

ENERGY STAR[®] Unit Shipment and Market Penetration Report

Calendar Year 2005 Summary

This is the fourth 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 2005 Unit Shipment and Market Penetration Report included ENERGY STAR shipments for the following products:

- Audio/DVD Products
- 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
- Furnaces
- Geothermal Heat Pumps
- Light Commercial HVAC
- Monitors
- Residential Light Fixtures (RLF)
- Roof Products
- Room Air Cleaners
- Telephony
- Traffic Signals
- Transformers (Commercial & 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 (%)	2005 Total Required to Respond
Audio/DVD	100%	9
Boilers	81%	26
Ceiling Fans	100%	25
Central AC/Air-Source Heat Pump	82%	17
Commercial Fryers	100%	5
Commercial Hot Food Holding Cabinets	100%	8
Commercial Refrigerators & Freezers	94%	17
Commercial Steam Cookers	100%	7
Dehumidifiers	94%	16
EPS	100%	14
EUPs w/ qualified EPSs	100%	4
Exit Signs	98%	42
Furnaces	96%	24
Geothermal Heat Pumps	67%	12
Light Commercial HVAC	78%	9
Monitors	85%	41
RLF	93%	76
Roof Products	89%	178
Room Air Cleaners	91%	11
Telephony	75%	4
Traffic Signals	100%	8
Transformers ¹	96%	26
TV/VCR	94%	18
Vending Machines	100%	3
Ventilating Fans	100%	10
Water Coolers	100%	12
Total	92%	622
¹ Only Commercial & Industrial Transformer manufacturers were required to submit in 2005.		

Results:

ENERGY STAR Qualified Units Shipped & Corresponding Market Penetrations:

Product Category	2005 Units Shipped	2005 Market Penetration
Audio/DVD*	7,039,172	
Home Theater	N/A	22%
Audio Separates	N/A	21%
DVD Players	N/A	32%
Mini-Systems	N/A	22%
Boilers		
Residential Gas Boilers	55,091	25%
Residential Oil Boilers	83,434	51%
Ceiling Fans		
Ceiling Fan Only	3,022,565	39%
Ceiling Fan with Light Kit	368,355	4%
Light Kit Only	130,276	6%
Air-Source Heat Pumps	568,421	27%
Central Air Conditioners	1,245,729	19%
Commercial Fryers	5,771	7%
Commercial Hot Food Holding Cabinets	10,625	10%
Commercial Refrigerators & Freezers	104,170	44%
Commercial Steamers	4,404	11%
Dehumidifiers	1,800,949	92%
End-Use Products	891,158	N/A
Exit Signs	1,954,725	50%
External Power Supplies	15,315,731	4%
Furnaces		
Residential Gas Furnaces	1,319,905	37%
Residential Oil Furnace	Included in Gas Furnaces	7%
Geothermal Heat Pumps	32,517	1%
Light Commercial HVAC	97,084	28%
Monitors		
CRT	5,986,832	100%
LCD	18,733,033	58%
RLF	10,523,682	5%
Indoor	7,466,180	4%
Outdoor	3,057,502	11%
Roof Products		
Commercial	1,402,671,462 square feet 22,972,506 gallons	23%
Residential (square feet)	242,995,441	5%
Room Air Cleaners	208,583	13%
Telephony		

Product Category	2005 Units Shipped	2005 Market Penetration
Cordless Non-DSS Telephones	1,714,976	7%
DSS Combination Units	6,488,116	44%
Non-DSS Combination Units	2,050,332	27%
Traffic Signals	654,074	7%
Transformers	64,686	24%
TV/VCR/DVD*	14,512,041	
TVs	N/A	39%
VCRs	N/A	28%
TV-VCRs	N/A	55%
DVDs	N/A	32%
Vending Machines	68,581	28%
Ventilating Fans	891,339	13%
Water Coolers	726,361	68%
*Unit shipment data did not breakout for market penetration data categories.		