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**Awareness of Energy Star Above 60 Percent**

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Public awareness of Energy Star has jumped to 64 percent of U.S. households, according to a recent nationwide survey released today by the U.S. Environmental Protection Agency. In many major markets where local utilities and other organizations use Energy Star to promote energy efficiency to their customers, public awareness of Energy Star is even higher, averaging 74 percent.

Other results from the survey reveal that:

- Thirty percent of U.S. households selected an Energy Star qualifying product in the past year;
- More than 50 percent of households reported being favorably influenced by the Energy Star label; and
- More than 70 percent of these households reported they are likely to recommend Energy Star products to their friends.

This report highlights that the government's Energy Star is helping Americans make consumer choices that are energy efficient and good for the environment.

Energy Star was introduced by EPA in 1992 as a voluntary, market-based partnership to reduce air pollution through energy efficiency. Since EPA formed a partnership with the Department of Energy (DOE) in 1995, the Energy Star program has expanded to more than 40 product categories for homes and offices. Products that have earned the Energy Star designation prevent greenhouse gas emissions by meeting strict energy-efficiency specifications set by the EPA and DOE. Last year alone, Americans, with the help of Energy Star, saved about \$10 billion on their energy bills while reducing the greenhouse gas emissions equivalent to those of 20 million cars.

The report released today presents EPA analysis of a survey commissioned by the Consortium for Energy Efficiency, a non-profit organization that promotes the manufacture and purchase of energy-efficient products and services. For more information about Energy Star or to download a copy of the report, visit: <http://www.energystar.gov> .

**Enforcement Wrap-up**

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