

ENERGY STAR[®] Retail Store-Level Assessment – A Look Across the Nation

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Abstract

The U.S. Environmental Protection Agency (EPA) recently initiated an effort to evaluate the consumer shopping experience with ENERGY STAR in the retail channel. The research assesses: 1) retailer knowledge of the program and the extent to which salespeople use ENERGY STAR in the retail sales process, 2) the visibility and overall presence of the ENERGY STAR label in store displays, 3) the availability of ENERGY STAR-qualified and -labeled products, and 4) the accuracy of ENERGY STAR product labeling. In this paper, we describe the assessment approach, present results from the first two rounds of the research, and highlight how EPA and its partners are using the findings.