ENERGY STAR[®] and EnerGuide Labelling Awareness Survey 2023 Final Report

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BACKGROUND AND METHODOLOGY

The Office of Energy Efficiency (OEE) administers two labelling programs to help ensure Canadians have access to energy efficient products and homes:

- The ENERGY STAR[®] labelling program marks high-efficiency products and homes in Canada. The symbol is intended to make it easy to identify the best energy performers on the market.
- Canada's EnerGuide program is a rating and labelling system intended to help consumers to make informed decisions about energy using products and homes.

This research aims to provide insight into Canadian general public awareness, understanding, attitudes and perceptions towards ENERGY STAR and EnerGuide labelling, as well as the potential influences that might affect Canadians' purchase decisions.

The survey targeted Canadians 18 years of age and older, ensuring an appropriate mix of age, gender, official languages, ethnicity, education and income. This study represents the 12th wave of surveying since November 2001.

The research involved an online survey of 3,425 Canadians. The survey was conducted across Canada in both official languages. The field dates for the survey were November 15 to December 3, 2022.

Appendix A contains a detailed description of the methodology used in this study.

The remainder of this report describes survey results in more detail. Where possible, the results of the 2022 survey are tracked against previous surveys, however, please note that different methodologies were used in the earlier surveys. The 2018, 2020, and 2022 surveys were conducted online; previous surveys were conducted by telephone. As a result, tracking is mostly focused on comparisons vs. the previous online surveys conducted in 2018 and 2020.

KEY FINDINGS

Key Findings: Overview

- Awareness of ENERGY STAR and the EnerGuide label both unaided and aided¹ – has declined significantly since 2020.
- Despite this overall decline in awareness, a greater proportion of people, aware of ENERGY STAR, reported being aware of the ENERGY STAR Most Efficient designation – both aided and unaided – over the same period.
- Those who are aware of the ENERGY STAR brand hold increasingly positive attitudes towards it, though are no more or less inclined to pay extra for it.
- The ENERGY STAR symbol is generally influencing the purchasing decision more than it did in 2020 and the incidence of those who are purchasing ENERGY STAR certified products has rebounded somewhat, after hitting lows across most metrics in 2020.
- There is mounting evidence that the EnerGuide label is exercising some degree of influence over large purchases (i.e., houses or cars) and the purchase of household products (i.e., household appliances or other large household items).
- There is a growing belief that an ENERGY STAR certified home offers better value than a home that is not ENERGY STAR certified.
- There is increased awareness of the fact that ENERGY STAR certification is available for buildings and industrial facilities.

Detailed Key Findings

1. AWARENESS, UNDERSTANDING, AND ATTITUDES TOWARDS ENERGY STAR

Awareness of ENERGY STAR, both aided and unaided, is down relative to 2020's high-water mark and is more in line with the historical average. Statistically fewer respondents report awareness of ENERGY STAR, both aided (86%; -6 pts) and unaided (55%; - 18 pts), than did in 2020, with scores on both counts closer to what was observed in 2018.

¹ Unaided refers to the percentage of the respondents who recall the brand or label without any visual assistance. Aided refers to the percentage of respondents who recognize the brand or label when prompted with an image.

Table 1: Awareness of ENERGY STAR

Awareness of ENERGY STAR					
Unaided Aided					
	2022	2020	2022	2020	
Yes, aware	55%	73%	86%	92%	
No, not aware	36%	22%	11%	6%	
Don`t know	9%	-	3%	-	

Those who are aware of the ENERGY STAR brand are holding increasingly favourable views of it, over time. With the exception of seeing the ENERGY STAR product and holding the perception that they are getting a more efficient product, positive attitudinal metrics and impressions of the brand are up significantly, relative to 2020. In fact, in many cases attitudinal scores achieved historic highs, relative to all previous iterations of this survey. Most notably, strong majorities and statistically higher proportions relative to 2020 believe that ENERGY STAR certified products provide them with more benefits (71%; +19 pts vs. 2020), are confident that products which carry the ENERGY STAR label have been rigorously tested and proven to be energy efficient (70%; +4 pts), feel like they are contributing to society by buying ENERGY STAR products (69%; +16 pts), think they are protecting the environment for future generations by buying ENERGY STAR products (69%; +8 pts), and think ENERGY STAR products offer better value than products without the mark (55%; +12 pts).

Those Aware of ENERGY STAR Over Time				
% agreeing [scores of 4-5]				
Statements	2022	2020		
ENERGY STAR certified products provide me with more benefits than products without the ENERGY STAR symbol	71%	52%		
I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient	70%	66%		
Buying ENERGY STAR certified products makes me feel like I am contributing to society	69%	53%		
Buying ENERGY STAR certified products makes me feel like I am helping to protect the environment for future generations	69%	61%		
ENERGY STAR certified products offer better value than products without the label.	55%	43%		

Table 2: Attitudes towards ENERGY STAR Brand [Those Aware]

Willingness to pay extra for the ENERGY STAR brand among those who are aware of it is on par with 2020, though this continues to track well below what was observed in earlier surveys. There has been limited movement since 2020 with about as many saying they would be willing to pay 5% (48%),10% (42%) or 15% (37%) extra for the ENERGY STAR brand.

Those Aware of ENERGY STAR Over Time				
% agreeing [scores of 4-5]				
Statements	2022	2020		
I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the mark	48%	51%		
I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the mark	42%	45%		
I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the mark	37%	38%		

Table 3: Attitudes towards ENERGY STAR Brand [Those Aware] - Willingness to pay more

Awareness of the ENERGY STAR Most Efficient designation – both aided and unaided – has increased significantly since 2020. Unaided, more than one in four (27%) of those that recall seeing the ENERGY STAR symbol report awareness of the ENERGY STAR Most Efficient designation compared to fewer than one in five (18%) in 2020. Around the same proportion (25%) indicate awareness of the ENERGY STAR Most Efficient designation when aided with visuals, a figure which doubles what was observed in 2020 (12%).

Table 4: Awareness of ENERGY Most Efficient Designation

Awareness of ENERGY STAR most efficient designation Over Time					
Unaided Aided					
	2022	2020	2022	2020	
Yes, aware	27%	18%	25%	12%	
No, not aware	56%	64%	67%	82%	

The ENERGY STAR Most Efficient designation is most commonly associated with high quality and being the best of the best. At around one in three, the highest proportion of those who recall seeing the ENERGY STAR Most Efficient symbol feel as though the best of the best/top ENERGY STAR performers (36%) and higher quality (35%) are the most relevant statements that can be used to describe the ENERGY STAR Most Efficient symbol.

2. PURCHASING DECISIONS & BEHAVIOUR

The incidence of those who are purchasing ENERGY STAR certified products has rebounded somewhat, after hitting lows across most metrics in 2020. There has been a statistically significant increase in the proportion of those who claim to have purchased a home, windows or doors, home electronics, or office products in the past 12 months who report purchasing ENERGY STAR certified homes (39%; +19 pts vs. 2020), windows or doors (60%; +8 pts), home electronics (48%; +9 pts) or office products (43%; +13 pts), specifically.

Table 5. Froportion of Recent Furchases that were ENERGY STAR Certified Over Time				
Proportion of Recent Purchases that were ENERGY STAR Certified Over Time				
2022 2020				
Windows or doors	60%	52%		
Home electronics product	48%	39%		
Home office product	43%	30%		
Home or residence	39%	20%		

Table 5: Proportion of Recent Purchases that were ENERGY STAR certified Over Time

The ENERGY STAR symbol is generally exercising more influence over the purchasing decision than it did in 2020. There has been a significant increase in the influence of the ENERGY STAR symbol for purchasing home office (39%; +22 pts vs 2020) and home electronic products (41%; +16 pts), specifically, and directional increases in the proportion who admit the ENERGY STAR symbol has influenced their decision to purchase most other home products, among those who purchased ENERGY STAR certified products.

Table 6: Influence of ENERGY STAR Brand on Purchase Over Time

Influence of ENERGY STAR Brand on Purchase Over Time			
% saying Very much			
	2022	2020	
Home electronics product	41%	25%	
Home office product	39%	17%	

Improving performance, energy savings, and functionality are the top motivations for replacing equipment at home, with all of these factors perceived as being more important than they were in 2020. Better performance (76%; +13 pts vs. 2020), energy savings (75%; +18 pts), or improved functionality (73%; +10 pts) top the list as the most important factors that motivate respondents to consider replacing appliances, electronics, and heating/cooling equipment at their home.

Table 7: Motivations to Replace Equipment at Home

Motivations to Replace Equipment at Home Over Time			
% Saying Very much/somewhat motivated			
2022 2020			
Energy savings	75%	57%	
Better performance	76%	63%	
Improved functionality	73%	63%	

Despite the recognized importance of energy efficiency, fewer are trying to get the most energy efficient product that meets their needs or perceive energy efficiency ratings as being a significant factor in the decision-making process. It could be that price now carries more significance, given that the 2022 survey fielded during a time when inflation and affordability issues were top of mind. What's more, respondents rank purchase price as the top importance factor (34% rank 1) when considering buying an appliance, followed by energy efficiency (26%). Indeed, compared to 2020, fewer (69%; -5 pts) are trying to get the most energy efficient product

that meets their needs and more (23%; +3 pts) admit that energy efficiency ratings are not a significant factor in their decision-making process. Consistent with 2020, just under half (46%) claim to be always purchasing the most energy efficient products.

Table 6. Decisions when Purchasing Energy Encient Products Over Time				
Decisions When Purchasing Energy Efficient Products Over Time				
% agreeing [scores of 4-5]				
2022 2020				
I try to get the most energy efficient product that meets my needs	69%	74%		
I always purchase the most energy efficient product	46%	45%		
Energy efficiency ratings are not a significant factor in my decision-making	23%	20%		

Table 8: Decisions When Purchasing Energy Efficient Products Over Time

There is growing support for companies that make efforts to save energy and help the environment. There has been a significant increase (70%; +6 pts vs. 2020) in the proportion of respondents who say they would be more likely to purchase products or services from a company that makes efforts to save energy and help the environment.

Table 9: Attitudes Towards Purchasing Products from Companies that Help the Environment Over Time

Attitudes Towards Purchasing Products from Companies that Help the Environment Over Time			
% More likely [scores of 4-5]			
	2022	2020	
Would you be more or less likely to purchase products or services from a company that makes efforts to save energy and help the environment?	70%	64%	

3. ENERGY STAR CERTIFICATION FOR HOMES

Awareness of ENERGY STAR certification for homes is up significantly, relative to 2020, and is the highest it's ever been since this question was introduced in the 2016 iteration of the survey. When asked about their awareness of ENERGY STAR certification for homes, around two in five (38%; +12 pts vs. 2020; +7 pts vs. 2018; +2 pts vs. 2016) say they are aware of this certification.

Table 10: Awareness of ENERGY STAR Home Over Time

Awareness of ENERGY STAR Home Over Time				
2022 2020				
Yes	38%	26%		
No	62%	66%		

There is a growing belief that an ENERGY STAR certified home offers better value than a home that is not ENERGY STAR certified. Statistically higher proportions relative to 2020 (76%; +5 pts) agree that an ENERGY STAR certified home would offer better value than a home without the certification.

Table 11: Perceptions of ENERGY STAR for Home Over Time

Perceptions of ENERGY STAR for Home Over Time			
	2022	2020	
Strongly agree	36%	24%	
Agree	39%	47%	
Neutral	17%	17%	
Disagree	2%	4%	
Strongly disagree	1%	2%	

Consistent with what was observed in 2020 (and previous years), a majority would purchase an ENERGY STAR certified home even if it cost \$5k more than a home that is not certified. Even if the amount were to increase by \$10k or \$15k, close to half say they would purchase an ENERGY STAR certified home. Three in five (59%) say they would purchase an ENERGY STAR certified home even if it cost \$5,000 more than a home that is not certified. Not surprisingly, willingness to pay extra decreases as the amount increases, as fewer say they would purchase an ENERGY STAR certified home when increasing the costs by \$10,000 (47%) or \$15,000 (41%).

Table 12: Perceived Value (\$) of ENERGY STAR for Home

Perceived Value (\$) of ENERGY STAR for Home Over Time				
% agreeing [scores of 4-5]				
	2022	2020		
\$5,000 more than a home that isn't ENERGY STAR- certified	59%	62%		
\$10,000 more than a home that isn't ENERGY STAR-certified	47%	47%		
\$15,000 more than a home that isn't ENERGY STAR-certified	41%	38%		

A great deal of importance is placed on all of ENERGY STAR certified home features. The vast majority assign a high degree of importance to efficient heating and cooling (85%), and a similar proportion believes higher insulation levels (83%), and high performing windows and doors (82%) are important. Around three quarters assign a high degree of importance to additional air-sealing (76%), a whole-home ventilation system (75%) and ENERGY STAR certified products, such as lighting and appliances (74%).

Table 13: Importance of ENGERY STAR [®] certified Home Features Over Time
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Importance of ENGERY STAR® certified Home Features Over Time				
	% Saying Very important			
	2022	2020		
Efficient heating and cooling	85%	88%		
Higher insulation levels	83%	87%		
High performing window and doors	82%	88%		
ENERGY STAR certified products, such as lighting and appliances	74%	74%		
Additional air-sealing	76%	74%		
A whole-home ventilation system	75%	72%		

Saving money on energy bills is rated as the most important feature of ENERGY STAR certified homes. At around nine in ten (88%), the vast majority assign a high degree of importance to saving money on their energy bill. This is a finding that underscores the importance of financial considerations in the decision calculus and might also have been influenced by the context within which the 2022 survey was fielded – a period of high inflation and heightened affordability concerns.

Table 14: Importance to Buy an ENERGY STAR certified Home Over Time

Importance of Different Reasons to Buy an ENERGY STAR certified Home Over Time				
% Important [scores of 4-5]				
2022 2020				
Saving money on your energy bill	88%	93%		

4. ENERGUIDE LABELLING PROGRAM

Awareness of the EnerGuide label – both unaided and aided – has declined significantly since 2020. There has been a significant decline in unaided (22%; -16 pts) and aided (65%; -12 pts) awareness of the EnerGuide Labelling Program relative to 2020.

Table 15: Awareness of EnerGuide Label Over Tim	Table 15:	Awareness	of	EnerGuide	Label	Over	Time
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Awareness of EnerGuide Label Over Time							
Unaided Aided							
	2022	2020	2022	2020			
Aware	22%	38%	65%	77%			
Not Aware	62%	50%	29%	19%			
Don't Know	16%	12%	6%	4%			

Consistent with what was observed in 2020, those who recall seeing the EnerGuide label continue to be most likely to have spotted it on a household appliance. The EnerGuide label is most likely to have been spotted on household appliances – specifically, refrigerators or freezers (57%) and clothes washers or dryers (53%). It is noteworthy, however, that statistically fewer report spotting the EnerGuide label on most household appliances – refrigerators or freezers (57%; -12 pts vs. 2020), clothes washers or dryers (53%; -9 pts), ranges (43%; -6 pts), or dishwashers (41%; -8 pts) than did in 2020.

Table 16: Source of Awareness of EnerGuide Label Over Time

Source of Awareness of EnerGuide Label Over Time						
2022 2020						
	%	%				
Label shown on refrigerators or freezers	57%	69%				
Label on clothes washers or dryers	53%	62%				
Label on ranges (stoves)	43%	49%				
Label on dishwashers	41%	49%				

Energy use, energy efficiency, and comparing the energy consumption of one product to another are the considerations that are most closely linked with the EnerGuide label. Majorities closely associate (rank 1-3 out of 6) energy use of the appliance (71%), energy efficiency (58%), and helping compare energy consumption of one product to another (53%) with the EnerGuide label.

While less than half would consider getting an EnerGuide home evaluation, few are dismissive of this idea. More than four in ten (43%) say they would get an EnerGuide home evaluation, while one in six (16%) say they would not consider doing this. This is a result that is in line with what was observed in 2020.

Table 17: Attitudes towards EnerGuide home evaluation Over Time

Attitudes towards EnerGuide home evaluation Over Time						
% agreeing						
[scores of 4-5]						
Statement	2022	2020				
I would consider obtaining an EnerGuide home evaluation	43%	42%				

Statistically higher proportions, relative to 2020, contend that a home label indicating better energy efficiency would influence their decision to buy a house. Nearly two-thirds (63%; +11 pts) say a home label indicating better energy efficiency would influence their decision to buy a house.

Table 18: Influence of a Home Label When Buying a House Over Time

Influence of a Home Label When Buying a House Over Time					
% agreeing [scores of 4-5]					
Statement	2022	2020			
A home label indicating better energy efficiency would influence my decision to buy a house	63%	52%			

The EnerGuide label exercises considerable influence over the purchase of many household products – gas fireplaces, air conditioners, heating or cooling equipment, and various household appliances. Purchasers generally feel influenced by the EnerGuide label when purchasing products, particularly when it comes to gas fireplaces (83% at least somewhat influenced), heating or cooling equipment (68%), air conditioners (65%) and home appliances such as dishwashers (74%), clothes washers or dryers (69%), ranges (stoves) (69%), or refrigerators or freezers (68%). What's more, around half that purchased these products indicate that it exercises

considerable influence over their decision to buy a new house (54%) or car (46%). Perhaps most importantly, there have been increases in the proportions who say that their purchases of most products were influenced by the EnerGuide label, with the increases being statistically significant in most cases.

Influence of EnerGuide Label on Purchase Over Time				
	% Very much / Somewhat [scores of 3-4]			
	2022	2020		
A gas fireplace	83%	54%		
A dishwasher	74%	47%		
A clothes washer or dryer	69%	53%		
A range	69%	44%		
Heating or cooling equipment	68%	47%		
A refrigerator or freezer	68%	48%		
A room air conditioner	65%	49%		
A new home	54%	22%		
A new car	46%	20%		

Table 19: Influence of EnerGuide Label on Purchase Over Time

There is growing awareness of ENERGY STAR certification for buildings and industrial facilities. While fewer than half (43%) indicate at least vague familiarity with this certification, there has been a significant increase (13%; +3 pts) in the proportion who claim to be "clearly" aware of the fact that buildings and industrial buildings can be ENERGY STAR certified.

Table 20: Awareness of ENERGY STAR Certification on Buildings and Industrial Facilities Over Time

Awareness of ENERGY STAR Certification on Buildings and Industrial Facilities Over Time					
	2022	2020			
	%	%			
Yes, clearly	13%	10%			
Yes, vaguely	29%	29%			
No, not at all	44%	52%			
Don't know	14%	8%			

DETAILED FINDINGS 1. AWARENESS, UNDERSTANDING, AND ATTITUDES TOWARDS ENERGY STAR

Awareness of ENERGY STAR

Unaided, a majority (55%) of respondents report awareness of ENERGY STAR, a figure which jumps to well over four in five (86%) with exposure to the ENERGY STAR logo. Statistically fewer respondents report awareness of ENERGY STAR, both aided (86%; -6 pts) and unaided (55%; - 18 pts), than did in 2020, with scores on both counts closer to what was observed in 2018.

- Awareness of ENERGY STAR, both aided and unaided, is lowest among the 18-24 cohort (unaided: 34% vs. 58% ages 25+) (aided: 66% vs. 89%).
- Unaided awareness of ENERGY STAR is by far the highest in Quebec (70% vs. 51% across all other provinces).
- Men are more likely to report awareness, both unaided (59% vs. 51% of women) and aided (88% vs. 85%) of ENERGY STAR.
- As income and educations levels increase so too does awareness (both aided and unaided) of ENERGY STAR.

Unaided Awareness of ENERGY STAR							
	2022	2020	2018	2016	2010	2007	2006
Yes, aware	55%	73%	50%	47%	54%	57%	51%
No, not aware	36%	22%	36%	40%	33%	34%	49%
Don`t know	9%	-	-	-	-	-	-

Table 21: Unaided Awareness of ENERGY STAR

Base for 2022: n=3,425; all respondents

Q2. Have you heard, read or seen anything about ENERGY STAR?

Table 22: Aided Awareness of ENERGY STAR

Aided Awareness of ENERGY STAR								
2022 2020 2018 2016 2010 2007 2006								
Yes, aware	86%	92%	88%	83%	89%	81%	81%	
No, not aware	11%	6%	8%	12%	9%	16%	16%	
Don`t know	3%	-	-	-	-	-	-	

Base for 2022: n=3,425; all respondents

Q3. Do you recall seeing this ENERGY STAR symbol?

Source of awareness

Consistent with what was observed in 2020, the highest proportion of those who claim to recall seeing the ENERGY STAR symbol cite major appliances (72%) as the source of their awareness, followed at quite a distance by promotional materials for heating and cooling products (22%) or in a store display or sign (25%). Fewer cite most sources than did in 2020.

Source of Awareness of ENERGY STAR					
	2022	2020			
	%	%			
On major appliances	72%	88%			
Displayed in a store on a sign	25%	33%			
In promotional material for residential heating and cooling products	22%	34%			
On TV	21%	22%			
In home or on home electrical panel	21%	17%			
From a public utility (hydro, gas, etc.)	15%	23%			
Browsing on internet	15%	-			
Displayed in a brochure	15%	23%			
In a promotional flyer from a retail establishment	14%	19%			
Displayed on a company's website	12%	18%			
In a magazine or newspaper	10%	16%			
On social media.	8%	5%			
In promotional material for office equipment	7%	9%			
As part of advertising about climate change	-	11%			
Do not recall	7%	5%			
Other	0%	2%			

Base: n=2,951; recall seeing the ENERGY STAR symbol

Q4. Where did you see the ENERGY STAR symbol? (Multiple responses accepted)

Perceptions of ENERGY STAR symbol

The vast majority (88% rank 1-3) of respondents most frequently associate the ENERGY STAR symbol with energy efficiency. Sizeable proportions also commonly perceive the ENERGY STAR symbol as representing higher efficiency (78%), financial savings (61%), and to a lesser extent, offering protection for the environment (48%).

- Association with energy efficiency is higher among women (92% rank 1/2/3 vs. 84% of men), homeowners (89% vs. 85% of renters), those with at least a high school education (88% vs. 81% less than HS), and those aged 55+ (93% vs. 84% aged 18-54).
- The likelihood of relating the symbol with savings in money is higher among those some postsecondary or college education or less (64% rank 1/2/3 vs. 56% university or higher), homeowners (63% vs. 59% of renters), the 35+ cohort (64% vs. 52% aged 18-34), and residents of Prince Edward Island (74%) or Nova Scotia (77% vs. 61% across all other provinces).
- The idea that the symbol means that the product offers protection for the environment is higher among women (50% rank 1/2/3 vs. 45% of men), renters (53% vs. 44% of homeowners), lower income households (under \$80k) (51% vs. 43% \$80k+) and those under 45 or aged 65+ (52% vs. 40% aged 45-64).
- Belief that the symbol represents higher efficiency is higher among men (80% rank 1/2/3 vs. 77% of women), those aged 25+ (79% vs. 69% aged 18-24), homeowners (81% vs. 75% of renters), higher income households (\$100k+) (83% vs. 77% under \$100k), and those with at least a high school education (79% vs. 64% less than HS).
- Men (13% rank 1/2/3 vs. 10% of women), 18–24-year-olds (21% vs. 11% aged 25+), renters (13% vs. 10% of homeowners), those with less than a high school education (19% vs. 11% HS or higher), and those with a reported household income of less than \$150k (12% vs. 7% \$150k+) are among the most likely to perceive the symbol as being government-backed.
- The perception that the symbol represents third-party certification is highest among men (17% rank 1/2/3 vs. 11% of women) and younger Canadians (18-24) (26% vs. 13% aged 25+).

Understanding of ENERGY STAR symbol (Rank 1/2/3)					
	2022 %				
Energy efficient/low energy consumption/saves energy	88%				
Higher efficiency	78%				
Saves money	61%				
Protection for the environment	48%				
Third-party certified	14%				
Government backed	11%				
Base: n=2,735; recall seeing the ENERGY STAR symbol					

Table 24: Understanding of ENERGY STAR

Q5. What does the ENERGY STAR symbol mean to you? Rank the list from the most relevant to the least.

Attitudes towards ENERGY STAR Brand and Products (Aware of ENERGY STAR)

The survey offers evidence that respondents who are aware of ENERGY STAR are holding increasingly favourable views of it compared to previous years.

Around three-quarters (74%) continue to believe that if they see the ENERGY STAR symbol, they know they will be getting a more efficient product. Most believe that ENERGY STAR certified products provide them with more benefits (71%), are confident that products which carry the ENERGY STAR label have been rigorously tested and proven to be energy efficient (70%), feel like they are contributing to society by buying ENERGY STAR products (69%), think they are protecting the environment for future generations by buying ENERGY STAR products (69%), and think ENERGY STAR products offer better value than products without the mark (55%).

On the other hand, fewer than half (47%) consider themselves loyal to ENERGY STAR. More than twice as many disagree (52%) than agree (21%) with the idea that they are spending extra money for nothing, for ENERGY STAR certified products.

- Agreement with most statements, save for feeling like spending extra money for nothing or willingness to pay more for ENERGY STAR certified products, tends to increase with age.
- Quebecers are generally more inclined to agree with most statements, with the exceptions of feeling like spending extra money for nothing or willingness to pay more for ENERGY STAR certified products.
- When it comes to ENERGY STAR, men are more likely to feel like they are spending extra money for nothing (27% vs. 16% of women), consider themselves loyal to ENERGY STAR certified products (50% vs. 43%), and express willingness to pay more for ENERGY STAR certified products (45% vs. 39%). Conversely, women are more likely to feel as though they are contributing to a greener planet when they buy ENERGY STAR (71% vs. 67% of men) and think they are protecting the environment for future generations, by doing this (70% vs. 67%).
- Agreement with most statements tends to increase as income and education levels increase.
- With the exception of feeling like spending extra money for nothing, homeowners are more likely than renters to indicate agreement with all statements.

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Attitudes Towards ENERGY STAR Brand [Those Aware]								
Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
If I see the ENERGY STAR symbol, I know I am getting a more efficient product	22%	52%	22%	3%	2%			
ENERGY STAR certified products provide me with more benefits than products without the ENERGY STAR symbol	21%	50%	23%	3%	2%			
I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient	18%	51%	24%	4%	2%			
Buying ENERGY STAR certified products makes me feel like I am contributing to society	21%	49%	25%	4%	3%			
Buying ENERGY STAR certified products makes me feel like I am helping to protect the environment for future generations	20%	49%	24%	4%	3%			
ENERGY STAR certified products offer better value than products without the mark	16%	40%	37%	6%	2%			
I consider myself loyal to ENERGY STAR certified products	13%	34%	40%	10%	3%			
Buying ENERGY STAR certified products makes me feel like I am spending extra money for nothing	7%	15%	27%	37%	15%			
I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the mark	13%	35%	34%	13%	6%			
I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the mark	11%	32%	38%	15%	5%			
I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the mark	8%	30%	39%	17%	7%			

Q7. To what extent do you agree or disagree with each of the following statements about ENERGY STAR? Base: n=2,978; recall seeing the ENERGY STAR symbol (yes to Q2 or Q3)

With the exception of seeing the ENERGY STAR product and holding the perception that they are getting a more efficient product, scores across all of the attitudinal metrics are up significantly, relative to 2020. In fact, in many cases scores achieved historic highs, relative to all previous iterations of this survey.

Those Aware of ENERGY STAR Over Time									
	% agreeing [scores of 4-5]								
Statements	2022	2020	2018	2016	2010	2007	2006		
If I see the ENERGY STAR symbol, I know I am getting a more efficient product	74%	74%	75%						
ENERGY STAR certified products provide me with more benefits than products without the ENERGY STAR symbol	71%	52%	60%	49%	48%	50%	49%		
I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient	70%	66%	70%	61%	63%				
Buying ENERGY STAR certified products makes me feel like I am contributing to society	69%	53%	59%	52%	59%	63%	61%		
Buying ENERGY STAR certified products makes me feel like I am helping to protect the environment for future generations	69%	61%	69%	67%	71%	76%	74%		
ENERGY STAR certified products offer better value than products without the label.	55%	43%	53%	44%	37%	41%	42%		
I consider myself loyal to ENERGY STAR certified products	47%	39%	48%						
Buying ENERGY STAR certified products makes me feel like I'm spending extra money for nothing	21%	10%	18%	12%	10%	9%	9%		

Table 26: Attitudes towards ENERGY STAR Brand Over Time [Those Aware]

Perceived value of the ENERGY STAR brand

Results reveal some willingness to pay a little extra for the ENERGY STAR certified product, though scores are mostly on par with 2020 and track well below what was observed in 2018. There has been limited movement since 2020 with about as many saying they would be willing to pay 5% (48%), 10% (42%) or 15% (37%) extra for the ENERGY STAR brand.

- Men are more likely to express willingness to pay 5% (51% vs. 44% of women) or 15% (42% vs. 33%) extra for an ENERGY STAR certified product.
- The highly educated (university degree or higher) generally express more willingness to pay extra for the ENERGY STAR brand, with this group being statistically more likely to say they would pay 5% (55% vs. 44% some post-secondary or less) or 10% (52% vs. 38%) more for the ENERGY STAR brand.

Those Aware of ENERGY STAR Over Time							
	% agreeing [scores of 4-5]						
Statements	2022	2020	2018	2016	2010	2007	2006
I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the mark	48%	51%	62%	53%	62%	68%	62%
I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the mark	42%	45%	56%	48%	52%	49%	51%
I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the mark	37%	38%	47%	40%	46%	50%	47%

Table 27: Perceived Value (\$) of ENERGY STAR Brand Over Time [Those Aware]

Attitudes towards ENERGY STAR Brand and Products (Unaware of ENERGY STAR)

Views of ENERGY STAR certified products are generally favourable, even among those respondents who are unaware of the symbol. Majorities agree (agree/strongly agree) with the idea that buying ENERGY STAR certified products would make them feel like they are contributing to society (56%), would make them think they are helping to protect the environment for future generations (53%), and that they would know they were getting a more efficient product if they saw the ENERGY STAR symbol (51%). Considerably fewer, though still sizeable proportions think ENERGY STAR certified products offer better value than products without the mark (40%), think ENERGY STAR certified products will provide them with more benefits than products without the ENERGY STAR symbol (43%), and are confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient (43%). Just one in five (21%) think buying ENERGY STAR certified products will make them feel like they are spending extra money for nothing.

Results also reveal that three in ten (30%) of those unaware of ENERGY STAR would be willing to pay 10% more for an ENERGY STAR certified product and roughly the same proportion (27%) would pay 5% more. One in five (20%) would be willing to pay 15% more for an ENERGY STAR certified product.

Attitudes Towards ENERGY STAR Brand [Those Unaware]								
Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
Buying ENERGY STAR certified products would make me feel like I'm contributing to society	12%	44%	34%	4%	6%			
Buying ENERGY STAR certified products would make me feel like I am helping to protect the environment for future generations	12%	41%	38%	4%	4%			
If I see the ENERGY STAR symbol, I know I would be getting a more efficient product	10%	41%	42%	5%	3%			
I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient	9%	35%	48%	6%	2%			

Table 28: Attitudes towards ENERGY STAR Brand [Those Unaware]

ENERGY STAR certified products would offer better value than products without the mark	7%	32%	48%	9%	4%
ENERGY STAR certified products would provide me with more benefits than products without the ENERGY STAR symbol	10%	33%	48%	5%	4%
Buying ENERGY STAR certified products would make me feel like I am spending extra money for nothing	6%	16%	44%	29%	5%
I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the label	4%	23%	50%	15%	9%
I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the label	5%	25%	47%	19%	4%
I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the label	6%	14%	52%	23%	6%

Base: n=477; those unaware of ENERGY STAR symbol

Q8. Please tell me whether you agree or disagree with each of the following statements.

Attitudes towards the ENERGY STAR brand are mostly unchanged, relative to 2020, among those who admit that they are unaware of the ENERGY STAR symbol. However, there has been a general decrease in the perceived value of ENERGY STAR brand. Fewer say they would be willing to pay 5% (-14 pts), 10% (-9 pts), or 15% (-13 pts) more for ENERGY STAR certified products, compared to 2020. Given that the 2022 survey fielded during a time when inflation and affordability issues were top-of-mind for many Canadians, this is a result that is perhaps not surprising.

There is limited variation, in terms of attitudes, across most of the key subgroups. Most notably, men who are unaware of the ENERGY STAR symbol are more likely to think they would be spending extra money for nothing, if they were to purchase ENERGY STAR certified products (at 26%) compared to women who are unaware of the ENERGY STAR symbol (19%).

Those Unaware of ENERGY STAR Over Time					
	% agreeing [scores of 4-5]				
Statements	2022	2020			
Buying ENERGY STAR certified products would make me feel like I'm contributing to society	56%	52%			
Buying ENERGY STAR certified products would make me feel like I am helping to protect the environment for future generations	53%	58%			
If I see the ENERGY STAR symbol, I know I would be getting a more efficient product	51%	54%			
I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient	43%	47%			
ENERGY STAR certified products would offer better value than products without the mark	40%	42%			
ENERGY STAR certified products would provide me with more benefits than products without the ENERGY STAR symbol	43%	43%			
Buying ENERGY STAR certified products would make me feel like I am spending extra money for nothing	21%	23%			

Table 29: Attitudes towards ENERGY STAR Brand Over Time [Those Unaware]

I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the label	27%	41%
I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the label	30%	39%
I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the label	20%	33%

Awareness of ENERGY STAR Most Efficient designation

Awareness of the ENERGY STAR Most Efficient designation – both aided and unaided – has increased significantly since 2020 among those aware of the ENERGY STAR brand. Unaided, more than one in four (27%) of those that recall seeing the ENERGY STAR symbol report awareness of the ENERGY STAR Most Efficient designation in 2020 compared to fewer than one in five (18%) in 2020. Around the same proportion (25%) indicate awareness of the ENERGY STAR Most Efficient designation when aided with visuals, a figure which doubles what was observed in 2020 (12%).

Awareness – both aided and unaided – is higher among men (unaided: 30% vs. 24% of women) (aided: 28% vs. 22%), young adults aged 18-24 (unaided: 48% vs. 26% aged 25+) (aided: 50% vs. 23%), and renters (unaided: 31% vs. 25%) (aided: 31% vs. 22%).

able 50. Awareness and Recar of ENERGY STAR wost Enclent designation Over Time						
Awareness of ENERGY STAR most efficient designation Over Time						
Unaided Aided						
	2022	2020	2022	2020		
Yes, aware	27%	18%	25%	12%		
No, not aware	56%	64%	67%	82%		

Table 30: Awareness and Recall of ENERGY STAR Most Efficient designation Over Time

Base: n=1,861; all respondents

Q9. Have you ever seen, heard, or read anything about ENERGY STAR Most Efficient?

Q10. Do you recall seeing this symbol?

Meaning of ENERGY STAR Most Efficient Designation

Respondents who recalled seeing ENERGY STAR Most Efficient symbol were asked to rank a list of statements, in terms of how they relate to the ENERGY STAR Most Efficient symbol, from most relevant (1) to least relevant (4). At around one in three, the highest proportion feel as though the best of the best/top ENERGY STAR performers (36%) and higher quality (35%) are the most relevant statements that can be used to describe the ENERGY STAR Most Efficient symbol. Considerably fewer say it represents a subset of ENERGY STAR certified products (14%) or cutting-edge technology (14%).

Table 31: Understanding of ENERGY STAR Most Efficient	Table 31:	Understanding	of ENERGY	STAR Mos	t Efficient
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% Most relevant					
	2022				
	%				
Represent the best of the best/Top ENERGY STAR performers	36%				
Higher quality/model better	35%				
Represent a subset of ENERGY STAR certified products	14%				
Technologically advanced/Cutting edge technology	14%				

Base: n=458; those who recall seeing ENERGY STAR Most Efficient symbol

Q11. What does ENERGY STAR Most Efficient mean to you? Rank the list from the most relevant to the least.

ENERGY STAR Events Awareness

At three quarters (75%), most of those who recall seeing the ENERGY STAR symbol admit they aren't aware of any ENERGY STAR events. Those that do claim awareness most commonly mention the ENERGY STAR Awards (16%) followed closely by the Energy Efficiency Day (13%).

- Awareness of the ENERGY STAR events tends to decrease as age increases.
- Men are more likely than women to indicate awareness of each of the ENERGY STAR events.
- Renters are more likely to report awareness of Energy Efficiency Day (16% vs. 11% of homeowners) and the 12 days of ENERGY STAR (6% vs. 4%).

Table 32: ENERGY STAR events awareness

ENERGY STAR events awaren	ess
	2022
	%
ENERGY STAR Awards	16%
Energy Efficiency Day	13%
12 days of ENERGY STAR	5%
None of the above	75%

Base: n=2,955; Recall seeing Energy Star symbol

Q4a. Which, if any, of these ENERGY STAR events are you aware of:

Energy and the climate

The vast majority (90%) think the earth's climate is changing faster, most (74%) of which attribute these rapid changes to the amount of energy humans are using. Notably, as many as seventeen percent (17%) think the climate is changing but not because of the amount of energy humans are using.

- Women are less likely to believe that the climate is not changing (8% vs. 11% of men) and are more likely to think it is changing in part because of the amount of energy humans use, specifically (76% vs. 72%).
- Saskatchewan residents are among the most likely to reject the belief that the climate is changing (23% vs. 9% across all other regions/provinces).
- Renters are more likely to believe that the climate is changing faster because of the amount of energy humans use (76% vs. 73% of homeowners) and are less likely to think the faster changing climate has nothing to do with human activity (15% vs. 17%).
- The under 55 cohort (aged 18-54) is more likely to attribute faster climate change to the amount of energy humans are using (79% vs. 70% aged 55+) and are less likely to believe that the climate is not changing faster (6% vs. 12%).

• The highly educated (university degree or higher) are among the most likely to believe that faster climate change is attributable to the amount of energy humans are using (81% vs. 73% some post-secondary, or less) and are less likely to think this is the result of something else (12% vs. 19%) or believe that the climate is not changing faster (7% vs. 10%).

Table 33: Belief Around Energy and Climate

Belief Around Energy and Climate					
	2022				
	%				
I believe that the climate is changing faster in part because of the amount of energy humans use	74%				
I believe that the climate is changing faster but not because of the amount of energy humans use	17%				
I do not believe that the climate is changing faster	10%				

Base: n= 3,425; all respondents

Q1. Which of the following best describes your belief around energy and climate:

2. PURCHASING DECISIONS & BEHAVIOURS

Products Purchased in Last 12 Months

Lighting products continue to top the list as the electrical products that are purchased most often, though fewer (54%; -11 pts) report purchasing these products within the past 12 months compared to the 2020 survey. Relative to 2020, more respondents report buying a house or residence (11%; +4 pts) or heating and cooling products like a furnace or air conditioner (17%; +4 pts).

- Men are more likely than women to claim to have purchased all items except for lighting products within the past year.
- With the exception of lighting products and to a lesser extent, home appliances, likelihood to purchase most items tends to decrease with age.
- As both education and income levels increase, so too does likelihood to purchase all items.
- Those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient, or ENERGuide (unaided) are more likely to report having purchased most items, within the past 12 months.
- Homeowners are more likely to report having purchased home appliances (26% vs. 15% of renters), lighting products (58% vs. 51%) or windows/doors (15% vs. 5%) but are less likely to have purchased home electronics (22% vs. 28%).

Home Products Purchased or Shopped for in the Last 12 Months						
	Purchased	Shopped for but not purchased	Neither			
Lighting products like a light bulb or light fixture	54%	10%	36%			
Home office products, such as a computer or printer	26%	16%	59%			
Home electronics like a television or audio system	24%	16%	60%			
Home appliances like a dishwasher or fridge	21%	15%	64%			
Heating and cooling products like a furnace or air conditioner	17%	13%	70%			
A home or residence	11%	12%	77%			
Windows or doors	11%	12%	78%			

Table 34: Home Products Purchased or Shopped for in the Last 12 Months

Base: n=3,425; all respondents

Q13. For each of the following categories of products, please tell me whether you have purchased or shopped for one in the last 12 months. (Multiple responses accepted)

Home Products Purchased or Shopped for in the Last 12 Months Over Time					
	% purchased				
	2022	2020			
Lighting products like a light bulb or light fixture	54%	65%			
Home office products, such as a computer or printer	26%	31%			
Home electronics like a television or audio system	24%	23%			
Home appliances like a dishwasher or fridge	21%	20%			
Heating and cooling products like a furnace or air conditioner	17%	13%			
A home or residence	11%	7%			
Windows or doors	11%	10%			

Table 35: Home Products Purchased or Shopped for in the Last 12 Months Over Time

ENERGY STAR certified purchases

Consistent with what was observed in 2020, many of the electrical products respondents' purchase are ENERGY STAR certified. At seven in ten (71%), most think that the home appliances they purchased are ENERGY STAR certified. Three in five (60%) of those who purchased windows or doors in the last year indicate that the product is certified, with about the same proportion (59%) of those who purchased a heating or cooling product claiming that the product they purchased is certified. Half (50%) of those who purchased lighting products report that the product is certified. Fewer than half of those that purchased home electronics (48%) or office (43%) products indicate that the product is certified.

- The likelihood of purchasing most types of home products with ENERGY STAR certification tends to increase with age.
- Men are more likely than women to report purchasing most types of products with ENERGY STAR certification, save for windows or doors.
- Those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient, or ENERGuide (unaided) are more likely to report having purchased most types of ENERGY STAR certified home products, within the past 12 months.
- Homeowners are more likely to have purchased heating or cooling products (65% vs. 53% of renters), home appliances (77% vs. 63%), lighting products (55% vs. 46%), or home electronic products (53% vs. 44%) with ENERGY STAR certification.

Proportion of Recent Purchases that were ENERGY STAR Certified						
	Yes	No	Don't know / not sure			
Home appliance	71%	11%	17%			
Windows or doors	60%	17%	23%			
Heating or cooling product	59%	14%	27%			
Lighting product	50%	11%	38%			
Home electronics product	48%	18%	35%			
Home office product	43%	19%	38%			
Home or residence	39%	31%	30%			

Table 36: Proportion of Recent Purchases that were ENERGY STAR Certified

Base: n=367-1,850; respondents who purchased a product

Q14. Was the [INSERT CATEGORY] you most recently purchased ENERGY STAR certified?

Tracking reveals that the proportion of respondents who report purchasing ENERGY STAR certified products has rebounded somewhat, after hitting lows across most metrics in 2020. Most notably, there has been a statistically significant increase in the proportion who report purchasing ENERGY STAR certified windows or doors (60%; +8 pts vs. 2020), home electronics (48%; +9 pts) or office products (43%; +13 pts). Additionally, more (39%; +19 pts) report purchasing ENERGY STAR certified homes than did in 2020.

Table 37: Proportion of Recent Purchases that were ENERGY STAR certified Over Time

Proportion of Recent Purchases that were ENERGY STAR Certified Over Time						
	2022	2020	2018	2016		
Home appliance	71%	68%	77%	68%		
Windows or doors	60%	52%	66%	60%		
Heating or cooling product	59%	60%	65%	59%		
Lighting product	50%	46%	62%	53%		
Home electronics product	48%	39%	54%	42%		
Home office product	43%	30%	40%	35%		
Home or residence	39%	20%	41%	23%		
Water heater	-	58%	-	-		

Influence of the ENERGY STAR symbol

Across virtually all of the products examined, the ENERGY STAR symbol appears to be exercising a considerable degree of influence over the purchasing decision for the vast majority of respondents.

Influence of ENERGY STAR Brand on Purchase							
	Very much	Somewhat	Slightly	Not at all	Don't know / not sure		
Home or residence	53%	37%	8%	2%	-		
Windows or doors	45%	35%	12%	7%	2%		
Heating or cooling product	44%	36%	11%	8%	2%		
Home electronics product	41%	34%	17%	7%	1%		
Home office product	39%	39%	14%	7%	1%		
Home appliance	37%	39%	16%	7%	1%		
Lighting product	36%	39%	16%	9%	1%		

Table 38: Influence of ENERGY STAR Brand on Purchase

Base: n=142-921; respondents who purchased an ENERGY STAR product

Q15. How much did the ENERGY STAR symbol influence your decision to purchase an ENERGY STAR certified [INSERT ENERGY STAR PRODUCT CATEGORY FROM Q14]?

The ENERGY STAR symbol is generally exercising a little more influence over the purchasing decision than it did in 2020. Most notably, there has been a significant increase in the influence of the ENERGY STAR symbol for purchasing home office (39%; +22 pts vs 2020) and home electronic products (41%; +16 pts) among those that purchase these items. There has been a large directional, but not significant, increase in the proportion who admit the ENERGY STAR symbol has influenced their decision to purchase a home or residence, heating or cooling product (44%; +4 pts) or lighting product (36%; +3 pts).

Influence of ENERGY STAR Brand on Purchase Over Time							
		% saying Very much					
	2022 2020 2018 2016						
Home or residence	53%	40%	58%	67%			
Windows or doors	45%	45%	50%				
Heating or cooling product	44%	40%	53%	36%			
Home electronics product	41%	25%	42%	35%			
Home office product	39%	17%	37%	24%			
Home appliance	37%	39%	50%	39%			
Lighting product	36%	33%	44%	45%			
Water heater	-	42%	-	-			

Table 39: Influence of ENERGY STAR Brand on Purchase Over Time

Motivations for Replacing Electrical Products

Better performance (76%), energy savings (75%), or improved functionality (73%) top the list as the most important factors that motivate respondents to consider replacing appliances, electronics, and

heating/cooling equipment at their home. Aesthetic appeal is perceived as being the least important, with fewer than half (45%) citing this as a motivation.

- Across the board, motivations to replace equipment at home tend to increase as education and, to a lesser extent, income levels increase.
- Homeowners are more likely to cite energy savings as motivating the decision to replace equipment at home (77% vs. 73% of renters).
- With the exception of energy savings, those aged 18-64 are more likely compared to those aged 65+ to admit that all other considerations would motivate them to replace equipment at their home.
- Quebecers are among the least likely to cite aesthetic appeal, as motivation for replacing equipment at home (35% vs. 48% across all other regions).
- Those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient, or ENERGuide (unaided) are more likely to cite most factors as motivations for replacing home equipment.

Motivations to Replace Equipment at Home							
	Very much	Somewhat	Slightly	Not at all	Don't know / not sure		
Energy savings	43%	32%	15%	7%	3%		
Better performance	39%	34%	15%	8%	4%		
Improved functionality	43%	33%	14%	7%	4%		
A desire to upgrade to newer technologies	23%	34%	22%	18%	4%		
Aesthetic appeal/Cohesion with decor	15%	30%	24%	26%	5%		

Table 40: Motivations to Replace Equipment at Home

Base: n=3,425; all respondents

Q22. Thinking about the appliances, electronics, and heating/cooling equipment in your home, please indicate how much each of the following motivates you to replace them.

Relative to 2020, statistically higher proportions cite all factors as motivations to replace appliances, electronics, and heating/cooling equipment in their home. The increases have been both significant and substantial, and perhaps reflect shifting attitudes.

Table 41: Motivations to Replace Equipment at Home Over Time

Motivations to Replace Equipment at Home Over Time				
	% Saying Very much/	% Saying Very much/somewhat motivated		
	2022	2020		
Energy savings	75%	57%		
Better performance	76%	63%		
Improved functionality	73%	63%		
A desire to upgrade to newer technologies	57%	46%		
Aesthetic appeal/Cohesion with décor	45%	41%		

The Purchase Decision: Importance Factors

Price (34% rank 1 – most important) tops the list of factors that are most important in terms of influencing the purchase decision, among those who claim to have purchased an ENERGY STAR certified product followed by energy efficiency (26%) and appliance features (17%).

- Women are more likely to rank energy efficiency (rank 1: 30% vs. 23% of men) and appliance features (19% vs. 15%) as being highly important but are less likely to feel this way about the brand name (10% vs. 13%) or operating costs (10% vs. 14%).
- Young adults (18-24) are among the most likely to rate the brand name as being the most important (rank 1) consideration (20% vs. 10% aged 25+).
- Those with a reported household income in excess of \$100k are more likely to rank the appliance features as being the most important consideration (26% vs. 13% under \$100k).
- Those that indicate awareness of ENERGY STAR Most Efficient (unaided) are more likely to rank energy efficiency as the most important consideration (rank 1) (32% vs. 22% unaware) and are less likely to feel this way about the appliance features (15% vs. 20%) or purchase price (29% vs. 37%).
- Those that indicate awareness of ENERGY STAR (unaided) are more likely to rank appliance features as the most important consideration (rank 1) (18% vs. 13% unaware) and are less likely to feel this way about the brand name (10% vs. 14%).

Importance Factors When Considering Buying an Appliance						
	1 - Most important	2	3	4	5 - Least important	
Purchase price	34%	24%	17%	14%	12%	
Energy efficiency	26%	20%	23%	19%	12%	
Features of the appliance	17%	21%	23%	24%	16%	
Operating cost over lifetime of the appliance	12%	22%	22%	23%	20%	
Brand name	11%	13%	15%	21%	40%	

Table 42: Importance Factors When Considering Buying an Appliance

Base: n= 1,440; Purchased an Energy Star certified product

Q15a. Please rank the importance of the following factors when considering buying an appliance from 1 to 5 where 1 is the most important and 5 is the least important.

Factors Influencing Purchasing Decisions

On balance, energy efficiency is perceived as being important as most (69%) say they try to get the most energy efficient product that meets their needs and fewer than one in four (23%) indicate that energy efficiency is not a significant factor influencing their decision-making, when purchasing a product. And yet fewer than half (46%) claim to always try to purchase the most energy efficient product.

- Quebecers are among the most likely to contend that they always try to purchase the most energy efficient product (51% vs. 44% across all other regions) and that they try to get the most energy efficient product that meets their needs (73% vs. 67%).
- Young adults (18-24) are among the least likely to say they always try to purchase the most energy efficient product (35% vs. 47% aged 25+) and that they try to get the most energy efficient product that meets their needs (54% vs. 70%).
- Older adults (65+) are least likely to feel as though energy efficiency ratings are not a significant factor in their decision-making (13% vs. 27% aged 18-64).
- Men are more likely (at 26%) than women (21%) to admit that energy efficiency ratings are not a significant factor in my decision-making.
- Homeowners are among the most likely to contend that they always try to purchase the most energy efficient product (50% vs. 42% of renters) and that they try to get the most energy efficient product that meets their needs (74% vs. 64%).
- The highly educated (university degree or higher) are most likely to claim to always try to purchase the most energy efficient product (50% vs. 44% some post-secondary or less). The less educated (less than HS) are among the least likely to say they try to get the most energy efficient product that meets their needs (53% vs. 70% HS or more).
- Those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient, or ENERGuide (unaided) are more likely to agree with most statements.

Decisions When Purchasing Energy Efficient Products					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I try to get the most energy efficient product that meets my needs	14%	55%	26%	4%	2%
I always purchase the most energy efficient product	9%	37%	41%	11%	2%
Energy efficiency ratings are not a significant factor in my decision-making	5%	19%	31%	35%	11%

Table 43: Decisions When Purchasing Energy Efficient Products

Base: n=3,425; all respondents

Q23. When purchasing products that consume electricity, to what extent do you agree or disagree with the following statements?

Compared to 2020, fewer (69%; -5 pts) say they try to get the most energy efficient product that meets their needs and more (23%; +3 pts) admit that energy efficiency ratings are not a significant factor in their decision-making. Consistent with 2020, just under half (46%) claim that they are always purchasing the most energy efficient products.

Decisions When Purchasing Energy Efficient Products Over Time					
	% agreeing [scores of 4-5]				
	2022	2020			
I try to get the most energy efficient product that meets my needs	69%	74%			
I always purchase the most energy efficient product	46%	45%			
Energy efficiency ratings are not a significant factor in my decision-making	23%	20%			

Table 44: Decisions When Purchasing Energy Efficient Products Over Time

Attitudes towards companies that make efforts to help the environment

At seven in ten (70%), most respondents say they would be more likely to purchase products or services from companies that make efforts to save energy and help the environment.

- Women (74%) are more likely than men (67%) to say they would purchase products or services from companies that make efforts to save energy and help the environment.
- Young adults (18-24) (62% vs. 71% aged 25+) are less likely to indicate that they would purchase products or services from companies that make efforts to save energy and help the environment.
- Those residing in Atlantic Canada (81% vs. 70% across all other regions) are more likely to agree to the idea of purchasing products and services from a company that makes efforts to save energy and help the environment.
- Homeowners are more likely to indicate that they would purchase products or services from companies that make efforts to save energy and help the environment (73% vs. 69% of renters).
- The highly educated (university or higher) are more likely to indicate that they would purchase products or services from companies that make efforts to save energy and help the environment (75% vs. 69% some post-secondary education or less).
- High income households (\$150k+) are more likely to contend that they would purchase products • or services from companies that make efforts to save energy and help the environment (78% vs. 70% less than \$150k).
- Those that indicate awareness of ENERGY STAR (74% vs. 66% unaware) or ENERGuide (77% vs. 69% unaware) (unaided) are more likely to say they would be likely to purchase products or services from companies that make efforts to save energy and help the environment.

Attitudes Towards Purchasing Products from Companies that Help the Environment						
Statement	Much less likely	Less likely	Neutral	More likely	Much more likely	DK
Would you be more or less likely to purchase products or services from a company that makes efforts to save energy and help the environment?	2%	2%	23%	42%	28%	3%

Table 45: Attitudes Towards Purchasing Products from Companies that Help the Environment

Base: n= 3,425; all respondents

Q24. Would you be more or less likely to purchase products or services from a company that makes efforts to save energy and help the environment?

There has been a significant increase (70%; +6 pts vs. 2020) in the proportion of respondents who say they would be more likely to purchase products or services from a company that makes efforts to save energy and help the environment.

Attitudes Towards Purchasing Products from Companies that Help the Environment Over Time				
	% More likely [scores of 4-5]			
	2022	2020		
Would you be more or less likely to purchase products or services from a company that makes efforts to save energy and help the environment?	70%	64%		

Table 46: Attitudes Towards Purchasing Products from Companies that Help the Environment Over Time

3. ENERGY STAR FOR HOMES

Awareness of ENERGY STAR for Homes

Overall, around two in five (38%) respondents claim to be aware of the fact that homes can be ENERGY STAR certified. Awareness is up significantly from 2020 when only one in four (26%) said they were aware of ENERGY STAR for homes.

- Awareness of ENERGY STAR for homes is highest among men (41% vs. 35% of women), those with an annual household income of \$150,000 or more (49% vs. 38% less than \$150k), homeowners (40% vs. 36% of renters), and those living outside of Quebec (40% vs. 32% of Quebecers).
- Those that indicate awareness of ENERGY STAR (47% vs. 26% unaware), ENERGY STAR Most Efficient (70% vs. 38% unaware) or EnerGuide (61% vs. 31% unaware) (unaided) are more likely to claim to have been aware of the fact that homes can also be ENERGY STAR certified.

Table T. Awarene	Table 41. Awareness of ENERGY STARTIONE Over Time					
Awareness of ENERGY STAR Home Over Time						
	2022	2020	2018	2016		
Yes	38%	26%	31%	36%		
No	62%	66%	69%	63%		

Table 47: Awareness of ENERGY STAR Home Over Time

Base: n=3.425: all respondents

Q25. Are you aware that homes can also be ENERGY STAR certified?

Perceived Value of ENERGY STAR for home

Despite somewhat limited awareness of ENERGY STAR certification for homes, three quarters and a statistically higher proportion relative to 2020 (76%; +5 pts) agree that an ENERGY STAR certified home would offer better value than a home without the certification.

Agreement with the idea that an ENERGY STAR certified home would offer better value than a home without it is higher among those ages 65 and up (82% vs. 73% aged 18-64), those with high school or higher education (75% vs. 57% less than HS), those with household income in excess of \$40k (76% vs. 72% less than \$40k), homeowners (79% vs. 73% of renters), and those living in Quebec (81%) or Atlantic Canada (80% vs. 73% across all other regions).

Table 48: Perceptions of ENERGY STAR for Home Over Time

Perceptions of ENERGY STAR for Home Over Time						
	2022	2020	2018	2016		
Strongly agree	36%	24%	17%	33%		
Agree	39%	47%	52%	33%		
Neutral	17%	17%	27%	26%		
Disagree	2%	4%	2%	4%		
Strongly disagree	1%	2%	2%	4%		

Base for 2022 n= 3425; 2020: n=3,416; all respondents

Q27. To what extent do you agree or disagree with the following statements? -- An ENERGY STAR certified home would offer better value than a home without this certification.

Willingness to pay extra for ENERGY STAR certified home

Results reveal that three in five (59%) say they would purchase an ENERGY STAR certified home even if it cost \$5,000 more than a home that is not certified. However, this proportion drops to two in five (41%) when increasing the cost by \$15,000.

- Men are more likely to express willingness to pay \$5k (22% vs. 17% of women) or \$10k (17% vs. 15%) more for a home that is ENERGY STAR certified.
- Homeowners are more likely to express willingness to pay \$5k (22% vs. 16% of renters) or \$10k (17% vs. 15%) more for a home that is ENERGY STAR certified.
- Those with a university education or higher are more likely to express willingness to pay \$10k extra for a home that is ENERGY STAR certified (21% vs. 13% some post-secondary education or less).
- Low-income households (under \$40k) are among the least likely to indicate a willingness to pay \$10k extra for a home that is ENERGY STAR certified (12% vs. 18% \$40k+).
- Middle-aged adults (45-54) are among the most likely to say they would consider paying \$5k extra for a home that is ENERGY STAR certified (24% vs. 19% of all others).
- Those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient, or EnerGuide (unaided) are more likely to express willingness to pay extra for a home that is ENERGY STAR certified.

Table 49: Perceived Value (\$) of ENERGY STAR for Home

Perceived Value (\$) of ENERGY STAR for Home							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		
\$5,000 more than a home that isn't ENERGY STAR- certified	25%	33%	25%	8%	3%		
\$10,000 more than a home that isn't ENERGY STAR-certified	17%	30%	31%	11%	5%		
\$15,000 more than a home that isn't ENERGY STAR-certified	16%	25%	37%	10%	5%		

Base: n=1,140-1,144; all respondents [split sample]

Q27. To what extent do you agree or disagree with the following statements: I would purchase an ENERGY STAR-certified home even if it cost, on average, [RANDOMIZE \$5,000 / \$10,000 / \$15,000] more than a home that isn't ENERGY STAR-certified.

Results are mostly consistent with 2020, with limited directional movement observed.

Table 50: Perceived Value (\$) of ENERGY STAR for Home Over Time

Perceived value (\$) of ENERGY STAR for Home Over Time							
	% agreeing [scores of 4-5]						
	2022	2020	2018	2016			
\$5,000 more than a home that isn't ENERGY STAR-certified	59%	62%	50%	57%			
\$10,000 more than a home that isn't ENERGY STAR-certified	47%	47%	44%	47%			
\$15,000 more than a home that isn't ENERGY STAR-certified	41%	38%	42%	43%			

Importance of ENERGY STAR certified home features

The results of the 2022 survey reveal that a great deal of importance is placed on all of ENERGY STAR certified home features. Indeed, the vast majority (85%) of respondents assign a high degree of importance to efficient heating and cooling, and a similar proportion believes higher insulation levels (83%), and high performing windows and doors (82%) are important. Around three quarters assign a high degree of importance to additional air-sealing (76%), a whole-home ventilation system (75%) and ENERGY STAR certified products, such as lighting and appliances (74%).

- The perceived importance of ENERGY STAR certified home features increases with age and educational attainment.
- With the exception of high performing windows and doors, women are significantly more likely than men to rate all ENERGY STAR certified home features as being important to them.
- Homeowners are more likely than renters to rate all ENERGY STAR certified home features as being important to them.
- Those living in Quebec and Atlantic Canada are more likely to perceive all ENERGY STAR certified home features as being important, with the notable exception of ENERGY STAR certified products, such as lighting and appliances.
- Those that indicate awareness of ENERGY STAR or EnerGuide (unaided) are more likely to rate all ENERGY STAR certified home features as being important to them.

 Those that indicate awareness of ENERGY STAR Most Efficient (unaided) are more likely to rate a whole-home ventilation system (83% vs. 77% unaware) or ENERGY STAR certified products (83% vs. 79%) as being important features but are less likely to feel this way about efficient heating and cooling (86% vs. 89%).

Importance of ENGERY STAR® certified Home Features								
	Very important	Somewhat important	Neutral	Not very important	Not at all important			
Efficient heating and cooling	49%	37%	11%	2%	1%			
Higher insulation levels	44%	39%	14%	2%	1%			
High performing window and doors	44%	38%	15%	2%	1%			
ENERGY STAR certified products, such as lighting and appliances	31%	43%	21%	4%	2%			
Additional air-sealing	33%	43%	20%	3	1%			
A whole-home ventilation system	33%	42%	20%	4%	2%			

Table 51: Importance of ENGERY STAR® certified Home Features

Base: 2022 n= 3,425; n=3,416; all respondents

Q26. If you were in the market for a new home, how important would these ENERGY STAR certified home features be to you?

Fewer respondents perceive higher insulation levels (83%; -4 pts), high performing windows and doors (82%; -6 pts), and efficient heating and cooling (85%; -3 pts) ENERGY STAR certified home features as being important than did in 2020. While the declines are significant and noteworthy, it's clear that the vast majority continue to view all of these ENERGY STAR certified home features as being important.

Induction Interview Interview <t< th=""></t<>					
	% Saying Very important				
	2022	2020			
Efficient heating and cooling	85%	88%			
Higher insulation levels	83%	87%			
High performing window and doors	82%	88%			
ENERGY STAR certified products, such as lighting and appliances	74%	74%			
Additional air-sealing	76%	74%			
A whole-home ventilation system	75%	72%			

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Reasons for buying an ENERGY STAR certified home

Respondents were presented with four potential reasons to purchase an ENERGY STAR certified home and asked to rate the importance of each of these reasons. There is a consensus, among respondents, that all of the reasons examined are important. At around nine in ten (88%), the vast majority assign a high degree of importance to saving money on their energy bill. Closer to eight in ten see a more comfortable home (82%), and financial incentives (81%) as being important reasons to buy an ENERGY STAR certified home. Three guarters (75%) assign a high level of importance to protecting the environment.

- Importance scores are by far the highest in Atlantic Canada, across all metrics.
- Women are more likely than men to rate all potential reasons to purchase an ENERGY STAR certified home as being important, save for benefitting from a financial rebate or incentive.
- Across all metrics, importance scores increase with age. With the exception of helping to protect the environment, the differences across the age groups are in fact quite significant across the board.
- Homeowners are more likely than renters to rate all potential reasons to purchase an ENERGY STAR certified home as being important, save for helping to protect the environment.
- Interestingly, low-income households (under \$40k) (77% vs. 83% \$40k+) and the less educated (less than HS) (72% vs. 81% HS or higher) are significantly less likely to think that benefitting from a financial rebate or incentive is important, in terms of potential reasons to purchase an ENERGY STAR certified home. The less educated specifically are among the least likely to indicate that saving money on their energy bill is important (82% vs. 89% HS or higher).
- Those that indicate awareness of ENERGY STAR or EnerGuide (unaided) are more likely to rate all reasons as being important to them.
- Those that indicate awareness of ENERGY STAR Most Efficient (unaided) are more likely to rate environmental considerations as being important (82% vs. 76% unaware) but are less likely to feel this way about energy bill savings (87% vs. 92%).

Importance of Different Reasons to Buy an ENERGY STAR certified Home								
	Very Important	Moderately Important	Neutral	Not very important	Not at all Important			
Saving money on your energy bill	55%	33%	10%	1%	1%			
Having a more comfortable home to live in, in terms of balanced temperatures and improved air quality	41%	41%	15%	2%	1%			
Benefiting from a financial incentive, rebate or tax incentive	37%	44%	16%	2%	1%			
Helping to protect the environment	33%	41%	20%	4%	2%			

Table 53: Importance to Buy an ENERGY STAR certified Home

Base: n=3,425; all respondents

Q28. There are a number of reasons why someone *might* want to buy an ENERGY STAR certified home. How important are each of the following reasons to you personally?

Significantly fewer respondents perceive each reason for buying an ENERGY STAR certified home as being important, relative to 2020.

Importance of Different Reasons to Buy an ENER		e Over Time
		oortant s of 4-5]
	2022	2020
Saving money on your energy bill	88%	93%
Having a more comfortable home to live in, in terms of balanced temperatures and improved air quality	82%	88%
Benefiting from a financial incentive, rebate or tax incentive	81%	82%
Helping to protect the environment	75%	77%

Table 54: Importance to Buy an ENERGY STAR certified Home Over Time

4. ENERGUIDE LABELLING PROGRAM

Awareness of EnerGuide

There has been a significant decline in unaided awareness of the EnerGuide Labelling Program relative to 2020 and over time more generally. Unaided awareness scores track back to 2018 levels.

Unaided awareness of the EnerGuide label is highest among men (26% vs. 19% of women), those with an annual household income of \$40,000 or more (25% vs. 18% under \$40k), homeowners (26% vs. 18% of renters), and those with at least some post-secondary education (25% vs. 17% HS or less).

Table 55: Awareness of EnerGuide Label Unaided Basis Over Time

Awareness of EnerGuide Label Unaided Basis Over Time							
	2022	2020	2018	2016	2010	2007	2006
Aware	22%	38%	21%	31%	41%	42%	41%
Not aware	62%	50%	61%	66%	58%	56%	58%
Don't Know	16%	12%	18%	3%	1%	2%	1%

Base for 2020: n=3,425; all respondents

Q16. Have you heard, seen or read anything about the EnerGuide Label?

Respondents were subsequently exposed to a picture of the EnerGuide label and asked whether they recalled seeing it. Despite limited (unaided) awareness of the EnerGuide label, as many as two-thirds (65%) claim to have seen the EnerGuide symbol when provided with a visual aid, though this figure represents a significant decrease (-12 pts) relative to 2020.

Aided awareness of the EnerGuide symbol is highest among men (69% vs. 61% of women), those living in Atlantic Canada (73% vs. 64% across all other regions), homeowners (72% vs. 55% of renters), those with household income in excess of \$40k (70% vs. 54% under \$40k), and those aged 25+ (67% vs. 44% aged 18-24).

Table 56: Awareness of EnerGuide Label Aided Basis Over Time

	Awareness	of EnerG	uide Label A	ided Basis	Over Time		
	2022	2020	2018	2016	2010	2007	2006
Aware	65%	77%	65%	50%	52%	54%	55%
Not aware	29%	19%	27%	48%	47%	45%	44%
Don't Know	6%	4%	8%	2%	1%	1%	1%

Base for 2022: n= 3,425; 2020: n=3,416; all respondents

Q17. Do you recall seeing this symbol?

Sources of Awareness of EnerGuide

Respondents aware of the EnerGuide label were asked where they had seen the symbol. Consistent with what has been observed in previous years, the label is most likely to have been spotted on household appliances – specifically, refrigerators or freezers (57%) and clothes washers or dryers (53%). However, there has been a statistically significant decrease in the proportion who recall seeing the label on household appliances – refrigerators/freezers (57%; -12 pts), ranges (stoves)

(43%; -6 pts), dishwashers (41%; -8 pts), and clothes washers/dryers (53%; -9 pts), since 2020. Additionally, fewer recall seeing this on heating and cooling promotional materials (19%; -6 pts). On the other hand, there has been a significant increase in the proportion who claim to recall seeing the EnerGuide label on in-store displays (20%; +4 pts), room air conditioners (22%; +3 pts), electric panel in homes (13%; +9 pts), company websites (8%; +4 pts), and social media (6%; +5 pts).

- Aside from the Internet (social media, company's website), heating and cooling equipment labels, promotional materials, and gas fireplace promotional materials, likelihood to cite most sources of awareness tends to increase with age, among those who recall seeing the EnerGuide label.
- The highly educated (university or higher) are among the most likely to claim to recall seeing the EnerGuide label on new cars (7% vs. 4% some post-secondary or less).
- Those earning at least \$40k in household income are more likely to say they recall seeing the EnerGuide label on dishwashers (44% vs. 34% under \$40k).
- Homeowners are more likely to report seeing the EnerGuide label on most types of appliances refrigerators or freezers (59% vs. 54% of renters), clothes washers or dryers (57% vs. 48%), dishwashers (46% vs. 34%), and ranges (stoves) (45% vs. 39%). This group is also more likely to claim to have seen the EnerGuide label on in-store displays (21% vs. 17%) but are less likely to recall seeing this on electrical panels in homes (12% vs. 15%) or air conditioners (21% vs. 26%).
- Quebecers who recall seeing the EnerGuide label are among the least likely to report having seen it in heating and cooling equipment promotional materials (10% vs. 22% across all other regions), gas fireplace promotional materials (2% vs. 9%), the label on electric panels in homes (6% vs. 15%), in-store displays (12% vs. 22%), on company websites (3% vs. 9%), or on social media (3% vs. 7%).

Source of Awareness of EnerGuide Label Over Time					
	2022	2020			
	%	%			
Label shown on refrigerators or freezers	57%	69%			
Label on clothes washers or dryers	53%	62%			
Label on ranges (stoves)	43%	49%			
Label on dishwashers	41%	49%			
Label on room air conditioners	22%	19%			
In-store displays	20%	16%			
Heating and cooling equipment promotional materials	19%	25%			
Label on electric panel in homes	13%	4%			
On a company's website	8%	4%			
Gas fireplace promotional materials	8%	7%			
On social media	6%	1%			
Label on new cars	5%	6%			

Table 57: Source of Awareness of EnerGuide Label Over Time

In a magazine or newspaper	5%	5%
Other	0%	1%
l can`t recall	8%	7%
Dense = 2.2014 these succes of the Energy ide label		

Base: n=2,264; those aware of the EnerGuide label Q19. Where do you recall having seen an EnerGuide label?

Understanding the Brand

Majorities closely associate (rank 1-3 out of 6) energy use of the appliance (71%), energy efficiency (58%), and helping compare energy consumption of one product to another (53%) with the EnerGuide label. Fewer tend to think of cost savings (39%), CSA approvals (38%) or electrical safety (21%).

- Tendency to associate the EnerGuide label with energy efficiency, comparing energy consumption of one product to another, and energy use of appliances increases with age. Conversely, tendency to associate the EnerGuide label with cost savings and electrical safety decreases with age.
- Women are more likely (at 60%) than men (56%) to associate the EnerGuide label with energy efficiency.
- Homeowners are more likely to associate the EnerGuide label with energy efficiency (60% vs. 55% of renters), comparing energy consumption of one product to another (55% vs. 50%), and energy use of appliances (74% vs. 67%). Renters are more likely (at 25%) compared to homeowners (18%) to associate it with electrical safety.
- Those with a reported household income in excess of \$80k are among the most likely to closely associate the EnerGuide label with comparing energy consumption of one product to another (60% vs. 49% under \$40k).
- The highly educated (university degree or higher) are among the most likely to closely associate the EnerGuide label with comparing energy consumption of one product to another (59% vs. 50% some post-secondary or less).
- Quebecers are statistically least likely to associate the EnerGuide label with cost savings (30% vs. 42% across all other regions). Residents of New Brunswick are among the most likely to associate electrical safety with the EnerGuide label (35% vs. 20% across all other provinces).

Table 58: Understanding of the EnerGuide Label

Understanding of the EnerGuide Label (Rank 1/2/3)				
	2022			
	%			
Shows energy use of the appliance	71%			
The product is energy-efficient	58%			
Helps compare energy consumption of one product to another	53%			
Cost saving	39%			
Canadian Standards Association (CSA) approved	38%			
Electrical safety	21%			

Base: n=2,276; have heard, seen, or read anything about EnerGuide or recall seeing the symbol

Q18. What does the EnerGuide label mean to you? Rank the list from the most relevant to the least.

EnerGuide Home Evaluation

Respondents were informed that an EnerGuide home evaluation provides an EnerGuide rating that displays the energy performance of a home, and were then asked to rate the extent to which they would consider obtaining an EnerGuide home evaluation. Close to half (43%) say they would get an EnerGuide home evaluation, while one in six (16%) say they would not consider doing this. Around three in ten (31%) are undecided and express neutral opinions on the matter.

- Quebecers are by far the least likely to consider obtaining an EnerGuide home evaluation (14% vs. 51% across all other provinces/regions).
- Men are more likely (at 45%) than women (41%) to say they would consider obtaining an EnerGuide home evaluation.
- Adults aged 18-44 are among the most likely to indicate that they would consider obtaining an EnerGuide home evaluation (50% vs. 38% aged 45+).
- Homeowners are more likely to say they would consider obtaining an EnerGuide home evaluation (47% vs. 39% of renters).
- The highly educated (university degree or higher) are among the most likely to indicate that they would consider obtaining an EnerGuide home evaluation (52% vs. 39% some post-secondary or less).
- Low-income households (under \$40k) are less likely to consider obtaining an EnerGuide home evaluation (37% vs. 47% \$40k+).

Table 59: Attitudes towards EnerGuide home evaluation

Attitudes towards EnerGuide home evaluation						
Statement Strongly Somewhat Neutral Somewhat Strongly NA agree agree disagree disagree						
I would consider obtaining an EnerGuide home evaluation	13%	30%	31%	11%	5%	10%

Base: n=3,425; all respondents Q29. To what extent would you agree or disagree with the following statements.

The proportion of those who say they would get an EnerGuide home evaluation is on par with 2020.

Table 60: Attitudes towards EnerGuide home evaluation Over Time

Attitudes towards EnerGuide home evaluation Over Time					
% agreeing [scores of 4-5]					
Statement	2022	2020			
I would consider obtaining an EnerGuide home evaluation	43%	42%			

Home Energy Evaluations

Respondents who would consider getting an EnerGuide home evaluation were asked for their preference when conducting the home energy evaluation. On par with what was observed in 2020, about three in five (62%) within this group cite a preference for in-person evaluations by certified advisors. Statistically higher proportions indicate a preference for online self-assessments (16%; +3 pts) or virtual evaluations by a certified energy advisor (14%; +8 pts).

- Quebecers are among the least likely to cite a preference for on-site evaluations (49% vs. 63% across all other regions) and are most likely to prefer the online self-assessment (24% vs. 15%).
- Homeowners are more likely to prefer the online self-assessment (18% vs. 13% of renters) and are less likely to cite a preference for the on-site evaluation (60% vs. 65%).
- Men are more likely to prefer virtual evaluations (16% vs. 12% of women) but are less likely to favour the online self-assessment (13% vs. 19%).
- Those aged 18-54 are among the most likely to prefer the virtual evaluation (16% vs. 8% aged 55+).
- Those with a reported household income in excess of \$100k are less likely to indicate a preference for the onsite evaluation (55% vs. 64% under \$100k).
- Those that indicate awareness of ENERGY STAR (unaided) are more likely to cite a preference for the onsite evaluation (65% vs. 58% unaware).
- Those that indicate awareness of EnerGuide (unaided) are more likely to cite a preference for virtual evaluations (16% vs. 13% unaware) but are less likely to feel this way about virtual self-assessment (13% vs. 17%) or an assessment conducted by an organization based on utility information (7% vs. 9%).
- Those that indicate awareness of ENERGY STAR Most Efficient (unaided) are more likely to cite a preference for virtual evaluations (19% vs. 12% unaware).

Table 31: Preference for Conducting Home Energy Evaluations

Preference for Conducting Home Energy Evaluations Over Time					
	2022	2020			
	%	%			
On-site evaluation by a certified energy advisor	62%	61%			
Self-assessment done online by inputting utility bill information	16%	13%			
Virtual evaluation by a certified energy advisor	14%	6%			
An assessment conducted by an organization based on my utility information	8%	6%			
Don't know	-	14%			

Base: n=1,452; Respondents that agree or strongly agree in Q29

Q31. What is your preference for conducting home energy evaluations?

Home Label

Nearly two-thirds (63%) consider the home label important, and only a small proportion (6%) indicate it would exercise no influence over their decision to buy a house.

- Men are more likely to feel as though a home label indicating better energy efficiency would influence their decision to buy a house (66% vs. 61% of women).
- Those with university or higher education are among the most likely to say that a home label indicating better energy efficiency would influence their decision to buy a house (70% vs. 60% some post-secondary education or less).
- Those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient or EnerGuide (unaided) are among the most likely to admit that a home label indicating better energy efficiency would influence their decision to buy a house.

Influence of a Home Label When Buying a House									
Statement	Strongly Agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree				
A home label indicating better energy efficiency would influence my decision to buy a house	18%	45%	31%	4%	2%				

Table 62: Influence of a Home Label When Buying a House

Base: n=3,425; all respondents

Q30. To what extent would you agree or disagree with the following statements.

Significantly greater respondents say a home label indicating better energy efficiency would influence their decision to buy a house, relative to 2020.

Table CD. Influence of		M/han Duning	Llaura Ouran Timan
Table 63: Influence of a	a Home Laber	when Buying a	I House Over Time

Influence of a Home Label When Buying a House Over Time					
% agreeing [scores of 4-5]					
Statement 2022 2020					
A home label indicating better energy efficiency would influence my decision to buy a house	63%	52%			

ENERGY STAR Certification: Buildings & Industrial Facilities

Since 2020, there has been a significant increase (13%; +3 pts) in the proportion who claim to be "clearly" aware of the fact that buildings and industrial buildings can be ENERGY STAR certified. Overall, however, fewer than half (43%) indicate at least vague familiarity with the certification.

- Awareness levels are higher among men (47% vs. 39% of women), those aged 18 to 24 (53% vs. 41% aged 25+), those living outside of Quebec (45% vs. 33% Quebec), and those with an annual household income of \$80,000 or more (49% vs. 42% under \$80k).
- Those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient or EnerGuide (unaided) are among the most likely to claim to have been aware of the fact that buildings and industrial facilities can be ENERGY STAR certified.

Awareness of ENERGY STAR Certification on Buildings and Industrial Facilities Over Time						
	2022 2020					
	%	%				
Yes, clearly	13%	10%				
Yes, vaguely	29%	29%				
No, not at all	44%	52%				
Don't know	14%	8%				

Table 64: Awareness of ENERGY STAR Certification on Buildings and Industrial Facilities Over Time

Base: n=3,425; all respondents

Q32. Are you aware that buildings and industrial facilities can be ENERGY STAR certified?

Products Purchased in Past Year

Across the board, most respondents say they haven't purchased or shopped for any of the home products in the past year. Among those that have done this, as many as seventeen percent (17%) claim to have purchased refrigerators or freezers at some point in the past year.

- Men are more likely than women to claim to have purchased all products in the past 12 months, save for clothes washers or dryers.
- Likelihood to have purchased most products within the past year generally decreases as age increases.
- Quebecers are among the least likely to report having purchased heating or cooling equipment, within the past year (9% vs. 17% across all other regions).

- Homeowners tend to be more likely compared to renters to have purchased most products within the past 12 months. However, renters are more likely to claim to have purchased room air conditioners, within the past 12 months (18% vs. 11% of homeowners).
- High-income households (\$150k+) are among the most likely to report having purchased a
 gas fireplace within the past year (12% vs. 4% under \$150k). Those with a reported
 household income in excess of \$100k are more likely to claim to have purchased a new
 home within the past year (11% vs. 6% under \$100k).
- Those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient or EnerGuide (unaided) are generally more likely to claim to have purchased most products, within the past 12 months.

Home Products Purchased or Shopped for in the Last 12 Months Over Time								
	Purchased		Shopped for but not purchased		Neither			
	2022	2020	2022	2020	2022	2020		
Refrigerators or freezers	17%	13%	13%	8%	70%	79%		
Heating or cooling equipment	15%	12%	11%	5%	74%	82%		
Clothes washers or dryers	15%	10%	12%	6%	74%	84%		
Room air conditioners	14%	7%	12%	5%	75%	87%		
Dishwashers	13%	10%	11%	5%	77%	85%		
Ranges (stoves)	12%	7%	11%	5%	77%	87%		
New cars	11%	13%	15%	9%	75%	78%		
New homes	7%	5%	11%	9%	82%	85%		
Gas fireplaces	5%	2%	9%	3%	86%	95%		

Table 65: Home Products Purchased or Shopped for in the Last 12 Months Over Time

Base: n=2,264; all respondents

Q20. Have you purchased or shopped for one of these products in the last 12 months?

EnerGuide Label's Influence

Respondents who have purchased home products generally feel influenced by the EnerGuide label when purchasing these products, particularly when it comes to gas fireplaces (83% at least somewhat influenced), heating or cooling equipment (68%), air conditioners (65%) and home appliances such as dishwashers (74%), clothes washers or dryers (69%), ranges (stoves) (69%), or refrigerators or freezers (68%). What's more, around half that purchased these products indicate that it exercises considerable influence over their decision to buy a new house (54%) or car (46%).

- Those aged 25-44 are about twice as likely (at 63%), compared to adults of all other ages (33%), to report that the EnerGuide label has influenced their decision to purchase a new car.
- Renters are more likely (at 77%) than homeowners (67%) to report that the EnerGuide label has influenced their decision to purchase a new washer or dryer.
- In most cases, those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient or EnerGuide (unaided) and purchased a home product claim that the EnerGuide label did exercise some degree of influence over their decision.

Table 4: Influence of EnerGuide Label on Purchase

Influence of EnerGuide Label on Purchase								
	Very much	Somewhat	Slightly	Not at all	Don't Know			
A gas fireplace	50%	32%	11%	6%	1%			
A clothes washer or dryer	38%	31%	16%	14%	1%			
A refrigerator or freezer	33%	35%	18%	13%	2%			
A room air conditioner	35%	31%	20%	13%	2%			
A dishwasher	40%	34%	12%	15%	-			
Heating or cooling equipment	30%	37%	13%	16%	3%			
A range	34%	35%	15%	15%	2%			
A new home	26%	28%	13%	28%	5%			
A new car	20%	27%	10%	38%	6%			

Base: n=Varies

Q21. How much did the EnerGuide label influence your decision to purchase [INSERT PRODUCT FROM Q21]? Would you say ...?

Across the board, there have been increases in the proportions who say that their purchases were influenced by the EnerGuide label, with the increases being statistically significant in most cases.

Table 67: Influence of EnerGuide Label on Purchase Over Time

Influence of EnerGuide Label on Purchase Over Time						
	% saying Very much					
	2022	2020	2018	2016		
A gas fireplace	50%	19%	37%	41%		
A dishwasher	40%	20%	37%	30%		
A clothes washer or dryer	38%	25%	44%	34%		
A range	34%	21%	39%	25%		
Heating or cooling equipment	30%	24%	37%	29%		
A refrigerator or freezer	33%	22%	40%	28%		
A room air conditioner	35%	22%	34%	44%		
A new home	26%	8%	29%	23%		
A new car	20%	8%	17%	24%		

5. APPENDIX A: METHODOLOGY

The research involved an online survey of n=3,425 Canadians. The survey was conducted across Canada in both official languages. The field dates for the survey were November 15 to December 3, 2022.

All survey results were weighted by region, age and gender according to Statistics Canada data, to ensure results are representative of the Canadian public. The precision of Ipsos online surveys is calculated via a credibility interval. In this case, the sample is considered accurate to within +/- 1.9 percentage points had all Canadians aged 18+ been surveyed.

Note: where totals do not add to 100% it is either due to rounding or respondents were permitted to offer more than one response.

Sample design, weighting and respondent profile

The sampling method was designed to complete interviews with at least 3,400 Canadians ages 18 and over. Quotas were set by age, gender, and region. The survey obtained the following distribution:

Variable	% of population	Target (quota)	% of sample	Actual Unweighted	Actual Weighted*				
Jurisdiction	Jurisdiction								
West	31.60%	1082	28.79%	986	1085				
Ontario	38.70%	1325	39.77%	1362	1325				
Quebec	23.02%	788	24.32%	833	787				
Atlantic Canada	6.67%	228	7.12%	244	228				
CANADA	100%	3425	100%	3425	3425				
Age									
18-34	26.70%	914	28.29%	969	923				
35-54	32.22%	1104	34.16%	1170	1111				
55+	41.08%	1407	37.55%	1286	1391				
Gender									
Male	49%	1670	46%	1560	1673				
Female	51%	1755	54%	1851	1741				
Other	-	-	0%	9	7				

The following table presents the weighted distribution of survey participants by specific variables.

Variable	Total sample	% of
	%	population
Education		
High school or less	28.1	42.2*
Apprentice/college/some university	37.5	33.5*
University graduate/post-graduate	32.8	24.3*
Employment Status		
Full time/self employed	45.7	54.5*
Part time	11.0	15.0*
Not in work force (including retired)	41.5	30.5*
Income		
Under \$40,000	26.5	18.3*
\$40,000-<\$80,000	31.9	27.8*
\$80,000-<\$100,000	11.4	12.3*
\$100,000-<\$150,000	13.6	21.5*
\$150,000 or more	6.2	20.0*
Prefer not to answer	10.5	18.3*
Language		
English	79.0	75.3
French	21.0	21.6

Based off 2016 census data, as 2021 census data not available yet

Questionnaire design

NRCan provided Ipsos with a draft questionnaire with tracking questions from previous surveys. In addition, Ipsos, in consultation with NRCan, designed a number of new questions to address emerging issues. Upon approval of the English questionnaire, Ipsos arranged for new questions to be translated into French by professional translators.

Ipsos performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the surveys' basic logic. The data collection system handles sampling invitations, quotas and questionnaire completion (skip patterns, branching, and valid ranges). The client was also given the opportunity to test the survey links.

Prior to finalizing the survey for field, a pre-test (soft launch) was conducted in English and French. The pre-test assessed the questionnaires in terms of question wording and sequencing, respondent sensitivity to specific questions and to the survey overall, and to determine the survey length; standard Government of Canada pre- testing questions were also asked.

The final survey questionnaire is included in Appendix B.

Fieldwork

The survey was conducted by Ipsos and Canadian Viewpoints Inc. using a secure, fully featured web-based survey environment. The average interview length was 9:41 minutes.

All respondents were offered the opportunity to complete the surveys in their official language of choice. All research work was conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys and recognized industry standards, as well as applicable federal legislation (*The Privacy Act, Personal Information Protection and Electronic Documents Act, and Access to Information Act*).

Following data collection, the data from this survey were statistically weighted to ensure the sample is representative of the Canadian population according to the most recently available Census information.

Completion results

The completion results are presented in the following table.

Disposition	N
Total invitations (c)	71154
Total completes (d)	3425
Qualified break-offs (e)	470
Disqualified (f)	1066
Not responded (g)	64459
Quota filled (h)	1165
Contact rate = (d+e+f+h)/c	8.6%
Participation rate = (d+f+h)/c	7.9%

Contact disposition

Non-response bias analysis

The table below presents a profile of the final sample, compared to the actual population of Canada (2021 Census information). As is the case with most surveys, the final sample underrepresents those with high school or less education, which is a typical pattern for public opinion surveys in Canada (e.g., those with more education are more likely to respond to surveys).

Non-response bias analysis

Sample type	Sample*	Canada (2021 Census)
Gender (18+)		
Male	46%	49%
Female	54%	51%
Age		
18-34	28%	27%
35-54	34%	32%
55+	38%	41%
Education level ^a		
High school diploma or less	28%	42%**
Trades/college/post sec no degree	38%	34%**
University degree	33%	24%**

* Data are unweighted and percentaged on those giving a response to each demographic question

** Data is from 2016 Census

6. APPENDIX B: QUESTIONNAIRE

Screener

TERMINATION MESSAGE:

Thank you very much for your interest in completing this survey. Unfortunately, you are not eligible for this survey.

S2. Do you, or does anyone in your family or household, work in any of the following areas?

Select all that apply

- □ Marketing research
- [TERMINATE] □ The media (i.e., TV, radio, newspapers) [TERMINATE]
- □ Public utilities (i.e., hydro, gas) [TERMINATE]
- □ The federal or provincial government [TERMINATE]
- □ None of these organizations
- 33. Which of the following age categories do you belong to?
 - O Under 18 [Terminate]
 - O 18 to 24
 - O 25 to 34
 - O 35 to 44
 - O 45 to 54
 - O 55 to 64
 - O 65 or older
 - O Prefer not to answer

34. What is your gender?

- O Male
- O Female
- O Other
- O Prefer not to answer

35. Where do you live?

- O Alberta
- O British Columbia
- O Manitoba
- O New Brunswick
- O Newfoundland and Labrador
- O Northwest Territories
- O Nova Scotia
- O Nunavut
- O Ontario
- O Prince Edward Island
- O Quebec
- O Saskatchewan

- O Yukon
- O I live outside of Canada [Terminate]
- 42. Please provide the first three digits of your postal code?

RECORD: __

O Prefer not to answer

I. Climate change

- 1. Which of the following best describes your belief around energy and climate:
 - O I believe that the climate is changing faster in part because of the amount of energy humans use
 - I believe that the climate is changing faster but not because of the amount of energy humans use
 - O I do not believe that the climate is changing faster.

II. Awareness

2. Have you heard, read, or seen anything about ENERGY STAR®?

- O Yes
- O No
- O Don't know

3. Do you recall seeing this ENERGY STAR symbol?



- O No
- O Don't know

[IF YES TO Q3, CONTINUE; OTHERWISE, SKIP TO STATEMENT BEFORE Q7]

4. Where did you see the ENERGY STAR symbol?

Select all that apply

[Randomize]

- □ From a public utility (hydro, gas, etc.)
- □ On TV
- □ On major appliances
- □ In home or on home electrical panel
- □ In promotional material for residential heating and cooling products
- □ In promotional material for office equipment
- Displayed in a store on a sign
- Displayed in a brochure

- □ In a magazine or newspaper
- □ In a promotional flyer from a retail establishment
- Displayed on a company's website
- □ Browsing on internet
- On social media (Please specify: Facebook, twitter, Instagram, Pinterest, LinkedIn)
- □ Other (SPECIFY) [Anchor second last]
- Do not recall [Exclusive, anchor last]

4a. Which, if any, of these ENERGY STAR events are you aware of:

[Randomize]

- O Energy Efficiency Day
- O 12 days of ENERGY STAR
- O ENERGY STAR Awards
- O None of the above [Exclusive, anchor last]

5. What does the ENERGY STAR symbol mean to you? Rank the list from the most relevant to the least

[Randomize]

- □ Energy efficient/ low energy consumption/ saves energy
- □ Saves money
- □ Protection for the environment/
- □ Higher efficiency
- □ Government backed
- □ Third-party certified
- □ Nothing / doesn't mean anything to me [opt-out]

III. Attitudes towards ENERGY STAR

[ASK Q7 IF YES IN Q2 or Q3]

7. To what extent do you agree or disagree with each of the following statements about ENERGY STAR?

GRID FORMAT; ROWS: [RANDOMIZE STATEMENTS]

- a. Buying ENERGY STAR certified products makes me feel like I am helping to protect the environment for future generations.
- b. If I see the ENERGY STAR symbol, I know I am getting a more efficient product.
- c. Buying ENERGY STAR certified products makes me feel like I am contributing to a greener planet.
- d. ENERGY STAR certified products provide me with more benefits (cost effective, energy savings, performance) than products without the ENERGY STAR symbol.
- e. ENERGY STAR certified products offer better value than products without the symbol.
- f. Buying ENERGY STAR certified products makes me feel like I am spending extra money for nothing.

- g. I consider myself loyal to ENERGY STAR certified products.
- h. I would purchase an ENERGY STAR certified product even if it cost [RANDOMIZE SPLIT SAMPLE 1/3 FOR EACH 5%/ 10%/ 15%] *more* than a similar product without the symbol.
- i. I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient.

COLUMNS:

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

[IF YES IN Q2 OR Q3 SKIP TO Q9; ASK Q8 IF NO OR DK TO Q2 AND Q3]

[NEW WINDOW]

The international ENERGY STAR symbol is a simple way for consumers to identify products that are among the most energy-efficient on the market. Only manufacturers and retailers whose products meet the ENERGY STAR criteria can label their products with this symbol. Choosing an ENERGY STAR certified product over a conventional model could reduce your energy costs.

8. Based on this description of the ENERGY STAR symbol, to what extent do you agree or disagree with each of the following statements?

GRID FORMAT; ROWS:

[RANDOMIZE STATEMENTS]

- a. Buying ENERGY STAR certified products would make me feel like I am helping to protect the environment for future generations.
- b. If I see the ENERGY STAR symbol, I know I would be getting a more efficient product.
- c. Buying ENERGY STAR certified products would make me feel like I am contributing to a greener planet
- d. ENERGY STAR certified products would provide me with more benefits (cost effective, energy savings, performance) than products without the ENERGY STAR symbol.
- e. ENERGY STAR certified products would offer better value than products without the symbol.
- f. Buying ENERGY STAR certified products would make me feel like I am spending extra money for nothing.
- g. I would purchase an ENERGY STAR certified product even if it cost [RANDOMIZE: SPLIT SAMPLE 1/3 FOR EACH 5%/ 10%/15%] *more* than a similar product without the symbol. [ENSURE ROUGHLY EQUAL DISTRIBUTION— APPROXIMATELY 730+ PER OPTION]
- h. I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient.

COLUMNS:

Strongly disagree Disagree Neutral Agree Strongly agree

[IF NO OR DK IN Q2 OR Q3 SKIP TO Q13]

9. Have you ever seen, heard, or read anything about ENERGY STAR Most Efficient?

- O Yes
- O No
- O Don't know
- 10. Do you recall seeing this symbol?



[IF YES TO Q10, CONTINUE; OTHERWISE, SKIP TO Q13]

11. What does ENERGY STAR Most Efficient mean to you? Rank the list from the most relevant to the least

[Randomize]

- □ Represents a subset of ENERGY STAR certified products
- □ Represents the Top ENERGY STAR performers
- □ Technologically advanced/cutting edge technology
- □ Highest efficiency
- □ Nothing/Doesn't mean anything to me [opt-out]

I. Recent Purchases

[ALL RESPONDENTS]

13. Have you purchased or shopped for one of these products in the last 12 months?

[RANDOMIZE ITEMS]

GRID FORMAT; ROWS:

- a. Heating and cooling products like a furnace or air conditioner
- b. Home appliances like a dishwasher or fridge

- c. Lighting products like a light bulb or light fixture
- d. Home electronics like a television or audio system
- e. Windows or doors
- f. Home office products, such as a computer or printer
- g. A home or residence

COLUMNS:

Purchased Shopped for but not purchased Neither purchased nor shopped for

[FOR EACH "YES, PURCHASED" RESPONSE AT Q13 ASK Q14; ELSE SKIP TO Q16]

14. To the best of your knowledge, was the [INSERT PRODUCT FROM Q13] you most recently purchased ENERGY STAR certified?

- O Yes
- O No
- O Don't know

CATEGORIES:

- a. Heating or cooling product
- b. Home appliance
- c. Lighting product
- d. Home electronics product
- e. Windows or doors
- f. Home office product
- g. Home or residence

[ASK Q15 FOR EACH "YES" RESPONSE AT Q14 ELSE SKIP TO Q16]

15. How much did the ENERGY STAR symbol influence your decision to purchase an ENERGY STAR certified [INSERT ENERGY STAR PRODUCT CATEGORY FROM Q14]?

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

CATEGORIES:

- a. Heating or cooling product
- b. Home appliance
- c. Lighting product
- d. Home electronics product
- e. Building materials product
- f. Home office product
- g. Home or residence

15a. Please rank the importance of the following factors when considering buying an appliance from 1 to 5 where 1 is the most important and 5 is the least important.

[Randomize] Purchase price Energy efficiency (ie. ENERGY STAR certified) Operating cost over lifetime of the appliance Features of the appliance Brand name

V. EnerGuide

[ALL RESPONDENTS]

- 16. Have you heard, seen, or read anything about the EnerGuide label?
 - O Yes
 - O No
 - O Don't know
- 17. Do you recall seeing this symbol?

	RCU	IDE
Energy consumpti	on / Consommatio	on énergétique
	-	
554	k Wh	
554		nnée
	per year / par a del / Ce modèle	Innée
	per year / par a	nnée
	per year / par a	nnée 683 kWh
This mo	del / Ce modèle	683 kWh
This mo 481 kWh Uses least energy / Consomme le moins	del / Ce modèle	683 kWh ses most energy / onsomme le plus
This mo	del / Ce modèle	
This mo 481 kWh Uses least energy / Consomme le moins d'énergie Similar models	er year / par a del / Ce modèle Us C Type 5A 24.5 to 26.4	683 kWh ses most energy / onsomme le plus d'énergie Modèles similaires
This mo 481 kWh Uses least energy / Consomme le moins d'énergie Similar models compared volu	per year / par a del / Ce modèle Us C Type 5A 24.5 to 26.4 me in ft. ³ /volume en pi ³	683 kWh ses most energy i onsomme le plus d'énergie Modèles similaires comparés
This mo 481 kWh Uses least energy / Consomme le moins d'énergie Similar models	er year / par a del / Ce modèle Us C Type 5A 24.5 to 26.4	683 kWh ses most energy i onsomme le plus d'énergie Modèles similaires comparés
This mo 481 kWh Uses least energy / Consomme le moins d'énergie Similar models compared volu Model number Removal of this labet bek	per year / par a del / Ce modèle Us C Type 5A 24.5 to 26.4 me in ft. ³ /volume en pi ³	683 kWh ses most energy / onsomme le plus d'énergie Modèles similaires comparés Numéro du modèle (s.C. 1992, e 39).

- \cup NO
- O Don't know

[IF "YES" TO Q16 OR Q17 ASK Q18 OTHERWISE SKIP TO Q22]

18. What does the EnerGuide label mean to you? Rank the list from the most relevant to the least

[Randomize]

- □ Shows the energy use of the appliance
- □ The product is energy-efficient
- Helps compare the energy consumption of one product to another
- □ Canadian Standards Association (CSA) approved
- □ Electrical safety
- □ Cost saving
- □ Nothing / doesn't mean anything to me [opt-out]
- 19. Where do you recall having seen an EnerGuide label?

Select all that apply

[Randomize]

- Heating and cooling equipment promotional materials
- □ Gas fireplace promotional materials
- □ Label shown on refrigerators or freezers
- □ Label on ranges (stoves)
- □ Label on clothes washers or dryers
- □ Label on dishwashers
- □ Label on room air conditioners
- □ Label on new cars
- □ Label on electric panel in homes
- □ In-store displays
- □ In a magazine or newspaper
- \Box On a company's website
- □ On social media
- □ Other (SPECIFY)
- □ I can't recall [EXCLUSIVE]
- 20. Have you purchased or shopped for one of these products in the last 12 months?

[RANDOMIZE ITEMS]

GRID FORMAT; ROWS:

- a. Heating or cooling equipment
- b. Gas fireplaces
- c. Refrigerators or freezers
- d. Ranges (stoves)
- e. Clothes washers or dryers
- f. Dishwashers
- g. Room air conditioners
- h. New cars
- i. New homes

COLUMNS:

Purchased Shopped for but not purchased Neither purchased nor shopped for

[FOR EACH "YES, PURCHASED" RESPONSE AT Q20 ASK Q21 ELSE SKIP TO Q22]

- 21. How much did the EnerGuide label influence your decision to purchase [INSERT PRODUCT FROM Q20]?
 - O Very much
 - O Somewhat
 - O Slightly
 - O Not at all
 - O Don't know

CATEGORIES:

- a. Heating or cooling equipment
- b. A gas fireplace
- c. A refrigerator or freezer
- d. A range
- e. A clothes washer or dryer
- f. A dishwasher
- g. A room air conditioner
- h. A new car
- i. A new home

VI. Purchasing Motivations

22. Thinking about the appliances, electronics, and heating/cooling equipment in your home, please indicate how much each of the following motivates you to replace them.

GRID FORMAT; ROWS:

[RANDOMIZE STATEMENTS]

- a. Improved functionality
- b. Better performance
- c. Aesthetic appeal
- d. Energy savings
- e. A desire to upgrade to newer technologies

COLUMNS:

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

23. When purchasing products that consume electricity, to what extent do you agree or disagree with the following statements?

GRID FORMAT; ROWS:

[RANDOMIZE STATEMENTS]

- O I always purchase the most energy efficient product
- O I try to get the most energy efficient product that meets my needs
- O Energy efficiency ratings are not a significant factor in my decision-making

COLUMNS:

Strongly disagree Disagree Neutral Agree Strongly agree

- 24. Would you be more or less likely to purchase products or services from a company that makes efforts to save energy and help the environment?
 - O Much less likely
 - O Less likely
 - O Neutral
 - O More likely
 - O Much more likely
 - O Don't know

VII. ENERGY STAR for Homes

[ALL RESPONDENTS]

[NEW WINDOW]

25. Are you aware that homes can also be ENERGY STAR certified?

- O Yes
- O No

The international ENERGY STAR symbol and mark is a simple way for consumers to identify an energy-efficient home. The same way some products and appliances feature an ENERGY STAR blue symbol to signify energy efficiency, new homes can be ENERGY STAR certified to demonstrate higher level of energy efficiency. These homes have increased comfort, save you money on energy bills and help reduce GHG emissions.

26. If you were in the market for a new home, how important would these ENERGY STAR certified home features be to you?

[RANDOMIZE ITEMS]

GRID FORMAT; ROWS:

- a) Higher insulation levels
- b) Efficient heating and cooling
- c) Additional air-sealing
- d) High performing window and doors
- e) A whole-home ventilation system
- f) ENERGY STAR certified products, such as lighting and appliances

COLUMNS: Not at all important Not very important Neutral Somewhat important Very important

27. To what extent do you agree or disagree with the following statements?

GRID FORMAT; ROWS:

- a. An ENERGY STAR certified home would offer better value than a home without this certification.
- b. I would purchase an ENERGY STAR certified home even if it cost, on average, [RANDOMIZE SPLIT SAMPLE 1/3 FOR EACH \$5,000 / \$10,000 / \$15,000] more than a home that is not ENERGY STAR certified.

COLUMNS:

- O Strongly disagree
- O Disagree
- O Neutral
- O Agree
- O Strongly agree
- O Don't know

28. There are several reasons why someone *might* want to buy an ENERGY STAR certified home. How important are each of the following reasons to you personally?

GRID FORMAT; ROWS:

[RANDOMIZE]

- a. Helping to protect the environment
- b. Saving money on your energy bill
- c. Could benefit from a financial incentive, rebate, or tax incentive
- d. Having a more comfortable home to live in in terms of balanced temperatures and improved air quality.

COLUMNS:

- O Not at all important
- O Not very important
- O Neutral
- O Moderately important
- O Very important

[keep the statement below within Q29 page]

An EnerGuide home evaluation provides an EnerGuide rating that displays the energy performance of a home: The lower the number, the better the energy performance of the home.

29. To what extent would you agree or disagree with the following statements:

I would consider obtaining an EnerGuide home evaluation

- O Strongly agree
- O Somewhat agree
- O Neutral

- O Somewhat disagree
- O Strongly disagree
- O Not applicable / I don't own a home

30. A home label indicating better energy efficiency would influence my decision to buy a house

- O Strongly agree
- O Somewhat agree
- O Neutral
- O Somewhat disagree
- O Strongly disagree

31. IF AGREE OR STRONGLY AGREE IN Q29 What is your preference for conducting home energy evaluations (what is home energy evaluation)?

- On-site evaluation by a certified energy advisor
- Virtual evaluation by a certified energy advisor
- Self-assessment done online by inputting utility bill information
- An assessment conducted by an organization based on my utility information

32. Are you aware that buildings and industrial facilities can be ENERGY STAR certified?

- O Yes, clearly
- O Yes, vaguely
- O No, not at all
- O Don't know

Demographics

The last few questions are for classification purposes only.

Thank you for taking the time to participate in this important survey. The last series of questions that we will ask you are for research reporting purposes. Your answers will remain anonymous.

36. What is the highest level of formal education that you have completed?

- O Less than High School diploma or equivalent
- O High School diploma or equivalent
- O Registered Apprenticeship or other trades certificate or diploma
- O College, CEGEP or other non-university certificate or diploma
- O University certificate or diploma below bachelor's level
- O Bachelor's degree
- O Post graduate degree above bachelor's level
- O Prefer not to answer
- 37. Which of the following categories best describes your total household income?
 - O Under \$20,000
 - O \$20,000 to just under \$40,000
 - \$40,000 to just under \$60,000
 - O \$60,000 to just under \$80,000
 - O \$80,000 to just under \$100,000
 - O \$100,000 to just under \$150,000

- O \$150,000 and above
- O Prefer not to answer
- 38. Which of the following categories best describes your current employment status?
 - O Working full-time, that is, 30 or more hours per week
 - O Working part-time, that is, less than 30 hours per week
 - O Self-employed
 - O Unemployed, but looking for work
 - O A student attending school full-time
 - O Retired
 - O Not in the workforce [full-time homemaker, unemployed, not looking for work]
 - O Other
 - O Prefer not to answer
- 39. Do you currently own or rent your home/apartment?
 - O Own
 - O Rent
 - O Other [live at home, live at school, etc.]
 - O Prefer not to answer
- 40. [IF PREVIOUS=RENT] Were appliances included in your home/apartment?
 - . O Yes
 - O No
 - O Prefer not to answer
- 41. [IF PREVIOUS=RENT] Is electricity included in your rent?
 - O Yes
 - O No
 - O Prefer not to answer

Closing Page

This completes the survey. This survey was conducted on behalf of Natural Resources Canada. On behalf of the Government of Canada, we thank you for taking the time to share your feedback. It is much appreciated.