Please specify)
- Don't know [exclusive]

Q13b

Now, please think only about **Home Appliances / Lighting / Home Electronics** Please select the source(s) of information you are most likely to use to obtain information about this product type. Please mark all that apply. [multi]

**Home Appliances / Lighting / Home Electronics**

- *Consumer Reports* and other product-oriented magazines
- Other magazines
- Newspapers
- Radio
- Television
- Electric or gas utility
- Advice from retailers or salespersons
- Advice from contractors
- Advice from a friend, neighbor, relative, or co-worker
- Internet
- Other (Please specify)
- Don't know [exclusive]

**Northwest Questions**

**Q14.** In the future, if you needed to buy a **major appliance such as a refrigerator, clothes washer, or dishwasher**, how important would it be for you to buy one with an ENERGY STAR label?

Very important



Somewhat important

Slightly important

Not at all important

Don't know

**Q15.** Why did you say it was (insert rating)? \_\_\_\_\_

**Q16 a-d.** How strongly do you agree with each of the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
a Major appliances with the ENERGY STAR label perform better than appliances without the label					
b Major appliances with the ENERGY STAR label have extra features compared to appliances without the label					
c Major appliances with the ENERGY STAR label save energy compared to those without the label					
d An ENERGY STAR label means I'm getting a higher quality appliance					

**Q17.** In the future, if you needed to buy a **light bulb**, how important would it be for you to buy one with an ENERGY STAR label?

Very important

Somewhat important

Slightly important

Not at all important

Don't know

**Q18.** Why did you say it was (insert rating)? \_\_\_\_\_

**Q19 a-c.** How strongly do you agree with each of the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
a Light bulbs with the ENERGY STAR label perform better than light bulbs without the label					
b Light bulbs with the ENERGY STAR label save energy compared to those without the label					

c An ENERGY STAR label means I'm getting a higher quality light bulb					
--	--	--	--	--	--

**Demographics for All**

Q17

Which of the following best describes your home?

[single]

- Single-family home not attached to others
- Townhouse or row house
- Duplex or triplex
- Apartment (in building with 4 or more units)
- Mobile home
- Other

Q18

How many bedrooms do you have in your home?

[text]

Number of bedrooms: \_\_\_\_\_

## ENERGY STAR DYS PURCHASER SURVEY

Hello, may I please speak to \_\_\_\_\_ (fill in from list). I'm calling on behalf of your local electric utility and the Northwest Energy Efficiency Alliance about your participation in a rebate program for Energy Star qualified clothes washers. What a rebate program

1. Did you, or someone in your household, buy a new clothes washer in the past 6-8 months where you participated in this rebate program? *[If not correct, thank and terminate.]*
2. Were you involved in deciding on which washer to choose and in purchasing your new washer? *[If not, ask to speak to that person.]*

*[If correct, continue].* To evaluate how well this rebate program worked, we are conducting a brief survey of people throughout the northwest who took part. *(If asked: Survey takes 5 minutes)* Your answers are confidential and are very important to planning future efforts such as this one

3. Now, can you remember **where** you first learned about the clothes washer rebate program?  
*Record first choice, then **PROBE** with:*
  - Do you remember hearing or seeing anything about the rebate program anywhere else?  
*Anywhere else? Continue until extinguished.*
    - 1 Rebate Coupon
    - 2 In their utility bill (stuffer, message on bill)
    - 3 In the newspaper ad – **[Instruction to interviewer: If R says “newspaper” ask: Do you recall if that was a regular advertisement or a free-standing coupon inserted in the paper?]**
    - 5 From a free-standing coupon inserted in the newspaper
    - 6 From a sales person at a retail store (or appliance store) **[Instruction to interviewer: If R says “at the store” or “point of purchase” say: Was that from a sales person or from signs in the store?]**
    - 7 From signs at the retail store
    - 8 At a movie theater (movies slides)
    - 9 Newspaper story
    - 10 On a website
    - 11 From a newsletter story or ad, including utility and Ruralite newsletters
    - 12 At an outreach event such as Earth Day, Home Show
    - 13 From a radio ad
    - 14 In a flyer or ad in the utility lobby or in other public buildings
    - 15 From word of mouth – friend, neighbor, etc.
    - 16 Don't remember
    - 17 Other (please specify) \_\_\_\_\_

4. *If these outreach avenues not mentioned, as:* Just to double check, do you recall seeing or hearing about the washer rebate program in any of these places?

1 Your utility bill	Yes	No	DK/NA
2 A newspaper ad	Yes	No	DK/NA
3 A free-standing coupon inserted in the newspaper	Yes	No	DK/NA
4 A sales person at a retail store	Yes	No	DK/NA
5 Signs at the retail store	Yes	No	DK/NA

5. **[Instruction to Interviewer, Use the first sentence if needed]** As you know, to participate in the rebate program you had to send in a coupon. Can you please tell me where you got your rebate coupon? Did you get your coupon . . .

1. In your utility bill
2. In the newspaper
3. By calling or visiting your local Utility office
4. At a retail store
5. In a Utility newsletter or
6. At some other place \_\_\_\_\_ (specify)
7. Don't Know

5a. Do you recall the amount of the rebate you received? \$\_\_\_\_\_

6. Now I'd like you to think back to when you heard about the rebate program. Which of these statements best describes where you were in the process of buying a new clothes washer when you became aware of the rebate program?

- 1 I had already decided to buy a new clothes washer before I knew about the rebate program
- 2 I was already seriously considering buying a new washer when I heard about the rebate program
- 3 I had given some thought to buying a new clothes washer
- 4 I had not given much thought to buying a new clothes washer before I heard about the rebate program
- 5 DK/NA

7. Before buying your new clothes washer, how familiar were you with the ENERGY STAR label? Would you say you were . .

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not too familiar
- 4 Not at all familiar
- 5 DK/NA

8. Before buying your new ENERGY STAR washer, had you ever purchased any ENERGY STAR labeled appliances?

- 1 Yes
- 2 No
- 3 DK/NA

9. Before buying your new ENERGY STAR washer, had you ever purchased any ENERGY STAR labeled lighting products, such as compact fluorescent bulbs?

- 1 Yes
- 2 No
- 3 DK/NA

10. And how likely do you think you would have been to select an Energy Star clothes washer had it not been for the ENERGY STAR rebate program? Would you say you . . .

- 1 Definitely would have selected an ENERGY STAR clothes washer
- 2 Probably would have selected an ENERGY STAR washer
- 3 Might have selected an ENERGY STAR clothes washer
4. Probably would not selected an ENERGY STAR washer
5. Definitely would not have selected an ENERGY STAR clothes washer
- 6 DK/NA

11. How important were each of the following factors in your decision to buy your new washer?  
**[Randomize order]**

	Level of Importance				
	Very	Somewhat	Not Too	Not at all	DK/NA
Information in ads or in materials you received about the rebate program					
Extra features of the washer					
The cash-off rebate					
Involvement of your electric utility					
The ENERGY STAR label					
Needing to have a better clothes washer					
The brand of the washer					
Saving electricity					
Saving water					
The retailers involved in the promotion					
The appliance sales staff					

12. How likely are you to recommend an ENERGY STAR labeled washing machine to a friend?

- 1 Very likely
- 2 Somewhat likely
- 3 Not too likely
- 4 Not at all likely
- 5 Don't know
- 6 No Answer/Refused

13. In the future, if you are buying other appliances like refrigerators or dishwashers, how likely would you be to choose one with an ENERGY STAR label?

- 1 Very likely
- 2 Somewhat likely
- 3 Not too likely
- 4 Not at all likely
- 5 Don't Know
- 6 No Answer/Refused

14. In the future, if you were buying lighting products, including compact fluorescent bulbs, how likely would you be to choose one with an ENERGY STAR label?

- 1 Very likely
- 2 Somewhat likely
- 3 Not too likely
- 4 Not at all likely

- 5 Don't Know
- 6 No Answer/Refused

Finally, I have just a few final questions for classification purposes only.

15. Could you please tell me which category contains your age? Are you . . .

- 1 Under 25 years
- 2 25 to 34 years
- 3 35 to 44 years
- 4 45 to 54 years
- 5 55 to 59 years
- 6 60 to 64 years
- 7 65 to 74 years
- 8 75 years or over
- 9 Refused

16. Which of these categories best describes your educational background?

- 1 Less than high school
- 2 High school graduate (includes equivalency)
- 3 Some college, no degree
- 4 Technical/Associates degree
- 5 Bachelors degree
- 6 Graduate or professional degree
- 7 Refused

17. Including yourself, how many people normally live in your household on a full time basis?

\_\_\_\_\_

18. Finally, which of the following categories best describes your household's income, before taxes, for 2002.

- 1 Less than \$19,999
- 2 \$20,000 to \$29,999
- 3 \$30,000 to \$39,999
- 4 \$40,000 to \$49,999
- 5 \$50,000 to \$74,999
- 6 \$75,000 to \$99,999
- 7 More than \$100,000
- 8 Don't know
- 9 Refused

**Thank You and Close**

## 2003 EVALUATION RETAILER SURVEY

**Dear Retail Partner:** To keep improving the **NORTHWEST ENERGY STAR® Appliance Program** we need **your insights**. We are at a critical point in planning the Program's future and your views are essential to making sure it will work for you. Please give us your opinions about the Program and about ENERGY STAR products and markets.

Just fill out this short survey and return it to your field representative today. Your answers are confidential. For tracking purposes only, please give us your:

Name:	Address:
Store:	Field Rep:

***Please circle or fill in your answers.***

1. First, how important is the ENERGY STAR qualification and label in your appliance marketing and sales efforts? (*circle one*)
  - 1 Very Important
  - 2 Somewhat Important
  - 3 Not too Important
  - 4 Not at all important

2. Why did you give the rating in Question 1 above? \_\_\_\_\_  
 \_\_\_\_\_

3. In the last two years, have your sales of ENERGY STAR qualified appliances in the categories below increased, decreased, or stayed about the same? (*circle one answer for each item*)

	<b><i>Increased</i></b>	<b><i>Decreased</i></b>	<b><i>Stayed the Same</i></b>	<b><i>Don't Carry</i></b>
a. Washing Machines	1	2	3	4
b. Dishwashers	1	2	3	4
c. Air Conditioners	1	2	3	4
d. Refrigerators	1	2	3	4
e. Home Electronics	1	2	3	4
f. What about, Overall	1	2	3	

4. When selling appliances in your store, how often do you think your salespeople discuss ENERGY STAR qualifications or benefits with your customers?
  - 1 Often (more than 50% of the time)
  - 2 Sometimes (25-50% of the time)
  - 3 Seldom (less than 25% of the time)
  
5. How important do you think it is to your customers that the appliances they buy are ENERGY STAR qualified?
  - 1 Very Important
  - 2 Somewhat Important
  - 3 Not too Important
  - 4 Not at all important



**Northwest ENERGY STAR Appliance Program**

6. Now just think about the Northwest ENERGY STAR Marketing Program. How helpful has the **Program** been in your marketing and sales efforts for ENERGY STAR qualified appliances? *(circle one answer)*

- 1 Very helpful
- 2 Somewhat helpful
- 3 Not too helpful
- 4 Not at all helpful

7. Why do you give the rating in Question 6 above? \_\_\_\_\_

---

8. How useful would you say the following Program tools have been in your selling of ENERGY STAR qualified products? *(circle one answer for each)*

	<b>Very Useful</b>	<b>Somewhat Useful</b>	<b>Not too Useful</b>	<b>Not at all Useful</b>	<b>Didn't Use</b>
Field representative support	1	2	3	4	5
Sales training	1	2	3	4	5
Co-op marketing	1	2	3	4	5
Signage, like banners and door decals	1	2	3	4	5
Brochures, product labels and point-of-purchase displays	1	2	3	4	5
Local utility coordination	1	2	3	4	5

**Double Your Savings Promotion**

9. Finally, we'd like feedback about the recent Double Your Savings Promotion. How successful did you feel this promotion was for your store?

- 1 Very Successful
- 2 Somewhat Successful
- 3 Not Too Successful
- 4 Not At All Successful

10. How satisfied were you with the services you received from the Northwest ENERGY STAR Program during the Double Your Savings Promotion?

- 1 Very Satisfied
- 2 Somewhat Satisfied
- 3 Not Too Satisfied
- 4 Not At All Satisfied

11. How would you improve such promotions in the future? \_\_\_\_\_

---

***Thank You! Please give your completed survey to your field rep.***

## 2003 UTILITY EVALUATION INTERVIEW GUIDE

### (Conducted by Evaluators)

Hello, my name is \_\_\_\_\_ and I am calling on behalf of the Northwest Energy Efficiency Alliance. I'm part of a team that is evaluating the ENERGY STAR® Home Products Program. Right now we're interviewing a small number of utility contacts to gather feedback and insights on that Program. *(If appropriate: I believe I also interviewed you last year. Note: If they mention answering an on-line survey about DYS, explain this interview is to provide broader feedback to the Program so that it can better meet their need.)*

Are you (still) the primary contact person for the ENERGY STAR® Home Products Program? *(If no, find proper person before continuing. If needed, this will take 20-25 minutes. If needed, arrange a time that is more convenient.)*

I have a number of specific questions to ask you (if needed add: many will be similar to last year's questions because we are trying to track program changes). Your answers are confidential and will be grouped together with the answers of other respondents. Your name will not be used in any reports or documents without your permission.

1. First, how familiar are you with the various tools and resources available through the ENERGY STAR® Home Products Program? Would you say you're . . .
  - 1 Very familiar
  - 2 Somewhat familiar
  - 3 Not too familiar
  - 4 Not at all familiar -- *Note: For 4 and 5, try to determine if they know enough to participate in the survey; if not, ask if there is someone else who might be more familiar. If not, ask if they'd like more info about the Program and politely close.*
  - 5 DK/NA

### SECTION 1: PROGRAM STAFFING

#### Utility Coordinator

(Note: Program now has 2 utility contacts --) I'm going to ask you a variety of questions about the ENERGY STAR® Home Products Program. Feel free to give me your frank opinions and also to tell me if you don't know about various aspects of the program. The first questions are about how the Program is staffed.

2. The utility coordinators' job is to provide Program information and individual assistance to utilities in their own energy efficiency efforts. Have you used the services of either of the Program's two utility coordinators?
  - 1 Yes
  - 2 No (Go to Q13)
  - 3 DK (Go to Q13)

3. **If Yes:** How would you rate the services you've received from the utility coordinator in terms of . . .

	Excellent	Good	Fair	Poor	DK/NA
3. Being knowledgeable about all aspects of ENERGY STAR® products	1	2	3	4	5
4. Regularly providing you with Program updates	1	2	3	4	5
5. Being available to answer your questions and discuss your ideas	1	2	3	4	5
6. Helping you use the Program's tools to enhance your utility's energy efficiency efforts	1	2	3	4	5
7. Getting you the right materials and resources when you need them	1	2	3	4	5
8. Providing opportunities to link up with local retailers	1	2	3	4	5
9. Understanding the specific needs of your utility's energy efficiency programs	1	2	3	4	5
10. The value of their overall services to you	1	2	3	4	5

11. Why do you give the utility coordinators' services an overall value rating of (fill in from 10 above)

12. How could the Program's utility coordinator be of more help to you?

13. Now I'm going to ask you a few questions about the program's Field Representatives. Some of the main functions of the Field Reps' job are to let utilities know about program opportunities, to link up retailers and utilities, and to help coordinate Program services in the field. Have you met or talked with any of the field reps?

- 1 Yes
- 2 No (Go to Q 26)
- 3 DK (Go to Q 26)

**If Yes:** How would you rate the services you’ve received from the field reps in terms of . . .

	Excellent	Good	Fair	Poor	DK/NA
14. Technical knowledge of ENERGY STAR® products	1	2	3	4	5
15. Keeping you up-to-date about Program activities	1	2	3	4	5
16. The frequency of their visits or calls	1	2	3	4	5
17. Following through on your conversations and requests	1	2	3	4	5
18. Helping you use the Program’s tools to enhance your utility’s energy efficiency efforts.	1	2	3	4	5
19. Providing training for your customer service staff	1	2	3	4	5
20. Providing opportunities to link up with local retailers	1	2	3	4	5
21. Helping with local promotions and outreach events	1	2	3	4	5
22. Understanding the specific needs of your utility’s energy efficiency programs	1	2	3	4	5
23. The value of their overall services to you	1	2	3	4	5

24. Why do you give the field reps’ services an overall value rating of (fill in from 23 above)

\_\_\_\_\_

25. How could the Field Reps be of more help to you? \_\_\_\_\_

## SECTION 2: COMMUNICATIONS

### Utility Resource Kit

26. Now I’d like to talk with you about the ENERGY STAR Home Products Program Utility Resource Kit. (This is a notebook with different kinds of information about the Program, including product fact sheets, logos etc). Do you, or might someone else in your utility, have a Utility Resource Kit or URK?

- 1 Yes
- 2 No (Go to Q39 – **ask if they would like one sent and note response: Yes No** )
- 3 DK (Go to Q39)—**ask if they would like one sent and note response: Yes No** )

26a. **If Yes to Q26:** Have you been receiving updates to the URK?

- 1 Yes
- 2 No ( **ask if they would like to receive updates: Yes No** )
- 3 DK ( **ask if they would like to receive updates: Yes No** )

27. **If Yes to Q26:** Have you used any parts of the Utility Resource Kit?

- 1 Yes
- 2 No (Go to Q38)
- 3 DK (Go to Q38)

28. Now I'd like to ask you about specific parts of the kit. (If they have the Kit, ask them to get it and look through it as you mention various parts.) The first part of the kit I'd like to ask you about is . . . ( ). Have you used this part of the kit? **If yes:** How valuable have these materials been for you?

Kit Contents	Section	Yes Used	No	DK/NA	If Used: How Valuable Have These Materials Been for You?		
					1 Very	2 Somewhat	3 Not Too
28. Product Fact Sheets (Have you used those?)	2, p.2	1	2	3	1 Very	2 Somewhat	3 Not Too
29. Point of Purchase materials, signage, and display materials for outreach events. This includes things like brochures, product labels, decals, banners, and product displays.	4, p.2	1	2	3	1 Very	2 Somewhat	3 Not Too
30. Advertising tools such as logos and graphics, bill stuffers, print ads, newsletter, press release boilerplate, and national ENERGY STAR® tools	4, p. 10-11	1	2	3	1 Very	2 Somewhat	3 Not Too
31. The public relations Media Kit. It includes background materials, video footage, fact sheets, the "Efficiency at Home with ENERGY STAR® illustration, and photos of qualified products	5, p. 2-3	1	2	3	1 Very	2 Somewhat	3 Not Too
32. Information about Cooperative Marketing Efforts and promotions, such as Sears 10% off coupon and the Sears High Efficiency Laundry Centers	6, p. 2-3	1	2	3	1 Very	2 Somewhat	3 Not Too
33. Incentive Program Design and Materials	7, p 2-3	1	2	3	1 Very	2 Somewhat	3 Not Too
34. List of qualified ENERGY STAR® models and Purchase Incentives currently being offered	8, attachments	1	2	3	1 Very	2 Somewhat	3 Not Too

35. Overall, how valuable has your Utility Resource Kit been to you in your work related to ENERGY STAR® Home Products? Would you say. . .

- 1 Very valuable
- 2 Somewhat valuable
- 3 Not too valuable
- 4 Not at all valuable
- 5 DK/NA (Go to Q37)

36. Why do you say (fill in rating) \_\_\_\_\_

37. How can the Utility Resource Kit be made more useful for you? \_\_\_\_\_

38. **If haven't used Kit:** Are there any particular reasons you haven't used the kit? \_\_\_\_\_

**Other Communication Tools**

**There are two other Program communication tools we haven't discussed. They are:**

- ✓ The **ListServ**, which is a monthly publication that is sent to you via e-mail. It generally contains information regarding upcoming events and promotions.
- ✓ **And the @Home Newsletter, which is mailed quarterly to retailers and utilities highlighting the most recent happenings with the Program.**

39. Do you receive and read the Program's monthly e-mail ListServ? (*do not read*)

- 1 Yes, receive and read
- 2 Receive but don't read (Go to Q41)
- 3 Receive but haven't been able to open it
- 4 Don't receive (Go to Q41)
- 5 DK (Go to Q41)

40. How valuable is the information in the ListServ to you? Would you say. . .

- 1 Very valuable
- 2 Somewhat valuable
- 3 Not too valuable
- 4 Not at all valuable
- 5 DK/NA

41. Do you receive & read the Program's quarterly @Home Newsletter? (*don't read*)

- 1 Yes, receive and read
- 2 Receive but don't read (Go to Q43)
- 3 No (Go to Q43)
- 4 DK (Go to Q43)
- 5

42. How valuable is the information in the @Home Newsletter to you? Would you say. . .

- 1 Very valuable
- 2 Somewhat valuable
- 3 Not too valuable
- 4 Not at all valuable
- 5 DK/NA

43. We've talked about 5 major communication tools of the Program (read list below). Of the tools you have used, which two have been the most valuable to you? . . . So, your top choice is? And the second one?

(*Have them rank order them.*)

*ORDER*

- |   |                             |       |                   |
|---|-----------------------------|-------|-------------------|
| 1 | The Utility Coordinators    | _____ | <i>Didn't Use</i> |
| 2 | The Field Representatives   | _____ | <i>Didn't Use</i> |
| 3 | The Utility Resource Kit    | _____ | <i>Didn't Use</i> |
| 4 | The monthly e-mail ListServ | _____ | <i>Didn't Use</i> |

5 The quarterly @Home Newsletter \_\_\_\_\_

*Didn't Use*

We've been talking about communications tools, but now I want to ask you about the Program's marketing services.

### **SECTION 3: MARKETING SERVICES**

#### **Support For Outreach Events**

44. Have you used the Program's support for outreach events such as home shows, and membership meetings?

- 1 Yes
- 2 No (If No, go to Q.46)
- 3 DK/NA (If No, go to Q.46)

45. **If Yes:** How valuable have these outreach services been to you? Would you say . . .

- 1 Very valuable
- 2 Somewhat valuable
- 3 Not too valuable
- 4 Not at all valuable
- 5 DK/NA (Go to Q47)

46. Why do you say (insert rating) \_\_\_\_\_

47. Are there any improvements you'd like to suggest for services for outreach events? \_\_\_\_\_

#### **Special Promotions Support**

48 The Program also provides marketing support during special promotions. Special promotions can be through a uniform regional program that your utility can leverage, such as the recent "Double Your Savings" washing machine promotion. Special promotions can also be done through a "do-it-yourself toolkit," like the "Make a Change" promotion where a utility, with some support from the Program, conducts the promotion independently. Have you used the Program to support a regional special promotion, to support a "do-it-yourself" promotion, both, or neither?

- 1 Regional promotion only
- 2 Do it yourself promotion only
- 3 Both
- 4 Neither
- 5 DK/NA

50. Which type of support do you prefer for special promotions?

- 1 Having a uniform, regional program designed and implemented that your utility could leverage like “Double your Savings”

**OR –**

- 2 Having a “how-to-do-it-yourself” toolkit from the Program that outlines steps your utility could use to conduct the promotion **independently**? (like “Make a Change)

- 3 DK/NA

51. (If participated in any type of special promotion) Overall, how valuable has the Program’s support been for special promotions?

- 1 Very valuable
- 2 Somewhat valuable
- 3 Not too valuable
- 4 Not at all valuable
- 5 DK/NA (Go to Q )

52. Why do you say (fill in rating)? \_\_\_\_\_

53. Did you participate in the Double Your Savings washing machine promotion? (Note: Respondent could have answered the on-line survey about the promotion – this evaluation is to get a representative cross-section of all utilities.)

- 1 Yes
- 2 No (Go to Q55)
- 3 DK/NA (Go to Q56 if person is aware of promotion; if not go to Q 58)

53. **If Yes:** How satisfied were you with that special promotion?

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not too satisfied
- 4 Not at all satisfied
- 5 DK/NA (Go to Q 56)

54. Why do you say (insert rating)? \_\_\_\_\_

55. **If No:** Why did your utility decide not to participate? \_\_\_\_\_

56. **For All:** If the Program offered a Double Your Savings promotion again next year, how likely would you be to take part in it?

- 1 Very likely
- 2 Somewhat likely
- 3 Not too likely
- 4 Not at all likely
- 5 DK/NA (Go to Q 58)

57. Why do you say (insert rating)? \_\_\_\_\_



## WRAP UP

Finally, thinking back over all the things we've talked about related to the ENERGY STAR® Home Products Program, I have a few wrap-up questions.

58. Overall, how would you rate the support -- in terms of staff, information, outreach support, and promotional support – that the ENERGY STAR® Home Products Program provides to your utility's energy efficiency efforts? Would you rate the support as . . .

- 1 Very valuable
- 2 Somewhat valuable
- 3 Not too valuable
- 4 Not at all valuable
- 5 DK/NA

59. Why do you say (rating)? \_\_\_\_\_

60. In the future, in terms of your utility's needs, how important is it for the Program to focus its resources in each of these areas?

	Very Important	Somewhat Important	Not Too Important	Not at All Important	DK/NA
60. To help educate consumers about the value of using energy efficient products (Would you say . . .)	1	2	3	4	5
61. To help bring together market actors to support ENERGY STAR HOME products (includes retailers, manufacturers, utilities)	1	2	3	4	5
62. To help increase public relations opportunities for ENERGY STAR home products	1	2	3	4	5
63. To help increase sales of Energy Star home products	1	2	3	4	5

64. Which two of the four areas of Program support you just rated – (1) consumer education, (2) partnerships of market actors such as retailers and manufacturers, (3) public relations opportunities, and (4) increased sales of ENERGY STAR home products – should be the Program's top two priorities? (*put in numbers 60-63*)

1 - \_\_\_\_\_ Comments? \_\_\_\_\_

2 - \_\_\_\_\_ Comments? \_\_\_\_\_

65. Last of all, do you have any further advice or comments that you'd like to relay to the Program sponsors and implementers?

\_\_\_\_\_

**Those are all the questions I have for you. Thank you again for your cooperation.**

*If needed: You mentioned some things you'd like relayed to the Program. Will it be all right to identify you when we relay your comments?*

\_\_\_\_\_

## ADDITIONAL UTILITY SURVEY TABLES

Table 37 : 2003 Use Rates by Utility Size

<b>Used Utility Coordinator</b>				<b>%</b>	<b>Used POP Materials</b>				<b>%</b>
Large utilities	9	o f	9	10 0	Large utilities	3	o f	4	75
Medium utilities	19	o f	20	95	Medium utilities	7	o f	13	54
Small utilities	11	o f	16	69	Small utilities	3	o f	4	75
Overall	39	o f	45	87	Overall	13	o f	21	62
<b>Met with Field representative</b>					<b>Used List of ENERGY STAR Models</b>				
Large utilities	6	o f	9	66	Large utilities	2	o f	4	50
Medium utilities	19	o f	20	95	Medium utilities	10	o f	13	77
Small utilities	12	o f	16	75	Small utilities	3	o f	4	75
Overall	37	o f	45	82	Overall	15	o f	21	71
<b>Used the URK</b>					<b>Used Cooperative Marketing Tools</b>				
Large utilities	4	o f	6	66	Large utilities	1	o f	4	25
Medium utilities	12	o f	16	75	Medium utilities	8	o f	13	61
Small utilities	4	o f	12	33	Small utilities	2	o f	4	50
Overall	20	o f	34	59	Overall	11	o f	21	52
<b>Used Advertising Tools</b>					<b>Used PR Media Kit</b>				
Large utilities	2	o f	4	50	Large utilities	2	o f	4	50
Medium utilities	9	o f	13	69	Medium utilities	6	o f	13	46
Small utilities	4	o f	4	10 0	Small utilities	1	o f	4	25
Overall	15	o f	21	71	Overall	9	o f	21	43
<b>Used Product Fact Sheets</b>					<b>Used Incentive Program Design</b>				
Large utilities	3	o f	4	10 0	Large utilities	2	o f	4	50
Medium utilities	9	o f	13	69	Medium utilities	5	o f	13	38
Small utilities	4	o	4	10	Small utilities	3	o	4	75

		f		0		f		
Overall	16	o	21	76	Overall	10	o	21 48
		f				f		

Table 38: 2003 Use Rates by Utility Size

<b>Received &amp; Read @Home</b>					<b>Reported Program Support as Excellent</b>				
Large utilities	9	o	9	10	Large utilities	4	o	9	44
		f		0			f		
Medium utilities	18	o	20	90	Medium utilities	12	o	20	60
		f					f		
Small utilities	13	o	16	81	Small utilities	8	o	16	50
		f					f		
Overall	40	o	45	89	Overall	24	o	45	53
		f					f		
<b>Used Outreach Support</b>					<b>Had Little/No Contact w/Program</b>				
Large utilities	8	o	9	89	Large utilities	1	o	9	11
		f					f		
Medium utilities	13	o	20	65	Medium utilities	2	o	20	10
		f					f		
Small utilities	9	o	16	56	Small utilities	4	o	16	25
		f					f		
Overall	30	o	45	67	Overall	7	o	45	16
		f					f		
<b>Received Promotion Support</b>									
Large utilities	6	o	9	67					
		f							
Medium utilities	14	o	20	70					
		f							
Small utilities	12	o	16	75					
		f							
Overall	32	o	45	71					
		f							
<b>Participated in Double Your Savings</b>									
Large utilities	5	o	9	56					
		f							
Medium utilities	10	o	20	50					
		f							
Small utilities	10	o	16	63					
		f							
Overall	25	o	45	56					
		f							

## 2003 DYS WEB UTILITY SURVEY RESULTS

N = 33 Respondents participating in DYS

### Web Survey Conducted by PECI

**Note: Results are reported as raw numbers.**

#### Ratings of Program Services

1. Overall, how satisfied were you with the Double Your Savings promotion?
  - 24 Very satisfied
  - 8 Somewhat satisfied
  - 0 Not too satisfied
  - 0 Not at all satisfied
  
2. Why did you give the satisfaction rating above?
 

32 comments could be grouped into the following categories (some fit into more than one).

  - 8 Rebate volume and ENERGY STAR awareness increased
  - 3 Combined rebate amount (manufacturer bonus)
  - 18 Easy to participate, management of program ran “smoothly”
  - 3 Rebate volume didn’t increase (variety of reasons)
  - 4 Program confusing to customers and retailers
  
3. If the Program were to do a DYS promotion again next year, how would you improve it? Please be as specific as possible.
 

30 comments could be grouped into the following categories (some fit into more than one).

  - 6 No changes – keep it the same
  - 9 Change coupon creative design and/or promotion name
  - 2 Allow more utility customization
  - 1 Add more appliances
  - 1 Do regional advertising
  - 3 Change rebate processing policy or format of data transfer files
  - 1 We would make changes on utility end
  - 1 Longer lead time
  - 1 Lengthen program
  - 1 More retail training
  
4. How well did the following DYS Program services work?

Question	Worked well	Needs Improvement	Didn't Use	# Comments
Availability of Program support	29	0	2	
Keeping you up to date on Program activities	28	0	2	
The rebate submittal process for your customers	25	6	0	1 Very clear 4 Customer confusion 1 Better utility-program communication needed 1 Customize customer letter more

Question	Worked well	Needs Improvement	Didn't Use	# Comments
The Wednesday verification process	29	0	2	
The Friday payment report	11	0	1	1 Send earlier 1 Reliable
Coupon customization options	26	3	2	2 Redesign coupon 1 Good information 1 Add brand name
Program contact with retailers including training and POP	15	5	9	1 Confusion between programs 2 Good level of training 5 More training
The DYS Marketing Toolkit	19	1	10	1 More utility training with Kit 2 Didn't use
The Program marketing and advertising support for DYS	24	1	4	1 More communication regarding this 2 Liked provision of lobby signs
Receiving hard copies of completed rebate forms	24	2	3	1 More consistency in copy format 1 Coupon too dark 1 Worked well

### Coupon Distribution

5. How did you distribute your coupons: (choose all that apply)

- 28 Bill stuffer
- 4 Ruralite
- 5 Newsletter
- 2 Newspaper
- 2 Direct Mail
- 10 Other

6. What problems if any, did you have with the coupon distribution process (e.g. graphic format, insertion, etc.)?

18 comments could be grouped into the following categories (some fit into more than one).

- 1 More lead time with coupons and newsletter graphic
- 12 Worked great
- 3 Had to be manually stuffed
- 1 Would have preferred to print in-house
- 2 Prefer old ENERGY STAR logo

### Retail Communications

7. Did you have any direct contact about the promotion with your local retailers?

8 No

23 Yes

How would you rate their satisfaction with the promotion based on what you heard?

- 5 Excellent
- 15 Good
- 3 Fair
- 0 Poor

**Success Of The DYS Promotion**

8. How successful was the DYS promotion at accomplishing the following outcomes?

<b>Question</b>	<b>Very Successful</b>	<b>Somewhat Successful</b>	<b>Not Successful</b>	<b>Don't Know</b>
Leveraging manufacturer funds	15	8	0	8
Enhancing local retailer relationships	11	13	1	6
Enhancing local retailer advertising	5	12	5	9
Being a cost effective regional implementation with local delivery	17	7	2	5
Increasing placement of your utility's logo	11	11	2	7
Increasing ENERGY STAR awareness and understanding	17	14	0	0
Helped increase product sales	17	10	2	2

## Marketing

The Program wants to track all the ways partners advertised or promoted DYS. Please help us to properly represent your investment in ENERGY STAR by checking all marketing efforts you undertook and providing as many details as possible. Check all that apply:

- 12 Website with informational text only
- 3 Website with coupon
- 16 Print advertising (included papers and dates ran)
- 12 Press Release (included papers distributed to)
- 6 Radio (included stations)
- 7 Newsletter advertising with coupon (included month ran)
- 16 Newsletter advertising with informational text only (included month ran)
- 3 Ruralite advertising with coupon (included month ran)
- 2 Ruralite advertising with informational text only (included month ran)
- 18 Customer Billing Message (included month ran)
- 0 On-hold Message
- 10 Lobby with full display
- 12 Lobby with pay station sign/coupons only
- 7 Outreach (included event names)
- 4 Other, please list (included descriptions)

## Close

### Overall Promotional Comments

8 comments could be grouped into the following categories (some fit into more than one).

- 5 Great program (easy to administer, did better than projected by partner)
- 1 More flexibility in coupon size needed
- 1 Promotion name confusing
- 1 Good PR opportunity

### Would you participate again

- 11 yes
- 22 not respond (question added later)

## ENERGY STAR MANUFACTURER INTERVIEWS

### **Research Objectives**

- ✓ Gather views of the state of the market for ENERGY STAR appliances, major trends in the market such as product changes, and the importance of energy efficiency for appliances, with particular emphasis on trends in the Northwest.
- ✓ Gather views and insights about the role, importance, and impact of ENERGY STAR labeled products in the market
- ✓ Gather perspectives about the impact of upcoming appliance standards changes on manufacturers
- ✓ Gather views about the value and impact of the ENERGY STAR Home Products Program

Respondent: \_\_\_\_\_ Company \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Notes: \_\_\_\_\_

### **Introduction**

Hello, can I speak with \_\_\_\_\_? I'm calling on behalf of the Northwest Energy Efficiency Alliance. We are evaluating the ENERGY STAR Home Products Program. We would like to gather your insights about the future of ENERGY STAR appliances in the market and the value of the Alliance's ENERGY STAR Home Products Program. Your ideas and feedback will be essential as the Alliance plans future programs to support manufacturers of energy efficient appliances. **[Last sentence only if necessary]**

**Continue:** Are you familiar with the sales and marketing activities of Energy Star appliances at your company? [If so: Continue] (If not, determine who is and their number, give your thanks, and call the correct person.) I'd like to schedule a convenient time to interview you or, if you'd like, we can talk now. (If needed) For most people, this interview it takes about 15 minutes

According to my information, you would be able to talk with me about ENERGY STAR qualified models for these appliances, is that correct? (Put in checks according to the spreadsheet before interview, then circle after confirming with respondent.)

1. Clothes Washers
2. Dishwashers
3. Refrigerators
4. Room air conditioners



## Views of the ENERGY STAR Market

1. Before talking specifically about ENERGY STAR, I have a big picture question. Overall, how do you see the market changing over the next few years for the appliances we've just discussed? Market changes could be in terms of the size of the market, features, buying preferences etc.

2. In your view, how important is energy efficiency as a component of appliance sales (e.g.: very, somewhat, not too, not at all)? (If needed, clarify with: How important is energy efficiency to consumers?)

**Probe if not discussed:** *Why? Does this vary by appliance?*

3. Over the next few years, do you think the market for your ENERGY STAR qualified products is going to increase, decrease, or stay about the same?

**Probe if not discussed:** *Why? Does this differ by type of appliance?*

4. What obstacles, if any, do ENERGY STAR labeled appliances face in having a greater share of the market? How would you overcome these obstacles?

**Probe if not discussed:** *Does this differ by type of appliance?*

5. How do you market Energy Star qualified models to distributors and stores?

**Probe:** Do you have a separate marketing budget for ENERGY STAR qualified appliances?

6. Do you give your sales force extra information about Energy Star?

7. How would you describe the typical consumer for ENERGY STAR qualified models?

8. How do these consumers differ from those who don't buy ENERGY STAR qualified products? What keeps more consumers from buying ENERGY STAR qualified products?

## Impacts of Standard Changes (CW, RF, and A/C manufacturers only)

9. As you probably know, changes in efficiency standards for clothes washers, refrigerators, and room air conditioners will take place in the next few months. What is your view of these changes?

10. Probe if not discussed: does this differ by type of appliance?

11. How will these changes affect sales?

12. How do these changes affect the proportion of your models that qualify for energy star?

13. After the standards change, will you continue to manufacture the models that no longer qualify or will you be making changes to those models so that they qualify? **Probe:** Why?

14. Are there any other ways these changes will affect your manufacturing and distribution?

15. What could EPA or ENERGY STAR programs like the one at the NW Energy Efficiency Alliance do to help manufacturers during these changes in the standards?

### Views About the Alliance Energy Star Home Products Program

16. How familiar are you with the NW Energy Efficiency Alliance’s ENERGY STAR Home Products Program (very, somewhat, not too, not at all)? How have you worked with the Program in the past? **(If not familiar, give description.)**

The Program fosters consumer acceptance of white goods appliances (clothes washers, dishwashers, refrigerators, and room air conditioners) and cross-markets with other ENERGY STAR products. Through greater consumer acceptance and use, the Alliance hopes to help transform the residential home products market to one where consumers more regularly choose higher efficiency models.

17. **If not familiar:** How important are these types of programs in increasing awareness of ENERGY STAR as a brand with consumers [ very, somewhat, not too, not at all]? With retailers? Why?

18. **If not familiar:** How important are these types of programs] in increasing sales of ENERGY STAR appliances?

**Probe, if not discussed:** Why? [Skip to Close]

19. **If familiar:** How satisfied have you been in your dealings with the program [very, somewhat, not too, not at all]?

**Probe, if not discussed:** Why?

20. **If familiar:** How effective (very, somewhat, not too, not at all) do you think the Program has been in terms of:

- increasing consumer awareness of and interest in ENERGY STAR appliances?
- increasing retailer awareness and interest?
- increasing sales of ENERGY STAR appliances

**Probes, if not discussed:** Why? Does this vary by appliance?

*Close*

21. Finally, are there any related topics you would like to discuss that we haven’t covered?

**Thanks and close.**

## ENERGY STAR HOME PRODUCTS PROCESS EVALUATION

### “EXIT” INTERVIEW GUIDE

Name \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

#### **Introduction**

[Note: The narrative is for guidance and often will not be delivered verbatim]

Today I want to talk with you about various aspects of the ENERGY STAR Home Products Program. As you know, we’ve been evaluating the program for the last few years and now it is drawing to a close in its current form. We are in the process writing the final Market Progress Evaluation Report, so this seems like a good time to interview the program implementers about what has happened in the program over the past year, what you’ve learned in the process of running this program, and what your advice is for the future for the residential sector initiative.

I want you to know this interview is confidential. If I ask you about areas you don’t know about, please feel free to tell me and we will move on. Do you have any questions before we start?

First, tell me a little more about your background.

- What are your responsibilities for the ENERGY STAR Home Products Program?
- How long have you held this position?
- Is this the only position you’ve held with the program or have you held others?
  - Only position
  - Held others – What were they and how long did you hold them?

#### **Program Design**

Now I want to ask you about the ENERGY STAR Home Products Program’s intent and design.

- What have been the goals of the ENERGY STAR Home Products Program over the past year (Probe: Descriptive as well as numeric goals.)
  - Have Program goals changed from the beginning of the program? How?

- What problems has the Program tried to address over the past year?
  - How did the Program design intend to address these problems (i.e., what are the program assumptions and theory?)
- Who have been the target audiences for the Program over the past year?
  - Have these target audiences changed over time? How?
- What has been the Program’s definition of “success” over the past year? (Probe: What benchmarks and indicators would you use to assess how well the Program is progressing or what has been achieved?)
  - Has the definition of success changed over time? How?
- Are there any “gaps” in the program design that you think need to be better addressed?
- As you know, the Alliance is creating a single residential initiative that will combine various residential efforts.
  - What is your understanding of why this change came about?
- What lessons about program design have been learned from the ENERGY STAR Home Products program that should be taken into account in the new residential initiative?

**Program Delivery Approach and administration**

- In the past year, how has the Program been delivered?
  - Has program delivery changed? If yes, what has been changed and why?
- How effective has program delivery been?
  - What would you change about it?
- What are the roles of the various parties involved in program delivery?
- What activities are required for administering the Program?
  - What tracking is done?
  - How effective are the administrative aspects of the Program?
  - What would make administration better or easier?

- What lessons about program delivery and administration have been learned from the ENERGY STAR Home Products program that should be taken into account in the new residential initiative?

**Program Implementation (what happened, why did it happen that way)**

- How many utilities actively participated in the Program over the past year?

- Did the participation rates meet the Program's expectations?
- What feedback did you get from utilities?
- Have there been any major successes?
- Have there been any major problems or complaints?
- Are there any barriers to participation that you know about?

- How many retailers have been actively participating?

- Did this meet the Program's expectations?
- What feedback have you gotten from them?
- Have there been any major problems or complaints?
- Have there been any major successes?
- Are there any barriers to participation that you know about?

- How have manufacturers been involved with the Program?

- Did this meet the Program's expectations?
- What feedback have you gotten from them?
- Have there been any major problems or complaints?
- Have there been any major successes?
- Are there any barriers to participation that you know about?

- What have been the major events or activities for the program over the past year?

- (Probe: What were the purposes of these events and how were they marketed?)
  - What level of participation or outcomes did you expect for each of these activities?
  - Were these participation rates and outcomes achieved?
  - How would you describe the effectiveness of each major event?
- What lessons about program implementation have been learned from the ENERGY STAR Home Products program that should be taken into account in the new residential initiative?

### **Conclusion**

Finally, I'd like have you summarize a few things for me about the ENERGY STAR Home Products Program.

- Over the past year, what would you say have been the greatest strengths of the Program? Is this different from in previous years?
- Over the past year, what would you say have been the areas that needed the most improvement? Is this different than in previous years? How have improvements been made?
- What are the most important lessons that have been learned from operating the ENERGY STAR Home Products program? How should these lessons be taken into account in the new residential initiative?