

**Energy Star Program: Partner Satisfaction  
Draft of Final Report 2001**

**Submitted to:**

William Noel  
Program Manager, Energy Star  
United States Department of Energy  
1000 Independence Avenue, N.W.  
Washington, D.C. 20585  
202-586-6149

March 5, 2001

**Submitted by:**

Michael Cohen, Ph.D.  
Donald Beck, Ph.D.  
The Gallup Organization  
901 F Street, NW  
Washington, DC 20004  
202-715-3030

## TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
Executive Summary .....	1
Introduction.....	2
Methodology.....	2
Results .....	3

### APPENDICES

Questionnaire  
Crosstabulations

## **Executive Summary**

In 1999 and 2001, The Gallup Organization completed satisfaction surveys with representatives of manufacturing, retail, and utility organizations who participate in the Energy Star program. Gallup contacted these “partners” through a substantial telephone interviewing effort. In total, 44 surveys were completed with Energy Star partners in 1999 and the response rate was 76%. In 2000, Gallup completed 324 surveys with an expanded list of Energy Star partners, resulting in a response rate of 72%.

In Gallup’s experience, respondents who tend to be highly satisfied are most likely to behave according to these attitudes and be the most loyal. As a general finding, Energy Star partners were very satisfied with the program and the service they receive from program staff. Although the sample size was increased dramatically from 1999 many of the same patterns were consistent through the 2000 survey administration.

- Most Energy Star partners are “very satisfied” (31%) or “somewhat satisfied” (52%) with the program overall.
- Almost three-fifths (59%) of Energy Star partners said they were “very likely” to recommend the program to others. Two-fifths (41%) of partners surveyed said they are “very likely” to expand their participation with the program in the next year.
- More than half of Energy Star partners are very satisfied with the certification process. Forty-five percent (45%) said they were “very satisfied,” while 34% were “somewhat satisfied.”
- Most Energy Star partners (82%) said they thought the process of setting target levels was “very fair” (35%) or “fair” (47%).
- Respondents were most likely to strongly agree that the guidelines for using the Energy Star logo are clear (67%), Energy Star is useful in marketing (64%), and helping companies market energy-efficient products is an appropriate role for the federal government (47%).
- Eighty-six percent (86%) of premier partners say the marketing materials Energy Star provides organizations are very helpful or helpful.
- Respondents were given the opportunity to provide suggestions or comments at the end of the survey. Their verbatim responses are included at the end of this report.

## **Introduction**

The Gallup Organization (Gallup) conducted a two-wave satisfaction survey for partners of United States Department of Energy and Environmental Protection Agency's Energy Star program. The purpose of the surveys was to collect partner information on experiences and opinions of the program. The survey instrument, developed by Gallup and Energy Star staff, gathered data from respondents on a range of factors known to be highly related to customer satisfaction and program effectiveness. The questionnaire featured several closed-ended questions as well as some open-ended questions. This report prepared by Gallup provides descriptive analyses of the survey implemented nationwide in 1999 and 2000. The focus in this report is on placing the results in an integrated, user-friendly manner.

## **Methodology**

As a precursor to the survey administrations, Gallup conducted three qualitative interviews with Energy Star partners to gain insight into their experiences and to pre-test items for the telephone questionnaire. After a review of the qualitative interviews, Gallup collaborated with Department of Energy staff to construct the main questionnaire. Gallup utilized computer-assisted-telephone-interviewing (CATI) in each wave of the survey to reach each potential respondent in this study. Gallup fielded the population of Energy Star partners (1999: n=60; 2000: n=453) provided by the Department of Energy. A ten-callback telephone design was initially used in Gallup's attempt to reach each and every potential respondent. Gallup executive interviewers made ten attempts to contact a respondent and then ten more times to complete the interview, as necessary. In all, Gallup completed surveys with 44 Energy Star partners in 1999, resulting in a 76% response rate, and 324 in 2000, resulting in a 72% response rate.

## Results

Presented below are comparative results from the 1999 and 2000 Gallup surveys. All questions asked in the survey are reported in the pages ahead. Crosstabulations of the survey results are available from the Department of Energy to support the data presented and the telephone questionnaires are attached.

### Introduction and Motivation

About one-third of respondents in 2000 learn about Energy Star by word of mouth (34%), which includes industry associates, manufacturers, suppliers and distributors. This percentage is up from 1999, when the top category was “word of mouth” (18%) and a catchall “other” category included some of these responses (27%). Other responses from the 2000 survey include: magazines (10%), previous experience (6%), NFRC (6%), newsletters/flyers/direct mail (4%), local utilities/power company (4%). The 1999 survey yielded a larger proportion saying they heard about Energy Star through NFRC (14%) and through newsletters/flyers (11%).

Organizations continue to sign on with Energy Star most often to promote their products (30% in 2000; 50% in 1999). In 2000, the percentage of respondents who said that Energy Star was a “credible program” was 21%, which was included in the “promote their products” category in 1999. A stable proportion of responses from both surveys said they think it is “important” or the “right thing to do” (27% in 2000; 25% in 1999). In 2000 11% said they joined the ESP to “save energy” (18% in 1999).

### Certification

In Gallup’s experience, respondents who tend to be highly satisfied are most likely to behave according to these attitudes and be the most loyal. Despite an increase in sample size (2000: n=324; 1999: n=44), the *overall satisfaction* with the certification process remains high. In 2000, 45% of premier partners said they were “very satisfied,” while 34% were “somewhat satisfied.” Five percent (5%) or 13 partners, were “somewhat dissatisfied,” and one percent (1%) or 3 partners, were “very dissatisfied.” These positive ratings are fairly comparable to the first wave. In 1999, fifty-five percent (55%) said they were “very satisfied,” while 32% were “somewhat satisfied.” Five percent (5%), or two partners, were “somewhat dissatisfied.”

Since the first wave conducted in 1999, the *length* of the certification process is becoming more favorable. Sixty-percent (60%) of premier customers say that the length is about what they expected (52% in 1999) and 22% say it’s shorter compared with 7% who believe it is longer (16% and 16%, respectively in 1999).

Most partners continue to believe the process of setting target levels is “very fair” (35% in 2000; 32% in 1999) or “fair” (47% in 2000; 57% in 1999). The percent of partners who said the process was unfair was 6% in 2000 and 9% in 1999. Don’t know responses increased from 2% in 1999 to 7% in 2000 largely due to the increased sample size. Of

the 21 respondents in 2000 who believed the process was unfair, about the same percentage had a problem with the way it was launched (29% in 2000; 25% in 1999), fewer had a problem with how open the process was (24% in 2000; 50% in 1999), and one partner continues to say that it was “held by one company.”

### Marketing

Premier partners continue to find Energy Star marketing materials helpful for their organizations (86% in 2000; 82% in 1999).

Most partners surveyed in 2000 and 1999 run special promotions on Energy Star products. All of the overall percent differences between 1999 and 2000 were not statistically significant. About one in five do special promotions more than ten times a year, 10% (18% in 1999) said between six and ten times, 30% (20% in 1999) between two and five times. Thirty-eight percent (38%; 32% in 1999) said they either promote Energy Star products once a year (13%; 16% in 1999) or never (25%; 16% in 1999).

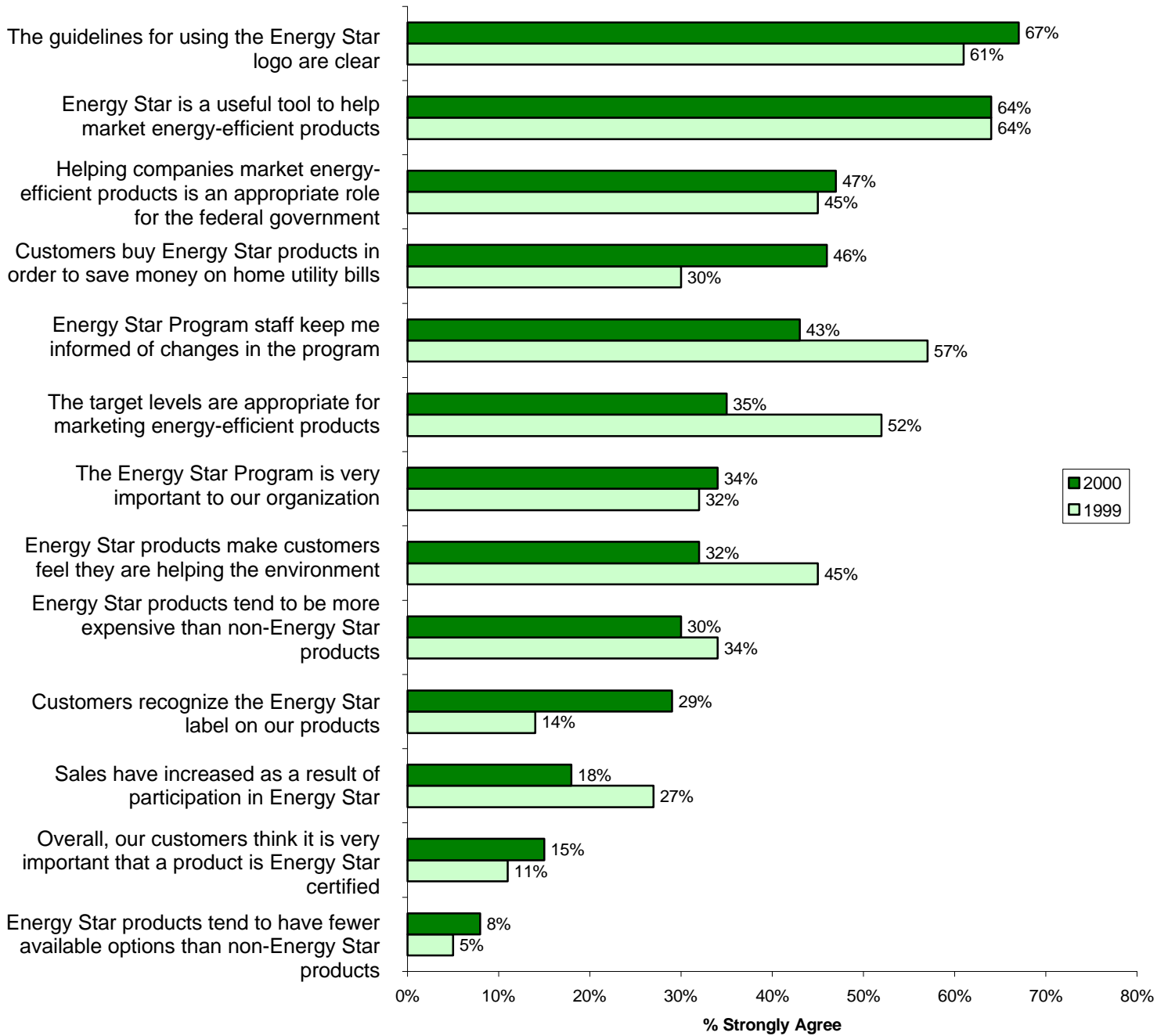
### Key Aspects

Respondents were asked their levels of agreement on a series of statements representing key aspects of the Energy Star program in both 1999 and 2000. Partners strongly agreed most with the statement that the guidelines for using the Energy Star logo are clear (67%), is a useful tool in marketing (64%), and helping companies market energy-efficient products is an appropriate role for the federal government (47%).

In 2000, more premier partners reported that their customers buy Energy Star products in order to save money on utility bills (46%) compared with 1999 (30%), suggesting that more customers may believe this than previously reported. Conversely, fewer partners strongly agreed with the statement that Energy Star keeps them informed of changes in the program (43% in 2000; 57% in 1999). Also, fewer partners strongly agreed with the statement that the target levels are appropriate for marketing energy-efficient products (35% in 1999; 52% in 2000).

Currently few respondents said their customers think it is very important that a product is Energy Star certified (15%) or that Energy Star products have fewer options available than non-Energy Star products (8%).

**Key Aspects of Energy Star Satisfaction**



## Overall

Most Energy Star partners are “very satisfied” (31% in 2000; 34% in 1999) or “somewhat satisfied” (52%; 48% in 1999) with the program overall. Twelve percent (12% in 2000; 11% in 1999) said they were “neither satisfied nor dissatisfied” with the program. Only four percent (15 partners; 3 partners in 1999) of partners said in 2000 they were either “somewhat dissatisfied” or “very dissatisfied.”

When partners have had a question about the program, they usually contact a D&R consultant (40%; 27% in 1999), staff at Energy Star (7%; not listed as a separate category in 1999), the Internet (5%; not listed individually in 1999), or people in Oregon (5%; not listed individually in 1999). In 1999, Gary Curtis (18% in 1999; 1% in 2000) and Bill Noel (7% in 1999; 1% in 2000) were noted by a significant percentage of partners but this dropped in 2000. The remaining partners named other individual staff two times or less.

They are also quite satisfied with the support they receive from Energy Star program staff. About two-fifths (40%; 48% in 1999) said they were “very satisfied,” while about the same number (40%; 39% in 1999) said they were “somewhat satisfied.” Only 5% reported being “somewhat dissatisfied” (5% in 1999) with staff support. Four partners said they were “very dissatisfied” in the expanded sample in 2000 (none in 1999).

Service has largely met partner expectations. The overwhelming majority (69%; 48% in 1999) said the service provided by Energy Star staff met their expectations. One in ten (13%; 25% in 1999) said service exceeded expectations, while slightly more (17%; 27% in 1999) said service fell short of their expectations.

Sixty two percent (62%) of partners currently believe the overall value of Energy Star to their business is strongly positive (excellent 19%; very good 33%). Almost three-fifths (59% in 2000; 73% in 1999) of Energy Star partners said they were “very likely” to recommend the program to others, while 30% (11% in 1999) said they were “somewhat likely”. Two fifths (41%; 50% in 1999) of partners surveyed said they are “very likely” to expand their participation with the program in the next year. Despite changes in these overall measures, none of the differences are statistically significant.



## Feedback / Suggestions

Respondents were given the opportunity to provide feedback to the Energy Star program. Below is a list of “verbatim” responses given by Energy Star partners in 2000 and in 1999. The content was edited to protect the anonymity of individuals and their organizations.

### 2000

- Didn't set the bar low enough. The requirements are not stringent enough Separate the medium performers from the good ones
- Have some regulatory backing setting minimum standards for window and door specification that meets Energy Star level
- Didn't focus just on energy, but also water using appliances. Should be promoted for water and energy saving aspect
- National advertising
- Voluntary and promotional programs. No dollars as an incentive for people to use the products. Could do rebate from federal government or tax credit on electric bill
- Utilities do collaborate on regional basis
- They have begun to do some of the things to improve rebranding initiative. It has strengthened brand and centralized it, but we still haven't gotten final branding results that would be helpful
- We need a computer program to calculate energy savings. A program geared to major cities, Pittsburgh and Philadelphia. We are in need of something that can plug in any city and in any country if doing presentation in home can show them their area
- Reduce the testing cost - amount of testing is huge looking for our price lines costs \$80,000 to \$90,000 a year for testing additional for label
- Little bit more connection with different states
- Better participation from all aspects of industry to set u value and solar heat gain requirements
- More advertising community awareness
- Additional incentives to builders
- Public needs to be made aware of other products that carry Energy Star label power company doing a good job in terms of their products. There is no public knowledge that windows, doors and home products carry the same label
- More advertising on TV
- More advanced notification of regional programs
- The utility consortium rebate should include multi family installations. Don't sell to retail. Sell commercial to multi family property management groups that can't take rebates or tax credit
- More marketing aids
- If there was a little more publicity to educate the end users so the people know how that equates for them in windows
- Consistent communications

- They need to market better to our customers, the large home builders. Getting the builder to sign on is difficult. They are too price conscious
- Give manufacturers more promotional materials
- More brand awareness or logo awareness
- They could get more information out for high performance windows like television commercials
- It would be easier for me if I had a list of people who had to do with lighting their expertise and phone numbers
- Even more publicity or marketing on windows
- I would like to see standards for energy efficiency increased, I think they are too liberal and allow certain regions in country to qualify. I think they need to be much higher
- We don't have a choice about participation. I would like to not see the program at all.
- More uniformity nationwide on TV advertising
- Having a standardized government monitored on efficiency of windows similar to the Canadian program
- Enrolling more participants
- More response to individual needs
- Needs to be advertised more heavily through the utility companies
- The Energy Star program is the making of a mini bureaucracy, and has grown far more than they need to be.
- From manager's view it would be incentives
- Higher standards
- Useful promotional materials, brochures. Case studies of how it worked. Point of sale materials
- More public awareness through public announcements
- Just by advertising windows more. They do it for electronics, but not so much for the window program
- They have three areas of the country that have been divided. They need to be divided into more regions (climatic)
- Overall basic customer support
- Better coordination among different national entities ACEE, CEE, D&R, EPA and DOE
- I'd like to push it more myself. I've been busy
- Maybe get more name recognition with the model energy code
- More regional advertising program
- Get out to more people
- Larger spiffs for salesman
- Couldn't
- Consumer awareness
- By focusing more on the replacement window side and the dealer
- Advertising the program

- Levels right now either pass or fail all areas. The public perceives it as 3 regions. It is either acceptable in all 3 levels on labels or not, but the public doesn't understand them or recognize them
- None
- The program should be scrapped. The federal government should offer a homeowner a tax credit for using energy conservative products. That was the tax credit in the carter administration. The program is meaningless
- Better education to consumer
- More in tune with the individual states
- Talk to manufacturers more than just at national meetings. I don't know if they have ever put on a presentation at our company
- Could be improved if it weren't so command and control
- Spend more money to get advertisement
- When you use the Energy Star logo you are supposed to have a disclaimer for being able to use it. You never see the companies being forced to do this.
- I don't see where it needs to be improved
- Do more TV
- Follow up calls
- More promotion with the window and door industry through the electronics industry. The window and door industry are up to the dealers. We need a national ad campaign to make people more aware
- If they provide better info across the world about what they do and provide and educational resources
- Being influenced by major appliance manufacturers. They need to put yore into windows and doors and passive confirmation. The windows and doors are so expensive we stopped buying them
- Focus on window products more
- Fix the definition of energy factor and help us to be presented in front of customers like an insert in utility bills
- To help us with how we could better network our product into the distributions links. So many of these companies are not familiar with Energy Star and we wind up seeking out specialty companies who do
- Simplifying the way you use the Energy Star logo
- Advertised more in my area
- We got copy of letter written by head of Energy Star program that talked about certain commitments disclosing information. It took some leg work for me to find that
- Do more advertising themselves, in the window area, which is what we are in
- More marketing. Making people recognize the Energy Star. Some do, but get a broader penetration
- Looking for a guide to residential housing. People could enter their monthly utility bills, would tell them
- Some components of the program focus on the consumer. I would like to see more support for the manufacturer

- Push more on state level. New Jersey builders have a very strong lobby that will not implement energy standards on windows builders. They find it easier to throw in cheap non energy windows
- More public awareness
- Ongoing advertising and awareness programs. That's the only way, in the end; we can drive it so far. The customers have to ask. It makes us aware of products
- More information on specifications to meet Energy Star requirements
- Price come down
- Cut red tape - by time jump through all the hoops customers change their mind
- They need to advertise more that the products that have this are a higher standard or product. They advertise a lot, but not enough
- Maybe send out like a quarterly news letter on what is going on
- To get them out of the desk and out in the field
- Just continue to add additional appliances or technologies
- Other than a government mandate to buy our products, we are satisfied
- To continue to collaborate and regionalize some of these things
- It takes time to get the name out, to get the name out there, more dollars helps
- Continue to focus on advertising
- I think it is on the right track, some of the smaller retailers are slower to get the information, but I think it is working
- Become more visible
- I would say probably maybe a little more government advertising on Tov. That this is available
- I've been asking D&R more trainer style support. I've been working on a product CD to train our sales staff who can go and train customers on more campaigns towards windows that the advertisements are for electrical. It has been a good help. The statements with Energy Star can transfer to windows. D&R has expressed interest in training our customers. They have opened themselves up. I need more tangible marketing along with it, I would like to see more trade and consumer marketing toward Energy Star for windows
- Additional direct advertising to the consumer, on windows specifically, not brand specific. Plus, more promotional work with the utility companies, putting programs together with Energy Star products
- Be more stringent. The guidelines are pretty basic. This would separate the wheat from the chaff so to speak.
- More stringent requirements on products to get Energy Star certified
- Improve policing: too many companies tie into the program without going through the process.
- Hard to get a hold of the people
- It is a marketing program. It is limited in its ability. Most there is advertising. He federal government doesn't allow them to advertise. They are common tools and are off limits to us. We can't use anything we have to pay. They are important to members of the target audience
- More direct communication. More initiatives to help out more with marketing efforts.

- Funding to support marketing. This is not a criticism of Energy Star staff, because Congress would have to approve it.
- They could hire a little more competent staff in the technical areas
- More advertisement
- Pay the funds in a more timely manner,
- With lighting products, need to focus more on light quality
- More advertising
- Too easy to get into the need to tighten the guidelines
- Clear understanding of testing requirements
- More advertisements, some coop money for partners.
- Need to advertise in this area to get people aware of Energy Star
- More advertising of what it is to the general public. They are concentrating on dealers, but the general public needs to be aware
- More advertising
- Asking the manufacturers to label the windows on the literature and the product.
- Don't know. Don't know about it. We just get stuff in the mail, but I don't think we've done anything with Energy Star
- Stricter enforcement to the adherence of the specifications
- Only thing I have asked for is to have window stickers. The big sticker goes on the windows; as soon as they are installed it is removed and thrown away. On this sticker is the half earth logo design. I would like to see them put these same size stickers with the logo on windows so that customers couldn't remove it
- I think the word needs to get out to consumers what it means to them. I think the Energy Star program is just beginning. Energy Star needs to demonstrate that they equate it with the environment, not the savings in their pockets. If they were green minded they would see it. If not, the link to saving money is not strong enough
- Has to be advertised more to the public. They have to be more aware. They can't rely on private businesses to do the promoting for them
- It could be marketed more
- Stronger enforcement of literature, maybe even a guideline or standard that everybody should have it. More literature on environment
- Better education to our staff. Refresh staff on the program
- Like to see more incentive offered to a manufacturer whether it be labeling of cost break
- Keep stroking away on what they are doing. Work on getting more recognition of the logo
- Keep making improvements with the product
- Let everyone know where Energy Star is going
- Have to market it more nationally
- Like to see things broadened for wider product base
- If we could get more consumer awareness
- Promote the significance of it
- Educating more people about it. I got some literature. It had something from chase bank. They would write a bigger mortgage, if the client would buy an Energy Star

home. They would qualify them at a higher loan, because it is energy efficient.

Education is a good thing

- The initial mutual agreement is extremely unclear on what the stipulations are. They kind of lure you into the program
- The government has made it law in some states that they have to have these programs and they need to enforce it. We need to unite with the utilities. If there were rebates in every state, our sales would jump to 60%. They need to focus more on remodeling. It is twice as big as new home construction
- They need to look at their marketing tools. Some are a waste of money. Others are beneficial. Examples that are beneficial, the pens. When you hand out a pen with Energy Star, people tend to use them. Campaign buttons are a waste. Magnetic sticker, I wouldn't spend my money on it. Most of the things I like to see are hands on things like, the pens, the mousepads, and all the tools. Everyone wants a hat. I know they can't provide that type of marketing. They need to stick to lower priced items, like the pens
- I think they do the best they can with the limited amount of funds they have. It is quite a good program
- More advertising
- Less government, regs, more public input
- Breaking things down into basic elements, take the marketing fluff out of it and state the facts, make it easier for customers to understand
- To advertise itself more. To make customers aware that they represent energy efficient products. Have more advertising products for us that differentiate between their products and others, give new incentives, and encourage small companies to come up with new Energy Star products by giving us financial support
- Be better in touch retail organization. To better support the line of communication. Contact person Lauren Schmierer is the third person I have had as a contact in the last 3 years, no consistency.
- More national advertising
- Federal tax credits. The customer needs to get something tangible right away. Like the solar credits awhile ago
- More communication amongst the suppliers and the Energy Star program
- Through greater public awareness
- Little more stringent guidelines on the windows
- Stop making changes
- More television, radio exposure
- Make the parameters more size specific
- Facilitate more programs with other partners, primarily utility partner. Encourage and promote us working together
- A little more brand identification on mass media
- The standards could be raised
- Not really strongly into it. Make it easy to understand and qualify
- Continue the marketing... TV ... radio
- They need to raise the standards there is too many flimsy windows that are qualifying and testing more affordable

- To improve the program, they need to do more national recognition of the program. The people know about it follow it. If they don't, they think you're pulling the wool over their eyes. Some will believe and some won't
- Some attention given to the commercial side, as well as the residential side. Adding solar heat gain to the northern zone would be helpful
- More public notice
- Simplify it for retailers
- Much more diverse input from outside
- As a manufacturer, there is a big disconnect. It's hard to train everyone.
- More advertising
- More work on brand recognition. Not a lot of people know about the program
- I think if the Energy Star program had a bigger promotional budget that they could leverage manufacturers that would help
- It is an expensive program to be in. Without having to market, met the Energy Star criteria, but our customer base doesn't seem to care. I thought I was doing everything already.
- Participate and increase in the low interest loan programs home owners for energy products
- If they could help us with some kind of linkage with other new construction
- Educate the public a little better about Energy Star. Many see it, but don't know what it means
- We don't really see it up here. Emphasize more the Energy Star billing products. None ask for them
- In the areas concerned about bulletins being co-opted, I've had two letters telling me the ads I was running were wrong. My competitors are getting away with murder. It should be consistent in monitoring the restrictions and rules
- In our specific company, windows, we make a wide variety of custom windows. And the way the Energy Star program is set up, a majority of our product lines are not in the NFRC program and it is not economically feasible to do that
- Marketing tools that would help us, as manufacturers, to tell a retailer is brand information that indicates or suggests that the Energy Star label is #1 to how it affects their buying decision. Without that, it doesn't drive the business. The retailer looks at it as a logo that takes up space.
- Simplify
- They could have their web links more available
- More advertising and getting the ideas out. Better to send it out with the power bills, gas and electricity, so they see 400\$ and see Energy Star
- Need to have a rep to come into locations, constantly, to work with us as far as partnerships for Energy Star
- Communication is very important for retail dealers in a very timely manner - we need lead time of 90 days if possible. Many times we only know which program a day before it starts; making it impossible to create what is needed to be done in stores, training and customer awareness
- Start by actually paying the contractors on time
- More end user marketing tools

- Make the public more aware of it
- More consumer information to pass out
- Promote the name 'Energy Star' more
- Make people aware of it. Our job ends up educating. I realize it will take time to recognize
- Legislation should be voluntary. I think everyone should have to be in the program
- By expanding rebate programs to smaller rural areas rather than just Chicago area
- Continue to target the consumer. The consumer has to ask for the products for the builders to use them
- Product rebates.
- Invest more in the value of Energy Star program to end users
- Advertise what the purpose of the Energy Star is, so the general public knows what it is.
- I think more media advertising.
- People need to be made more aware We need to have more advertising
- Continue making the consumer aware, which benefits them. We need more advertising
- Word of mouth
- Better educate the public
- We have proposed to them to integrate their messages into the marketing program
- More focus on the dollars and cents savings that could benefit someone. It needs to be more grounded
- Furthering the environmental aspect and getting that message out to people
- Needs more awareness on the consumer level. The big problem we found was that no one knew about it
- National advertising program, so the consumers become aware of it
- More public recognition. In some ways, anyway they can get more recognition would be the best thing I can think of
- Supplying more detailed information
- On lighting, I believe their needs to be a broader range of labels. Helps business identify which products to buy.
- The appliances are no problem. The Energy Star benchmarking tool for schools and buildings is crap. To use source energy as a decision is flawed
- Make sure they have the proper person to contact with new updates. It would be great if they could encourage the Energy Star building program with new construction. That is the time to build more efficiently
- Linkage between Energy Star program and utility companies. There are no rebates being offered for our products
- I work for a small utility in a sea of large corporations, owned utilities. Focus more on small utilities. Most of the programs are for large companies
- For smaller retailers doing some coop advertising
- The government would have to make people more aware of it
- We could use some access to the marketing materials. I don't even know what they are
- More education



- The program has grown faster than the staff support and their availability to help. We need more resources to have the help needed. There are so many things going on in conservation, we need more coordination to get information out faster.
- Need to have criteria that contractors need to meet, giving the label to factories that just have insulated glass with inferior framing
- In our situation, we sell windows. All of a sudden a flood of window manufacturers have been certified. They are letting some cheaper window manufacturers in, but now it has diluted it
- To keep adding expense to the homes. The buyer is not aware of the savings by adding to the upfront cost of the home. We don't want to have to sell the products. If the buyer asks for the product because they see the value we will sell it to them
- By co-op advertising
- Little bit more stringent on who they qualify
- Energy star seems to rely on local marketing to through out ideas. Locally, it is very unclear who has the materials to get to the distributors and get the information to consumers to make informed decisions.
- Be nice to reevaluate the criteria. Some of the numbers are a little stringent tuff to find product line efficient for everyone they need to send materials
- There needs to be changes in the strong testing requirements. It is too hard to get products certified. Even if they already pass all the standards.
- Its a little bit technical, but taking into account different climates. In the northern climate, its based on u values only it should be based on glazes also
- More communication, creative marketing
- Nothing customers are aware of it
- Coop advertising
- Need to revisit the limits, the target levels.
- Make claims less cumbersome and make coop requirements more clear
- Coming from Canada, we have two opposing forces, Energy Star from the U.S., and Canada who focuses on solar gain. I wish they could focus on one solution. I know we don't want to let go of our biases. It will continue to drive up the prices
- Giving more specific guidelines for manufacturers on how to promote it
- I would like to see more informative commercials in regards to Energy Star. I have to explain from a-z. If they could advertise, I think that would be very helpful
- More advertising
- Take it out of the hands of bureaucrats
- Have Compaq re Fridgeration included in the program. It is not included
- Raise the guidelines. Make it a unique program; it should be a higher threshold so only the best could qualify. It would mean this product is the best
- It is very hard to meet the standards as we have a very thick window and when they designed these standards, they were more on the usual types of window
- We need more education directed towards the consumer
- Not addressed component. They should address quality along with energy efficiency
- It being only exclusive to certain companies.
- The homeowners have to know more about them. More advertising

- It would be helpful if there were some tax incentives tied into it. The homeowner would get a rebate or tax incentive to use the product
- Get more appliances that they rate. More products.
- Expanded to other areas. More assistance for us to promote it in other areas, other regions of the country
- They could help with financing
- Get the manufactures and retailers to use Energy Star in their advertising
- Getting our values standard higher and our values of the glass higher
- I have lot of customers with loans that could be processed much faster. It takes 6-8 weeks sometimes
- It could rate by air infiltration standards. Go more in depth, past the u value of the glass
- If there was some marketing for it other than just the people selling the products. The consumers are not being informed about the program by the program, which would be more credible than by the sellers of the products.
- More contact with dealers or distributors. Monthly update email or mail, making more marketing materials available. I have never been contacted by Energy Star.
- Additional marketing help
- Getting the word out about the program
- The website needs to have links or the ability to get information on the technical requirements.
- Public awareness. There is not much pull throo8
- They should pick exclusive companies in each field
- Also they need more materials for homeowners on what to look for to recognize the program.
- Working closer with whirlpool to certify our high efficient appliances.
- More customer awareness. More homeowner awareness
- More literature
- They probably need to look again at the standards and how they cut the country up regarding the climate zones. Some of them do not make a lot of sense
- Able to create better ways to rebate
- More marketing materials and more awareness and better links with other companies who sell Energy Star products
- They need to get coordination through all the utilities
- The product categories need to be expanded or changed
- On the west coast, the Energy Star #s you have to hit, we all hit it already. It doesn't actually promote more energy efficiency. They need to raise the standards a little
- Misuse of the Energy Star label by certain people who are not fully certified with that product
- Cooperation with leave times with manufactures
- Recognize the sub-component suppliers
- I think they could be more educational
- Make our customers more aware of the program.
- Eliminate it



1999

- Better coordination with the state of California Title 24 codes.
- Better input from other window manufacturers outside of Anderson
- By including a reading on the quality of the window expressed in its structural performance.
- Continue more restrictive standards. Make standard more restrictive
- Coupling it with more directly with utility rebate programs and state and federal tax credits with purchases of energy efficient appliances
- EPA and DOE have to keep up the promotional activities to keep customer awareness. Continue the efforts in buildings to get builders attention to get some benefits out of the program. Don't change the criteria whatsoever for a while. That doesn't need to be done right now.
- I don't know if the bar is set low enough. Don't know if the standards are limiting enough. The u values are low enough to eliminate stuff that is really high performance, not without our best performer. Would like to see the standards tightened up a bit.
- I think if there was an office in each state, that worked more in cooperation with the water resource board on promoting it better in the local areas. We have to rely on our dealers to promote it instead of a water resource board, who furnish the loans for it.
- I think that a predictable process for updating the process criteria. The concept is it should be a dynamic program, not to stick with an outdated standard
- In our opinion, the marketing materials are not very sophisticated. We create our own. It matches the branding look that we go with. We don't use the other Energy Star materials.
- Include solar heat gain in the north; sometimes, improvements create complexity if you had 10 climate zones versus 3 climate zones.
- Increase emphasis on our specific product, windows.
- It's not very flexible. Needs flexibility and the biggest thing is that someone needs to coordinate all the energy providers for discounts and rebates for manufacturers and retailers. No retailer has time to do that, 30 retailers. Needs to be organized for us for the Energy Star program to be effective, the way it is now it is too time consuming.
- Leave the current performance factors alone and develop an outreach program for non-participants.
- Manufacturers using the Energy Star label on product material and on their own materials.
- More advertising, highlighting participants, now you have to fund your own. Overall public awareness.
- More consumer rebates.
- More flexible.
- More information to the consumer as to what it is.
- More of an emphasis on contractors, giving them a reason to use it without mandating government.
- More visibility to the public. Do more marketing to the public. No value if people aren't familiar with it.

- My biggest concern with it is there are a number of people getting in that do not certify their windows. They don't necessarily put it on there, but they make it sound like it is Energy Star certified. So misrepresentation is one.
- Need to differentiate between and have different levels of Energy Star similar to the Australian program, 1-5 stars on heat and 1-5 stars on cooling not just pass-fail.
- On the commercial and industrial side rather than mainly residential. Newer on the commercial side.
- One benefit, more consistent updates and information changes sent out to its partners, so that we don't have to check ourselves for changes.
- Partner needs for more availability of assistance, some ways to co-sponsor things money-wise.
- Probably by continuing to educate the general public with performance ratings what they can mean to them. Continuing education process. Energy Star is doing the job of educating the public. It will take hold.
- Providing timely information to the retailer, more aggressive with the providers. Try to solidify more national programs versus regional programs.
- Some more advertising. Some more consumer awareness type activities
- Some television advertising
- Take the concept and define it. It's never been defined for the consumer.
- The improvement would be rebates to customers instead of incentives to sales people
- They can have more of a local presence and develop stronger relations. Be here a lot more with the utilities and sell them to more on their idea of promotion locally by just their sheer presence, sales presence. So that the utility would send out more press releases on local stations.
- They could have someone assigned to you that would understand your specific needs, which may be different than other needs that may fit. Customize the fit rather than one size fits all.
- They don't do any testing. They want NFRC to do testing and send the info to them. They should have a testing facility of their own.
- They've done everything I want them to do.
- We must stay up to date on minimum qualifying model. The balance of interests has to be achieved, if we were to falter on efficiency levels we should probably be in the middle in leading not in lagging. Once starting lagging made sense, now that program has caught on, it should switch to leading category
- When they run promos they could make them applicable to skylights. An example would be a promo deal in Oregon; the paper had contacted window manufacturers and was getting testimonials about their satisfaction. When we volunteered to participate, we were told it did not apply to skylights.