

# **ENERGY STAR® and EnerGuide Labelling Awareness Survey 2024 Final Report**

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January 2024

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Brad Griffin

President

Ipsos Public Affairs

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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 13<sup>th</sup> wave of surveying since November 2001.

The research involved an online survey of 3,419 Canadians. The survey was conducted across Canada in both official languages. The field dates for the survey were November 04 to November 15, 2024.

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 2024 survey are tracked against previous surveys, however, please note that different methodologies were used in the earlier surveys. The 2018, 2020, 2022 and 2024 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, 2020 and 2022.

# KEY FINDINGS

## Key Findings: Overview

- Awareness of ENERGY STAR, both aided and unaided, has remained stable since 2022.
  - The source of awareness of ENERGY STAR is most prominent from labels on major appliances.
  - The incidence of those who are purchasing ENERGY STAR certified products has remained steady, however the proportion of purchased ENERGY STAR products has positively increased for most items assessed.
- Those who are aware of the ENERGY STAR brand maintain consistently positive views since 2022, experiencing even stronger positive perceptions in several areas, such as the value proposition that the ENERGY STAR label provides.
- The willingness to pay extra for the ENERGY STAR brand among those who are aware of it is on par with 2022.
- Awareness of the ENERGY STAR Most Efficient designation – both aided and unaided – has notably increased since 2022, continuing the upward trajectory seen since 2020.
  - The ENERGY STAR Most Efficient designation is most commonly associated with high quality and being the ‘best of the best’.
- In comparison to 2022, the ENERGY STAR symbol exerts greater influence upon purchases of home electronics, home appliances and lighting products. Conversely, the influence of ENERGY STAR upon home/residence purchases has declined since 2022.
- The top motivations for replacing equipment at home has remained consistent with 2022 results, showing energy savings, product performance and improved functionality as the key motivators.
- The majority of respondents continue to consider energy efficiency in their product purchase decision-making processes, yet notably fewer acknowledge that they always purchase the most energy efficient product.
- Support for companies that make efforts to save energy and help the environment continues to be fairly strong, nonetheless is now trending downward.
- Awareness of ENERGY STAR certification for homes is consistent with 2022 results and continues to trend upwards.
  - The belief that an ENERGY STAR certified home offers better value than a home that is not ENERGY STAR certified has remained stable since 2022.
  - Consistent with what was observed in 2022, a small majority would purchase an ENERGY STAR certified home even if it cost \$5K more than a home that is not certified.

- A great deal of importance is placed on all of ENERGY STAR certified home features. The importance of ENERGY STAR certified home features has remained strong and stable since 2022.
- Saving money on energy bills is rated as the most important reason to purchase ENERGY STAR certified homes.
- Awareness of the EnerGuide label – both unaided and aided – has remained steady since 2022.
  - Consistent with results in 2022, those who recall seeing the EnerGuide label continue to be most likely to have recognized it on a household appliance.
  - Similar to results in 2022, energy use, energy efficiency, and comparing the energy consumption of products are the considerations that are most closely linked with the EnerGuide label.
  - A higher proportion of respondents would now consider getting an EnerGuide home evaluation.
  - Almost two-thirds contend that a home label indicating better energy efficiency would influence their decision to buy a house.
  - The EnerGuide label exercises considerable influence over the purchase of many household products, especially upon purchases of gas fireplaces. The label's influence on home purchases has significantly risen since 2022.
- There is growing awareness of ENERGY STAR certification for buildings and industrial facilities.
- The importance of price sensitivity when making purchase decisions is considerable. While the ENERGY STAR programs are conceptually embraced, respondents also consider their financial constraints.

## **Detailed Key Findings**

### **1. AWARENESS, UNDERSTANDING, AND ATTITUDES TOWARDS ENERGY STAR**

#### **Awareness of ENERGY STAR, both aided and unaided, has remained stable since 2022.**

Just more than one-half (55%) of respondents are aware of ENERGY STAR on an unaided basis, identical to 55% in 2022, and a large majority (86 %) is aware of ENERGY STAR once prompted with the brand's visual symbol, also identical to results in 2022 (86%). The source of awareness of ENERGY STAR is most prominent from labels on major appliances (68%, down slightly from 72% in 2022).

Table 1: Awareness of ENERGY STAR

Awareness of ENERGY STAR Over Time						
	Unaided			Aided		
	2024	2022	2020	2024	2022	2020
Yes, aware	55%	55%	73%	86%	86%	92%
No, not aware	37%	36%	22%	11%	11%	6%
Don't know	8%	9%	-	3%	3%	-

Those who are aware of the ENERGY STAR brand maintain consistently positive views since 2022, experiencing even stronger positive perceptions in several areas, such as the value proposition that the ENERGY STAR label provides.

Perceptions of ENERGY STAR have largely remained stable since 2022, maintaining many areas of improvement from 2020 to 2022. This includes views about ENERGY STAR's reassurances of more efficient products (75%), providing more benefits than products without the certification (71%), confidence in rigorous product testing (70%), and the notion that when purchasing ENERGY STAR products, consumers are contributing to society (70%).

Enhanced perceptions of ENERGY STAR are importantly expressed for ENERGY STAR products offering better value than products without the label (60%, up from 55% in 2022). However, a small increase is now seen for respondents reporting that buying ENERGY STAR products makes them feel like they are spending extra money for nothing (25% vs. 21% in 2022).

Table 2: Attitudes Towards ENERGY STAR Over Time [Those Aware]

Attitudes Towards ENERGY STAR Over Time			
Statements	% Agreeing [Strongly Agree/Agree]		
	2024	2022	2020
<i>If I see the ENERGY STAR symbol, I know I am getting a more efficient product.</i>	75%	74%	74%
<i>ENERGY STAR certified products provide me with more benefits than products without the ENERGY STAR symbol</i>	71%	71%	52%
<i>I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient</i>	70%	70%	66%
<i>Buying ENERGY STAR certified products makes me feel like I am contributing to society</i>	70%	69%	53%
<i>Buying ENERGY STAR certified products makes me feel like I am helping to protect the environment for future generations</i>	68%	69%	61%
<i>ENERGY STAR certified products offer better value than products without the label.</i>	60%	55%	43%

**The willingness to pay extra for the ENERGY STAR brand among those who are aware of it is on par with 2022.**

Almost one-half (48%) of respondents aware of ENERGY STAR would pay 5% extra for the ENERGY STAR brand. The willingness to pay more for ENERGY STAR products declines as the amount of the additional costs increases (44% would pay 10% more and 37% would consider paying 15% more for ENERGY STAR products).

*Table 3: Attitudes towards ENERGY STAR Brand [Those Aware] – Willingness to Pay More*

Statements	Purchase Price Thresholds of ENERGY STAR Certified Products		
		% Agreeing [scores of 4-5]	
	2024	2022	2020
<i>I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the mark</i>	48%	48%	51%
<i>I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the mark</i>	44%	42%	45%
<i>I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the mark</i>	37%	37%	38%

**Awareness of the ENERGY STAR Most Efficient designation – both aided and unaided – has notably increased since 2022, continuing the upward trajectory seen since 2020.**

Unaided, one-third (33%) of those that recall seeing the ENERGY STAR symbol report awareness of the ENERGY STAR Most Efficient designation, increased from 27% in 2022 and from 18% in 2020. When aided with a visual, 34% indicate awareness of the ENERGY STAR Most Efficient designation up from 25% in 2022 and from 12% in 2020.

*Table 4: Awareness of ENERGY Most Efficient Designation (Those Aware of ENERGY STAR)*

	Awareness of ENERGY STAR Most Efficient Designation Over Time					
	Unaided			Aided		
	2024	2022	2020	2024	2022	2020
Yes, aware	33%	27%	18%	34%	25%	12%
No, not aware	52%	56%	64%	59%	67%	82%
Don't know	15%	17%	18%	8%	8%	6%

**The ENERGY STAR Most Efficient designation is most commonly associated with high quality and being the best of the best.**

The highest proportion of those who recall seeing the ENERGY STAR Most Efficient symbol feel as though higher quality (37%, similar to 35% in 2022) and getting the best product available (30%) are the most relevant statements that can be used to describe the ENERGY STAR Most Efficient symbol. Nonetheless, viewing ENERGY STAR Most Efficient designation as the 'best' has declined from 36% in 2022 to 30% in 2024.



## 2. PURCHASING BEHAVIOUR AND INFLUENCES UPON PURCHASE DECISIONS

The incidence of those who are purchasing ENERGY STAR certified products has remained steady, but the proportion of purchased ENERGY STAR products has positively increased for most items assessed.

Across all products evaluated, purchases in these categories has remained stable since 2022, with a small increase in purchases of lighting products (54%, slightly up from 51% in 2022). There has been a statistically significant increase in the proportion of those who claim to have purchased ENERGY STAR certified heating and cooling products (66%, increased from 59% in 2022), windows or doors (64%, up from 60% in 2022), home electronics (56%, improved from 48% in 2022), a home or residence (53%, increased from 39% in 2022), and home office products (49%, up from 43% in 2022).

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

Purchased Past 12 Months		Proportion of Recent Purchases That Were ENERGY STAR Certified Over Time		
	2024	2024	2022	2020
Windows or doors	13%	64%	60%	52%
Home electronics product	17%	56%	48%	39%
Home office product	17%	49%	43%	30%
Home or residence	13%	53%	39%	20%
Heating and cooling products	14%	66%	N/A	N/A
Home appliances	15%	72%	N/A	N/A
Lighting products	13%	52%	N/A	N/A

**In comparison to 2022, the ENERGY STAR symbol excerpts greater influence upon purchases of home electronics, home appliances and lighting products. Conversely, the influence of ENERGY STAR upon home/residence purchases has declined since 2022.**

There has been a significant increase in the influence of the ENERGY STAR symbol for purchasing home electronic products (44%; up from 41% in 2022), home appliances (42%, increased from 37% in 2022), and lighting products (39%, slightly up from 36% in 2022). The influence of ENERGY STAR certification has experienced a decline for purchasing homes/residences (48% in 2024, decreased from 53% in 2022).

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

	% Saying Very Much				
	2024	2022	2020	2018	2016
Home or residence	48%	53%	40%	58%	67%
Windows or doors	47%	45%	45%	50%	--
Home electronics product	44%	41%	25%	42%	35%
Heating or cooling product	43%	44%	40%	53%	36%
Home appliance	42%	37%	39%	50%	39%
Lighting product	39%	36%	33%	44%	45%
Home office product	37%	39%	17%	37%	24%

**The top motivations for replacing equipment at home has remained consistent with 2022 results, showing energy savings, product performance and improved functionality as the key motivators.**

The strongest factors associated with motivations to replace equipment at home involve energy savings (76%, on par with 75% in 2022), better performance (75%; similar to 76% in 2022), and improved functionality (74%; consistent with 73% in 2022). Further, a modest majority (57%) are motivated to replace equipment at home to upgrade to new technologies (identical to 57% in 2022) and 49% are motivated by the aesthetic appeal of products, slightly up from 45% in 2022.

Table 7: Motivations to Replace Equipment at Home Over Time

	Motivations to Replace Equipment at Home Over Time		
	% Saying Very Much/Somewhat Motivated		
	2024	2022	2020
Energy savings	76%	75%	57%
Better performance	75%	76%	63%
Improved functionality	74%	73%	63%
A desire to upgrade to newer technologies	57%	57%	46%
Aesthetic appeal	49%	45%	41%

**The majority of respondents continue to consider energy efficiency in their product purchase decision-making processes, yet notably fewer acknowledge that they always purchase the most energy efficient product.**

Two-thirds of respondents are trying to get the most energy efficient product that meets their needs (67%; statistically unchanged from 69% in 2022). Despite their efforts to look for energy efficient products, a lower proportion (46%) report that they *always* purchase the most energy efficient product (identical to 46% in 2022). Further, there is a minority group who admit that energy efficiency ratings are not a significant factor in their decision-making process (27%, somewhat increased from 23% in 2022).

Table 8: Decisions When Purchasing Energy Efficient Products Over Time

Decisions When Purchasing Energy Efficient Products Over Time			
	% Agreeing Strongly or Somewhat		
	2024	2022	2020
<i>I try to get the most energy efficient product that meets my needs</i>	67%	69%	74%
<i>I always purchase the most energy efficient product</i>	46%	46%	45%
<i>Energy efficiency ratings are not a significant factor in my decision-making</i>	27%	23%	20%

**Support for companies that make efforts to save energy and help the environment continues to be fairly strong, but is now trending downward.**

Fully 66% of respondents would be more likely to purchase products or services from a company that makes efforts to save energy and/or help the environment; however, this has declined from 70% in 2022.

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			
	% Much More/More Likely		
	2024	2022	2020
<i>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?</i>	66%	70%	64%

### 3. ENERGY STAR CERTIFICATION FOR HOMES

**Awareness of ENERGY STAR certification for homes is consistent with 2022 results and continues to trend upwards.**

When asked about their awareness of ENERGY STAR certification for homes, 41% say they are aware of this, fairly similar to 38% in 2022, and up from 26% in 2020.

Table 10: Awareness of ENERGY STAR Home Over Time

Awareness of ENERGY STAR Home Over Time			
	2024	2022	2020
Yes	41%	38%	26%
No	59%	62%	66%

**The belief that an ENERGY STAR certified home offers better value than a home that is not ENERGY STAR certified has remained stable since 2022.**

Overall, those who agree that ENERGY STAR certified homes offer better value in the market is widespread (72% in 2024, a slight directional decline from 75% in 2022). Those who 'strongly agree' with this sentiment is consistent with results from the last survey wave (35% 'strongly agree' in 2024, on par with 36% in 2022).

*Table 11: Perceptions of the Value of ENERGY STAR for Home Over Time*

Perceptions of the Value of ENERGY STAR for Home Over Time			
	% Agreeing [Strongly Agree/Agree]		
	2024	2022	2020
<b>TOTAL AGREE</b>	72%	75%	71%
Strongly agree	35%	36%	24%
Agree	37%	39%	47%
Neutral	17%	17%	17%
Disagree	4%	2%	4%
Strongly disagree	2%	1%	2%

**Consistent with what was observed in 2022, a small majority would purchase an ENERGY STAR certified home even if it cost \$5K more than a home that is not certified.**

Just over one-half (55%) say they would purchase an ENERGY STAR certified home even if it cost \$5,000 more than a home that is not certified, slightly down from 59% in 2022. Not surprisingly, the 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 (48%, similar to 47% in 2022) or \$15,000 (42%, on par with 41% two years ago).

*Table 12: Views on Paying a Premium for ENERGY STAR Homes*

Views on Paying a Premium for ENERGY STAR Homes			
	% Agreeing [Strongly Agree/Agree]		
	2024	2022	2020
\$5,000 more than a home that isn't ENERGY STAR-certified	55%	59%	62%
\$10,000 more than a home that isn't ENERGY STAR-certified	48%	47%	47%
\$15,000 more than a home that isn't ENERGY STAR-certified	42%	41%	38%

**A great deal of importance is placed on all of ENERGY STAR certified home features. The importance of ENERGY STAR certified home features has remained strong and stable since 2022.**

The vast majority assign a high degree of importance to efficient heating and cooling (83%, on par with 85% in 2022), 80% believes higher insulation levels are important ENERGY STAR certified home features, and 80% place importance on high performing windows and doors, both of which are consistent with 2022 results. Almost three-quarters assign a high degree of importance to ENERGY STAR certified products, such as lighting and appliances (74%, identical to 74% in 2022) additional air-sealing (74%, similar to 76% in 2022), and whole-home ventilation systems (73%, on par with 75% in 2022).

*Table 13: Importance of ENERGY STAR® Certified Home Features Over Time*

Importance of ENERGY STAR® Certified Home Features Over Time			
	% Saying Very or Somewhat Important		
	2024	2022	2020
Efficient heating and cooling	83%	85%	88%
Higher insulation levels	80%	83%	87%
High performing window and doors	80%	82%	88%
ENERGY STAR certified products, such as lighting and appliances	74%	74%	74%
Additional air-sealing	74%	76%	74%
A whole-home ventilation system	73%	75%	72%

**Saving money on energy bills is rated as the most important reason to purchase ENERGY STAR certified homes.**

The vast majority of respondents (86%) report that saving money on their energy bill is the most important reason to purchase an ENERGY STAR certified home, similar to 88% in 2022 but now showing a downward trend since 2020. Benefitting from a financial incentive, rebate or tax incentive is also rated as a highly important reason to purchase an ENERGY STAR certified home (80%, similar to 81% in 2022), underscoring the importance of financial considerations in such purchase decisions.

*Table 14: Reasons to Buy an ENERGY STAR Certified Home Over Time*

Reasons to Buy an ENERGY STAR Certified Home Over Time			
	% Important [Very Important/Moderately Important]		
	2024	2022	2020
Saving money on your energy bill	86%	88%	93%
Having a more comfortable home to live in, in terms of balanced temperatures and improved air quality	81%	82%	88%
Benefitting from a financial incentive, rebate or tax incentive	80%	81%	82%
Helping to protect the environment	73%	75%	77%

#### 4. ENERGIDE LABELLING PROGRAM

**Awareness of the EnerGuide label – both unaided and aided – has remained steady since 2022.**

One-quarter of respondents (25%; statistically on par with 22% in 2022) are aware of the EnerGuide program on an unaided basis. Awareness of the EnerGuide Labelling Program increases to 66% (consistent with 65% in 2022) on an aided basis when prompted with the visual brand.

*Table 15: Awareness of EnerGuide Label Over Time*

Awareness of EnerGuide Label Over Time						
	2024	Unaided 2022	2020	2024	Aided 2022	2020
<b>Yes</b>	25%	22%	38%	66%	65%	7%
<b>No</b>	61%	62%	50%	28%	29%	19%
<b>Don't Know</b>	14%	16%	12%	6%	6%	4%

**Consistent with results in 2022, those who recall seeing the EnerGuide label continue to be most likely to have recognized it on a household appliance.**

The EnerGuide label is most likely to have been spotted on household appliances – specifically, refrigerators or freezers (54%, trending down from 57% in 2022 and from 69% in 2020) and clothes washers or dryers (50%, also directionally declining from 53% in 2022 and notably from 62% in 2020). Respondents also identified the EnerGuide label on ranges (39%) and dishwashers (38%), both of which have steadily declined since 2020.

*Table 16: Sources of Awareness of EnerGuide Label Over Time*

Sources of Awareness of EnerGuide Label Over Time			
	2024 %	2022 %	2020 %
Label shown on refrigerators or freezers	54%	57%	69%
Label on clothes washers or dryers	50%	53%	62%
Label on ranges (stoves)	39%	43%	49%
Label on dishwashers	38%	41%	49%
Label on room air conditioners	23%	22%	19%
In-store displays	20%	20%	16%
Heating and cooling equipment promotional materials	18%	19%	25%
Label on electric panel in homes	15%	13%	4%
Gas fireplace promotional materials	9%	8%	7%
On a company's website	8%	8%	4%
On social media	8%	6%	1%
In a magazine or newspaper	8%	5%	5%
Label on new cars	6%	5%	6%
Other	0%	0%	1%
I can't recall	6%	8%	7%

**Consistent with results in 2022, energy use, energy efficiency, and comparing the energy consumption of products are the considerations that are most closely linked with the EnerGuide label.**

When pondering what the EnerGuide label means to them, the majority closely associates learning about the energy use of the appliance (68%, similar to 71% in 2022), energy efficiency (59%, on par with 58% in 2022), and helping compare energy consumption of one product to another (52%, consistent with 53% in 2022) with the EnerGuide label.

*Table 17: Understanding of the EnerGuide Label Over Time*

Understanding of the EnerGuide Label Over Time		
	2024	2022
	%	%
Shows energy use of the appliance	68%	71%
The product is energy efficient	59%	58%
Helps compare energy consumption of one product to another	52%	53%
Cost saving	42%	39%
Canadian Standards Association (CSA) approved	39%	38%
Electrical safety	25%	21%
Other	0%	n/a

**A higher proportion of respondents would now consider getting an EnerGuide home evaluation.**

More than one-half (52%) say they would get an EnerGuide home evaluation, which is a significant increase from 43% in 2022.

*Table 18: Attitudes Towards EnerGuide Home Evaluation Over Time*

Attitudes towards EnerGuide Home Evaluation Over Time			
Statement	2024	% Agreeing [Strongly or Somewhat]	
		2022	2020
<i>I would consider obtaining an EnerGuide home evaluation</i>	52%	43%	42%

**Almost two-thirds contend that a home label indicating better energy efficiency would influence their decision to buy a house.**

Nearly two-thirds (64%) say a home label indicating better energy efficiency would influence their decision to buy a house. Results are in line with the 2022 survey (63%) and remain higher than seen in 2020 (52%).

Table 19: Influence of a Home Label When Buying a House Over Time

Influence of a Home Label When Buying a House Over Time			
Statement	% Agreeing [Strongly or Somewhat]		
	2024	2022	2020
A home label indicating better energy efficiency would influence my decision to buy a house	64%	63%	52%

**The EnerGuide label exercises considerable influence over the purchase of many household products, especially upon purchases of gas fireplaces. The label's influence on home purchases has significantly risen since 2022.**

Purchasers generally feel influenced by the EnerGuide label when purchasing products, particularly when it comes to gas fireplaces (41% say they would be 'very much' influenced by the label) or a new home (41%, increased from 26% in 2022). EnerGuide labels on dishwashers (38%), clothes washers or dryers (37%), fridges or freezers (37%), and room air conditioners are also 'very much' influential in purchase decisions of such products. Labels on new cars show an increase in influential purchase behaviours (28% vs. 20% in 2022).

Table 20: Influence of EnerGuide Label on Purchase Over Time

Influence of EnerGuide Label on Purchase Over Time					
	% Saying Very Much				
	2024	2022	2020	2018	2016
A gas fireplace	41%	50%	19%	37%	41%
A new home	41%	26%	8%	29%	23%
A dishwasher	38%	40%	20%	37%	30%
A clothes washer or dryer	37%	38%	25%	44%	34%
A refrigerator or freezer	37%	33%	22%	40%	28%
A room air conditioner	37%	35%	22%	34%	44%
A range	35%	34%	21%	39%	25%
Heating or cooling equipment	32%	30%	24%	37%	29%
A new car	28%	20%	8%	17%	24%

**There is growing awareness of ENERGY STAR certification for buildings and industrial facilities.**

Close to one-half (47%) indicate at least vague familiarity with this certification, and awareness exhibits an upward trend since 2020.

Table 21: Awareness of ENERGY STAR Certification on Buildings and Industrial Facilities Over Time

Awareness of ENERGY STAR Certification on Buildings and Industrial Facilities Over Time			
	2024 %	2022 %	2020 %
Yes, clearly	16%	13%	10%
Yes, vaguely	31%	29%	29%
No, not at all	41%	44%	52%
Don't know	12%	14%	8%



## DETAILED FINDINGS

# 1. AWARENESS, UNDERSTANDING, AND ATTITUDES TOWARDS ENERGY STAR

### Awareness of ENERGY STAR

Just over one-half (55%) of Canadians have seen, read or heard of ENERGY STAR on an unaided basis. Once prompted with the ENERGY STAR logo, a large majority (86%) of Canadians recognize the brand. Awareness of ENERGY STAR and the logo remains stable since 2022.

- Unaided awareness of ENERGY STAR is higher among males (59%) vs. females (51%).
- Unaided awareness of ENERGY STAR is lower among those aged 18-24 years (36%).
- Regionally, unaided awareness of ENERGY STAR continues to be strongest in Quebec (70%) and lower in Alberta (41%).
- As income and education levels increase, so too does awareness (both aided and unaided) of ENERGY STAR which has been seen in previous survey waves.

*Table 22: Unaided Awareness of ENERGY STAR*

Unaided Awareness of ENERGY STAR								
	2024	2022	2020	2018	2016	2010	2007	2006
Yes, aware	55%	55%	73%	50%	47%	54%	57%	51%
No, not aware	37%	36%	22%	36%	40%	33%	34%	49%
Don't know	8%	9%	-	-	-	-	-	-

Base for 2024: n=3,419; all respondents

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

*Table 23: Aided Awareness of ENERGY STAR*

Aided Awareness of ENERGY STAR								
	2024	2022	2020	2018	2016	2010	2007	2006
Yes, aware	86%	86%	92%	88%	83%	89%	81%	81%
No, not aware	11%	11%	6%	8%	12%	9%	16%	16%
Don't know	3%	3%	-	-	-	-	-	-

Base for 2024 : n=3,419; all respondents

Q3. Do you recall seeing this ENERGY STAR symbol?

## Source of Awareness

Consistent with what was observed in 2022, the highest proportion of those who claim to recall seeing the ENERGY STAR symbol cite major appliances (68%) as the source of their awareness, albeit slightly lower than 2022 results.

Next, almost one-quarter of Canadians recall ENERGY STAR from an in-store display (24%) or from an electrical panel (23%), similar to findings in 2022.

- Residents of Quebec are most likely to recall the ENERGY STAR symbol from major appliances (76%), and Ontarians are more likely to recall ENERGY STAR from signage at a store (27%).

*Table 24: Source of Awareness of ENERGY STAR*

Source of Awareness of ENERGY STAR			
	2024	2022	2020
	%	%	%
On major appliances	68%	72%	88%
Displayed in a store on a sign	24%	25%	33%
In home or on home electrical panel	23%	21%	17%
In promotional material for residential heating and cooling products	19%	22%	34%
On TV	18%	21%	22%
From a public utility (hydro, gas, etc.)	16%	15%	23%
Browsing on internet	15%	15%	-
Displayed in a brochure	13%	15%	23%
In a promotional flyer from a retail establishment	13%	14%	19%
Displayed on a company's website	12%	12%	18%
In promotional material for office equipment	8%	7%	9%
On social media.	2%	8%	5%
Do not recall	7%	7%	5%
Other	2%	0%	2%

Base 2024 n=2,932; recall seeing the ENERGY STAR symbol  
Q4. Where did you see the ENERGY STAR symbol? (Multiple responses accepted)

## Perceptions of ENERGY STAR Symbol

Most Canadians associate the ENERGY STAR symbol with energy efficiency (83%), consistent with previous survey results. In current economic times, a slightly higher proportion of respondents associate ENERGY STAR with 'saving money' (64%, up from 61% in 2022).

- Association with energy efficiency is higher among women (87%).
- Residents of the Atlantic are particularly focused on ENERGY STAR meaning more efficiency and cost savings, whereas Quebec residents tend to focus more on ENERGY STAR protecting the environment.

Table 25: Understanding of ENERGY STAR

Understanding of ENERGY STAR symbol (Total Rankings)		
	2024 %	2022 %
Energy efficient/low energy consumption/saves energy	83%	88%
Higher efficiency	76%	78%
Saves money	64%	61%
Protection for the environment	46%	48%
Third-party certified	17%	14%
Government backed	14%	11%
Other	6%	6%

Base 2024 n=2,932; recall seeing the ENERGY STAR symbol

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)

Among respondents who are aware of ENERGY STAR, favourable views continue to prevail.

Three-quarters (75%) 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%) and are confident that products which carry the ENERGY STAR label have been rigorously tested and proven to be energy efficient (70%).

Further, the majority of respondents feel like they are contributing to a greener planet by buying ENERGY STAR products (70%), 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 symbol (60%).

One-half (49%) consider themselves to be loyal to ENERGY STAR certified products, yet one-quarter (25%) feels that buying ENERGY STAR products is not worth the expense.

- Homeowners are more apt to see the efficiency of ENERGY STAR products vs. renters.
- Men are more likely to feel that buying ENERGY STAR products feels like they are spending extra money for nothing.
- Residents of Quebec are more inclined to agree that buying ENERGY STAR products helps protect the environment for future generations, provides benefits, and that these products contribute to a greener planet.

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

Attitudes Towards ENERGY STAR Brand [Those Aware]					
Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
<i>If I see the ENERGY STAR symbol, I know I am getting a more efficient product</i>	21%	53%	20 %	3%	2%
<i>ENERGY STAR certified products provide me with more benefits than products without the ENERGY STAR symbol</i>	19%	52%	23 %	4%	2%
<i>I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient</i>	18%	52%	24 %	4%	2%
<i>Buying ENERGY STAR certified products makes me feel like I am contributing to a greener planet*</i>	20%	50%	23 %	5%	3%
<i>Buying ENERGY STAR certified products makes me feel like I am helping to protect the environment for future generations</i>	19%	49%	25 %	5%	3%
<i>ENERGY STAR certified products offer better value than products without the symbol</i>	16%	44%	33 %	5%	2%
<i>I consider myself loyal to ENERGY STAR certified products</i>	14%	35%	37 %	10%	4%
<i>Buying ENERGY STAR certified products makes me feel like I am spending extra money for nothing</i>	7%	19%	27 %	34%	14%
<i>I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the mark</i>	13%	35%	34 %	12%	6%
<i>I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the mark</i>	10%	34%	37 %	14%	5%
<i>I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the mark</i>	9%	27%	39 %	17%	7%

Q7. To what extent do you agree or disagree with each of the following statements about ENERGY STAR?

Base :2024 n=2,958; recall seeing the ENERGY STAR symbol (yes to Q2 or Q3)

Perceptions of ENERGY STAR products as being more efficient and beneficial continue to remain strong. Consumers are now showing greater signs of receiving value in the 'efficiency' products on the market.

Table 27: Attitudes towards ENERGY STAR Brand Over Time [Those Aware]

Those Aware of ENERGY STAR Over Time								
Statements	2024	2022	2020	2018	2016	2010	2007	2006
If I see the ENERGY STAR symbol, I know I am getting a more efficient product	75%	74%	74%	75%	--	--	--	--
ENERGY STAR certified products provide me with more benefits than products without the ENERGY STAR symbol	71%	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%	70%	66%	70%	61%	63%	--	--
Buying ENERGY STAR certified products makes me feel like I am contributing to society	70%	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	68%	69%	61%	69%	67%	71%	76%	74%
ENERGY STAR certified products offer better value than products without the label.	60%	55%	43%	53%	44%	37%	41%	42%
I consider myself loyal to ENERGY STAR certified products	49%	47%	39%	48%	--	--	--	--
Buying ENERGY STAR certified products makes me feel like I'm spending extra money for nothing	25%	21%	10%	18%	12%	10%	9%	9%

Q7: To what extent do you agree or disagree with each of the following statements about ENERGY STAR?

Base :2024 n=2,958; recall seeing the ENERGY STAR symbol (yes to Q2 or Q3)

### Perceived Value of the ENERGY STAR Brand

A notable proportion of Canadians would pay 5% to 10% more for an ENERGY STAR certified product; however, the willingness to pay extra for such a product drops when an additional 15% could be at play.

- Men are more likely to express willingness to pay 15% extra for an ENERGY STAR certified product.

Table 28: Perceived Value (\$) of ENERGY STAR Brand Over Time [Those Aware]

Statements	Those Aware of ENERGY STAR Over Time							
	2024	2022	2020	2018	2016	2010	2007	2006
<i>I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the mark</i>	48%	48%	51%	62%	53%	62%	68%	62%
<i>I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the mark</i>	44%	42%	45%	56%	48%	52%	49%	51%
<i>I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the mark</i>	37%	37%	38%	47%	40%	46%	50%	47%

Q7. To what extent do you agree or disagree with each of the following statements about ENERGY STAR?

Base :2024 n=2,958; recall seeing the ENERGY STAR symbol (yes to Q2 or Q3)

### Attitudes Towards ENERGY STAR Brand and Products (Unaware of ENERGY STAR)

Among those unaware of the ENERGY STAR symbol, respondents are largely positive towards the concept yet exhibit some hesitance to fully embrace the notion. Just over one-half of respondents unaware of ENERGY STAR indicate that buying ENERGY STAR products would make them feel that they're contributing to a healthier planet (57%), protecting the environment for future generations (55%) and would receive a more efficient product (56%).

One-third of respondents unaware of ENERGY STAR feel that they would be 'spending extra money for nothing'.

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

Statements	Attitudes Towards ENERGY STAR Brand [Those Unaware]				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
<i>Buying ENERGY STAR certified products would make me feel like I'm contributing to a green planet</i>	16%	41%	32%	6%	5%
<i>Buying ENERGY STAR certified products would make me feel like I am helping to protect the environment for future generations</i>	14%	41%	35%	5%	5%
<i>I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient</i>	14%	37%	39%	6%	4%
<i>If I see the ENERGY STAR symbol, I know I would be getting a more efficient product</i>	13%	43%	37%	4%	4%
<i>ENERGY STAR certified products would provide me with more benefits than products without the ENERGY STAR symbol</i>	13%	37%	40%	7%	3%
<i>I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the label</i>	12%	24%	40%	14%	11%

<i>ENERGY STAR certified products would offer better value than products without the symbol</i>	11%	34%	44%	7%	4%
<i>Buying ENERGY STAR certified products would make me feel like I am spending extra money for nothing</i>	8%	23%	38%	23%	7%
<i>I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the label</i>	9%	23%	44%	16%	8%
<i>I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the label</i>	8%	25%	41%	18%	8%

Q8. Please tell me whether you agree or disagree with each of the following statements.  
Base 2024 n=461; those unaware of ENERGY STAR symbol

Overall attitudes towards the ENERGY STAR brand remain consistent. Slightly more than one-half of respondents feel that buying ENERGY STAR products would make them feel like they are contributing to a healthier planet, that such purchases would help protect the environment for future generations, and that the ENERGY STAR symbol would provide a more efficient product.

In comparison to those unaware of ENERGY STAR, since 2022 there has been an increase in attitudes that the brand label has been rigorously tested to be energy efficient, that ENERGY STAR products offer better value, and that these products provide tangible benefits.

At the same time, there is also an increase since 2022 that shows buying ENERGY STAR products may not be the best expenditure. When questioned, nevertheless, one-third of respondents unaware of ENERGY STAR would be willing to pay 5% more for efficient products, another one-third of respondents would be willing to pay 10% more, and yet another one-third of respondents would be willing to pay 15% more for energy efficiency.

Table 30: Attitudes towards ENERGY STAR Brand Over Time [Those Unaware]

Those Unaware of ENERGY STAR Over Time			
Statements	% Agreeing [Strongly agree/agree]		
	2024	2022	2020
<i>Buying ENERGY STAR certified products would make me feel like I'm contributing to a greener planet</i>	57%	56%	52%
<i>If I see the ENERGY STAR symbol, I know I would be getting a more efficient product</i>	56%	51%	54%
<i>Buying ENERGY STAR certified products would make me feel like I am helping to protect the environment for future generations</i>	55%	53%	58%
<i>I am confident that products which carry the ENERGY STAR symbol have been rigorously tested and proven to be energy efficient</i>	51%	44%	47%
<i>ENERGY STAR certified products would provide me with more benefits than products without the ENERGY STAR symbol</i>	50%	43%	43%
<i>ENERGY STAR certified products would offer better value than products without the symbol</i>	46%	39%	42%
<i>Buying ENERGY STAR certified products would make me feel like I am spending extra money for nothing</i>	32%	22%	23%
<i>I would purchase an ENERGY STAR certified product even if it cost 5% more than a similar product without the label</i>	36%	27%	41%
<i>I would purchase an ENERGY STAR certified product even if it cost 10% more than a similar product without the label</i>	33%	30%	39%
<i>I would purchase an ENERGY STAR certified product even if it cost 15% more than a similar product without the label</i>	33%	20%	33%

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

Base : 2024 n=461; those unaware of ENERGY STAR symbol

### Awareness of ENERGY STAR Most Efficient Designation

Awareness of the ENERGY STAR Most Efficient designation – both aided and unaided – has notably increased since 2022 among those aware of the ENERGY STAR brand. Unaided, 33% of those that recall seeing the ENERGY STAR symbol report awareness of the ENERGY STAR Most Efficient designation in 2024 compared to 27% in 2022.

In addition, 34% indicate awareness of the ENERGY STAR Most Efficient designation when aided with visuals, significantly up from 25% in 2022 and from 12% in 2020.

Table 31: Awareness and Recall of ENERGY STAR Most Efficient Designation Over Time

Awareness of ENERGY STAR Most Efficient Designation Over Time						
	Unaided			Aided		
	2024	2022	2020	2024	2022	2020
Yes, aware	33%	27%	18%	34%	25%	12%
No, not aware	52%	56%	64%	59%	67%	82%
Don't know	15%	17%	18%	8%	8%	6%

Base : 2024 n=1,856; 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 the 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 to least relevant.

Resonance with 'high efficiency' ranks on top, followed by 'the best ENERGY STAR performers. When thinking about the meaning of ENERGY STAR Most Efficient Designation, smaller proportions of respondents gravitate to identifying with ENERGY STAR certified products, or with 'cutting-edge' technology.

*Table 32: Understanding of ENERGY STAR Most Efficient*

	% Most Relevant	
	2024	2022
	%	%
Higher quality/model better should be highest efficiency	37%	35%
Represents the best of the best/Top ENERGY STAR performers	30%	36%
Technologically advanced/Cutting edge technology	18%	14%
Represents a subset of ENERGY STAR certified products	14%	14%

Base : n=628; 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

Awareness of ENERGY STAR events has increased since 2022 but remains moderate among one of one-third of respondents.

- Positively, awareness of ENERGY STAR awards has risen to 20%, from 16% in 2022.

*Table 33: ENERGY STAR Events Awareness*

	2024	2022
	%	%
ENERGY STAR Awards	20%	16%
Energy Efficiency Day	15%	13%
12 days of ENERGY STAR	8%	5%
None of the above	68%	75%

Q4a. Which of these ENERGY STAR events are you aware of?

Base 2024 n=2,932; Recall seeing Energy Star symbol

## Energy and the Climate

Attitudes towards energy and the climate have remained consistent, the majority (73%) think the earth's climate is changing faster because of the energy humans use, whereas 18% feel that the climate is changing despite what humans use. One in ten (9%) do not believe that the climate is changing.

Table 34: Belief Around Energy and Climate

Belief Around Energy and Climate		
Belief Statements	2024	2022
	%	%
I believe that the climate is changing faster in part because of the amount of energy humans use	73%	74%
I believe that the climate is changing faster but not because of the amount of energy humans use	18%	17%
I do not believe that the climate is changing faster	9%	10%

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

Base :2024 n=3,419

## 2. PURCHASING DECISIONS & BEHAVIOURS

### Products Purchased in Last 12 Months

One-half of respondents (51%) report purchasing lighting products within the past 12 months, similar to 54% in 2022. As well, one-quarter of respondents have purchased home electronics like a television or audio system (25%), 24% have purchased home office products, such as a computer or printer, and 23% report having purchased home appliances, like a dishwasher or fridge. Fewer respondents say they have purchased heating and cooling products (18%), windows or doors (13%), or a home/residence (11%).

- Home product purchase patterns have remained consistent since 2022.
- Men are more likely than women to claim to have purchased home products.
- Those aged 25-34 years are more likely to have purchased such items.
- Home office purchases are more likely to occur in Western Canada and Ontario vs. Quebec.

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

	Home Products Purchased or Shopped for in the Last 12 Months					
	Purchased		Shopped for but not purchased		Neither	
	2024	2022	2024	2022	2024	2022
Lighting products like a light bulb or light fixture	51%	54%	13%	10%	37%	36%
Home electronics like a television or audio system	25%	24%	17%	16%	59%	60%
Home office products, such as a computer or printer	24%	26%	17%	16%	59%	59%
Home appliances like a dishwasher or fridge	23%	21%	15%	15%	62%	64%
Heating and cooling products like a furnace or air conditioner	18%	17%	14%	13%	67%	70%
Windows or doors	13%	11%	13%	12%	74%	78%
A home or residence	11%	11%	13%	12%	76%	77%

Q13. Have you purchased or shopped for any of these products in the last 12 months?

Base 2024 n=3,419; all respondents

Table 36: Home Products Purchased in the Last 12 Months Over Time

Home Products Purchased in the Last 12 Months Over Time			
	% Purchased		
	2024	2022	2020
Lighting products like a light bulb or light fixture	51%	54%	65%
Home electronics like a television or audio system	25%	24%	23%
Home office products, such as a computer or printer	24%	26%	31%
Home appliances like a dishwasher or fridge	23%	21%	20%
Heating and cooling products like a furnace or air conditioner	18%	17%	13%
Windows or doors	13%	11%	10%
A home or residence	11%	11%	7%

Q13. Have you purchased or shopped for any of these products in the last 12 months?

Base 2024 n=3,419; all respondents

### ENERGY STAR Certified Purchases

Among those who purchased a home product within the past year, the majority of purchases have been ENERGY STAR certified.

Of note, 72% say they purchased an ENERGY STAR home appliance, two-thirds (66%) report having purchased an ENERGY STAR heating or cooling product, and 64% say they have purchased ENERGY STAR certified windows or doors.

- The proportion of purchasing home office products is relatively lower (49%) than for other items.

Table 37: Proportion of Recent Purchases that Were ENERGY STAR Certified

Proportion of Recent Purchases that Were ENERGY STAR Certified			
	Yes	No	Don't know / not sure
Home appliance	72%	11%	17%
Heating or cooling product	66%	15%	20%
Windows or doors	64%	20%	16%
Home electronics products	56%	18%	26%
Home or residence	53%	27%	20%
Lighting product	52%	12%	36%
Home office product	49%	23%	28%

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

Base 2024 respondents who purchased a product

Tracking reveals that the proportion of respondents who report purchasing ENERGY STAR certified products has increased with window and cooling products, windows and doors, home electronic and home office products. Overall, the increase in ENERGY STAR product purchases has improved.

Table 38: Proportion of Recent Purchases that Were ENERGY STAR Certified Over Time

Proportion of Recent Purchases That Were ENERGY STAR Certified					
	2024	2022	2020	2018	2016
Home appliance	72%	71%	68%	77%	68%
Heating or cooling product	66%	59%	60%	65%	59%
Windows or doors	64%	60%	52%	66%	60%
Home electronics product	56%	48%	39%	54%	42%
Home or residence	53%	39%	20%	41%	23%
Lighting product	52%	50%	46%	62%	53%
Home office product	49%	43%	30%	40%	35%

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

Base 2024 n=367-1,850; respondents who purchased a product

### Influence of the ENERGY STAR Symbol

Across all of the products examined, the ENERGY STAR symbol appears to be contributing a degree of influence over the purchasing decision for many respondents, especially when purchasing a home/residence or windows or doors.

Table 39: Influence of ENERGY STAR Brand on Purchase

Influence of ENERGY STAR Brand on Purchase					
	Very much	Somewhat	Slightly	Not at all	Don't know / not sure
Home or residence	48%	41%	9%	1%	1%
Windows or doors	47%	41%	8%	4%	1%
Home electronics product	44%	35%	14%	6%	1%
Heating or cooling product	43%	42%	10%	4%	1%
Home appliance	42%	39%	12%	6%	1%
Home office product	37%	42%	12%	8%	1%
Lighting product	39%	41%	13%	7%	1%

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

Base respondents who purchased an ENERGY STAR product; base sizes vary

In comparison to 2022, the ENERGY STAR symbol is continuing to have similar levels of influence over purchasing decisions, with an increase of impact when purchasing home appliances (42%, up from 37% in 2022), and a small decrease in influence when purchasing a home or residence (48% vs. 53% in 2022).

Table 40: Influence of ENERGY STAR Brand on Purchase Over Time

Influence of ENERGY STAR Brand on Purchase Over Time					
	% Saying Very Much				
	2024	2022	2020	2018	2016
Home or residence	48%	53%	40%	58%	67%
Windows or doors	47%	45%	45%	50%	--
Home electronics product	44%	41%	25%	42%	35%
Heating or cooling product	43%	44%	40%	53%	36%
Home appliance	42%	37%	39%	50%	39%
Lighting product	39%	36%	33%	44%	45%
Home office product	37%	39%	17%	37%	24%

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

Base respondents who purchased an ENERGY STAR product; base sizes vary

### Motivations for Replacing Electrical Products

When asked to identify factors that motivate people to make home improvements, energy savings (76% 'very much'/'somewhat' motivated), better performance (75%) and improved functionality (74%) are most important.

- The desire to have improved functionality is noticeably higher among those aged 45-54 years (79% 'very much'/'somewhat' motivated).
- Residents of the Atlantic and Quebec are more focused on functionality (79% and 77%, respectively) and performance (79% and 78%), whereas Ontarians (54%) and males (51%) are more inclined to be motivated by aesthetic appeal.
- Homeowners are more likely to cite energy savings (77%) and better performance (77%) as motivating the decision to replace equipment at home.
- Males (60%) are more likely than females (54%) to be motivated by a desire to upgrade to new technologies.
- Those that indicate awareness of ENERGY STAR, ENERGY STAR Most Efficient, or ENERGuide are more likely to cite most factors as motivations for replacing home equipment.

Table 41: Motivations to Replace Equipment at Home

Motivations to Replace Equipment at Home					
	Very much	Somewhat	Slightly	Not at all	Don't know / not sure
<i>Energy savings</i>	44%	32%	15%	6%	3%
<i>Better performance</i>	41%	34%	15%	6%	4%
<i>Improved functionality</i>	38%	35%	15%	7%	4%
<i>A desire to upgrade to newer technologies</i>	22%	35%	20%	19%	4%
<i>Aesthetic appeal</i>	19%	30%	23%	24%	4%

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.

Base 2024 n=3,419; all respondents

Relative to 2022, motivations to replace appliances, electronics, and heating/cooling equipment in their home have not changed, except for a slightly higher motivating cause originating from an appeal for aesthetics.

Table 42: Motivations to Replace Equipment at Home Over Time

Motivations to Replace Equipment at Home Over Time			
	% Saying Very Much/Somewhat Motivated		
	2024	2022	2020
<i>Energy savings</i>	76%	75%	57%
<i>Better performance</i>	75%	76%	63%
<i>Improved functionality</i>	74%	73%	63%
<i>A desire to upgrade to newer technologies</i>	57%	57%	46%
<i>Aesthetic appeal</i>	49%	45%	41%

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.

Base 2024 n=3,419

## The Purchase Decision: Importance of Factors

Among respondents who purchased an ENERGY STAR product, the purchase price (52%) is the most important factor in the buying decision, followed by 'energy efficiency' (47%).

- Women (51% rating 1 or 2 vs. 43% among men) are more likely to rank energy efficiency as being highly important. Men (34% vs. 25% among women) are more likely to feel that the brand name is important.
- Regionally, energy efficiency is more important in Quebec (52%).
- Energy efficiency is also more important to those aged 65+ (57%), and is less important to those aged 25-34 (40%).

Table 43: Importance of Factors When Considering Buying an Appliance

Importance of Factors When Considering Buying an Appliance					
	1 - Most important	2	3	4	5 - Least important
Purchase price	31%	21%	17%	17%	13%
Energy efficiency	26%	21%	23%	18%	12%
Features of the appliance	16%	19%	24%	24%	17%
Brand name	15%	16%	15%	20%	35%
Operating cost over lifetime of the appliance	12%	24%	20%	21%	23%

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.

Base 2024 n=1,451; Purchased an Energy Star certified product

Tracking data shows that the purchase price has become less important than in 2022 (52%, down from 58%), and that the brand name of home products has emerged as more important over the past two years (31%, increased from 24%).

Table 44: Importance of Factors When Considering Buying an Appliance Over Time

Importance of Factors When Considering Buying an Appliance Over Time						
	Most Important (1, 2)		Neutral		Least Important (4, 5)	
	2024	2022	2024	2022	2024	2022
Purchase price	52%	58%	17%	17%	30%	36%
Energy efficiency	47%	46%	23%	23%	30%	31%
Operating cost over lifetime of the appliance	36%	34%	20%	22%	44%	43%
Features of the appliance	35%	38%	24%	23%	41%	40%
Brand name	31%	24%	15%	15%	55%	61%

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.

Base 2024 n=1,451; Purchased an Energy Star certified product

## Factors Influencing Purchasing Decisions

When purchasing products that consume electricity, the majority of respondents (67% who 'strongly agree' or 'agree') say they try to get the most energy efficient product that meets their needs; however, fewer respondents indicate that they *always* purchase the most energy efficiency product (46%).

**Those more likely to try to get the most energy efficiency products that meets their needs include:**

- Homeowners (72%) vs. renters (63%);
- Those aged 65+ (74%) or 55-64 (71%) vs. those aged 18-24 (56%);
- Residents of Quebec (71%) vs. residents in all other regions of Canada;



- University graduates (70 %) and those with some post-secondary education (69%) vs. 51% among those with a less than a high school education;
- Respondents with annual household incomes of \$80K or more; and,
- Those aware of ENERGY STAR and the symbol, those aware of ENERGY STAR Most efficient and the symbol, and those aware of EnerGuide and the symbol.

**Those more likely to state that they *always* purchase the most energy efficient products include:**

- Older respondents aged 55-64 (49%) and aged 65+ (47%) vs. younger respondents aged 18-24 (40%);
- Residents of Quebec (48%) and Ontario (47%) in comparison to residents of Saskatchewan or Manitoba (37%);
- University graduates (49%);
- Homeowners (49% vs. 44% of renters); and,
- Those aware of ENERGY STAR and the symbol, those aware of ENERGY STAR Most efficient and the symbol, and those aware of EnerGuide and the symbol.

**Respondents stating that energy efficiency ratings are not a significant factor in their decision making tend to involve:**

- Males (30%) vs. women (24%);
- Younger respondents aged 25-34 (38%) or 18-24 (36%) vs. those aged 65+ (16 or 55-64 (20%);
- Residents of Ontario (30%) and Saskatchewan/Manitoba (29%) vs. residents of Quebec (23%); and,
- Those who do not recall the ENERGY STAR symbol (33% vs. 26% among those who do), those aware of ENERGY STAR Most Efficient (42% vs. 19% among those unaware), and those aware of EnerGuide (33% vs. 25% among those unaware).

Table 45: Decisions When Purchasing Energy Efficient Products

Decisions When Purchasing Energy Efficient Products					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<i>I try to get the most energy efficient product that meets my needs</i>	15%	53%	26%	5%	2%
<i>I always purchase the most energy efficient product</i>	9%	37%	41%	11%	3%
<i>Energy efficiency ratings are not a significant factor in my decision-making</i>	6%	21%	31%	31%	11%

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

Base 2024 n=3,419; all respondents

Compared to 2022, the decision-making process for consumers purchasing electricity products has not changed substantially. A slightly higher proportion of respondents now states that energy efficiency ratings are not a significant factor in their decision-making (27 %, up from 23 % in 2022).

Table 46: Decisions When Purchasing Energy Efficient Products Over Time

Decisions When Purchasing Energy Efficient Products Over Time			
	% Agreeing [Strongly Agree/Agree]		
	2024	2022	2020
<i>I try to get the most energy efficient product that meets my needs</i>	67%	69%	74%
<i>I always purchase the most energy efficient product</i>	46%	46%	45%
<i>Energy efficiency ratings are not a significant factor in my decision-making</i>	27%	23%	20%

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

Base n=3,419, all respondents

## Attitudes Towards Purchasing Energy Efficient Products

A new question was added to the survey in 2024 to explore how Canadians feel and behave when considering energy efficiency in their purchase decisions. The majority (59%) either 'strongly agree' or 'agree' that they try to get the most energy efficient products, but at the same cost as other non-ENERGY STAR products. Next, 29% report that they *always* purchase the most energy efficient product no matter the cost, and 25% say they always purchase the least expensive products even if they consume more electricity.

### Those more likely to try to purchase the most energy efficient product but at the same cost as other non-ENERGY STAR products include:

- Those aged 55-64 (62%) and 65+ (64%) vs. their younger cohorts;
- Respondents with a university degree (61%) or some post-secondary education (60%) vs. 43% among those with less than a high school education;
- Those with annual household incomes of \$80-\$100K (65%) or \$40-\$<\$80K (61%) vs. those earning <\$40K (56%) or \$150K+ (54%);

- Homeowners (62%) vs. renters (57%); and,
- Those aware of the suite of ENERGY STAR program elements.

**Those more likely to always purchase the most energy efficient products no matter the cost include:**

- Males (33% vs. 26% of females);
- Those aged 25-34 (42%) vs. all other age groups, especially those aged 65+ (22%);
- Residents of Ontario (32%) and Quebec (31%) vs. Albertans (25%) and residents of Saskatchewan/Manitoba (25%);
- Those with a university education (35%); and,
- Respondents aware of the elements of the ENERGY STAR program.

**Those more likely to always purchase the most least expensive products tend to be:**

- Males (28%) vs. 23% of females;
- Respondents aged 25-34 (40%) vs. older respondents aged 55-64 (18%) or 65+ (10%);
- Residents of Ontario (28%) vs. residents of Quebec (22%);
- Respondents with annual household incomes of less than \$40K (30%);
- Renters (28%) vs. homeowners (23%); and,
- Those not aware of the ENERGY STAR symbol (29%) vs. those aware (25%), and those aware of ENERGY STAR Most Efficient and EnerGuide.

*Table 47: Attitudes Towards Purchasing Energy Efficient Products*

Attitudes Towards Purchasing Energy Efficient Products					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<i>I try to get the most energy efficient product but at the same cost as the other non-ENERGY STAR products</i>	13%	46%	33%	7%	2%
<i>I always purchase the most energy efficient product no matter the cost</i>	7%	22%	36%	26%	9%
<i>I always purchase the least expensive products even though they consume more electricity than other similar products</i>	6%	20%	31%	32%	13%

Q23a. When purchasing products that consume less electricity like the ENERGY STAR products, to what extent do you agree or disagree with the following statements?

Base 2024 n=3,419; all respondents

## Likelihood of Purchasing Products from Companies that Help the Environment

Two-thirds (66% saying 'much more likely' or 'more likely') of respondents say they would be more likely to purchase products or services from companies that make efforts to save energy and help the environment.

- Younger adults are less likely to indicate that they would purchase products or services from companies that make efforts to save energy and help the environment in comparison to older respondents, particularly those aged 65+ (75%).
- Those residing in Quebec (70%) are more likely to agree with the idea of purchasing products and services from a company that makes efforts to save energy and help the environment, which is lower in Saskatchewan/Manitoba (58%).
- 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 (69% vs. 64% 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 (73% vs. 59% with a high school education and 57% among those with less than a high school education).
- Households with annual incomes of \$80K-<\$100K (71%) or from \$100K-<\$150K (71%) are more likely to look to companies that save energy and help the environment when making purchase decisions in comparison to those with annual household incomes of less than \$40K (62%).
- Those that indicate awareness of ENERGY STAR programs and symbols 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.

Table 48: Likelihood of Purchasing Products from Companies that Help the Environment

Likelihood of Purchasing Products from Companies that Help the Environment						
Statement	Much less likely	Less likely	Neutral	More likely	Much more likely	DK
<i>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?</i>	2%	3%	26%	42%	24%	3%

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?  
Base 2024 n= 3,419; all respondents

There has been a slight decrease (66%, down from 70% in 2022) 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 49: Likelihood of Purchasing Products from Companies that Help the Environment - Over Time*

<b>Likelihood of Purchasing Products from Companies that Help the Environment - Over Time</b>			
	<b>% More Likely [Much More Likely/More Likely]</b>		
	<b>2024</b>	<b>2022</b>	<b>2020</b>
<i>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?</i>	66%	70%	64%

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?  
 Base 2024 n= 3,419; all respondents

### 3. ENERGY STAR FOR HOMES

#### Awareness of ENERGY STAR for Homes

Overall, 41% of respondents claim to be aware of the fact that homes can be ENERGY STAR certified. Awareness is similar to results in 2022 (38%), and showcases the highest awareness levels since tracking began.

- Awareness of ENERGY STAR for homes is highest among men (45% vs. 38% of women), those aged 25-34 (49%), those with an annual household income of \$40,000-\$80K (43%) or \$80K- <\$100K (45%), and those living in Ontario (44%) and British Columbia (43%) vs. residents of Quebec (37%).
- Those that indicate awareness of ENERGY STAR programs and symbols are also more likely to claim to be aware of the fact that homes can be ENERGY STAR certified.

Table 50: Awareness of ENERGY STAR for Homes Over Time

Awareness of ENERGY STAR for Homes Over Time					
	2024	2022	2020	2018	2016
<b>Yes</b>	41%	38%	26%	31%	36%
<b>No</b>	59%	62%	66%	69%	63%

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

Base 2024 n=3,419; all respondents

Prior to responding to the next set of questions, respondents were provided with the following information:

*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 levels of energy efficiency. These homes have increased comfort, save you money on energy bills and help reduce GHG emissions.*

#### Perceived Value of ENERGY STAR for Homes

Despite minority awareness of ENERGY STAR certification for homes (41%), 72% of respondents 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 older (82% vs. 59% among those aged 18-64), those with a university education (75%) or some post-secondary (74%), those with household income in excess of \$40k, homeowners (75% vs. 71% of renters), and those living in Quebec (77%) or Atlantic Canada (76%).

Table 51: Perceived Value of ENERGY STAR for Homes Over Time

Perceived Value of ENERGY STAR for Homes Over Time					
	2024	2022	2020	2018	2016
<b>TOTAL % AGREE</b>	<b>72%</b>	<b>75%</b>	<b>71%</b>	<b>69%</b>	<b>66%</b>
Strongly Agree	35%	36%	24%	17%	33%
Agree	37%	39%	47%	52%	33%
Neutral	17%	17%	17%	27%	26%
<b>TOTAL % DISAGREE</b>	<b>6%</b>	<b>3%</b>	<b>6%</b>	<b>4%</b>	<b>8%</b>
Disagree	4%	2%	4%	2%	4%
Strongly Disagree	2%	1%	2%	2%	4%

Q27\_a. 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.

Base 2024 n=3,419 all respondents

Over time, the perceived value of ENERGY STAR certified homes is robust among 72% of Canadians, similar to results in 2022 (75%).

### Willingness to Pay Extra for ENERGY STAR Certified Homes

Results indicate that just over one-half (55%) 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 48% when increasing the cost by \$10,000 and to (42%) when increasing the cost by \$15,000.

- **At an increase of \$5,000**, those more likely to be amenable to paying this amount tend to include: men (59% vs. 52% of women), those aged 55-64 (60%) or 25-34 (58%) vs. those aged 18-24 (46%), residents of the Atlantic (67%), the university-educated (60%), higher income households (66% \$150K+), and homeowners (60%).
- **At an increase of \$10,000**, those more likely to be willing to pay this additional amount include: men (51% vs. 45% among women), those aged 45-64 (49%) vs. those aged 65+ (39%), residents of Ontario (51%), and respondents with a university degree (52%) or some post-secondary (59%).
- **At an increase of \$15,000**, those more likely to be willing to pay this higher additional amount include: men (47% vs. 37% of women), those aged 25-44 (ranging from 48% to 50%), residents of British Columbia (47%), respondents with a university degree (50%), and those with higher annual household incomes of \$100K + (ranging from 48% to 52%).

Table 52: Willingness to Pay Extra for ENERGY STAR Certified Homes

Willingness to Pay Extra for ENERGY STAR Certified Homes					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
\$5,000 more than a home that isn't ENERGY STAR-certified	24%	32%	26%	9%	4%
\$10,000 more than a home that isn't ENERGY STAR-certified	20%	28%	30%	11%	6%
\$15,000 more than a home that isn't ENERGY STAR-certified	16%	26%	32%	12%	6%

Q27\_b. 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 is not ENERGY STAR-certified.. Base 2024 n=1,139-1,141; all respondents [split sample]

Results are mostly consistent with 2022, yet show a small decline in the willingness to pay \$5,000 more for an ENERGY STAR certified home (55% in 2024, down from 59% in 2022).

Table 53: Willingness to Pay Extra for ENERGY STAR Certified Homes Over Time

	Willingness to Pay Extra for ENERGY STAR Certified Homes Over Time				
	% Agreeing [Strongly Agree/Agree]				
	2024	2022	2020	2018	2016
\$5,000 more than a home that isn't ENERGY STAR-certified	55%	59%	62%	50%	57%
\$10,000 more than a home that isn't ENERGY STAR-certified	48%	47%	47%	44%	47%
\$15,000 more than a home that isn't ENERGY STAR-certified	42%	41%	38%	42%	43%

Q27\_b. 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 is not ENERGY STAR-certified.

### Importance of ENERGY STAR Certified Home Features

The results of the 2024 survey reveal that a significant amount of importance is placed on all of ENERGY STAR certified home features. A notable majority (83%) of respondents assign a high degree of importance to efficient heating and cooling, and a similar proportion believes higher insulation levels (83%), followed closely by high performing windows and doors (80%) and higher insulation levels (80%). Around three quarters assign a high degree of importance to additional air-sealing (74%), a whole-home ventilation system (73%) 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.
- Women (85%) are more likely than men (82%) to rate **efficient heating and cooling** as being important to them, as are older respondents aged 55+ (88% to 92%), residents of Quebec (86%), those with higher levels of education and income, and homeowners (87% vs. 81% of renters).
- With respect to the importance of **higher insulation levels**, importance is higher among older respondents aged 55+ (88% to 92%), residents of Quebec (87%), those with higher levels of education, and homeowners (87% vs. 81% among renters).
- Those more likely to report that **high performing windows and doors** are important include older respondents (importance increases as age increases), residents of Quebec (85%) and Alberta (82%), those with at least some post-secondary education (83%) or a university degree (82%), respondents with annual household incomes of \$100K-<\$150K (86%), and homeowners (85% vs. 76% of renters).
- The importance of **ENERGY STAR certified products** is higher among those aged 55+ (ranging from 81% to 83%), those with some post-secondary education or a university degree (76%), those with annual household incomes of between \$40K and \$150K (76% in each sub-category within this range), and homeowners (76% vs. 73% among renters).



- Further, the importance of **additional air-sealing** increases with age and education levels, is highest in Quebec (83%), is lower among the least affluent households (67% <\$40K), and is higher among homeowners (78% vs. 71% of renters).
- Finally, when assessing the importance of a **whole-home ventilation system**, ratings are higher among those aged 55+ (78%), residents of Quebec (75%), those with some post-secondary education (74%) or a university degree (75%), and homeowners (76% vs. 71% of renters).
- 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.

Table 54: Importance of ENERGY STAR® Certified Home Features

Importance of ENERGY STAR® Certified Home Features					
	Very important	Somewhat important	Neutral	Not very important	Not at all important
Efficient heating and cooling	44%	39%	13%	2%	1%
Higher insulation levels	40%	40%	16%	3%	2%
High performing windows and doors	41%	39%	16%	3%	2%
ENERGY STAR certified products, such as lighting and appliances	27%	47%	20%	5%	2%
Additional air-sealing	30%	44%	21%	4%	2%
A whole-home ventilation system	31%	41%	22%	4%	2%

Q26. If you were in the market for a new home, how important would these ENERGY STAR certified home features be to you?  
Base 2024 n= 3,419 all respondents

The importance of ENERGY STAR certified Home Features has remained stable since 2024.

Table 55: Importance of ENERGY STAR® Certified Home Features Over Time

Importance of ENERGY STAR® Certified Home Features Over Time			
	% Saying Very or Somewhat Important		
	2024	2022	2020
Efficient heating and cooling	83%	85%	88%
Higher insulation levels	80%	83%	87%
High performing windows and doors	80%	82%	88%
ENERGY STAR certified products, such as lighting and appliances	74%	74%	74%
Additional air-sealing	74%	76%	74%
A whole-home ventilation system	73%	75%	72%

Q26. If you were in the market for a new home, how important would these ENERGY STAR certified home features be to you?  
Base 2024 n=3,419 all respondents

## Reasons to Buy an ENERGY STAR Certified Home

Respondents were presented with four potential reasons to purchase an ENERGY STAR certified home and were asked to rate the importance of each of these reasons. All of the reasons examined are deemed highly important. Saving money on energy bills is the most important reason (86%), followed by having a more comfortable home to live in (81%), and benefiting from a financial incentive, rebate or tax incentive (80%). Slightly lower importance ratings are provided for helping to protect the environment (73%), although the majority of respondents continues to feel this is an important reason to purchase an ENERGY STAR certified home.

- The importance of **saving money on energy bills** is widespread and is notably higher among females (88% vs. 85% of males), it increases as does age, is slightly lower in Saskatchewan/Manitoba (81%), is more prominent among those with higher levels of education (87% to 88%), and is higher among homeowners (89% vs. 83% of renters).
- **Having a more comfortable home** is more likely to be an important reason to purchase an ENERGY STAR certified home among residents of Quebec (83%), those with some post-secondary education (82%) or a university degree (83%), homeowners (84% vs. 78% among renters), and the importance of this reason increases as does age.
- Next, those more likely to feel that **benefits from a financial incentive, rebate or tax incentive** is an important reason to purchase an ENERGY STAR certified home include residents of Alberta (84%) and the Atlantic (84%), those with some post-secondary education (82%) or a university degree (84%), households with incomes of \$100K to \$150K (88%), and the importance of this reason increases as does age.
- Those more likely to see the **protection of the environment** as an important reason tend to be females (76% vs. 71% of males), respondents aged 65+ (79%), residents of Quebec (78%), university graduates (78%), and households with annual incomes of \$100K to <\$150K (77%).
- Those that indicate awareness of ENERGY STAR or EnerGuide and/or their symbols are more likely to rate all reasons as being important to them.

Table 56: Reasons to Buy an ENERGY STAR Certified Home

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	51%	36%	11%	2%	1%
Having a more comfortable home to live in, in terms of balanced temperatures and improved air quality	38%	42%	16%	3%	1%
Benefitting from a financial incentive, rebate or tax incentive	37%	43%	16%	3%	1%
Helping to protect the environment	32%	41%	20%	5%	2%

Q28. 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?

Base 2024 n=3,419; all respondents

The importance of reasons for buying an ENERGY STAR certified home has remained consistent since 2022.

*Table 57: Reasons to Buy an ENERGY STAR Certified Home Over Time*

Reasons to Buy an ENERGY STAR Certified Home Over Time			
	% Important [Very Important/Moderately Important]		
	2024	2022	2020
Saving money on your energy bill	86%	88%	93%
Having a more comfortable home to live in, in terms of balanced temperatures and improved air quality	81%	82%	88%
Benefiting from a financial incentive, rebate or tax incentive	80%	81%	82%
Helping to protect the environment	73%	75%	77%

Q28. 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?

Base 2024 n=3,419 all respondents

## 4. ENERGUIDE LABELLING PROGRAM

### Awareness of EnerGuide

Unaided awareness of the EnerGuide Labelling Program remains low (25%). There has been a slight increase in unaided awareness of the EnerGuide Labelling Program (25%, somewhat higher than 22% in 2022), yet awareness levels remain notably lower than in 2020 (38%).

- Unaided awareness of the EnerGuide label is highest among men (30% vs. 21% of women), those aged 25-34 (33%), residents of Saskatchewan/Manitoba (31%), those with a university degree (30%), and homeowners (28% vs. 23% of renters).

Table 58: Unaided Awareness of the EnerGuide Label Over Time

Unaided Awareness of the EnerGuide Label Over Time								
	2024	2022	2020	2018	2016	2010	2007	2006
Aware	25%	22%	38%	21%	31%	41%	42%	41%
Not aware	61%	62%	50%	61%	66%	58%	56%	58%
Don't Know	14%	16%	12%	18%	3%	1%	2%	1%

Q16. Have you heard, seen or read anything about the *EnerGuide* label?  
Base for 2024: n=3,419; all respondents

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, once prompted with the visual, two-thirds (66%) claim to have seen the EnerGuide symbol.

Aided awareness has remained stable over the past two years (66% in 2024 and 65% in 2022).

- Aided awareness of the EnerGuide symbol is highest among men (70% vs. 63% of women), those aged 45-64 (72%-73%), those living in Atlantic Canada (75%), respondents with some post-secondary education (70%), homeowners (74% vs. 58% of renters), those with household income of \$100K-\$150K (73%), and those aware of other elements of the ENERGY STAR program.

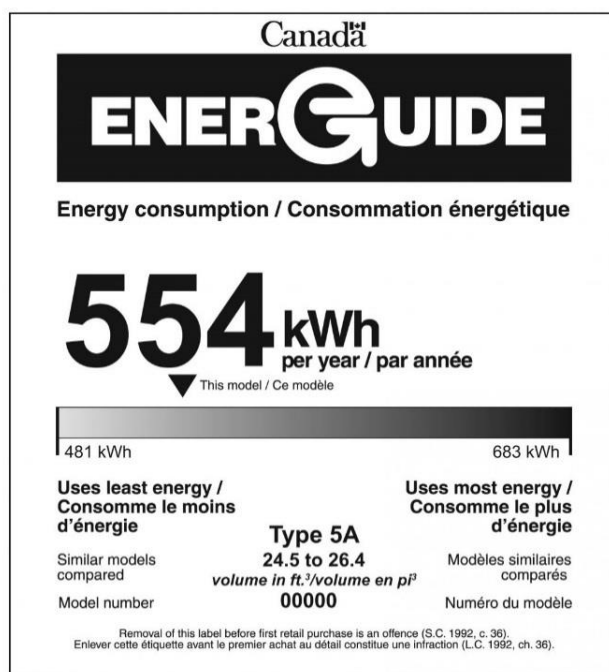


Table 59: Aided Awareness of the EnerGuide Label Over Time

Aided Awareness of the EnerGuide Label Over Time								
	2024	2022	2020	2018	2016	2010	2007	2006
Aware	66%	65%	77%	65%	50%	52%	54%	55%
Not aware	28%	29%	19%	27%	48%	47%	45%	44%
Don't Know	6%	6%	4%	8%	2%	1%	1%	1%

Q17. Do you recall seeing this symbol?

Base for 2024 n= 3,419 all respondents

### Sources of Awareness of EnerGuide

Respondents aware of the EnerGuide label were asked where they had seen the symbol and were presented with a randomized list allowing for multiple responses. 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 (54%) and clothes washers or dryers (50%).

Next, awareness of EnerGuide labels on ranges (39%, slightly down from 43% in 2022) or dishwashers (38%) is found among almost four-in-ten respondents, followed by room air conditioners (23%) and in-store displays (20%). Fewer respondents recall seeing the EnerGuide label on heating and cooling promotional materials (18%) or on home electric panels (15%).

Sources of awareness of the EnerGuide label are lowest for gas fireplace promotional materials (9%), company websites (8%), social media (8%), in magazines or newspapers (8%), and on labels on new cars (6%).

Table 60: Sources of Awareness of EnerGuide Label Over Time

Sources of Awareness of EnerGuide Label Over Time			
	2024	2022	2020
	%	%	%
Label shown on refrigerators or freezers	54%	57%	69%
Label on clothes washers or dryers	50%	53%	62%
Label on ranges (stoves)	39%	43%	49%
Label on dishwashers	38%	41%	49%
Label on room air conditioners	23%	22%	19%
In-store displays	20%	20%	16%
Heating and cooling equipment promotional materials	18%	19%	25%
Label on electric panel in homes	15%	13%	4%
Gas fireplace promotional materials	9%	8%	7%
On a company's website	8%	8%	4%
On social media	8%	6%	1%
In a magazine or newspaper	8%	5%	5%
Label on new cars	6%	5%	6%
Other	0%	0%	1%
I can't recall	6%	8%	7%

Q19. Where do you recall having seen an EnerGuide label? (Multiple mentions allowed)

Base 2024 n=2,331; those aware of the EnerGuide label

## Understanding the EnerGuide Brand

When thinking about what the EnerGuide label means to them, those aware of the label mostly gravitate to associating it with factual energy use of the appliance (68%), energy efficiency (59%), and helping compare energy consumption of one product to another (52%). Fewer tend to think of cost savings (42%), Canadian Standards Association (CSA) approvals (39%) or electrical safety (25%).

- Women are more likely (71%) than men (66%) to associate the EnerGuide label with showing the energy use of the appliance, whereas men (45%) are more likely than women (39%) to associate the label with cost savings.
- 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.
- Older respondents, and especially those aged 65+ show higher degrees of association with most themes, except for electrical safety and cost savings where they exhibit the lowest ratings.
- Residents of Quebec show higher resonance with the EnerGuide label regarding energy use (73%), energy efficiency (64%), and product comparisons (59%).
- 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 (53%) and electrical safety (29%).
- Homeowners are more likely to associate the EnerGuide brand with energy use (72% vs. 63% of renters) and product comparisons (55% vs. 46% among renters).

Themes associated with the EnerGuide label have remained stable since 2022, with a small increase in noting electrical safety with the brand in 2024 (25%, up from 21% in 2022).

*Table 61: Understanding of the EnerGuide Label Over Time*

Understanding of the EnerGuide Label Over Time		
	2024	2022
	%	%
Shows energy use of the appliance	68%	71%
The product is energy efficient	59%	58%
Helps compare energy consumption of one product to another	52%	53%
Cost saving	42%	39%
Canadian Standards Association (CSA) approved	39%	38%
Electrical safety	25%	21%
Other	0%	n/a

Q18. What does the EnerGuide label mean to you? Rank the list from the most relevant to the least.  
Base 2024 n=2,331; have heard, seen, or read anything about EnerGuide or recall seeing the symbol

## EnerGuide Home Evaluations

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.

Just over one-half (52%) say they would consider obtaining an EnerGuide home evaluation, while one in ten (10%) say they would not consider doing this. Approximately three in ten (29%) are undecided and express neutral opinions on the matter.

- Men (56%) are more likely than women (48%) to say they would consider obtaining an EnerGuide home evaluation.
- Adults aged 25-34 (61%) are among the most likely to indicate that they would consider obtaining an EnerGuide home evaluation (50% vs. 47% aged 55-64 and vs. 46% aged 65+).
- Atlantic Canadians are more likely to consider obtaining an EnerGuide home evaluation (60% vs. 47% among residents in Quebec).
- Homeowners are more likely to say they would consider obtaining an EnerGuide home evaluation (55% vs. 51% 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 (61%) and the possibility of obtaining home evaluations rises as do education levels.
- Low-income households (under \$40k) are less likely to consider obtaining an EnerGuide home evaluation (45%).
- Those aware of ENERGY STAR programs and labels are consistently more likely to consider arranging for an EnerGuide home evaluation.

*Table 62: Willingness to Consider an EnerGuide Home Evaluation*

Willingness to Consider an EnerGuide Home Evaluation						
Statement	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	NA
<i>I would consider obtaining an EnerGuide home evaluation</i>	18%	34%	29%	7%	3%	9%

Q29. To what extent would you agree or disagree with the following statements.

Base 2024 n=3,419 all respondents

The proportion of those who say they would get an EnerGuide home evaluation has significantly increased in 2024 (52%), up from 43% in 2022.

Table 63: Willingness to Consider an EnerGuide Home Evaluation Over Time

Willingness to Consider an EnerGuide Home Evaluation Over Time			
	% Agreeing [Strongly/Somewhat]		
	2024	2022	2020
<i>I would consider obtaining an EnerGuide home evaluation</i>	52%	43%	42%

Q29. To what extent would you agree or disagree with the following statements.

Base 2024 n=3,419; all respondents

## Preferences for Conducting Home Energy Evaluations

Respondents who would consider getting an EnerGuide home evaluation were asked for their preference for how the home energy evaluation would be conducted. On par with what was observed in 2022, 59% within this group most often cite a preference for in-person evaluations by certified advisors, similar to 62% in 2022. A slightly higher proportion would prefer a virtual evaluation (18%, up from 14% in 2022), and 15% would prefer an online self-assessment (consistent with 16% in 2022). The least preferred home energy evaluation option rests with assessments conducted by an organization based on utility information (8%, identical to results in 2022).

- Atlantic Canadians are most likely to cite a preference for **on-site evaluations** (68%) and residents of Quebec (54%) are least likely to prefer on-site evaluations. Homeowners (61% vs. 57% of renters), older respondents (65%-67%), and the most affluent households of \$150K+ (69%) are more also more likely to prefer on-site evaluations.
- Preferences for **virtual evaluations** decreases as age increases, and those with less than a high school education are also more likely to prefer this approach (28%). In addition, men are more likely to prefer virtual evaluations (20% vs. 16% of women). Households with annual incomes of \$150+ are less likely to prefer this method (11%) in comparison to other income categories.
- Those aged 25-34 (20%) are more likely to prefer **online self-assessments**.
- Men are less likely to favour **having an organization conduct an assessment based on utility information** (6% vs. 10% among women), as are those aged 65+ (13%) and residents of Quebec (12%).
- Those that indicate awareness of ENERGY STAR (unaided) are more likely to cite a preference for virtual evaluations (20% vs. 16% unaware), and this also applies to those aware of ENERGY STAR Most Efficient (27% vs. 14% unaware) and EnerGuide (23% vs. 16% unaware).



Table 64: Preference for Conducting Home Energy Evaluations Over Time

Preference for Conducting Home Energy Evaluations Over Time			
	2024	2022	2020
	%	%	%
On-site evaluation by a certified energy advisor	59%	62%	61%
Virtual evaluation by a certified energy advisor	18%	14%	6%
Self-assessment done online by inputting utility bill information	15%	16%	13%
An assessment conducted by an organization based on my utility information	8%	8%	6%

Base: n=1,790; Respondents that agree or strongly agree in Q29 that they would consider a home evaluation  
Q31. What is your preference for conducting home energy evaluations?

## ENERGY STAR Home Certification Label

Nearly two-thirds (64%) consider the home label important, and only a small proportion (7%) 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 (67% vs. 62% of women).
- Respondents aged 25 to 34 (69%) are more likely than other age groups to say that such a label would have an influence on decisions to buy a home.
- The influence of a home label indicating better energy efficiency becomes stronger as education levels increase.
- Households with annual incomes of \$80K to <\$100K (72%) are also more likely to feel they would be influenced by this type of label when purchasing a home, whereas those with <\$40K (59%) are less likely to express this view.
- Those aware of ENERGY STAR programs and symbols are consistently more likely to indicate that they would be influenced by a label indicating energy efficiency when purchasing a home.

Table 65: Influence of a Home Label When Buying 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	19%	45%	29%	5%	2%

Q30. To what extent would you agree or disagree with the following statements.  
Base n=3,419 all respondents

The influence of a home label indicating better energy efficiency when buying a house remains stable with 2022 (64% in 2024 and 63% in 2022), maintaining gains experienced since 2020 (52%).

Table 66: Influence of a Home Label When Buying a House Over Time

Influence of a Home Label When Buying a House Over Time			
Statement	% Agreeing Strongly/Somewhat		
	2024	2022	2020
A home label indicating better energy efficiency would influence my decision to buy a house	64%	63%	52%

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

Base n=3,419 all respondents

### Awareness of ENERGY STAR Certification on Buildings and Industrial Facilities

In total, 47% of respondents are either 'clearly' (16%) or 'vaguely' (31%) aware of the fact that buildings and industrial buildings can be ENERGY STAR certified. Four in ten (41%) are not aware of this type of ENERGY STAR certification, and 12% are unsure. Results are statistically on par with results from 2022.

- Awareness levels are higher among men (52% vs. 42% of women), younger respondents aged 18 to 24 (59%) and 25-34 (58%), and awareness increases as education levels become more elevated. Regionally, awareness of this certification is lowest in Quebec (40%).
- Those that indicate awareness of ENERGY STAR, ENERGY STAR programs and symbols are among the most likely to claim to have been aware of the fact that buildings and industrial facilities can be ENERGY STAR certified.

Table 67: Awareness of ENERGY STAR Certification on Buildings and Industrial Facilities Over Time

Awareness of ENERGY STAR Certification on Buildings and Industrial Facilities Over Time			
	2024	2022	2020
	%	%	%
Yes, clearly	16%	13%	10%
Yes, vaguely	31%	29%	29%
No, not at all	41%	44%	52%
Don't know	12%	14%	8%

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

Base 2024 n=3,419 all respondents

### Products Purchased in Past Year

For all items evaluated, the majority of respondents say they have not purchased or shopped for any of the products in the past year, particularly for gas fireplaces (82%) in comparison to refrigerators or freezers (67%) or clothes washers or dryers (68%).

- Men are more likely than women to claim to have purchased all products in the past 12 months, except for heating or cooling equipment which shows equitable purchases among men and women.
- The likelihood to have purchased products within the past year generally decreases as age increases and is consistently higher among younger respondents aged 18 to 34.

- Ontarians are more likely to report having purchased products in comparison to residents of other Canadian regions, especially to those living in Quebec.
- Those with higher education levels are more likely to report having purchased almost all products within the past year; however, this pattern does not hold true among those with higher annual household incomes.
- 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.

Table 68: Home Products Purchased or Shopped for in the Last 12 Months Over Time

Home Products Purchased or Shopped for in the Last 12 Months Over Time						
	Purchased		Shopped for but not purchased		Neither	
	2024	2022	2024	2022	2024	2022
Refrigerators or freezers	21%	17%	13%	13%	67%	70%
Clothes washers or dryers	18%	15%	14%	12%	68%	74%
Heating or cooling equipment	17%	15%	14%	11%	70%	74%
Room air conditioners	16%	14%	13%	12%	71%	75%
Dishwashers	15%	13%	13%	11%	72%	77%
New cars	15%	11%	15%	15%	70%	75%
Ranges (stoves)	14%	12%	13%	11%	73%	77%
New homes	9%	7%	13%	11%	78%	82%
Gas fireplaces	8%	5%	10%	9%	82%	86%

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

Base 2024 n=2,331; aware of EnerGuide label

### EnerGuide Label's Influence

The majority of respondents who have purchased home products within the past year feel influenced by the EnerGuide label when purchasing these products, particularly when it comes to gas fireplaces (85% at least somewhat influenced), a dishwasher (75%), a dishwasher (73%), or a new home (73%). The EnerGuide label also has notable influence upon purchases of clothes washers or dryers (72%) and ranges (70%).

Almost seven in ten product purchasers report that the EnerGuide label influenced their purchases of a room air conditioner (69%) and heating and cooling equipment (69%). The influence of the EnerGuide label is lowest (59%) for new cars, albeit the label still maintains influence upon the majority of purchases in this category.

- Males are more influenced by the EnerGuide label for many of these products in comparison to women.
- Older respondents report lower levels of influence upon product purchases in comparison to their younger cohorts.
- Those with a university degree tend to be more influenced by the label for several products assessed, namely heating and cooling equipment (75%), gas fireplaces (89%), refrigerators or

freezers (78%), clothes washers or dryers (79%), room air conditioners (75%), and new cars (65%) or new homes (81%).

- 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 69:: Influence of EnerGuide Label on Purchase

Influence of EnerGuide Label on Purchase						
	TOTAL 'Very Much/Somewhat'	Very Much	Somewhat	Slightly	Not at All	Don't Know
A gas fireplace	85%	41%	44%	11%	3%	1%
A dishwasher	75%	38%	38%	14%	10%	1%
A new home	73%	41%	32%	13%	12%	2%
A refrigerator or freezer	73%	37%	36%	15%	10%	2%
A clothes washer or dryer	72%	37%	36%	17%	9%	2%
A range	70%	35%	34%	18%	11%	1%
A room air conditioner	69%	37%	32%	17%	12%	2%
Heating or cooling equipment	69%	32%	37%	17%	11%	2%
A new car	59%	28%	31%	16%	22%	3%

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

Base 2024 n=Varies, among those who purchased each item

When looking at the intensity level of influence (i.e., those **'very much' influenced**) over time, the greatest degree of influence on purchases is seen for gas fireplaces (41%, down from 50% in 2022) and new homes (41%, increased from 26% in 2022). The strong degree of influence has also increased for purchases of refrigerators or freezers (37%, up from 33% in 2022) and for purchases of new cars (28%, increased from 20% in 2022).

Table 70 Influence of EnerGuide Label on Purchase Over Time

Influence of EnerGuide Label on Purchase Over Time					
	% Saying Very Much				
	2024	2022	2020	2018	2016
A gas fireplace	41%	50%	19%	37%	41%
A new home	41%	26%	8%	29%	23%
A dishwasher	38%	40%	20%	37%	30%
A clothes washer or dryer	37%	38%	25%	44%	34%
A refrigerator or freezer	37%	33%	22%	40%	28%
A room air conditioner	37%	35%	22%	34%	44%
A range	35%	34%	21%	39%	25%
Heating or cooling equipment	32%	30%	24%	37%	29%
A new car	28%	20%	8%	17%	24%

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

Base 2024 n=Varies, among those who purchased each item

## 5. APPENDIX A: METHODOLOGY

The research involved an online survey of n=3,419 Canadians. The survey was conducted across Canada in both official languages. The field dates for the survey were November 04 to November 15, 2024.

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*
<b>Jurisdiction</b>					
West	31.60%	1082	28.79%	1091	1072
Ontario	38.70%	1325	39.77%	1298	1323
Quebec	23.02%	788	24.32%	788	786
Atlantic Canada	6.67%	228	7.12%	242	239
CANADA	100%	3425	100%	3419	3419
<b>Age</b>					
18-34	26.70%	914	28.29%	959	921
35-54	32.22%	1104	34.16%	1168	1109
55+	41.08%	1407	37.55%	1301	1389
<b>Gender</b>					
Male	49%	1670	46%	1667	1670
Female	51%	1755	54%	1740	1738
Other	-	-	0%	11	10

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

Variable	Total sample %	% of population
<b>Education</b>		
High school or less	26.2	42.2*
Apprentice/college/some university	38.1	33.5*
University graduate/post-graduate	35.2	24.3*
<b>Employment Status</b>		
Full time/self employed	49.0	54.5*
Part time	10.4	15.0*
Not in work force (including retired)	38.2	30.5*
<b>Income</b>		
Under \$40,000	23.2	18.3*
\$40,000-<\$80,000	31.8	27.8*
\$80,000-<\$100,000	12.8	12.3*
\$100,000-<\$150,000	15.8	21.5*
\$150,000 or more	8.4	20.0*
Prefer not to answer	8.0	18.3*
<b>Language</b>		
English	79.8	75.3
French	20.2	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, reviewed and provided comments on the questionnaire. 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 10 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.

**Contact disposition**

<b>Disposition</b>	<b>N</b>
Total invitations (c)	78804
Total completes (d)	3419
Qualified break-offs (e)	301
Disqualified (f)	902
Not responded (g)	75411
Quota filled (h)	456
Contact rate = (d+e+f+h)/c	8.6%
Participation rate = (d+f+h)/c	7.9%

## 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)
<b>Gender (18+)</b>		
Male	49%	49%
Female	51%	51%
<b>Age</b>		
18-34	28%	27%
35-54	34%	32%
55+	38%	41%
<b>Education level <sup>a</sup></b>		
High school diploma or less	28%	42%**
Trades/college/post sec no degree	37%	34%**
University degree	38%	24%**

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

\*\* Data is from 2016 Census



## 6. APPENDIX B: QUESTIONNAIRE

### ENERGY STAR AND ENERGUIDE LABELLING AWARENESS SURVEY 2024

#### *Research Instrument FINAL*

#### **Screenener**

##### 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?

- ☐ Under 18 [TERMINATE]
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older
- ☐ Prefer not to answer

34. What is your gender?

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

35. Where do you live?

- ☐ Alberta
- ☐ British Columbia
- ☐ Manitoba
- ☐ New Brunswick

- ☐ Newfoundland and Labrador
- ☐ Northwest Territories
- ☐ Nova Scotia
- ☐ Nunavut
- ☐ Ontario
- ☐ Prince Edward Island
- ☐ Quebec
- ☐ Saskatchewan
- ☐ Yukon
- ☐ I live outside of Canada **[TERMINATE]**

42. Please provide the first three digits of your postal code? **[VALIDATE WITH THE PROVINCE SELECTED]**

RECORD: \_\_\_\_\_

- ☐ Prefer not to answer **[TERMINATE]**

## I. Climate change

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

- ☐ 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
- ☐ I do not believe that the climate is changing faster.

## II. Awareness

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

- ☐ Yes
- ☐ No
- ☐ Don't know

3. Do you recall seeing this ENERGY STAR symbol?



- ☐ Yes
- ☐ No
- ☐ Don't know

**[IF YES TO Q3, CONTINUE; OTHERWISE, SKIP TO STATEMENT BEFORE-Q8]**

4. Where did you see the ENERGY STAR symbol?  
*Please select all that apply.*

**[RANDOMIZE]**

- ☐ From a public utility (hydro, gas, etc.)
- ☐ On TV
- ☐ On major appliances
- ☐ In home or on home electrical panels
- ☐ 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 the internet
- ☐ On social media (Please specify: Facebook, twitter, Instagram, Pinterest, LinkedIn) (SPECIFY)
- ☐ Other (SPECIFY) [Anchor second last]
- ☐ Do not recall [Exclusive, anchor last]

4a. Which of these ENERGY STAR events are you aware of? Please select all that apply.

**[RANDOMIZE]**

- ☐ Energy Efficiency Day
- ☐ 12 days of ENERGY STAR
- ☐ ENERGY STAR Awards
- ☐ 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.

*If you would like to provide another response, please fill in the 'Other' box and then drag and drop it to the appropriate ranking.*

**[Randomize]**

- ☐ Energy efficient/ low energy consumption/ saves energy
- ☐ Saves money
- ☐ Protection for the environment
- ☐ Higher efficiency
- ☐ Government backed
- ☐ Third-party certified

- ☐ Other (SPECIFY)  
☐ **Nothing / doesn't mean anything to me** [EXCLUSIVE, anchor last 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]

- 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% AND BALANCE BY AGEXGENDERXREGION] *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]

- 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% AND BALANCE BY AGEXGENDERXREGION] *more* than a similar product without the symbol.
- 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

**[CONTINUE IF Q2 OR Q3=YES, IF NO OR DK IN Q2 AND Q3 SKIP TO Q13]**

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

- ☐ Yes
- ☐ No
- ☐ Don't know

10. Do you recall seeing this symbol?



- ☐ Yes
- ☐ No
- ☐ Don't know

**[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.

*If you would like to provide another response, please fill in the 'Other' box and then drag and drop it to the appropriate ranking.*

[RANDOMIZE]

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

12. [DELETED]

## I. Recent Purchases

**[ALL RESPONDENTS]**

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

GRID FORMAT; ROWS:

[RANDOMIZE]

- 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?

- ☐ Yes
- ☐ No
- ☐ 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]?

- ☐ Very much
- ☐ Somewhat
- ☐ Slightly
- ☐ Not at all
- ☐ 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

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.

*Please click and drag each item to the appropriate ranking.*

[RANDOMIZE]

Purchase price  
 Energy efficiency (i.e., ENERGY STAR certified)  
 Operating cost over lifetime of the appliance  
 Features of the appliance  
 Brand name

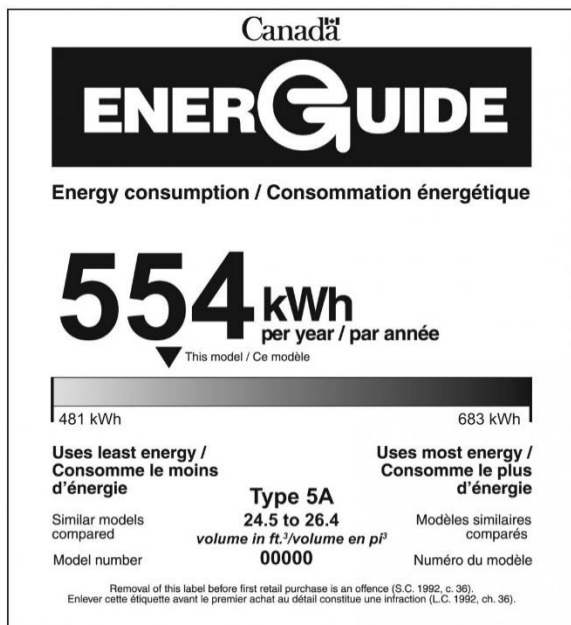
## V. EnerGuide

[ALL RESPONDENTS]

16. Have you heard, seen, or read anything about the *EnerGuide* label?

- ☐ Yes  
☐ No  
☐ Don't know

17. Do you recall seeing this symbol?



- ☐ Yes  
☐ No  
☐ 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. Please drag and drop each item to the appropriate ranking.



*If you would like to provide another response, please fill in the 'Other' box and then drag and drop it to the appropriate ranking.*

**[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
- ☐ Other (SPECIFY)
- ☐ **Nothing / doesn't mean anything to me [EXCLUSIVE 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
- ☐ On a company's website
- ☐ On social media
- ☐ Other (SPECIFY) [ANCHOR AT END]
- ☐ I can't recall [EXCLUSIVE] [ANCHOR AT END]

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

**[RANDOMIZE]**

**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 PRODUCTS FROM Q20]?

- ☐ Very much
- ☐ Somewhat
- ☐ Slightly
- ☐ Not at all
- ☐ 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]**

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

**[COLUMNS]**

- ☐ Not at all
- ☐ Slightly

- ☐ Somewhat
- ☐ Very much
- ☐ 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]

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

[COLUMNS]

Strongly disagree  
Disagree  
Neutral  
Agree  
Strongly agree

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

[RANDOMIZE]

- ☐ I always purchase the most energy-efficient product no matter the cost.
- ☐ I try to get the most energy-efficient product but at the same cost as the other non-ENERGY STAR products.
- ☐ I always purchase the least expensive products even though they consume more electricity than other similar products.

[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?

- ☐ Much less likely
- ☐ Less likely
- ☐ Neutral
- ☐ More likely

- ☐ Much more likely
- ☐ Don't know

## VII. ENERGY STAR for Homes

[ALL RESPONDENTS]

[NEW WINDOW]

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

- ☐ Yes
- ☐ 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 levels 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]

GRID FORMAT; ROWS:

- a) Higher insulation levels
- b) Efficient heating and cooling
- c) Additional air-sealing
- d) High performing windows 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:

[ROTATE]

- 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 AND BALANCE BY AGEXGENDERXREGION] more than a home that is not ENERGY STAR certified.

[COLUMNS]

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree
- ☐ 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]

- ☐ Not at all important
- ☐ Not very important
- ☐ Neutral
- ☐ Moderately important
- ☐ 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

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neutral
- ☐ Somewhat disagree

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

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

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neutral
- ☐ Somewhat disagree
- ☐ Strongly disagree

ASK Q31 IF STRONGLY AGREE OR SOMEWHAT AGREE IN Q29]

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

- ☐ 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

[ASK ALL]

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

- ☐ Yes, clearly
- ☐ Yes, vaguely
- ☐ No, not at all
- ☐ 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?

- ☐ Less than High School diploma or equivalent
- ☐ High School diploma or equivalent
- ☐ Registered apprenticeship or other trades certificate or diploma
- ☐ College, CEGEP or other non-university certificate or diploma
- ☐ University certificate or diploma below bachelor's level
- ☐ Bachelor's degree
- ☐ Postgraduate degree above bachelor's level
- ☐ Prefer not to answer

37. Which of the following categories best describes your total household income?

- ☐ Under \$20,000
- ☐ \$20,000 to just under \$40,000
- ☐ \$40,000 to just under \$60,000
- ☐ \$60,000 to just under \$80,000
- ☐ \$80,000 to just under \$100,000
- ☐ \$100,000 to just under \$150,000

- ☐ \$150,000 and above
- ☐ Prefer not to answer

38. Which of the following categories best describes your current employment status?

- ☐ Working full-time, that is, 30 or more hours per week
- ☐ Working part-time, that is, less than 30 hours per week
- ☐ Self-employed
- ☐ Unemployed, but looking for work
- ☐ A student attending school full-time
- ☐ Retired
- ☐ Not in the workforce [full-time homemaker, unemployed, not looking for work]
- ☐ Other
- ☐ Prefer not to answer

39. Do you currently own or rent your home/apartment?

- ☐ Own
- ☐ Rent
- ☐ Other [live at home, live at school, etc.]
- ☐ Prefer not to answer

[ASK Q40 IF Q39=RENT]

40. Were appliances included in your home/apartment?

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

[ASK Q41 IF Q39=RENT]

41. Is electricity included in your rent?

- ☐ Yes
- ☐ No
- ☐ 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.