

ENERGY STAR[®] Unit Shipment and Market Penetration Report Calendar Year 2007 Summary

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

Data:

In 2007, data was collected for the following ENERGY STAR qualified products:

- Audio/DVDs
- 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
- Exit Signs
- External Power Supplies (EPSs)
- Furnaces
- Geothermal Heat Pumps
- Light Commercial HVAC
- Monitors
- Residential Light Fixtures (RLF)
- Roof Products
- Room Air Cleaners
- Telephony
- TVs/VCRs
- Vending Machines
- Ventilating Fans
- Water Coolers

Methodology:

ENERGY STAR market penetrations for a given year are derived by dividing ENERGY STAR shipments by total 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 all collected product categories average 91%, 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 US 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, Marla, et al., 2008, "Calendar Year Program Benefits for ENERGY STAR Labeled Products."

Response Rate:

Percent of Partners that Submitted 2007 Unit Shipment Data:

Product Category	Response Rate (%)	2007 Total Required to Respond
Audio/DVDs	86%	14
Battery Charging Systems	100%	10
Boilers	100%	38
Ceiling Fans	97%	29
Central AC/Air-Source Heat Pumps	89%	18
Commercial Fryers	100%	5
Commercial Hot Food Holding Cabinets	100%	14
Commercial Refrigerators & Freezers	96%	23
Commercial Steam Cookers	100%	7
Dehumidifiers	94%	16
EPS	89%	70
Exit Signs ¹	28%	53
Furnaces	100%	26
Geothermal Heat Pumps	86%	14
Light Commercial HVAC	100%	8
Monitors	93%	46
RLF	98%	102
Roof Products	96%	195
Room Air Cleaners	100%	18
Telephony	100%	4
TVs/VCRs	95%	19
Vending Machines	100%	4
Ventilating Fans	95%	22
Water Coolers	82%	17
Total	91%	789

¹ Due to the suspension of the ENERGY STAR specification as of May 1, 2008, the response rate for exit signs is low.

Results:

ENERGY STAR Qualified Units Shipped & Corresponding Market Penetrations:

Product Category	2007 Units Shipped	2007 Market Penetration
Audio/DVDs	9,513,625	36%
Battery Charging Systems	6,504,582	16%
Boilers		
Residential Gas Boilers	76,309	39%
Residential Oil Boilers	99,226	61%
Ceiling Fans		
Ceiling Fan Only	2,646,934	34%
Ceiling Fan with Light Kit	132,100	1%
Light Kit Only	21,120	1%
Air-Source Heat Pumps	385,340	18%
Central Air Conditioners	1,031,664	21%
Commercial Fryers	6,112	7%
Commercial Hot Food Holding Cabinets	19,557	17%
Commercial Refrigerators & Freezers	147,273	61%
Commercial Steamers	4,948	12%
Dehumidifiers	1,151,380	58%
Exit Signs ¹	828,568	21%
External Power Supplies	312,041,076	56%
Furnaces		
Residential Gas Furnaces	1,030,976	32%
Residential Oil Furnaces	10,492	10%
Geothermal Heat Pumps	99,451	92%
Light Commercial HVAC ²	97,504	35%
Monitors		
CRT	131,267	11%
LCD	39,453,719	95%
RLF	15,591,002	7%
Indoor	10,810,297	6%
Outdoor	4,780,705	17%
Roof Products		
Commercial	1,526,625,748.8 sq. ft. 19,224,210.0 gal.	10%
Residential (square feet)	402,523,369.0	9%
Room Air Cleaners	362,419	14%
¹ Due to the suspension of the ENERGY STAR specification as of May 1, 2008, shipment data reporting for exit signs was incomplete. ² Light Commercial HVAC market penetration number does not include gas/electric package units.		

Product Category	2007 Units Shipped	2007 Market Penetration
Telephony		
Cordless Telephone	2,262,071	14%
Answering Machine	0	0%
Combination Unit	7,383,181	34%
Additional Handset	160,413	13%
TV/VCR/DVD	17,451,171	
TVs	16,648,934	53%
VCRs	0	0%
TV-VCR-DVD Combination Units	802,237	12%
Vending Machines	63,812	26%
Ventilating Fans ²	898,571	13%
Water Coolers	624,428	52%

² Market penetration for ventilating fans does not include in-line ventilating fans.