

**How to Jumpstart Energy-Conservation Behavior Change**  
***Practical steps to snapping consumers out of their frustration and helplessness.***  
**Lee Ann Head, Vice President of Research, Shelton Group**  
**Wednesday, November 20th: 1:00 - 3:30 pm**  
**This session is offered at no charge to conference attendees.**

For many years of Shelton Group's Pulse studies, we've asked consumers whom they most blame for rising energy costs. For years, respondents have said they most blame either 1) oil companies, or 2) the U.S. government - with utilities much farther down the list.

This year, in light of declining natural gas prices, we edited the question, asking who (or what) respondents thought most affects energy costs. With this change, "blame" shifted dramatically to utilities, followed closely by oil companies and the U.S. government.

If the "locus of control" for home energy bills is perceived to be external, or under the control of "powerful others" (utilities), then individual action is thought to be largely irrelevant. This can translate into learned helplessness. Put simply, many Americans do not believe that energy conservation behavior will lower their energy bills. And if lowering bills (saving money) is the primary driver for most, then there's no perceived need or reward for "behavior changes".

Learned helplessness often translates into a serious motivation problem. This workshop will discuss steps to combat this trend.