

Abstract #: 150

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Abstract Title: What's worked for utilities with Home Energy Reports and which groups to target next

Abstract Text:

Utilities historically target Home Energy Reports (HER) to customers with the greatest energy-savings potential: high-energy use consumers. While these programs are often successful, utilities are missing out on even greater potential savings by limiting HER targeting to just high energy users. Through our research, backed by two proprietary databases each with thousands of data points, we will review targeted segments currently used in HER programs, then posit new directions for future targeting with examples of messages that spur these groups to conserve energy, and applications towards HER programs. First, utilizing DSM Insights, our database of thousands of annual reports, evaluations, and regulatory filings, we will compare reported savings of HER programs that target a specific sector or consumer group, such as new movers or high energy users, to see if targeted reports achieve greater cost effectiveness or energy savings per participant than other options. Second, utilizing the Residential Customer Insights Center, our database with over 160,000 residential respondents' attitudes and beliefs on energy use and behavior change, we will examine which consumer groups are more likely to respond to behavior-change intervention and what components drive change. Lastly, we'll look at examples of targeted advertising to these high-potential groups and discuss possibilities for future targeted HERs. Those involved in the value chain of behavior program implementation will take away both a deeper understanding of Home Energy report performance, components that lead to a successful program, and ideas on how to further concentrate savings through targeted or customized marketing or communications.