
NATIONAL ANALYSIS OF CEE 2001 ENERGY STAR® HOUSEHOLD SURVEYS

FINAL REPORT

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The Cadmus Group, Inc.

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XENERGY Consulting, Inc.
Nexus Market Research

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EXECUTIVE SUMMARY

In the fall of 2001, the Consortium for Energy Efficiency (CEE) sponsored the second national household survey of consumer awareness of ENERGY STAR. Building on the 2000 mail survey effort, CEE revised the mail questionnaire, developed a follow-up phone survey instrument, and developed a third survey protocol for implementation on WebTV. The survey objectives were largely unchanged from 2000: to collect national data on consumer recognition, understanding, and purchasing influence of the ENERGY STAR label, as well as data on messaging, product purchases, and information sources used by households in their purchasing decisions. As in the 2000 survey, CEE and participating members made the 2001 survey data publicly available.

During the interval between the 2000 and 2001 surveys, a key component of the national ENERGY STAR program strategy was to support the initiatives of regional energy efficiency program sponsors, who partner with the U.S. Environmental Protection Agency and the U.S. Department of Energy in promoting the ENERGY STAR label to their constituents. Airings of national Public Service Announcements (PSAs) were diminishing, with EPA planning the launch of its new campaign, *Change*, for the fall of 2001—a campaign delayed by September 11 events.

This report discusses the results of the CEE 2001 ENERGY STAR Household Awareness Survey, building on the prior year's survey information and focusing on the extent to which consumers recognized the label, understood its intended messages, and used (or were influenced by) the label on their energy-related purchasing decisions. Research questions of interest included:

- The media and products on which the ENERGY STAR label was seen
- The effect of increased publicity on ENERGY STAR label recognition, understanding, and influence
- The relationship of household demographics and purchases to label awareness
- Loyalty to the ENERGY STAR label
- Key messages as they relate to the ENERGY STAR label
- A comparison of sources where households saw or heard of the label to sources that households most likely consulted for information on product categories that qualify for the ENERGY STAR label
- Baseline information prior to the launch of the *Change* campaign

Key Findings from Cross-Tabulations (2001 Mail Survey):

- Nationwide, 40 percent of consumers recognize (with a visual aid) the ENERGY STAR label.
- Approximately 54 percent of consumers communicate at least a general level of understanding of the label.
- Of consumers who recognized the ENERGY STAR label, 82 percent report purchasing at least one eligible product in the past 12 months.
- Nationwide, 23 percent of all households knowingly purchased at least one qualifying ENERGY STAR product in the last twelve months.
- Of consumers who purchased an ENERGY STAR labeled product, 54 percent report that the label influenced their purchasing decisions “very much” or “somewhat,” and another 18 percent “slightly.”
- Of those who purchased an ENERGY STAR labeled product and received discounts, 64 percent report they were “very much” or “somewhat likely” to have purchased the product without the discount. Another 25 percent were “slightly likely” to have purchased the product without the discount.
- Consumers report, at 71 percent, they were “very likely” or “somewhat likely” to recommend ENERGY STAR to a friend, and another 16 percent were “slightly likely.”

In addition, survey findings are fairly consistent between the 2000 and 2001 mail surveys, and all key indicators are fairly stable across both WebTV and mail survey methods for 2001. The results of the 2001 surveys show that measured levels of recognition, understanding, and influence of the ENERGY STAR label are reliable indicators of national awareness.

Key Findings from Publicity-level Analyses

- More consumers recognize (with a visual aid) the ENERGY STAR label in high-publicity areas than in low-publicity areas with a high degree of statistical significance. High-publicity areas are defined as those areas with active ENERGY STAR promotions by a regional program sponsor for two or more years.
- Across both the mail and WebTV surveys, consumers associate the ENERGY STAR label with products commonly promoted in high-publicity areas by regional program sponsors at a higher rate than in low-publicity areas.
- Among those who recognize the label with a visual aid, consumers in high-publicity areas communicate a general or high level of understanding (60 percent) of the ENERGY STAR

label at a statistically significant higher rate than in low-publicity areas (51 percent, $p < 0.01$).

- Among key messages cited by consumers, the difference between high- and low-publicity groups is measurable at $p < 0.01$ for “Saving money on operation” and “Environmental Benefit.” Other key messages are cited relatively infrequently.
- Nationally, a statistically measurable higher percentage of pre-aware consumers in high-publicity areas purchased an ENERGY STAR labeled product within the past 12 months than in low-publicity areas.
- For those who report being influenced by the label “very much,” the difference between high- and low-publicity areas is highly statistically significant.
- Consumers in high-publicity areas who recognize the label with a visual aid, more often saw or heard of the label on common media channels than respondents in low-publicity areas.

Conclusions

This second national study of household awareness of the ENERGY STAR label confirms key findings from the 2000 survey, with the following findings for 2001:

- More than half of all households, including those that had seen the label previously and those that had seen it for the first time, acknowledged at least a general understanding of the label’s message.
- Label awareness and understanding are greater in areas where promotional activity is high.
- The label’s influence on purchasing decisions is greater in areas with higher promotional activity.
- More than half those who purchased ENERGY STAR labeled products were “somewhat” or “very much” influenced by the presence of the label on the product.
- Of those who purchased an ENERGY STAR labeled product and received a rebate or discounted financing, approximately 66 percent of mail survey respondents and 82 percent of WebTV survey respondents indicated they would have been somewhat or very likely to have bought the ENERGY STAR labeled product even without the financial incentive.
- Publicity from active regional program sponsors increases awareness. In numerous cases for many indicators of awareness, the differences between high- and low-publicity areas are large and in most cases statistically significant.

These findings confirm that a substantial portion of U.S. consumers recognize, understand, and are influenced by the ENERGY STAR label.

INTRODUCTION

In the fall of 2001, the Consortium for Energy Efficiency (CEE) sponsored the second national household survey of consumer awareness of ENERGY STAR. Building on the 2000 mail survey effort, CEE revised the mail questionnaire, developed a follow-up phone survey instrument, and developed a third survey protocol for implementation on WebTV. The survey objectives were largely unchanged from 2000: to collect national data on consumer recognition, understanding, and purchasing influence of the ENERGY STAR label, as well as data on messaging, product purchases, and information sources used by households in their purchasing decisions. Several CEE members chose to supplement the national sample in their territories by conducting additional surveys in New York, New Hampshire, and California. As in the 2000 survey, CEE and participating members made the 2001 survey data publicly available.

This report discusses the results of the CEE 2001 ENERGY STAR Household Awareness Survey, building on the prior year's survey information and focusing on the extent to which consumers recognized the label, understood its intended messages, and used (or were influenced by) the label on their energy-related purchasing decisions. Research questions of interest included:

- The media and products on which the ENERGY STAR label was seen
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This report has two parts. Part I includes an Executive Summary, this introduction, a summary of methods, key findings in four sections, and six appendices. Appendix A is the Detailed Methodology; Appendix B summarizes Respondents' Demographic Information; and Appendices C through F provide copies of the 2001 Mail, 2001 WebTV, 2001 Phone Follow-up, and 2000 Mail survey instruments, respectively. Part II presents cross-tabulations of the survey responses for the 2001 Mail and WebTV surveys by publicity category. In all cases, the results presented are properly weighted to obtain national estimates.

METHODOLOGY

From August through November 2001, the Consortium for Energy Efficiency (CEE) designed and fielded household surveys to obtain information at the national level on consumer awareness of the ENERGY STAR label. The surveys included (1) a mail survey based on a similar national survey sponsored by CEE in September 2000, (2) a follow-up telephone survey to assess nonresponse effects, if any, from the mail survey¹, and (3) a WebTV survey with questions similar to those in the mail survey. As in the 2000 survey, CEE and participating members made the 2001 survey data publicly available.

The mail and WebTV surveys were implemented as national surveys. The sampling frame for each survey is all households in the largest Nielsen Designated Market Areas (DMAs) that account for approximately 70 percent of all U.S. households. In addition, a few CEE members sponsored more intensive sampling (oversamples) for their states or service territories. These areas are referred to as “sponsor areas.” For sponsor areas, the frame was not limited to the large DMAs, but included the entire state or service territory. Thus, the complete frame for the study was the combination of the largest DMAs and any portions of sponsor areas that fell outside these DMAs.

As in the 2000 mail survey, to measure the effect of publicity on national awareness, the 56 DMAs were classified by publicity level. Upon reviewing the 2000 publicity classification procedure, a simpler, modified approach was taken. The following criteria were applied for the 2001 CEE ENERGY STAR Household Survey:

- **High publicity:** At least two *recent* years of *sustained* promotions and publicity from non-federal activities
- **Low publicity:** Federal campaign activities only and no *significant* regional program sponsor activities
- **Other:** All other DMAs

This method simply distinguishes the high publicity categories from the low publicity categories and provides clear and verifiable definitions. The key working definitions are:

- **Recent:** The two years of activity must include the time of the survey fielding.
- **Sustained:** The two years of activity must be continuous.

¹ The telephone survey did yield an additional 56 responses to the mail survey which were not incorporated into the analysis.

- **Significant:** In addition to any direct federal publicity efforts², publicity efforts must include a deliberate and multifaceted regional program sponsor investment in ENERGY STAR programming, such as direct marketing and promotional efforts.

These definitions are sufficiently operational to be applicable to future survey efforts, and can be modified by simply increasing the duration of sustained high publicity.

The mail and WebTV samples are all stratified random samples as follows:

- **WebTV Survey Sample.** The WebTV sample is stratified by publicity category and sponsor area. Three publicity categories and one sponsor area comprise the four strata. Full and partial DMAs in the sampling frame that are not in sponsor areas were assigned to one of the three publicity categories. However, individual DMAs were not treated as distinct sampling strata. Each publicity stratum included all households in all full or partial DMAs assigned to that publicity category. Each publicity category was allocated approximately 333 sampling points. The CEE members funding the oversample for their sponsor areas determined the number of sampling points allocated to their strata.
- **Mail Survey Sample.** The mail sample is stratified into 56 DMA strata and 3 CEE member strata. One thousand sampling points were allocated among the 56 DMA strata. Each DMA was assigned to 1 of the 3 publicity categories (High, Low, Other), and each publicity category received approximately 333 sampling points. Within each publicity category, the 333 sampling points were allocated among the DMAs in proportion to the number of households in the full or partial DMA. The CEE members that sponsored oversamples for their areas determined the number of sampling points allocated to each of their strata. For each stratum, whether a full or partial DMA or a CEE sponsor area, the survey implemented a simple random sample from all households in that area.

In this report, the mail and WebTV data are analyzed separately, providing two separate national assessments of ENERGY STAR label awareness. Data are cross-tabulated to highlight various top-level indicators of awareness and analyzed by publicity category to determine the effectiveness of EPA's model to increase awareness of ENERGY STAR by supporting regional program sponsors.

² During the September 2000 to September 2001 period, the federal ENERGY STAR program was planning its *Change* campaign, and federal efforts were primarily focused on supporting regional program sponsors.

RECOGNITION

The 2001 mail survey found that 40 percent of households claimed prior recognition of ENERGY STAR when shown the ENERGY STAR label (i.e., aided recognition). This finding is similar to the 2001 WebTV survey, which found that 39 percent of households recognized the label. Unaided recognition of the ENERGY STAR label was 25 percent.

For purposes of this analysis, a respondent is said to have recognized the ENERGY STAR label if they recalled having seen or heard of the label. Recognition of the ENERGY STAR label was explored in different ways depending on the survey mode. From the mail and WebTV surveys, “aided” recognition was measured by showing the label and asking if the respondent recalled seeing it before. With the WebTV survey, it was possible to ask the question without showing the label and then to present the label and ask the respondent to correct the initial response, measuring “unaided” recognition. Both methods are useful measurements of label recognition, although unaided recognition is more conservative.

No statistically measurable changes in recognition of the ENERGY STAR label were found across survey methods or across years. During the interval between the 2000 and 2001 surveys, a key component of the national ENERGY STAR program strategy was to support the initiatives of regional energy efficiency program sponsors, who partner with the U.S. Environmental Protection Agency and the U.S. Department of Energy in promoting the ENERGY STAR label to their constituents. Reasons for the similarity in recognition rates between years may be attributable to the fact that EPA’s *Change* campaign was under development during the September 2000 to September 2001 period, and EPA’s previous public service announcements (PSA) for ENERGY STAR were winding down.

Recognition results of the different surveys are summarized in the next table.

**“Before this survey, had you ever seen or heard of this label?”
(Base = All Respondents)**

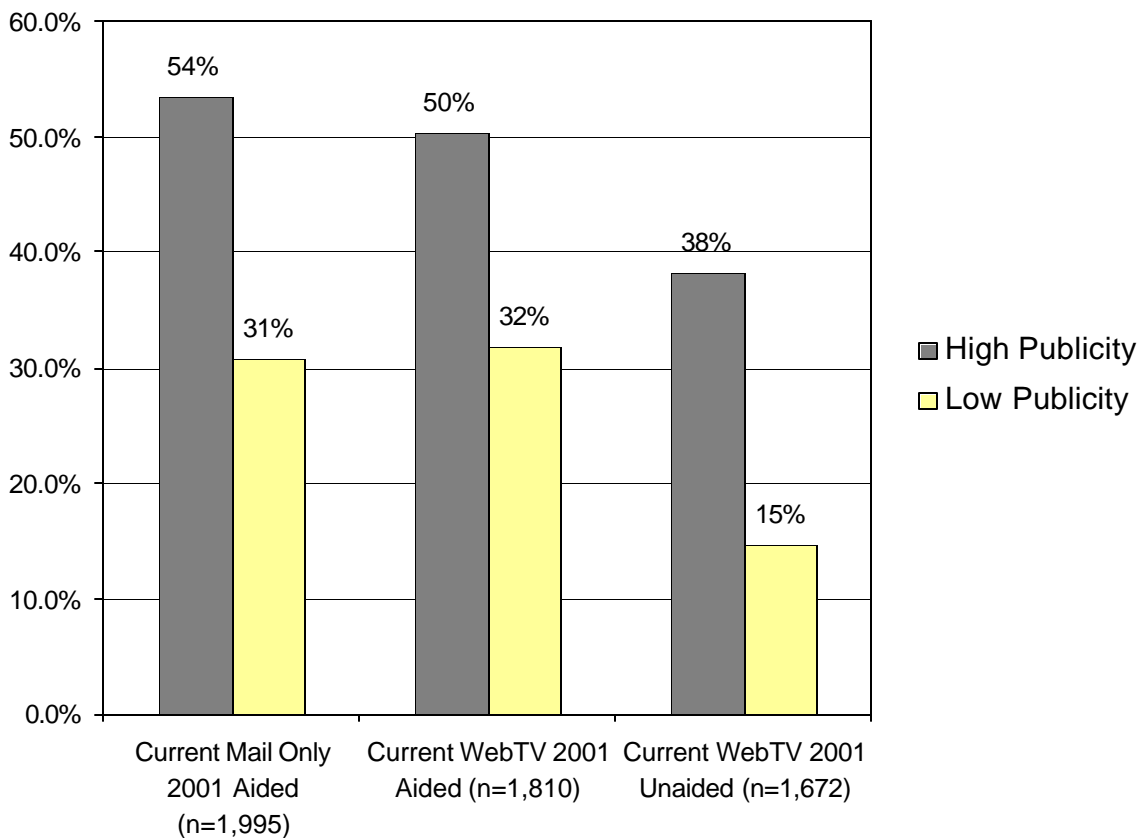
	Current WebTV 2001 (aided)	Current WebTV 2001 (unaided)	Current Mail Only 2001 (aided)	Previous Mail Only 2000 (aided)
Recognize ENERGY STAR Label	39.0%	25.0%	40.0%	41.0%
Sample size (n)	1,810	1,672	1,995	3,994
Standard Error	1.3%	1.1%	1.7%	1.5%
Number of Households	64,170,147		75,690,000	65,100,000

WebTV 2001 ES1: “Have you ever seen or heard of the ENERGY STAR label?”
 Mail 2001 Q2: “Before this survey, had you ever seen or heard of this label?”
 Mail 2000 Q3: “Prior to this survey, had you ever heard of or seen this label?”

Recognition by publicity category

Both aided and unaided recognition were higher in high-publicity areas (areas with an active local ENERGY STAR program sponsored by a utility, state agency, or other organizations for two or more years) than in low-publicity areas. The 2001 mail survey showed that high-publicity areas recognized the ENERGY STAR label at 54 percent versus 31 percent in low-publicity areas. For the WebTV survey, aided recognition was 50 percent in high-publicity areas compared with 32 percent in low-publicity areas. Unaided recognition was 38 percent in high-publicity areas compared with 15 percent in low-publicity areas. The differences were highly statistically significant ($p < 0.0001$) for all surveys and are consistent with the 2000 mail survey.

**Recognition of the ENERGY STAR Label by Publicity Category (p-value < 0.0001)
(Base = All Respondents)**



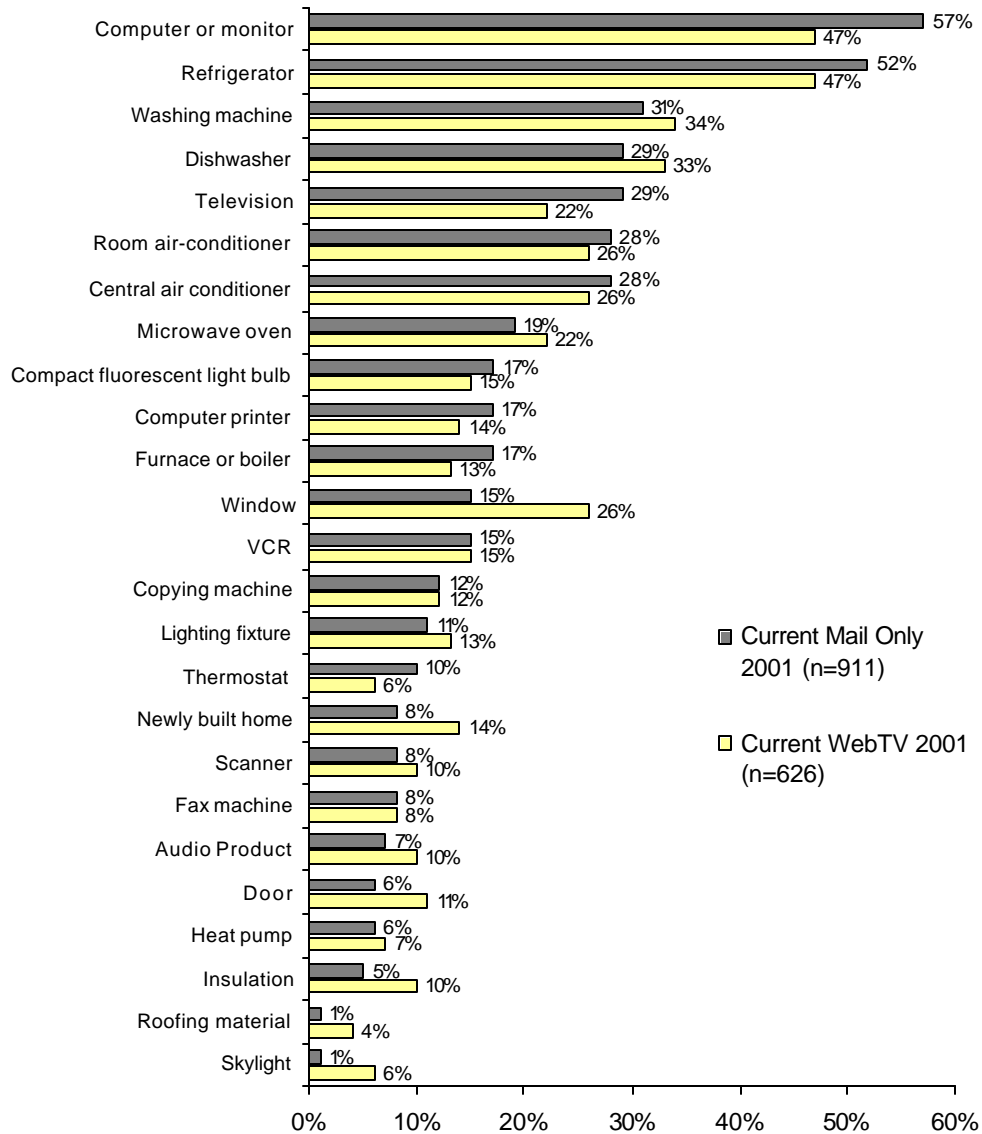
Product associations

The products with which consumers associate the ENERGY STAR label are very similar between the 2001 mail and WebTV surveys. Computers were the most common product, at almost 50 percent or more, followed by refrigerators at 50 percent, and washing machines at about 32 percent. Other large appliances, televisions, and central air conditioners were in the 20 to 30 percent range. Products supported by regional programs show strong association with the ENERGY STAR label, such as refrigerators, washing machines, dishwashers, and air conditioning equipment. The strong association of the label with computers and televisions is probably the combined effect of manufacturer labeling and the prevalence of these products in daily life. Roughly 20 percent of households reported seeing the ENERGY STAR label on microwaves, which do not in fact have an ENERGY STAR specification. However, microwave ovens were the least recognized of all the kitchen appliances on both 2001 surveys.

The types of products on which households recalled seeing the ENERGY STAR label were also similar between the current mail and WebTV surveys and the 2000 mail survey. Some differences were observed across methods and across years. The differences, however, are neither systematic nor in most cases statistically measurable.

The products on which households recalled seeing the ENERGY STAR label are summarized below.

“Please mark the products, product literature, or packing where you have seen the ENERGY STAR label.”
(Base = Pre-aware Respondents)



Mail 2001 Q5: “...mark with an X each of the products, product literature, or packaging on which you have seen the ENERGY STAR label.”

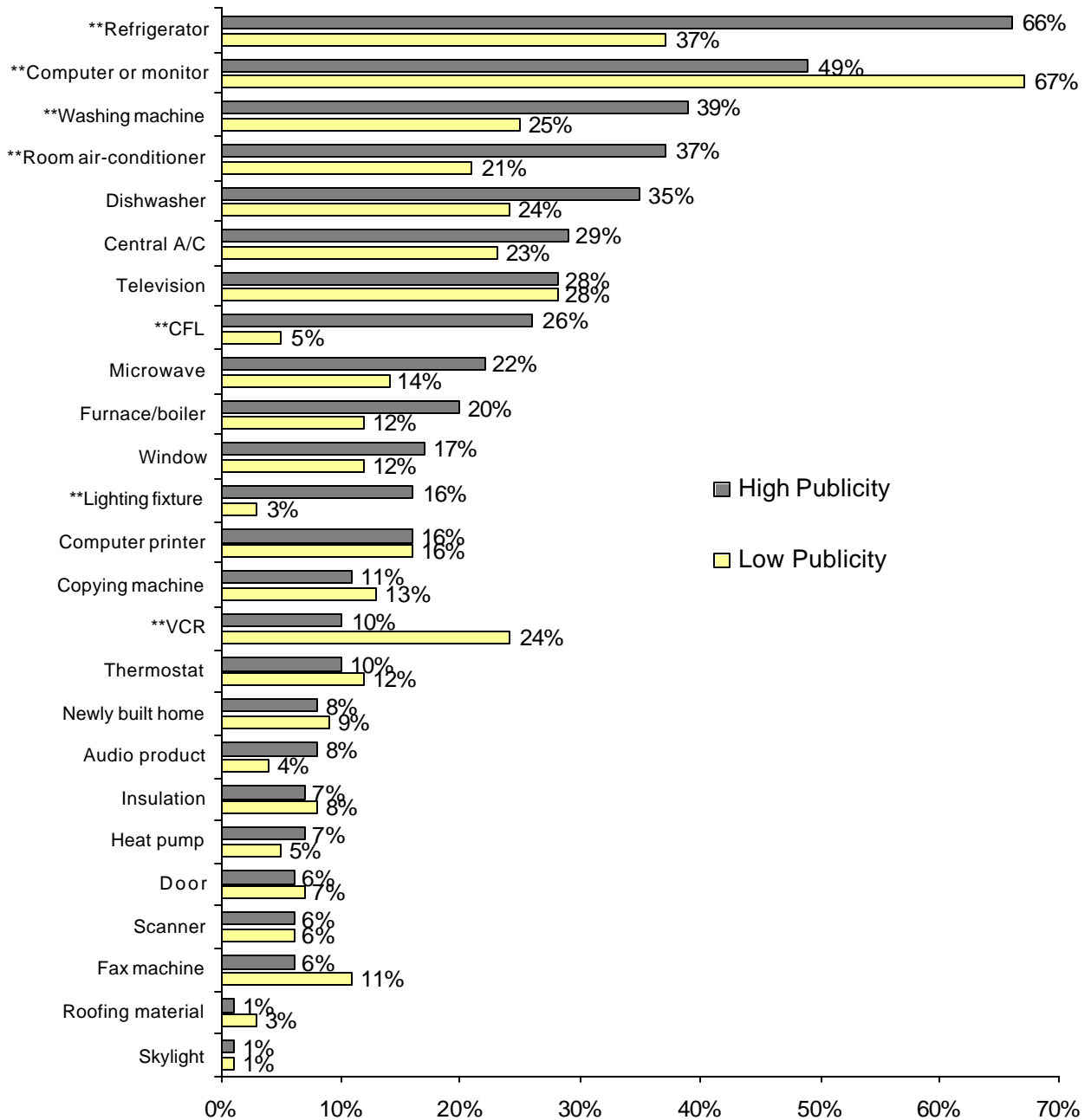
WebTV 2001 Q5(a and b): “...please select each of the products, product literature, or packaging on which you have seen the ENERGY STAR label.”

Product associations by publicity category

In high publicity areas, across both 2001 surveys, the ENERGY STAR label is more often associated with product categories that are heavily promoted by regional energy efficiency program sponsors. Consumers in high-publicity areas associated the label with commonly promoted product categories (i.e., CFLs, refrigerators, washing machines, room air-conditioners) at a rate higher than in low-publicity areas, and the differences were statistically significant ($p < 0.01$).

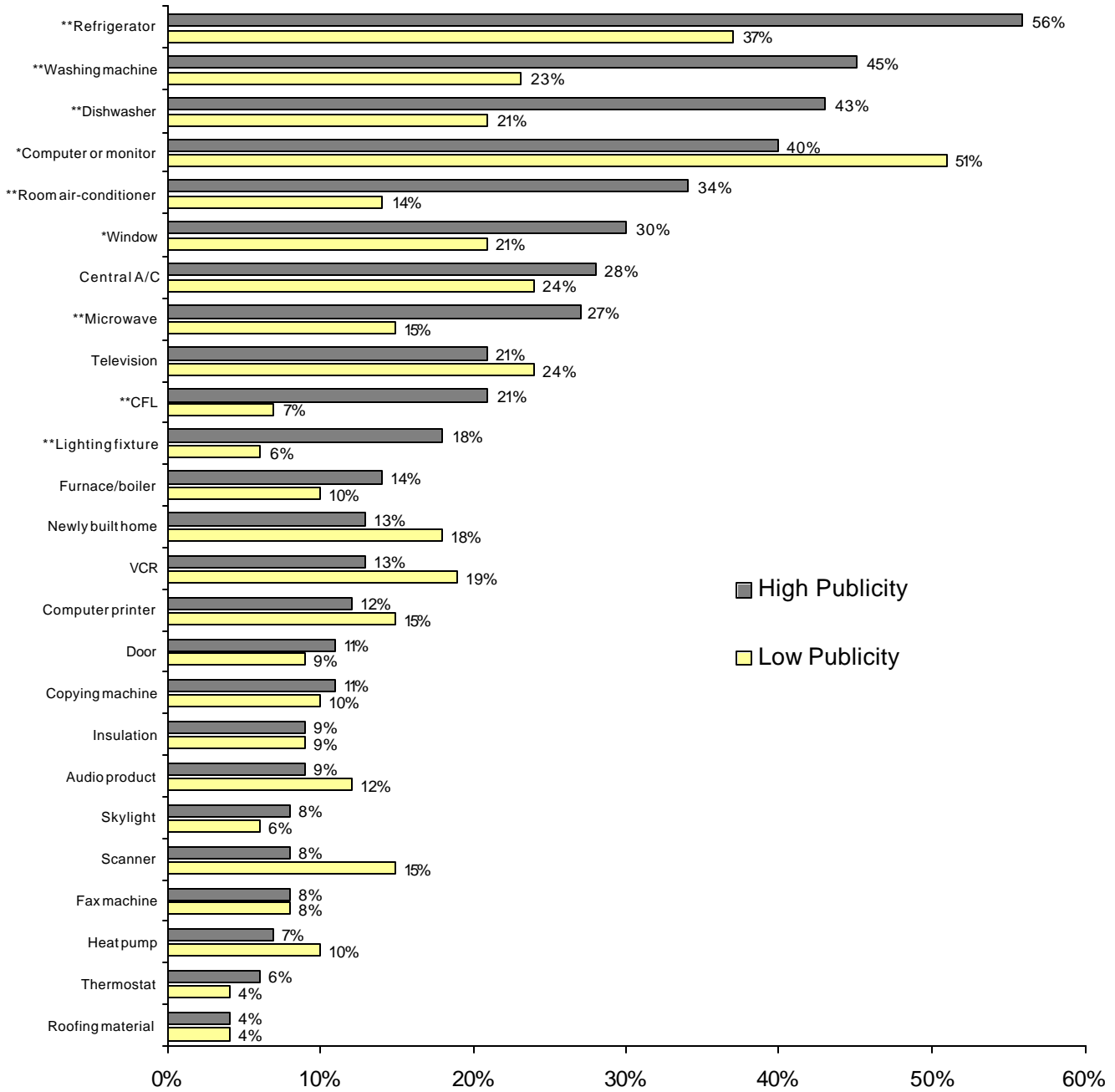
On the other hand, computers, monitors, and VCRs — products not heavily promoted by regional energy efficiency programs — showed a reverse trend with statistically measurable stronger product association with the ENERGY STAR label in low publicity areas.

Product Association with ENERGY STAR label by Publicity Category
(Base = Pre-Aware Respondents, Mail 2001 Only)
(n=911)



**Difference between groups is statistically significant at p<0.01

Product Association with the ENERGY STAR label by Publicity Category
(Base = Pre-Aware Respondents, WebTV 2001 Only)
(n=626)



**Difference between groups is statistically significant at $p < 0.01$
 *Difference between groups is statistically significant at $p < 0.05$

UNDERSTANDING

Fifty-four to 56 percent of households have at least a general understanding of the label with 34 to 38 percent exhibiting a high degree of understanding (based on 2001 mail and WebTV surveys, respectively). In all surveys, understanding was probed by asking respondents what messages came to mind when they saw the ENERGY STAR label. Responses were categorized, coded appropriately, and further classified as high, general or no understanding. Details on the coding approach can be found in Appendix A.

The proportions of the households with at least a general understanding of the ENERGY STAR label were similar between survey modes and between years (2001 and 2000¹ mail survey results).

**“Please look at the ENERGY STAR label...type/write the messages
that come to mind when you see the label.”
(Base = All Respondents)**

Understanding of ENERGY STAR Label (oQ1 & oQ2)	Current WebTV 2001 (n=1,936) ²	Current Mail Only 2001 (n=1,997)	Previous Mail Only 2000 (n=3,482) ¹
High Understanding	38%	34%	37% – 40%
General Understanding	18%	20%	9% – 20%
No Understanding	44%	46%	42% – 50%
Total	100%	100%	100%
# of households (millions)	74.44	75.79	74.44

WebTV ES2 and ES4A1: “Please look at the ENERGY STAR label at the left. Type the messages that come to mind when you see the ENERGY STAR label.” and “Please look at the ENERGY STAR label on the left. Type the messages that come to mind when you see the ENERGY STAR label.”

Mail 2001 Q1: “Please look at the ENERGY STAR label above. Write the messages that come to mind when you see the ENERGY STAR label.”

Mail 2000 Q1, Q2: “Please look at the ENERGY STAR Label above. Write the first message that comes to mind when you see the ENERGY STAR Label.” “Please write any other messages that come to mind when you see the ENERGY STAR Label.”

¹Because some of the codes for 2000 included a mix of two categories of understanding, results for the 2000 mail survey are indicated in the table as ranges.

²On the Web TV survey, understanding was measured by combining respondents’ answers to Questions ES2 and ES4A1, which were asked depending on respondents’ answers to ES1 (“Have you ever seen or heard of the ENERGY STAR label?”). Therefore, the base represents all respondents.

Understanding by publicity category

Understanding was greater in the high-publicity areas than in the low-publicity areas. The 2001 mail survey showed 60 percent in the high-publicity areas had at least a general understanding of the label and 51 percent in the low-publicity areas. The WebTV survey showed 60 percent in the high-publicity areas had at least a general understanding of the label as well and 54 percent in the low-publicity areas.

The data show that households in high-publicity areas more frequently communicate the label’s message with a high level of understanding than in low-publicity households. The 2001 mail and WebTV surveys showed similar differences between high- and low-publicity areas (16 percent and 15 percent respectively). The differences between the two publicity groups are highly significant in both surveys ($p < 0.0001$).

**High Understanding of ENERGY STAR Label by
Publicity Category
(Base = All Respondents with High Understanding)**

Publicity Category	Current Mail Only 2001 (n=1,997)	Current WebTV 2001 (n=1,936)
High	46%	46%
Low	30%	31%
High-Low	16.0%	15.0%
p-value	<0.0001	<0.0001

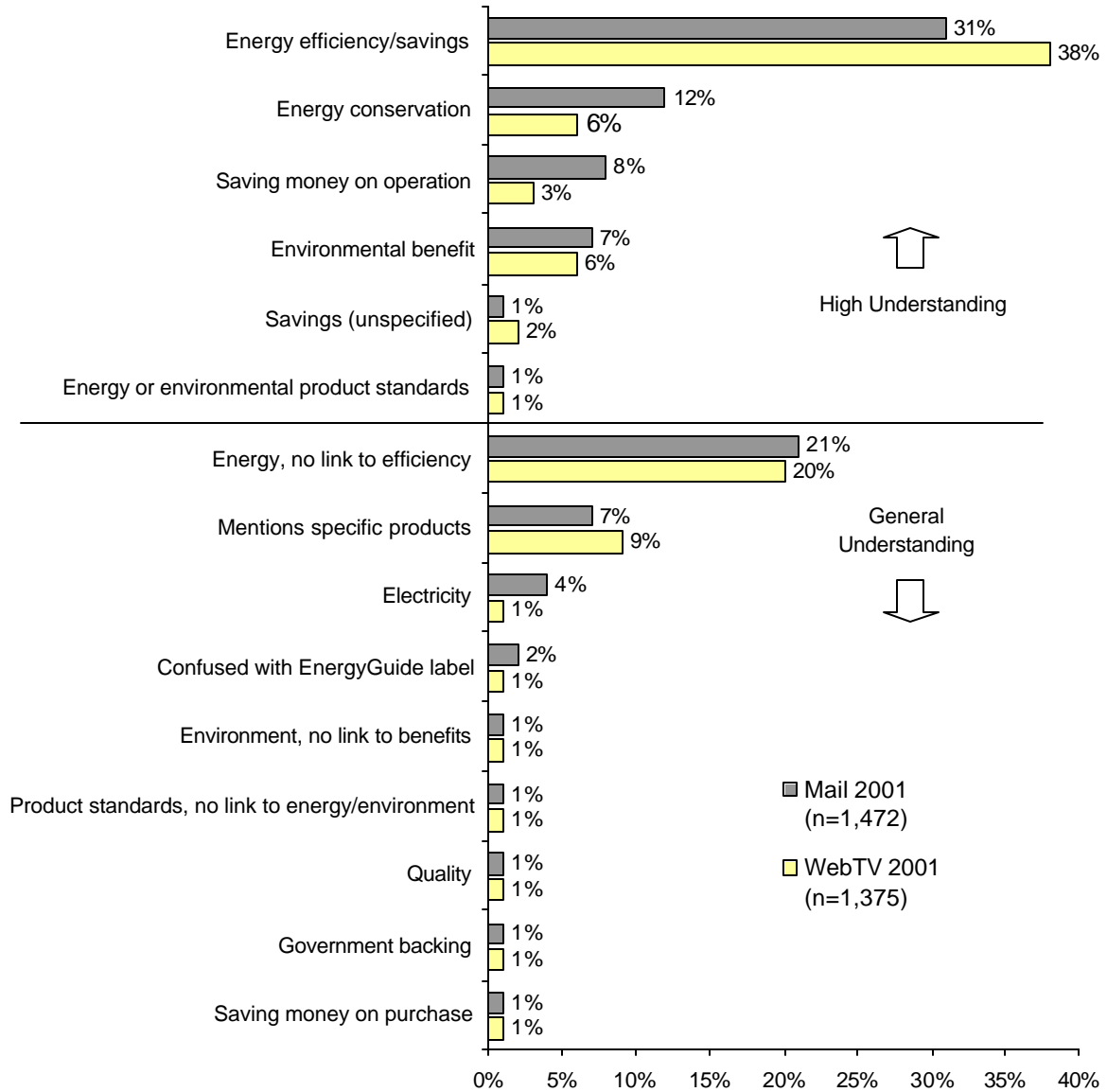
Label messaging

Open-ended responses used to measure understanding are also an indicator of how effectively EPA communicates its messages through the label. These data are available for the 2001 surveys only, because the coding system for the 2000 data was different.

For all respondents, the most common answer to what comes to mind when seeing the ENERGY STAR label is “energy efficiency or energy savings,” measuring 31 percent on the 2001 mail survey and 38 percent on WebTV. This particular message is considered to be high understanding of ENERGY STAR.

The 2001 mail survey received higher responses in select categories, more responses overall, and a greater variety of responses than the WebTV survey, which is probably a function of survey format (i.e., respondents’ typing skills, interactivity of WebTV).

**“What does the ENERGY STAR label mean to you?” by Survey Method
(Base = All respondents)**



WebTV ES2 and ES4A1: “Please look at the ENERGY STAR label at the left. Type the messages that come to mind when you see the ENERGY STAR label.” and “Please look at the ENERGY STAR label on the left. Type the messages that come to mind when you see the ENERGY STAR label.”
 Mail 2001 Q1: “Please look at the ENERGY STAR LABEL above. Write the messages that come to mind when you see the ENERGY STAR label.”

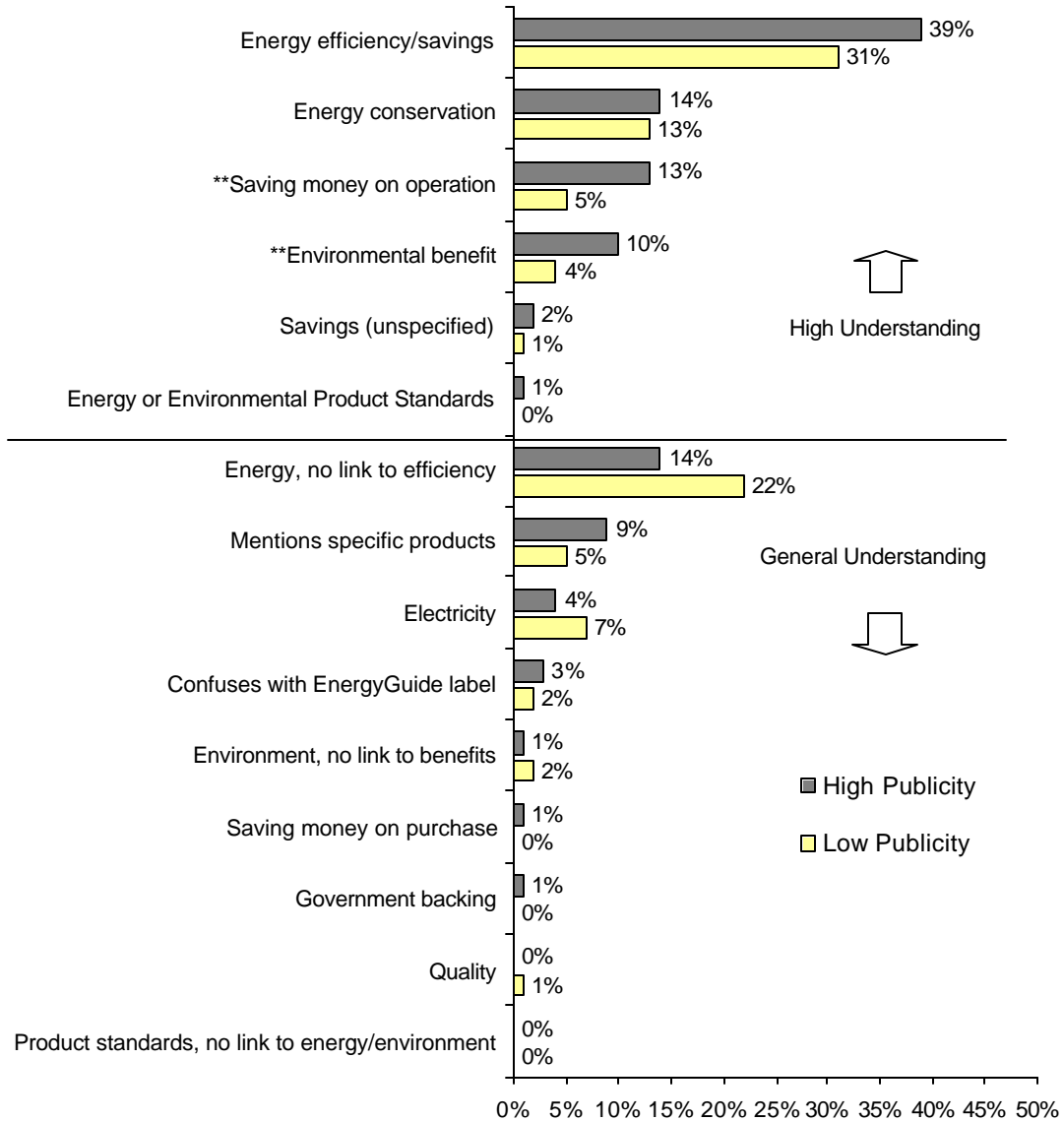
Messaging by publicity category

Several of EPA's most important messages exhibiting high understanding were mentioned by respondents in high-publicity areas more frequently than in low-publicity areas by large margins. Specifically, on the 2001 mail survey the difference between high- and low-publicity groups was measurable at $p < 0.01$ for "Saving money on operation" and "Environmental Benefit." On the WebTV survey, "Energy efficiency or energy savings" and "Energy conservation" were measurable at $p < 0.01$ and $p < 0.05$, respectively.

In both surveys, "Energy, no link to efficiency" was mentioned in low-publicity areas more often than in high-publicity areas. The reason for this result is uncertain.

The 2001 survey results, by publicity level, are listed in the tables below. The results are similar for both survey methods.

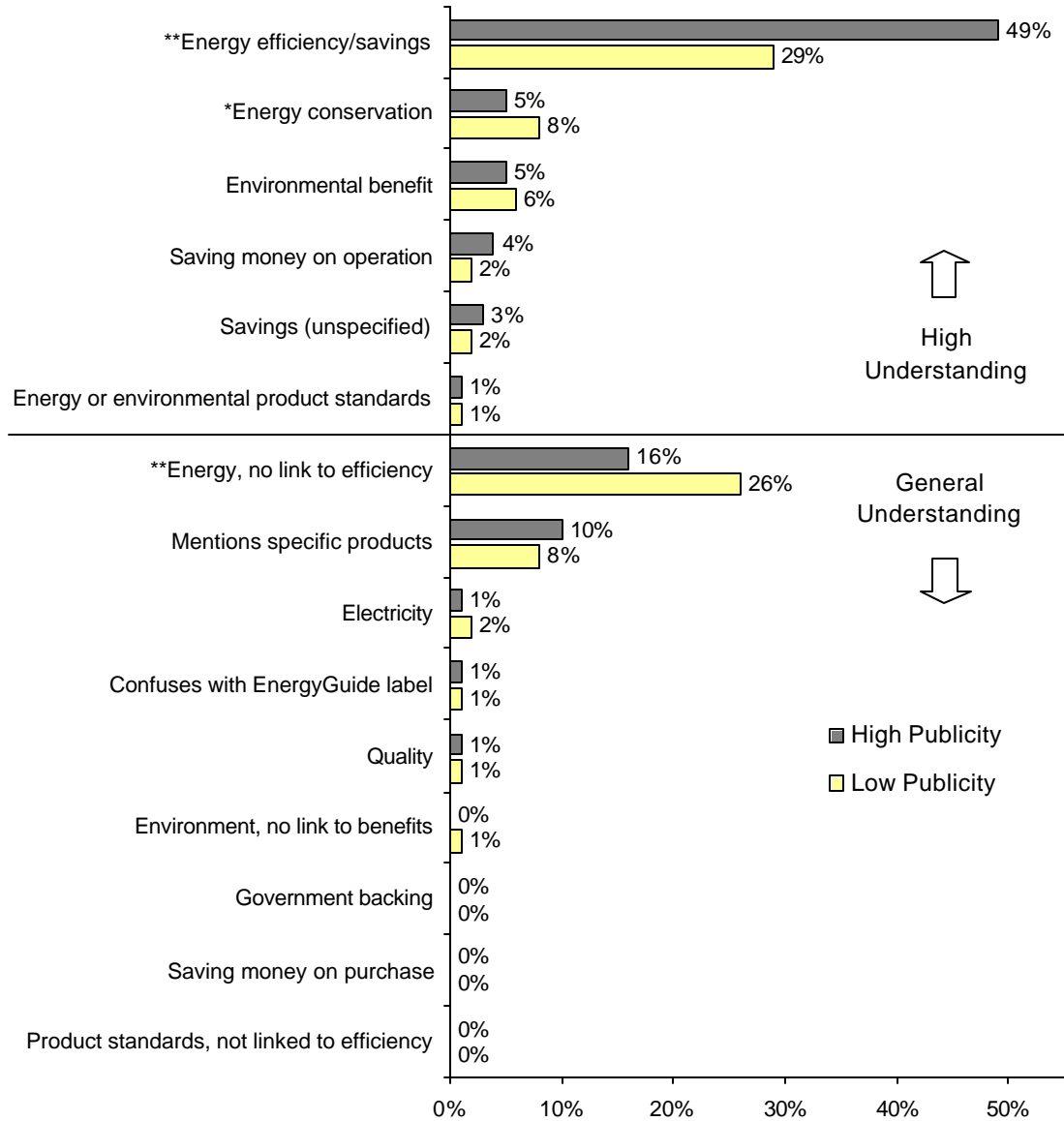
Key Messages of ENERGY STAR by Publicity Category
(Base = Mail 2001 Pre-aware Respondents)
(n=1,472)



**Difference between groups is statistically significant at p<0.01

Mail 2001 Q1: "Please look at the ENERGY STAR label above. Write the messages that come to mind when you see the ENERGY STAR label."

Key Messages of ENERGY STAR by Publicity Category
(Base = WebTV 2001 Pre-aware Respondents)
(n=1,375)



**Difference between groups is statistically significant at p<0.01

*Difference between groups is statistically significant at p<0.05

WebTV ES2 and ES4A1: "Please look at the ENERGY STAR label at the left. Type the messages that come to mind when you see the ENERGY STAR label." and "Please look at the ENERGY STAR label on the left. Type the messages that come tom ind when you see the ENERGY STAR label."

Understanding by aided recognition

Households that recognize the ENERGY STAR label with a visual aid are more likely to have at least a general understanding of the label. The 2001 mail survey shows a 40 percentage point difference in at least general understanding of the label between those who recognize the label and those who do not. WebTV survey shows less of a difference (24 percentage points) than the 2001 mail survey. However, in both surveys, the differences are large and highly statistically significant ($p < 0.0001$).

**High or General Understanding of ENERGY STAR Label
(Base = All Respondents)**

Recognize ENERGY STAR Label Aided (oQ3)	Current Mail Only 2001 (n=1,995)	Current WebTV 2001 (n=1,810)
Yes	78%	71%
No	39%	47%
Yes-No	40.3%	24.4%
p-value	<0.0001	<0.0001

WebTV 2001 ES3: "Before this survey, had you ever heard of or seen this label?"
 Mail 2001 Q2: "Before this survey, had you ever seen or heard of this label?"

INFLUENCE

Both surveys provide some information on consumers' decisions to purchase ENERGY STAR labeled products, including the following:

- To what extent households report the label affecting purchasing decisions;
- The role of rebates or financing in decisions to buy ENERGY STAR labeled-products;
- The number of households, nationally, that recognize the ENERGY STAR label and actually purchased a labeled product; and
- Loyalty of ENERGY STAR purchasers, assessed in terms of their willingness to recommend ENERGY STAR labeled products to a friend.

Self-reported influence of the ENERGY STAR label

In 2001, of consumers who reported purchasing an ENERGY STAR labeled product, 25 percent reported that they were highly influenced by the label in their purchasing decision and 64 to 72 percent of respondents (2001 WebTV and mail surveys, respectively) reported that the label influenced them to some extent.

Influence was probed by asking 2001 survey respondents who had recently purchased a product with the ENERGY STAR label, how much the label had influenced the decision: very much, somewhat, slightly, or not at all. In the 2000 survey, this question was asked as a yes or no question. The proportion of 2001 households across both survey methods that indicated that the label had influenced them “somewhat” or “very much” was similar to the proportion who answered “yes” to the mail survey in 2000, at around 50 percent.

**“How much did the presence...of the label influence your purchasing decision?”
(Base = Pre-Aware ENERGY STAR Purchasers)**

2000 Response	2001 Response	Previous Mail Only 2000 (Standard Error) (n=612)	Current Mail Only 2001 (Standard Error) (n=420)	Current WebTV 2001 (Standard Error) (n=247)
Yes	Very much, somewhat, or slightly	51% (4.3%)	72% (3.2%)	64% (3.4%)
	Very much or somewhat		54% (3.4%)	50% (3.6%)
	Very much		27% (3.3%)	25% (3.3%)

Mail 2001 Q8: For any ENERGY STAR labeled product(s) you purchased, how much did the presence or absence of the ENERGY STAR label influence your purchasing decision?

WebTV 2001: For any ENERGY STAR labeled product(s) you purchased, how much did the presence or absence of the ENERGY STAR label influence your purchasing decision?

Mail 2000 Q8: For any ENERGY STAR products you purchased, did the presence or absence of the ENERGY STAR Label influence your purchasing decision?

Self-reported influence by publicity category

The influence of the ENERGY STAR label on purchasing decisions was higher in high-publicity areas than in low-publicity areas, for all levels of influence. The 2001 mail survey found the percentage of households “very much” influenced by the ENERGY STAR label was 38 percent in high-publicity areas compared with 11 percent in low-publicity areas. This finding is similar to the WebTV survey, for which these percentages were 34 percent and 9 percent respectively. The difference in the proportions was highly significant ($p < 0.01$) for both the 2001 mail and WebTV surveys.

Additionally, the percentage of households “not at all” influenced by the label to purchase an ENERGY STAR labeled-product was notably lower in high-publicity areas than in low-publicity areas. The 2001 mail survey showed households were “not all influenced” by the ENERGY STAR label in high-publicity areas at 19 percent versus in low-publicity areas at 48 percent. For the WebTV survey, “not at all” influenced was 27 percent in high-publicity areas and 43 percent in low-publicity areas. The difference in proportions was significant for both 2001 surveys, but more significant for mail ($p\text{-value} < 0.001$) than WebTV ($p\text{-value} < 0.09$).

**ENERGY STAR Label Influenced Purchase Decision by Publicity Category
(Base = Pre-Aware ENERGY STAR Purchasers)**

Publicity Category	Current/2001							
	Mail Only	WebTV	Mail Only	WebTV	Mail Only	WebTV	Mail Only	WebTV
	Very much, somewhat, or slightly		Very much or somewhat		Very much		Not at all	
High	80.7%	72.8%	68.8%	60.8%	37.7%	34.2%	19.0%	27.0%
Low	52.4%	56.8%	46.4%	38.0%	10.7%	9.3%	48.0%	43.0%
High-Low	28.2%	16.0%	22.3%	22.7%	27.0%	24.9%	29.0%	16.0%
p-value	0.0016	0.0871	0.0116	0.0236	0.0001	0.0056	0.001	0.09

Mail 2001 Q8: “For any ENERGY STAR-labeled product(s) you purchased, how much did the presence or absence of the ENERGY STAR label influence your purchasing decision?” (Very much/Somewhat/Slightly/Not at all/Don’t know)

WebTV2001 Q8: “For any ENERGY STAR-labeled product(s) you purchased, how much did the presence or absence of the ENERGY STAR label influence your purchasing decision?” (Very much/Somewhat/Slightly/Not at all/Don’t know)

Rebate and financing influence

For households that purchased an ENERGY STAR labeled product with financial incentives, most would have been “somewhat” or “very likely” to have bought the product without these incentives, according to both the 2001 mail and WebTV surveys. Based on the 2001 mail survey, 66 percent of households would have been at least “somewhat likely” to have bought the ENERGY STAR labeled product without the incentive, while based on the WebTV survey, this is the case for 82 percent of households. It should be noted, however, that the proportion of households that reported receiving an incentive was smaller in the WebTV survey.

**“How likely is it that you would have purchased the ENERGY STAR-labeled product [without the financial incentive]?”
(Base = Pre-Aware ENERGY STAR Purchasers that Received an Incentive)**

2001 Response	Current Mail Only 2001 (n=88)	Current WebTV 2001 (n=28)
Very likely	34%	54%
Somewhat likely	32%	28%
Slightly likely	25%	19%
Not at all likely	8%	0%
Total	100%	100%
# of households (millions)	2.50	0.77

Mail 2001 Q10: “If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR-labeled product?”

WebTV 2001: “If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR-labeled product?”

Purchases of ENERGY STAR

According to 2001 survey results, 17 to 23 percent of all households knowingly purchased at least one qualifying ENERGY STAR product in the last twelve months (2001 WebTV and 2001 mail survey results, respectively.)

Looking at just the households that recognized ENERGY STAR, 67 to 82 percent purchased at least one eligible product in the last 12 months (2001 WebTV and 2001 mail survey results, respectively.) Although these percentages are both reasonably high, they are different enough to suggest systematic differences between the survey methods, including:

- The difference in response rates;
- Questionnaire effects related to the mail survey asking a yes/no question (For any of the products you purchased, did you see the ENERGY STAR label?) directly before asking the respondent to list which products he or she purchased, versus the WebTV approach which asks the respondents to indicate which products they have purchased from a list of products provided on a series of three different screens.

Purchases of ENERGY STAR by publicity category

By publicity area, both surveys show, on a national level, highly significant differences ($p < 0.0001$) between high- and low-publicity areas in households that recognized and purchased ENERGY STAR labeled products. The actual percentages by publicity category vary by survey method, but the differences remain statistically measurable.

**National Household Market Penetration of ENERGY STAR Labeled Products by Publicity Area
(Base = Pre-Aware ENERGY STAR Purchasers)**

Publicity Category	Mail 2001 (n=525)	WebTV (n=373)
High	25.9%	16.0%
Low	13.6%	7.6%
High-Low	12.3%	8.4%
p-value	<0.0001	<0.0001
Total	23.1%	17.4%

Mail 2001 Q7: "For any of the products you purchased, did you see the ENERGY STAR label (on the product itself, on the packaging, or on the instructions?)" (Yes/No/Don't know response)

WebTV 2001 Q7: "For any of the products you purchased, did you see the ENERGY STAR label (on the product itself, on the packaging, or on the instructions?)" (Yes/No/Don't know response)

The differences in publicity-level percentages between the surveys methods is also probably related to the differences in response rate and questionnaire effects.

Loyalty to ENERGY STAR

The 2001 mail and WebTV surveys asked those who had purchased ENERGY STAR products how likely would they recommend ENERGY STAR labeled products to a friend. The question was not asked in the 2000 survey. The 2001 mail survey found 71 percent of ENERGY STAR purchasers were “somewhat likely” or “very likely” to recommend ENERGY STAR, and only 14 percent were “not at all likely” to recommend ENERGY STAR. These findings are similar to the WebTV survey, which found 65 percent of ENERGY STAR purchasers were “somewhat” or “very likely” to recommend ENERGY STAR, and only 16 percent were “not at all likely” to recommend ENERGY STAR.

**“How likely are you to recommend ENERGY STAR-labeled products to a friend?”
(Base = Pre-Aware ENERGY STAR Purchasers)**

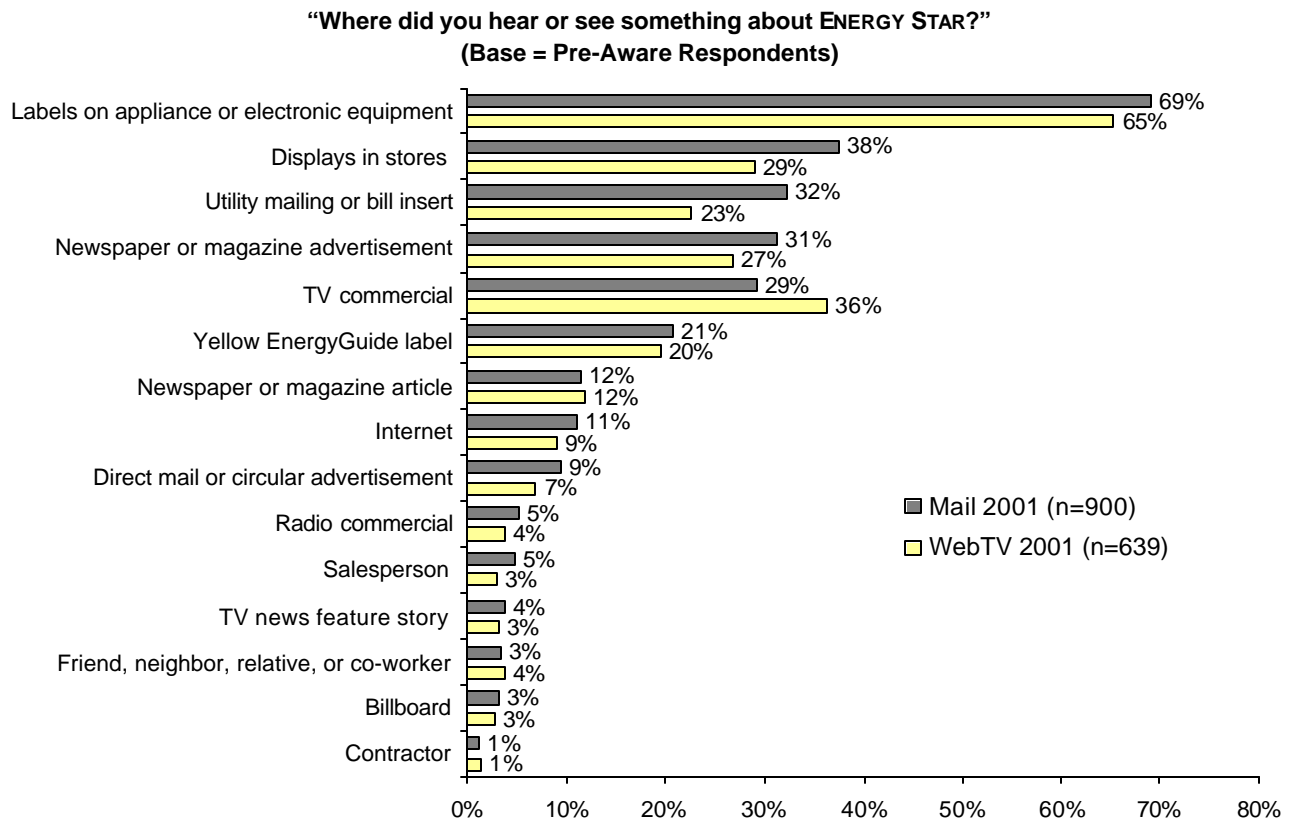
Likelihood Recommend ENERGY STAR Products	Current Mail Only 2001 (n=370)	Current WebTV Only 2001 (n=212)
Very likely	42%	34%
Somewhat likely	29%	31%
Slightly likely	16%	18%
Not at all likely	14%	16%
Total	100.0%	100.0%
# of households (millions)	12.11	7.50

Mail 2001 Q11: “How likely are you to recommend ENERGY STAR-labeled products to a friend?”
WebTV 2001 Q11: “How likely are you to recommend ENERGY STAR-labeled products to a friend?”

INFORMATION SOURCES

Sources seen

Both surveys asked respondents where they recalled seeing or hearing about the ENERGY STAR label. By far, most households saw the ENERGY STAR label on appliances or electronic equipment (over 65 percent). The other most common sources (above 20 percent) were print media (newspapers, magazine, and direct mail advertisements), television, store displays, and on the *EnergyGuide* label. The results were similar across mail and WebTV responses, with a few exceptions. On the mail survey, a greater proportion of households reported seeing or hearing about the ENERGY STAR label on store displays (38 percent) and utility mailings or bill inserts (32 percent) than in the WebTV survey (29 and 23 percent, respectively). Additionally, a greater proportion of households responding to the WebTV survey reported seeing or hearing about the ENERGY STAR label through a TV commercial (36 percent versus 29 percent on the mail survey).



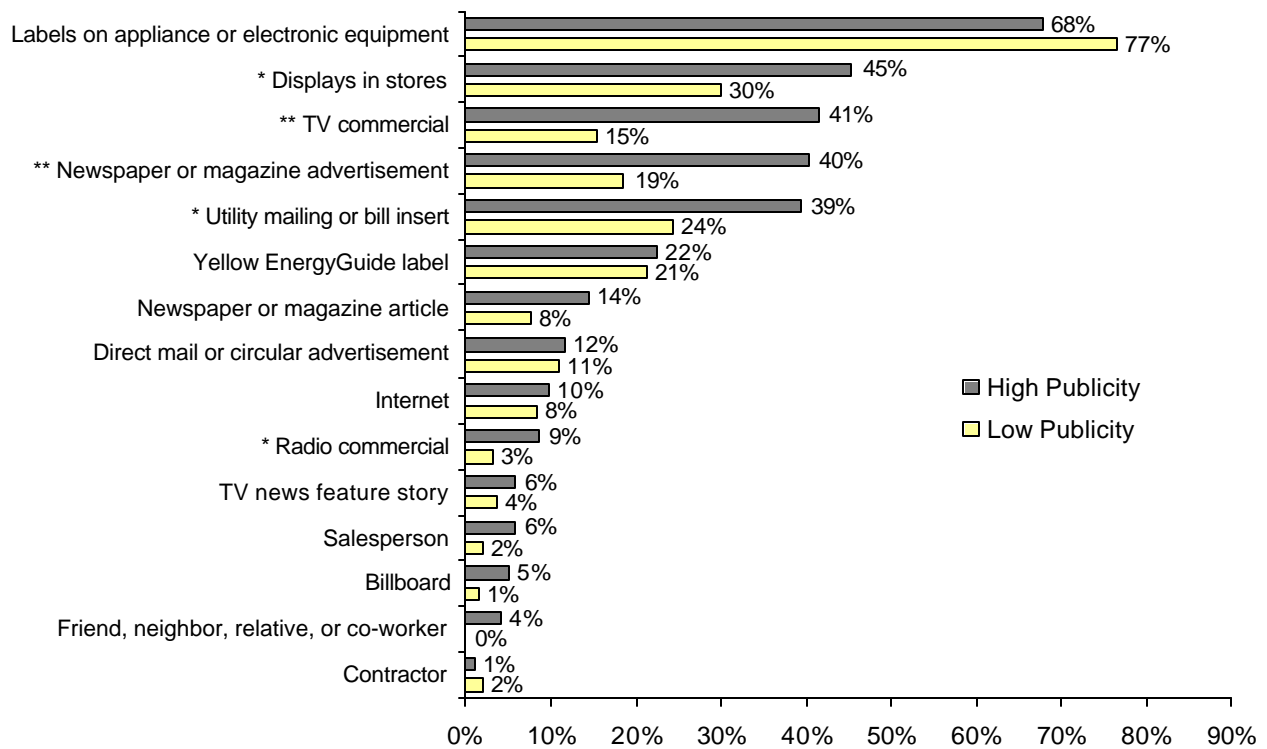
Mail 2001 Q3: “Where did you hear or see something about ENERGY STAR? Please mark all that apply.”

WebTV 2001 SO1: “Where did you see or hear something about ENERGY STAR? Please mark all that apply.”

Sources seen by publicity category

In both the 2001 mail and WebTV survey, households in high publicity areas were much more likely ($p < 0.01$) to report having seen the ENERGY STAR label on a TV commercial or via newspaper or magazine advertisements than households in low publicity areas. The 2001 WebTV survey also found a high degree of statistical difference in high versus low publicity areas for ENERGY STAR label observation via utility mailings/bill inserts, direct mail/circular advertisements, and radio commercials ($p < 0.01$). Statistical differences were also observed, though to a lesser extent ($p < 0.05$), in the 2001 WebTV survey for newspaper/magazine articles and in the in the 2001 mail survey for displays in stores, utility mailing or bill inserts, and radio commercials.

ENERGY STAR Label Places Seen or Heard by Publicity Level
 (Base = Pre-Aware Respondents, Mail 2001 only)
 (n=900)

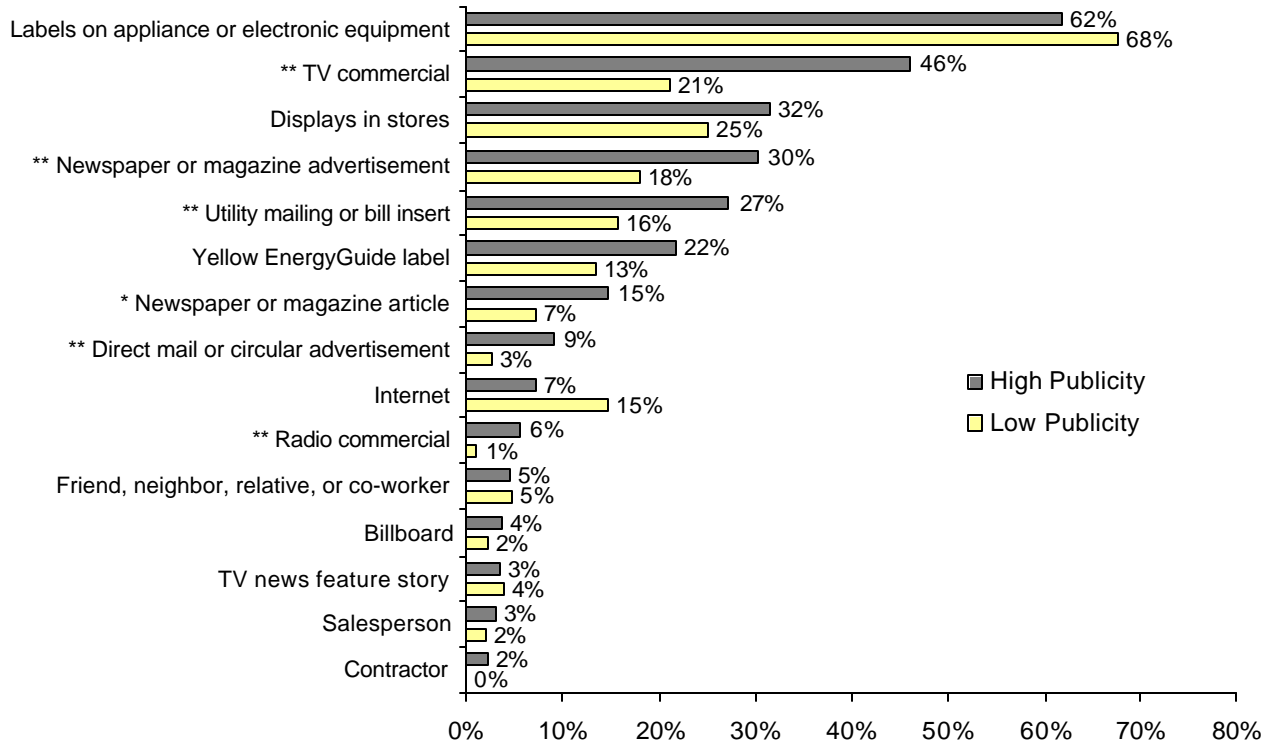


**Difference between groups is statistically significant at $p < 0.01$

*Difference between groups is statistically significant at $p < 0.05$

Mail 2001Q3: "Where did you hear or see something about ENERGY STAR? Please mark all that apply."

ENERGY STAR Label Places Seen or Heard by Publicity Level
(Base = Pre-Aware Respondents, WebTV 2001 only)
(n=639)



**Difference between groups is statistically significant at $p < 0.01$

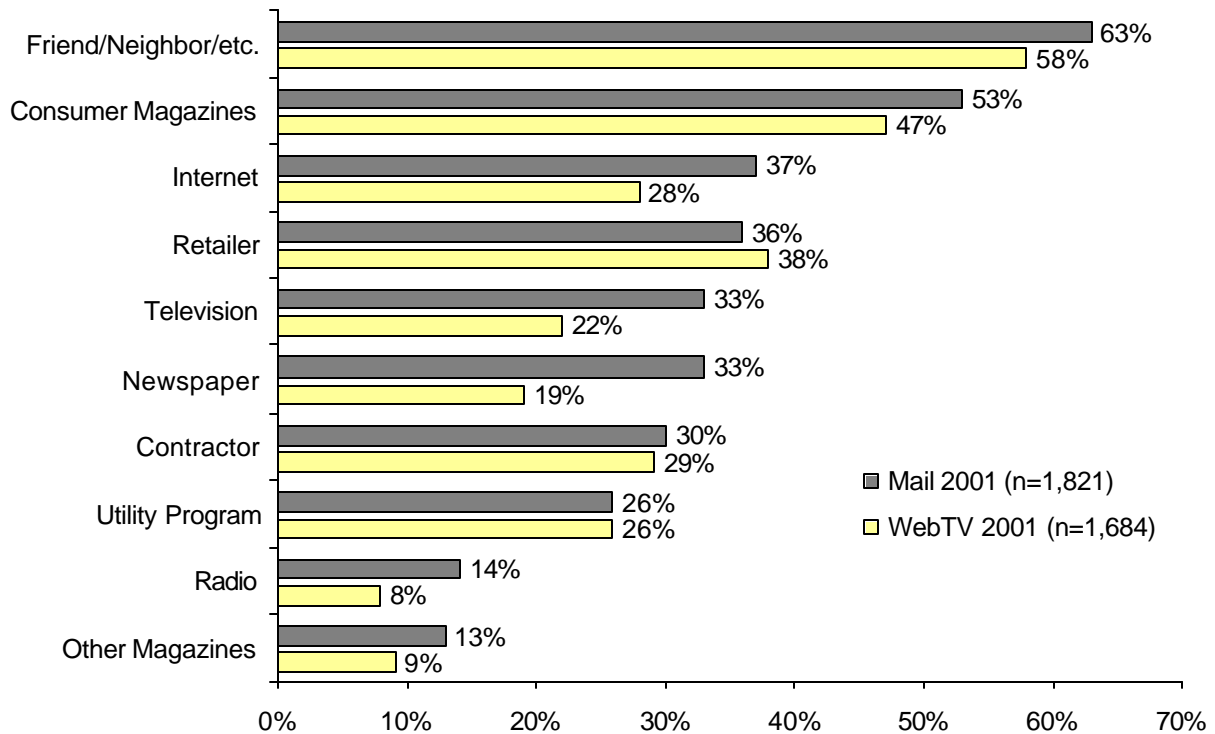
*Difference between groups is statistically significant at $p < 0.05$

WebTV 2001 Q3: "Where did you hear or see something about ENERGY STAR? Please mark all that apply."

Sources consumers consult for product information

Households report they are most likely to consult personal acquaintances (at least 58%) and consumer magazines (at least 47%) when researching products covered by the ENERGY STAR program. Both the 2001 mail and WebTV surveys asked respondents about the information sources they use to obtain information about (1) heating and cooling products and (2) appliances, lighting, and home electronics. Internet and retailers were the next most important sources of information for both product groups with Internet ranking higher for heating and cooling products and retailers ranking higher for appliances, lighting, and home electronics. In general, the 2001 mail and WebTV results were very similar; however, for heating and cooling products, mail survey results suggest that households consult the Internet, television, and newspapers at a much higher rate than do the WebTV results.

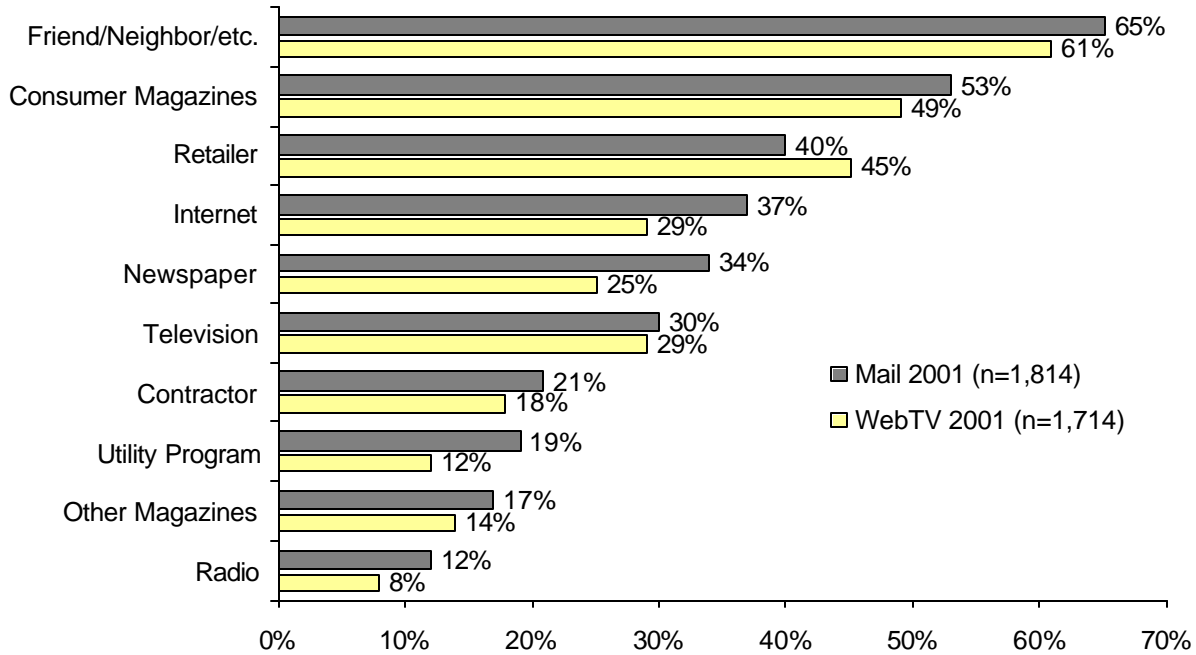
“Please mark...the source(s) of information you are most likely to use...”
(Base = All Respondents, Heating and Cooling Products)



Mail 2001 Q12: “Please look at the product types listed below. Please mark with an X the source(s) of information you are most likely to use to obtain information about that product type. Please mark all that apply.”

WebTV 2001 Q13-1: “Now, please think only about Heating and Cooling Products. Please select the source(s) of information you are most likely to use to obtain information about this product type. Please mark all that apply.”

“Please mark...the source(s) of information you are most likely to use...”
(Base = All Respondents, Appliances, Home Electronics, Lighting)



Mail 2001 Q12: “Please look at the product types listed below. Please mark with an X the source(s) of information you are most likely to use to obtain information about that product type. Please mark all that apply.”
 WebTV 2001 Q13-2: “Now, please think only about Home Appliances/Lighting/Home Electronics. Please select the source(s) of information you are most likely to use to obtain information about this product type. Please mark all that apply.”

When comparing the sources consumers consult for product information and where they learned about ENERGY STAR, there are some noteworthy differences. Consumers are much more likely to consult consumer-related magazines, personal acquaintances, the Internet, and salespeople/contractors in researching products than they are to report having heard about or seen ENERGY STAR through these channels.

Mail 2001 Survey: Where Seen the ENERGY STAR Label and Sources Consult

Source	Sources Seen (Base = Recognize Aided)	Heating and Cooling Equipment Sources Consult (Base = Recognize Aided)		Home Appliances/Lighting/Home Electronics Sources Consult (Base = Recognize Aided)	
Newspaper or magazine advertisement	31%	Consumer Reports, other product-oriented magazines	59%	Consumer Reports, other product-oriented magazines	62%
Newspaper or magazine article	12%	Newspaper	26%	Newspaper	29%
		Other magazines	15%	Other magazines	20%
TV commercial	29%	26%		24%	
TV news feature story	4%				
Radio commercial	5%	9%		8%	
Utility mailing or bill insert	32%	30%		22%	
Internet	11%	57%		56%	
Salesperson	5%	39%		43%	
Contractor	1%	28%		20%	
Friend, neighbor, relative, or co-worker	3%	56%		61%	

WebTV 2001 Survey: Where Seen the ENERGY STAR Label and Sources Consult

Source	Sources Seen (Base = Recognize Aided)	Heating and Cooling Equipment Sources Consult (Base = Recognize Aided)		Home Appliances/ Lighting/Home Electronics Sources Consult (Base = Recognize Aided)	
Newspaper or magazine advertisement	27%	Consumer Reports, other product- oriented magazines	51%	Consumer Reports, other product- oriented magazines	54%
Newspaper or magazine article	12%	Newspaper	15%	Newspaper	17%
		Other magazines	10%	Other magazines	17%
TV commercial	36%	19%		27%	
TV news feature story	3%				
Radio commercial	4%	5%		7%	
Utility mailing or bill insert	23%	30%		15%	
Internet	9%	36%		39%	
Salesperson	3%	41%		49%	
Contractor	1%	29%		17%	
Friend, neighbor, relative, or co-worker	4%	54%		57%	

APPENDIX A
Detailed Methodology

DETAILED METHODOLOGY

From August through November 2001, the Consortium for Energy Efficiency (CEE) designed and fielded several household surveys to obtain information at the national level on consumer awareness of the ENERGY STAR label. The surveys included:

- A mail survey in which the survey design was based on a similar national survey sponsored by CEE in September 2000. Some CEE members also fielded the survey in their local areas to facilitate direct comparison between the effects of the program in their areas and the country at large, although the number that did so was considerably less than in 2000.
- A follow-up telephone survey to assess nonresponse effects, if any, from the mail survey¹.
- A WebTV survey with questions similar to those in the mail survey.

CEE used multiple survey methods for a number of reasons. The CEE committee charged with the responsibility for fielding this survey is considering using the WebTV format for future survey efforts. Additionally, the CEE subcommittee wanted to examine consistency among the survey methods as a way to ensure accuracy in the results.

As in the 2000 survey, CEE and participating members made the 2001 survey data publicly available.

This report assesses results of the CEE 2001 ENERGY STAR Household Awareness Survey, building on prior year's survey information and focusing on the extent to which consumers recognized the label, understood its intended messages, and used (or were influenced by) the label on their energy-related purchase decisions. Research questions of interest included:

- The media and products on which the ENERGY STAR label was seen
- The effect of increased publicity on ENERGY STAR label recognition, understanding, and influence
- The relationship of household demographics and purchases to label awareness
- Loyalty to the ENERGY STAR label
- Key messages about ENERGY STAR

¹ The telephone survey did yield an additional 56 responses to the mail survey which were not incorporated into the analysis.

- A comparison of sources where respondents saw or heard of the label to sources that respondents most likely consulted for information on product categories that qualify for the ENERGY STAR label
- Baseline information prior to the launch of the *Change* campaign

The surveys were fielded at various times throughout late summer and fall of 2001 as follows:

- Mail: First mailing sent to households during the first week of September, 2001. Reminder postcards were sent to all households on September 11. The follow-up mailing of the survey was sent only to those households that had not returned questionnaires. The last mail returns were received through October.
- Telephone: Fielded between October 31 and November 7. An additional 56 mail surveys were returned as a result of the telephone survey.
- WebTV: From September 21 through October 26.

The remainder of Appendix A discusses the questionnaire design, sampling and weighting methodologies, and data collection.

1 Questionnaire design

In 2001, CEE conducted ENERGY STAR surveys using three questionnaires:

- 1) *The 2001 WebTV questionnaire* – used in a survey conducted via an interactive WebTV device in the homes of people who had been randomly recruited and preselected to be representative of the population.
- 2) *The 2001 mail questionnaire* – mailed to the homes of people who had been randomly selected from motor vehicle registrations and other lists. Respondents were asked to complete and return the questionnaire.
- 3) *The 2001 telephone questionnaire* – used in a telephone survey of a randomly selected group of people who had not responded to the 2001 mail questionnaire.

The data from these surveys may be compared with data collected using the 2000 mail questionnaire, for which CEE was also responsible. Copies of each questionnaire are provided in Appendices C through F of this report. Sampling for these surveys is discussed in Section 2, and data collection is discussed in Section 3.

The committee had several broad objectives in designing the 2001 questionnaires, including:

- To maintain consistency with the CEE 2000 survey and the 2001 WebTV survey².
- To fine-tune the questionnaire based on lessons learned from the analysis of the CEE 2000 survey, focusing on achieving the greatest value from the analysis of the CEE 2001 survey.
- To increase response rates (see Section 3) in the CEE 2001 mail survey over those obtained in the CEE 2000 mail survey.

The 2000 mail questionnaire, the 2001 mail questionnaire, and the 2001 WebTV questionnaire each addressed the following:

- Respondent recognition of the ENERGY STAR label
- Understanding of, and key messages communicated by, the ENERGY STAR label
- Sources of information about ENERGY STAR
- Products on which respondents have seen the label
- Products that respondents have purchased in the past year
- Products that respondents have purchased on which they have seen the label (or on whose packaging or instructions they have seen the label)
- Influence of the presence or absence of the label on the purchase decision
- Whether purchases of ENERGY STAR labeled products involved rebates or reduced-rate financing
- Likelihood of having purchased ENERGY STAR labeled products in the absence of rebates or reduced-rate financing
- Likely sources of information about product categories
- Demographic questions (most of the demographic questions were not asked in the WebTV survey, because demographic characteristics of the respondents were already on file.)

The 2001 mail questionnaire and the 2001 WebTV survey also asked:

- Likelihood to recommend ENERGY STAR labeled products to a friend

² Preliminary plans by the CEE committee are to continue fielding the WebTV survey in the future in lieu of the mail survey.

The 2001 WebTV questionnaire also asked:

- Recognition and understanding of the yellow *EnergyGuide* labels

The 2001 telephone questionnaire was not intended to provide a complete set of comparable data to the other surveys, but rather to assess the bias in the 2001 mail survey due to nonresponse and to help recruit additional respondents to the 2001 mail survey. Accordingly, the 2001 telephone questionnaire asked the following:

- Recognition of the ENERGY STAR label
- Purchase of products (grouped in major categories) in the past year
- Recollection of the 2001 mail survey
- Reasons for not completing and returning the 2001 mail survey
- Demographic questions
- Willingness to complete and return the 2001 mail survey with a \$10 incentive

Table A-1, below, shows how the questionnaires differ.

**Table A-1
Comparison of Questionnaires**

Question Group	Format	Format Question Number	Question
1	WebTV	EG1	Have you ever seen or heard of yellow stickers called <i>EnergyGuide</i> labels? [If "no" or "don't know" skip to ES1]
2	WebTV	EG2	What information does the <i>EnergyGuide</i> label provide?
3	Mail 2001	1	Please look at the ENERGY STAR label above. Write the messages that comes to mind when you see the ENERGY STAR label.
3	Mail 2000	1	Please look at the ENERGY STAR Label above. Write the first message that comes to mind when you see the ENERGY STAR Label.
3	Mail 2000	2	Please write any other messages that come to mind when you see the ENERGY STAR Label.
4	Mail 2001	2	Before this survey, had you ever heard of or seen this label? [If "no" skip to Q.12]

Question Group	Format	Format Question Number	Question
4	Mail 2000	3	Prior to this survey, had you ever heard of or seen this Label? [If "no" skip to Q.11]
4	WebTV	ES1	Have you ever seen or heard of the ENERGY STAR label? [If "no" or "don't know" skip to ES4a1]
4	Phone 2001	1	Let me begin by asking if you ever seen or heard of the ENERGY STAR label?
5	WebTV	ES2.	What does the ENERGY STAR label mean to you?
6	WebTV	ES3.	Is this the label you have seen or heard of before? [SHOW LABEL] [If "yes" skip to SO1]
6	WebTV	ES4a1.	Please look at the ENERGY STAR label at the left. Type the messages that come to mind when you see the ENERGY STAR label. [SHOW LABEL]
6	WebTV	ES6.	Now that you have had the opportunity to see the ENERGY STAR label, do you recall seeing or hearing anything about it before this survey? [If "no" or "don't know" skip to alternate Q12a]
7	Mail 2000	4	Please review the following list and mark with an X all the places in which you have seen or heard about the ENERGY STAR Label. (In newspapers and magazines; on television; on utility inserts or by direct mail; on displays in stores; on the Internet; from a salesperson or contractor; from a friend, neighbor, relative, or coworker)
7	Mail 2001	3	Where did you hear or see something about ENERGY STAR? Please mark all that apply. (Newspaper or magazine advertisement; newspaper or magazine article; TV commercial; TV news feature story; radio commercial; billboard; utility mailing or bill insert; direct mail or circular advertisement; labels on appliances or electronic equipment; yellow <i>EnergyGuide</i> label; displays in stores; Internet; salesperson; contractor; friend, neighbor, relative, or co-worker)
7	WebTV	SO1	Where did you hear or see something about ENERGY STAR? Please mark all that apply. (Newspaper or magazine advertisement; newspaper or magazine article; TV commercial; TV news feature story; radio commercial; billboard; utility mailing or bill insert; direct mail or circular advertisement; labels on appliances or electronic equipment; yellow <i>EnergyGuide</i> label; displays in stores; Internet; salesperson; contractor; friend, neighbor, relative, or co-worker)
8	Mail 2001	4	What did you see or hear about ENERGY STAR? Please be specific.
8	WebTV	SO2	What did you see or hear about ENERGY STAR? Please be specific.

Question Group	Format	Format Question Number	Question
9	WebTV	Q5(a)	Now we're going to ask you about several groups of products. As you review the list, please select each of the products, product literature, or packaging on which you have seen the ENERGY STAR label. (Heating and Cooling Products: central air conditioning, furnace or boiler, heat pump, thermostat, room air conditioner. Home Office Equipment: computer or monitor, computer printer, copying machine, fax machine, scanner. None of these products)
9	WebTV	Q5(b)	Please continue reviewing the lists of products below, and select each of the products, product literature, or packaging on which you have seen the ENERGY STAR label. (Home Appliances/ Lighting: dishwasher, refrigerator, lighting fixture, washing machine, compact fluorescent light bulb, microwave oven. Home electronics: television, VCR, audio product. None of these products)
9	WebTV	Q5(c)	Finally, please review the last of the product lists below and select each of the products, product literature, or packaging on which you have seen the ENERGY STAR label. (Building materials: window, door, skylight, insulation, roofing material. Buildings: Newly built home. None of these products.) [Skip to Q12(a).]
10	WebTV	Alternate Q12(a)	Now we're going to ask you about several groups of products. Which of these products have you purchased in the last 12 months? Please check all that apply. (Heating and Cooling Products: central air conditioning, furnace or boiler, heat pump, thermostat, room air conditioner. Home Office Equipment: computer or monitor, computer printer, copying machine, fax machine, scanner. None of these products.) [Skip to Q12(b).]
10	WebTV	Q12(a)	Please look at each of the groups of products again. Which of these products have you purchased in the last 12 months? Please check all that apply. (Heating and Cooling Products: central air conditioning, furnace or boiler, heat pump, thermostat, room air conditioner. Home Office Equipment: computer or monitor, computer printer, copying machine, fax machine, scanner. None of these products.)
10	WebTV	Q12(b)	Please continue reviewing the lists of products below. Which of these products have you purchased in the last 12 months? Please check all that apply. (Home Appliances/ Lighting: dishwasher, refrigerator, lighting fixture, washing machine, compact fluorescent light bulb, microwave oven. Home electronics: television, VCR, audio product. None of these products.)

Question Group	Format	Format Question Number	Question
10	WebTV	Q12(c)	Finally, please review the last of the product lists below. Which of these products have you purchased in the last 12 months? Please check all that apply. (Building materials: window, door, skylight, insulation, roofing material. Buildings: Newly built home. None of these products.) [If no products purchased to Alternate Q12(a), Q12(a), Q12(b), or Q12(c), or if "no" or "don't know" to ES6, skip to Q13a.)
10	Phone 2001	2	In the past 12 months, did you or someone in your household purchase any of the following: heating or cooling equipment, major appliance, home office equipment, home electronics, building materials?
11	Mail 2001	5	Please review the following list and mark with an X all the products, product literature, or packaging on which you have seen the ENERGY STAR label. (Heating and Cooling Products: central air conditioning, furnace or boiler, heat pump, thermostat, room air conditioner. Home Office Equipment: computer or monitor, computer printer, copying machine, fax machine, scanner. Home Appliances/Lighting: dishwasher, refrigerator, lighting fixture, washing machine, compact fluorescent light bulb, microwave oven. Home electronics: television, VCR, audio product. Building materials: window, door, skylight, insulation, roofing material. Buildings: newly built home. None of these products.)
11	Mail 2000	5	Please review the following list and mark with an X all the products or product literature on which you have seen the ENERGY STAR Label. Heating and Cooling Products: central air conditioning, furnace or boiler, heat pump, thermostat, room air conditioner. Home Office Equipment: computer or monitor, computer printer, copying machine, fax machine, scanner. Home Appliances/Lighting: dishwasher, refrigerator, lighting fixture, washing machine, compact fluorescent light bulb, microwave. Home electronics: television, VCR, audio product. Building materials: window, door, skylight, insulation, roofing material. Buildings: newly built home. None of these products.)
12	Mail 2001	6	Have you purchased any of the products listed in the previous question in the last 12 months? [If "no" skip to Q.13]
12	Mail 2000	6	Have you purchased any of the products listed in Question 5 in the last 12 months? If "no" skip to Q.12]
13	WebTV	Q12(d)	For any of the products you purchased, did you see the ENERGY STAR Label (on the product itself, on the packaging, or on the instructions)? [If "no" or "don't know" skip to Q.13a]
13	Mail 2001	7	For any of the products you purchased, did you see the ENERGY STAR label (on the product itself, on the packaging, or on the instructions)? [If "no" or "don't know" skip to Q.12]

Question Group	Format	Format Question Number	Question
13	Mail 2000	7	For any of the products you purchased, did you see the ENERGY STAR Label I (on the product itself, on the packaging, or on the instructions)? [If "no" or "don't know" skip to Q.11]
14	WebTV	Q12(e)	On which products did you see the ENERGY STAR Label?
14	Mail 2001	7a	On which products did you see the ENERGY STAR label?
14	Mail 2000	7a	On which products did you see the ENERGY STAR Label?
15	WebTV	Q12(f)	For any ENERGY STAR-labeled product(s) you purchased, how much did the presence or absence of the ENERGY STAR label influence your purchasing decision? (Very much, somewhat, slightly, not at all, don't know)
15	Mail 2001	8	For any ENERGY STAR-labeled product(s) you purchased, how much did the presence or absence of the ENERGY STAR label influence your purchasing decision? (Very much, somewhat, slightly, not at all, don't know)
15	Mail 2000	8	For any ENERGY STAR product(s) you purchased, did the presence or absence of the ENERGY STAR Label influence your purchasing decision? (Yes, no, don't know)
16	WebTV	12(g)	Did you receive rebates or reduced-rate financing for any ENERGY STAR-labeled product(s) you purchased? [If "no" or "don't know" skip to Q.11]
16	Mail 2001	9	If you purchased an ENERGY STAR-labeled product, did you receive rebates or reduced-rate financing? [If "no" or "don't know" skip to Q.11]
16	Mail 2000	9	If you purchased an ENERGY STAR product, did you receive rebates or reduced-rate financing? [If "no" or "don't know" skip to Q.11]
17	WebTV	Q12(h)	If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR-labeled product? (Very likely, somewhat likely, slightly likely, not at all likely, don't know)
17	Mail 2001	10	If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR-labeled product?(Very likely, somewhat likely, slightly likely, not at all likely, don't know)
17	Mail 2000	10	If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR product? (Very likely, somewhat likely, somewhat unlikely, very unlikely)

Question Group	Format	Format Question Number	Question
18	WebTV	Q11	How likely are you to recommend ENERGY STAR-labeled products to a friend? (Very likely, somewhat likely, slightly likely, not at all likely, don't know)
18	Mail 2001	11	How likely are you to recommend ENERGY STAR-labeled products to a friend? (Very likely, somewhat likely, slightly likely, not at all likely, don't know)
19	Mail 2001	12	Which of the following products have you purchased in the last 12 months? (Heating and Cooling Products: central air conditioning, furnace or boiler, heat pump, thermostat, room air conditioner. Home Office Equipment: computer or monitor, computer printer, copying machine, fax machine, scanner. HomeAppliances/Lighting: dishwasher, refrigerator, lighting fixture, washing machine, compact fluorescent light bulb, microwave oven. Home electronics: television, VCR, audio product. Building materials: window, door, skylight, insulation, roofing material. Newly built home. None of these products.)
19	Mail 2000	11	Which of the following products have you purchased in the last 12 months? (Heating and Cooling Products: central air conditioning, furnace or boiler, heat pump, thermostat, room air conditioner. Home Office Equipment: computer or monitor, computer printer, copying machine, fax machine, scanner. HomeAppliances/Lighting: dishwasher, refrigerator, lighting fixture, washing machine, compact fluorescent light bulb, microwave. Home electronics: television, VCR, audio product. Building materials: window, door, skylight, insulation, roofing material. Newly built home. None of these products.)
20	WebTV	Q13a	Now, please think only about Heating and Cooling products. Please select the source(s) of information you are most likely to use to obtain information about this product type. Please mark all that apply. (Heating and cooling products: Consumer Reports and other product-oriented magazines; other magazines; newspapers; radio; television; electric or gas utility; advice from retailers or salespersons; advice from contractors; advice from a friend, neighbor, relative, or coworker; Internet; other; don't know.)
20	WebTV	Q13b	Now, please think only about Home Appliances/Lighting/Home Electronics. Please select the source(s) of information you are most likely to use to obtain information about this product type. Please mark all that apply. (Home Appliances/Lighting/Home Electronics: Consumer Reports and other product-oriented magazines; other magazines; newspapers; radio; television; electric or gas utility; advice from retailers or salespersons; advice from contractors; advice from a friend, neighbor, relative, or coworker; Internet; other; don't know.)

Question Group	Format	Format Question Number	Question
21	Mail 2001	13	Please look at the product types listed below. Please mark with an X the source(s) of information you are most likely to use to obtain information about that product type. Please mark all that apply. (Heating and cooling products: Consumer Reports and other product-oriented magazines; other magazines; newspapers; radio; television; electric or gas utility; advice from retailers or salespersons; advice from contractors; advice from a friend, neighbor, relative, or coworker; Internet; other; don't know.) (Home Appliances/Lighting/Home Electronics: Consumer Reports and other product-oriented magazines; other magazines; newspapers; radio; television; electric or gas utility; advice from retailers or salespersons; advice from contractors; advice from a friend, neighbor, relative, or coworker; Internet; other; don't know.)
21	Mail 2000	12	Please look at the product types listed below. Please mark with an X the source(s) of information you are most likely to use to obtain information about that product type. Please mark all that apply. (Heating and cooling products: Consumer Reports and other product-oriented magazines; other magazines; newspapers; radio; television; electric or gas utility program; advice from retailers advice from contractors; advice from a friend, neighbor, relative, or coworker; Internet; other; don't know.) (Home Appliances/Lighting/Home Electronics: Consumer Reports and other product-oriented magazines; other magazines; newspapers; radio; television; electric or gas utility program; advice from retailers; advice from contractors; advice from a friend, neighbor, relative, or coworker; Internet; other; don't know.)
22	Phone 2001	3	A few weeks ago, we mailed you a survey with questions about the ENERGY STAR label. Do you recall seeing this survey? [If "yes, and returned the survey," "no," or "don't know," skip to Q.6]
22	Phone 2001	4	I'm going to read you a list of reasons why people sometimes don't complete surveys. For each of these, please tell me if this was a reason that you didn't answer the survey we sent you. (I was too busy; I was distracted because of events in the news; It did not seem important after the September 11 attacks; The subject of the survey did not interest me. I don't complete surveys of any kind.)
22	Phone 2001	5	Were there any other reasons why you did not respond to the survey?
23	Phone 2001	8	We are still very interested in finding out what you have to say on the short mail survey we recently sent you. Would you be willing to complete the mail survey if we send you \$10 when we receive it, just as a thank you for your time?

* Some demographic questions for the 2001 WebTV survey were not asked in this survey because the demographic characteristics of the respondents were already known.

The mail and WebTV survey formats differ in numerous ways, but most substantively, the interactive format of a WebTV questionnaire allows questions to be asked in a way that is not possible with a printed questionnaire. On printed questionnaires respondents can see questions in advance. For example, while the 2000 and 2001 mail questionnaires begin by showing the ENERGY STAR label and asking about understanding and whether they recognize it before asking other questions, respondents can still potentially educate themselves in a limited way about the ENERGY STAR label by reading the survey before completing it, affecting their responses. The 2001 WebTV questionnaire (after questions about the yellow *EnergyGuide* label), however, asks respondents—without showing the label—whether they have ever seen or heard of the ENERGY STAR label. Responses to this question should thus be comparable to those obtained through a telephone survey. The WebTV questionnaire then shows the ENERGY STAR label (which is obviously not possible with the telephone questionnaire) and asks about understanding and recognition. Responses to this question should thus be comparable to those obtained through the 2001 mail survey. Other differences between the mail questionnaires and the WebTV questionnaire are that the latter—much like a telephone questionnaire using computer-assisted telephone interviewing (CATI)—can program lines of questions based on responses to earlier questions. For example, WebTV respondents who say they have bought a given product in the past year can then be asked whether that specific product (or its packaging or instructions) had the ENERGY STAR label.

2 Sampling

2.1 Direct Marketing Areas Publicity Categories

The 2000 CEE survey assigned Direct Marketing Areas (DMAs) according to publicity groups as follows:

- **High message saturation:** Areas in which utilities or other third-party organizations (e.g., a utility, state, or regional energy efficiency program) based a publicity or rebate program on the ENERGY STAR label. This third-party publicity had to include at least 2 of the following: bill inserts, paid ads, retailer promotion/programs, or rebates resulting in over 500 Gross Rating Points³ (GRPs) for more than 2 years.
- **Low message saturation:** Areas that received only the national-level ENERGY STAR publicity from EPA or DOE.
- **Other:** Areas that did not fit in the high or low message saturation categories.

³ A gross rating point is an industry standard unit of measurement of advertising audience size, and is equal to one percent of the total potential audience. It is used to measure the exposure of one or more programs or commercials without regard to multiple exposure of the same advertising to individuals.

Upon reviewing the 2000 publicity classification procedure, a simpler, modified approach was taken. The following criteria were applied for the 2001 CEE ENERGY STAR Household Survey:

- **High publicity:** At least two *recent* years of *sustained* promotions and publicity from non-federal activities
- **Low publicity:** Federal campaign activities only and no *significant* regional program sponsor activities
- **Other:** All other DMAs

This modification was based on the following:

- Data are not available to classify DMAs according to GRPs for the year 2001.
- The use of GRPs or any other objective numeric criteria does not adequately capture the breadth of publicity efforts implemented by partners
- The modified approach is generally consistent with last year's DMA publicity assignments for the required analytical tasks. In applying the 2000 data to the 2001 classification system, that any DMAs would actually have been reclassified is doubtful, and very few DMAs would have even been considered for reclassification.
- This method simply distinguishes the high publicity categories from the low publicity categories and provides clear and verifiable definitions. The key working definitions are:
 - **Recent:** The two years of activity must include the time of the survey fielding.
 - **Sustained:** The two years of activity must be continuous.
 - **Significant:** In addition to any direct federal publicity efforts⁴, publicity efforts must include a deliberate and multifaceted regional program sponsor investment in ENERGY STAR programming, such as direct marketing and promotional efforts.
- These definitions are sufficiently operational to be applicable to future survey efforts, and can be modified by simply increasing the duration of sustained high publicity.

Due to the increase in regional program sponsor activities between September 2000 and September 2001, the impact on the 2001 survey publicity categories results in the reclassification of several DMAs in the following ways:

⁴ During the September 2000 to September 2001 period, the federal ENERGY STAR program was planning its *Change* campaign, and federal efforts were primarily focused on supporting regional program sponsors.

- Other to High
 - All New York DMAs
 - All California DMAs
 - New Bedford and Providence
 - Connecticut and New Haven
 - Portland, OR
 - Milwaukee, WI

- Low to Other
 - Houston and Dallas
 - Baltimore and Washington, DC
 - Except for New Hampshire counties included in the Boston DMA, which remain as high, all other NH counties are classified as other.

The publicity-level assignments are detailed in Table A-2 below, and 2001 supplemental CEE member survey areas in Table A-3.

**Table A-2
Top 56 Designated Market Areas (Excluding Member Areas)**

Rank	Designated Market Area (DMA)	Total # TV Households 2001-2	% of US	Publicity Category
2	Los Angeles, CA	5,303,490	5.030	High
3	Chicago, IL	3,360,770	3.187	Other
4	Philadelphia, PA	2,801,010	2.656	Other
5	San Francisco-Oakland-San Jose, CA	2,426,010	2.301	High
6	Boston, MA (Manchester, NH)	2,315,700	2.196	High
7	Dallas-Ft. Worth, TX	2,201,170	2.088	Other
8	Washington, DC (Hagerstown, MD)	2,128,430	2.019	Other
9	Atlanta, GA	1,990,650	1.888	Low
10	Detroit, MI	1,878,670	1.782	Other
11	Houston, TX	1,831,680	1.737	Other
12	Seattle-Tacoma, WA	1,647,230	1.562	High
13	Minneapolis-St. Paul, MN	1,573,640	1.492	Low

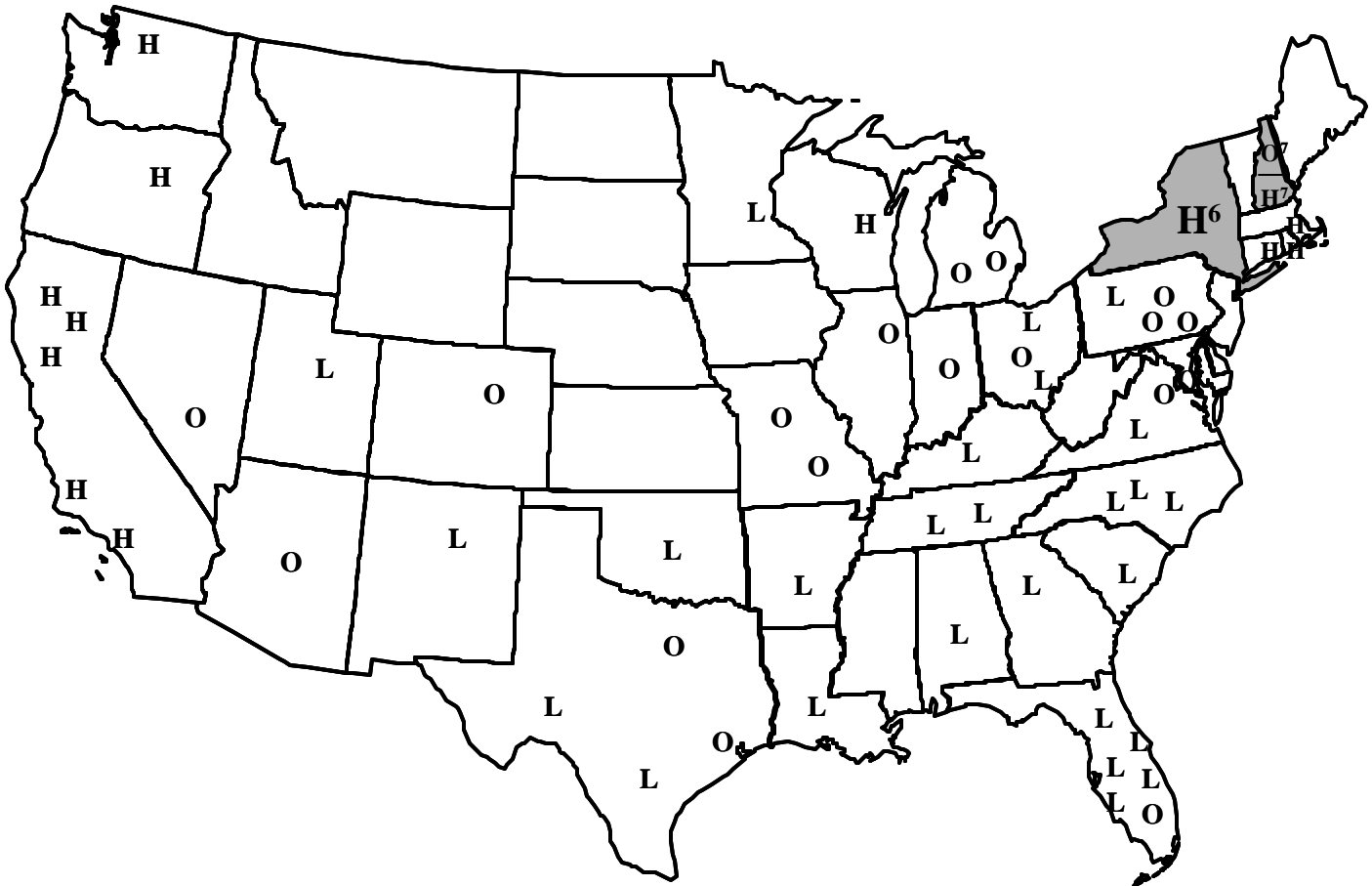
Rank	Designated Market Area (DMA)	Total # TV Households 2001-2	% of US	Publicity Category
14	Tampa-St. Petersburg (Sarasota), FL	1,568,180	1.487	Low
15	Miami-Ft. Lauderdale, FL	1,549,680	1.470	Other
16	Phoenix, AZ	1,536,950	1.458	Other
17	Cleveland-Akron (Canton), OH	1,513,130	1.435	Other
18	Denver, CO	1,381,620	1.310	Other
19	Sacramento-Stockton-Modesto, CA	1,226,670	1.163	High
20	Orlando-Daytona Beach-Melbourne, FL	1,182,420	1.121	Low
21	Pittsburgh, PA	1,148,340	1.089	Other
22	St. Louis, MO	1,143,690	1.085	Other
23	Portland, OR	1,069,260	1.014	High
24	Baltimore, MD	1,023,530	0.971	Other
25	Indianapolis, IN	1,013,290	0.961	Other
26	San Diego, CA	975,690	0.925	High
27	Charlotte, NC	954,210	0.905	Low
28	Hartford & New Haven, CT	953,130	0.904	High
29	Raleigh-Durham (Fayetteville), NC	939,000	0.891	Low
30	Nashville, TN	879,030	0.834	Low
31	Kansas City, MO	849,730	0.806	Other
32	Cincinnati, OH	836,190	0.793	Low
33	Milwaukee, WI	832,330	0.789	High
34	Columbus, OH	809,940	0.768	Low
35	Salt Lake City, UT	782,960	0.743	Low
36	Anderson, SC	771,680	0.732	Low
37	San Antonio, TX	710,030	0.673	Low
38	Grand Rapids-Kalamazoo-Battle Creek, MI	702,210	0.666	Other
39	Birmingham (Anniston and Tuscaloosa), AL	683,830	0.649	Low

Rank	Designated Market Area (DMA)	Total # TV Households 2001-2	% of US	Publicity Category
40	West Palm Beach-Ft. Pierce, FL	681,100	0.646	Low
41	Memphis, TN	655,210	0.621	Low
42	Norfolk-Portsmouth-Newport News, VA	654,150	0.620	Low
43	New Orleans, LA	653,020	0.619	Low
44	Greensboro-High Point-Winston Salem, NC	634,130	0.601	Low
45	Oklahoma City, OK	623,760	0.592	Low
46	Harrisburg-Lancaster-Lebanon-York, PA	617,830	0.586	Other
48	Albuquerque-Santa Fe, NM	607,170	0.576	Low
49	Providence, RI-New Bedford, MA	600,730	0.570	High
50	Louisville, KY	598,940	0.568	Low
51	Las Vegas, NV	579,680	0.550	Other
52	Wilkes Barre-Scranton, PA	567,810	0.538	Low
53	Jacksonville, FL	563,510	0.534	Low
54	Austin, TX	555,840	0.527	Low
55	Fresno-Visalia, CA	524,970	0.498	High
56	Little Rock-Pine Bluff, AR	520,320	0.493	Low

**Table A-3
CEE Member Areas**

Member Area	Publicity Category	Comments
New York State	High	Includes New York City (DMA Rank 1) and Buffalo (DMA Rank 47)
Granite State Territory (portion of New Hampshire)	Other	Includes counties excluding Boston DMA: Carroll County, Coos County, Grafton County, Sullivan County

Map of Top 56 Designated Market Areas (DMAs) by Publicity Category⁵



H “High” publicity category
L “Low” publicity category
O “Other” publicity category
P CEE sponsor area

⁵ Neither Alaska or Hawaii contained DMAs ranking 56 or below.

⁶ New York State Energy Research Development Authority chose to sample from all of New York state.

⁷ New Hampshire chose to sample from the entire state. Counties included in the Boston DMA were assigned to the “high” publicity category. The remaining counties were assigned to the “other” publicity category.

2.2 Sample Design

The mail and WebTV samples are national samples. The sampling frame for each sample is all households in the largest Nielsen DMAs that account for approximately 70 percent of all U.S. households. In addition, a few CEE members sponsored more intensive sampling (oversampled) for their states or service territories. These areas are referred to as “sponsor areas.” For sponsor areas, the frame was not limited to the large DMAs, but included the entire state or service territory. Thus, the complete frame for the study was the combination of the largest DMAs and any portions of sponsor areas that fell outside these DMAs.

The telephone follow-up survey was designed to assess nonresponse. The frame for this survey consists of all non-respondents to the mail survey, except those listings that were determined to be incorrect or incomplete addresses.

The mail, WebTV, and telephone follow-up samples are all stratified random samples.

WebTV Survey Sample

The WebTV sample is stratified by publicity category and sponsor area. Three publicity categories and one sponsor area comprise the four strata. Full and partial DMAs in the sampling frame that are not in sponsor areas were assigned to one of the three publicity categories. However, individual DMAs were not treated as distinct sampling strata. Each publicity stratum included all households in all full or partial DMAs assigned to that publicity category.

Each publicity category was allocated approximately 333 sampling points. The CEE members funding the oversample for their sponsor areas determined the number of sampling points allocated to their strata. Like the mail survey, a larger sample was selected to receive the survey to allow for nonresponse.

Mail Survey Sample

The mail sample is stratified into 56 DMA strata and 3 CEE member strata. One thousand sampling points were allocated among the 56 DMA strata. Each DMA was assigned to 1 of the 3 publicity categories (High, Low, Other), and each publicity category received approximately 333 sampling points. Within each publicity category, the 333 sampling points were allocated among the DMAs in proportion to the number of households in the full or partial DMA. The CEE members that sponsored oversamples for their areas determined the number of sampling points allocated to each of their strata.

For each stratum, whether a full or partial DMA or a CEE sponsor area, the survey implemented a simple random sample from all households in that area. To allow for nonresponse, the sample size was approximately eight times the targeted number of samples.

Telephone Follow-Up Survey Sample

The telephone follow-up sample is stratified by mail survey sponsor area and the “catch-all” category “other.” With three sponsor areas in the mail survey and “other,” the telephone follow-up sample has four strata. Each sponsor area was allocated 25 sampling points. The “other” stratum was allocated 125 sampling points.

2.3 Weighting Procedures

WebTV Survey

The WebTV survey weights are developed by the Knowledge Networks, the company that provides the WebTV survey service. The initial determination of these weights is similar to the way the weights for the mail survey and telephone surveys are determined, as the ratio of population size to sample size in each WebTV stratum. These weights are then adjusted by “raking” procedures to account for differences in the WebTV panel from the study population and survey non-response. That is, the WebTV weights incorporate post-stratification to account for underlying differences between the recruited panel and the study population, as well as differences in response rates for this particular survey. Both of these adjustments are based on geographic and demographic characteristics known for both the population and the panel.

Mail Survey

The weights for the mail survey are standard sampling weights, corresponding to the number of households in the population represented by each survey respondent. In each stratum, the weight is calculated as the population size (total number of households in the sampling frame) in the stratum divided by the number of respondents in the stratum.

Telephone Follow-up Survey

The weights for the telephone follow-up survey were calculated separately for those who responded only to the telephone follow-up survey (“phone-only”) and those who responded to the telephone follow-up survey and then also responded to the mail survey (“phone-mail”). However, both sets of weights were calculated in the same manner: the weight for each stratum is the relevant population in the stratum divided by the number of relevant respondents in the stratum.

For phone-only respondents, the relevant population in phone follow-up survey stratum k was estimated as follows:

$$popop_k = \frac{pon_k}{c_k} \times tppop_k$$

where

$$tppop_k = \sum_{h=k} (1 - mailresp_h) \times mailpop_h$$

and

$popop_k$ = estimated phone-only population size in stratum k
 pon_k = number of phone-only respondents in stratum k ,
 c_k = number of households called at least once in stratum k ;
 $tppop_k$ = total phone follow-up survey population in stratum k ;

$mailresp_h$ = response rate to the mail survey in mail survey stratum h; and
 $mailpop_h$ = population in mail survey stratum h.

For phone-mail respondents, the relevant population in phone follow-up survey stratum k was estimated in a similar manner:

$$pmpop_k = \frac{pmn_k}{c_k} \times tppop_k$$

where

pmn_k = number of phone-mail survey respondents in stratum k.
 $pmpop_k$ = estimated phone-mail population size in stratum k

3 Data Collection

3.1 Survey Implementation

WebTV Survey

The WebTV survey was deployed on September 21 and closed on October 26, 2001.

Mail Survey

The first mailing of the survey occurred during the first week of September 2001. A reminder postcard was sent to all households on September 11. A second mailing occurred during the last week of September to respondents that had not already returned a completed survey from the first mailing. Returned mail surveys were received through the end of October 2001.

Telephone Follow-up Survey

The telephone survey was carried out from October 31 to November 7, 2001. The WebTV survey was conducted between September 21 and October 26, 2001. An additional 56 completed mail surveys arrived as a result of the telephone follow-up and were incorporated into the analysis.

3.2 Response Rates

WebTV Survey

For WebTV, the return rate is the ratio of the number completed to the number of panel members who were asked to complete the survey. While this number is quite high, it must be adjusted by the recruitment rate, that is, the number of households that agreed to participate in the WebTV panel, as a proportion of the number of households asked to participate. Thus the WebTV response rate is the product of the recruitment rate and the return rate. This product is equivalent to the ratio of the number of surveys completed to the number of households that were offered the opportunity to be in the study. The WebTV response rate of 45 percent is nearly twice that of the 2001 mail response rate, 26 percent. This level of response is not unusual for a WebTV survey.

Mail Survey

The response rates of the 2001 surveys are given in Table A-4.

Table A-4
Survey Response Rates

	Previous Mail Only 2000	Current Mail Only 2001	Current WebTV 2001
Sendout/Requested	34,250	8,000	2,395
Completed	3,496	1,997	1,936
Ineligible		453	
Return Rate (Total)	10.2%	25.0%	80.8%
Return Rate (Excluding Member Samples)	6%	17%	
Recruitment Rate			56.0%
Response Rate		26.5%	45.3%

For the mail survey, the return rate in 2001 is much improved over the return rate in 2000, 25.0 percent compared with 10.2 percent. Like the 2000 mail survey, response rates in the CEE member areas for the 2001 mail survey are generally higher than in the national sample. The national mail sample, excluding CEE member surveys, yielded an overall response rate of 18.1 percent excluding ineligible returns in 2001. For purposes of comparison, the return rate (i.e., without subtracting ineligible returns) for the 2001 mail survey was 17 percent response rate versus 6 percent in 2000⁶.

The CEE committee added cover letters and streamlined the questionnaire in 2001 to increase response rates. The new instrument had a more attractive layout and questions were fine-tuned to make it easier to follow. Also, the 2000 instrument was a self-mailer, while the 2001 instrument had a separate cover letter addressed to the respondent and a separate business reply envelope for returning the questionnaire.

In 2001, ineligible cases were eliminated. These cases were identified as mailings returned due to bad addresses. Thus, the “response rate” is calculated as the ratio of number completed to the number of eligible households receiving the mailing. By contrast, the “return rate” is the ratio of number returned to number receiving mailings.

⁶ Data on ineligible returns are not available for the 2000 survey.

APPENDIX B

Demographic Information

DEMOGRAPHICS

Overview of sampling frames by survey method

Although professional survey and data collection firms make significant efforts to ensure the rigor of their methods and to produce the highest quality results, the demographic distributions of the respondents can vary depending on the source of the sampling frame, as is the case for the 2001 mail and WebTV surveys. Each survey method uses a sampling frame that contains distinct biases. For example, the sampling frame for the mail survey relies on many different types of data sources, which can vary based on acquisition method and timing, such as driver's license records and computerized marketing databases that are periodically updated. While Knowledge Networks, the company that maintains the WebTV panel, strives to create a representative panel for its WebTV frame, the respondent base will contain subjects and their associated biases that are receptive to the WebTV incentive for service trade-off. The biases inherent in the sampling frames for this year's study can manifest themselves not only in the results of the survey, but also in the demographic distributions of those who respond to it.

The following analyses account for known biases in the respondent base by weighting results based on household population distributions and response rates to some degree; however, these methods are still imperfect. To add context to the results of the analyses, basic demographic distributions of the respondent base for each survey method are compared to United States Census data.

Demographic comparisons to census data by survey method

The mail and WebTV samples are both national samples. Therefore, assessing the differences between respondents and non-respondents in each survey is possible by comparing the distribution of various demographic characteristics (weighted survey data) with those of national census data. The lower the response rate to a survey, the higher the potential for differences between respondents and non-respondents and, therefore, the higher the potential for the survey results to be biased by non-response. The response rate to the 2001 mail survey is only about half that of the response rate to the WebTV 2001 survey, 26.5 percent and 45.3 percent, respectively. Furthermore, the weights used in the analyses of the mail surveys do not attempt to correct for differential non-response by known demographic characteristics, whereas the weights used in the analysis of the WebTV survey do. Therefore, the WebTV distributions would be expected to be closer to the census distributions than the mail survey distributions.

Tables B-1 through B-7 compare the demographic characteristics of respondents from each survey to the national census data. For the majority of demographic characteristics considered, WebTV survey data was most similar to national census data. However, for household income and number of persons in the household, mail survey data was more similar to the census data.

- Data from both of the survey methods underrepresent one-person holders and overrepresent homeowners.
- With respect to respondent age, WebTV survey returns overrepresent the youngest age group and mail survey returns underrepresent this age group. Mail survey returns also underrepresent the next to youngest age group (25-34 years).

- With respect to respondent income, mail survey data overrepresent households with the highest income (at least \$75,000) and WebTV survey data underrepresent these households while overrepresenting households with moderate incomes (\$25,000-\$49,000).
- With respect to gender, the 2001 mail survey data underrepresent women.
- Also of interest is that while the return rate for the 2001 mail survey was more than double the return rate of the 2000 survey, the 2000 respondent population was more similar to the census population.

Comparison of the distributions based on the weighted sample data from the 2001 WebTV survey with the distributions based on the national census data suggest that the attempt to develop weights that correct for non-response bias was not entirely successful. Thus, the results from any of the surveys may have some distortions in the study findings related to which groups are over- and under-represented. Despite these differences, the overall results presented below for the 2001 mail and WebTV surveys are, in most cases, consistent with each other and with the previous 2000 mail survey. This consistency supports the findings from all of the surveys.

Table B-1
Household Size Distribution

Number of Persons in Household	Census % Dwelling Units^a	Previous Mail Only 2000	Current Mail Only 2001	Current WebTV 2001
One	26.2%	-6.9%	-7.8%	-11.6%
Two	32.9%	9.0%	6.8%	4.7%
Three	16.2%	-2.0%	1.5%	5.0%
Four	14.8%	0.4%	-0.4%	1.7%
Five or more	10.0%	-0.5%	-0.2%	0.0%
Total	100.0%	100.0%	0.0%	100.0%

Table B-2
Age Distribution

Householder/ Respondent Age	Census % Householders ^a	Survey Estimate Less Census % Householders		
		Previous Mail Only 2000	Current Mail Only 2001	Current WebTV 2001
24 or younger ^b	6.0%	-5.3%	-4.2%	6.0%
25-34	17.4%	-7.5%	-6.8%	1.5%
35-44	22.5%	-4.3%	-3.7%	0.4%
45-54	20.5%	5.0%	2.7%	-3.0%
55-64	13.1%	3.5%	5.2%	-1.0%
65 or older	20.5%	8.6%	6.7%	-3.9%
Total (%)	100.0%			
Total (1,000s)	106,418			

^a U.S. Census Bureau, Census 2000.

^b Census, 15-24; Mail, 18-24; WebTV, 24 or younger.

Table B-3
Gender Distribution

Householder/ Respondent Age	Census % Householders ^b	Survey Estimate Less Census % Householders		
		Previous Mail Only 2000	Current Mail Only 2001	Current WebTV 2001
Female	50.9%	-0.5%	-7.2%	1.3%
Male	49.1%	0.5%	7.2%	-1.3%
Total (%)	100.0%			
Total (1,000s)	281,422			

Table B-4
Dwelling Type Distribution

Dwelling Type	Census % Dwelling Units ^a	Survey Estimate Less Census % Dwelling Units		
		Previous Mail Only 2000	Current Mail Only 2001	Current WebTV 2001
Single-family, unattached	58.0%	20.2%	20.0%	7.7%
Single-family, attached	6.6%	2.9%	2.6%	5.5%
Apt. bldg. (>=4 units)	23.8%	-17.7%	-15.1%	-9.7%
Mobile home	6.6%	-3.0%	-4.2%	-2.8%
Other	5.0%	-2.4%	-3.2%	-0.7%
Total (%)	100.0%			
Total (1,000s)	118,229			

^a U.S. Census Bureau, American Housing Survey: 1999, Table 1A-1.

**Table B-5
Own/Rent Distribution**

Own/Rent	Census % Householders ^a	Survey Estimate Less Census % Dwelling Units		
		Previous Mail Only 2000	Current Mail Only 2001	Current WebTV 2001
Own	66.2%	22.1%	19.4%	8.0%
Rent	33.8%	-22.1%	-19.4%	-8.0%
Total (%)	100.0%			
Total (1,000s)	105,480			

^a U.S. Census Bureau, Census 2000, Table DP-1.

**Table B-6
Income Distribution**

Total Household Annual Income (before taxes)	Census % Households ^a	Survey Estimate Less Census % Households		
		Previous Mail Only 2000	Current Mail Only 2001	Current WebTV 2001
Less than \$15,000	16.0%	-7.8%	-8.0%	-7.4%
\$15,000-\$24,999	13.4%	0.4%	-3.9%	-1.4%
\$25,000-\$49,999	28.0%	0.9%	-0.6%	11.9%
\$50,000-\$74,999	18.9%	5.4%	3.4%	3.0%
\$75,000 and over	238.0%	1.0%	9.1%	-6.2%
Total (%)	100.0%			
Total (1,000s)	106,417			

^a U.S. Census Bureau, Current Population Reports, P60-2136, Money Income in the United States: 2000.

**Table B-7
Summary of Distribution Comparisons**

Demographic Characteristic	Mail Only 2001		WebTV 2001	
	Largest Difference (Absolute Value): Survey Estimate Less Census %		Largest Difference (Absolute Value): Survey Estimate Less Census %	
Householder/respondent age	25-34	-6.8%	24 or younger	6.0%
Household annual income	>=\$75,000	9.1%	\$25,000-\$49,999	11.9%
Number of persons in household	One	-7.8%	One	-11.6%
Householder/respondent gender	Female	-7.2%	Female	1.3%
Dwelling type	Single-family, unattached	20.0%	Apt. bldg.	-9.7%
Own/rent	Own	19.4%	Own	8.0%

APPENDIX C
2001 CEE Mail Survey Questionnaire

ENERGY STAR® Survey

Directions

Who should fill out the survey?

Someone in your household who makes decisions about major appliance and home electronics purchases and is over 18 should fill out the survey.

How should I complete the survey?

For each of the questions below, please write your brief response neatly or mark the answers that best describe your household with an **X** in the boxes provided. Based on your response, you may be asked to go to the next question or to skip to another question. Please return your questionnaire in the postage-paid envelope provided.

What if I have questions?

If you have any questions about the survey, please call SRBI toll-free at 1-888-772-4269 between the hours of 9:00 AM and 11:00 PM Eastern Time.



1 Please look at the ENERGY STAR label above. Write the messages that come to mind when you see the ENERGY STAR label.

2 Before this survey, had you ever seen or heard of this label?

- Yes
- No → (Skip to Question 12 on page 3)

3 Where did you hear or see something about ENERGY STAR? Please mark all that apply.

- Newspaper or magazine advertisement
- Newspaper or magazine article
- TV commercial
- TV news feature story
- Radio commercial
- Billboard
- Utility mailing or bill insert
- Direct mail or circular advertisement
- Labels on appliances or electronic equipment
- Yellow *EnergyGuide* label
- Displays in stores
- Internet
- Salesperson
- Contractor
- Friend, neighbor, relative, or co-worker
- Other (*please specify*) _____
- Don't know

4 What did you see or hear about ENERGY STAR? Please be specific.

continued on next page

- 5** Please review the following list and mark with an **X** each of the products, product literature, or packaging on which you have seen the ENERGY STAR label.

Heating and Cooling Products

- Central air conditioner
- Furnace or boiler
- Heat pump
- Thermostat
- Room air conditioner

Home Office Equipment

- Computer or monitor
- Computer printer
- Copying machine
- Fax machine
- Scanner

Home Appliances/Lighting

- Dishwasher
- Refrigerator
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb
- Microwave oven

Home Electronics

- Television
- VCR
- Audio product

Building Materials

- Window
- Door
- Skylight
- Insulation
- Roofing material

Buildings

- Newly built home
- None of these products

- 6** Have you purchased any of the products listed in the previous question in the last 12 months?

- Yes
- No → (Skip to Question 13 on page 3)

- 7** For any of the products you purchased, did you see the ENERGY STAR label (on the product itself, on the packaging, or on the instructions)?

- Yes
 - ↳ On which products did you see the ENERGY STAR label? (please list all products)

- No → (Skip to Question 12 on page 3)
- Don't know → (Skip to Question 12 on page 3)

- 8** For any ENERGY STAR-labeled product(s) you purchased, how much did the presence or absence of the ENERGY STAR label influence your purchasing decision?

- Very much
- Somewhat
- Slightly
- Not at all
- Don't know

- 9** If you purchased an ENERGY STAR-labeled product, did you receive rebates or reduced-rate financing?

- Yes
- No → (Skip to Question 11)
- Don't know → (Skip to Question 11)

- 10** If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR-labeled product?

- Very likely
- Somewhat likely
- Slightly likely
- Not at all likely
- Don't know

- 11** How likely are you to recommend ENERGY STAR-labeled products to a friend?

- Very likely
- Somewhat likely
- Slightly likely
- Not at all likely
- Don't know

continued on next page

- 12** Which of the following products have you purchased in the last 12 months? Please mark with an **X** all that apply.

Heating and Cooling Products

- Central air conditioner
- Furnace or boiler
- Heat pump
- Thermostat
- Room air conditioner

Home Office Equipment

- Computer or monitor
- Computer printer
- Copying machine
- Fax machine
- Scanner

Home Appliances/Lighting

- Dishwasher
- Refrigerator
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb
- Microwave oven

Home Electronics

- Television
- VCR
- Audio product

Building Materials

- Window
- Door
- Skylight
- Insulation
- Roofing material

Buildings

- Newly built home
- None of these products

- 13** Please look at the product types listed below. Please mark with an **X** the source(s) of information you are most likely to use to obtain information about that product type. Please mark all that apply.

Heating and Cooling Products

- Consumer Reports* and other product-oriented magazines
- Other magazines
- Newspapers
- Radio
- Television
- Electric or gas utility
- Advice from retailers or salespersons
- Advice from contractors
- Advice from a friend, neighbor, relative, or co-worker
- Internet
- Other
- Don't know

Home Appliances/Lighting/Home Electronics

- Consumer Reports* and other product-oriented magazines
- Other magazines
- Newspapers
- Radio
- Television
- Electric or gas utility
- Advice from retailers or salespersons
- Advice from contractors
- Advice from a friend, neighbor, relative, or co-worker
- Internet
- Other
- Don't know

continued on next page

Please Note

We emphasize that this survey is *strictly confidential*. Your responses will be grouped with the responses of other survey participants, and your name will not be associated with your responses or be provided to anyone else.

- 14** How many people live in your household, including yourself? *(Please count children as well as adults. Include all members of your household who live with you 6 months or more during the year, whether or not they are related to you.)*

Number of people in household: _____

- 15** What is your age?

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 or older

- 16** What is your gender?

- Male
- Female

- 17** Which of the following best describes your home?

- Single-family home not attached to others
- Townhouse or row house
- Duplex or triplex
- Apartment (in building with 4 or more units)
- Mobile home
- Other

- 18** How many bedrooms do you have in your home?

Number of bedrooms: _____

- 19** Do you or another household member own or rent your present home?

- Own
- Rent
- Occupy but do not pay rent

- 20** Please mark the box indicating the total combined income in the last 12 months of all family members living in your household. *(Include income from all sources before taxes and deductions.)*

- Less than \$15,000
- \$15,000 - \$19,999
- \$20,000 - \$24,999
- \$25,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 and over

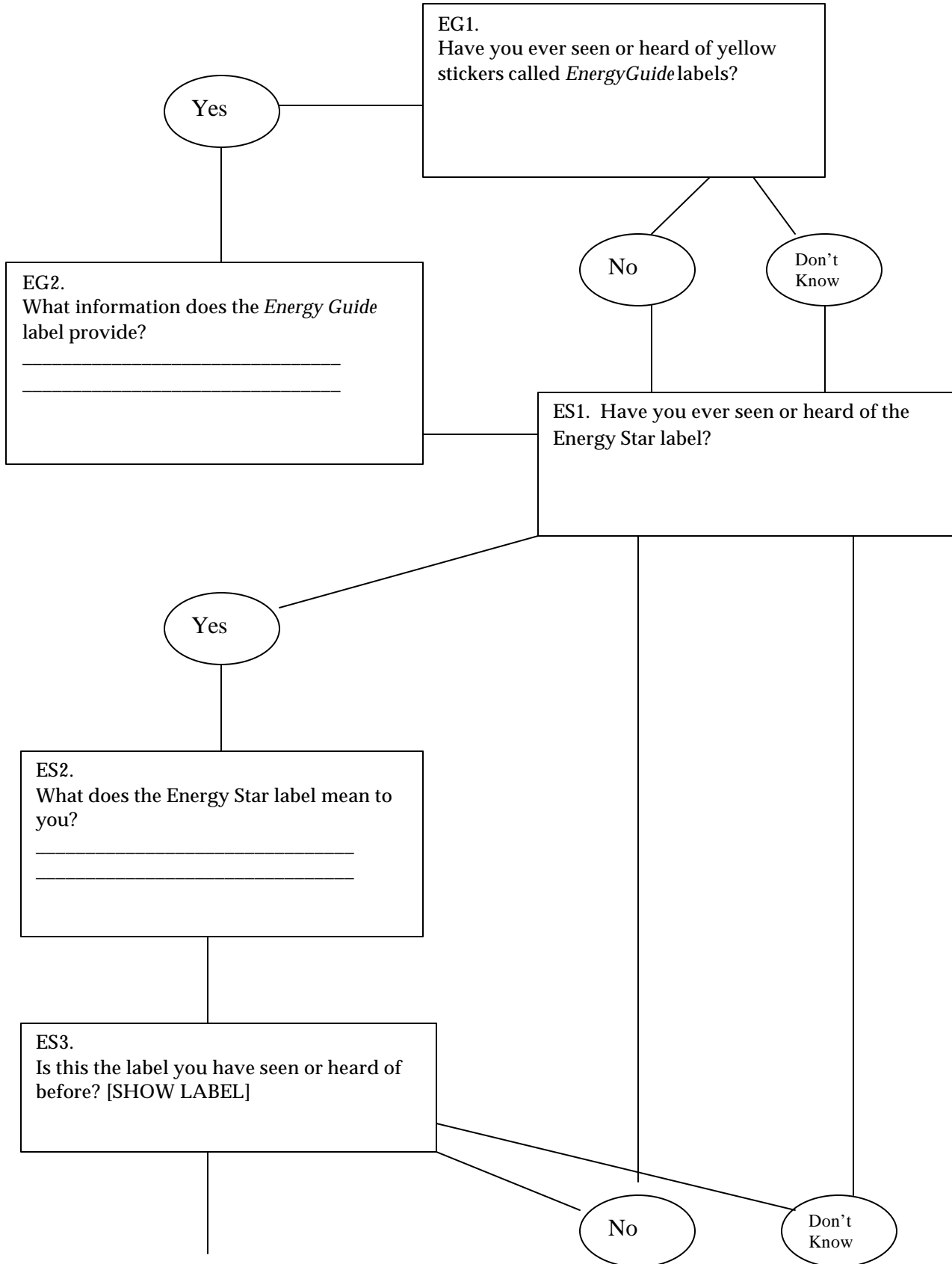
Thank you very much for your assistance.

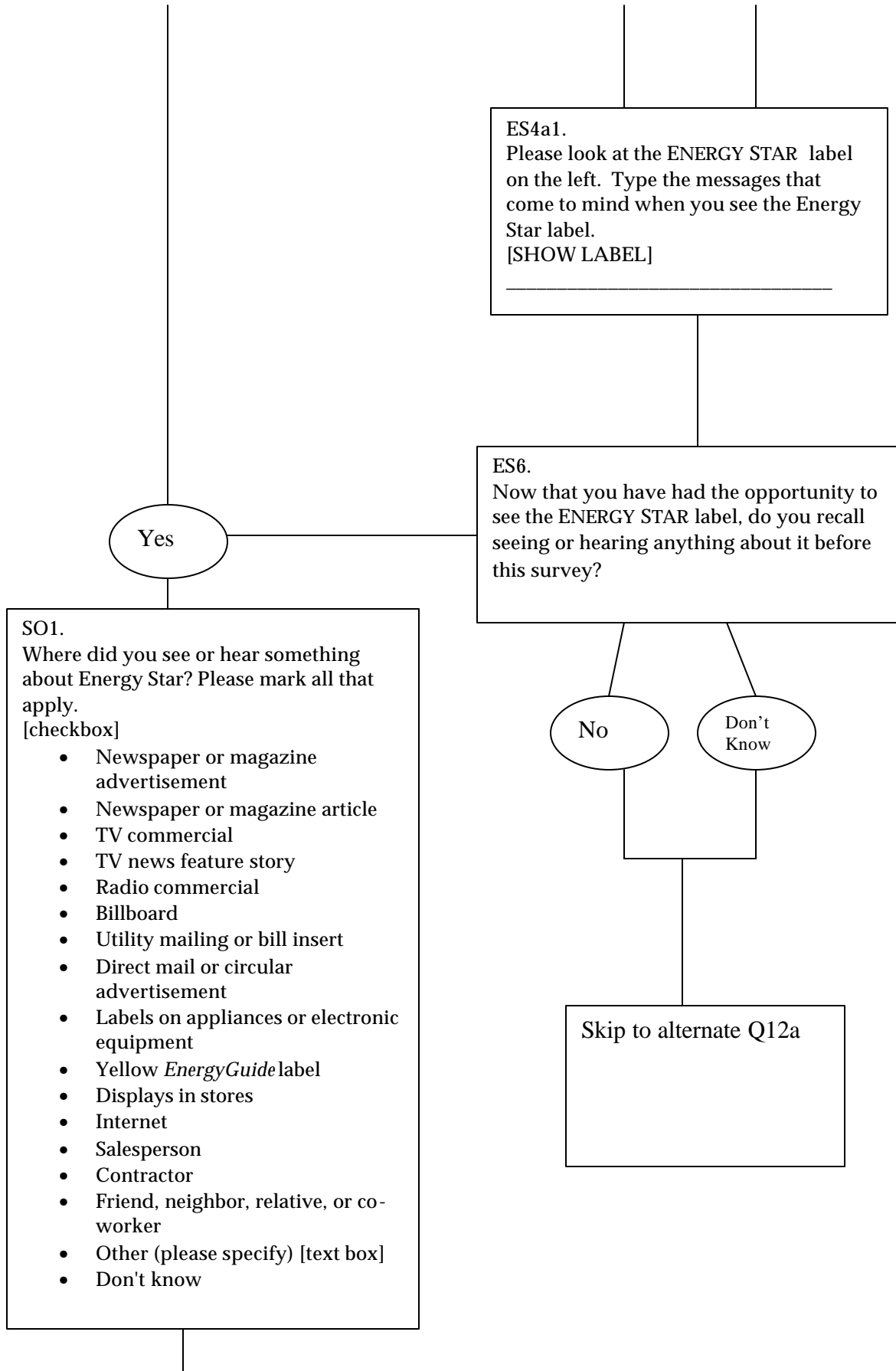
Please return your questionnaire in the postage-paid envelope provided.

APPENDIX D

2001 CEE Web TV Survey Questionnaire

WebTV Questions final version, 9/10/01





ES4a1.
Please look at the ENERGY STAR label on the left. Type the messages that come to mind when you see the Energy Star label.
[SHOW LABEL]

ES6.
Now that you have had the opportunity to see the ENERGY STAR label, do you recall seeing or hearing anything about it before this survey?

No

Don't Know

Skip to alternate Q12a

SO1.
Where did you see or hear something about Energy Star? Please mark all that apply.
[checkbox]

- Newspaper or magazine advertisement
- Newspaper or magazine article
- TV commercial
- TV news feature story
- Radio commercial
- Billboard
- Utility mailing or bill insert
- Direct mail or circular advertisement
- Labels on appliances or electronic equipment
- Yellow *EnergyGuide* label
- Displays in stores
- Internet
- Salesperson
- Contractor
- Friend, neighbor, relative, or co-worker
- Other (please specify) [text box]
- Don't know

Yes

SO2.

What did you see or hear about
Energy Star? Please be specific.

Go to Q5a

Q5(a). Now we're going to ask you about several groups of products. As you review the list, please select each of the products, product literature, or packaging on which you have seen the ENERGY STAR label.

Heating and Cooling Products Home Office Equipment
Central air conditioner Computer or monitor
Furnace or boiler Computer printer
Heat pump Copying machine
Thermostat Fax machine
Room air conditioner Scanner
None of these products

Q5(b). Please continue reviewing the lists of products below, and select each of the products, product literature, or packaging on which you have seen the ENERGY STAR label.

Home Appliances/Lighting Home Electronics
Dishwasher Television
Refrigerator VCR
Lighting fixture Audio product
Washing machine
Compact fluorescent light bulb
Microwave oven
None of these products

Q5(c). Finally, please review the last of the product lists below and select each of the products, product literature, or packaging on which you have seen the ENERGY STAR label.

Building Materials Buildings
Window Newly built home
Door
Skylight
Insulation
Roofing material

“No” or “Don’t know” to ES6:

Alternate Q12a:

Now we’re going to ask you about several groups of products. Which of these products have you purchased in the last 12 months? Please check all that apply.

Heating and Cooling Products Home Office Equipment

Central air conditioner Computer or monitor

Furnace or boiler Computer printer

Heat pump Copying machine

Thermostat Fax machine

Room air conditioner Scanner

None of these products

From alternate Q12a:

Q12(a). Please look at each of the groups of products again. Which of these products have you purchased in the last 12 months? Please check all that apply.

Heating and Cooling Products Home Office Equipment
Central air conditioner Computer or monitor
Furnace or boiler Computer printer
Heat pump Copying machine
Thermostat Fax machine
Room air conditioner Scanner

None of these products

Q12(b). Please continue reviewing the lists of products below. Which of these products have you purchased in the last 12 months? Please check all that apply.

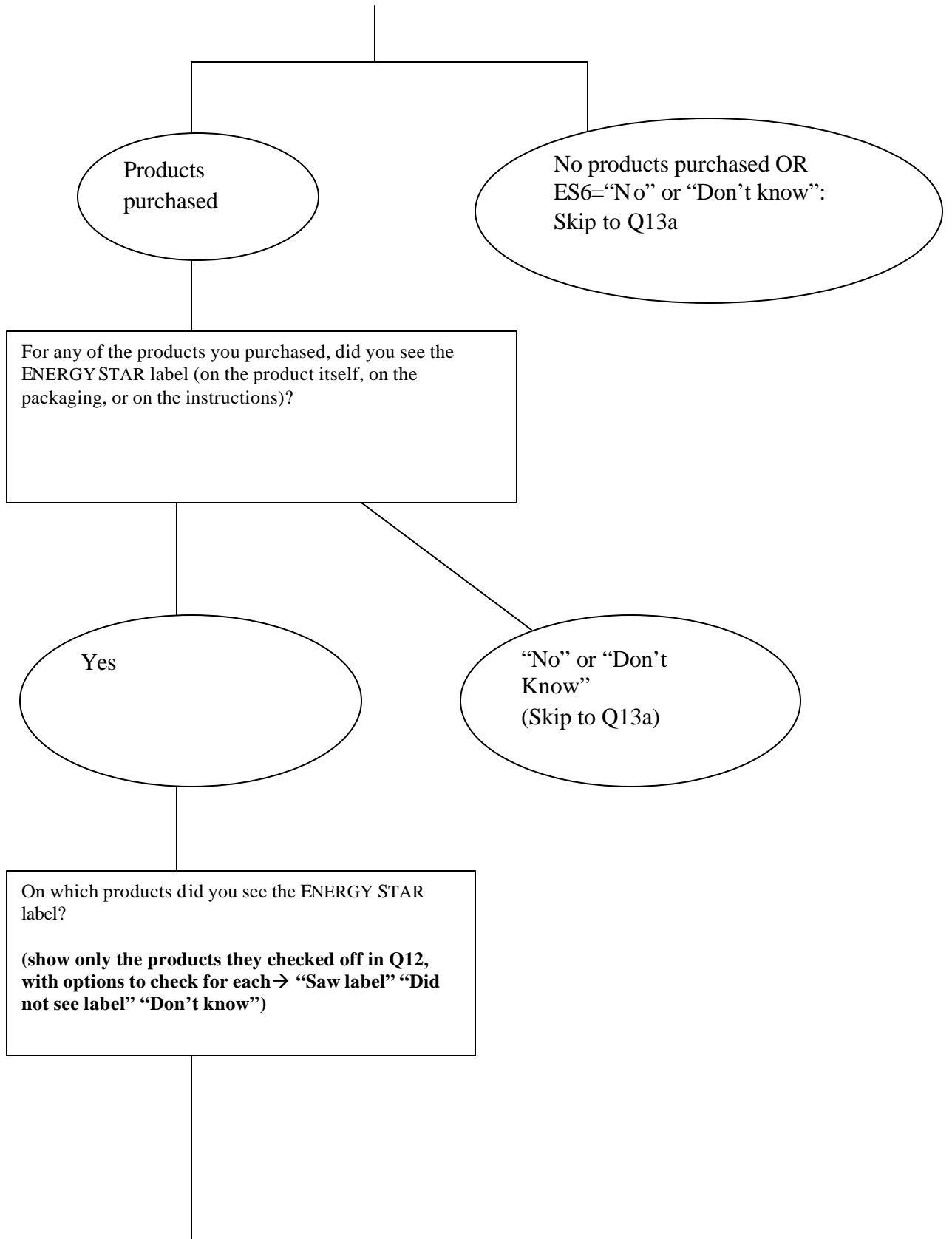
Home Appliances/Lighting Home Electronics
Dishwasher Television
Refrigerator VCR
Lighting fixture Audio product
Washing machine
Compact fluorescent light bulb
Microwave oven

None of these products

Q12(c). Finally, please review the last of the product lists below. Which of these products have you purchased in the last 12 months? Please check all that apply.

Building Materials Buildings
Window Newly built home
Door
Skylight
Insulation
Roofing material

None of these products



For any ENERGY STAR-labeled product(s) you purchased, how much did the presence or absence of the ENERGY STAR label influence your purchasing decision?

Very much
Somewhat
Slightly
Not at all
Don't know

Did you receive rebates or reduced-rate financing for any ENERGY STAR-labeled product(s) you purchased?

Yes

“No” or “Don’t Know”
(Skip to Q11)

If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR-labeled product?

Very likely
Somewhat likely
Slightly likely
Not at all likely
Don't know

Q11. How likely are you to recommend ENERGY STAR-labeled products to a friend?

Very likely
Somewhat likely
Slightly likely
Not at all likely
Don't know

Q13a. Now, please think only about Heating and Cooling Products. Please select the source(s) of information you are most likely to use to obtain information about this product type. Please mark all that apply.

Heating and Cooling Products
Consumer Reports and other product-oriented magazines Advice from retailers or salespersons
Other magazines Advice from contractors
Newspapers Advice from a friend, neighbor, relative, or co-worker
Radio Internet
Television Other _____
Electric or gas utility Don't know

Q13b. Now, please think only about Home Appliances / Lighting / Home Electronics. Please select the source(s) of information you are most likely to use to obtain information about this product type. Please mark all that apply.

Home Appliances / Lighting / Home Electronics
Consumer Reports and other product-oriented magazines Advice from retailers or salespersons
Other magazines Advice from contractors
Newspapers Advice from a friend, neighbor, relative, or co-worker
Radio Internet
Television Other _____
Electric or gas utility Don't know

Go to demographic and closing questions.

APPENDIX C

2001 CEE Telephone Follow-up Survey Questionnaire

ENERGY STAR Telephone Survey, final version, 10/29/01:

Hello, my name is _____ from S.R.B.I. Market & Opinion Research. I am calling on behalf of C.E.E., a non-profit organization, on a study of appliance purchasing. I'm not selling anything. May I speak with _____?

A. May I confirm that you are 18 or older and are involved in making decisions about major appliance and electronics purchases for the household?

- Yes
- No -> May I speak with someone in your household who is 18 or older and is involved in making decisions about major appliance and electronics purchases for the household? (Repeat introduction when that person comes on the line.)

B. (If person is unavailable) May I speak with someone in your household who is 18 or older and is involved in making decisions about major appliance and electronic purchases for the household?

(IF ASKED) This will take less than 5 minutes.

(The SRBI CATI system will automatically provide a large range of disposition codes relating to dialing – nonworking numbers, business, fax, answering machines, etc. The refusals, call-backs, terminates, etc., are recorded at a later time after someone actually answers the call. All this information is captured by the CATI system.)

Global Response Codes: Don't know = .d
 Missing = .m (x)
 Skips = .s
 Refused = .r
 Yes = 1
 No = 2

phwgt = weight
strata = strata
DMA = DMA
DMAZIPGR = DMA zip group

pubcat, publicity category
High.....1
Other.....2
Low3

w3a [not shown]. Let me begin by asking if you have ever seen or heard of the ENERGY STAR label?

- Yes
- No

In the past 12 months, did you or someone in your household purchase any of the following: (rotate)

oq11a_1. Heating or cooling equipment?

- Yes
- No

oq11a_3a. Major appliance? [Dishwasher, Refrigerator, Washing Machine]

- Yes
- No

oq11a_2. Home office equipment?

- Yes
- No

oq11a_4. Home Electronics?

- Yes
- No

oq11a_5. Building materials?

- Yes
- No

Q3. A few weeks ago, we mailed you a survey with questions about the ENERGY STAR label. Do you recall seeing this survey?

Yes	1
Yes, and returned the survey→(skip to oq21)	2
No→ (skip to oq21)	3

4. I'm going to read you a list of reasons why people sometimes don't complete surveys. For each of these, please tell me if this was a reason that you didn't answer the survey we sent you. [Randomize order in which these are asked]

Q4a. I was too busy.

- Yes
- No

Q4b. I was distracted because of the events in the news.

- Yes
- No

Q4c. It did not seem important after the September 11 attacks.

- Yes
- No

Q4d. The subject of the survey did not interest me.

- Yes
- No

Q4e. I don't complete surveys of any kind.

- Yes
- No

5. Were there any other reasons why you did not respond to the survey? (Probe to the negative and record response) (open-end)

Q5. Gave Response = 1
Don't know/Refused = 2

Q5OE. Open-end response

[coded open-ends, 1 = mentioned, 0 = not mentioned]

mr_pq5oe_1 = Illness

mr_pq5oe_3 = Thought it was junk

mr_pq5oe_4 = No interest

mr_pq5oe_5 = Too long

mr_pq5oe_6 = Other

mr_pq5oe_7 = Don't know/Refused

mr_pq5oe_8 = Skip

oq21. Just for classification purposes, do you or another member of your household own or rent your present home?

Own	1
Rent	2
Occupy but do not pay rent	3

oq16. In what year were you born?

18–24.....	1
25–34.....	2
35–44.....	3
45–54.....	4
55–64.....	5
65–74.....	6
75 or older	7

w16a. Respondent age.

Q8. We are still very interested in finding out what you have to say on the short mail survey we recently sent you. Would you be willing to complete the mail survey if we send you \$10 when we receive it, just as a thank you for your time?

- Yes (We will send you another copy of the questionnaire in case you have misplaced yours. Will you please confirm that your mailing address is: (sample read-in)
- No

oq17. Gender (record)

Male	1
Female	2

That's all I have to ask you. Thank you for taking the time to talk with me and have a very pleasant evening/day. Goodbye.

APPENDIX F

2000 CEE Mail Survey Questionnaire

ENERGY STAR[®] Household Survey

May we have your help? We are a nonprofit association promoting energy efficiency and need your input in conducting a national random survey. We are assessing a national program promoted by the U.S. Environmental Protection Agency, the U.S. Department of Energy, several state governments, and numerous electric and gas utility companies. Your response is very important. Please take a few minutes to fill out this questionnaire, fold it according to the instructions, staple or tape it together, and mail it back (no postage necessary). All responses will be kept confidential. Thanks for your participation.

The Consortium for Energy Efficiency
Boston, MA
<http://www.CEEforMT.org>

Fold on Dotted Line



Staple or tape here

Household Survey Instructions

Who should complete the survey?

Please pass this questionnaire to the person in your household who makes decisions about major appliance and home electronics purchases.

How to complete the survey?

Please read the questions below. Write your brief response neatly or mark the answers that best fit your situation with an X in the boxes provided. Based on your response, you will be asked to proceed to the next question or instructed to skip to another question.

Where to return the survey?

When you are finished, please refold the questionnaire, staple or tape where indicated, and drop it in any mailbox. No postage is necessary.

Whom to call with questions?

If you have any questions about the study or the questionnaire, please call Opinion Dynamics Corporation at 1-800-966-1254.



1 Please look at the ENERGY STAR Label above. Write the first message that comes to mind when you see the ENERGY STAR Label.

2 Please write any other messages that come to mind when you see the ENERGY STAR Label.

3 Prior to this survey, had you ever heard of or seen this Label? Yes (**Proceed to Question 4 on page 2**)

No (*Skip to Question 11 on page 3*)

4 Please review the following list and mark with an X all places in which you have seen or heard about the ENERGY STAR Label.

- | | | |
|---|---|--|
| <input type="checkbox"/> In newspapers or magazines | <input type="checkbox"/> On the Internet | <input type="checkbox"/> Other |
| <input type="checkbox"/> On television | <input type="checkbox"/> From a sales person or contractor | <input type="checkbox"/> None of these sources |
| <input type="checkbox"/> On utility inserts or by direct mail | <input type="checkbox"/> From a friend, neighbor, relative, or coworker | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> On displays in stores | | |

5 Please review the following list and mark with an X all the products or product literature on which you have seen the ENERGY STAR Label.

Heating and Cooling Products

- Central air conditioner
- Furnace or boiler
- Heat pump
- Thermostat
- Room air conditioner

Home Appliances/Lighting

- Dishwasher
- Refrigerator
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb
- Microwave

Building Materials

- Window
- Door
- Skylight
- Insulation
- Roofing material

Home Office Equipment

- Computer or monitor
- Computer printer
- Copying machine
- Fax machine
- Scanner

Home Electronics

- Television
- VCR
- Audio product

Newly Built Home

None of These Products

6 Have you purchased any of the products listed in Question 5 in the last 12 months?

- Yes (**Proceed to Question 7**)
- No (*Skip to Question 12 on page 3*)

7 For any of the products you purchased, did you see the ENERGY STAR Label (on the product itself, on the packaging, or on the instructions)?

- Yes. On which products did you see the ENERGY STAR label? (please list all products)

(Proceed to Question 8)

- No (*Skip to Question 11 on page 3*)
- Don't Know (*Skip to Question 11 on page 3*)

8 For any ENERGY STAR product(s) you purchased, did the presence or absence of the ENERGY STAR Label influence your purchasing decision?

- Yes (**Proceed to Question 9**)
- No (**Proceed to Question 9**)
- Don't Know (**Proceed to Question 9**)

9 If you purchased an ENERGY STAR product, did you receive rebates or reduced-rate financing?

- Yes (**Proceed to Question 10**)
- No (*Skip to Question 11 on page 3*)
- Don't Know (*Skip to Question 11 on page 3*)

10 If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the ENERGY STAR product?

- Very Likely
- Somewhat Likely
- Somewhat Unlikely
- Very Unlikely
- Don't Know

Please continue on the next page

11 Which of the following products have you purchased in the last 12 months? Please mark with an **X** all that apply.

Heating and Cooling Products

- Central air conditioner
- Furnace or boiler
- Heat pump
- Thermostat
- Room air conditioner

Home Appliances/Lighting

- Dishwasher
- Refrigerator
- Lighting fixture
- Washing machine
- Compact fluorescent light bulb
- Microwave

Building Materials

- Window
- Door
- Skylight
- Insulation
- Roofing material

Home Office Equipment

- Computer or monitor
- Computer printer
- Copying machine
- Fax machine
- Scanner

Home Electronics

- Television
- VCR
- Audio product

Newly Built Home

None of These Products

12 Please look at the product types listed below. Please mark with an **X** the source(s) of information you are most likely to use to obtain information about that product type. Mark all that apply.

Heating and Cooling Products

- Consumer Reports* and other product-oriented magazines
- Other magazines
- Newspapers
- Radio
- Television
- Electric or gas utility program
- Advice from retailers
- Advice from contractors
- Advice from a friend, neighbor, relative, or coworker
- Internet
- Other
- Don't know

Home Appliances/Lighting/Home Electronics

- Consumer Reports* and other product-oriented magazines
- Other magazines
- Newspapers
- Radio
- Television
- Electric or gas utility program
- Advice from retailers
- Advice from contractors
- Advice from a friend, neighbor, relative, or coworker
- Internet
- Other
- Don't know

Please note: We emphasize that this survey is **strictly confidential**. Your responses will be included with the responses of other survey participants, and your name will not be associated with your responses or be provided to the government or any other party.

13 How many personal computers are in use in your home?

Number of computers: _____

(If your answer is 0, please skip to Question **15**)

14 Adding together the use of all computers in your home, what is the average number of hours per day that computers are turned on?

Average number of hours: _____

15 How many people live in your household, including yourself? (Please count children as well as adults. Include all members of your household whether or not they are related to you.)

Number of people in household: _____

16 What is your age?

- 18 - 24 55 - 64
- 25 - 34 65 - 74
- 35 - 44 75 +
- 45 - 54

17 What is your gender?

- Male
- Female

18 Are you the person responsible for paying the energy bill(s) in your household?

- Yes
- No

19 Which of the following best describes your home?

- Single-family home not attached to others
- Townhouse or row house
- Duplex or triplex
- Apartment (in building with 4+ units)
- Mobile home
- Other

20 How many bedrooms do you have in your home?

Number of bedrooms: _____

21 Do you or members of your household own or rent your present home?

- Own
- Rent
- Occupy but do not pay rent

22 Please mark the box indicating the total combined income in the last 12 months of all family members living in your household. (Include income before taxes and deductions from all sources.)

- Less than \$5,000
- \$5,000 - \$9,999
- \$10,000 - \$14,999
- \$15,000 - \$19,999
- \$20,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 and over

Thank you very much for your assistance