

SESSION 1B

EVALUATING NATIONAL LABELING PROGRAMS: A SURVEY OF RESEARCH FROM THE U.S. AND CANADA

This session will look at evaluation of the effectiveness of Canada's EnerGuide for Equipment labeling program, the U.S. EnergyGuide label, and brand awareness of Energy Star at the national and regional level. Several evaluation methodologies will be presented.

Moderator: Angela Coyle, U.S. Environmental Protection Agency

PAPERS:

Regional Uses and Comparisons of National and Massachusetts Survey Data on ENERGY STAR® Awareness

Tim Pettit, Nexus Market Research
Lynn Hoefgen, Nexus Market Research
Stephen Bonnano, NSTAR
Lomont White, Northeast Utilities
Kim Ihrig, National Grid
Deb Jarvis, Unitil

An Evaluation of the EnergyGuide Label: What We Learned

Sandy Smith, American Council for an Energy Efficient Economy
Jennifer Thorne, American Council for an Energy Efficient Economy

SESSION SUMMARY:

This session presents a survey of evaluation research from the U.S. and Canada. The first paper presents the findings from an evaluation study which quantified the changes in the residential market for efficient appliances that could be attributed to Natural Resources Canada's EnerGuide for Equipment labeling program. The second paper compares the results from a study of national awareness of ENERGY STAR to a parallel regional survey for the Massachusetts investor-owned utilities, discusses the analytical objectives of the two surveys, and examines the value of the national survey for regional comparisons. The third paper describes seven interrelated studies conducted to evaluate the U.S. EnergyGuide appliance label, identifies the benefits and limitations of each approach, and presents the findings as well as a critical overview of the process.

