



# MOTIVATIONS, MESSAGING, AND CONSTRAINTS FOR DEEP SAVINGS

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With Input from Research Into Action

BECC 2014



Opinion **Dynamics**

## What This Presentation is About

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- Moving on from low-hanging fruit to fruit that is higher in the tree, we must:
  - Develop new programs designed to produce deeper savings, and
  - Develop customer targeting and messaging to bring the right customers to the program
- This presentation is about both
  - Study based on a statewide home upgrade program in California
    - Offers incentives to homeowners who complete multiple energy-saving home improvements in one integrated effort (Study from PG&E only)
- **Conclusion 1: environmental motivations are not enough for expensive programs—environmental messaging should be paired with self-interest messaging**
- **Conclusion 2: There is a chasm between intention and behavior; it is created by:**
  - Low energy-related self-efficacy
  - Financial and building constraints, especially financial



## Our Interviews

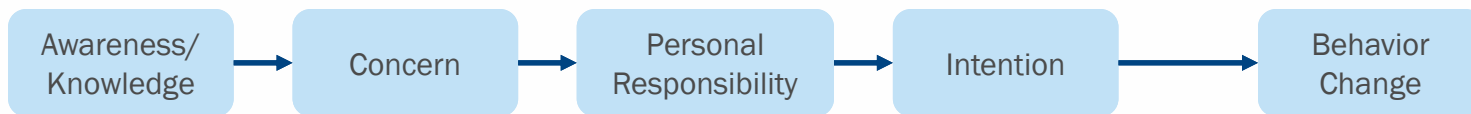
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- We interviewed four groups in PG&E territory:
  - Participants,
  - Late Dropouts,
  - Early Dropouts,
  - General Population,
  - Totaling 615 interviews
  - Gen Pop revealed 3 subgroups: Those
    - having no intention to do an upgrade (17%)—No Intent
    - who intend to do 2-5 upgrade projects (66%)—Limited Intent, and
    - who intend to do a full upgrade like that in the program (17%) (full Intent

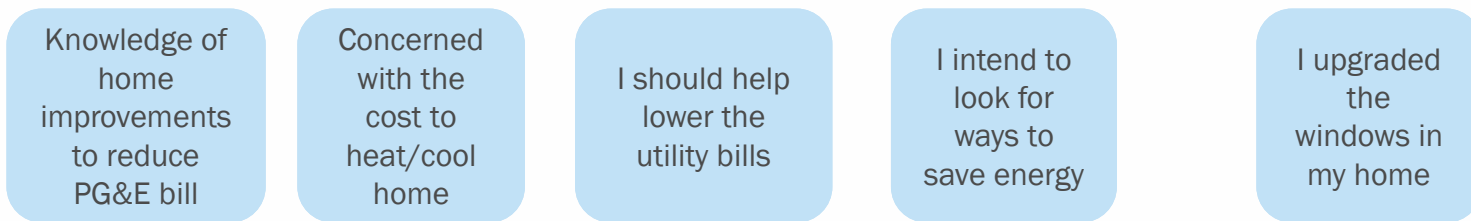


# Behavior Change Model: Basis for Interviews & Analysis

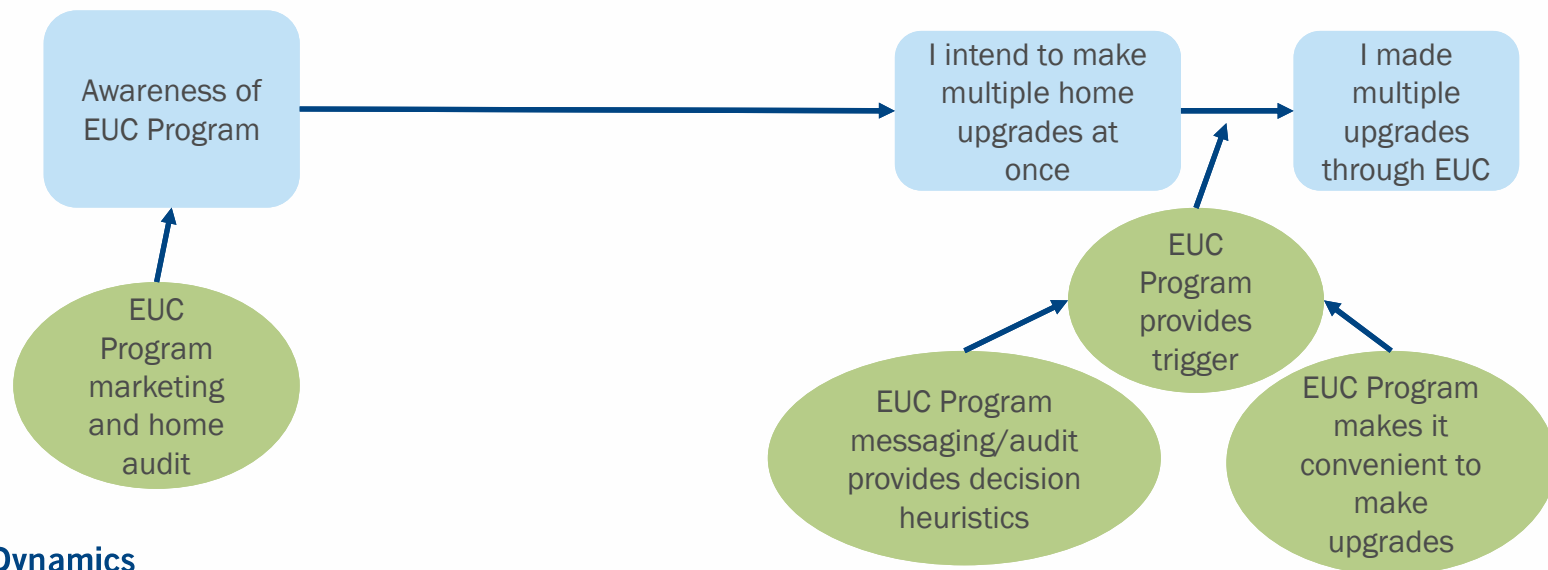
General Model



Financial Motivation Domain  
e.g.



Specific to Home Upgrade Program

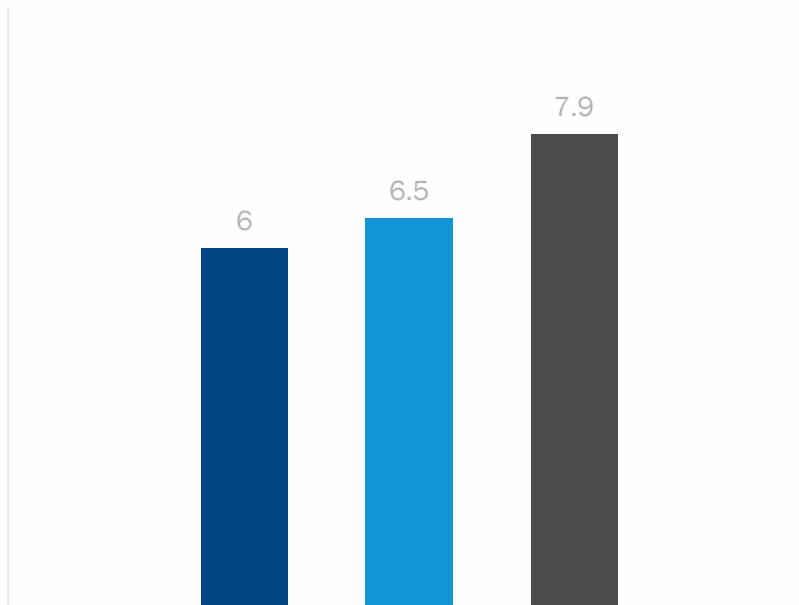


# Mean Environmental Concern Scores for Gen Pop & Program Engaged

- As Level of Intent Increases, Concern for Environment Increases but as engagement increases, the most environmentally concerned drop out

## HOMEOWNER GEN POP

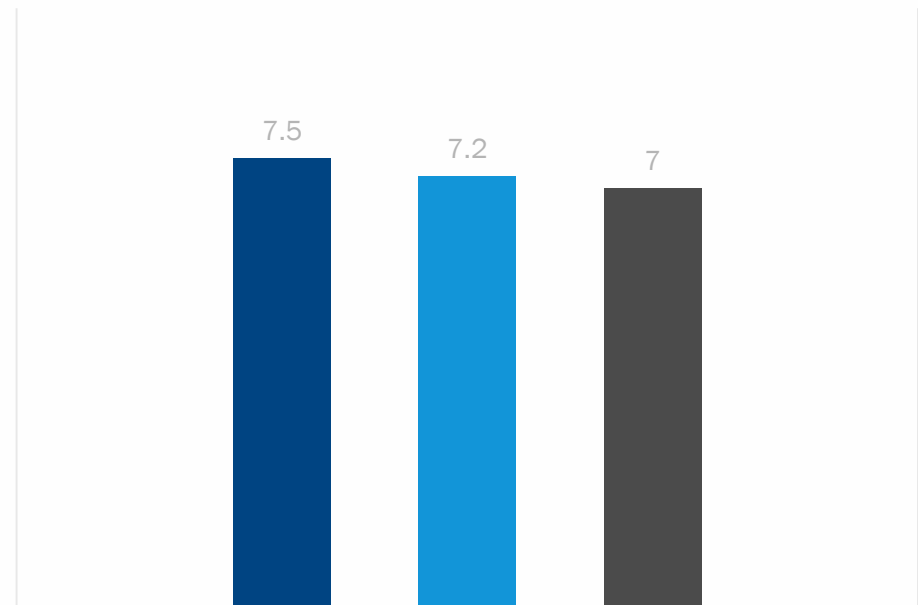
■ No Intent ■ Limited Intent ■ Full Intention



MEAN (0-10 SCALE)

## PARTICIPANTS & DROPOUTS

■ Early Drops ■ Late Drops ■ Full Participation



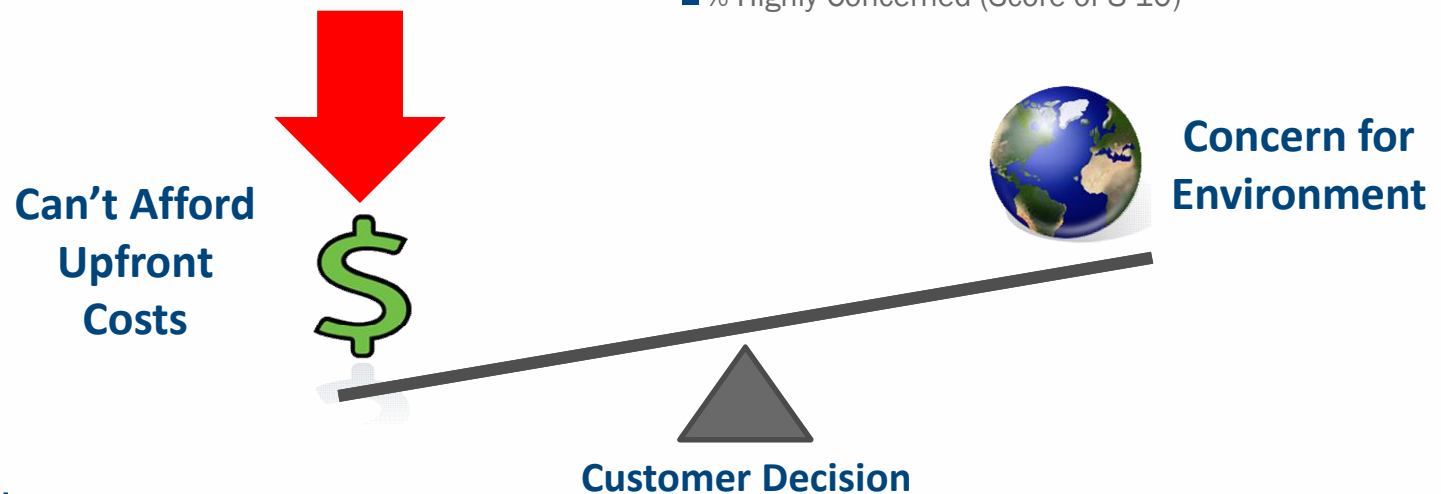
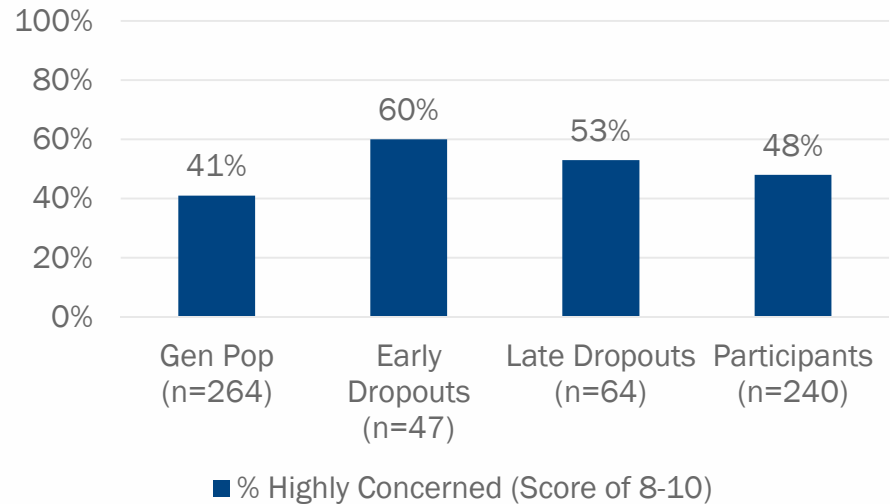
MEAN (0-10 SCALE)



## Another Way to Look at Group Differences

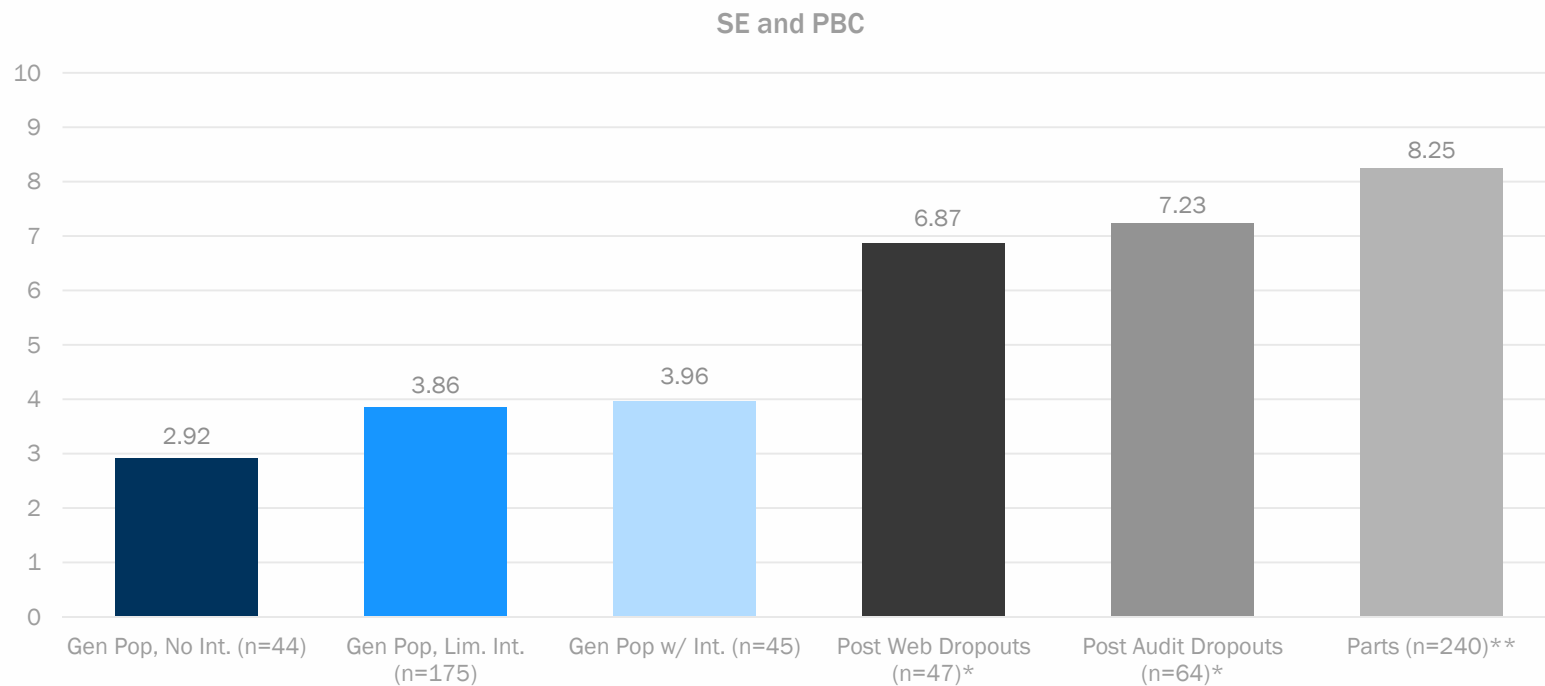
- Environmental concern is an important motivator, it is not sufficient to get customers through the program
- Likely the realities of upgrade costs screen out those mostly motivated by the environment

### Concern for the Environment



# One Concept that Predicts Who Remains through All Stages

- As energy-related self-efficacy goes up, likelihood of continuing through the program increases

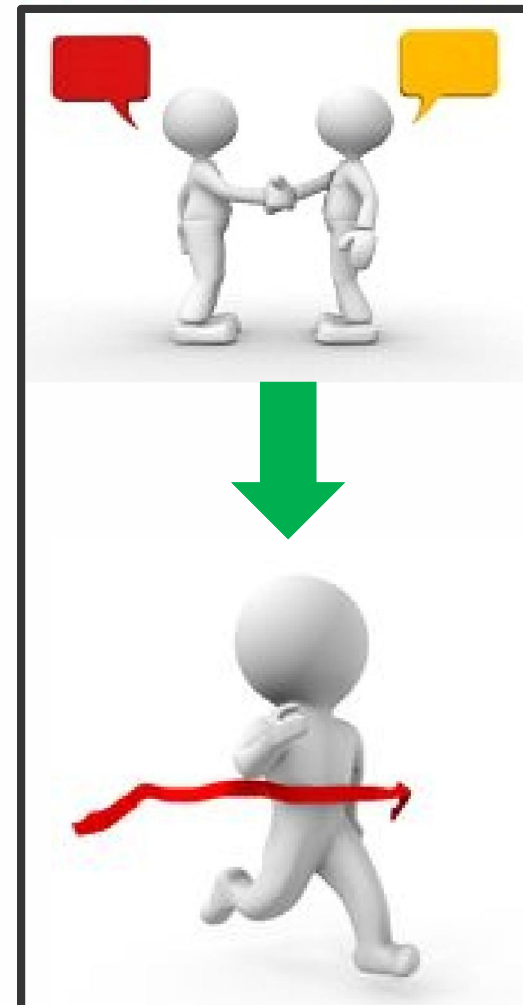


# Multinomial Logit Results

- What predicts getting through the program once engaged is:  
Lack of constraints (financial & building) and energy-related self-efficacy

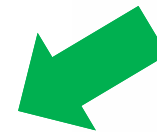
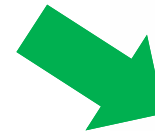


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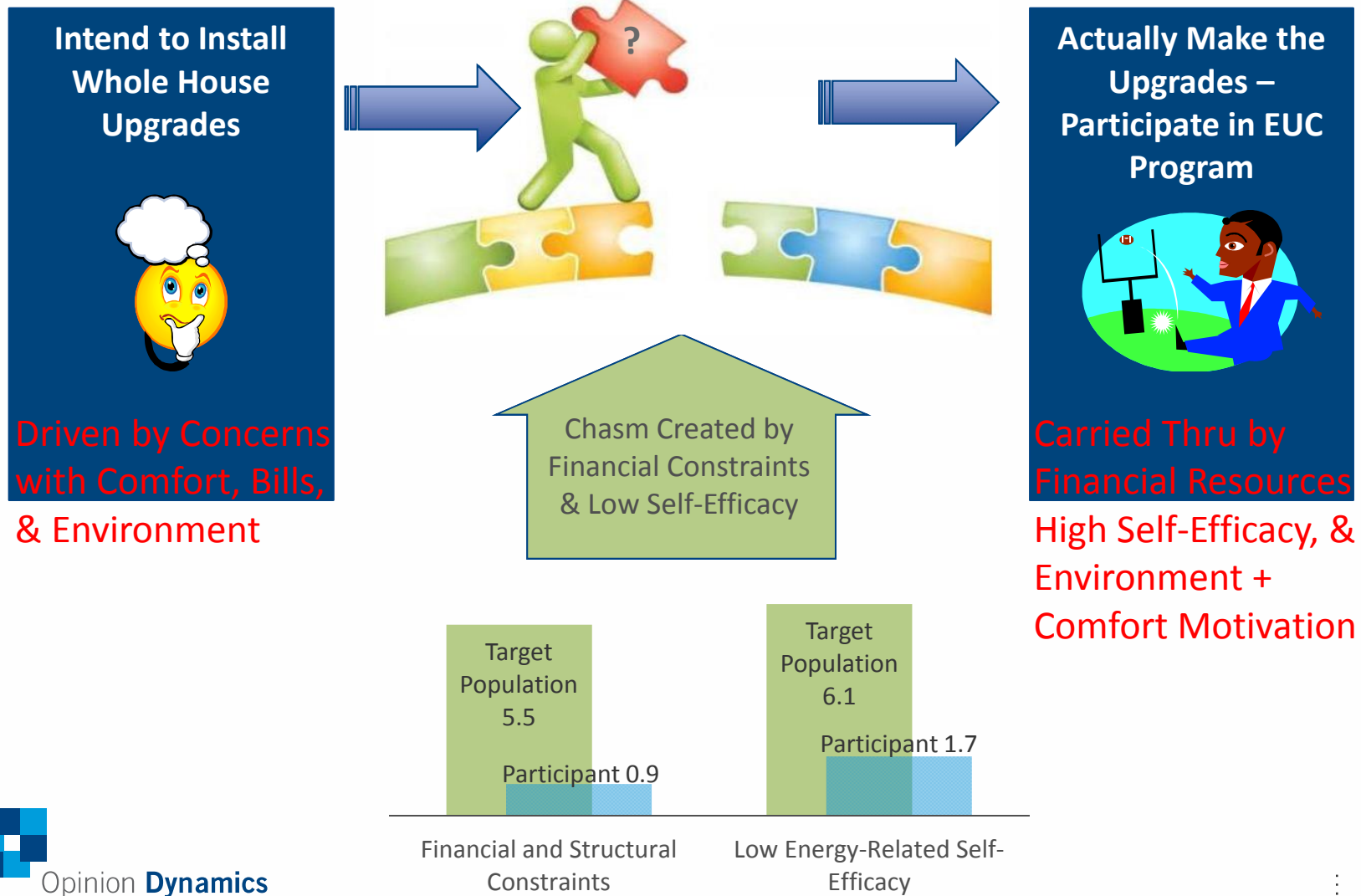
## Multinomial Logit Results



- Combination of Concern w/Environment plus Comfort predicts:
  - Intent, program engagement, and program completion



# Path to participation is blocked by constraints and low self-efficacy



## Promotion: Address Constraints in Messaging and Design, Lead with Home Comfort - But Add Environment as a Combined Message

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- Financial constraints are the largest reason for not being able to take action.

✓ Recommendation: *Make customers aware of financial support (incentives and financing).*



- Self-efficacy and perceived behavioral control related to saving energy are lower amongst intent customers.

✓ Recommendation: *Communicate that the program is easy and anyone can do it. Include instructions or testimonials about how participating customers accomplished it.*



- Individually, comfort is the dominant motivator, but the combination of comfort and environment was the greatest predictor of level of intent, program engagement, and program completion.

✓ Recommendation: *Emphasize comfort and the environment in program messaging.*

