

# ENERGY STAR<sup>®</sup> Unit Shipment and Market Penetration Report

## Calendar Year 2006 Summary

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This is the fifth year in which ENERGY STAR collected unit shipment data from partners and/or their representative associations and used it to project market penetrations of ENERGY STAR products.

### Data:

Data collected for the 2006 Unit Shipment and Market Penetration Report included ENERGY STAR shipments for the following products:

- Audio/DVD Products
- Battery Charging Systems
- Boilers
- Ceiling Fans
- Central Air Conditioners/Air-Source Heat Pumps
- Commercial Fryers
- Commercial Hot Food Holding Cabinets
- Commercial Refrigerators and Freezers
- Commercial Steam Cookers
- Dehumidifiers
- End-Use Products with Qualified EPSs
- Exit Signs
- External Power Supplies (EPSs)
- Furnaces
- Geothermal Heat Pumps
- Light Commercial HVAC
- Monitors
- Residential Light Fixtures (RLF)
- Roof Products
- Room Air Cleaners
- Telephony
- Traffic Signals
- Transformers (Commercial and Industrial)
- TVs/VCRs
- Vending Machines
- Ventilating Fans
- Water Coolers

### Methodology:

ENERGY STAR market penetrations for a given year are derived by dividing ENERGY STAR shipments over US shipments.

#### *ENERGY STAR Shipment Data*

ENERGY STAR shipment data is collected from partners each calendar year. EPA uses the reported partner data as the representative value of all ENERGY STAR shipments during that year. (i.e., No adjustments are made to the totals to account for partners that failed to report their ENERGY STAR shipments.) Using the reported data represents a conservative approach. Though this methodology may underestimate ENERGY STAR market penetration, the data is reliable and the technique

is easily recreated. Response rates for the majority of product categories are well over 80%, suggesting that the reported partner shipments are nearly approximate to actual total ENERGY STAR shipments.

#### *US Shipment Data*

US shipments are composed of both observed and modeled data, because manufacturers are not required to report total U.S. shipments as part of their ENERGY STAR partnership. Industry data is used as direct input when it is available, whether attained through a trade organization, publication, or market research. Otherwise, projections are used. These projections are based on previous data, and forecasts are revised and/or rectified or replaced with industry data each year or as soon as industry data becomes available. A complete list of sources for total U.S. shipments by product category is available in Sanchez, et al., 2007.

## Response Rate:

Percent of Partners that Submitted Unit Shipment Data:

Product Category	Response Rate (%)	2006 Total Required to Respond
Audio/DVD	80%	10
Battery Charging Systems	75%	4
Boilers	81%	27
Ceiling Fans	93%	27
Central AC/Air-Source Heat Pump	94%	17
Commercial Fryers	100%	6
Commercial Hot Food Holding Cabinets	85%	13
Commercial Refrigerators & Freezers	84%	19
Commercial Steam Cookers	100%	5
Dehumidifiers	87%	15
EPS	57%	42
EUPs w/ qualified EPSs	80%	10
Exit Signs	87%	52
Furnaces	96%	24
Geothermal Heat Pumps	100%	8
Light Commercial HVAC	78%	9
Monitors	82%	44
RLF	84%	77
Roof Products	85%	173
Room Air Cleaners	77%	13
Telephony	67%	3
Traffic Signals	56%	9
Transformers <sup>1</sup>	73%	26
TV/VCR	100%	18
Vending Machines	100%	3
Ventilating Fans	100%	13
Water Coolers	100%	11
Total	84%	678

<sup>1</sup> Only Commercial & Industrial Transformer manufacturers were required to submit.

**Results:**

**ENERGY STAR Qualified Units Shipped & Corresponding Market Penetrations:**

Product Category	2006 Units Shipped	2006 Market Penetration
Audio/DVD*	3,572,316	
Home Theater	N/A	26%
Audio Separates	N/A	16%
DVD Players	N/A	8%
Mini-Systems	N/A	29%
Battery Charging Systems	72,020	0%
Boilers		
Residential Gas Boilers	68,102	34%
Residential Oil Boilers	314,668	67%
Ceiling Fans		
Ceiling Fan Only	1,845,052	24%
Ceiling Fan with Light Kit	117,289	1%
Light Kit Only	11,952	1%
Air-Source Heat Pumps	481,895	21%
Central Air Conditioners	1,018,552	18%
Commercial Fryers	9,085	11%
Commercial Hot Food Holding Cabinets	17,059	15%
Commercial Refrigerators & Freezers	83,493	35%
Commercial Steamers	3,424	8%
Dehumidifiers	1,203,267	60%
End-Use Products	18,446,331	N/A
Exit Signs	1,425,554	36%
External Power Supplies	128,849,173	31%
Furnaces		
Residential Gas Furnaces	1,167,112	35%
Residential Oil Furnace	5,731	6%
Geothermal Heat Pumps	50,583	2%
Light Commercial HVAC	91,627	30%
Monitors		
CRT	250	0%
LCD	13,859,416	37%
RLF	11,361,701	5%
Indoor	8,135,055	4%
Outdoor	3,226,646	11%
Roof Products		
Commercial	1,453,720,436 sq. ft. 21,352,516 gal.	26%
Residential (square feet)	462,934,596	10%
Room Air Cleaners	287,354	14%

Product Category	2006 Units Shipped	2006 Market Penetration
Telephony		
Cordless Non-DSS Telephones	359,720	2%
DSS Combination Units	4,289,564	29%
Non-DSS Combination Units	211,626	3%
Traffic Signals	605,210	7%
Transformers	173,390	65%
TV/VCR/DVD*	17,685,967	
TVs	N/A	64%
VCRs	N/A	2%
TV-VCRs	N/A	2%
DVDs	N/A	8%
Vending Machines	77,340	31%
Ventilating Fans	853,406	12%
Water Coolers	498,953	44%
*Unit shipment data did not breakout for market penetration data categories.		