

Abstract #: 307

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**Abstract Title: Who is participating in energy efficiency programs - and who is not?**

Abstract Text:

In this presentation, the authors review findings from a synthesis of participant demographic data in California's published program evaluation reports. The authors' are conducting a systemic review of available data from a total of 95 California residential energy efficiency programs identified in the DSIRE online database ([www.dsireusa.org](http://www.dsireusa.org)). Early findings are remarkably consistent: households that participate in efficiency programs have significantly higher income and educational attainment than non-participants. In the presentation, the authors will compare participant and non-participant demographics in several ways. A comparison by program type will examine how participants differ between behavior and non-behavior programs, and between home retrofit, appliance, and solar programs. Other comparisons will look at participant characteristics in programs operated in varying locations and by funders who are investor owned utilities versus municipal or public utilities. Case studies of programs that are particularly successful (and unsuccessful) in achieving a participant population that mirrors the general population will be presented. An overview of the use of demographic data in program evaluation will also be provided, including which demographic variables are available, and how frequently the studies in question collected and reported on participant demographics. The presentation will conclude with a short checklist of program design questions and recommendations that will support programs in achieving equity in their participant populations.