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U.S. Environmental Protection Agency (EPA)

Vast Majority of U.S. Households Know About Energy Star Label

National Survey Shows Consumers Influenced by Energy Efficiency

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(Washington, D.C. - April 25, 2007) Public awareness of EPA's Energy Star label has jumped to 68 percent of U.S. households, according to a recent nationwide survey released today. In many major markets where local utilities and other organizations use Energy Star to promote energy efficiency to their customers, public awareness of Energy Star is even greater, averaging 76 percent.

"We are thrilled that awareness of Energy Star continues to grow," said Bill Wehrum, acting assistant administrator for the Office of Air and Radiation. "More than ever, Americans are making a clear choice to save energy and reduce greenhouse gas emissions."

The report released today, titled "National Awareness of Energy Star for 2006" presents an analysis of a survey commissioned by the Consortium for Energy Efficiency, a non-profit organization that promotes the manufacture and purchase of energy-efficient products and services.

Additional results from the survey show that:

- More than 60 percent of households reported being favorably influenced by the Energy Star label;
- More than 30 percent of U.S. households knowingly purchased an Energy Star qualifying product or appliance in the past year; and
- More than 70 percent of these households reported they are likely to recommend Energy Star products to their friends, with 29 percent of households reporting they are "extremely likely" to recommend Energy Star.

The survey report highlights that the government's Energy Star is helping Americans make consumer choices that are energy efficient and good for the environment. The survey has been done for the past seven years.

Energy Star was introduced by EPA in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through energy efficiency. Today, the Energy Star label can be found on more than 50 different kinds of products as well as new homes. Products that have earned the Energy Star designation prevent greenhouse gas emissions by meeting strict energy-efficiency specifications set by the government. In 2006 alone, Americans, with the help of Energy Star, saved about \$14 billion on their energy bills while reducing the greenhouse gas emissions equivalent to those of 25 million vehicles.

For more information and to download the report:

http://www.energystar.gov/index.cfm?c=news.nr_news#awareness1

Energy Star is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy designed to save money and protect the environment through energy efficient products and practices.

Energy Star: <http://energystar.gov>

U.S. Environmental Protection Agency: <http://www.epa.gov>

U.S. Department of Energy: <http://www.energy.gov>