



STATEWIDE BUSINESS AND CONSUMER ELECTRONICS BASELINE

Study ID: PGE0283.02

Final Report

**Volume II of II
Data Collection Instruments**

Prepared for:

PACIFIC GAS & ELECTRIC COMPANY

SOUTHERN CALIFORNIA EDISON

SAN DIEGO GAS & ELECTRIC

Prepared by:

OPINION DYNAMICS CORPORATION

1999 Harrison Street

Suite 650

Oakland, CA 94612

(510) 444-5050

www.opiniondynamics.com

December 2009

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1. END USER CHANNEL ASSESSMENT: IN-STORE ANALYSIS

1.1 *Mystery Shopping*

1.1.1 In-Store – Mystery Shopper Conversation Form (TVs)

Note to Researcher: The following questions are intended to get a sense of whether or not the salesperson on the floor actively promotes energy efficiency or has an understanding of energy efficiency for that product. You don't have to ask each question as it is written, but the topics of these questions should be covered in the conversation with the salesperson. Please note the total number of models shown to you, the number of models shown that were ENERGY STAR or BCE, and whether the salesperson explained the benefits of energy efficiency without you asking questions about it or only after you inquired. Remember, you are a MYSTERY shopper, so act like a regular customer!

You have been assigned to shop for a TV. For **each** type: LCD, Plasma, and Rear Projection, ask to be shown a **minimum** of 3 different TV models. Be prepared to provide a screen size.

Conversation Guide

"I'm looking for a new [screen size] TV. I would like to see at least three LCD, Plasma, and DLP TVs to compare them. Are you the right person to ask a few questions? Can you show me the TVs that you would recommend?"

1. What makes this a good TV? What features are most important when picking out my new TV?
2. If you were going to buy a [screen size] TV which one would you buy? Why?

**Note if salesperson brings up energy efficiency, ENERGY STAR, or the BCE Program logo or promotional items without you asking. (check all that they say)*

3. Do you have any models on promotion?

**Note if salesperson shows you the promotional ENERGY STAR or the BCE Program logo (check all that they say)*

[ASK IF energy efficiency is NOT mentioned]

4. Do you have any TVs like these that are energy efficient?
5. How are these (EE) TVs different from other standard TVs?
6. Can you tell me which models are energy efficient?

[ASK IF salesperson brings up ENERGY STAR]

7. What is ENERGY STAR?

8. Which of these models are ENERGY STAR compliant?

[ASK IF salesperson does NOT bring up ENERGY STAR]

9. I have been hearing a lot about ENERGY STAR. What is ENERGY STAR?

10. Which of these models are ENERGY STAR compliant?

[ASK ALL]

11. Does it cost more money to buy an energy efficient TV?

12. Do energy efficient TVs perform better or worse than standard TVs?

Thank you for your time. We'll think about it.

1.1.2 Mystery Shopper Questionnaire (TVs)

Please complete this section after the mystery shopping session.

1. Did you speak with: (circle your response below):

Salesperson Stocker Store Manager/Floor Manager

2. Please indicate how many models you saw for each category below. Write a zero "0" if you were shown NO models for each TV type.

Type	Total Shown	Total ENERGY STAR (ES)	Total BCE	Total Energy Efficient TVs Shown (not BCE or ES)
LCD				
Plasma				
Projection				

3. How many of the models shown to you were described as energy efficient before you explicitly asked about energy efficiency (EE)?

Type	Total Number of Models Voluntarily Described as EE	Check here if NO Models were described as EE
LCD		
Plasma		
Projection		

4. Did the salesperson bring up Energy Efficiency, ENERGY STAR, or the BCE Program logo or promotional items without you asking? (check all that they mention)

Energy Efficiency (not BCE or Energy Star): Yes _____ No _____

ENERGY STAR: Yes _____ No _____

BCE program logo: Yes _____ No _____

5. Did the salesperson show you the ENERGY STAR or the BCE Program models after you asked about EE? (check all that they mention)

Energy Efficiency (not BCE or Energy Star): Yes _____ No _____
ENERGY STAR: Yes _____ No _____
BCE program logo: Yes _____ No _____

6. Please indicate the salesperson's response to your question: *What is ENERGY STAR?*

7. Please list the reasons why the salesperson said it was a "good" TV and why they would "buy it."

a. _____
b. _____
c. _____
d. _____

8. Did the salesperson indicate which TVs they had on promotions? (Y/N) _____

9. Please list the TVs on promotion you were shown and how they were promoted:

a. _____
b. _____
c. _____
d. _____

10. Please indicate the extent to which the salesperson could easily locate efficient TVs. Record your answers on a scale of 1 to 7 with one meaning "could not find energy efficient TVs" and seven being "could find energy efficient TVs very easily." _____

11. Please indicate the extent to which the salesperson mentioned energy efficiency as a *positive feature* in his or her discussion of models. Record your answers on a scale of 1 to 7, with one meaning "not at all positive" and seven meaning "very positive." _____

12. Please indicate the extent to which the salesperson was knowledgeable about ENERGY STAR. Record your answers on a scale of 1 to 7 with one meaning "did not know about ENERGY STAR" and seven being "very knowledgeable about ENERGY STAR." _____

13. Please indicate the extent to which the salesperson was knowledgeable about the BCE program. Record your answers on a scale of 1 to 7 with one meaning "did not know about the BCE program" and seven being "Very knowledgeable about the BCE program." _____¹

14. Did the salesperson indicate that it costs more money to buy an energy efficient TV? Please selection one of the options below:

Energy efficient models cost **more** money than non-energy efficient models
 Energy efficient models cost **the same amount** of money than non-energy efficient models
 Energy efficient models cost **less** money than non-energy efficient models

15. Did the salesperson indicate that an energy efficient TV performs (or works) better than non-energy efficient models? Please select one of the options below:

Energy efficient models perform **better** than non-energy efficient models
 Energy efficient models perform **the same as** non-energy efficient models
 Energy efficient models perform **worse** than non-energy efficient models

¹ Note that salesperson is unlikely to discuss BCE program

16. If the salesperson discussed energy efficiency, the BCE program, or ENERGY STAR with respect to TVs, please indicate if the salesperson mentioned any of the following benefits:

Annual Operating Costs
 Life cycle costs
 Life cycle savings
 Lower utility bills
 Green
 Environmentally friendly
Other, specify below:

1.1.3 In-Store – Mystery Shopper Conversation Form (Computers)

Note to Researcher: The following questions are intended to get a sense of whether or not the salesperson on the floor actively promotes energy efficiency or has an understanding of energy efficiency for that product. You don't have to ask each question as it is written, but the topics of these questions should be covered in the conversation with the salesperson. Please note the total number of models shown to you, the number of models shown that were ENERGY STAR or BCE, and whether the salesperson explained the benefits of energy efficiency without you asking questions about it or only after you inquired. Remember, you are a MYSTERY shopper, so act like a regular customer!

You have been assigned to shop for a new computer. If the salesperson asks, you are looking for a computer for home use. For **each** type: Monitor, Desktop Tower, and Combined Unit, ask to be shown a minimum of 3 different models. Note that you will need to ask each of the below questions for Monitors and Desktop Towers separately, but not Combined Units. For the Combined Units, you will be asked to record:1) the total number of units shown to you, the number that were Energy Star, the number that were BCE, and that were energy efficient but not BCE or ES, and 2) the number of models that the salesperson described as energy efficient before you asked about it.

Conversation Guide

"I'm looking for a new desktop computer and monitor. I would like to see at least three different towers and monitors to compare them. Are you the right person to ask a few questions? Can you show me the computers that you would recommend?"

1. What makes this a good computer/monitor? What features are most important when picking out my new computer/monitor?
2. If you were going to buy a new computer/monitor, which one would you buy? Why?

*Note if salesperson brings up energy efficiency, ENERGY STAR, or the BCE Program logo or promotional items without you asking. (check all that they say)

3. Do you have any models on promotion?

*Note if salesperson shows you the promotional ENERGY STAR or the BCE Program logo (check all that they say)

[ASK IF energy efficiency is NOT mentioned]

4. Do you have any computers/monitors like these that are energy efficient?
5. How are these (EE) flat computers/monitors different from other standard computers/monitors?
6. Can you tell me which models are energy efficient?

[ASK IF salesperson brings up ENERGY STAR]

7. What is ENERGY STAR?
8. Which of these models are ENERGY STAR compliant?

[ASK IF salesperson does not bring up ENERGY STAR]

9. I have been hearing a lot about ENERGY STAR. What is ENERGY STAR?
10. Which of these models are ENERGY STAR compliant?
11. Does it cost more money to buy an energy efficient model?
12. Do energy efficient computers perform better or worse than standard computers?

Thank you for your time. We'll think about it.

1.1.4 Mystery Shopper Questionnaire (Desktop Computers, Monitors, Combo Units)

Please complete this section after the mystery shopping session.

GENERAL ENERGY EFFICIENCY INSIGHTS

1. Did you speak with: (circle your response below):

Salesperson Stocker Store Manager/Floor Manager

2. Please indicate how many models you saw for each category below. Add a zero "0" if you were shown NO models for each Computer type.

Type	Total Shown	Total ENERGY STAR (ES)	Total BCE	Total Other Energy Efficient computers Shown (not BCE or ES)
Desktop Tower				
Monitor				
Combo Unit				

3. How many of the total models shown to you did the salesperson describe as energy efficient **before** you explicitly asked about energy efficiency (EE)? Please enter a zero in the box if NO computers were described as energy efficient.

Type	Total Number of Models Voluntarily Described as EE
Desktop Tower	
Monitor	
Combo Unit	

4. Did the salesperson bring up Energy Efficiency, ENERGY STAR, or the BCE Program logo or promotional items without you asking? (check Yes or No to each category below)

Energy Efficiency (not BCE or Energy Star): Yes _____ No _____
 ENERGY STAR: Yes _____ No _____
 BCE program logo: Yes _____ No _____

5. Did the salesperson show you ENERGY STAR or the BCE Program models **after** you asked about EE? (check Yes or No to each category below)

Energy Efficiency (not BCE or Energy Star): Yes _____ No _____
 ENERGY STAR: Yes _____ No _____
 BCE program logo: Yes _____ No _____

6. Please indicate the salesperson’s response to your question: What is ENERGY STAR?

7. Please indicate the extent to which the salesperson was knowledgeable about ENERGY STAR. Record your answers on a scale of 1 to 7 with one meaning “did not know about ENERGY STAR” and seven being “very knowledgeable about ENERGY STAR.” _____

8. Please indicate the extent to which the salesperson was knowledgeable about the BCE program. Record your answers on a scale of 1 to 7 with one meaning “did not know about the BCE program” and seven being “very knowledgeable about the BCE program.” _____.²

9. Did the salesperson indicate that it costs more money to buy an energy efficient **desktop computers, monitors, or combo unit**? Please selection one of the options below:

Energy efficient models **cost more money** than non-energy efficient models
 Energy efficient models **cost the same amount of money** than non-energy efficient models
 Energy efficient models **cost less money** than non-energy efficient models

10. Did the salesperson indicate that an energy efficient **desktop computers, monitors, or combo unit** performs (or works) better than non-energy efficient models? Please select one of the options below:

Energy efficient models perform **better** than non-energy efficient models
 Energy efficient models perform **the same as** than non-energy efficient models
 Energy efficient models perform **worse** than non-energy efficient models

² Note that salesperson is unlikely to discuss BCE program

11. If the salesperson discussed energy efficiency, the BCE program, or ENERGY STAR with respect to **desktop computers, monitors, or combo units** please indicate if the salesperson mentioned any of the following benefits:

- ___ Annual Operating Costs
 - ___ Life cycle costs
 - ___ Life cycle savings
 - ___ Lower utility bills
 - ___ Green
 - ___ Environmentally friendly
- Other, specify below:

12. Other notes about the salesperson and energy efficiency generally:

DESKTOP COMPUTERS

13. Please list the reasons why the salesperson said it was a “good” **desktop computer** and why they would “buy it.”

- a. _____
- b. _____
- c. _____
- d. _____

14. Did the salesperson indicate which **desktop computers** they had on promotion? (Y/N) _____

15. Please list the **desktop computers** on promotion you were shown and how they were promoted:

- a. _____
- b. _____
- c. _____
- d. _____

16. Please indicate the extent to which the salesperson could easily identify energy efficient **desktop computers**. Record your answers on a scale of 1 to 7 with one meaning “could not find energy efficient computers” and seven being “could find energy efficient computers very easily.” _____

17. Please indicate the extent to which the salesperson mentioned energy efficiency as a positive feature in his or her discussion of **computers**. Record your answers on a scale of 1 to 7, with one meaning “not at all positive” and seven meaning “very positive.” _____

MONITORS

18. Please list the reasons why the salesperson said it was a “good” **monitor** and why they would “buy it.”

- a. _____
- b. _____

- c. _____
 - d. _____
19. Did the salesperson indicate which **monitors** they had on promotion? (Y/N) _____
20. Please list the **monitors** on promotion you were shown and how they were promoted:
- a. _____
 - b. _____
 - c. _____
 - d. _____
21. Please indicate the extent to which the salesperson could easily identify energy efficient **monitors**. Record your answers on a scale of 1 to 7 with one meaning “could not find energy efficient monitors” and seven being “could find energy efficient monitors very easily.” _____
22. Please indicate the extent to which the salesperson mentioned energy efficiency as a positive feature in his or her discussion of **monitors**. Record your answers on a scale of 1 to 7, with one meaning “not at all positive” and seven meaning “very positive.” _____

COMBO UNITS

23. Please list the reasons why the salesperson said it was a “good” **combo** and why they would “buy it.”
- a. _____
 - b. _____
 - c. _____
 - d. _____
24. Did the salesperson indicate which **combo units** they had on promotion? (Y/N) _____
25. Please list the **combo units** on promotion you were shown and how they were promoted:
- a. _____
 - b. _____
 - c. _____
 - d. _____
26. Please indicate the extent to which the salesperson could easily identify energy efficient **combo units**. Record your answers on a scale of 1 to 7 with one meaning “could not find energy efficient monitors” and seven being “could find energy efficient monitors very easily.” _____
27. Please indicate the extent to which the salesperson mentioned energy efficiency as a positive feature in his or her discussion of **combo units**. Record your answers on a scale of 1 to 7, with one meaning “not at all positive” and seven meaning “very positive.” _____

1.2 Point of Purchase Inventory

1.2.1 BCE – POP and Product Observations (TVs)

Note to Researcher: The aim of this effort is to take inventory of all Energy Efficient LCD, Plasma, and DLP Rear Projection TVs. For each TV, please circle the type of promotions (both energy efficiency related or not) for each of the models listed below. If there are additional models labeled as Energy Efficient that are not included in the list below, please record their information in the “Additional Energy Efficient LCD, Plasma, and Rear Projection TVs” grid. Models NOT labeled as Energy Efficient DO NOT need to be added.

For all questions, please mark the appropriate responses. Include any additional observations or comments below the questions, in the margin, or on the back of the page.

Point of Purchase Inventory¹

Televisions (LCDs, Plasmas, and Rear Projection Only)							
How many total LCD, Plasma, and Projection TVs (number) are on display at the store? Please provide your answer in numbers, e.g. 59 total LCD, Plasma, and Rear Projection TVs		LCD	Plasma	Rear Projection			
Of those TVs, how many are labeled as Energy Star compliant? Please provide your answer in numbers, e.g. 59 total LCD, Plasma, and Rear Projection TVs		LCD	Plasma	Rear Projection			
Are there any messages playing on any televisions in the store related to energy efficiency or using less energy? Please circle your response		Yes		No			
Please fill out section below for each TV that is labeled as Energy Star compliant or as energy efficient. Circle applicable type/s of energy efficiency promotional materials for that TV.							
#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s
1	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	19	LCD	Samsung	LN-19A330-J1DXZA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display Shelf Tags/Talkers Brochure EE Promotion on TV Box

¹ The pre-listed models in the point of purchase inventory varied from retailer to retailer based on the models found in the online inventory. The point of purchase list included in this document was used for only one of the retailers researched. The other point of purchase inventories are identical to this one except for the list of available models. Inventories also included a significant number of blank spaces so researchers could write in any ENERGY STAR models not already included.

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
2	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	19	LCD	Samsung	LN-19A331-J1DXZA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
3	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	19	LCD	Sylvania	LC-195SL9	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
4	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	19	LCD	Sony	KDL-19M4000	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
5	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	19	LCD	Toshiba	19AV-500U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
6	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	19	LCD	Toshiba	19AV-501U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
7	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	19	LCD	Toshiba	19LV505	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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8	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	19	LCD	Toshiba	19LV506	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
9	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	20	LCD	Sharp	LC-20D42U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
10	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	22	LCD	Samsung	LN-22A330-J1DXZA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
11	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	22	LCD	Toshiba	22LV505	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
12	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	22	LCD	Toshiba	22AV-500U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
13	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	26	LCD	Sony	KDL-26M4000	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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14	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	26	LCD	Panasonic	TC-26LX85	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
15	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	26	LCD	Samsung	LN-26A330-J1DXZA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
16	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	26	LCD	Sharp	LC-26D43U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
17	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	32	LCD	Sony	KDL-32M4000	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
18	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	32	LCD	Sony	KDL-32L4000	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
19	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	32	LCD	Panasonic	TC-32LX85	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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20	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	32	LCD	Panasonic	2072430	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
21	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	32	LCD	Sharp	LC-32GP1U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
22	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	32	LCD	JVC	LT32P679	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
23	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	32	LCD	Sylvania	LC-320SS9	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
24	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	32	LCD	Vizio	VOJ-320F1A	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
25	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	32	LCD	Vizio	VW32-LHDTV-10A	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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26	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	37	LCD	Panasonic	TC-37LZ85	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
27	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	37	LCD	Sony	KDL-37L4000	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
28	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	37	LCD	Samsung	LN-37A330-J1DXZA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
29	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	37	LCD	Vizio	VOJ-370F1A	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
30	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	37	LCD	Sylvania	LC-370SS8	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
31	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Sony	KDL-40W4100	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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32	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Sony	KDL-40XBR6	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
33	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Sony	KDL-40S4100	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
34	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Sony	KDL-40W3000	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
35	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Sony	KDL-40V4100	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
36	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Samsung	LNT-4069F	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
37	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Samsung	LN-40A650	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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38	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Samsung	LN-40A530	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
39	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Samsung	LN-40A630-M1FXZA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
40	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	40	LCD	Toshiba	40RV-525U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
41	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	42	LCD	Vizio	GV42-LFHDTV1 0A	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
42	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	42	LCD	Vizio	SV420-XVT1A	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
43	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	42	LCD	Sylvania	LC-420SS8	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
44	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	42	LCD	Sharp	LC-42D65U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
45	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sony	KDL-46W4100	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
46	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sony	KDL-46XBR6	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
47	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sony	KDL-46V4100	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
48	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sony	KDL-46XBR4	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
49	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sony	KDL-46W3000	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
50	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sony	KDL-46V3000	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
51	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sony	KDL-46Z4100 B	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
52	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sony	KDL-46S4100	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
53	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Samsung	LN-46A650	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
54	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Samsung	LN-46A530	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
55	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Samsung	LN-46A630-M1FXZA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
56	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Samsung	LN-46A850-S1FXZA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
57	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sharp	LC-46SB54U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
58	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sharp	LC-46D85U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
59	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Sharp	LC-46D65U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
60	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	LCD	Toshiba	46RV-525U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
61	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	47	LCD	Vizio	GV47LF-HDTV-10A	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
62	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	47	LCD	Vizio	SV470-XVT1A	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
63	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	52	LCD	Sony	KDL-52V4100	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
64	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	52	LCD	Sony	KDL-52XBR6	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
65	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	52	LCD	Sony	KDL-52W4100	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
66	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	52	LCD	Samsung	LN-52A850-S1FXZA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
67	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	52	LCD	Samsung	LN-52A650	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
68	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	52	LCD	Sharp	LC-52D85U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
69	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	65	LCD	Sharp	LC-65D64U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
70	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	42	Plasma	Panasonic	TH-42PZ80U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
71	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	42	Plasma	Panasonic	TH-42PX80U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
72	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	46	Plasma	Panasonic	TH-46PZ80U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
73	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	50	Plasma	Panasonic	TH-50PZ85U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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74	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	50	Plasma	Panasonic	TH-50PZ80U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
75	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	50	Plasma	Panasonic	TH-50PX80U	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
76	<input type="checkbox"/> YES <i>If Yes, please answer questions at right</i> <input type="checkbox"/> NO	50	Plasma	Vizio	JV50-PHDTV-10A	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
77						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
78						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
79						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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80						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
81						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
82						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
83						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
84						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box
85						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on TV Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s
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86						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display Shelf Tags/Talkers Brochure EE Promotion on TV Box
87						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display Shelf Tags/Talkers Brochure EE Promotion on TV Box
88						<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon Statewide BCE Logo Sticker on TV Casing/Screen End Cap Display Shelf Tags/Talkers Brochure EE Promotion on TV Box

NOTES

1.2.2 BCE – POP and Product Observations (Computers and Monitors)

Note to Researcher: The aim of this effort is to take inventory of all Energy Efficient Computers, Monitors, Combination Units and Bundled Units. For each model, please circle the type of promotions (both energy efficiency related or not) for each of the models listed below. If there are additional **models labeled as Energy Efficient that are not included in the list below**, please record their information in the “Additional Energy Efficient Computers, Combo Units, Bundles, and Monitors” grids. If adding Bundled Units, please write in both the Desktop Tower model number and the Monitor model number. **Models NOT labeled as Energy Efficient DO NOT need to be added.**

For all questions, please mark the appropriate responses. Include any additional observations or comments below the questions, in the margin, or on the back of the page.

Point of Purchase Inventory

Desktop Computers, Combination Units, Bundled Units, and Monitors									
How many total computers (not laptops) are on display at the store (energy efficient or not)?						Desktops	Combos	Monitors	
Of those computers, how many are labeled as Energy Star compliant?						Desktops	Combos	Monitors	
Please fill out section below for each computer that is labeled as Energy Star compliant or as energy efficient. Circle applicable type/s of energy efficiency promotional materials for that computer.									
Computer Towers									
#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
1	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	n/a	Tower	HP	s3750t	<input type="checkbox"/>	Energy Star Logo	Statewide BCE Logo	Shelf Tags/Talkers
							Sticker on the Shelf	Sticker on Computer Casing/Screen	Brochure
							Rebate Coupon	End Cap Display	EE Promotion on Box
2	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	n/a	Tower	Dell	I530S-108B	<input type="checkbox"/>	Energy Star Logo	Statewide BCE Logo	Shelf Tags/Talkers
							Sticker on the Shelf	Sticker on Computer Casing/Screen	Brochure
							Rebate Coupon	End Cap Display	EE Promotion on Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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3	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Computer Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
4	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Computer Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
5	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Computer Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
6	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Computer Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
7	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Computer Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
8	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Computer Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box

Combination Units

Please fill out section below for each computer that is labeled as Energy Star compliant or as energy efficient. Circle applicable type/s of energy efficiency promotional materials for that computer.

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
1	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	22	Combo	HP	IQ527	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
2	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	25.5	Combo	HP	IQ826t	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
3	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	22	Combo	HP	IQ526t	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
4	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	20.1	Combo	Sony	VGC-JS160JB	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
5	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
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6	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
7	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
8	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
9	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
10	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
11	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
---	---------------------	----------------------	------	------------	--------------	-------------------------------	---------------------------------	--	--

12	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
13	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
14	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
15	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
16	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
17	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box

Computer Monitors

**Please fill out section below for each monitor that is labeled as Energy Star compliant or as energy efficient.
Circle applicable type/s of energy efficiency promotional materials for that monitor.**

#	On Shelf or Display	Screen Size (inches)	Type	Make/Brand	Model Number	Promoted as Energy Efficient?	Types of Promotional Material/s		
1	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	22	Monitor	Acer	X223wbd	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
2	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	23	Monitor	Acer	H233H	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
3	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	22	Monitor	AOC	2230Fh	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
4	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	20	Monitor	AOC	2016SWA	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
5	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	17	Monitor	HannsG	HW-173ABB	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box

6	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	19	Monitor	HannsG	JC-199APB	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
7	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	30	Monitor	Dell	3007wfp-HC	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
8	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	24	Monitor	Dell	S2409W	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
9	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	28	Monitor	HannsG	HG-281DPB	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
10	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO	26	Monitor	Westinghouse	L2610NW-SP	<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
11	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box

12	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
13	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
14	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
15	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
16	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
17	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box

18	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
19	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
20	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
21	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
22	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
23	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box

24	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
25	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box
26	<input type="checkbox"/> YES If Yes, please answer questions at right <input type="checkbox"/> NO					<input type="checkbox"/>	Energy Star Logo Sticker on the Shelf Rebate Coupon	Statewide BCE Logo Sticker on Monitor Casing/Screen End Cap Display	Shelf Tags/Talkers Brochure EE Promotion on Box

NOTES

1.3 Store Manager Interviews

1.3.1 BCE Store Manager Interview Guide (TVs)

Note to Interviewer: The following questions aim to capture a baseline of the store manager's perspective on the following: (1) the prevalence and importance of energy efficient TVs; (2) promotions of these TVs; and (3) overall consumer demand for energy efficient TVs. Note that this is intended to be a 5-10 minute interview. Because this is a baseline assessment, please do not lead or prompt the respondent.

1. Which features for TVs do you currently promote to your customers? What are the top three?
2. When customers come to the store to purchase a TV, what are the top three features they are looking for?
3. Currently, does your store carry any energy efficient TVs?
4. IF NO TO Q3: Why do you think that is the case? [AFTER RESPONSE THANK AND END INTERVIEW]

[ASKQ5-11 IF YES TO Q3]

5. Why do you think that is the case?
6. How do you know these are energy efficient TVs?
7. Do you train your sales staff on Energy Efficiency? If so, how frequently?
8. Approximately how many energy efficient models of TVs do you carry? That is, of all the different models you carry, about what percent are energy efficient? What percent are NOT energy efficient?
9. How do you decide which models to promote in your stores over others? Are you offering anything "special" to the consumer?
10. Does your store specifically promote energy efficient TVs? If so, how?
11. What other features do you promote when trying to sell TVs?

[ASK Q12 IF NO TO Q10]

12. Why do you think that is the case? [AFTER RESPONSE THANK AND GO TO Q17]

[ASK Q13-18 IF YES TO Q10]

13. Were you given specific directives from your corporate offices to promote energy efficiency in your TVs? IF YES, describe.
14. About how frequently do you promote energy efficiency for your TVs?
15. When you promote energy efficient TVs, what advertising techniques, such as end

caps, special displays, etc, do you use? Is this different from other advertising techniques you typically use?

16. How do you communicate which products are energy efficient to customers?
17. Approximately what **percent** of your TVs sales are **energy efficient models**?
18. Do you have any observations or additional comments on your store's promotion of energy efficient TVs?

1.3.2 BCE Store Manager Interview Guide (Desktop Computers)

Note to Interviewer: The following questions aim to capture a baseline of the store manager's perspective on the following: (1) the prevalence and importance of energy efficient computers; (2) promotions of these computers; and (3) overall consumer demand for energy efficient computers. Note that this is intended to be a 5-10 minute interview. Because this is a baseline assessment, please do not lead or prompt the respondent.

1. Which features for desktop computers do you currently promote to your customers? What are the top three?
2. When customers come to the store to purchase a desktop computer, what are the top three features they are looking for?
3. Currently, does your store carry any energy efficient desktop computers?
4. IF NO TO Q3: Why do you think that is the case? [AFTER RESPONSE THANK AND END INTERVIEW]

[ASK Q5-11 IF YES TO Q3]

5. Why do you think that is the case?
6. How do you know these are energy efficient desktop computers?
7. Do you train your sales staff on Energy Efficiency? If so, how frequently?
8. Approximately how many energy efficient models of desktop computers do you carry? That is, of all the different models you carry, about what percent are energy efficient? What percent are NOT energy efficient?
9. How do you decide which models to promote in your stores over others? Are you offering anything "special" to the consumer?
10. Does your store specifically promote energy efficient desktop computers? If so, how?
11. What other features do you promote when trying to sell desktop computers?
12. IF NO TO Q10: Why do you think that is the case? [AFTER RESPONSE THANK AND GO TO Q17]

[ASK Q13-18 IF YES TO Q10]

13. Were you given specific directives from your corporate offices to promote energy efficiency in desktop computers? IF YES, describe.
14. About how frequently do you promote energy efficiency for your desktop computers?
15. When you promote energy efficient desktop computers, what advertising techniques, such as end caps, special displays, etc, do you use? Is this different from other advertising techniques you typically use?
16. How do you communicate which products are energy efficient to customers?
17. Approximately what **percent** of your desktop computer sales are **energy efficient**?
18. Do you have any observations or additional comments on your store's promotion of energy efficient desktop computers?

1.3.3 BCE Store Manager Interview Guide (Monitors)

Note to Interviewer: The following questions aim to capture a baseline of the store manager's perspective on the following: (1) the prevalence and importance of energy efficient monitors; (2) promotions of these monitors; and (3) overall consumer demand for energy efficient monitors. Note that this is intended to be a 5-10 minute interview. Because this is a baseline assessment, please do not lead or prompt the respondent.

1. Which features for monitors do you currently promote to your customers? What are the top three?
2. When customers come to the store to purchase a monitor, what are the top three features they are looking for?
3. Currently, does your store carry any energy efficient monitors?
4. IF NO TO Q3: Why do you think that is the case? [AFTER RESPONSE THANK AND END INTERVIEW]

[ASK Q5-11 IF YES TO Q3]

5. Why do you think that is the case?
6. How do you know these are energy efficient monitors?
7. Do you train your sales staff on Energy Efficiency? If so, how frequently?
8. Approximately how many energy efficient models of monitors do you carry? That is, of all the different models you carry, about what percent are energy efficient? What percent are NOT energy efficient?
9. How do you decide which models to promote in your stores over others? Are you offering anything "special" to the consumer?
10. Does your store specifically promote energy efficient monitors? If so, how?
11. What other features do you promote when trying to sell monitors?

[ASKQ12 IF NO TO Q10]

12. Why do you think that is the case? [AFTER RESPONSE THANK AND GO TO Q17]

[ASK Q13-18 IF YES TO Q10]

13. Were you given specific directives from your corporate offices to promote energy efficiency in monitors? IF YES, describe.
14. About how frequently do you promote energy efficiency for your monitors?
15. When you promote energy efficient monitors, what advertising techniques, such as end caps, special displays, etc, do you use? Is this different from other advertising techniques you typically use?
16. How do you communicate which products are energy efficient to customers?
17. Approximately what **percent** of your **monitor sales are energy efficient**?
18. Do you have any observations or additional comments on your store's promotion of energy efficient monitors?

1.3.4 BCE Store Manager Interview Guide (Combo Units)

*Note to Interviewer: The following questions aim to capture a baseline of the store manager's perspective on the following: (1) the prevalence and importance of energy efficient computers; (2) promotions of these computers; and (3) overall consumer demand for energy efficient computers. Note that this is intended to be a 5-10 minute interview. Because this is a baseline assessment, please do not lead or prompt the respondent. **Note we use the term "bundled" here because it is more commonly used by store staff.***

1. Which features for bundled units do you currently promote to your customers? What are the top three?
2. When customers come to the store to purchase a bundled unit, what are the top three features they are looking for?
3. Currently, does your store carry any energy efficient bundled units?
4. IF NO TO Q3: Why do you think that is the case? [AFTER RESPONSE THANK AND END INTERVIEW]

[ASKQ5-11 IF YES TO Q3]

5. Why do you think that is the case?
6. How do you know these are energy efficient bundled units?
7. Do you train your sales staff on Energy Efficiency? If so, how frequently?
8. Approximately how many energy efficient models of bundled units do you carry? That is, of all the different models you carry, about what percent are energy efficient? What percent are NOT energy efficient?

9. How do you decide which models to promote in your stores over others? Are you offering anything “special” to the consumer?
10. Does your store specifically promote energy efficient bundled units? If so, how?
11. What other features do you promote when trying to sell bundled units?
12. IF NO TO Q10: Why do you think that is the case? [AFTER RESPONSE THANK AND GO TO Q17]

[ASK Q13-18 IF YES TO Q10]

13. Were you given specific directives from your corporate offices to promote energy efficiency in bundled units? IF YES, describe.
14. About how frequently do you promote energy efficiency for your bundled units?
15. When you promote energy efficient bundled units, what advertising techniques, such as end caps, special displays, etc, do you use? Is this different from other advertising techniques you typically use?
16. How do you communicate which products are energy efficient to customers?
17. Approximately what **percent** of your bundled units sales are **energy efficient**?
18. Do you have any observations or additional comments on your store’s promotion of energy efficient bundled units?

1.3.5 Store Manager Questionnaire

Please fill out this questionnaire upon completion of the store manager interview.

Televisions

1. What are the top 3 features the store uses to promote TVs?
 - a. _____
 - b. _____
 - c. _____
2. What are the top 3 features that customers look for in a TV? Check all that are cited:
 - Screen Size
 - Resolution (e.g. 1080p)
 - Casing/Style
 - Green or Environmentally Friendly
 - Energy Efficiency
 - Color Saturation
 - Point of Sale Price
 - Operating Costs/Life Cycle Costs
 - Technology Type (LCD or Plasma)
 - Other. Describe _____

3. Does the store carry any energy efficient TVs? (Y/N) _____

If No, why not?

If YES, why?

4. How does the manager know which TVs are energy efficient? Check all that apply:

Listed as ENERGY STAR

Listed as BCE

Operating Costs

IOU Rebates

Other Rebates

Other.Specify _____

5. Describe the manager's knowledge of the energy efficient TVs in his/her store on a scale of 1 to 7, with 1 being "did not know about energy efficient TVs" and 7 being "extremely knowledgeable." _____

6. What **percent** of the store's TVs are energy efficient models? _____

7. Approximately what **percent** of the store's **TVs** are **NOT** energy efficient models?

8. Was the store given directives from their corporate offices to specifically promote energy efficient TVs? (Y/N) _____ Explain further if possible:

9. Does the store specifically promote energy efficient TVs? (Y/N) _____ If so, how? Please check all that apply:

Promotions or Sales

Listing in store circulars

Mass media (TV or Radio) Commercials/Adverts

Point of purchase materials, such as signs

Salesperson training/promotion of energy efficient TVs

IOU Rebates

__ Other Rebates
__ End Caps
__ Special Displays
Other.Describe _____

10. How frequently does the store promote energy efficiency for TVs? (circle one)
Weekly Monthly Quarterly Once a Year Rarely Never

11. Does the store train its employees on energy efficiency for TVs? (Y/N)_____

12. How frequently does the store train its employees on energy efficiency TVs? (circle one)
Weekly Monthly Quarterly Once a Year Rarely Never

13. What other features does the store promote when trying to sell TVs?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

14. Does the store offer anything “special” to the consumer to get them to buy TVs?
Explain:

15. How does the store communicate which products are energy efficient to the customer?

16. How are the advertising techniques used for the store’s promotion of EE TVs different from the store’s normal promotional techniques? Explain:

17. Approximately what **percent** of the store’s TV sales are energy efficient models?

18. Additional observations and/or comments:

Computers

For the first section "Energy Efficiency General," please respond for desktop computers, monitors, and combo units collectively. For the sections after that, please respond specifically for each product type, e.g. computers.

Energy Efficiency General

19. How does the manager know which desktop computers, monitors, or combo units are energy efficient? Check all that apply:
- Listed as ENERGY STAR
 - Listed as BCE
 - Operating Costs
 - IOU Rebates
 - Other Rebates
 - Other.Specify _____
- _____
- _____
20. Describe the manager's knowledge of the energy efficient desktop computers, monitors, or combo in his/her store on a scale of 1 to 7, with 1 being "did not know about energy efficient TVs" and 7 being "extremely knowledgeable." _____
21. Was the store given directives from their corporate offices to specifically promote energy efficient **monitors, desktop computers, or combo units**? (Y/N) _____
Explain further if possible:
- _____
- _____
- _____
22. Does the store train its employees on energy efficiency for desktop computers, monitors, or combo units? (Y/N)_____
23. How frequently does the store train its employees on energy efficiency for desktop computers, monitors, or combo units? (circle one)
- Weekly Monthly Quarterly Once a Year Rarely Never
24. How does the store communicate which products are energy efficient to the customer?
- _____
- _____
- _____

Desktop Computers

25. What are the top 3 features the store uses to promote **desktop computers**?

- a. _____
- b. _____
- c. _____

26. What are the top 3 features that customers look for in a **desktop computer**? Check all that are cited:

- Speed
- Memory
- Casing/Style
- Green or Environmentally Friendly
- Energy Efficiency
- Point of Sale Price
- Operating Costs/Life Cycle Costs
- Other. Describe _____
- _____
- _____
- _____

27. Does the store carry any energy efficient **desktop computers**? (Y/N) _____

If No, why not?

If YES, why?

28. Approximately what **percent** of the store's **desktop computers** are energy efficient models? _____

29. Approximately what **percent** of the store's **desktop computers** are **NOT** energy efficient models? _____

30. Does the store specifically promote energy efficient **desktop computers**? (Y/N) _____ If so, how? Please check all that apply:

- Promotions or Sales
- Green or Environmentally Friendly
- Listing in store circulars
- Mass media (TV or Radio) Commercials/Adverts
- Point of purchase materials, such as signs
- Salesperson training/promotion of energy efficient TVs
- IOU Rebates

__ Other Rebates
__ End Caps
__ Special Displays
Other.Describe _____

31. How frequently does the store promote energy efficiency for **desktop computers**?
(circle one)
Weekly Monthly Quarterly Once a Year Rarely Never

32. How is this different than the store's normal promotional techniques? Explain:

33. What other features does the store promote when trying to sell **desktop computers**?
d. _____
e. _____
f. _____
g. _____
h. _____
i. _____

34. Does the store offer anything "special" to the consumer to get them to buy **desktop computers**? Explain:

35. Approximately what **percent** of the store's **desktop computer** sales are energy efficient models? _____

36. Additional observations and/or comments:

Monitors

37. What are the top 3 features the store uses to promote **monitors**?

- a. _____
- b. _____
- c. _____

38. What are the top 3 features that customers look for in a **monitor**? Check all that are cited:

- Screen Size
 - Resolution
 - Casing/Style
 - Green or Environmentally Friendly
 - Energy Efficiency
 - Color Saturation
 - Point of Sale Price
 - Operating Costs
 - Technology Type (LCD or other)
 - Other. Describe _____
- _____
- _____
- _____

39. Does the store carry any energy efficient **monitors**? (Y/N) _____

If No, why not?

If YES, why?

40. Approximately what **percent** of the store's **monitors** are energy efficient models?

41. Approximately what **percent** of the store's **monitors** are **NOT** energy efficient models? _____

42. Does the store specifically promote energy efficient **monitors**? (Y/N) _____

If so, how? Please check all that apply:

- Promotions or Sales
- Listing in store circulars
- Mass media (TV or Radio) Commercials/Adverts
- Point of purchase materials, such as signs
- Salesperson training/promotion of energy efficient computers and monitors

- IOU Rebates
- Other Rebates
- Green or Environmentally Friendly
- End Caps
- Special Displays
- Other.Describe _____
- _____
- _____

43. How frequently does the store promote energy efficiency for **monitors**? (circle one)
Weekly Monthly Quarterly Once a Year Rarely Never

44. How is this different than the store's normal promotional techniques? Explain:

45. What other features does the store promote when trying to sell **monitors**?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

46. Does the store offer anything "special" to the consumer to get them to buy monitors? Explain:

47. Approximately what **percent** of the store's **monitor** sales are energy efficient models? _____

Combo Units

48. What are the top 3 features the store uses to promote **combo units**?

- a. _____
- b. _____
- c. _____

49. What are the top 3 features that customers look for in **combo units**? Check all that are cited:

- Speed
- Memory
- Casing/Style
- Green or Environmentally Friendly
- Energy Efficiency

- Point of Sale Price
- Operating Costs
- Screen Size
- Resolution
- Color Saturation
- Point of Sale Price
- Technology Type (LCD or other)
- Other.Describe _____

50. Does the store carry any energy efficient **combo units**? (Y/N) _____

If No, why not?

If YES, why?

51. Approximately what **percent** of the store's **combo units** are energy efficient models?

52. Approximately what **percent** of the store's **combo units** are **NOT** energy efficient models? _____

53. Does the store specifically promote energy efficient **combo units**? (Y/N)

If so, how? Please check all that apply:

- Promotions or Sales
- Green or Environmentally Friendly
- Listing in store circulars
- Mass media (TV or Radio) Commercials/Adverts
- Point of purchase materials, such as signs
- Salesperson training/promotion of energy efficient computers and monitors
- IOU Rebates
- Other Rebates
- End Caps
- Special Displays

Other.Describe _____

54. How frequently does the store promote energy efficiency for **combo units**? (circle one)
Weekly Monthly Quarterly Once a Year Rarely Never

55. How is this different than the store's normal promotional techniques? Explain:

56. What other features does the store promote when trying to sell **combo units**?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

57. Does the store offer anything "special" to the consumer to get them to buy combo units? Explain:

58. How does the store communicate which products are energy efficient to the customer?

59. Approximately what **percent** of the store's **combo unit** sales are energy efficient models? _____

60. Additional observations and/or comments:

2. DELPHI METHOD FOR MARKET FORECAST

2.1 Round I

2.1.1 High Efficiency Flat Panel TV Delphi Forecast

Dear Market Expert,

Thank you for lending your expertise to help us assess the future market for high efficiency flat panel televisions. This research is being conducted by the California investor-owned utility Pacific Gas & Electric (PG&E) to help document the possible effects of their statewide *Business and Consumer Electronics Program* (henceforth “BCE program”).

The goal of our efforts is to create a meaningful forecast for high efficiency televisions through the use of market experts. Each expert will answer a questionnaire in two or more rounds. After each round, Opinion Dynamics Corp. (ODC) will provide an anonymous summary of the experts’ answers from the previous round as well as the reasons they provided for their judgments. In each round, experts are encouraged to revise their earlier answers in light of the replies of other experts’ participants. It is believed that during this process the range of the answers will decrease and the group will converge towards the "correct" answer. The process is complete after a pre-defined stop criterion (e.g. number of rounds, achievement of consensus, stability of results) and the information from the final round determines the results. For this effort, ODC is the facilitator. This Delphi effort will undergo two rounds of responses.

Purpose of Forecast: The aim of the forecast is to generate data to generate a projection of the future TV market. This projection will serve as a model to determine the market penetration of PG&E’s qualifying products and ENERGY STAR’s qualifying products that would have naturally occurred in the absence of the program’s activities. The hypothesis is that the BCE program will cause market effects that will exceed the forecasted market penetration. This is a very difficult item to assess after the BCE program is in the field. This method of relying on market experts allows us to create a model, based on the best knowledge of today that may be used by future evaluators to help determine sales of high efficiency TVs that occur due to the BCE program’s intervention.

Below we provide background information to help forecast market penetration of high efficiency consumer electronics through the Delphi method.

Note that we have put boxes around questions where we need your input, but we also welcome any additional comments outside of these areas. We have put all the questions into a single document, also included in this email.

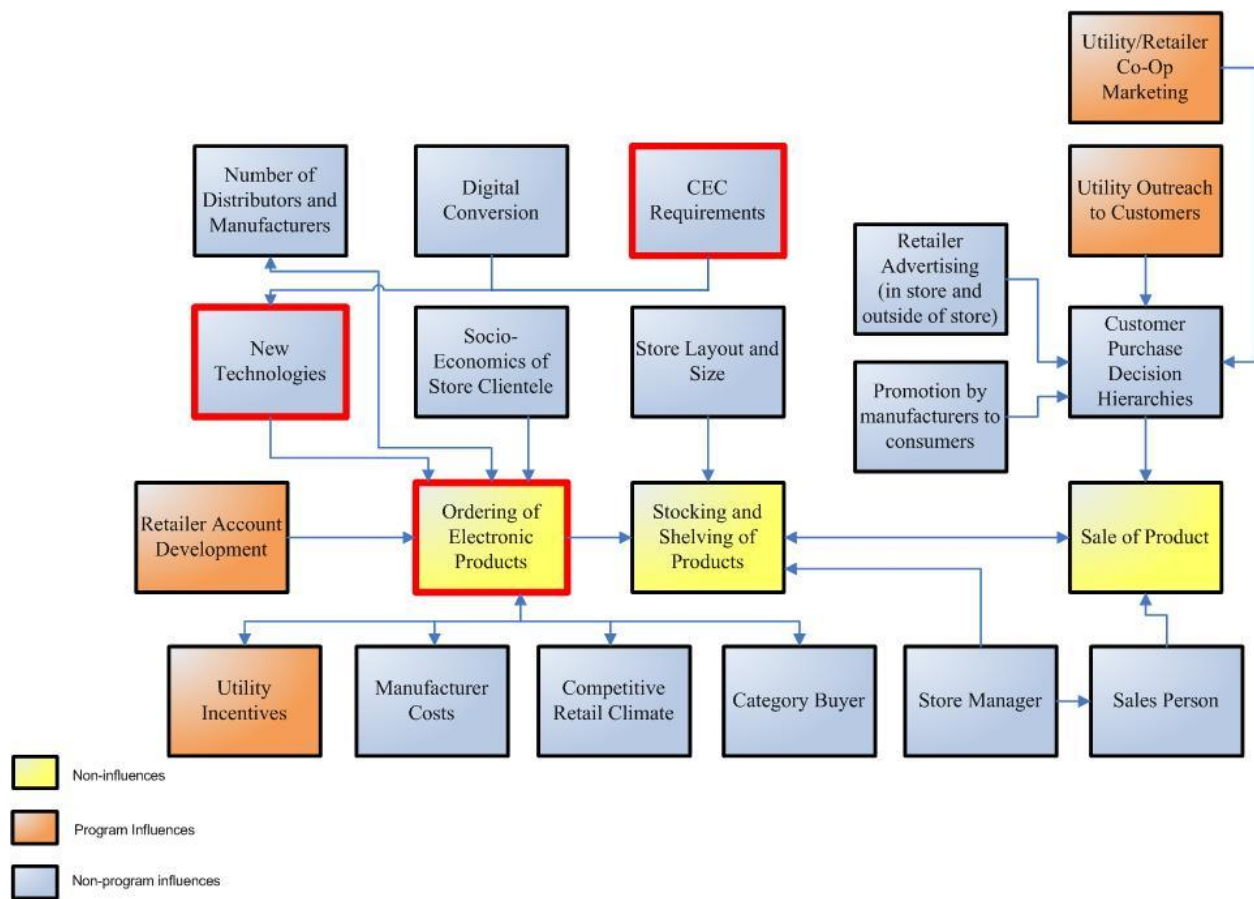
Please provide us with your written response in the document titled “Delphi Comment Responses.doc” to Anne (adougherty@opiniondynamics.com). If you have any questions about this process, please feel free to call Anne Dougherty at 510-444-5050 x 102.

Data used in Round One Forecast: We created the data used as inputs to this first round forecast by identifying and outlining key influences on the TV market (shown graphically in Figure 1). For the purposes of our forecast, the data inputs account for the following influences on market: (1) product buying and shipments, (2) new technologies, and (3) ENERGY STAR standards.

Comment A. Are there other influences that you believe should be included in this forecast to make it a defensible forecast? Please provide us with the data sources on the influences you recommend for inclusion, if available.

Figure 1. TV Influences Diagram

TV INFLUENCES DIAGRAM



Forecast of Market Penetration of Flat Panel TVs Using Market Shipments

We used forecasted shipments from 2008-2012 to establish market penetration⁴ of LCD and Plasma TVs. The BCE program pays out incentives for LCD, Plasma, and DLP/Rear Projection TVs.

For this model, we have excluded DLP/Rear Projection TVs as studies indicate that these models comprise .5% of the TV market share.⁵ Further, due to their market share and increasing popularity, programs that focus on LCD and Plasma TV interventions have the most likelihood to effect change. Henceforth, we refer to our market projections for *Flat Panel* TVs, to indicate that this forecast excludes CRT and DLP/Rear Projection Television.

Comment B. Is it accurate to assume that DLP/Rear Projection TVs will continue to occupy between 0-1% of the total TV market share through 2012? Is it appropriate to exclude these TVs from our market projections? When possible, please provide us with the data inputs and/or sources that support your opinion.

In addition, our forecast is based on *shipments* which serve as a proxy for market penetration in *sales* of Flat Panel TVs.⁶ Although penetration is generally determined by sales, ENERGY STAR program managers state their market penetration goals in terms of units shipped in a calendar year, so use of a proxy for our forecast works well with how ENERGY STAR sets their goals. Thus, all adjustments to the forecasts are based on market penetration defined as shipments of TVs.

Comment C. Do flat panel TV *shipments* serve as an accurate proxy for flat panel TV *sales*? When possible, please provide us with the data inputs and/or sources that support your opinion.

Table 1 shows the projected mass market shipments that serve as the basis of our forecast. For our purposes, mass market refers to the residential TV purchases. The data table below was derived by Energy Solutions for Pacific Gas and Electric in December 2006.⁷

The original data forecast did not have estimates for 2012. Instead, the 2012 estimates in the table below were calculated by applying the percent increase from 2010 to 2011, to the 2011 estimates.

Comment D. Is it appropriate to use the 2010-2011 growth rate of flat panel TVs for 2011-2012? When possible, please provide us with the data inputs and/or sources that support your opinion.

⁴ Market penetration is the depth of sales of a particular product in a given market. The deeper the penetration, the higher the volume of product sales.

⁵ Estimated TV Market Share, Pacific Gas and Electric Work Paper PGECOAPP104, Energy Efficient Televisions, 07/17/08.

⁶ Note the ODC team does not have access to actual sales figures. Once the BCE program is underway, our team may have access to historical sales data for major retailers and will use this data to adjust our figures.

⁷ Alex Chase, Ryan Ramos, and Ted Pope, Consumer Electronics: Market Trends, Energy Consumption, and Program Recommendations, PG&E Application Assessment Report #0513, Energy Solutions, December 2006.

Throughout, we use the data developed for the PG&E territory to obtain market share proportions of ENERGY STAR and BCE program's qualifying models (henceforth BCE-qualifying) to develop estimates for California statewide market share proportions, including the investor-owned utilities of Southern California Edison and San Diego Gas and Electric.

Comment E. Can PG&E market share proportions be used to estimate the *statewide* market share of ENERGY STAR and BCE-qualifying models? When possible, please provide us with the data inputs and/or sources that support your opinion.

We do not separate the two TV technologies (LCD and Plasma) in the forecast, because we assume that the differences in energy efficiency by technology are negligible when examined in aggregate. In addition, we assume that any error absorbed when combining these two technologies does not exceed the error inherent in the forecast.

Comment F. Is it appropriate to combine the two technologies (LCD and Plasma) in our forecast? When possible, please provide us with the data inputs and/or sources that support your opinion.

Table 1. Unadjusted Forecast of LCD and Plasma Shipments to PG&E Territory (1,000s)⁸

TV Units Shipped to PG&E's Territory to Mass Market (1,000s)					
	2008	2009	2010	2011	2012
LCD	710	870	1030	1204	1407
Plasma	220	240	260	307	362
Total	930	1110	1290	1511	1769
% Increase from previous year	-	19.4%	16.2%	17.1%	17.1%

Comment G. If you have additional comments on the data inputs and assumptions Table 1, please feel free to provide them. We are planning to keep the data in Table 1 static for our forecast. When possible, please provide us with the data inputs and/or sources that support your opinion.

⁸ Bassill, Steve. QDI Strategies, "Strategic Options for Energy-Efficient Electronics in Pacific Gas and Electric Service Territory: Marketing Delivery Systems for Electronic Measures," Emerging Technologies Program, Application Assessment Report #0702, (submitted on behalf of Pacific Gas and Electric Company Emerging Technologies Program), April 10, 2008.

Forecast of Energy Efficient Flat Panel TVs

Energy Solutions detailed (in their 7/16/08 presentation to the California Energy Commission) the volume of currently available TVs that meet the ENERGY STAR specifications and the BCE program's more stringent ENERGY STAR plus 15% specifications. Using this information, we derived the percentages of flat panel TV shipments that were BCE-qualifying (14%) and ENERGY STAR qualifying (35%).⁹ These numbers were used to develop the market penetration of ENERGY STAR and BCE-qualifying TVs in 2008. At this point, BCE-qualify models are estimated to comprise 40% of the total ENERGY STAR models (i.e., 0.14/0.35).

Comment H. Are the market share proportions for ENERGY STAR and BCE-qualifying models accurate based on your knowledge? When possible, please provide us with the data inputs and/or sources that support your opinion.

We have no data to support changing the relationship between the ENERGY STAR and BCE qualifying. As such, we have kept this relationship in the current forecast of the market penetration of ENERGY STAR and BCE qualifying products through 2012.

Comment I. Do you agree with maintaining the relationship of ENERGY STAR to BCE qualifying from year to year? If not, what are the better percentages to use each year? When possible, please provide us with the data inputs and/or sources that support your opinion.

Adjustments to Forecast due to Emerging Technologies

To adjust for the continued emergence of more energy efficient flat panel TVs, the ODC team developed dummy data to increase market penetration of ENERGY STAR and BCE shipments year over year. To account for this trend, the ODC team increased the number of qualifying flat panel TVs in our forecast by 3% per year beginning in 2009. Since significant changes to flat panel TV technologies are continually underway, this figure is meant to demonstrate increased market penetration of qualifying models. However, we understand that this estimate is inaccurate and ask industry experts to comment and revise this growth rate per your knowledge of the flat panel TV market.

Comment J. Is there a more appropriate growth rate for energy efficient TVs in our forecast? Is there a percent that would improve this estimate? What insights and/or studies support this estimate? When possible, please provide us with the data inputs and/or sources that support your opinion.

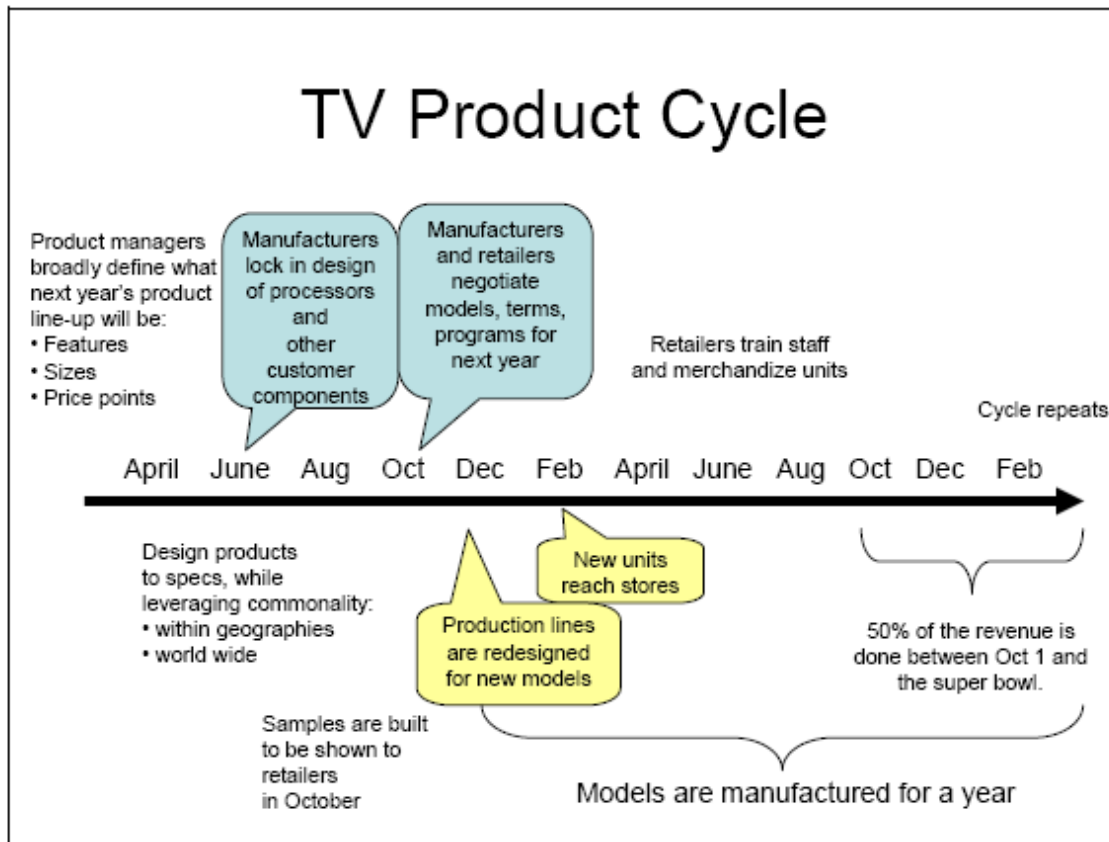
Adjustment to Forecast due to ENERGY STAR Standards

Our forecast adjusts for ENERGY STAR standards taking into account the TV Product Cycle, shown in Figure 2. While TV models debut in stores during February of one calendar year, they are designed during the preceding year in anticipation of future codes and standards. Also, we know that some manufacturers update their specifications in advance of ENERGY

⁹ Chase, Alex, Energy Solutions, "Analysis of Standards Options for Televisions," (presented on behalf of Pacific Gas and Electric to the California Energy Commission), July 16, 2008.

STAR standards. Thus, we estimate that these standards will impact shipments somewhat before and definitely after it is in place.

Figure 2. TV Product Cycle



Bassill, Steve, QDI Strategies, "Strategic Options for Energy-Efficient Electronics in Pacifica Gas and Electric Service Territory: Marketing Delivery Systems for Electronic Measures," Emerging Technologies Program, Application Assessment Report #0702, (submitted on behalf of Pacific Gas and Electric Company Emerging Technologies Program), April 10, 2008.

Table 2 provides a timeline of potential market effects that may impact the ENERGY STAR and PG&E qualifying product forecasts.

Table 2. Timeline of Relevant TV Codes and Standards

Input	Regulation	Effective Date	Description	Adjustment
1	Energy Star 3.0, Tier 1	November 1, 2008	New Energy Star Tier 1 specifications for high-definition TVs (i.e. >480 native vertical resolution) ¹⁰	
2	Digital TV Transition (FCC)	June 12, 2009	All full-power broadcast television stations in the United States will stop broadcasting on analog airwaves and begin broadcasting only in digital. ¹¹	We made no adjustment for this transition in our forecast. We assume instead that the original market projections of total shipments to the PG&E service territory account for this trend.
3	Energy Star 3.0, Tier 2	November 1, 2010	Estimated to be at 50% or below Title 20 specifications.	We adjusted our forecast of ENERGY STAR penetration in 2011 to 25%.
4	PG&E Title 20 standard (for active mode)	Proposed November 1, 2011	Title 20 is an active mode standard that will keep the power allowance equation consistent for all TVs, regardless of size. ¹² TVs, TV combination units, television monitors, and component TV Units shall not exceed the maximum On Mode power consumption (Pmax) found in these equations ¹³ .	We made no adjustment for this code as it is less stringent (i.e., less energy efficient) than the ENERGY STAR Tier 2 standard, which will already be in place.

¹⁰ "Codes and Standards Enhancement (CASE) Initiative for PY2008: Title 20 Standards Development." Prepared for Pacific Gas and Electric by Alex Chase, Energy Solutions. April 2, 2008: p.31

¹¹ www.dtv.gov

¹² "Codes and Standards Enhancement (CASE) Initiative for PY2008: Title 20 Standards Development." Prepared for Pacific Gas and Electric by Alex Chase, Energy Solutions. April 2, 2008: p.7

¹³ Ibid 23-24.

To adjust for the implementation of ENERGY STAR 3.0 Tier 2, we adjusted market penetration of qualifying products to equal the stated market penetration *goals* of 25% market penetration for ENERGY STAR. These adjustments are reflected in Table 4, year 2011.

Comment K. Are the adjustments appropriate in terms of percentages and timing? If not, please provide us with better percentages and timing by input number. When possible, please provide us with the data inputs and/or sources that support your opinion.

These first round adjustment percentages were used in conjunction with the forecasted flat screen TV totals in Table 1 to calculate Table 5 data, which was then plotted in Figure 3, Flat Panel TV Market Share forecasts.¹⁴ Data inputs for Table five are in the embedded Excel File below.

Object 1.

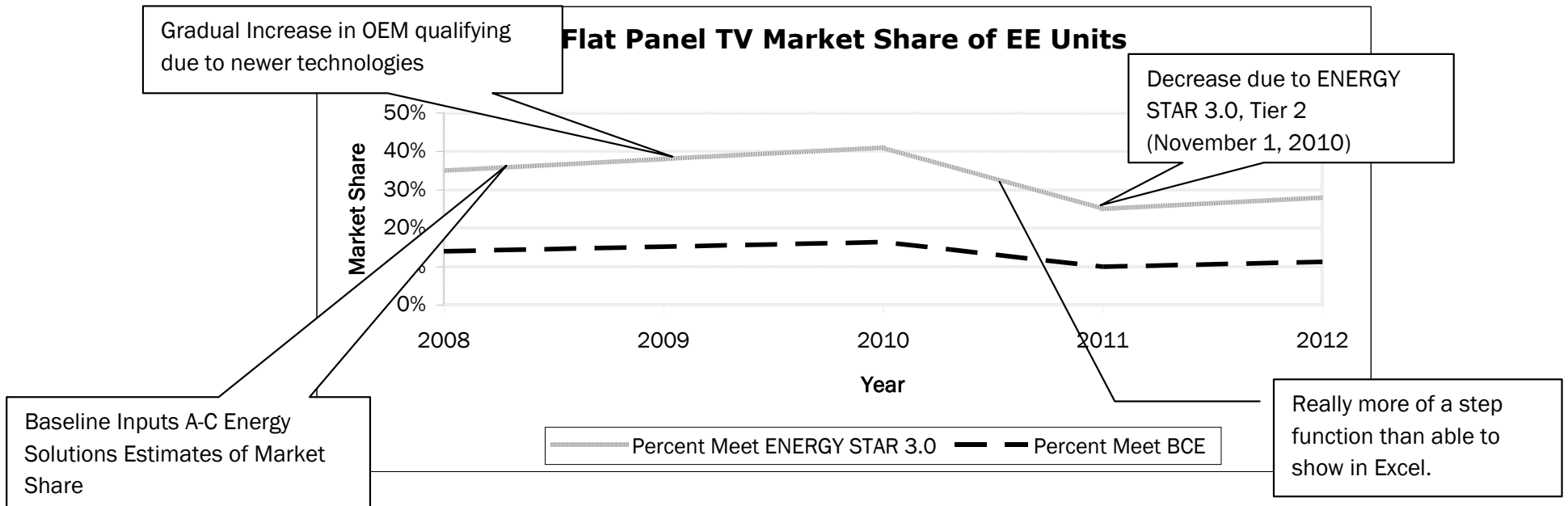


Delphi Forecast Data
Tables and Sources_C

Comment L. Do you have any additional comments, suggestions, or insights for improving our market forecast? When possible, please provide us with the data inputs and/or sources that support your opinion.

¹⁴ Note this differs from standard market penetration, as we are not accounting for the entire TV market in this model. Thus, we refer to it as market share.

Figure 3. Flat Panel TV Market Share in PG&E Service Territory (%)



Appendix A: Qualifying ENERGY STAR and PG&E Source Data (Energy Solutions)

All the datasets are different; therefore, careful consideration during analysis is used to accommodate for different variables, including but not limited to: technologies represented (e.g., LCD, Plasma, rear projection, CRT), screen sizes, test procedure used, TV screen settings during test, TV manufacture date, and resolution type. All attempts are made to represent what is available on the market now and in the near future. The following provides a brief description for each dataset:

- **ENERGY STAR data set:** ENERGY STAR recently finalized an updated TV specification (Version 3.0) that becomes effective November 1, 2008 and includes active mode power levels ENERGY STAR used a TV dataset provided by the Consumer Electronics Association (CEA) to help inform its stakeholder revision process (ENERGY STAR, 2008).
- **CEC PIER data set:** Ecos Consulting and Imaging Science Foundation (ISF) tested numerous TVs as a part of ongoing research for the CEC's PIER Program.
- **MTP data set:** This data set was used by the Market Transformation Programme (MTP), which supports UK Government policy on sustainable products. It was used as the basis for a paper developed by Hans-Paul Siderius (SenterNovem) and Robert Harrison (MTP) titled "An Energy Efficiency Index for Televisions" (February 12, 2007). Analysis of Standards Options for Televisions: Revised Proposal PG&E CASE Page 7 Last Modified: July 3, 2008
- **EICTA data set:** This data set was used as the basis for a paper developed by Hans-Paul Siderius (SenterNovem) and Robert Harrison (MTP), titled "Televisions: the Impact of HD ready and Full HD on On-Mode Power" (March 4, 2008). The EICTA was formed in 1999 as the European Information & Communications Technology Industry Association by the consolidation of the two former European federations of the information and telecommunications industries.
- **CNET data set:** CNET test results can be found at:
http://reviews.cnet.com/4520-6475_7-6400401-3.html?tag=nav. CNET did not use the IEC 62087 test procedure; however, an industry contact familiar with the IEC test method estimates the CNET test procedure would be within 10% of the IEC test procedure for plasma TVs and 3% for LCDs. Thus, if the CNET test result was different, it would likely be higher.

2.1.2 High Efficiency Computer and Monitor Delphi Forecast

TO: [Market Expert]

FROM: Opinion Dynamics Evaluation Team

DATE: August 11, 2009

RE: Market Forecast, Round 1: ENERGY STAR Computers and Monitors

Thank you for lending your expertise to help us create a forecast for the high efficiency desktop computers and monitors markets. This research is being conducted by the California investor-owned utilities Pacific Gas & Electric (PG&E), Southern California Edison (SCE), and San Diego Gas and Electric (SDG&E) to help document the possible effects of their statewide Business and Consumer Electronics Program (henceforth “BCE program,” click [here](#) to see the program logic model and a short description of the program).

The goal of our efforts is to create a meaningful forecast for high efficiency computers and monitors through the use of market experts. Specifically, we want to be able to forecast what might have occurred in the absence of the BCE program. Each expert will answer two rounds of questions. After the first round, Opinion Dynamics Corp. (ODC) will provide an anonymous summary of all the market experts’ answers from the previous round as well as any changes made to the information here based on your information. In the second round, we will encourage you to revise earlier answers in light of the replies of other experts.

Introduction to the Round 1 Forecast

The purpose this effort is to forecast the proportion of ENERGY STAR and BCE-qualifying models that would have been on the market *in the absence of the Business and Consumer Electronics Program*. This write-up provides our assumptions for a market forecast for your comment. We used the data we had at hand and did not make any adjustments for the current economic downturn/recession as we did not know the appropriate changes to make.

Note - the forecasts provided here aim to project the equipment market share of ENERGY STAR compliant and an energy efficiency level that is BCE-qualifying *in the absence of the program*. During this second and final round, we will incorporate your comments and provide you with another chance to weigh in to the forecast.

Directions for Round 1: In the section, “Round 1 Questions,” we outline a series of questions for your comment. We ask that you:

1. Respond to the questions posed in this section and provide additional insights or comments as necessary. Please provide any references to studies or documents that may assist in developing this baseline forecast. **Please note that the BCE program has already begun its market interventions¹⁵. Where possible, please indicate if you think the program has already had an effect and the type, magnitude, and scope of the effect to assist in adjusting our baseline projections to a create a projection without including the program.**
2. Submit comments to Anne Dougherty, Project Manager at Opinion Dynamics, via email at adougherty@opiniondynamics.com by August 21st 2009.

Round 1 Questions

We have 11 questions for you. They are asked for both desktop computers and monitors as there may be differences in your response between these two items. However, as we have structured the document, you can provide comments under one category and simply state “same as the other” if your response is no different.

¹⁵ The BCE program began discussions with retail buyers in May 2008 and officially began the program in October 2008.

Q1. What are the influences that you believe should be included in this forecast to make it a defensible forecast? Click here to see what we think are influences on this market		
Equipment	Your Answer	Your sources, if available
Desktop Computer		
Computer Monitor		

Q2. Data for shipments are more readily available while sales data is more difficult to obtain. Do shipments serve as an accurate proxy for sales?		
Equipment	Your Answer	Your sources, if available
Desktop Computer		
Computer Monitor		

Q3. We do not have an estimated growth rate past 2011, but need to extend the forecast to 2012. Is it appropriate to use the 2010-2011 growth rate for 2011-2012?		
Equipment	Your Answer	Your sources, if available
Desktop Computer		
Computer Monitor		

Q4. Can PG&E market share proportions be used to estimate the statewide market share of ENERGY STAR and BCE-qualifying models? Click here to read what types of equipment are BCE-qualifying.		
Equipment	Your Answer	Your sources, if available
Desktop Computer		
Computer Monitor		

Q5. We have an estimates of shipments to PG&E territory. Click here to see these shipments for computers and the shipments for monitors that are the basis for our forecasts. Do you have additional comments on the data input and assumptions shown in these two tables?		
Equipment	Your Answer	Your sources, if available
Desktop Computer		
Computer Monitor		

Q6. We are assuming different growth rates for residential and commercial markets (than are in addition to what shown in the tables from Q5) due to EPEAT and new technologies. We are assuming		
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a 10% growth rate for residential and a 15% growth rate for commercial year after year beginning in 2007. Is the assumption regarding a larger growth rate for commercial markets versus residential markets a correct one? Are there more appropriate growth rates for either of these sectors? If so, what are they?

Equipment	Your Answer	Your sources, if available
Desktop Computer		
Computer Monitor		

Q7. While new models come out every quarter, our forecast uses an annual growth rate. Do you agree with holding the growth rates for residential and commercial markets consistent across quarters?

Equipment	Your Answer	Your sources, if available
Desktop Computer		
Computer Monitor		

Q8. We adjusted the market estimates of ENERGY STAR and BCE-qualifying equipment based on certain information. Click [here](#) to see the computer information and [here](#) to see the monitor information. Are the adjustments appropriate in terms of percentages and timing? If not, what are better percentages and timing values?

Equipment	Your Answer	Your sources, if available
Desktop Computer		
Computer Monitor		

Q9. Are the monitor market share proportions for ENERGY STAR and BCE-qualifying models accurate based on your knowledge? Click [here](#) to see the proportions we have used in our current forecast.

Equipment	Your Answer	Your sources, if available
Desktop Computer	NOT APPLICABLE FOR DESKTOP COMPUTERS	
Computer Monitor		

Q10. Do you agree with maintaining the proportions determined in Q9 between ENERGY STAR and BCE from year to year? If not, what are better percentages to use?

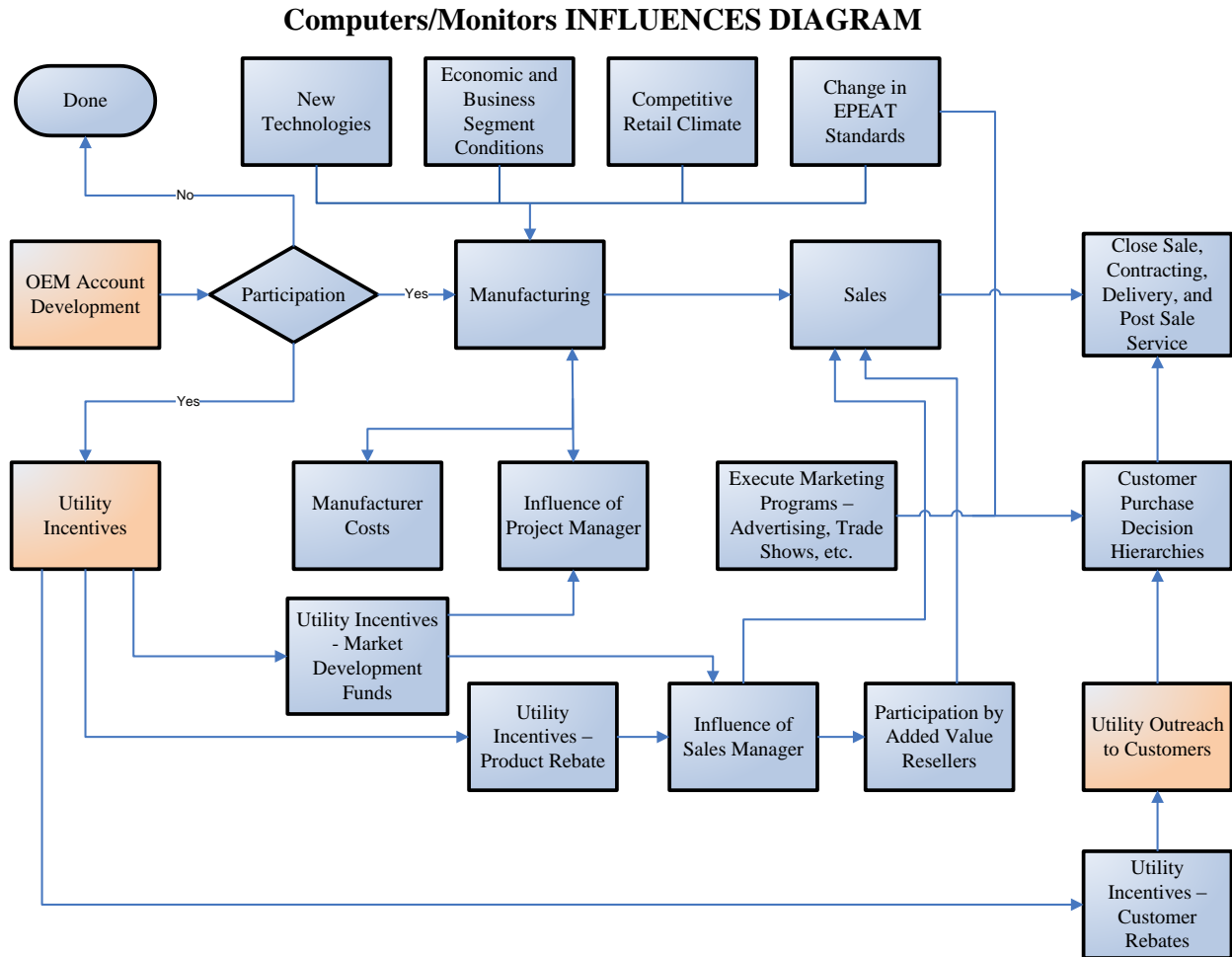
Equipment	Your Answer	Your sources, if available
Desktop Computer	NOT APPLICABLE FOR DESKTOP COMPUTERS	
Computer Monitor		

Q11. Taking into account all the information above, we have created a market share forecast. Click [here](#) for computers and [here](#) for monitors. Do you have any additional comments, suggestions, or insights for improving our market forecast?

<i>Equipment</i>	<i>Your Answer</i>	<i>Your sources, if available</i>
<i>Desktop Computer</i>		
<i>Computer Monitor</i>		

Appendix A. Back Up Data for Our Assumptions

Figure 4. Computer and Monitors Influences Diagram



Click [here](#) to go back to Q1.

BCE-Qualifying Equipment:

For desktop computers, BCE-qualifying equipment is any that are ENERGY STAR compliant. For computer monitors, BCE-qualifying equipment must use at least 15% less energy than ENERGY STAR compliant monitors.

Click [here](#) to go back to Q4.

Both the computer and monitor shipment data was estimated using this source: Bassill, Steve. QDI Strategies, "Strategic Options for Energy Efficient Electronics in Pacific Gas and Electric Service Territory: Marketing Delivery Systems for Electronic Measures. Emerging Technologies Program, Application Assessment Report #0702." (submitted on behalf of Pacific Gas and Electric Company Emerging Technologies Program). April 10, 2008.

Table 1. Unadjusted Forecasts of Computer Shipments to PG&E Territory (1,000s)

Computer Units Shipped to PG&E's Territory to Mass Market (1,000s)						
	2007	2008	2009	2010	2011	2012
Residential	680	690	700	730	740	750
Commercial	1318	1386	1414	1442	1471	1501
Total	4005	4084	4123	4182	4222	4263

Click [here](#) to go back to Q5.

Table 2. Unadjusted Forecasts of Monitor Shipments to PG&E Territory (1,000s)

Monitor Units Shipped to PG&Es Territory to Mass Market (1,000s)							
	2006	2007	2008	2009	2010	2011	2012
Residential	670	680	690	700	730	740	750
Commercial	1253	1318	1386	1414	1442	1471	1501
Total	3929	4005	4084	4123	4182	4222	4263

Click [here](#) to go back to Q5.

Market Adjustments

Table 3. Timeline of Relevant Energy Star Desktop Tower Codes and Standards

Input	Regulation Name	Effective Date	Description	Adjustment
1	Energy Star 4.0, Tier 2	Jan. 1, 2009 (however, ES website still lists Tier 1 in effect as of 3/6/09)	Intended to capture top 25% of units in energy efficiency Capability adder for sleep and standby modes: +0.7 W	We set the forecast of ENERGY STAR penetration in 2009 to 25%
2	Energy Star 5.0, Tier 1	July 1, 2009	Qualifying power supply: approximately 115 (\pm 1%) Volts AC, 60 Hz (\pm 1%) Typical Electricity Consumption: \leq 234.0 kWh, \leq 209 kWh, \leq 175.0 kWh, or	

			<p>≤ 148.0 kWh depending on computer type, measured based on proportion and use of off, sleep, and idle modes</p> <p>Sleep mode set to activate within 30 minutes of user inactivity</p>	
--	--	--	--	--

Click [here](#) to go back to Q8.

Table 4. Timeline of Relevant Energy Star Monitors Codes and Standards

Input	Regulation Name	Effective Date	Description	Adjustment
1	Energy Star 5.0, Tier 1	Oct. 30, 2009	<p>Maximum power use in On Mode based on diagonal screen size and screen resolution (e.g. 13.1 W for 1024x768 monitors less than 30 inches across)</p> <p>Enter Sleep Mode using ≤ 4W for computer monitors larger than 30” and using ≤ 2W for monitors smaller than 30”</p> <p>In Off Mode, uses ≤ 2W for computer monitors over 30” and ≤ 1W for monitors smaller than 30”</p>	We set the forecast of ENERGY STAR penetration in 2009 to 25%
2	Energy Star 5.0, Tier 2	Oct. 30, 2011	<p>Maximum power use in On Mode TBD</p> <p>Uses ≤ 1W in Off or Sleep modes for all monitor sizes</p>	We set the forecast of ENERGY STAR penetration in 2011 to 25%
3	PG&E Title 20 standard (active mode)	Proposed November 1, 2009	<p>Must be 25% percent more efficient in On Mode than Energy Star 4.2. Sleep and Off modes the same.</p> <p>Equation based on screen resolution:</p> <p>If less than 1 megapixel, may be up to 17W. If greater than 1 megapixel, use equation $Y=21X$, where Y is energy in Watts and X is number of megapixels.</p>	We increased the forecast of Energy Star monitor penetration in 2009 by 10%

Click [here](#) to go back to Q8.

BCE to ENERGY STAR Proportions (Q9)

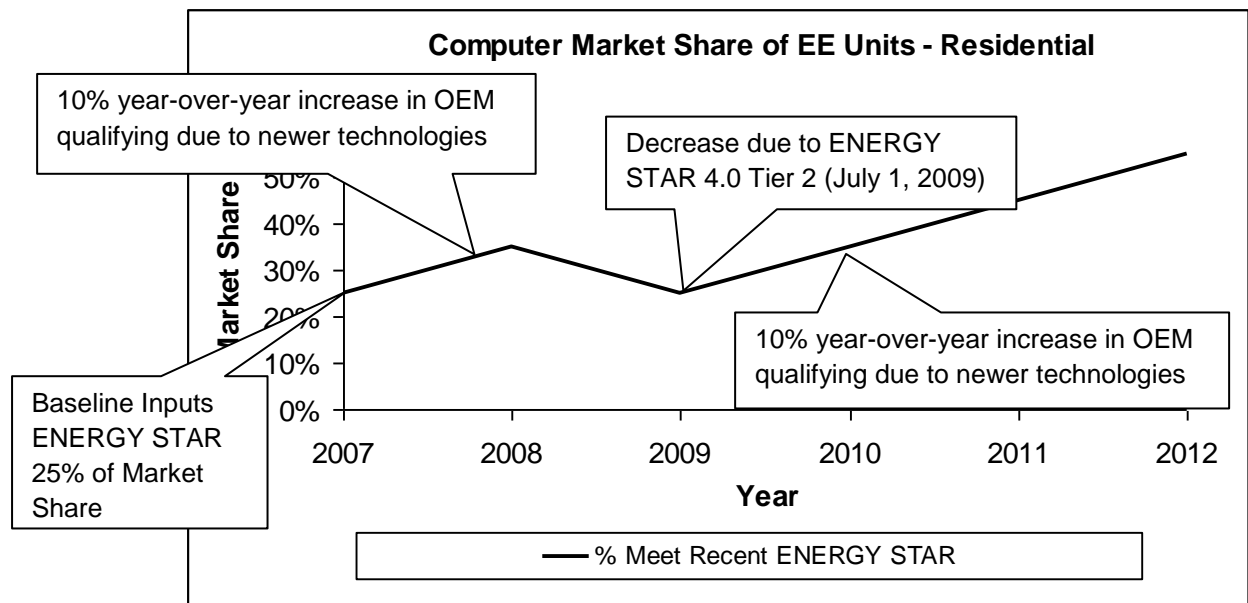
Percent of monitor sales already BCE qualifying in 2007	21%
Percent of sales ENERGY STAR (ES) compliant goal for 2007	25%
Percent of sales ES compliant for residential (See Q6, +10%)	35%
Percent of sales ES compliant for commercial (See Q6, +15%)	40%

Proportion BCE to Residential ES - $21\%/35\% = 0.60$

Proportion BCE to Commercial ES - $21\% / 40\% = 0.53$

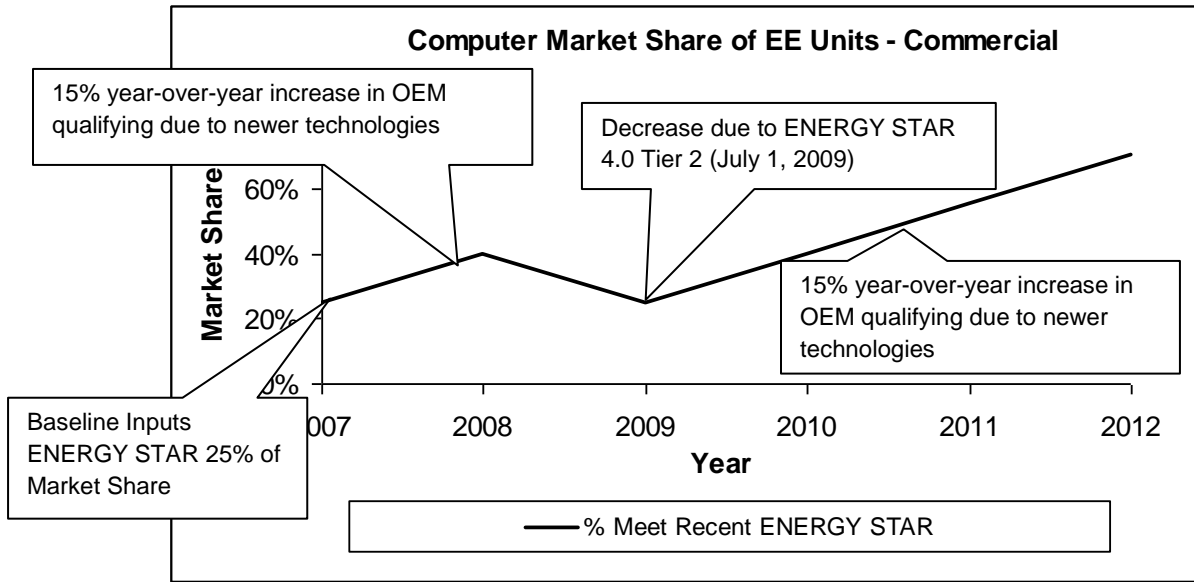
Click [here](#) to return to Q9

Figure 5: Residential Computer Market Share in PG&E Territory (%)



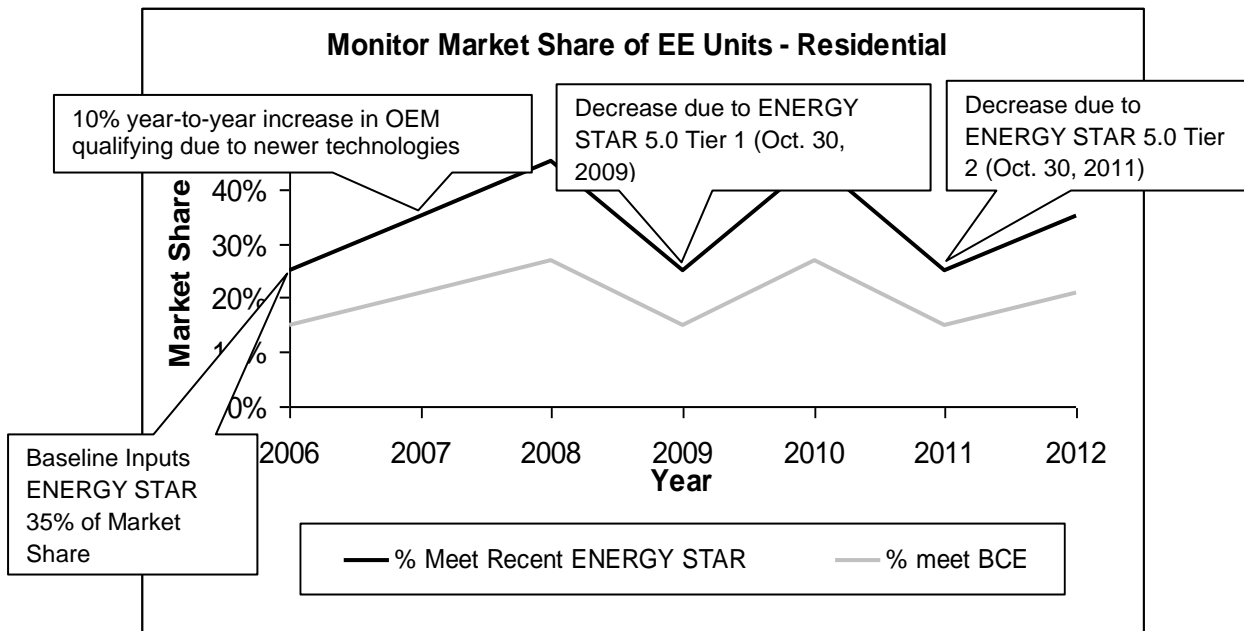
Click [here](#) to go back to Q11.

Figure 6: Commercial Computer Market Share in PG&E Territory (%)



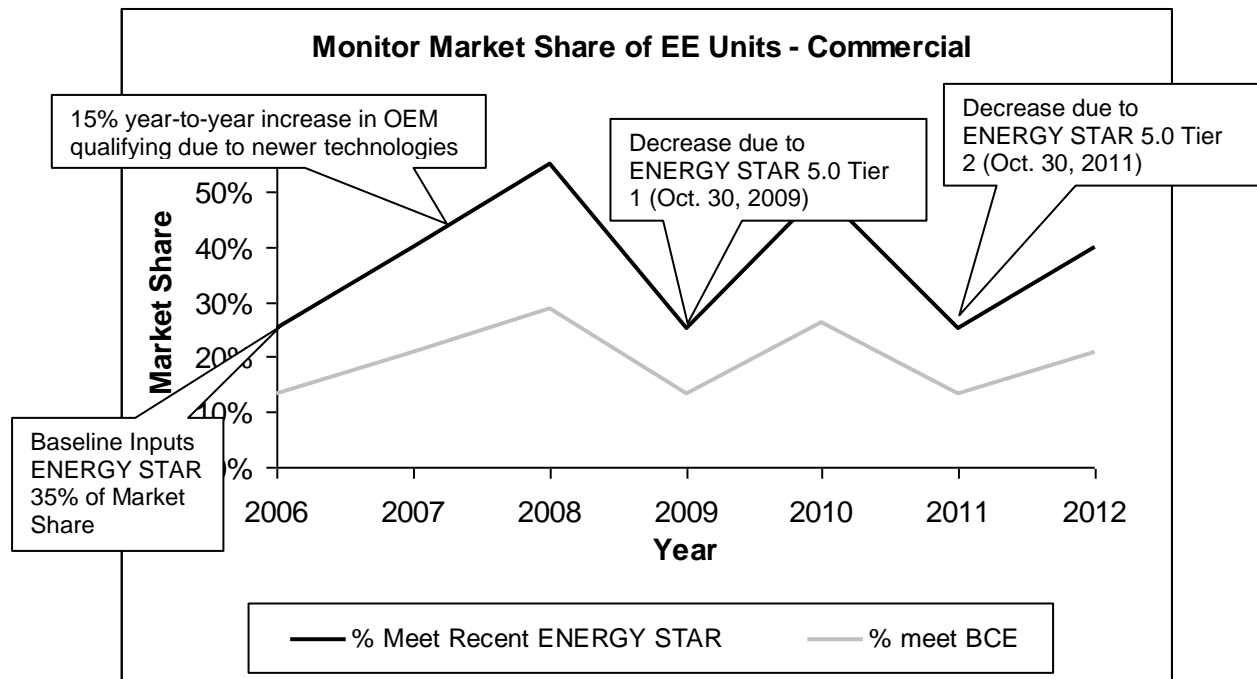
Click [here](#) to go back to Q11.

Figure 7: Residential Monitor Market Share in PG&E Territory (%)



Click [here](#) to go back to Q11.

Figure 8: Commercial Monitor Market Share in PG&E Territory (%)



Click [here](#) to go back to Q11.

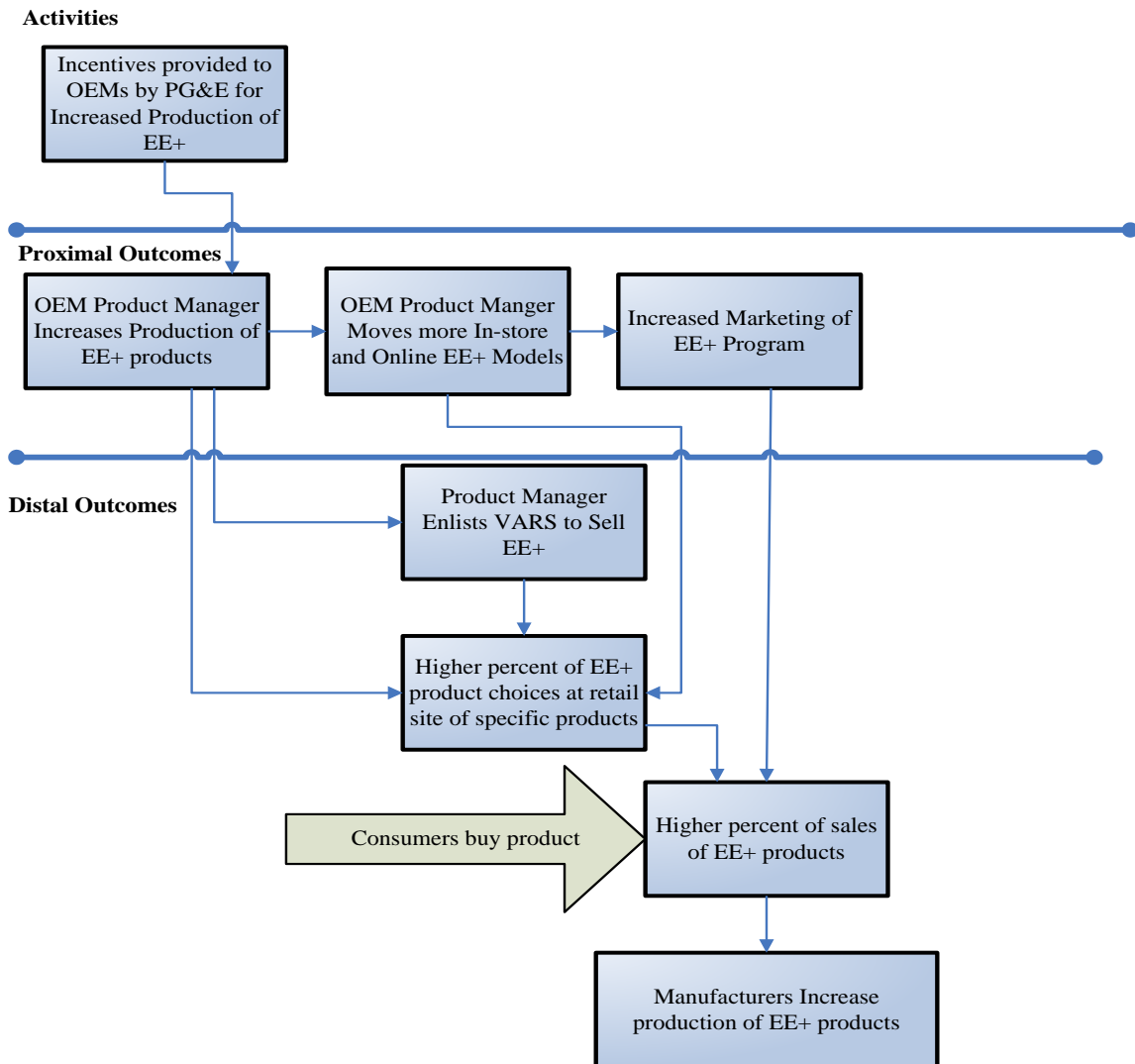
BCE Program

The BCE program is a statewide, upstream program that provides incentives to manufacturers and retailers to meet or exceed ENERGY STAR efficiency standards for Business and Consumer Electronics. The computer and monitor portion of the program focuses on original equipment manufacturers, such as Dell or Lenovo, to participate in the upstream incentive program. The program provides incentives to these companies in order to increase their manufacturing and marketing of high efficiency computers and monitors with the aim of generating greater market share of these particular models.

Click [here](#) to return to the Introduction.

Figure 9. BCE Program Logic Model

Computers/Monitors IMPACT LOGIC MODEL



Click [here](#) to return to the Introduction.

2.2 **Round II**

2.2.1 **Forecast of Energy Efficient Flat Panel TVs**

TO: [Market Expert]

FROM: Opinion Dynamics Evaluation Team

DATE: July 31, 2009

RE: Delphi Market Projections, Round 2: ENERGY STAR + 15% TVs

Thank you for lending your expertise to help us determine a baseline for the California Statewide Business and Consumer Electronics Program (henceforth “BCE program,” see Appendix F for the program logic model) on behalf of Pacific Gas and Electric (PG&E), Southern California Edison (SCE), and San Diego Gas and Electric (SCE). This research is being conducted to help document the possible effects of the Business and Consumer Electronics Program by developing a baseline estimate of the market prior to the program’s intervention. With your feedback, we have completed the first round of our Delphi research and provided incentives for Round 1 and 2 to those able to accept. This document calls on your participation and feedback for *Round 2*.

Round 2 Delphi Forecast Instructions

The purpose of Round 2 is to forecast the proportion of ENERGY STAR and BCE-qualifying models that would have been on the market *in the absence of the Business and Consumer Electronics Program*. This write-up provides our assumptions and adjustments to the market forecast for your comment. We note that almost all feedback was incorporated and the forecast adjusted, namely to account for the following: (1) the economic downturn/recession; (2) the differences in market maturation and efficiency standard by technology type (LCD vs. Plasma); (3) the rapid uptick of ENERGY STAR 3.0; and (4) increases in efficiency over time as part of market maturation. An appendix is also provided that summarizes the feedback generated in Round I that has been considered and incorporated into the revised projection (Appendix C).

Note, the forecasts provided here project the market share of ENERGY STAR and BCE-qualifying TVs *in the absence of the program*. Since the program began its effort in 2008 and program effects were most likely to occur beginning in the 2009 calendar year, we ask you to begin your estimates considering the market (and its projection) in 2008 (which will serve as the baseline). During this second and final round, we ask you once again to answer the ten questions listed on pages two and three (i.e., Assumption A through Assumption J). The back up data for these assumptions and our revised forecasts are provided in Appendix A.

Directions for Round 2: In the section, “Round 2 Questions,” we outline a series of additional questions for your comment. We ask that you:

Respond to the questions posed in this section and provide additional insights or comments as necessary. Please provide any references to studies or documents that may assist in developing this baseline forecast. **Please note that the BCE program has already begun its market interventions¹⁶. Where possible, please indicate if you think the program has already had an effect and the type, magnitude, and scope of the effect to assist in adjusting our baseline projections.**

Comments may be provided in Word or Excel formats. Please clearly indicate which question you are responding to.

Submit comments to Anne Dougherty, Project Manager at Opinion Dynamics, via email at adougherty@opiniondynamics.com by August 21st 2009.

Round 2 Questions

In this section, we reiterate each assumption made in the adjusted forecast and request that each market expert participant provide additional, follow-up comments on these assumptions. Where possible, please provide your rational, suggested adjustments, and any secondary data references that may enhance the accuracy of this forecast. As a reminder, the forecasts provided here aim to project the market share of ENERGY STAR and BCE-qualifying TVs **in the absence of the BCE program.**

Overall Market Adjustments:

1. **Assumption A:** The economic downturn resulted in a decrease in total shipments in 2008 and 2009 from original forecasts (as implemented in Appendix A).
2. **Assumption B:** Growth in overall shipments would have leveled off in 2010 and began to rebound in 2011 and 2012 (as implemented Appendix A).
3. **Assumption C:** Market growth would have adjusted to near “normal” TV growth rates in 2011 and 2012 as the market transformed to DTV technologies, with average market growth close to 5% year over year.
4. **Assumption D:** Plasma growth would have ceased in 2010 and LCD TVs would have comprised the total increase in market growth in 2011 and 2012. As the market rebounded, LCD market share would exceed 95% of total shipments in 2011 and 2012.

Efficiency Market Share Assumptions of ENERGY STAR and ENERGY STAR+15% in the absence of the program:

5. **Assumption E:** The BCE program’s efficiency level, ENERGY STAR + 15%, would have been the efficiency level for the next tier of ENERGY STAR qualifying models (which, prior to program intervention would have gone into effect in November 1st, 2010, currently scheduled for May 1st, 2010).
6. **Assumption F:** The proportion of BCE-qualifying shipments would have trended towards the target market share of ENERGY STAR models (25% of total shipments);

¹⁶ The BCE program began discussions with retail buyers in May 2008 and officially began the program in October 2008.

with BCE-qualifying models reaching 25% of total shipments the year ENERGY STAR 3.0 Tier 2 was estimated to go in effect.

7. **Assumption G:** For each calendar year, the proportion of total shipments that meet ENERGY STAR standards would have increased by 10% each year.
8. **Assumption H:** ENERGY STAR 3.0 Tier 2 market share goals (25% of total shipments) would have been available to consumers one year following the increased standard (2011), when new models become available to the public (see Appendix B for TV Cycle Image).
9. **Assumption I:** BCE-qualifying shipments would have increased at the same 10% increase year-over-year until ENERGY STAR 3.0 Tier 2 goes into effect.
10. **Assumption J:** Once ENERGY STAR Tier 2 standards were in place, BCE-qualifying shipments would have comprised 25% of ENERGY STAR-qualifying shipments.

Appendix A: Back-Up Data for Our Assumptions

Adjustments to the Original Market Forecast for BCE-Qualifying Baseline in the Absence of the Program

The Opinion Dynamics team had adjusted the original forecast by drawing on your and other market experts' feedback from Round 1 of the Delphi forecast. Here, we provide our adjustments for your comment. Adjustments were made to the original forecasted shipment data provided in Table 1 below:

Table 3. Original Baseline Shipments: TV Units Shipped to PG&E's Territory to Mass Market (1,000s)¹⁷

	2008	2009	2010	2011	2012*
LCD	710	870	1030	1204	1407
Plasma	220	240	260	307	362
Total	930	1110	1290	1511	1769
% Increase from previous year	-	19.40%	16.20%	17.10%	17.10%

*Note 2012 baseline was developed in Round I of the Delphi by Opinion Dynamics by applying the growth rate of sales from 2010-2011 to 2011-2012.

Opinion Dynamics used these figures as a base for the following adjustments. Based on feedback from Round 1, adjustments were made for each technology type (LCD and Plasma) to account for their differences in market share (with LCD TVs dominating the marketplace) and their respective differences in efficiency (with LCD TVs meeting high efficiency standards in greater volume). We call out our adjustments in two sections below: (1) adjusted total shipments by technology due to the economic downturn and DTV transition; and (2) adjusted total shipments of ENERGY STAR and BCE-qualifying models.

Adjusted Total Shipments Due to Economic Downturn and DTV Transition

This section outlines our adjustments to the total number of shipments (1,000s) to the PG&E territory based on two primary market influences: (1) the economic downturn; and (2) the DTV transition. Table 1 in the previous section provides the original baseline figures used in Round 1 of the Delphi. The Opinion Dynamics team adjusted these figures, originally estimated by PG&E,¹⁸ to incorporate Round 1 feedback on the effects of the economy on TV sales during the years 2008-2010. Table 2 below provides these adjustments. Summaries of the Round 1 expert feedback may be found in Appendix C.

¹⁷ Bassill, Steve. QDI Strategies, "Strategic Options for Energy-Efficient Electronics in Pacific Gas and Electric Service Territory: Marketing Delivery Systems for Electronic Measures," Emerging Technologies Program, Application Assessment Report #0702, (submitted on behalf of Pacific Gas and Electric Company Emerging Technologies Program), April 10, 2008.

¹⁸ Ibid.

Table 4. Adjusted Growth Rates by Technology Type due to Economic Downturn and DTV Transition: TV Units Shipped to PG&E's Territory to Mass Market (1,000s)

		2008	2009	2010	2011	2012
Rationale	% Adjustment due to Economy	5% decrease in overall shipments from Table 1.	5% decrease in overall shipments from Table 1.	No increase in overall shipments in 2010	5% growth each year as the market adjusts and Plasma growth rates level off. 5% growth represents LCD only growth and is closer to the normal, mature TV market growth (2-3%)	
	% Adjustment due to DTV Transition		2% increase to account for DTV Transition sales spike			
Adjustments	Total Adjustment	5% decrease in shipments	3% decrease in shipments	Flat growth rate in 2010	5% growth rate	5% growth rate
	Adjusted Increase from Table 1		16.4%	0.0%	5.0%	5.0%
	Adjusted Total Shipments	883.5	1028.4	1028.4	1079.8	1133.8

The revised growth rates by technology type were applied to the original Total Shipments to develop revised shipment figures to estimate the total number of ENERGY STAR and BCE-qualifying models. These adjustments were made with four primary assumptions: (1) the economic downturn would have resulted in a decrease in total shipments in 2008 and 2009 from original estimates; (2) growth would have leveled off in 2010 and began to rebound in 2011 and 2012; (3) market growth would have adjusted to near "normal" TV growth rates in 2011 and 2012 as the market transformed to DTV technologies; and (4) Plasma growth would have leveled off in 2010 and LCD TVs would have comprised the total increase in market growth in 2011 and 2012 as the market rebounds.

Adjusted Shipments of ENERGY STAR and BCE-Qualifying Models

The BCE program began negotiations with key retail buyers as of May 2008 in anticipation of affecting the share of shipments to California for the 2009 calendar year. As a result of these discussions, the program has documented changes in ordering practices on the part of retail buyers, aiming to have a greater share of models in 2009 that meet the program's

advanced efficiency standards. Here, we aim to estimate the share of ENERGY STAR and ENERGY STAR + 15% shipments that would have been present in the market *prior* to the program's interventions. We begin by adjusting our baseline ENERGY STAR estimates for 2008. From this adjustment, and a series of assumptions outlined in this section, we provide a revised market forecast for comment.

Our Round 1 feedback indicated that the uptick in ENERGY STAR 3.0 would generate a larger share of ENERGY STAR and BCE-qualifying models in 2008 than initially anticipated by the ENERGY STAR program. Here, we set our ENERGY STAR market share (in shipments) in 2008 to 50%, representing an increase of 35%¹⁹ from our previously stated forecast. This figure was drawn based on Round 1 market expert feedback and Opinion Dynamics preliminary estimates of ENERGY STAR models on the shelf, collected in December 2008. Below we provide our forecasted proportion of ENERGY STAR-qualified shipments by technology type. For share by technology type, we estimate that LCD televisions would have comprised 90% or more of high-efficiency TV shipments (ENERGY STAR and BCE-Qualifying models) to equal and eventually exceed the technology's overall market share due to LCD's higher levels of efficiency as compared to Plasma TVs.

To determine the number of BCE-qualifying shipments relative to ENERGY STAR, we set the 2008 proportion of BCE-qualifying models to 35% of ENERGY STAR based on our original round 1 estimates.²⁰ However, to generate a *baseline of BCE-qualifying shipments in the market prior to the program's intervention*, we modeled the proportion of ENERGY STAR shipments that qualify for the BCE program using the following assumptions:

1. The BCE program's efficiency level, ENERGY STAR + 15%, would have been the target efficiency level for the next tier of ENERGY qualifying models (which, prior to program intervention would have gone into effect in November 1st, 2010).
2. The proportion of BCE-qualifying shipments would have trended towards the target market share of ENERGY STAR models (25% of total shipments); with BCE-qualifying models reaching 25% of total shipments the year ENERGY STAR 3.0 Tier 2 was estimated to go in effect.
3. For each calendar year, shipments that meet ENERGY STAR standards would have increased by 10%. ENERGY STAR market share goals (25% of total shipments) would have been reached the year following the increased standard (2011), when new models would have become available to the public (see Appendix B for TV Cycle Image).
4. BCE-qualifying shipments would have increased at the same 10% rate year-over-year until the new ENERGY STAR standards go into effect. Once these standards are in place, BCE-qualifying shipments would have comprised 25% of ENERGY STAR-qualifying shipments, and experience more rapid gains in efficiency (20% year-over-year) from 2011-2012 as the efficiency market matured.

Table 3 provides the adjusted shipments based on the aforementioned assumptions.

¹⁹ Chase, Alex, Energy Solutions, "Analysis of Standards Options for Televisions," (presented on behalf of Pacific Gas and Electric to the California Energy Commission), July 16, 2008.

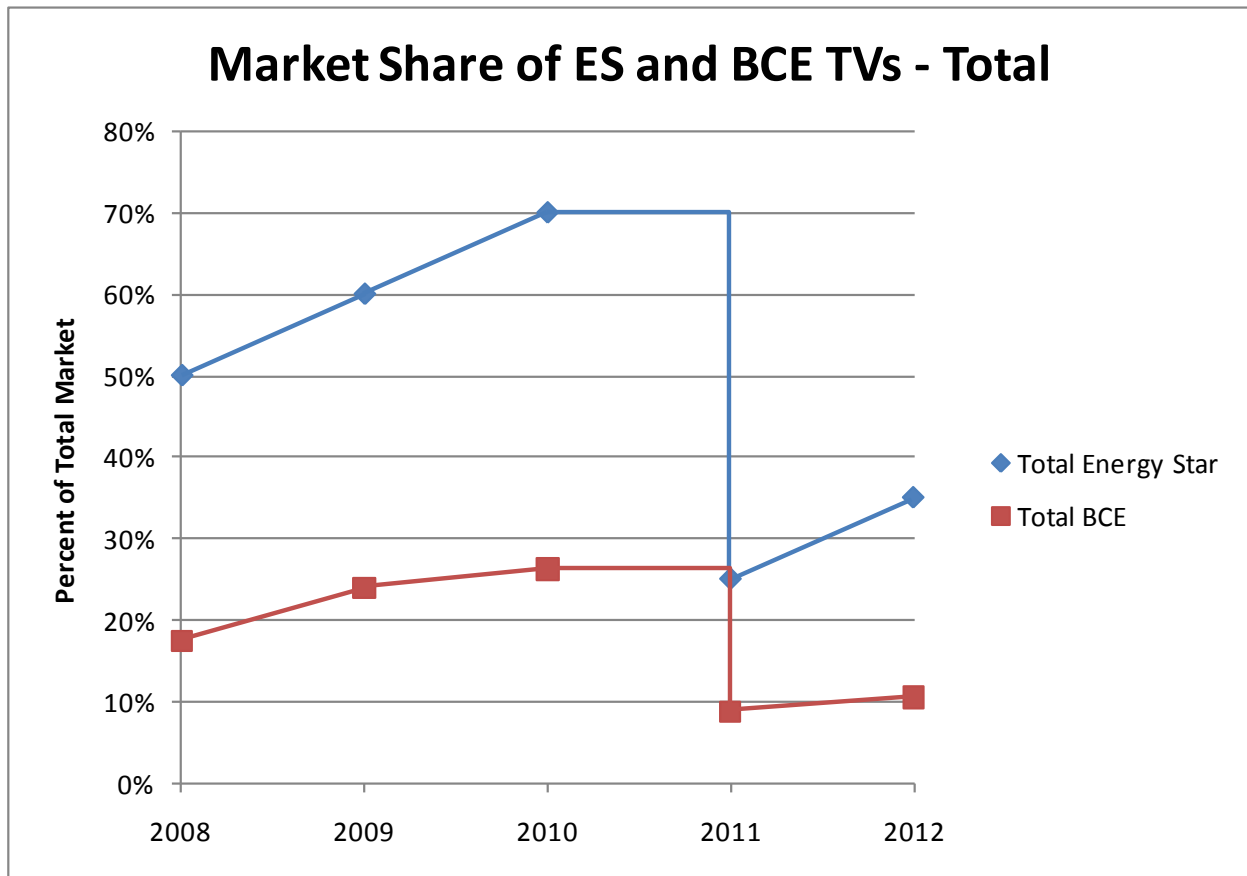
²⁰ Ibid.

Table 5. Adjusted ENERGY STAR and BCE-Qualifying Shipments by Technology Type in the Absence of Program Interventions: TV Units Shipped to PG&E's Territory to Mass Market (1,000s)

	2008	% of Market	2009	% of Market	2010	% of Market	2011	% of Market	2012	% of Market
LCD Energy Star	397.6	53%	586.2	63%	683.9	67%	264.6	26%	388.9	36.0%
LCD BCE	139.2	19%	234.5	25%	239.5	23%	92.6	9%	116.7	10.8%
LCD Adjusted	751.0	71%	925.6	89%	925.6	90%	1025.8	35%	1079.8	100.0%
Plasma Energy Star	44.2	33%	30.9	30%	36.0	4%	5.4	10%	7.9	14.7%
Plasma BCE	15.5	12%	12.3	12%	13.5	1%	1.9	4%	2.4	4.4%
Plasma Adjusted	132.5	45%	102.8	42%	102.8	10%	54.0	14%	54.0	100.0%
Total Energy Star	441.8	50%	617.0	60%	719.9	70%	270.0	25%	396.8	35.0%
Total BCE	154.6	18%	246.8	24%	270.0	26%	94.5	9%	119.0	10.5%
Adjusted Total Shipments	883.5	68%	1028.4	84%	1028.4	100%	1079.8	34%	1133.8	100.0%

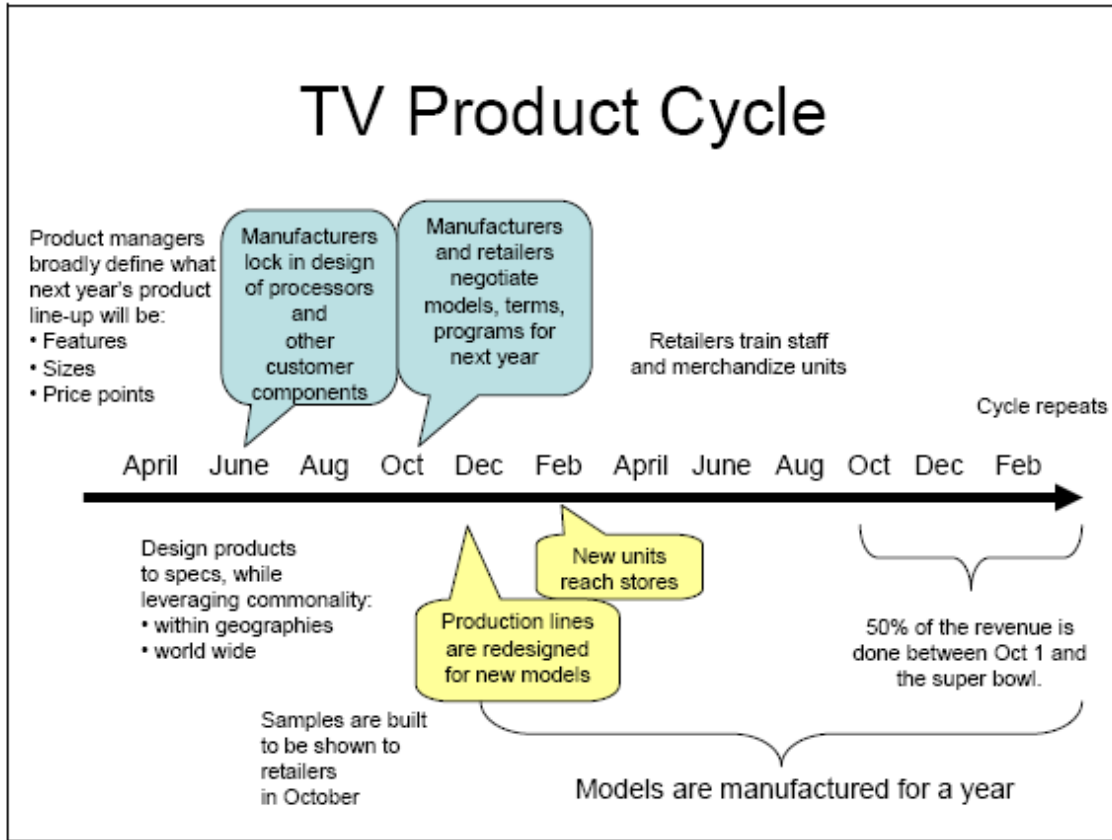
The following figure provides the final, adjusted curve for comment in the absence of the program:

Figure 10. Adjusted Market Share of EC and BCE TVs for the Total Market in the Absence of the Program



Appendix B: TV Product Cycle

Figure 11. TV Product Cycle



Appendix C: Summary of Market Expert Comments from Round 1

Market Influences (Comment A)

Original text and comment Round 1: We created the data used as inputs to this first round forecast by identifying and outlining key influences on the TV market. For the purposes of our forecast, the data inputs account for the following influences on the market: (1) product buying and shipments, (2) new technologies, and (3) ENERGY STAR standards.

Round 1 Comment A: Are there other influences that you believe should be included in this forecast to make it a defensible forecast?

Summary of market expert responses: Other influences to include in the TV market forecast include: 1) current U.S. economic climate; 2) global energy efficiency standards in areas such as the European Union and Australia; 3) FTC labeling requirements; 4) incentive programs offered by OEMs to retail sales people to sell specific product; and, 5) energy efficiency and ES purchasing requirements set at the corporate level by a retailer.

Forecast of Market Penetration of Flat Panel TVs Using Market Shipments (Comment B)

Original text and comment Round 1: We used forecasted shipments from 2008-2012 to establish market penetration²¹ of LCD and Plasma TVs. The BCE program pays out incentives for LCD, Plasma, and DLP/Rear Projection TVs. For this model, we have excluded DLP/Rear Projection TVs as studies indicate that these models comprise .5% of the TV market share.²² Further, due to their market share and increasing popularity, programs that focus on LCD and Plasma TV interventions have the most likelihood to effect change. Henceforth, we refer to our market projections for *Flat Panel* TVs, to indicate that this forecast excludes CRT and DLP/Rear Projection Television.

Original Comment B. Is it accurate to assume that DLP/Rear Projection TVs will continue to occupy between 0-1% of the total TV market share through 2012? Is it appropriate to exclude these TVs from our market projections?

Summary of market expert responses: A few respondents suggested that the DLP/Rear Projection TV market occupies a larger share of the total TV market than 0.5% (was as high as 10% in 2006), however all agree that the share will decrease through 2012 and should either be excluded from this market projection or tracked and analyzed in a separate, future report.

²¹ Market penetration is the depth of sales of a particular product in a given market. The deeper the penetration, the higher the volume of product sales.

²² Estimated TV Market Share, Pacific Gas and Electric Work Paper PGECOAPP104, Energy Efficient Televisions, 07/17/08.

Using Shipments as a Proxy for Sales (Comment C)

Original text and comment Round 1: In addition, our forecast is based on *shipments* which serve as a proxy for market penetration in *sales* of Flat Panel TVs.²³ Although penetration is generally determined by sales, ENERGY STAR program managers state their market penetration goals in terms of units shipped in a calendar year, so use of a proxy for our forecast works well with how ENERGY STAR sets their goals. Thus, all adjustments to the forecasts are based on market penetration defined as shipments of TVs.

Round 1 Comment C. Do flat panel TV *shipments* serve as an accurate proxy for flat panel TV *sales*?

Summary of market expert responses: All respondents agree that flat panel TV shipments are an accurate proxy for flat panel TV sales.

Growth Rate for 2011-2012 (Comment D)

Original text and comment Round 1: Table 1 (see page 9 below) shows the projected mass market shipments that serve as the basis of our forecast. For our purposes, mass market refers to the residential TV purchases. The data table below was derived by Energy Solutions for PG&E in December 2006.²⁴ The original data forecast did not have estimates for 2012. Instead, the 2012 estimates in the table below were calculated by applying the percent increase from 2010 to 2011, to the 2011 estimates.

Round 1 Comment D: Is it appropriate to use the 2010-2011 growth rate of flat panel TVs for 2011-2012?

Summary of market expert responses: Two issues will effect the growth rate of flat panel TV's through 2012 – the digital transition in 2009 and the current state of the US economy. The recent digital transition may lead to a spike in sales in 2009 and then a decrease in years after. Current economic conditions in the US will most likely lead to lower sales in 2008-2010 and then rebound in 2011-2012. Also impacting the growth rate is the maturation of the overall market, as CRTs become obsolete. One suggestion is that the overall growth is 2-3%, with Plasma TVs slowing to zero in 2009 and LCD managing a 5% growth rate through 2013.

²³ Note the ODC team does not have access to actual sales figures. Once the BCE program is underway, our team may have access to historical sales data for major retailers and will use this data to adjust our figures.

²⁴ Alex Chase, Ryan Ramos, and Ted Pope, Consumer Electronics: Market Trends, Energy Consumption, and Program Recommendations, PG&E Application Assessment Report #0513, Energy Solutions, December 2006.

Using PG&E Shipments as a Proxy for California Shipment Proportions (Comment E)

Original text and comment Round 1: Throughout, we use the data developed for the PG&E territory to obtain market share proportions of ENERGY STAR and BCE program's qualifying models (henceforth BCE-qualifying) to develop estimates for California *statewide* market share proportions, including the investor-owned utilities of Southern California Edison and San Diego Gas and Electric.

Round 1 Comment E. Can PG&E market share proportions be used to estimate the *statewide* market share of ENERGY STAR and BCE-qualifying models?

Summary of market expert responses: All market experts who responded to this question believe it is appropriate to use PG&E market share proportions to estimate statewide market shares for ENERGY STAR and BCE-qualifying models.

Separating Technology Types for Forecasts (Comment F)

Original text and comment Round 1: We do not separate the two TV technologies (LCD and Plasma) in the forecast, because we assume that the differences in energy efficiency by technology are negligible when examined in aggregate. In addition, we assume that any error absorbed when combining these two technologies does not exceed the error inherent in the forecast.

Round 1 Comment F. Is it appropriate to combine the two technologies (LCD and Plasma) in our forecast?

Summary of market expert responses: All market experts suggest separating LCD and Plasma technologies in the forecast due to differing energy usage and mark shares. Plasma TV's consume up to 50% more power than comparably sized LCD TVs. The market share for Plasma TVs is also expected to decline in future years (only available in 42" and larger, OEM's leaving market), while the LCD market share is expected to increase and perhaps double by 2012. Also impacting the growth rate is the maturation of the overall market, as CRTs become obsolete. One suggestion is that the overall growth is 2-3%, with Plasma TVs slowing to zero in 2009 and LCD managing a 5% growth rate through 2013.

Adjustments Necessary to Original Forecasts (Comment G)

Original text and comment Round 1:

Table 6. Unadjusted Forecast of LCD and Plasma Shipments to PG&E Territory (1,000s)²⁵

TV Units Shipped to PG&E's Territory to Mass Market (1,000s)					
	2008	2009	2010	2011	2012
LCD	710	870	1030	1204	1407
Plasma	220	240	260	307	362
Total	930	1110	1290	1511	1769
% Increase from previous year	-	19.4%	16.2%	17.1%	17.1%

Round 1 Comment G. If you have additional comments on the data inputs and assumptions Table 1, please feel free to provide them. We are planning to keep the data in Table 1 static for our forecast.

Summary of market expert responses:

Three considerations were cited by market actors for the initial forecast figures:

1. Residential shipments may include TVs that end up purchased by commercial businesses.
2. Current US economy should lead to lower growth rates beyond 2009 than what is shown in the original table.

²⁵ Bassill, Steve. QDI Strategies, "Strategic Options for Energy-Efficient Electronics in Pacific Gas and Electric Service Territory: Marketing Delivery Systems for Electronic Measures," Emerging Technologies Program, Application Assessment Report #0702, (submitted on behalf of Pacific Gas and Electric Company Emerging Technologies Program), April 10, 2008.

Estimate Market Share of ENERGY STAR TVs (Comment H)

Original text and comment Round 1: Energy Solutions detailed (in their 7/16/08 presentation to the California Energy Commission) the volume of currently available TVs that meet the ENERGY STAR specifications and the BCE program's more stringent ENERGY STAR plus 15% specifications. Using this information, we derived the percentages of flat panel TV shipments that were BCE-qualifying (14%) and ENERGY STAR qualifying (35%).²⁶ These numbers were used to develop the market penetration of ENERGY STAR and BCE-qualifying TVs in 2008. At this point, BCE-qualify models are estimated to comprise 40% of the total ENERGY STAR models (i.e., 0.14/0.35).

Round 2 Comment H. Are the market share proportions for ENERGY STAR and BCE-qualifying models accurate based on your knowledge?

Summary of market expert responses: All market experts who responded to this question believe the market shares for both ENERGY STAR and BCE-qualifying models to be low and out of date, namely due to a large percent (close to 70%) of TVs sold at retailers such as Wal-Mart and Best Buy meeting ENERGY STAR requirements. The rapid uptake of ES 3.0 means that the percent of ES qualifying flat panel TV shipments may be higher than 35%. One estimate is that over half of TV models sold meet ENERGY STAR 3.0 as well as BCE. Plasma sales are most likely well below 35% market share, while LCD is at 35% or higher. 100% of projection DTVs meet the ES specification.

The Relationship between ENERGY STAR and BCE-Qualifying Models (Comment I)

Original text and comment Round 1: We have no data to support changing the relationship between the ENERGY STAR and BCE qualifying. As such, we have kept this relationship in the current forecast of the market penetration of ENERGY STAR and BCE qualifying products through 2012.

Round 1 Comment I. Do you agree with maintaining the relationship of ENERGY STAR to BCE qualifying from year to year? If not, what are the better percentages to use each year? When possible, please provide us with the data inputs and/or sources that support your opinion.

Summary of market expert responses: EPA is likely to establish an aggressive ENERGY STAR Tier 2 specification in May 2010 and a Tier 3 in 2012. The new ESTAR levels and the pending California Energy Commission standards will result in PGE revising its specifications for rebate eligibility. The ratio of BCE to ESTAR sales is highly dependent upon the stringency of each of these specs. If ESTAR sets a very stringent spec, BCE may simply adopt the same spec for their program. Therefore, the market penetration of ENERGY STAR qualifying products is going to fluctuate year-to-year and not remain constant.

²⁶ Chase, Alex, Energy Solutions, "Analysis of Standards Options for Televisions," (presented on behalf of Pacific Gas and Electric to the California Energy Commission), July 16, 2008.

Adjustments to Forecast due to Emerging Technologies (Comment J)

**Original
text and
comment
Round 1:**

To adjust for the continued emergence of more energy efficient flat panel TVs, the ODC team developed dummy data to increase market penetration of ENERGY STAR and BCE shipments year over year. To account for this trend, the ODC team increased the number of qualifying flat panel TVs in our forecast by 3% per year beginning in 2009. Since significant changes to flat panel TV technologies are continually underway, this figure is meant to demonstrate increased market penetration of qualifying models. However, we understand that this estimate is inaccurate and ask industry experts to comment and revise this growth rate per your knowledge of the flat panel TV market.

Round 1 Comment J. Is there a more appropriate growth rate for energy efficient TVs in our forecast? Is there a percent that would improve this estimate? What insights and/or studies support this estimate? When possible, please provide us with the data inputs and/or sources that support your opinion.

**Summary
of market
expert
responses:**

Two possible growth rates were proposed by the market experts:

1. 10% growth rate for ENERGY STAR TVs in years when there has been no modification to the ENERGY STAR requirements. However, because the ENERGY STAR requirements are revised on a regular basis, and hence the percentage of qualifying models changes, the percentage growth of ENERGY STAR qualified units decreases in a year when new requirements are effective (i.e., 2010 for ENERGY STAR Tier 2).
2. Slow increase from year-to-year (3% to 4% to 5%) to reflect maturation of technologies and new production facilities.

Adjustment to Forecast due to ENERGY STAR Standards (Comment K)

Original text and comment Round 1:

Our forecast adjusts for ENERGY STAR standards taking into account the TV Product Cycle, shown in Figure 2. While TV models debut in stores during February of one calendar year, they are designed during the preceding year in anticipation of future codes and standards. Also, we know that some manufacturers update their specifications in advance of ENERGY STAR standards. Thus, we estimate that these standards will impact shipments somewhat before and definitely after it is in place. To adjust for the implementation of ENERGY STAR 3.0 Tier 2, we adjusted market penetration of qualifying products to equal the stated market penetration goals of 25% market penetration for ENERGY STAR. These adjustments are reflected in Table 4, year 2011.

Round 1 Comment K: Are the adjustments appropriate in terms of percentages and timing? If not, please provide us with better data and timing by input number.

Summary of market expert responses:

EPA has decided to accelerate the specification revision process. The anticipated effective date for ENERGY STAR Tier 2 levels will be May 1, 2010 instead of November 1, 2010. It is reasonable to expect the market forecast for ENERGY STAR qualified TVs will be approximately 25% of the market once the Tier 2 requirements take effect.

Once Tier 2 is locked in by the CEC, many manufacturers may choose to target compliance with this standard before its effective date (note roughly 100 models already meet it). In addition some might try to market themselves as being x % better than the CEC Tier 2, the toughest standard in place anywhere in the world.

Additional Comments Provided on Original Forecast (Comment L)

Original text and comment Round 1:

These first round adjustment percentages were used in conjunction with the forecasted flat screen TV totals in Table 1 to calculate Table 5 data, which was then plotted in Figure 3, Flat Panel TV Market Share forecasts.²⁷ Data inputs for Table five are in the embedded Excel File below.

Round 1 Comment L. Do you have any additional comments, suggestions, or insights for improving our market forecast?

Summary of market expert responses:

It will be important to focus not only on where BCE is relative to ESTAR but also in relation to the soon to be finalized California Title 20 standards, in particular the tier 2 levels which will be considerably more stringent than today's ESTAR and BCE levels.

²⁷ Note this differs from standard market penetration, as we are not accounting for the entire TV market in this model. Thus, we refer to it as market share.

Appendix D: Original Delphi Forecast, Round 1

High Efficiency Flat Panel TV Delphi Forecast

Dear Market Expert,

Thank you for lending your expertise to help us assess the future market for high efficiency flat panel televisions. This research is being conducted by the California investor-owned utility Pacific Gas & Electric (PG&E) to help document the possible effects of their statewide *Business and Consumer Electronics Program* (henceforth “BCE program”).

The goal of our efforts is to create a meaningful forecast for high efficiency televisions through the use of market experts. Each expert will answer a questionnaire in two or more rounds. After each round, Opinion Dynamics Corp. (ODC) will provide an anonymous summary of the experts’ answers from the previous round as well as the reasons they provided for their judgments. In each round, experts are encouraged to revise their earlier answers in light of the replies of other experts’ participants. It is believed that during this process the range of the answers will decrease and the group will converge towards the “correct” answer. The process is complete after a pre-defined stop criterion (e.g. number of rounds, achievement of consensus, stability of results) and the information from the final round determines the results. For this effort, ODC is the facilitator. This Delphi effort will undergo two rounds of responses.

Purpose of Forecast: The aim of the forecast is to generate data to generate a projection of the future TV market. This projection will serve as a model to determine the market penetration of PG&E’s qualifying products and ENERGY STAR’s qualifying products that would have naturally occurred in the absence of the program’s activities. The hypothesis is that the BCE program will cause market effects that will exceed the forecasted market penetration. This is a very difficult item to assess after the BCE program is in the field. This method of relying on market experts allows us to create a model, based on the best knowledge of today that may be used by future evaluators to help determine sales of high efficiency TVs that occur due to the BCE program’s intervention.

Below we provide background information to help forecast market penetration of high efficiency consumer electronics through the Delphi method.

Note that we have put boxes around questions where we need your input, but we also welcome any additional comments outside of these areas. We have put all the questions into a single document, also included in this email.

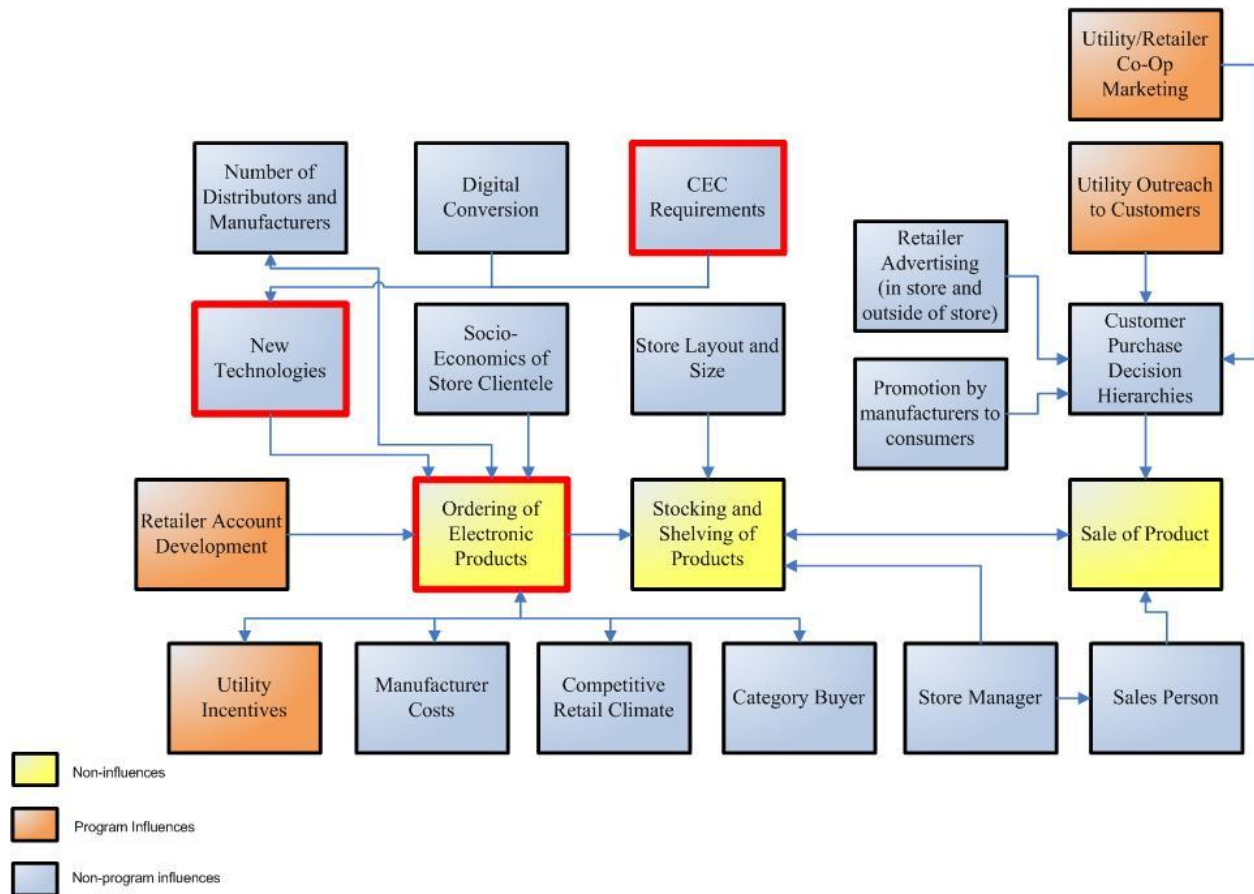
Please provide us with your written response in the document titled “Delphi Comment Responses.doc” to Anne (adougherty@opiniondynamics.com). If you have any questions about this process, please feel free to call Anne Dougherty at 510-444-5050 x 102.

Data used in Round One Forecast: We created the data used as inputs to this first round forecast by identifying and outlining key influences on the TV market (shown graphically in Figure 1). For the purposes of our forecast, the data inputs account for the following influences on market: (1) product buying and shipments, (2) new technologies, and (3) ENERGY STAR standards.

Comment A. Are there other influences that you believe should be included in this forecast to make it a defensible forecast? Please provide us with the data sources on the influences you recommend for inclusion, if available.

Figure 12. TV Influences Diagram

TV INFLUENCES DIAGRAM



Forecast of Market Penetration of Flat Panel TVs Using Market Shipments

We used forecasted shipments from 2008-2012 to establish market penetration²⁸ of LCD and Plasma TVs. The BCE program pays out incentives for LCD, Plasma, and DLP/Rear Projection TVs.

For this model, we have excluded DLP/Rear Projection TVs as studies indicate that these models comprise .5% of the TV market share.²⁹ Further, due to their market share and increasing popularity, programs that focus on LCD and Plasma TV interventions have the most likelihood to effect change. Henceforth, we refer to our market projections for *Flat Panel* TVs, to indicate that this forecast excludes CRT and DLP/Rear Projection Television.

Comment B. Is it accurate to assume that DLP/Rear Projection TVs will continue to occupy between 0-1% of the total TV market share through 2012? Is it appropriate to exclude these TVs from our market projections? When possible, please provide us with the data inputs and/or sources that support your opinion.

In addition, our forecast is based on *shipments* which serve as a proxy for market penetration in *sales* of Flat Panel TVs.³⁰ Although penetration is generally determined by sales, ENERGY STAR program managers state their market penetration goals in terms of units shipped in a calendar year, so use of a proxy for our forecast works well with how ENERGY STAR sets their goals. Thus, all adjustments to the forecasts are based on market penetration defined as shipments of TVs.

Comment C. Do flat panel TV *shipments* serve as an accurate proxy for flat panel TV *sales*? When possible, please provide us with the data inputs and/or sources that support your opinion.

Table 1 shows the projected mass market shipments that serve as the basis of our forecast. For our purposes, mass market refers to the residential TV purchases. The data table below was derived by Energy Solutions for Pacific Gas and Electric in December 2006.³¹

The original data forecast did not have estimates for 2012. Instead, the 2012 estimates in the table below were calculated by applying the percent increase from 2010 to 2011, to the 2011 estimates.

Comment D. Is it appropriate to use the 2010-2011 growth rate of flat panel TVs for 2011-2012? When possible, please provide us with the data inputs and/or sources that support your opinion.

²⁸ Market penetration is the depth of sales of a particular product in a given market. The deeper the penetration, the higher the volume of product sales.

²⁹ Estimated TV Market Share, Pacific Gas and Electric Work Paper PGECOAPP104, Energy Efficient Televisions, 07/17/08.

³⁰ Note the ODC team does not have access to actual sales figures. Once the BCE program is underway, our team may have access to historical sales data for major retailers and will use this data to adjust our figures.

³¹ Alex Chase, Ryan Ramos, and Ted Pope, Consumer Electronics: Market Trends, Energy Consumption, and Program Recommendations, PG&E Application Assessment Report #0513, Energy Solutions, December 2006.

Throughout, we use the data developed for the PG&E territory to obtain market share proportions of ENERGY STAR and BCE program’s qualifying models (henceforth BCE-qualifying) to develop estimates for California statewide market share proportions, including the investor-owned utilities of Southern California Edison and San Diego Gas and Electric.

Comment E. Can PG&E market share proportions be used to estimate the *statewide* market share of ENERGY STAR and BCE-qualifying models? When possible, please provide us with the data inputs and/or sources that support your opinion.

We do not separate the two TV technologies (LCD and Plasma) in the forecast, because we assume that the differences in energy efficiency by technology are negligible when examined in aggregate. In addition, we assume that any error absorbed when combining these two technologies does not exceed the error inherent in the forecast.

Comment F. Is it appropriate to combine the two technologies (LCD and Plasma) in our forecast? When possible, please provide us with the data inputs and/or sources that support your opinion.

Table 7. Unadjusted Forecast of LCD and Plasma Shipments to PG&E Territory (1,000s)³²

TV Units Shipped to PG&E's Territory to Mass Market (1,000s)					
	2008	2009	2010	2011	2012
LCD	710	870	1030	1204	1407
Plasma	220	240	260	307	362
Total	930	1110	1290	1511	1769
% Increase from previous year	-	19.4%	16.2%	17.1%	17.1%

Comment G. If you have additional comments on the data inputs and assumptions Table 1, please feel free to provide them. We are planning to keep the data in Table 1 static for our forecast. When possible, please provide us with the data inputs and/or sources that support your opinion.

Forecast of Energy Efficient Flat Panel TVs

Energy Solutions detailed (in their 7/16/08 presentation to the California Energy Commission) the volume of currently available TVs that meet the ENERGY STAR specifications and the BCE program’s more stringent ENERGY STAR plus 15% specifications. Using this information, we derived the percentages of flat panel TV shipments that were

³² Bassill, Steve. QDI Strategies, “Strategic Options for Energy-Efficient Electronics in Pacific Gas and Electric Service Territory: Marketing Delivery Systems for Electronic Measures,” Emerging Technologies Program, Application Assessment Report #0702, (submitted on behalf of Pacific Gas and Electric Company Emerging Technologies Program), April 10, 2008.

BCE-qualifying (14%) and ENERGY STAR qualifying (35%).³³ These numbers were used to develop the market penetration of ENERGY STAR and BCE-qualifying TVs in 2008. At this point, BCE-qualify models are estimated to comprise 40% of the total ENERGY STAR models (i.e., 0.14/0.35).

Comment H. Are the market share proportions for ENERGY STAR and BCE-qualifying models accurate based on your knowledge? When possible, please provide us with the data inputs and/or sources that support your opinion.

We have no data to support changing the relationship between the ENERGY STAR and BCE qualifying. As such, we have kept this relationship in the current forecast of the market penetration of ENERGY STAR and BCE qualifying products through 2012.

Comment I. Do you agree with maintaining the relationship of ENERGY STAR to BCE qualifying from year to year? If not, what are the better percentages to use each year? When possible, please provide us with the data inputs and/or sources that support your opinion.

Adjustments to Forecast due to Emerging Technologies

To adjust for the continued emergence of more energy efficient flat panel TVs, the ODC team developed dummy data to increase market penetration of ENERGY STAR and BCE shipments year over year. To account for this trend, the ODC team increased the number of qualifying flat panel TVs in our forecast by 3% per year beginning in 2009. Since significant changes to flat panel TV technologies are continually underway, this figure is meant to demonstrate increased market penetration of qualifying models. However, we understand that this estimate is inaccurate and ask industry experts to comment and revise this growth rate per your knowledge of the flat panel TV market.

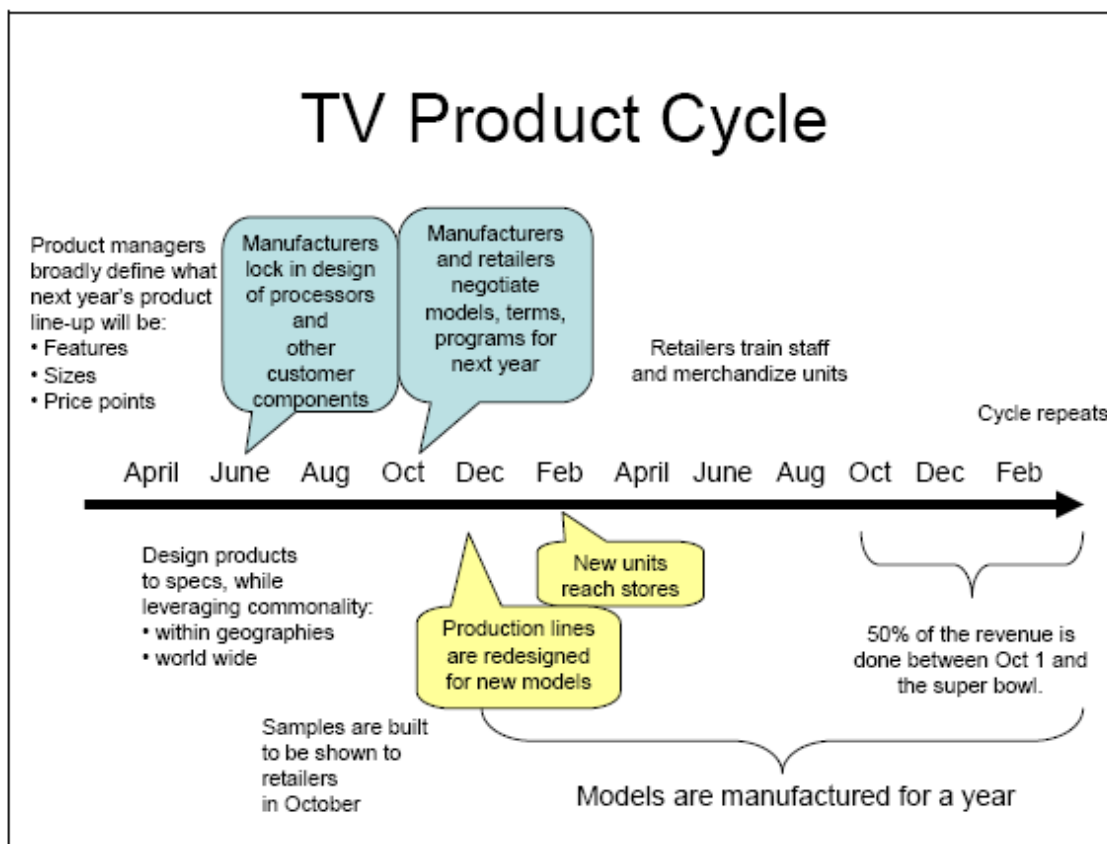
Comment J. Is there a more appropriate growth rate for energy efficient TVs in our forecast? Is there a percent that would improve this estimate? What insights and/or studies support this estimate? When possible, please provide us with the data inputs and/or sources that support your opinion.

Adjustment to Forecast due to ENERGY STAR Standards

Our forecast adjusts for ENERGY STAR standards taking into account the TV Product Cycle, shown in Figure 2. While TV models debut in stores during February of one calendar year, they are designed during the preceding year in anticipation of future codes and standards. Also, we know that some manufacturers update their specifications in advance of ENERGY STAR standards. Thus, we estimate that these standards will impact shipments somewhat before and definitely after it is in place.

³³ Chase, Alex, Energy Solutions, "Analysis of Standards Options for Televisions," (presented on behalf of Pacific Gas and Electric to the California Energy Commission), July 16, 2008.

Figure 13. TV Product Cycle



Bassill, Steve, QDI Strategies, "Strategic Options for Energy-Efficient Electronics in Pacifica Gas and Electric Service Territory: Marketing Delivery Systems for Electronic Measures," Emerging Technologies Program, Application Assessment Report #0702, (submitted on behalf of Pacific Gas and Electric Company Emerging Technologies Program), April 10, 2008.

Table 2 provides a timeline of potential market effects that may impact the ENERGY STAR and PG&E qualifying product forecasts.

Table 8. Timeline of Relevant TV Codes and Standards

Input	Regulation	Effective Date	Description	Adjustment
1	Energy Star 3.0, Tier 1	November 1, 2008	New Energy Star Tier 1 specifications for high-definition TVs (i.e. >480 native vertical resolution) ³⁴	
2	Digital TV Transition (FCC)	June 12, 2009	All full-power broadcast television stations in the United States will stop broadcasting on analog airwaves and begin	We made no adjustment for this transition in our forecast. We assume instead

³⁴ "Codes and Standards Enhancement (CASE) Initiative for PY2008: Title 20 Standards Development." Prepared for Pacific Gas and Electric by Alex Chase, Energy Solutions. April 2, 2008: p.31

Input	Regulation	Effective Date	Description	Adjustment
			broadcasting only in digital. (Source:) ³⁵	that the original market projections of total shipments to the PG&E service territory account for this trend.
3	Energy Star 3.0, Tier 2	November 1, 2010	Estimated to be at 50% or below Title 20 specifications.	We adjusted our forecast of ENERGY STAR penetration in 2011 to 25%.
4	PG&E Title 20 standard (for active mode)	Proposed November 1, 2011	Title 20 is an active mode standard that will keep the power allowance equation consistent for all TVs, regardless of size. ³⁶ TVs, TV combination units, television monitors, and component TV Units shall not exceed the maximum On Mode power consumption (Pmax) found in these equations ³⁷ .	We made no adjustment for this code as it is less stringent (i.e., less energy efficient) than the ENERGY STAR Tier 2 standard, which will already be in place.

To adjust for the implementation of ENERGY STAR 3.0 Tier 2, we adjusted market penetration of qualifying products to equal the stated market penetration *goals* of 25% market penetration for ENERGY STAR. These adjustments are reflected in Table 4, year 2011.

Comment K. Are the adjustments appropriate in terms of percentages and timing? If not, please provide us with better percentages and timing by input number. When possible, please provide us with the data inputs and/or sources that support your opinion.

These first round adjustment percentages were used in conjunction with the forecasted flat screen TV totals in Table 1 to calculate Table 5 data, which was then plotted in Figure 3, Flat

³⁵ www.dtv.gov

³⁶ "Codes and Standards Enhancement (CASE) Initiative for PY2008: Title 20 Standards Development." Prepared for Pacific Gas and Electric by Alex Chase, Energy Solutions. April 2, 2008: p.7

³⁷ Ibid 23-24.

Panel TV Market Share forecasts.³⁸ Data inputs for Table five are in the embedded Excel File below.

Object 1.

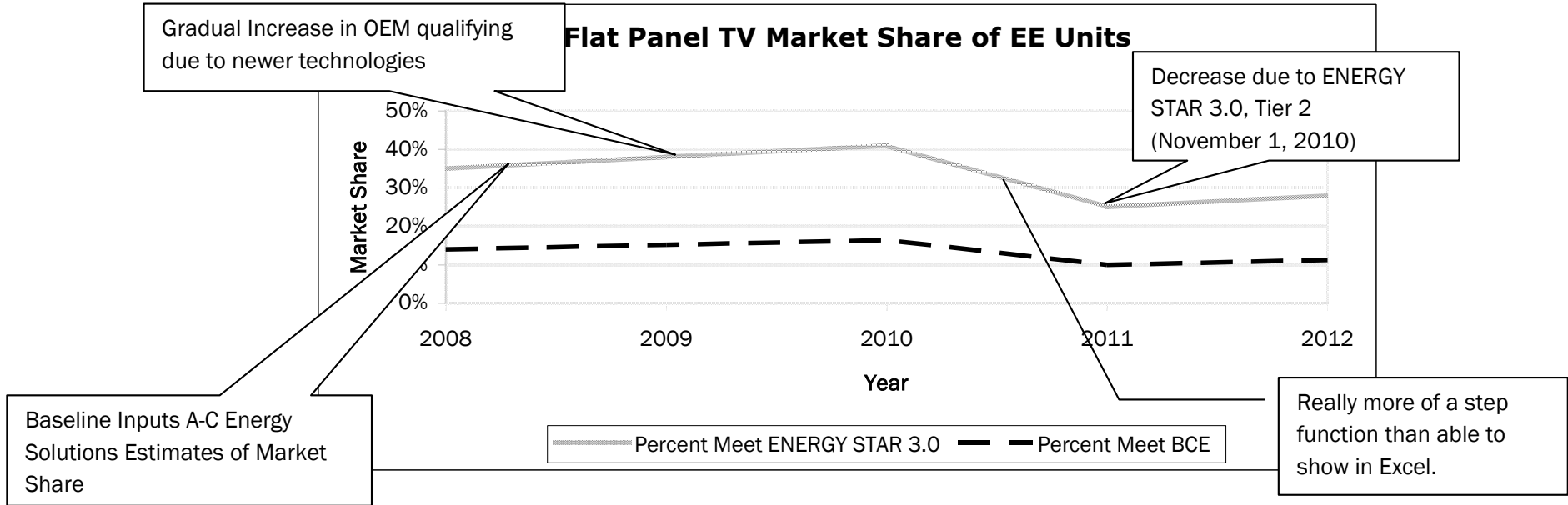


Delphi Forecast Data
Tables and Sources_c

Comment L. Do you have any additional comments, suggestions, or insights for improving our market forecast? When possible, please provide us with the data inputs and/or sources that support your opinion.

³⁸ Note this differs from standard market penetration, as we are not accounting for the entire TV market in this model. Thus, we refer to it as market share.

Figure 14. Flat Panel TV Market Share in PG&E Service Territory (%)

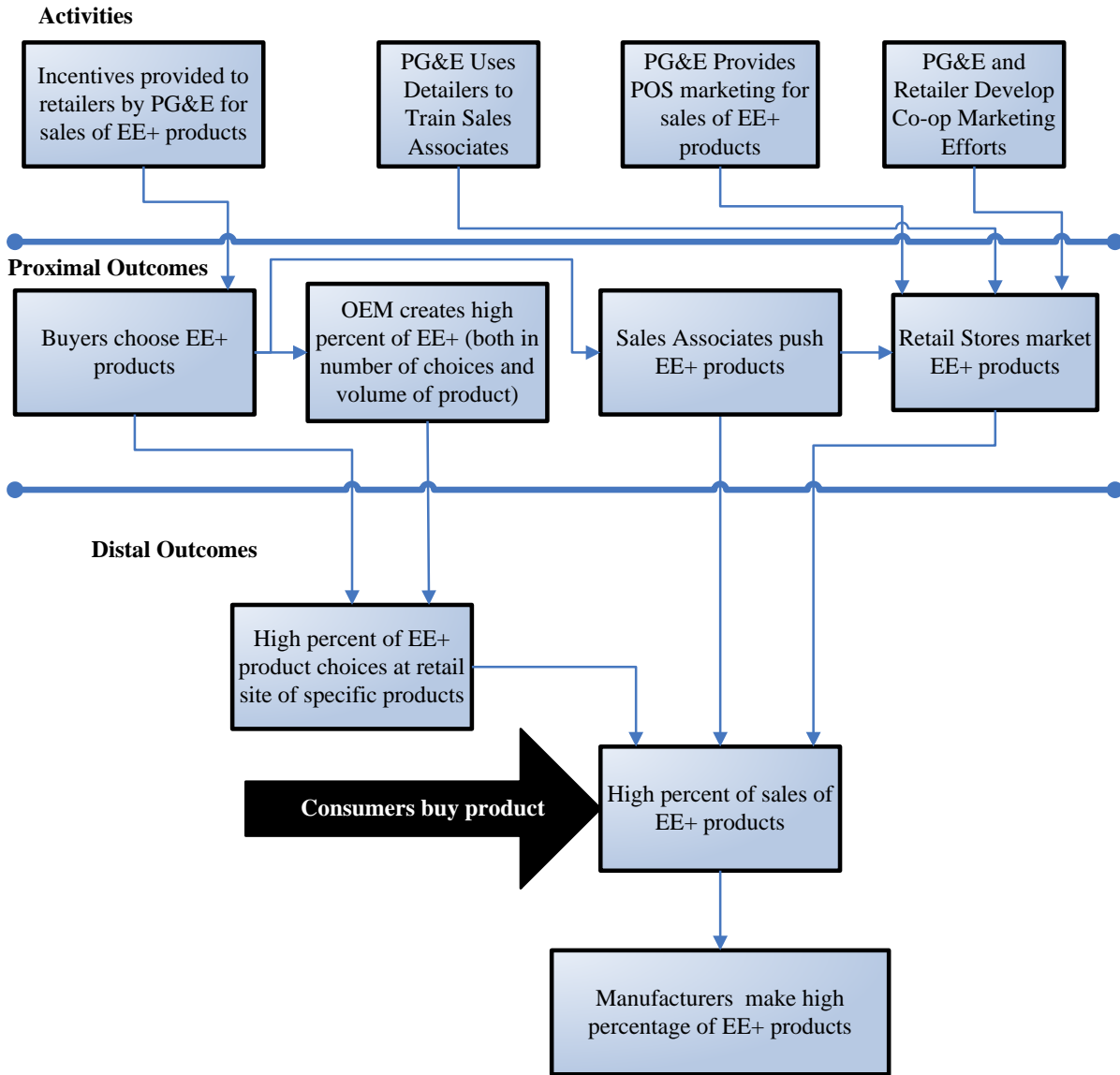


Appendix E: Qualifying ENERGY STAR and PG&E Source Data (Energy Solutions)

All the datasets are different; therefore, careful consideration during analysis is used to accommodate for different variables, including but not limited to: technologies represented (e.g., LCD, Plasma, rear projection, CRT), screen sizes, test procedure used, TV screen settings during test, TV manufacture date, and resolution type. All attempts are made to represent what is available on the market now and in the near future. The following provides a brief description for each dataset:

- **ENERGY STAR data set:** ENERGY STAR recently finalized an updated TV specification (Version 3.0) that becomes effective November 1, 2008 and includes active mode power levels ENERGY STAR used a TV dataset provided by the Consumer Electronics Association (CEA) to help inform its stakeholder revision process (ENERGY STAR, 2008).
- **CEC PIER data set:** Ecos Consulting and Imaging Science Foundation (ISF) tested numerous TVs as a part of ongoing research for the CEC's PIER Program.
- **MTP data set:** This data set was used by the Market Transformation Programme (MTP), which supports UK Government policy on sustainable products. It was used as the basis for a paper developed by Hans-Paul Siderius (SenterNovem) and Robert Harrison (MTP) titled "An Energy Efficiency Index for Televisions" (February 12, 2007). Analysis of Standards Options for Televisions: Revised Proposal PG&E CASE Page 7 Last Modified: July 3, 2008
- **EICTA data set:** This data set was used as the basis for a paper developed by Hans-Paul Siderius (SenterNovem) and Robert Harrison (MTP), titled "Televisions: the Impact of HD ready and Full HD on On-Mode Power" (March 4, 2008). The EICTA was formed in 1999 as the European Information & Communications Technology Industry Association by the consolidation of the two former European federations of the information and telecommunications industries.
- **CNET data set:** CNET test results can be found at: http://reviews.cnet.com/4520-6475_7-6400401-3.html?tag=nav. CNET did not use the IEC 62087 test procedure; however, an industry contact familiar with the IEC test method estimates the CNET test procedure would be within 10% of the IEC test procedure for plasma TVs and 3% for LCDs. Thus, if the CNET test result was different, it would likely be higher.

Appendix F: Program Logic Models and Theory



2.2.2 Forecast of Energy Efficient Computers and Monitors

Memorandum

TO: Delphi Forecast Contributors

FROM: Opinion Dynamics Evaluation Team

DATE: September 15, 2009

RE: Market Forecast, Round 1: ENERGY STAR Computers and Monitors

Thank you for lending you expertise in Round 1 of the Delphi Forecast. For Round 2, we have synthesized the responses of all contributing experts and provide them, by question, for your consideration again. Please review the comments provided for each question posed and adjust your previous feedback (as appropriate) taking into consideration the comments of other experts.

As a reminder, the forecasts provided here aims to project the equipment market share of ENERGY STAR compliant shipments and the BCE-qualifying efficiency level *in the absence of the program*. This is focused on *Desktop PCs* (excluding notebooks) and *Monitors* only.

Directions for Round 2: In the section, "Round 2: Question Response Summaries for Comment," we reiterate our questions and provide you with a summary of expert responses.

Please review the responses carefully and comment. If you have additional references, please provide additional studies or documents that may assist in developing this baseline forecast or reconciling differing opinions among experts. **Please note that the BCE program has already begun its market interventions³⁹. Where possible, please indicate if you think the program has already had an effect and the type, magnitude, and scope of the effect to assist in adjusting our baseline projections to a create a projection without including the program.**

Submit comments to Anne Dougherty, Project Manager at Opinion Dynamics, via email at adougherty@opiniondynamics.com by September 21st 2009.

Round 2: Question Response Summaries for Comment

Here, we have resubmitted the original 11 questions and the feedback from market experts. Please review and consider revised or alternative comments based on the feedback of other market experts.

³⁹ The BCE program began discussions with retail buyers in May 2008 and officially began the program in October 2008.

Q1. What are the influences that you believe should be included in this forecast to make it a defensible forecast? Click here to see what we think are influences on this market		
Equipment	Market Expert Answers from Round 1	
Desktop Computer	<p>Multiple Factors should be considered, including:</p> <ol style="list-style-type: none"> 1. National and international efficiency standards 2. Voluntary programs such as ENERGY STAR 3. Impact of ENERGY STAR 5.0 (went into effect July 1) 4. The impact of convergence of TV and monitors (and the changes in the TV market and requirement which will have a relational impact on displays) 5. Information from manufacturers on products near term enhanced efficiency attributes. 6. Technology trends should capture power management trends 7. Equipment computer trend of moving to smaller form factors should account for regulatory environment (both state, federal and international) 8. Market penetration of notebook architectures in desktop computers (Intel Atom, Nvidia Ion platform). Such architectures are more energy-efficient than baseline desktop platforms and less costly, trading performance for these factors 9. Impact of new Thin Client product category in the Version 5.0 Computer requirements. Thin clients are a small but emerging market segment, with sales focused almost completely on the commercial sector. 	
Computer Monitor	<ol style="list-style-type: none"> 1. Relevant new display technologies. 2. Relative market share of desktops vs. notebooks; increased notebook market penetration will limit future sales of stand-alone displays. 	
Additional Comments Based on Market Expert Responses		
Equipment	Your Revised Comments or Additions	Additional Sources, if Applicable
Desktop Computer		
Computer Monitor		

Q2. Data for shipments are more readily available while sales data is more difficult to obtain. Do shipments serve as an accurate proxy for sales?
Note: Market experts agreed that shipment shipments serve as an accurate proxy for sales. We request no additional feedback on this question.

Q3. We do not have an estimated growth rate past 2011, but need to extend the forecast to 2012. Is it appropriate to use the 2010-2011 growth rate for 2011-2012?	
Equipment	Market Expert Answers from Round 1
Desktop Computer	<ol style="list-style-type: none"> 1. We think BCE program needs to purchase more updated market forecasting as the data we have from the 2009 industry market reports forecast US shipments through 2013. 2. Draft language in federal climate change legislation points to the

	possibility of faster revisions to ENERGY STAR requirements, pushing the market at a faster pace. The bill is pending, but it should be considered as a possible variable in assessing growth rates in the 2010-11 timeframe.	
Computer Monitor	Comments for monitors aligned with Desktop Computer comments.	
Additional Comments Based on Market Expert Responses		
Equipment	<i>Your Revised Comments or Additions</i>	<i>Additional Sources, if Applicable</i>
Desktop Computer		
Computer Monitor		

Q4. Can PG&E market share proportions be used to estimate the statewide market share of ENERGY STAR and BCE-qualifying models? Click here to read what types of equipment are BCE-qualifying.		
Equipment	<i>Market Expert Answers from Round 1</i>	
Desktop Computer	<ol style="list-style-type: none"> 1. We do not think this is appropriate to assume that PG&E and State markets are the same on account of the following: demographic differences between CA regions, possible differences in incentive programs within the state. 2. Manufacturers participate at different rates so the same MP would mean that manufacturer market shares are exactly the same throughout the state. 	
Computer Monitor	<ol style="list-style-type: none"> 1. In referencing a +15% bar for BCE-qualifying equipment, be advised that the requirements for monitors (displays) in ENERGY STAR will become more stringent in October. 	
Additional Comments Based on Market Expert Responses		
Equipment	<i>Your Revised Comments or Additions</i>	<i>Additional Sources, if Applicable</i>
Desktop Computer		
Computer Monitor		

Q5. We have an estimates of shipments to PG&E territory. Click here to see these shipments for computers and the shipments for monitors that are the basis for our forecasts. Do you have additional comments on the data input and assumptions shown in these two tables?		
Equipment	<i>Market Expert Answers from Round 1</i>	
Desktop Computer	<ol style="list-style-type: none"> 1. Monitor and PC shipments should not be counted the same for the following reasons: <ol style="list-style-type: none"> a. Data shows that monitor sales are only half of PC sales now. b. Samsung has the highest market share of LCD displays worldwide and does not supply to the desktop bundled market. I would anticipate this leading to a slight sales lag between the sales for desktops and computer monitors. 	

	<p>c. In developing savings estimates for the program, ENERGY STAR assumes a 4 year lifetime for desktop computers and a 4-5 year lifetime for monitors. This infers that a percentage of new desktops would be operating with existing monitors.</p> <p>2. Data also shows a dip in 2009 sales due to the economy.</p>	
Computer Monitor	<p>1. Growth rate for computer monitors is negative. Monitor sales should not be the same as PC sales.</p> <p>2. Samsung has the highest market share of LCD displays worldwide and does not supply to the desktop bundled market. I would anticipate this leading to a slight sales lag between the sales for desktops and computer monitors.</p> <p>3. In developing savings estimates for the program, ENERGY STAR assumes a 4 year lifetime for desktop computers and a 4-5 year lifetime for monitors. This infers that a percentage of new desktops would be operating with existing monitors.</p> <p>4. The percentage split between residential and commercial seems appropriate. DisplaySearch estimates roughly a 60% share in the commercial market, worldwide. Estimates in this document are slightly larger, but in a similar range.</p>	
Additional Comments Based on Market Expert Responses		
Equipment	Your Revised Comments or Additions	Additional Sources, if Applicable
Desktop Computer		
Computer Monitor		

<p>Q6. We are assuming different growth rates for residential and commercial markets (than are in addition to what shown in the tables from Q5) due to EPEAT and new technologies. We are assuming a 10% growth rate for residential and a 15% growth rate for commercial year after year beginning in 2007. Is the assumption regarding a larger growth rate for commercial markets versus residential markets a correct one? Are there more appropriate growth rates for either of these sectors? If so, what are they?</p>		
Equipment	Market Expert Answers from Round 1	
Desktop Computer	<p>1. Yes, absolutely. Increased cost of the efficient internal power supplies in ENERGY STAR desktop computers has historically limited cost-effective models from reaching the residential market. The majority of ENERGY STAR qualified (and therefore EPEAT qualified) desktops under the previous Version 4.0 were marketed to the commercial sector.</p> <p>a. Requirements for power supplies remain in effect and it is anticipated that volume desktops will remain primarily marketed to the commercial sector.</p> <p>b. LEED has point incentives for a building utilizing ENERGY STAR equipment. This is an additional incentive in some sectors that would push the growth rate higher for commercial.</p> <p>2. No, our data shows an annual increase of 15% for home shipments and</p>	

	10% for commercial shipments. The home segment is the one that is increasing.	
Computer Monitor	<ol style="list-style-type: none"> 1. Monitor sales are declining. 2. Greater growth for commercial is supported by higher levels of continued commercial purchasing vis a vis residential. 3. LEED has point incentives for a building utilizing ENERGY STAR equipment. This is an additional incentive in some sectors that would push the growth rate higher for commercial. 	
Additional Comments Based on Market Expert Responses		
Equipment	<i>Your Revised Comments or Additions</i>	<i>Additional Sources, if Applicable</i>
Desktop Computer		
Computer Monitor		

Q7. While new models come out every quarter, our forecast uses an annual growth rate. Do you agree with holding the growth rates for residential and commercial markets consistent across quarters?		
Equipment	<i>Market Expert Answers from Round I</i>	
Market Experts agreed that the yearly growth rates are sufficient for both categories.		

Q8. We adjusted the market estimates of ENERGY STAR and BCE-qualifying equipment based on certain information. Click here to see the computer information and here to see the monitor information. Are the adjustments appropriate in terms of percentages and timing? If not, what are better percentages and timing values?		
Equipment	<i>Market Expert Answers from Round I</i>	
Desktop Computer	<ol style="list-style-type: none"> 1. ENERGY STAR Computer tier 2 is actually V 5.0, there are not two separate specs (which is why as of March 4.0 was in effect). 2. While not yet public, ENERGY STAR will soon be releasing a report on ENERGY STAR units shipped in 2008. It should be available in the next two weeks at www.energystar.gov/usd. Information from this site may be helpful in adjusting estimated baseline market percentages. 	
Computer Monitor	<ol style="list-style-type: none"> 1. ENERGY STAR sets its specifications so that approximately 25% of the current market meets the specification requirements. The 2011 version won't be very different from trends in the past with the active/standby approach unless you are factoring in digital picture frames and professional displays. If these products aren't included the 2005 MP for LCDs was about 60% (with the new 2005 spec) and EPA is estimating ~60% for 2010 when the revised spec hits for an annual cycle. This should be the proxy for 2011 (60%). 2. Requirements for large scale displays will go into effect on a staggered timeline. 3. While not yet public, ENERGY STAR will soon be releasing a report on ENERGY STAR units shipped in 2008. It should be available in the next two 	

	weeks at www.energystar.gov/usd . Information from this site may be helpful in adjusting estimated baseline market percentages.	
Additional Comments Based on Market Expert Responses		
<i>Equipment</i>	<i>Your Revised Comments or Additions</i>	<i>Additional Sources, if Applicable</i>
<i>Desktop Computer</i>		
<i>Computer Monitor</i>		

Q9. Are the monitor market share proportions for ENERGY STAR and BCE-qualifying models accurate based on your knowledge? Click here to see the proportions we have used in our current forecast.		
<i>Equipment</i>	<i>Market Expert Answers from Round I</i>	
<i>Desktop Computer</i>	NOT APPLICABLE FOR DESKTOP COMPUTERS	
<i>Computer Monitor</i>	<ol style="list-style-type: none"> 1. We think your data or assumptions are incorrect. Based on our data, the ENERGY STAR market shares for 2007 were over 90% for LCDs. We do not differentiate the residential vs. commercial ESTAR market shares as they are difficult to obtain. 2. In terms of the BCE/ESTAR split, this is harder to determine. The data we recently collected (early 2008) showed over 50% that were more than 15% more efficient but that was two years into the spec version. If this was calculated from the product development data, the percentages of BCE to ESTAR are fine although the ESTAR percent needs to change. 3. While not yet public, ENERGY STAR will soon be releasing a report on ENERGY STAR units shipped in 2008. It should be available in the next two weeks at www.energystar.gov/usd. Information from this site may be helpful in adjusting estimated baseline market percentages. 	
Additional Comments Based on Market Expert Responses		
<i>Equipment</i>	<i>Your Revised Comments or Additions</i>	<i>Additional Sources, if Applicable</i>
<i>Desktop Computer</i>		
<i>Computer Monitor</i>		

Q10. Do you agree with maintaining the proportions determined in Q9 between ENERGY STAR and BCE from year to year? If not, what are better percentages to use?		
<i>Equipment</i>	<i>Market Expert Answers from Round I</i>	
<i>Desktop Computer</i>	NOT APPLICABLE FOR DESKTOP COMPUTERS	
<i>Computer Monitor</i>	<ol style="list-style-type: none"> 1. BCE to ESTAR ratio will increase if past ESTAR trends are correct. Trends can be calculated from past qualified product data. 	
Additional Comments Based on Market Expert Responses		
<i>Equipment</i>	<i>Your Revised Comments or Additions</i>	<i>Additional Sources, if Applicable</i>

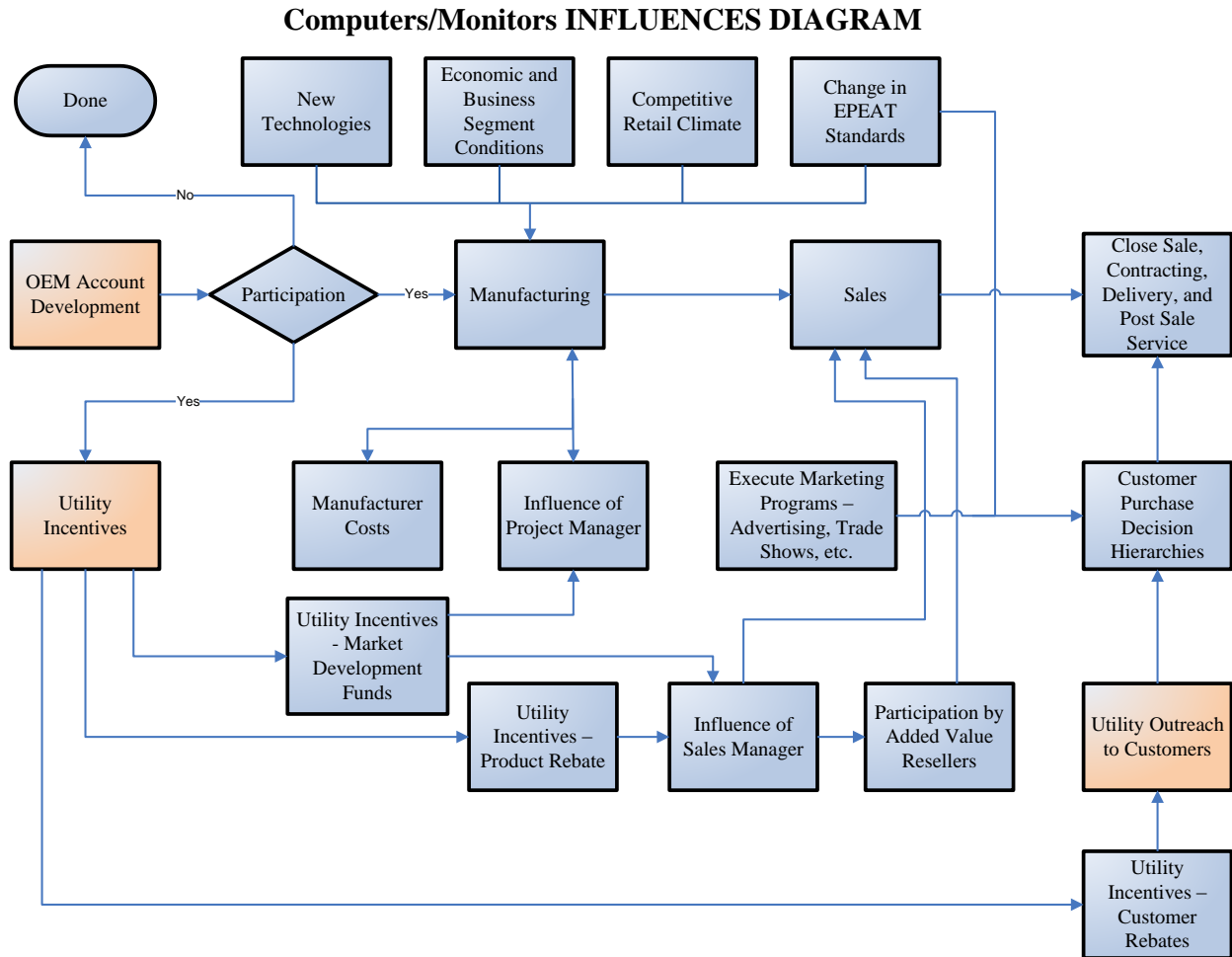
Desktop Computer	NOT APPLICABLE FOR DESKTOP COMPUTERS	
Computer Monitor		

Q11. Taking into account all the information above, we have created a market share forecast. Click [here](#) for computers and [here](#) for monitors. Do you have any additional comments, suggestions, or insights for improving our market forecast?

Equipment	Market Expert Answers from Round I	
Desktop Computer	<ol style="list-style-type: none"> 1. ENERGY STAR Computer tier 2 is actually V 5.0, there are not two separate specs (which is why as of March 4.0 was in effect). 2. The data we recently collected (early 2008) showed over 50% that were more than 15% more efficient but that was two years into the spec version. If this was calculated from the product development data, the percentages of BCE to ESTAR are fine although the ESTAR percent needs to change. 3. Please note that it is not a gradual transition between spec as indicated on the figures 4 &5. There are dramatic changes (in July 2009 we went from over 90% MP to 25% overnight) and then gradually the market penetration slowly escalates until the next revision. 4. I suggest setting the 2007 baseline based on the 2007 USD report from the ENERGY STAR website. This report is public and available. 5. If model is intended to show resolution between years, this point should be shifted to mid-2009 instead of the beginning of 2009. 	
Computer Monitor	<ol style="list-style-type: none"> 1. We expect a similar dramatic change in the market penetration of ENERGY STAR qualified displays when the revision goes into effect in October 2009. Like Computers, it is not a gradual transition between spec as indicated on the figures 4 &5. There are dramatic changes and then gradually the market penetration slowly escalates until the next revision. 2. If model is intended to show resolution between years, the point of lowest percentage for Tier 1 should be shifted toward the end of 2009 instead of the beginning. 	
Additional Comments Based on Market Expert Responses		
Equipment	Your Revised Comments or Additions	Additional Sources, if Applicable
Desktop Computer		
Computer Monitor		

Appendix A: Back Up Data for our Assumptions

Figure 15. Computer and Monitors Influences Diagram



Click [here](#) to go back to Q1.

BCE-Qualifying Equipment:

For desktop computers, BCE-qualifying equipment is any that are ENERGY STAR compliant. For computer monitors, BCE-qualifying equipment must use at least 15% less energy than ENERGY STAR compliant monitors.

Click [here](#) to go back to Q4.

Both the computer and monitor shipment data was estimated using this source: Bassill, Steve. QDI Strategies, "Strategic Options for Energy Efficient Electronics in Pacific Gas and Electric Service Territory: Marketing Delivery Systems for Electronic Measures. Emerging Technologies Program, Application Assessment Report #0702." (submitted on behalf of Pacific Gas and Electric Company Emerging Technologies Program). April 10, 2008.

Table 1. Unadjusted Forecasts of Computer Shipments to PG&E Territory (1,000s)

Computer Units Shipped to PG&E's Territory to Mass Market (1,000s)						
	2007	2008	2009	2010	2011	2012
Residential	680	690	700	730	740	750
Commercial	1318	1386	1414	1442	1471	1501
Total	4005	4084	4123	4182	4222	4263

Click [here](#) to go back to Q5.

Table 2. Unadjusted Forecasts of Monitor Shipments to PG&E Territory (1,000s)

Monitor Units Shipped to PG&Es Territory to Mass Market (1,000s)							
	2006	2007	2008	2009	2010	2011	2012
Residential	670	680	690	700	730	740	750
Commercial	1253	1318	1386	1414	1442	1471	1501
Total	3929	4005	4084	4123	4182	4222	4263

Click [here](#) to go back to Q5.

Market Adjustments

Table 3. Timeline of Relevant Energy Star Desktop Tower Codes and Standards

Input	Regulation Name	Effective Date	Description	Adjustment
1	Energy Star 4.0, Tier 2	Jan. 1, 2009 (however, ES website still lists Tier 1 in effect as of 3/6/09)	Intended to capture top 25% of units in energy efficiency Capability adder for sleep and standby modes: +0.7 W	We set the forecast of ENERGY STAR penetration in 2009 to 25%
2	Energy Star 5.0, Tier 1	July 1, 2009	Qualifying power supply, approximately 115 (\pm 1%) Volts AC, 60 Hz (\pm 1%) Typical Electricity Consumption: \leq 234.0 kWh, \leq 209 kWh, \leq 175.0 kWh, or	

			<p>≤ 148.0 kWh depending on computer type, measured based on proportion and use of off, sleep, and idle modes</p> <p>Sleep mode set to activate within 30 minutes of user inactivity</p>	
--	--	--	--	--

Click [here](#) to go back to Q8.

Table 3. Timeline of Relevant Energy Star Monitors Codes and Standards

Input	Regulation Name	Effective Date	Description	Adjustment
1	Energy Star 5.0, Tier 1	Oct. 30, 2009	<p>Maximum power use in On Mode based on diagonal screen size and screen resolution (e.g. 13.1 W for 1024x768 monitors less than 30 inches across)</p> <p>Enter Sleep Mode using ≤ 4W for computer monitors larger than 30” and using ≤ 2W for monitors smaller than 30”</p> <p>In Off Mode, uses ≤ 2W for computer monitors over 30” and ≤ 1W for monitors smaller than 30”</p>	We set the forecast of ENERGY STAR penetration in 2009 to 25%
2	Energy Star 5.0, Tier 2	Oct. 30, 2011	<p>Maximum power use in On Mode TBD</p> <p>Uses ≤ 1W in Off or Sleep modes for all monitor sizes</p>	We set the forecast of ENERGY STAR penetration in 2011 to 25%
3	PG&E Title 20 standard (active mode)	Proposed November 1, 2009	<p>Must be 25% percent more efficient in On Mode than Energy Star 4.2. Sleep and Off modes the same.</p> <p>Equation based on screen resolution:</p> <p>If less than 1 megapixel, may be up to 17W. If greater than 1 megapixel, use equation $Y=21X$, where Y is energy in Watts and X is number of megapixels.</p>	We increased the forecast of Energy Star monitor penetration in 2009 by 10%

Click [here](#) to go back to Q8.

BCE to ENERGY STAR Proportions (Q9)

Percent of monitor sales already BCE qualifying in 2007 21%

Percent of sales ENERGY STAR (ES) compliant goal for 2007 25%

Percent of sales ES compliant for residential (See Q6, +10%) 35%

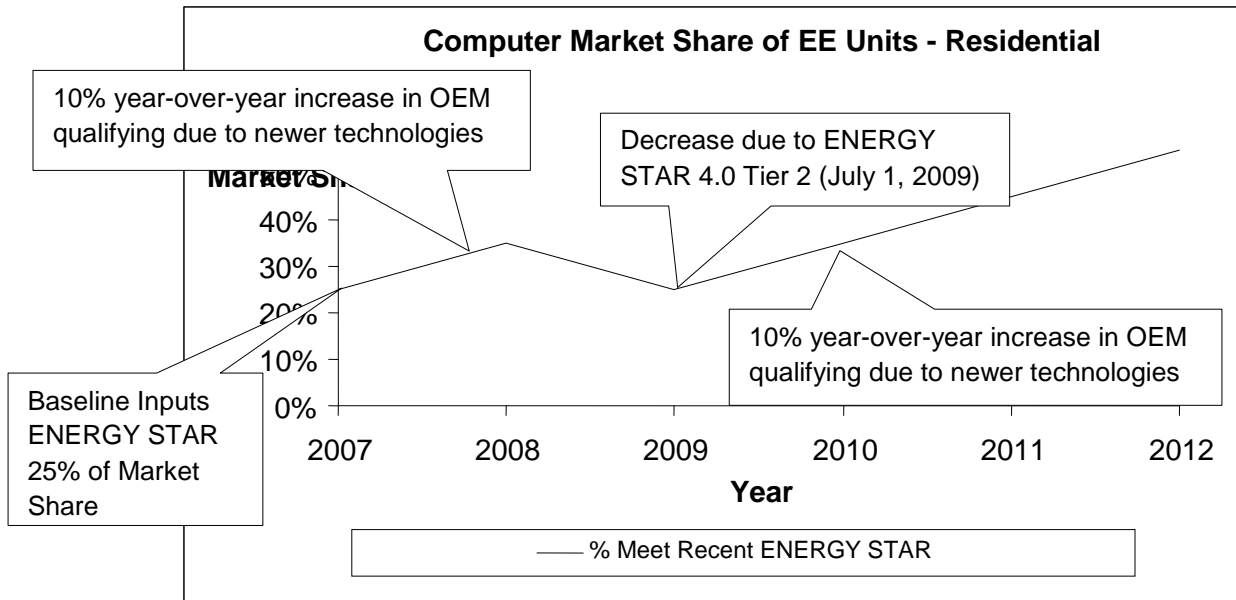
Percent of sales ES compliant for commercial (See Q6, +15%) 40%

Proportion BCE to Residential ES - $21\%/35\% = 0.60$

Proportion BCE to Commercial ES - $21\% / 40\% = 0.53$

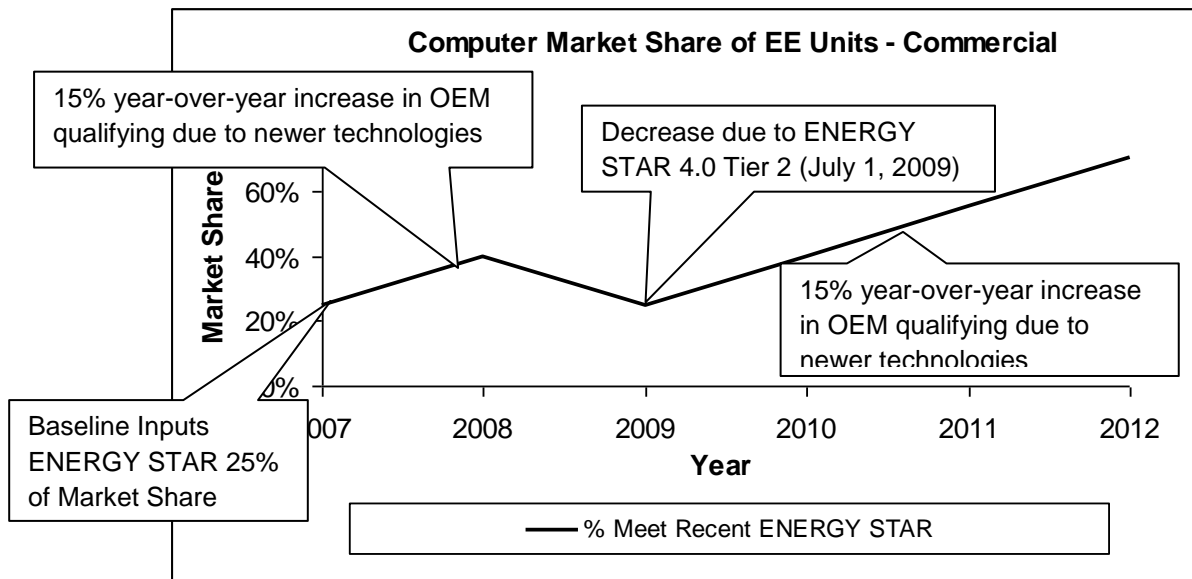
Click [here](#) to return to Q9

Figure 16. Residential Computer Market Share in PG&E Territory (%)



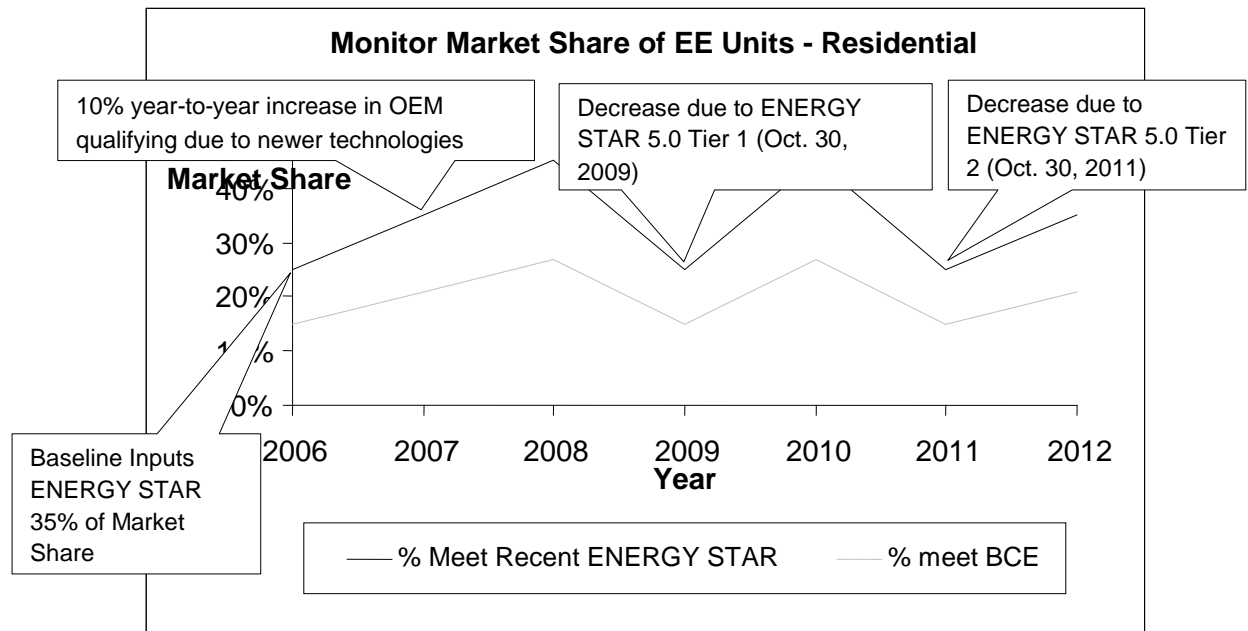
Click [here](#) to go back to Q11.

Figure 3. Commercial Computer Market Share in PG&E Territory (%)



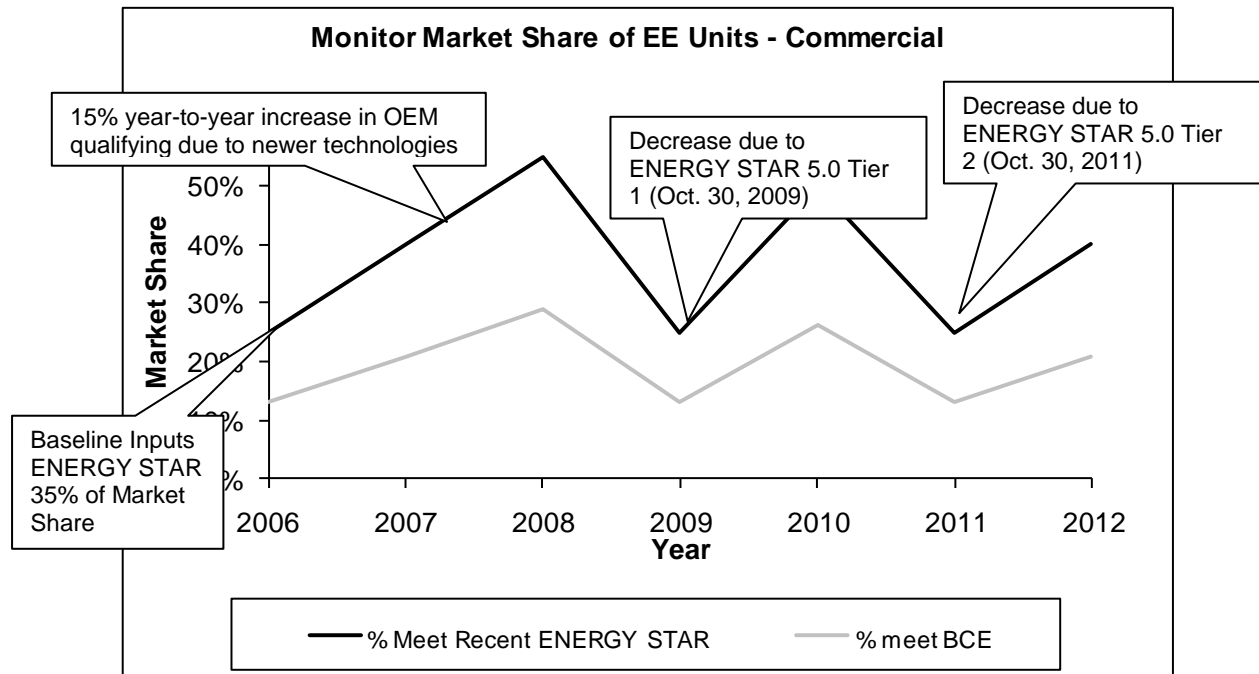
Click [here](#) to go back to Q11.

Figure 17. Residential Monitor Market Share in PG&E Territory (%)



Click [here](#) to go back to Q11.

Figure 18. Commercial Monitor Market Share in PG&E Territory (%)



Click [here](#) to go back to Q11.

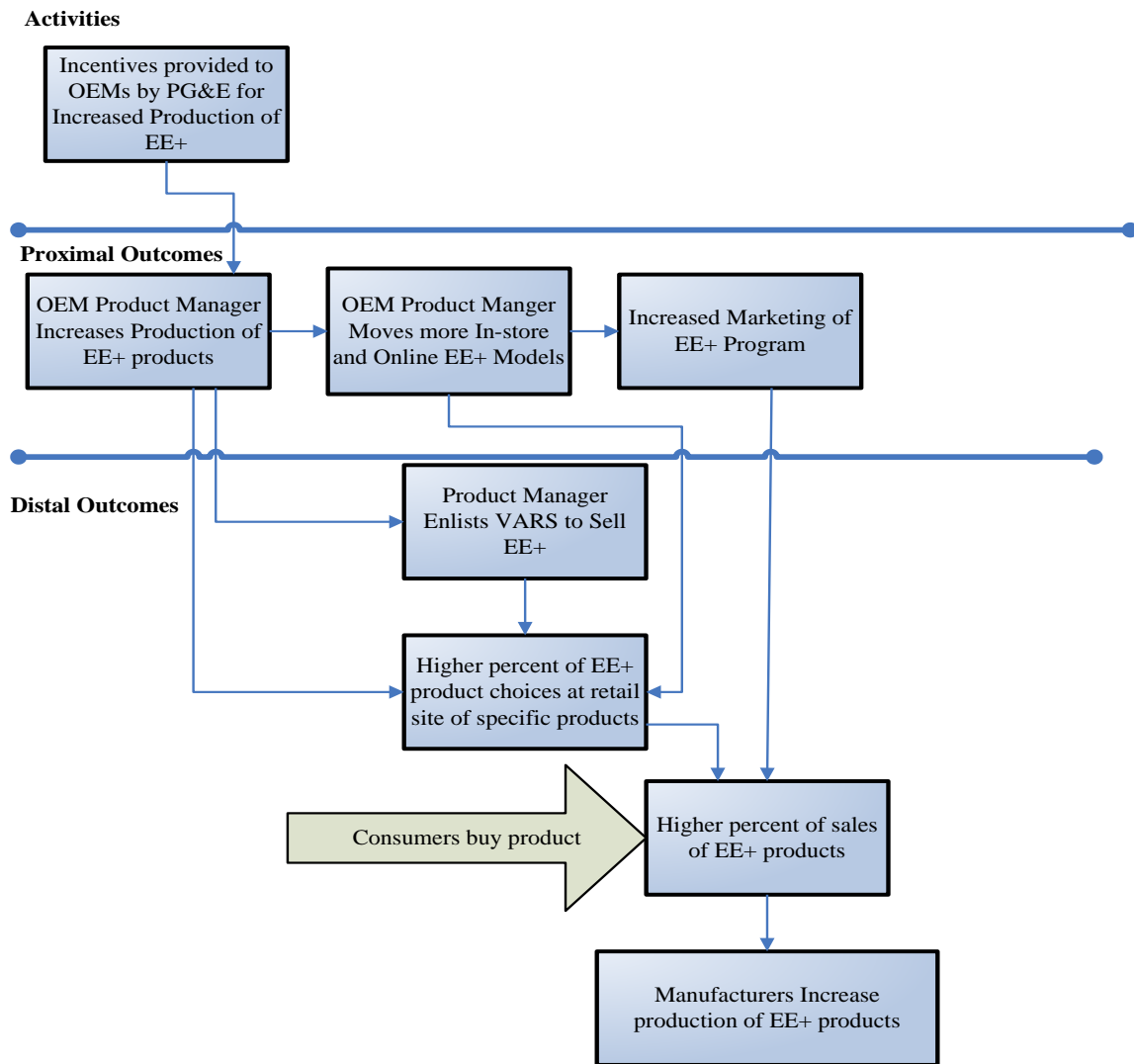
BCE Program

The BCE program is a statewide, upstream program that provides incentives to manufacturers and retailers to meet or exceed ENERGY STAR efficiency standards for Business and Consumer Electronics. The computer and monitor portion of the program focuses on original equipment manufacturers, such as Dell or Lenovo, to participate in the upstream incentive program. The program provides incentives to these companies in order to increase their manufacturing and marketing of high efficiency computers and monitors with the aim of generating greater market share of these particular models.

Click [here](#) to return to the Introduction.

Figure 19. BCE Program Logic Model

Computers/Monitors IMPACT LOGIC MODEL



Click [here](#) to return to the Introduction.

3. MIDSTREAM AND UPSTREAM INTERVIEWS

3.1 Retailer Depth Interviews

3.1.1 Television Retailer Interview Guide

[RETAILER] Television Energy Efficiency Practices Snapshot: Stocking and Sales				
Metric Source Question	2007		2008-2009	
Sells Energy Efficient Televisions				
Q7&8; 38&41	Sells TVs that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells TVs that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Sells TVs that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells TVs that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
		Sells TVs that are BCE? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		
Date began selling ENERGY STAR TVs: (00/0000) Date began selling energy efficient TVs: (00/0000) Date began selling BCE TVs: (00/0000)				
Sells other Energy Efficient Appliances				
Q14	Sells appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Sells appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
Stocking and Sales Estimates				
Q9, 10, & 40, 41	Proportion of Models are EE: ___%	Proportion of Sales are EE: ___%	Proportion of Models are EE: ___%	Proportion of Sales are EE: ___%
	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR: ___%	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR: ___%
			Proportion of Models BCE: ___%	Proportion of Sales BCE: ___%

Δ in % Energy Efficiency models/sales: Supporting quote: "xxxxxx," John Doe, title
Δ in % Models/sales ENERGY STAR: Supporting quote: "xxxxxx," John Doe, title
Δ in % Models/sales BCE: Supporting quote: "xxxxxx," John Doe, title

[RETAILER] Television Energy Efficiency Practices Snapshot: Interactions with OEMs				
Metric Source Question	2007	2008-2009		
Ordering Practices: Importance of Energy Efficiency				
Q4; Q32	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)		
Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title				
Discussions with OEMs on Energy Efficiency				
Q16, 17, 18, 33, 34	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No Requested models to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussions: (00/0000)		
	OEM	Date of First Discussion	OEM	Date of First Discussion
		(00/0000)		(00/0000)
		(00/0000)		(00/0000)
Δ in Discussions with OEMs: Supporting quote: "xxxxxx," John Doe, title				

[RETAILER] Television Energy Efficiency Practices Snapshot: B2C Marketing		
Metric Source Question	2007	2008-2009
Consumer Demand for Energy Efficiency		
Q21, 52	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
	Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title	
Energy Efficiency Promotions		
Q22, 54	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Q23, 55	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
Q22, 54,	Types of Promotions	Types of Promotions
	1.	1.
	2.	2.
	3.	3.
Energy Efficiency Trainings		
Q24, 58	Trains on energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Trains on energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Δ in energy efficiency trainings: Supporting quote: "xxxxxx," John Doe, title		
Δ in energy efficiency promotions: Supporting quote: "xxxxxx," John Doe, title		

[RETAILER] Television Energy Efficiency Practices Snapshot: Corporate Policies		
Metric Source Question	2007	2008-2009
Energy Efficiency Corporate Policies		
Q25, 26, 59, 60	Has an energy efficiency corporate policy general? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has an energy efficiency corporate policy general? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Supporting quote: "xxxxxx," John Doe, title	Supporting quote: "xxxxxx," John Doe, title
Energy Efficiency Corporate Policy Standards for TVs		
Q25, 26, 61, 62, 63	Has a specific energy efficiency specification or standards for TVs? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has a specific energy efficiency specification or standards for TVs? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Specifications or Standards	Specifications or Standards
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	Supporting quote: "xxxxxx," John Doe, title	
Δ in energy policies: Supporting quote: "xxxxxx," John Doe, title		

[RETAILER] Changes in Television Practices Due to Business and Consumer Electronics Program			
Sales and Stocking	Interactions with OEMs	B2C Marketing	Corporate Policies
Changes in EE sales <input type="checkbox"/> Yes Date: (00/0000) Change in EE models <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE ordering <input type="checkbox"/> Yes Date: (00/0000) Change in EE discussions <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE promotions or marketing <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE corporate policies <input type="checkbox"/> Yes Date: (00/0000)
<p>Selling EE TVs Supporting quote: "xxxxxx," John Doe, title</p> <p>Proportion of EE Models Supporting quote: "xxxxxx," John Doe, title</p> <p>Proportion of EE Sales Supporting quote: "xxxxxx," John Doe, title</p>	<p>Importance of EE in ordering models Supporting quote: "xxxxxx," John Doe, title</p> <p>Importance of EE in Discussions with OEMs Supporting quote: "xxxxxx," John Doe, title</p> <p>Requests EE Models from OEMs Supporting quote: "xxxxxx," John Doe, title</p> <p>OEM preference based on EE Supporting quote: "xxxxxx," John Doe, title</p>	<p>Importance of EE for consumers Supporting quote: "xxxxxx," John Doe, title</p> <p>EE promotions Supporting quote: "xxxxxx," John Doe, title</p> <p>EE marketing Supporting quote: "xxxxxx," John Doe, title</p>	<p>EE corporate polities Supporting quote: "xxxxxx," John Doe, title</p> <p>EE corporate policies specifications and standards Supporting quote: "xxxxxx," John Doe, title</p>

3.1.2 Computer Retailer Interview Guide

[RETAILER] Computer Energy Efficiency Practices Snapshot: Stocking and Sales				
Metric Source Question	2007		2008-2009	
Sells Energy Efficient Computers				
Q7&8; 40	Sells computers that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells computers that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Sells computers that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells computers that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Sells computers that are BCE? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells computers that are BCE? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
Date began selling ENERGY STAR models: (00/0000) Date began selling EE models: (00/0000) Date began selling BCE models: (00/0000)				
Sells other Energy Efficient Appliances				
Q14	Sells appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Sells appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
Stocking and Sales Estimates				
Q9, 10, & 40, 41	Proportion of Models are EE: ___%	Proportion of Sales are EE:___%	Proportion of Models are EE: ___%	Proportion of Sales are EE: ___%
	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR:___%	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR:___%
			Proportion of Models BCE: ___%	Proportion of Sales BCE: ___%
Δ in % Energy Efficiency models/sales: Supporting quote: "xxxxxx," John Doe, title				
Δ in % Models/sales ENERGY STAR: Supporting quote: "xxxxxx," John Doe, title				
Δ in % Models/sales BCE: Supporting quote: "xxxxxx," John Doe, title				

[RETAILER] Computer Energy Efficiency Practices Snapshot: Interactions with OEMs				
Metric Source Question	2007	2008-2009		
Ordering Practices: Importance of Energy Efficiency				
Q4	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)		
Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title				
Discussions with OEMs on Energy Efficiency				
Q16, 17, 18, 33, 34	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No Requested models to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussions: (00/0000)		
	OEM	Date of First Discussion	OEM	Date of First Discussion
		(00/0000)		(00/0000)
		(00/0000)		(00/0000)
Δ in Discussions with OEMs: Supporting quote: "xxxxxx," John Doe, title				

[RETAILER] Computer Energy Efficiency Practices Snapshot: B2C Marketing		
Metric Source Question	2007	2008-2009
Consumer Demand for Energy Efficiency		
Q21. 52	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
	Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title	
Energy Efficiency Promotions		
Q22, 55	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Q22 iv.	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
Q22, 54, 55	Types of Promotions	Types of Promotions
	1.	1.
	2.	2.
	3.	3.
	4.	4.
Δ in energy efficiency promotions: Supporting quote: "xxxxxx," John Doe, title		

[RETAILER] Computer Energy Efficiency Practices Snapshot: Corporate Policies		
Metric Source Question	2007	2008-2009
Energy Efficiency Corporate Policies		
Q23, 24, 58, 59	Has an energy efficiency corporate policy generally? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has an energy efficiency corporate policy generally? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Supporting quote: "xxxxxx," John Doe, title	Supporting quote: "xxxxxx," John Doe, title
Energy Efficiency Corporate Policy Standards for computers		
Q25, 26, 60, 61, 62	Has a specific energy efficiency specification or standards for computers? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has a specific energy efficiency specification or standards for computers? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Specifications or Standards	Specifications or Standards
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	Supporting quote: "xxxxxx," John Doe, title	
Δ in energy policies: Supporting quote: "xxxxxx," John Doe, title		

[RETAILER] Changes in Computer Practices Due to Business and Consumer Electronics Program			
Sales and Stocking	Interactions with OEMs	B2C Marketing	Corporate Policies
Changes in EE sales <input type="checkbox"/> Yes Date: (00/0000) Change in EE models <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE ordering <input type="checkbox"/> Yes Date: (00/0000) Change in EE discussions <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE promotions or marketing <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE corporate policies <input type="checkbox"/> Yes Date: (00/0000)
<p>Selling EE computers Supporting quote: "xxxxxx," John Doe, title</p> <p>Proportion of EE Models Supporting quote: "xxxxxx," John Doe, title</p> <p>Proportion of EE Sales Supporting quote: "xxxxxx," John Doe, title</p>	<p>Importance of EE in ordering models Supporting quote: "xxxxxx," John Doe, title</p> <p>Importance of EE in Discussions with OEMs Supporting quote: "xxxxxx," John Doe, title</p> <p>Requests EE Models from OEMs Supporting quote: "xxxxxx," John Doe, title</p> <p>OEM preference based on EE Supporting quote: "xxxxxx," John Doe, title</p>	<p>Importance of EE for consumers Supporting quote: "xxxxxx," John Doe, title</p> <p>EE promotions Supporting quote: "xxxxxx," John Doe, title</p> <p>EE marketing Supporting quote: "xxxxxx," John Doe, title</p>	<p>EE corporate polities Supporting quote: "xxxxxx," John Doe, title</p> <p>EE corporate policies specifications and standards Supporting quote: "xxxxxx," John Doe, title</p>

3.1.3 Monitor Retailer Interview Guide

[RETAILER] Monitor Energy Efficiency Practices Snapshot: Stocking and Sales				
Metric Source Question	2007		2008-2009	
Sells Energy Efficient Monitors				
Q7&8; 40	Sells monitors that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells monitors that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Sells monitors that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells monitors that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Sells monitors that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells monitors that are BCE? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Date began selling ENERGY STAR models: (00/0000) Date began selling EE models: (00/0000) Date began selling BCE models: (00/0000)			
Sells other Energy Efficient Appliances				
Q14	Sells appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Sells appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Sells appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
Stocking and Sales Estimates				
Q9, 10, & 40, 41	Proportion of Models are EE: ___%	Proportion of Sales are EE:___%	Proportion of Models are EE: ___%	Proportion of Sales are EE: ___%
	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR:___%	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR:___%
			Proportion of Models BCE: ___%	Proportion of Sales BCE: ___%
Δ in % Energy Efficiency models/sales: Supporting quote: "xxxxxx," John Doe, title				
Δ in % Models/sales ENERGY STAR: Supporting quote: "xxxxxx," John Doe, title				
Δ in % Models/sales BCE: Supporting quote: "xxxxxx," John Doe, title				

[RETAILER] Monitor Energy Efficiency Practices Snapshot: Interactions with OEMs				
Metric Source Question	2007	2008-2009		
Ordering Practices: Importance of Energy Efficiency				
Q4	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)		
Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title				
Discussions with OEMs on Energy Efficiency				
Q16, 17, 18, 33, 34	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No Requested models to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussions: (00/0000)	
	OEM	Date of First Discussion	OEM	Date of First Discussion
		(00/0000)		(00/0000)
		(00/0000)		(00/0000)
Δ in Discussions with OEMs: Supporting quote: "xxxxxx," John Doe, title				

[RETAILER] Monitor Energy Efficiency Practices Snapshot: B2C Marketing		
Metric Source Question	2007	2008-2009
Consumer Demand for Energy Efficiency		
Q21. 52	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
	Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title	
Energy Efficiency Promotions		
Q22, 55	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Q22 iv.	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
Q22, 54, 55	Types of Promotions	Types of Promotions
	1.	1.
	2.	2.
	3.	3.
	4.	4.
Δ in energy efficiency promotions: Supporting quote: "xxxxxx," John Doe, title		

[RETAILER] Monitor Energy Efficiency Practices Snapshot: Corporate Policies		
Metric Source Question	2007	2008-2009
Energy Efficiency Corporate Policies		
Q23, 24, 58, 59	Has an energy efficiency corporate policy generally? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has an energy efficiency corporate policy generally? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Supporting quote: "xxxxxx," John Doe, title	Supporting quote: "xxxxxx," John Doe, title
Energy Efficiency Corporate Policy Standards for monitors		
Q25, 26, 60, 61, 62	Has a specific energy efficiency specification or standards for monitors? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has a specific energy efficiency specification or standards for monitors? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Specifications or Standards	Specifications or Standards
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	Supporting quote: "xxxxxx," John Doe, title	
Δ in energy policies: Supporting quote: "xxxxxx," John Doe, title		

[RETAILER] Changes in Monitor Practices Due to Business and Consumer Electronics Program			
Sales and Stocking	Interactions with OEMs	B2C Marketing	Corporate Policies
Changes in EE sales <input type="checkbox"/> Yes Date: (00/0000) Change in EE models <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE ordering <input type="checkbox"/> Yes Date: (00/0000) Change in EE discussions <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE promotions or marketing <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE corporate policies <input type="checkbox"/> Yes Date: (00/0000)
<p>Selling EE monitors Supporting quote: "xxxxxx," John Doe, title</p> <p>Proportion of EE Models Supporting quote: "xxxxxx," John Doe, title</p> <p>Proportion of EE Sales Supporting quote: "xxxxxx," John Doe, title</p>	<p>Importance of EE in ordering models Supporting quote: "xxxxxx," John Doe, title</p> <p>Importance of EE in Discussions with OEMs Supporting quote: "xxxxxx," John Doe, title</p> <p>Requests EE Models from OEMs Supporting quote: "xxxxxx," John Doe, title</p> <p>OEM preference based on EE Supporting quote: "xxxxxx," John Doe, title</p>	<p>Importance of EE for consumers Supporting quote: "xxxxxx," John Doe, title</p> <p>EE promotions Supporting quote: "xxxxxx," John Doe, title</p> <p>EE marketing Supporting quote: "xxxxxx," John Doe, title</p>	<p>EE corporate polities Supporting quote: "xxxxxx," John Doe, title</p> <p>EE corporate policies specifications and standards Supporting quote: "xxxxxx," John Doe, title</p>

3.2 Original Equipment Manufacturer (OEM) Depth Interviews

3.2.1 Television OEM Interview Guide

[MANUFACTURER] Television Energy Efficiency Practices Snapshot: DESIGN				
Metric Source Question	2007		2008-2009	
Manufactures Energy Efficient Televisions				
Q7, 8, 41	Manufactures TVs that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures TVs that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Manufactures TVs that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures TVs that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Date began manufacturing ENERGY STAR TVs: (00/0000)		Date began manufacturing energy efficient TVs: (00/0000)	
	Date began manufacturing BCE TVs: (00/0000)		Manufactures TVs that are BCE? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
Manufactures other Energy Efficient Appliances				
Q14	Manufactures appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Manufactures appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
Demand/Distribution Estimates				
Q9, 10, 45, 47, 48	Proportion of Models are EE: ___%	Proportion of Sales are EE: ___%	Proportion of Models are EE: ___%	Proportion of Sales are EE: ___%
	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR: ___%	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR: ___%
			Proportion of Models BCE: ___%	Proportion of Sales BCE: ___%
Δ in % Energy Efficiency models/sales: Supporting quote: "xxxxxx," John Doe, title				
Δ in % Models/sales ENERGY STAR: Supporting quote: "xxxxxx," John Doe, title				

[MANUFACTURER] Television Energy Efficiency Practices Snapshot: B2B Demand				
Metric Source Question	2007	2008-2009		
Ordering Practices: Importance of Energy Efficiency				
Q22, 60	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)		
Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title				
Discussions with Retailers on Energy Efficiency				
Q23, 24, 25, 61, 62, 63	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No Requested models to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussions: (00/0000)	
	Retailer/VARs	Date of First Discussion	Retailer/VARs	Date of First Discussion
		(00/0000)		(00/0000)
		(00/0000)		(00/0000)
Δ in Discussions with OEMs: Supporting quote: "xxxxxx," John Doe, title				

[MANUFACTURER] Television Energy Efficiency Practices Snapshot: B2C Marketing		
Metric Source Question	2007	2008-2009
Consumer Demand for Energy Efficiency		
Q28, 67	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
	Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title	
Energy Efficiency Promotions		
Q29, 69	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Q30, 70	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
Q29, 69	Types of Promotions	Types of Promotions
	1.	1.
	2.	2.
	3.	3.
Staff Training Practices		
Q31, 73	Trains on energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Trains on energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Δ in energy efficiency training practices: Supporting quote: "xxxxxx," John Doe, title		
Δ in energy efficiency promotions: Supporting quote: "xxxxxx," John Doe, title		

[MANUFACTURER] Television Energy Efficiency Practices Snapshot: DEMAND ON COMPONENT MANUFACTURERS				
Metric Source Question	2007	2008-2009		
Ordering Practices: Importance of Energy Efficiency				
16, 53	Importance of energy efficiency when selecting components: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency when selecting components: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)		
Δ in Energy efficiency rank: Supporting quote: "xxxxxx," <i>John Doe, title</i>				
Discussions with Retailers on Energy Efficiency				
Q17, 19, 54, 56	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK Approximate date of first Discussion: (00/0000) Requested energy efficient components? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No Requested components to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussions: (00/0000)		
	OEM	Date of First Discussion	OEM	
		(00/0000)		(00/0000)
		(00/0000)		(00/0000)
Δ in Discussions with OEMs: Supporting quote: "xxxxxx," <i>John Doe, title</i>				

[RETAILER] Television Energy Efficiency Practices Snapshot: Corporate Policies		
Metric Source Question	2007	2008-2009
Energy Efficiency Corporate Policies		
Q32, 74	Has an energy efficiency corporate policy general? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has an energy efficiency corporate policy general? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Supporting quote: "xxxxxx," John Doe, title	Supporting quote: "xxxxxx," John Doe, title
Energy Efficiency Corporate Policy Standards for TVs		
Q33, 75, 76	Has a specific energy efficiency specification or standards for TVs? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has a specific energy efficiency specification or standards for TVs? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Specifications or Standards	Specifications or Standards
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	Supporting quote: "xxxxxx," John Doe, title	
Δ in energy policies: Supporting quote: "xxxxxx," John Doe, title		

[MANUFACTURER] Changes in Television Practices Due to Business and Consumer Electronics Program				
Design	B2B Demand	B2C Demand/ Marketing	Demand on Component Manufacturers	Corporate Policies
Changes in EE sales <input type="checkbox"/> Yes Date: (00/0000) Change in EE models <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE ordering <input type="checkbox"/> Yes Date: (00/0000) Change in EE discussions <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE promotions or marketing <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE component manufacturing <input type="checkbox"/> Yes Date: (00/0000) Change in EE discussions <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE corporate policies <input type="checkbox"/> Yes Date: (00/0000)
<p>Selling EE TVs Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Proportion of EE Models Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Proportion of EE Sales Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>Importance of EE in ordering models Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Importance of EE in Discussions with OEMs Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Requests EE Models from OEMs Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>OEM preference based on EE Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>Importance of EE for consumers Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>EE promotions Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>EE marketing Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>Importance of EE in manufacturing components Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Importance of EE in Discussions with component OEMs Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>EE corporate polities Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>EE corporate policies specifications and standards Supporting quote: "xxxxxx," <i>John Doe, title</i></p>

3.2.2 Computer OEM Interview Guide

[MANUFACTURER] Computer Energy Efficiency Practices Snapshot: DESIGN				
Metric Source Question	2007		2008-2009	
Manufactures Energy Efficient Computers				
Q7, 8, 44	Manufactures computers that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures computers that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Manufactures computers that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures computers that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Manufactures computers that are BCE? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures computers that are BCE? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Date began manufacturing ENERGY STAR computers: (00/0000) (00/0000) Date began manufacturing BCE computers: (00/0000)		Date began manufacturing energy efficient computers:	
Manufactures other Energy Efficient Appliances				
Q14	Manufactures appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Manufactures appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
Demand/Distribution Estimates				
Q9, 10, 47, 48, 50, 51	Proportion of Models are EE: ___%	Proportion of Sales are EE:___%	Proportion of Models are EE: ___%	Proportion of Sales are EE: ___%
	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR:___%	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR:___%
			Proportion of Models BCE: ___%	Proportion of Sales BCE: ___%
Δ in % Energy Efficiency models/sales: Supporting quote: "xxxxxx," John Doe, title				
Δ in % Models/sales ENERGY STAR: Supporting quote: "xxxxxx," John Doe, title				
Δ in % Models/sales BCE: Supporting quote: "xxxxxx," John Doe, title				

[MANUFACTURER] Computer Energy Efficiency Practices Snapshot: B2B Demand			
Metric Source Question	2007	2008-2009	
Ordering Practices: Importance of Energy Efficiency			
Q22, 63	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	
Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title			
Discussions with Retailers on Energy Efficiency			
Q23, 24, 25, 64, 65, 66	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No	
	Approximate date of first Discussion: (00/0000)	Approximate date of first Discussion: (00/0000)	
	Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No	
	Requested energy efficient models to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No	Requested models to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No	
	Approximate date of first Discussions: (00/0000)	Approximate date of first Discussions: (00/0000)	
	Retailer/VARS	Retailer/VARS	Date of First Discussion
			(00/0000)
			(00/0000)
			(00/0000)
Δ in Discussions with OEMs: Supporting quote: "xxxxxx," John Doe, title			

[MANUFACTURER] Computer Energy Efficiency Practices Snapshot: B2C Marketing		
Metric Source Question	2007	2008-2009
Consumer Demand for Energy Efficiency		
Q28, 70	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
	Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title	
Energy Efficiency Promotions		
Q29, 72	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Q30, 73	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
Q29, 72	Types of Promotions	Types of Promotions
	1.	1.
	2.	2.
	3.	3.
Staff Training Practices		
Q32, 75	Trains on energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Trains on energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Δ in energy efficiency training practices: Supporting quote: "xxxxxx," John Doe, title		
Δ in energy efficiency promotions: Supporting quote: "xxxxxx," John Doe, title		

[MANUFACTURER] Computer Energy Efficiency Practices Snapshot: DEMAND ON COMPONENT MANUFACTURERS				
Metric Source Question	2007	2008-2009		
Ordering Practices: Importance of Energy Efficiency				
16, 56	Importance of energy efficiency when selecting components: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency when selecting components: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)		
Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title				
Discussions with Retailers on Energy Efficiency				
Q17, 19, 57, 58, 59,	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK Approximate date of first Discussion: (00/0000) Requested energy efficient components? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No Requested components to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussions: (00/0000)		
	OEM	Date of First Discussion	OEM	Date of First Discussion
		(00/0000)		(00/0000)
		(00/0000)		(00/0000)
Δ in Discussions with OEMs: Supporting quote: "xxxxxx," John Doe, title				

[RETAILER] Computer Energy Efficiency Practices Snapshot: Corporate Policies		
Metric Source Question	2007	2008-2009
Energy Efficiency Corporate Policies		
Q32, 76	Has an energy efficiency corporate policy general? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has an energy efficiency corporate policy general? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Supporting quote: "xxxxxx," John Doe, title	Supporting quote: "xxxxxx," John Doe, title
Energy Efficiency Corporate Policy Standards for computers		
Q33, 78, 79	Has a specific energy efficiency specification or standards for computers? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has a specific energy efficiency specification or standards for computers? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Specifications or Standards	Specifications or Standards
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	Supporting quote: "xxxxxx," John Doe, title	
	Δ in energy policies: Supporting quote: "xxxxxx," John Doe, title	

[MANUFACTURER] Changes in Computer Practices Due to Business and Consumer Electronics Program				
Design	B2B Demand	B2C Demand/ Marketing	Demand on Component Manufacturers	Corporate Policies
Changes in EE sales <input type="checkbox"/> Yes Date: (00/0000) Change in EE models <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE ordering <input type="checkbox"/> Yes Date: (00/0000) Change in EE discussions <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE promotions or marketing <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE component manufacturing <input type="checkbox"/> Yes Date: (00/0000) Change in EE discussions <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE corporate policies <input type="checkbox"/> Yes Date: (00/0000)
<p>Selling EE computers Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Proportion of EE Models Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Proportion of EE Sales Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>Importance of EE in ordering models Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Importance of EE in Discussions with OEMs Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Requests EE Models from OEMs Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>OEM preference based on EE Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>Importance of EE for consumers Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>EE promotions Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>EE marketing Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>Importance of EE in manufacturing components Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Importance of EE in Discussions with component OEMs Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>EE corporate polities Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>EE corporate policies specifications and standards Supporting quote: "xxxxxx," <i>John Doe, title</i></p>

3.2.3 Monitor OEM Interview Guide

[MANUFACTURER] Monitor Energy Efficiency Practices Snapshot: DESIGN				
Metric Source Question	2007		2008-2009	
Manufactures Energy Efficient Monitors				
Q7, 8, 44	Manufactures monitors that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures monitors that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Manufactures monitors that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures monitors that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Date began manufacturing ENERGY STAR monitors: (00/0000)		Date began manufacturing energy efficient monitors: (00/0000)	
	Date began manufacturing BCE monitors: (00/0000)			
Manufactures other Energy Efficient Appliances				
Q14	Manufactures appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures appliances that are energy efficient? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
	Manufactures appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Manufactures appliances that are ENERGY STAR? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	
Demand/Distribution Estimates				
Q9, 10, 47, 48, 50, 51	Proportion of Models are EE: ___%	Proportion of Sales are EE: ___%	Proportion of Models are EE: ___%	Proportion of Sales are EE: ___%
	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR: ___%	Proportion of Models are ENERGY STAR: ___%	Proportion of Sales are ENERGY STAR: ___%
			Proportion of Models BCE: ___%	Proportion of Sales BCE: ___%
Δ in % Energy Efficiency models/sales: Supporting quote: "xxxxxx," John Doe, title				
Δ in % Models/sales ENERGY STAR: Supporting quote: "xxxxxx," John Doe, title				
Δ in % Models/sales BCE: Supporting quote: "xxxxxx," John Doe, title				

[MANUFACTURER] Monitor Energy Efficiency Practices Snapshot: B2B Demand			
Metric Source Question	2007	2008-2009	
Ordering Practices: Importance of Energy Efficiency			
Q22, 63	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency when selecting models: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	
Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title			
Discussions with Retailers on Energy Efficiency			
Q23, 24, 25, 64, 65, 66	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No	
	Approximate date of first Discussion: (00/0000)	Approximate date of first Discussion: (00/0000)	
	Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No	
	Requested models to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No	Requested models to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No	
	Approximate date of first Discussions: (00/0000)	Approximate date of first Discussions: (00/0000)	
	Retailer/VARs	Retailer/VARs	Date of First Discussion
			(00/0000)
			(00/0000)
			(00/0000)
Δ in Discussions with OEMs: Supporting quote: "xxxxxx," John Doe, title			

[MANUFACTURER] Monitor Energy Efficiency Practices Snapshot: B2C Marketing		
Metric Source Question	2007	2008-2009
Consumer Demand for Energy Efficiency		
Q28, 70	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other feature considerations: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
	Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title	
Energy Efficiency Promotions		
Q29, 72	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Promoted energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Q30, 73	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency among other features for promotion: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)
Q29, 72	Types of Promotions	Types of Promotions
	1.	1.
	2.	2.
	3.	3.
Staff Training Practices		
Q32, 75	Trains on energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Trains on energy efficiency specifically? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
Δ in energy efficiency training practices: Supporting quote: "xxxxxx," John Doe, title		
Δ in energy efficiency promotions: Supporting quote: "xxxxxx," John Doe, title		

[MANUFACTURER] Monitor Energy Efficiency Practices Snapshot: DEMAND ON COMPONENT MANUFACTURERS				
Metric Source Question	2007	2008-2009		
Ordering Practices: Importance of Energy Efficiency				
16, 56	Importance of energy efficiency when selecting components: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)	Importance of energy efficiency when selecting components: <input type="checkbox"/> High (rank 1-3) <input type="checkbox"/> Medium (rank 4-6) <input type="checkbox"/> Low (rank 6+)		
Δ in Energy efficiency rank: Supporting quote: "xxxxxx," John Doe, title				
Discussions with Retailers on Energy Efficiency				
Q17, 19, 57, 58, 59,	Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK Approximate date of first Discussion: (00/0000) Requested energy efficient components? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK		Discussed energy efficiency? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussion: (00/0000) Requested energy efficient models? <input type="checkbox"/> Yes <input type="checkbox"/> No Requested components to meet BCE specifications? <input type="checkbox"/> Yes <input type="checkbox"/> No Approximate date of first Discussions: (00/0000)	
	OEM	Date of First Discussion	OEM	Date of First Discussion
		(00/0000)		(00/0000)
		(00/0000)		(00/0000)
Δ in Discussions with OEMs: Supporting quote: "xxxxxx," John Doe, title				

[RETAILER] Monitor Energy Efficiency Practices Snapshot: Corporate Policies		
Metric Source Question	2007	2008-2009
Energy Efficiency Corporate Policies		
Q32, 76	Has an energy efficiency corporate policy general? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has an energy efficiency corporate policy general? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Supporting quote: "xxxxxx," John Doe, title	Supporting quote: "xxxxxx," John Doe, title
Energy Efficiency Corporate Policy Standards for Monitors		
Q33, 78, 79	Has a specific energy efficiency specification or standards for monitors? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK	Has a specific energy efficiency specification or standards for monitors? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> DK
	Specifications or Standards	Specifications or Standards
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	Supporting quote: "xxxxxx," John Doe, title	
Δ in energy policies: Supporting quote: "xxxxxx," John Doe, title		

[MANUFACTURER] Changes in Monitor Practices Due to Business and Consumer Electronics Program				
Design	B2B Demand	B2C Demand/ Marketing	Demand on Component Manufacturers	Corporate Policies
Changes in EE sales <input type="checkbox"/> Yes Date: (00/0000) Change in EE models <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE ordering <input type="checkbox"/> Yes Date: (00/0000) Change in EE discussions <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE promotions or marketing <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE component manufacturing <input type="checkbox"/> Yes Date: (00/0000) Change in EE discussions <input type="checkbox"/> Yes Date: (00/0000)	Changes in EE corporate policies <input type="checkbox"/> Yes Date: (00/0000)
<p>Selling EE monitors Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Proportion of EE Models Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Proportion of EE Sales Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>Importance of EE in ordering models Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Importance of EE in Discussions with OEMs Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Requests EE Models from OEMs Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>OEM preference based on EE Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>Importance of EE for consumers Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>EE promotions Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>EE marketing Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>Importance of EE in manufacturing components Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>Importance of EE in Discussions with component OEMs Supporting quote: "xxxxxx," <i>John Doe, title</i></p>	<p>EE corporate polities Supporting quote: "xxxxxx," <i>John Doe, title</i></p> <p>EE corporate policies specifications and standards Supporting quote: "xxxxxx," <i>John Doe, title</i></p>