



For immediate release
October 24, 2005

For more information or interview request for Suzanne Shelton, contact:
Mary Beth West, (865) 982-6626 or mb@marybethwest.com

New National Survey: Consumers Rank Purchase of Energy Star[®] Appliance First Among Potential Future Conservation Activities

Home Appliance Stores Rank High As Source of Energy-Efficient Products/Services

Knoxville, Tenn. – The future for energy-efficient products and services looks good, according to a national consumer study released today, citing that 88 percent of Americans said they are likely to very likely to undertake at least one additional energy-efficiency activity in the future.

Among nearly 20 conservation activities list in the survey, consumers ranked purchasing an Energy Star[®] appliance first in likelihood for their future participation, according to the study.

Shelton Group, a marketing communications agency specializing in the utilities and energy industries, conducted the survey, “Energy Pulse 2005,” which measures attitudes, opinions and behaviors related to energy use and a range of energy-based product categories.

Fifty one percent of U.S. consumers – with high concentrations of households in the northeast and in the west – said they have already purchased an Energy Star[®] high-efficiency electric appliance, and 55 percent said they would be likely to very likely to do so in the future – with those responses relatively the same across all U.S. geographic regions.

When asked to cite sources from or through which they would purchase energy-efficient home products, consumers said they were likely or extremely likely to seek out **1)** a national home improvement

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-Energy Pulse 2005

2-2-2 Shelton “Energy Pulse” Survey

store such as Lowes or Home Depot (82.3 percent), **2**) a national home appliance store such as Best Buy or Sears (78.9 percent), **3**) a local appliance store (65.6 percent), **4**) a local heating or air dealer (56.8 percent), **5**) a home builder or contractor (45.7 percent) or **6**) an electric or gas utility (45.2 percent).

“Appliance manufacturers and other energy-related companies would be well-advised to consider more educational outreach to their customer bases about energy-efficient products they offer,” Shelton said. “For example, if an energy-efficient appliance is actually cheaper in the long-run than non-efficient competitors, appliance marketers might emphasize that benefit as a major point of differentiation to overcome consumer assumptions that efficient choices cost more.”

According to the Energy Pulse study, U.S. consumers prefer increasing energy efficiency and improving technology over exercising energy conservation. Forty-three percent think that increasing energy efficiency is a better solution than reducing energy consumption, cited as better by 29 percent.

On why they don’t do more to conserve energy, Americans agreed most strongly with the following three reasons: 1) “It’s hard to change habits” (55 percent agree/strongly agree; 2) “I think that new technologies will soon be invented to solve energy supply issues” (54 percent agree/strongly agree); and 3) “Energy efficient products cost more” (49 percent agree/strongly agree).

Overall, agreement patterns seem to generally express faith in emerging energy-efficient technology and disagreement with statements that indicate that energy-efficient technology is unproven or that efficient products don’t work as well.

More information about Shelton Group’s Energy Pulse 2005 study is available on the agency’s web site, www.sheltoncom.com. Based in Knoxville, Tenn., and founded in 1991, Shelton Group’s agency portfolio includes working with one of the country’s largest public power companies for five years to develop federated green power programs for distributors, as well as developing brand-identity strategies and communications programs for two of the largest U.S. public power cooperative associations.