

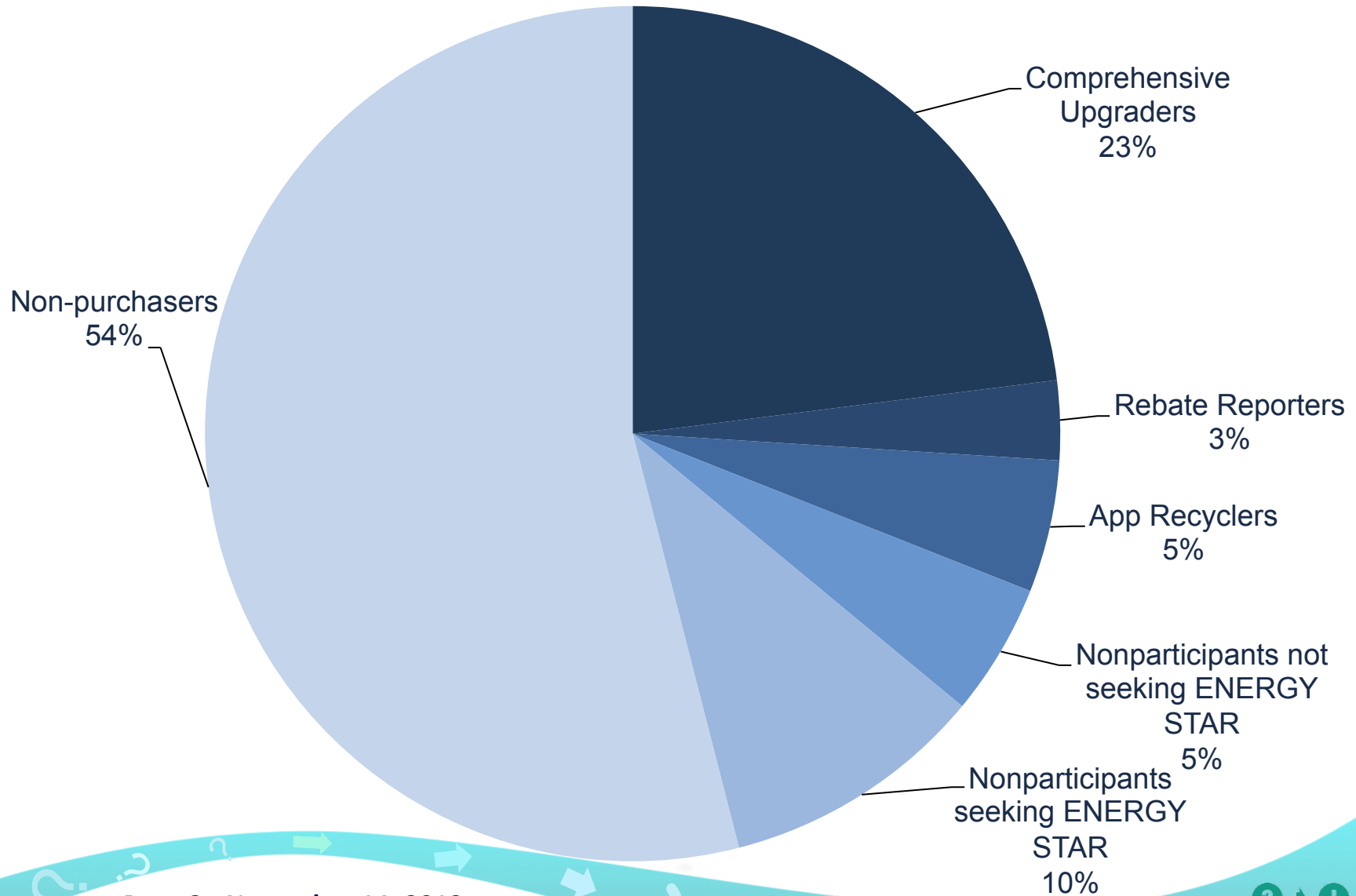
# Digging Deeper: Differences Between Program and Non- Program Appliance Purchasers

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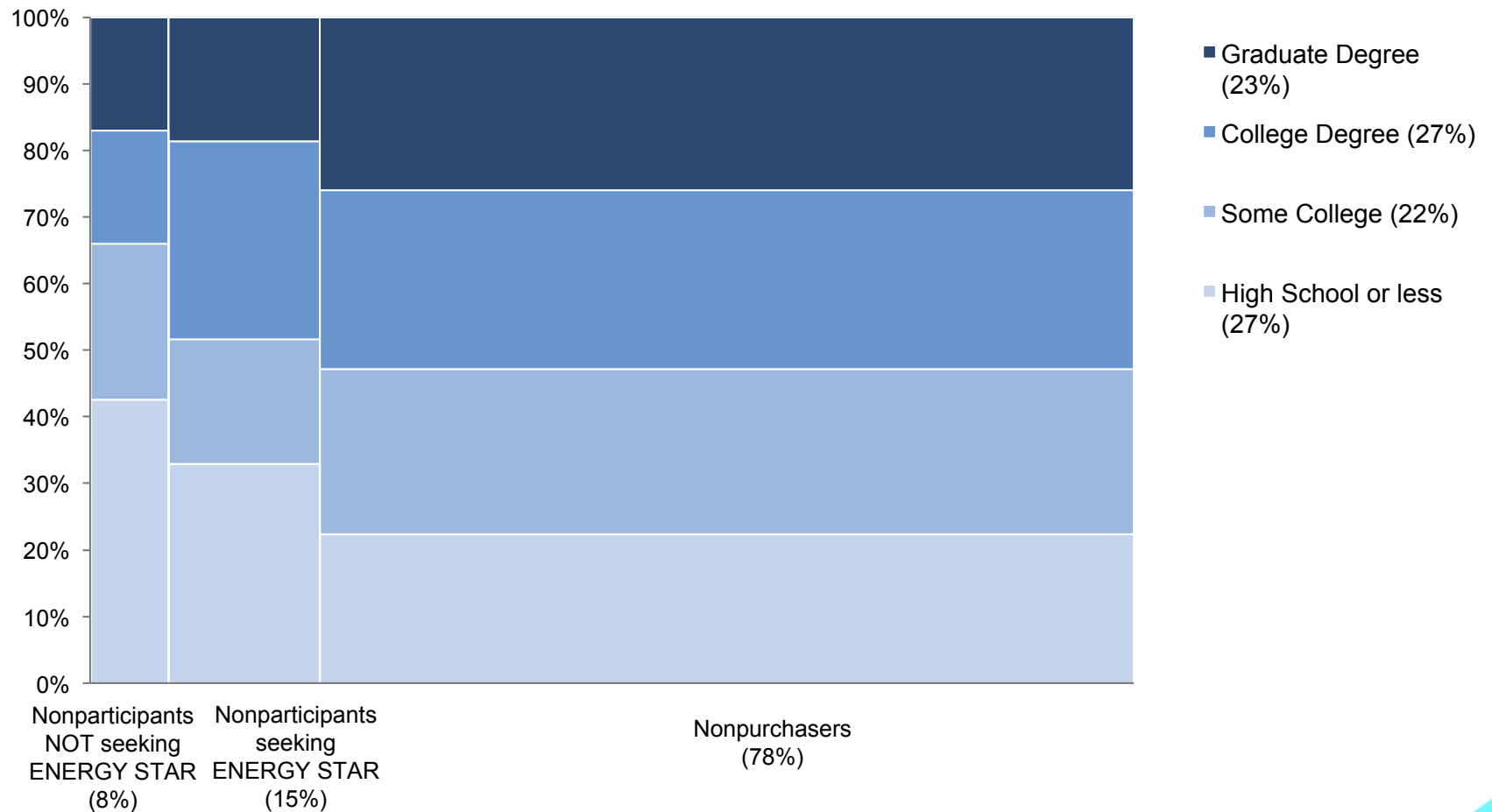
# Today's Discussion

- Do we have any insight in to why some appliance purchasers participate in energy efficiency programs and others do not?
- Research
  - *928 surveys with California residential consumers (General Population Survey – GPS)*
    - Land line and cell phone
    - Representative of the 2010 Census for CA
  - *507 surveys with HEER program participants*
    - Land line and cell phone

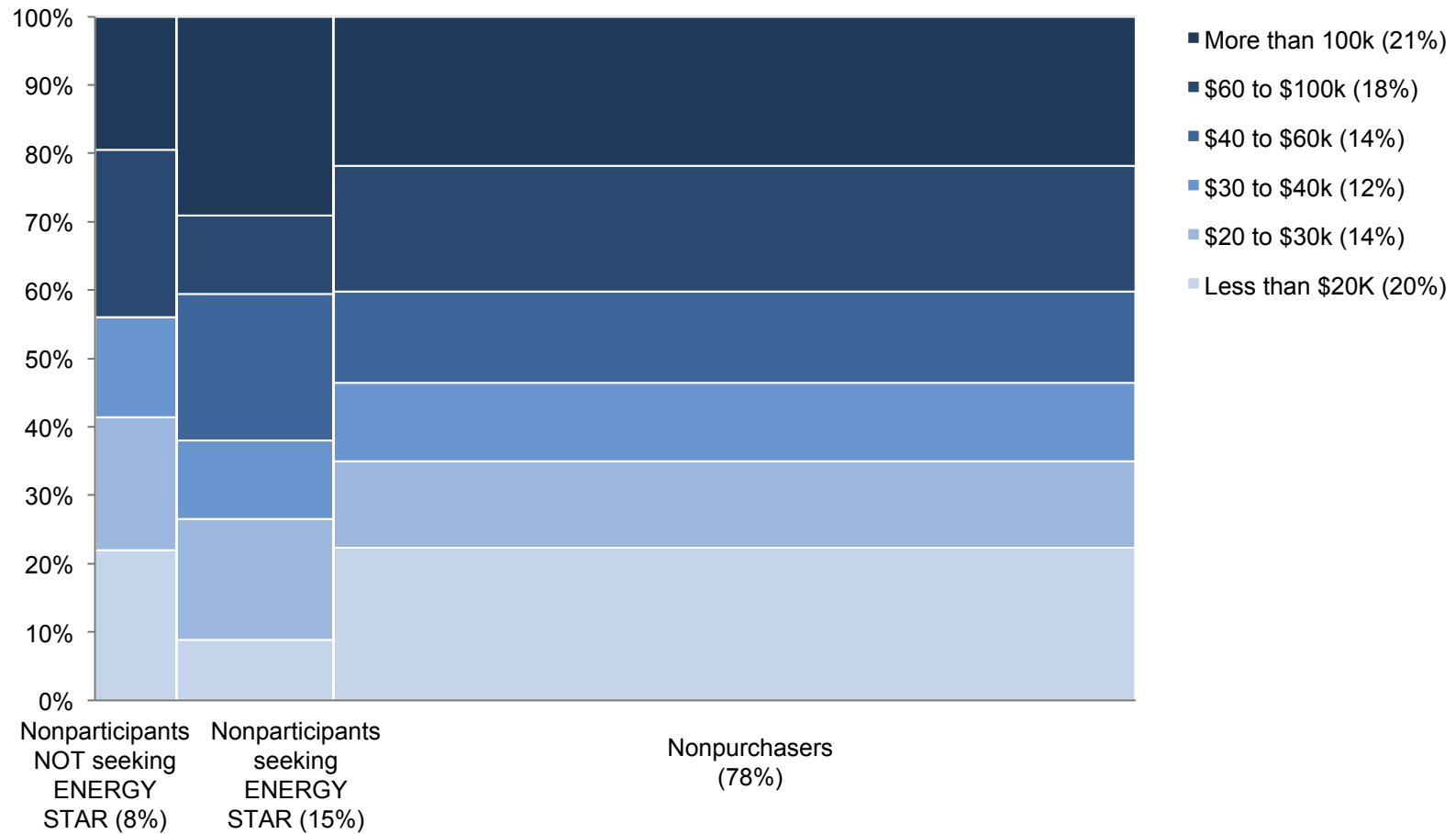
# GPS Has Six Behavior-Defined Groups



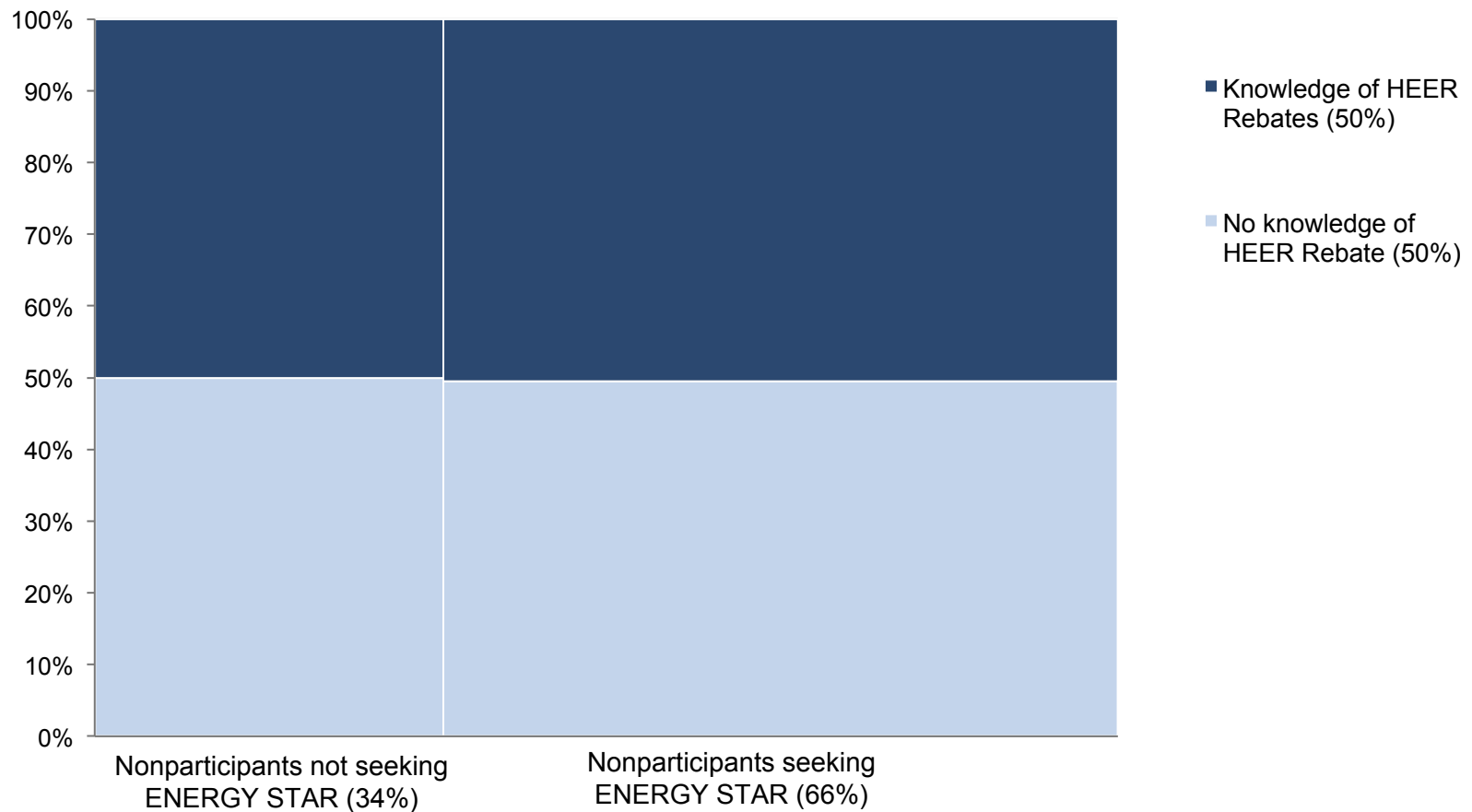
# Education Varies by Group



# Income Varies by Group

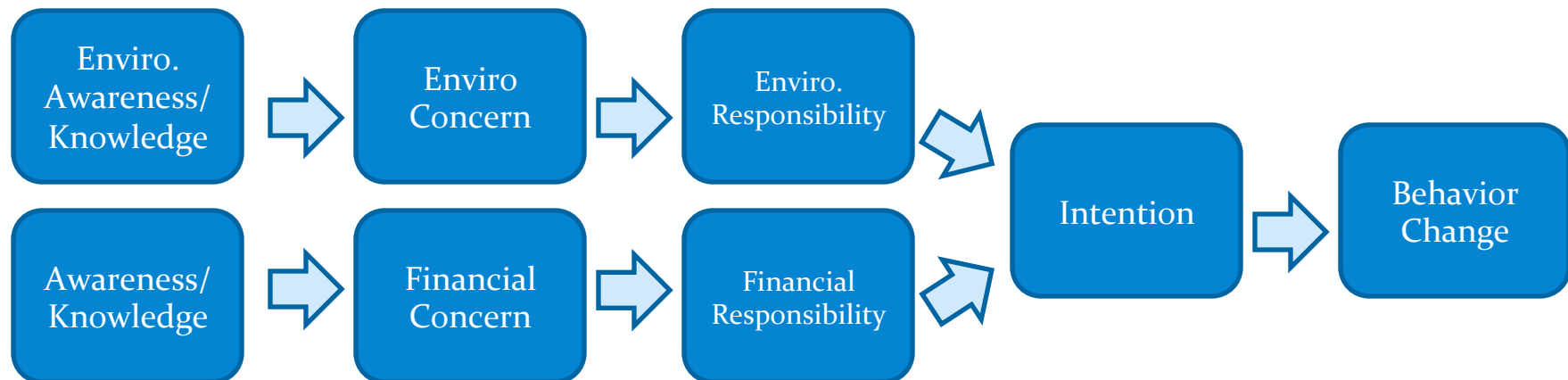


# Knowledge of HEER Rebates Does Not Vary by Nonparticipant Groups

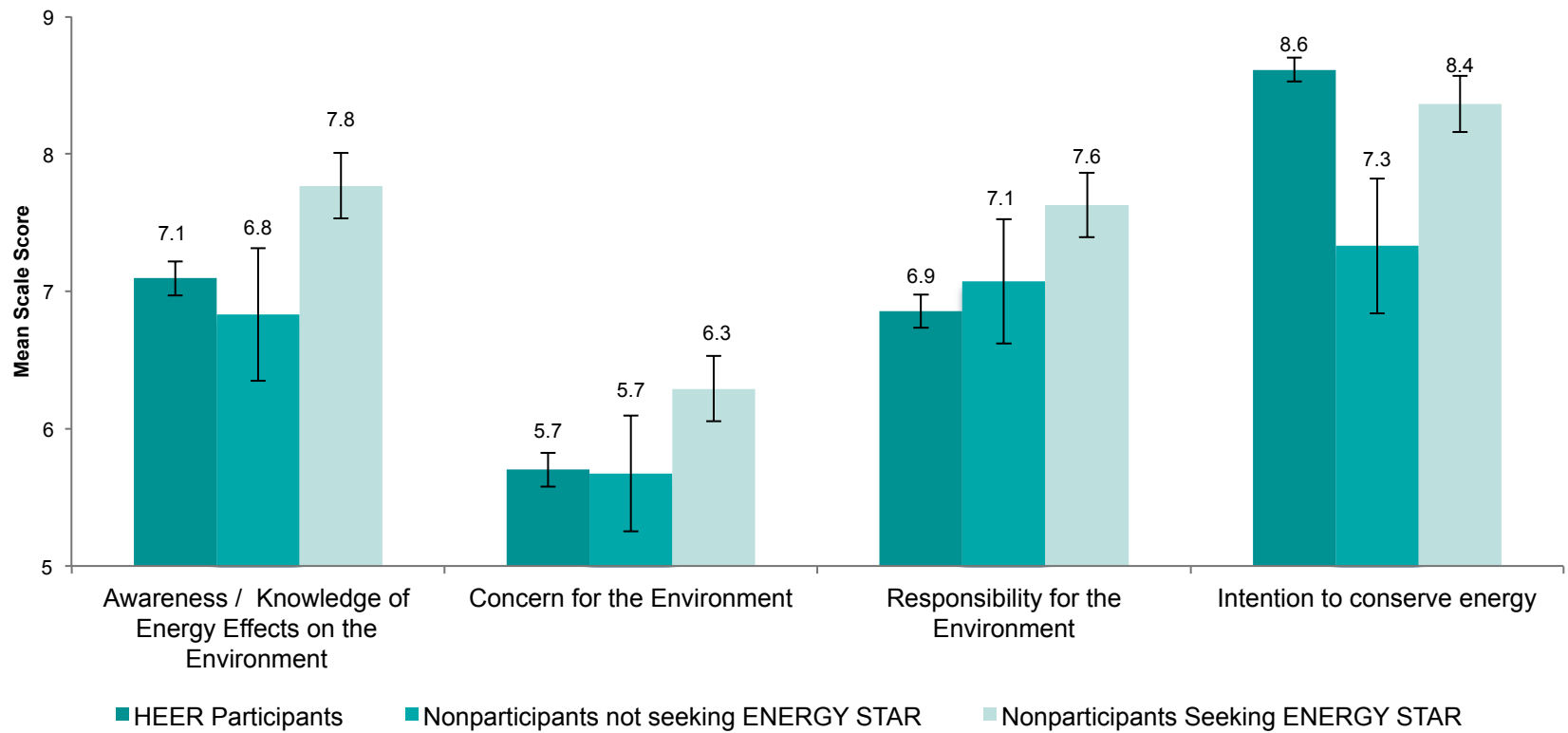


# akAB Model of Behavior Change

- akAB is a stage model of behavior change
- Two motivations to change behavior so far: environmental and financial

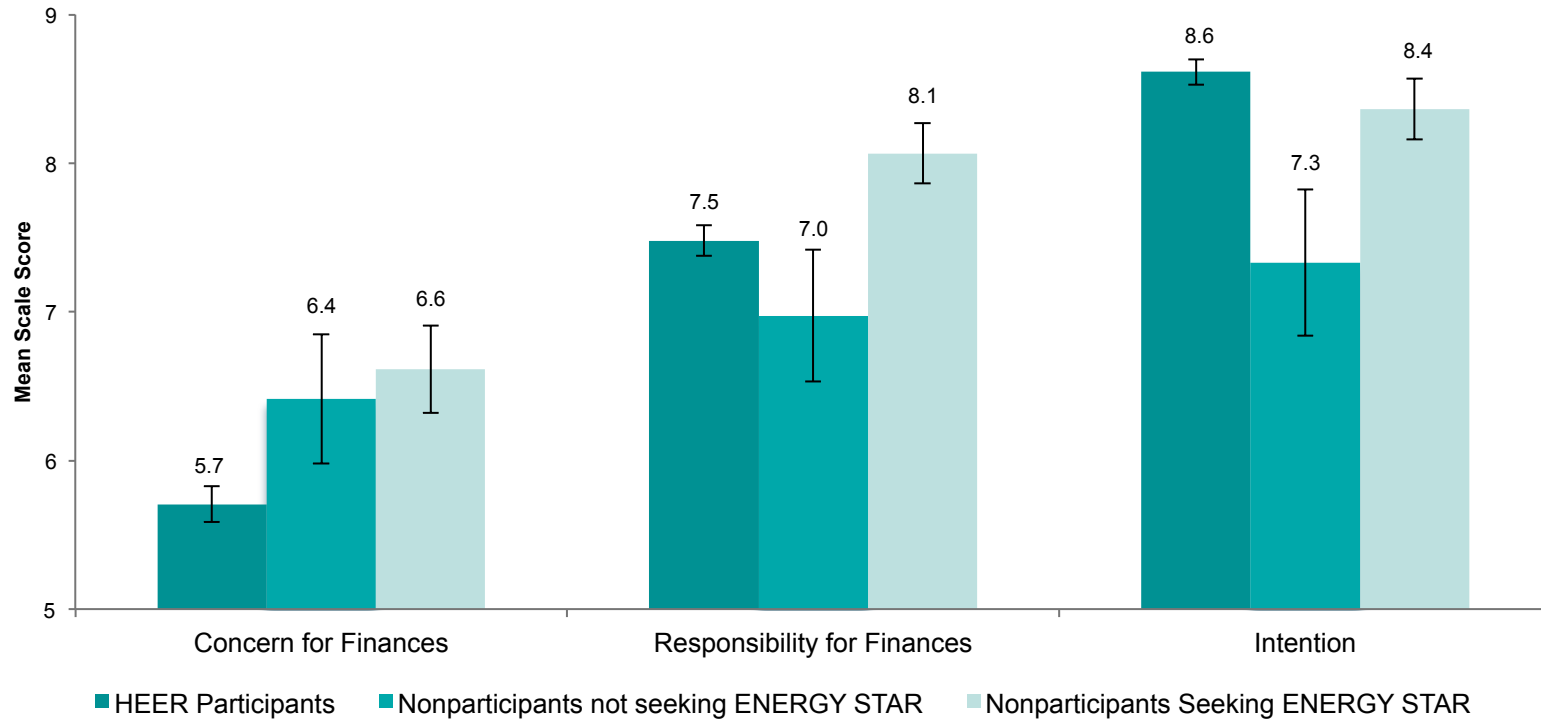


# Key Findings: HEER Participants are similar to Non-participants NOT seeking ENERGY STAR Appliances

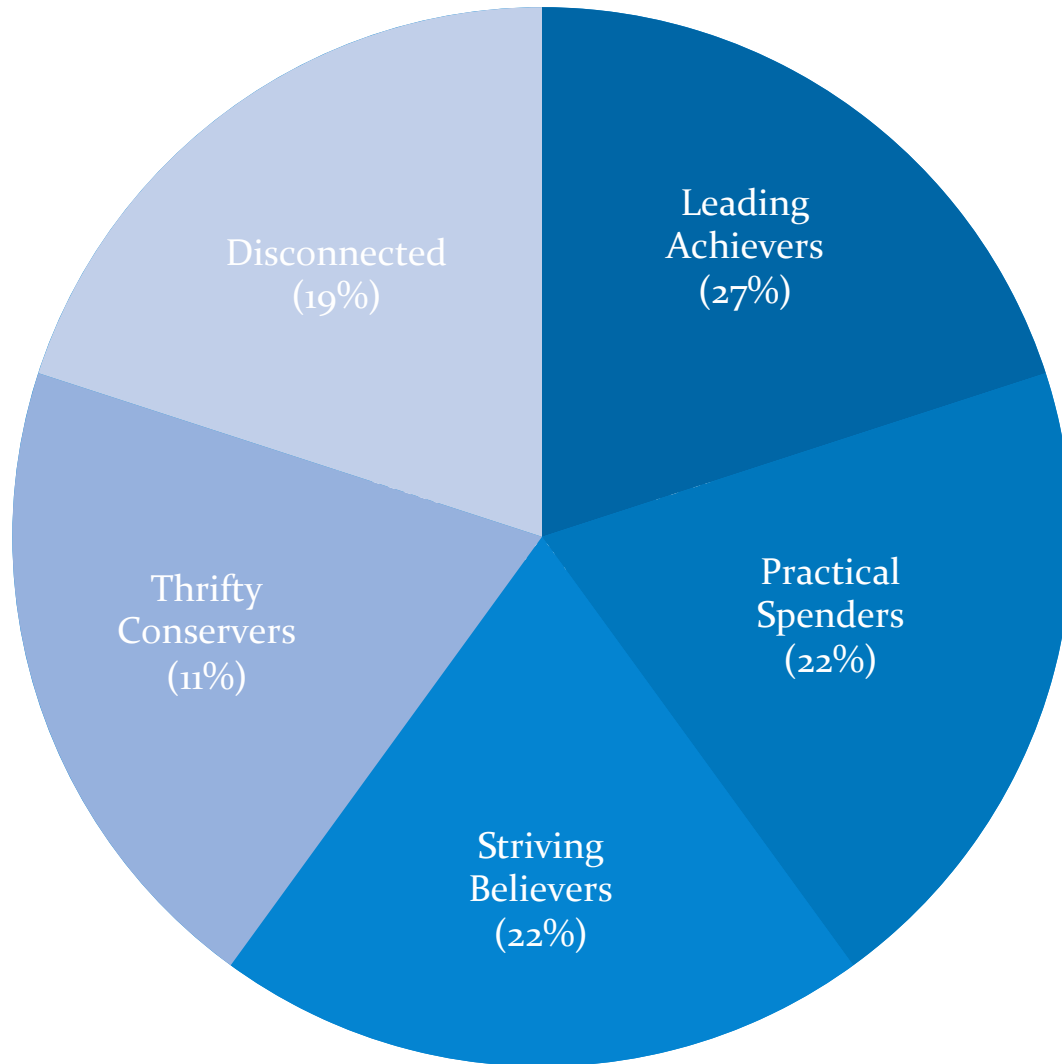




# Key Findings: HEER participants are less financially concerned



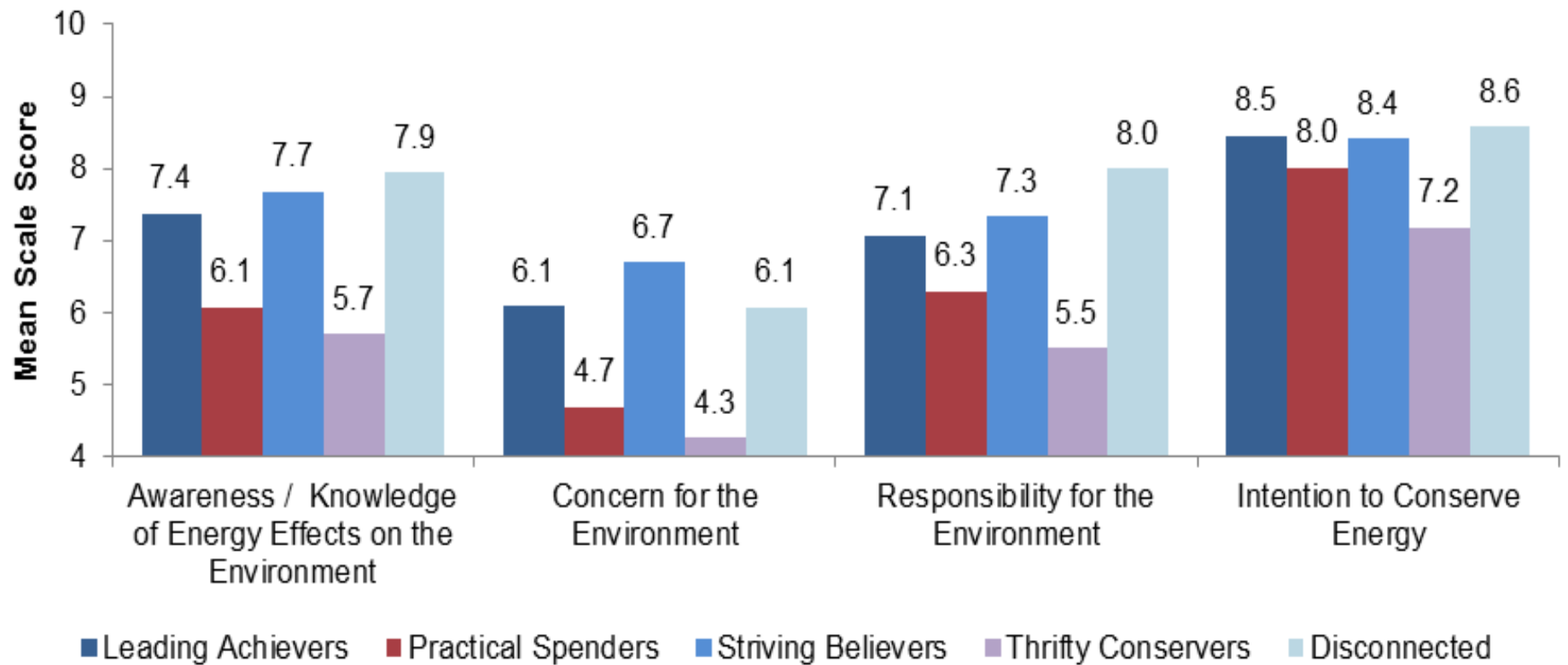
# Market Segment



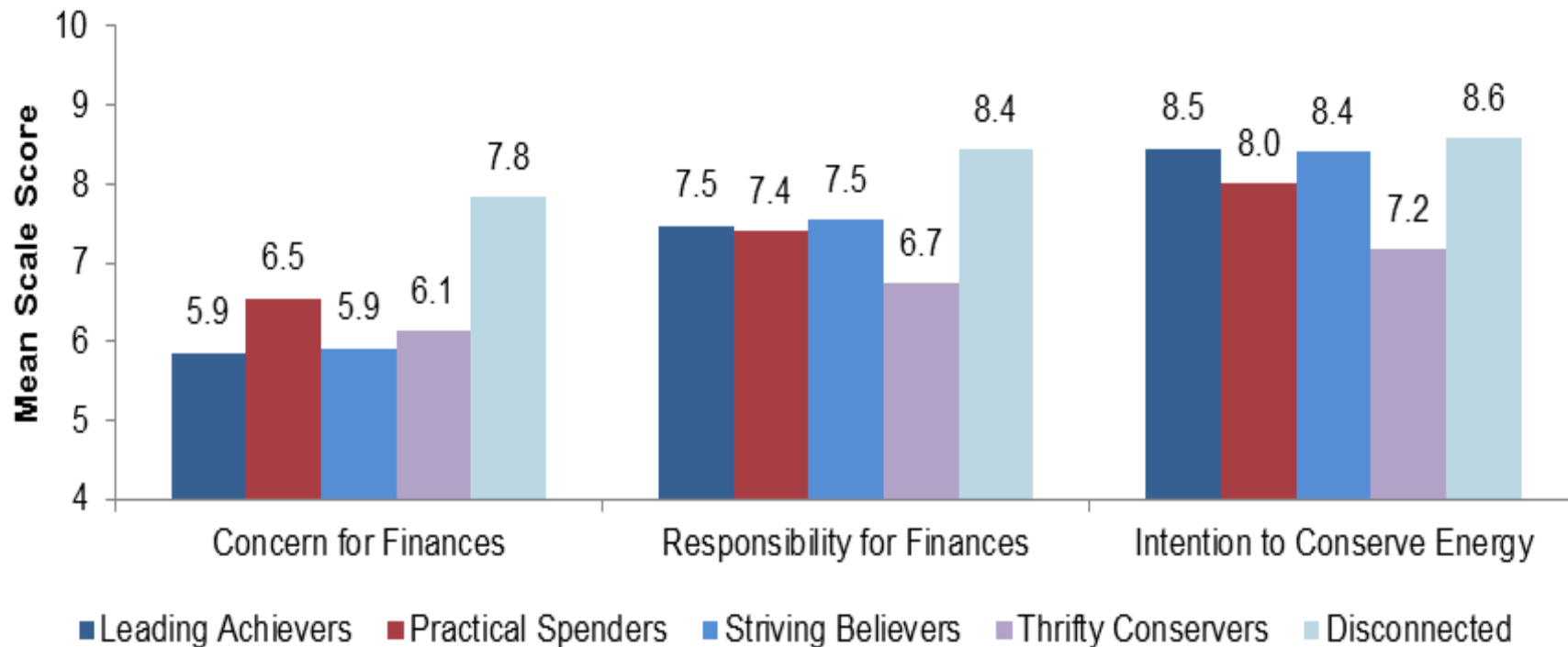
## Disconnected

- Very limited financially
- More than half are renters
- Do very little to save energy

# akAB Environmental Scores Vary by Market Segment



# akAB Financial Scores Vary by Market Segment



# Findings 1

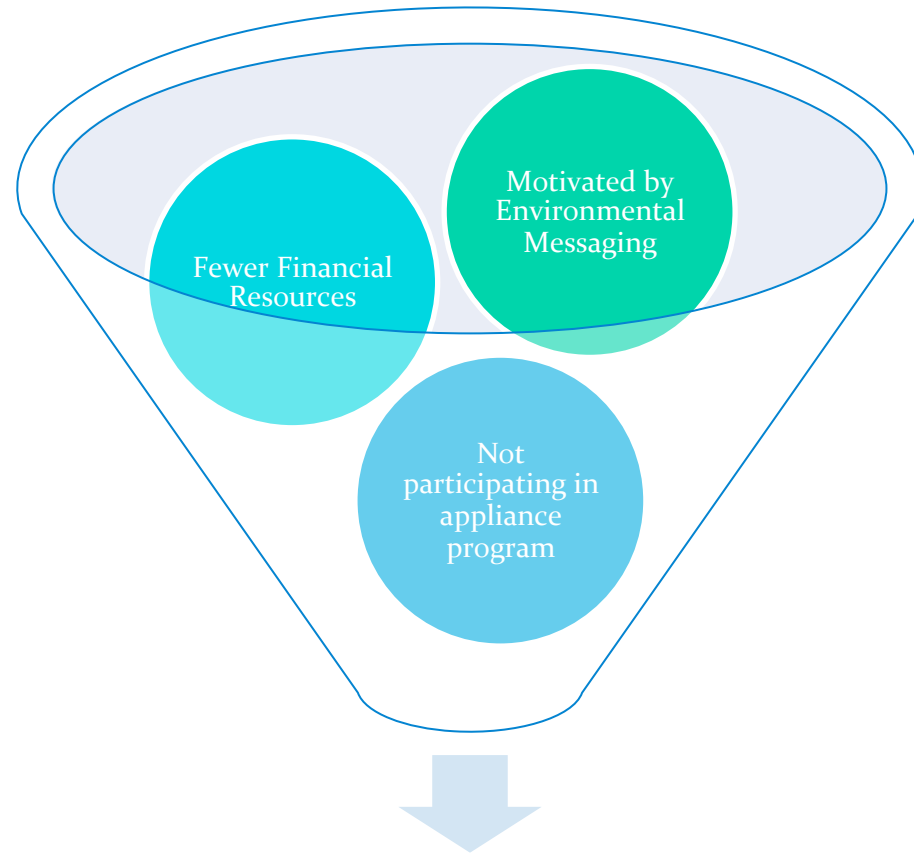
People with environmental concern and \$\$ are seeking E STAR products on own



People less concerned with environment are going through program

Program is reaching the “right” people

# Findings 2



Lack of products in price point

# Findings 3

