



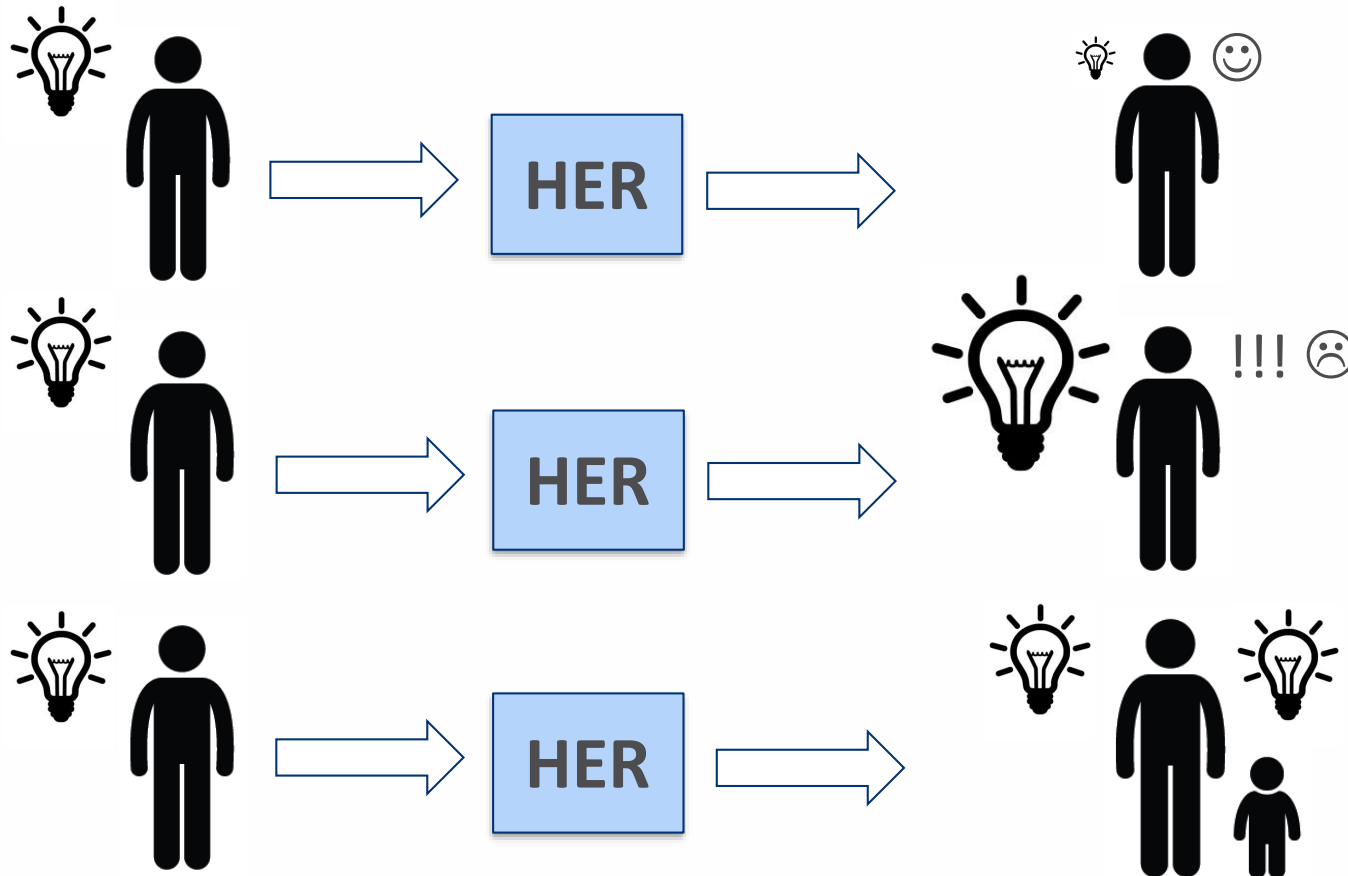
MAXIMIZING HOME ENERGY REPORT SAVINGS: WHO SAVES THE MOST, LEAST AND WHY?

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Not all customers respond in the same way



Who
saves
what and
why?



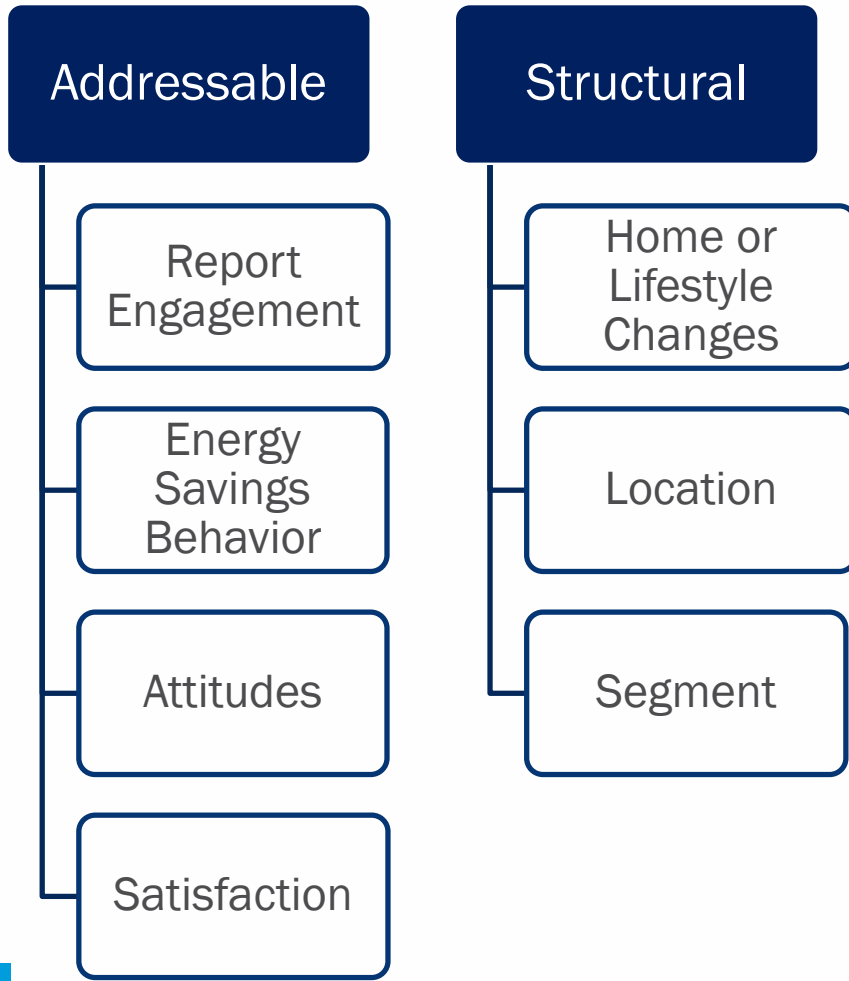
What are individual customers saving?

- On average, HER program produces positive savings
 - However, a little under half of participants are negative savers (e.g., increase energy consumption)

Consolidated Group	Group	Percent of Population	kWh Savings per Day
Very Positive	High	Top 10%	> 7 kWh
Typical	Medium	Next 30%	> 1 & ≤ 7 kWh
	Neutral	Middle 20%	> - 0.5 & ≤ 1 kWh
	Negative	Next 30%	> -6 & ≤ -0.5 kWh
Very Negative	Very Negative	Bottom 10%	≤ -6 kWh



What is driving differences in savings?



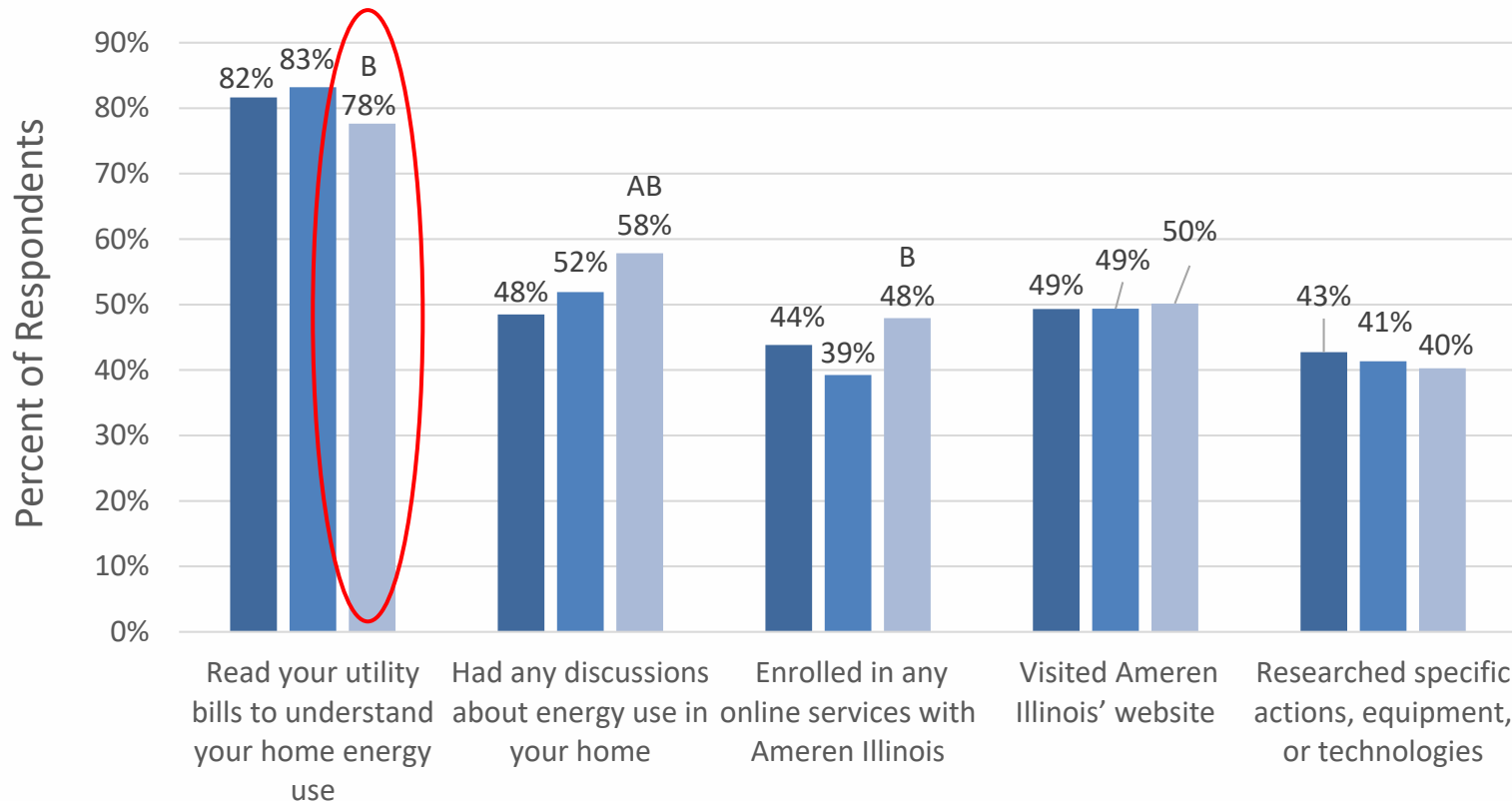
- Which customers could achieve deeper savings?
- How much of the savings we see is within a customers' control?



Engagement with Energy Use

Addressable

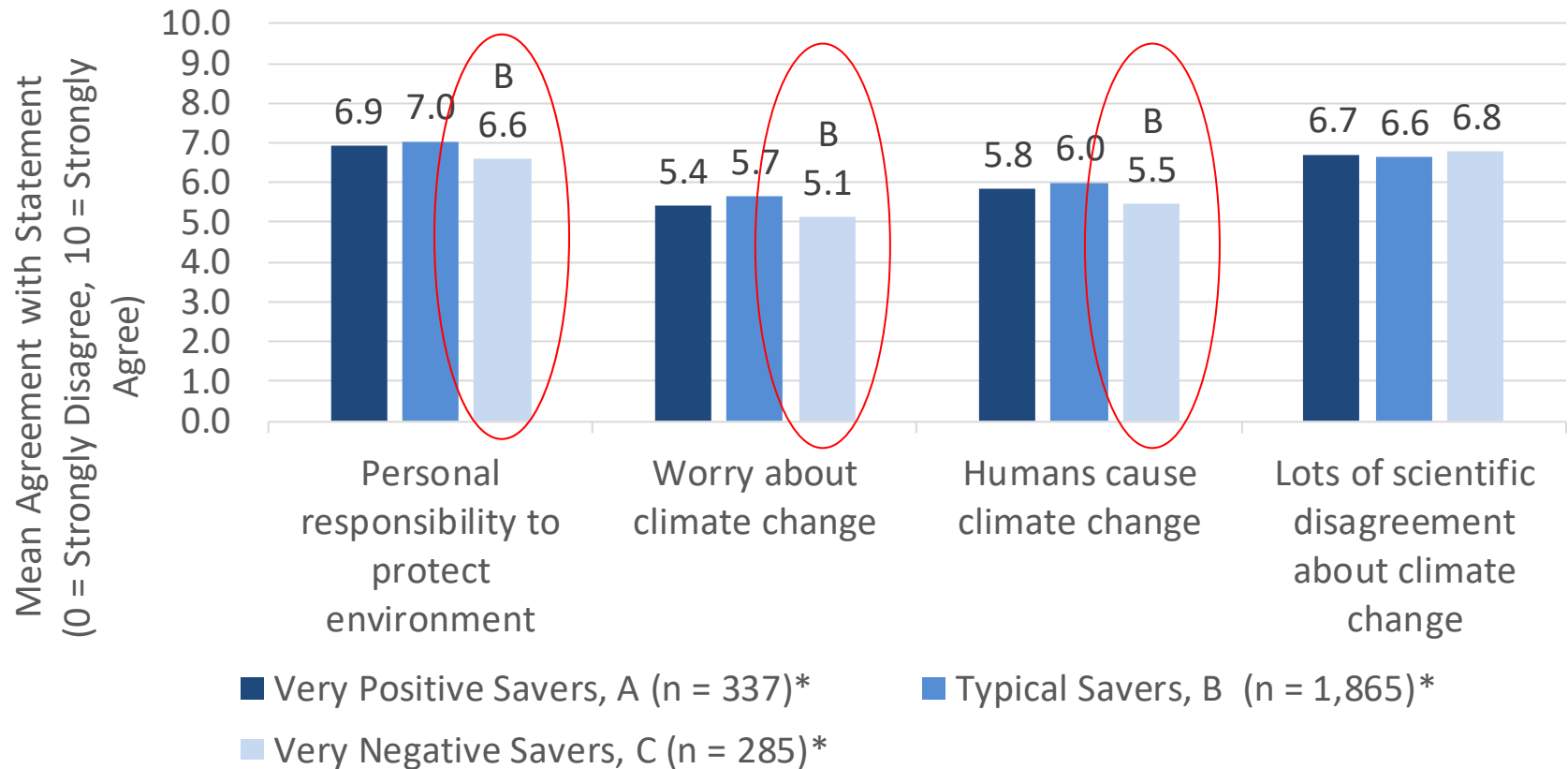
- Very negative savers are less engaged with their energy use



Environmental Attitudes

Addressable

- Very negative savers have different attitudes



Engagement with HERs

Addressable

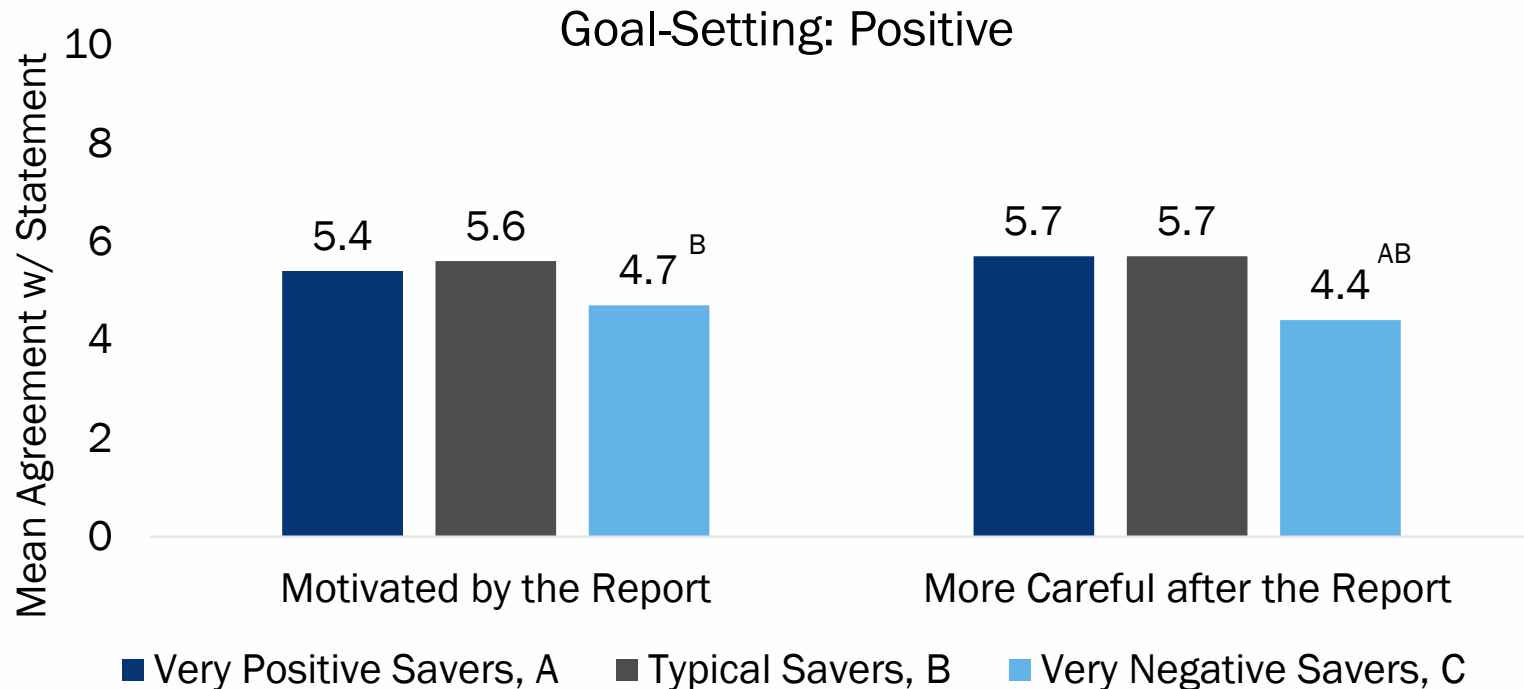
Engagement with Home Energy Reports	Mean Agreement Scores		
	Very Positive Savers, A (n=365)	Typical Savers, B (n=2,045)	Very Negative Savers, C (n=313)
The reports provide enough information to take energy savings actions.	5.6	5.8	5.0 ^{AB}
Tips are not practical.	4.4	4.2	4.8 ^B
The reports motivate me to take energy savings actions.	5.6	5.8	5.2 ^{AB}
The reports remind me to take energy savings actions.	6.1	6.3	5.7 ^{AB}
I am glad to have help in reducing my energy consumption.	6.8	6.9	6.6 ^B
I do not like being told to use less energy.	3.6	3.7	4.0 ^{AB}



Reaction to HER Messaging

Addressable

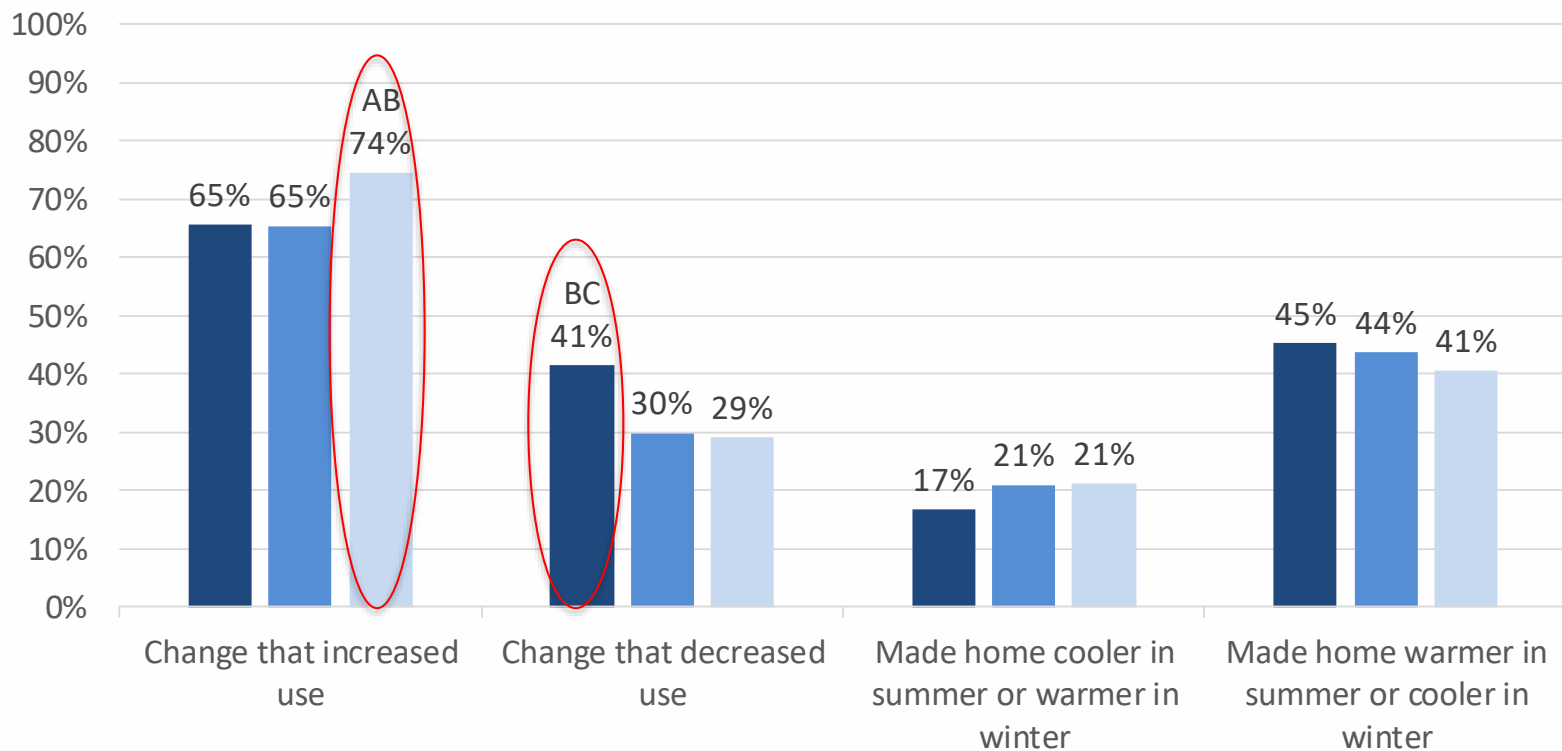
- Goal-setting messaging is not well suited to very negative savers



Changes within the Household

Structural

- Very negative savers are more likely to report usage-increasing events



Opinion **Dynamics**

Very Positive Savers, A (n = 365) Typical Savers, B (n = 2,054) Very Negative Savers, C (n = 313)

What does this mean for HER programs?

Takeaways

- Consider different messaging
- Test different messages and intervention strategies
- Consider whether certain customers will save

Questions

- How important are structural vs. addressable drivers?
- Do structural drivers influence customer attitudes?



Thank you

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Thank you to my co-authors!
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