



CEA[®]
Consumer Electronics Association

PRODUCER OF



Understanding and Informing Consumers

CalPlug Workshop Series #5: Consumer Touch Points

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www.CE.org

Consumer Electronics Association

- Mission: Support industry growth
- More than 2,000 companies in the \$208 billion U.S. consumer electronics industry
- Component suppliers, device manufacturers, retailers, distributors, and service providers
- Market research, public policy, technology standards, PR/media, International CES®

CEA Initiatives

- Consumer research
- Consumer education

CEA Consumer Research Findings

- *Shades of Green: Consumer Attitudes Regarding Green CE (2010)*
- *Powering Intelligent Electricity Use (2011)*
- *Adoption and Usage of Home Automation Technologies (2013)*

2010 Study: Attitudes

- Awareness and purchase of environmentally-friendly (“green”) products was lower for green CE products compared to products from other industries
 - Example: 78% of U.S. adults were aware of green appliances compared to 41% awareness of green CE devices (i.e., computers or televisions)

2010 Study: Attitudes

- When considering the purchase of their next CE device, consumers indicated green as one of the top five elements to consider:
 - Price (94%)
 - Warranty (85%)
 - Variety of features (83%)
 - **Environmentally-friendly attributes (74%)**
 - Size (64%); brand (59%); color (37%)

2010 Study: Attitudes

- Actions speak louder than words:
 - About 2/3 of consumers reported they usually or always shut off their computer when not in use and another 2/3 of consumers unplug chargers when not in use.

2011 Study: Energy Management

- Lowering electricity costs guide consumer efforts to conserve and manage usage
- Concern regarding electricity consumption of CE products is mixed (about 1/3 concerned, about 1/3 not concerned)
- Monthly electricity bill remains the most preferred method monitoring usage

2013 Study: Home Automation

- Home automation technology awareness is growing, but still an emerging category
- Most consumers still want to turn to professionals to have home automation technology installed
- Features focused on safety and security should continue to be the building blocks of home automation packages

2013 Study: Home Automation

- A majority (61%) of households expect to purchase energy efficiency home automation technology at some point in the future, followed by security technology (51%) and entertainment products (40%).
- Programmable (34%) and smart thermostats (32%) have the highest purchase intent within the next two years across all home automation technologies.

Recent CEA Study

- *The 12th Annual State of the Builder Technology Market Study* released on May 7, 2014
- Focus: Installations in new homes
- Structured wiring was the most common technology installed in 2013 (78 percent, an eight percent increase from 2012)...

Recent CEA Study

...followed by monitored security (47 percent, up three percent) and home theaters (32 percent, up five percent). Multi-room audio (21 percent), **energy management** (13 percent) and **home automation** (12 percent) all saw increases. A new addition to this year's study are stand-alone video surveillance systems (including pre-wire), which were installed in eight percent of new homes in 2013.

Consumer Education

The screenshot shows the greenergadgets website with a green and white color scheme. At the top left is the greenergadgets logo. To the right are social media icons for Facebook, Twitter, YouTube, and RSS. A navigation menu includes Home, Living Green, Buying Green, Recycling Responsibly, About CEA, and What's New. The main content area features a large banner for the Consumer Electronics Energy Calculator, which includes a calculator icon and a description of its function. Below this is a TOOLS section with two options: Recycle Electronics and Energy Calculator. The Recycle Electronics option includes a recycling symbol, a search bar for zip codes, and a search button. The Energy Calculator option includes a calculator icon, a description, and a calculate button.

greenergadgets f t y d r

[Home](#) | [Living Green](#) | [Buying Green](#) | [Recycling Responsibly](#) | [About CEA](#) | [What's New](#)

Try the Consumer Electronics Energy Calculator

The calculator determines the energy cost per month and per year, and compares your energy use to that of the average U.S. household.

TOOLS

 **Recycle Electronics**
See a list of nationwide manufacturer, retailer and certified eCycling locations in your area.
Your Zip Code: **Search ▶**

 **Energy Calculator**
Find out what your electronics use means for your wallet by the minute, day, month and year.
Calculate ▶

ENERGY STAR

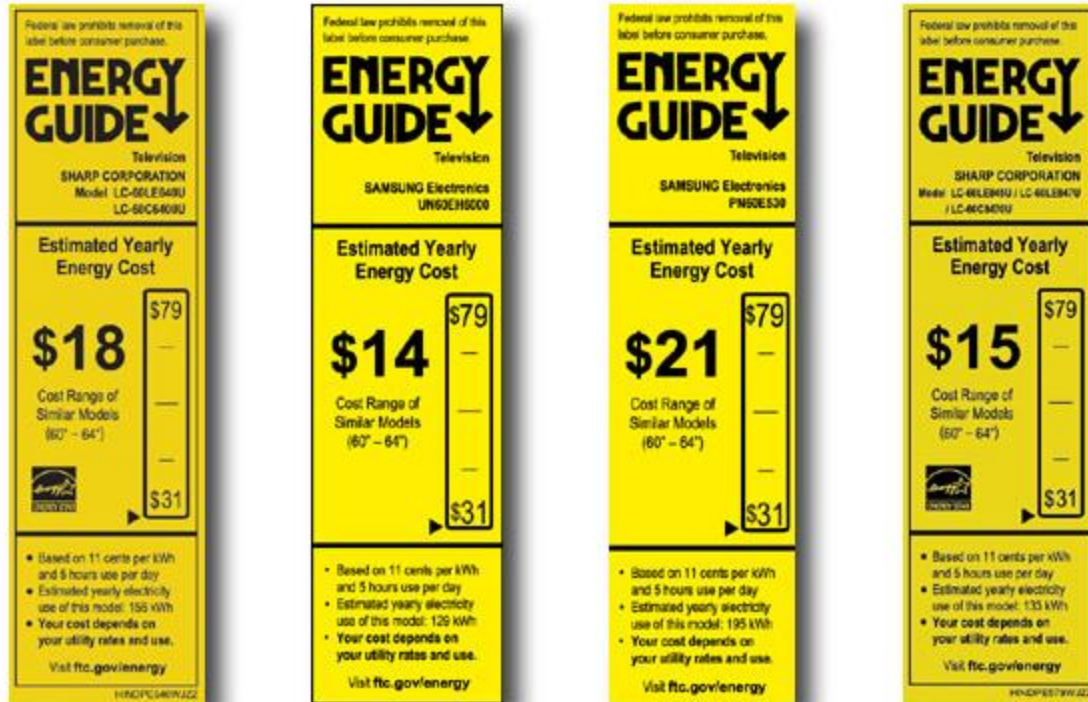
- Of the cumulative number of ENERGY STAR products sold as of 2013, more than 80% are in the office equipment, home office equipment and home electronics categories, representing approximately 4 billion units.



ENERGY STAR

- ENERGY STAR product savings attributable to **electronics** as of 2011:
 - *Dollar net savings:*
\$7.9 billion (about **60% of total**)
 - *Emissions avoided:*
53.6 MMTCO₂e (about **54% of total**)

EnergyGuide



“An advertisement for energy efficiency”

CEA Earth Month Promotion

- Television – Total impressions: 3,789,926
- Radio – Total Impressions: 12,820,014
- CEA & EPA/ENERGY STAR Twitter chat

CEA Satellite Media Tour



Earth Month Green Tech

Perspective

Dollar\$ and Sense

Consumer electronics have become incredibly efficient. A liquid crystal display (LCD) flat-screen TV of today uses **63 percent less energy** than a cathode ray tube TV in 2003. Across product categories, energy efficiency and sustainability are central to the innovation of our products, resulting in lower costs to power your devices.

Annual Electricity Costs



For more information on the efficiency of your electronics go to greenergadgets.org

SOURCE: CE.org/green

Ideas

- More helpful and uniform tips (considering user behavior and power management)
- More disclosures supporting informed choices
- ENERGY STAR for installers?
- Examine the non-CE plug loads
- How much can I save by using my electronics?
- Are incentives necessary?



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