



**E Source**

# What Works for Utilities with Home Energy Reports...

...and Which Groups to Target Next

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2015 BECC Conference

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# Sources

## E Source DSM Insights

- DSM program performance
- Annual reports, evaluations, and filings
- 156 program administrators in the US and Canada

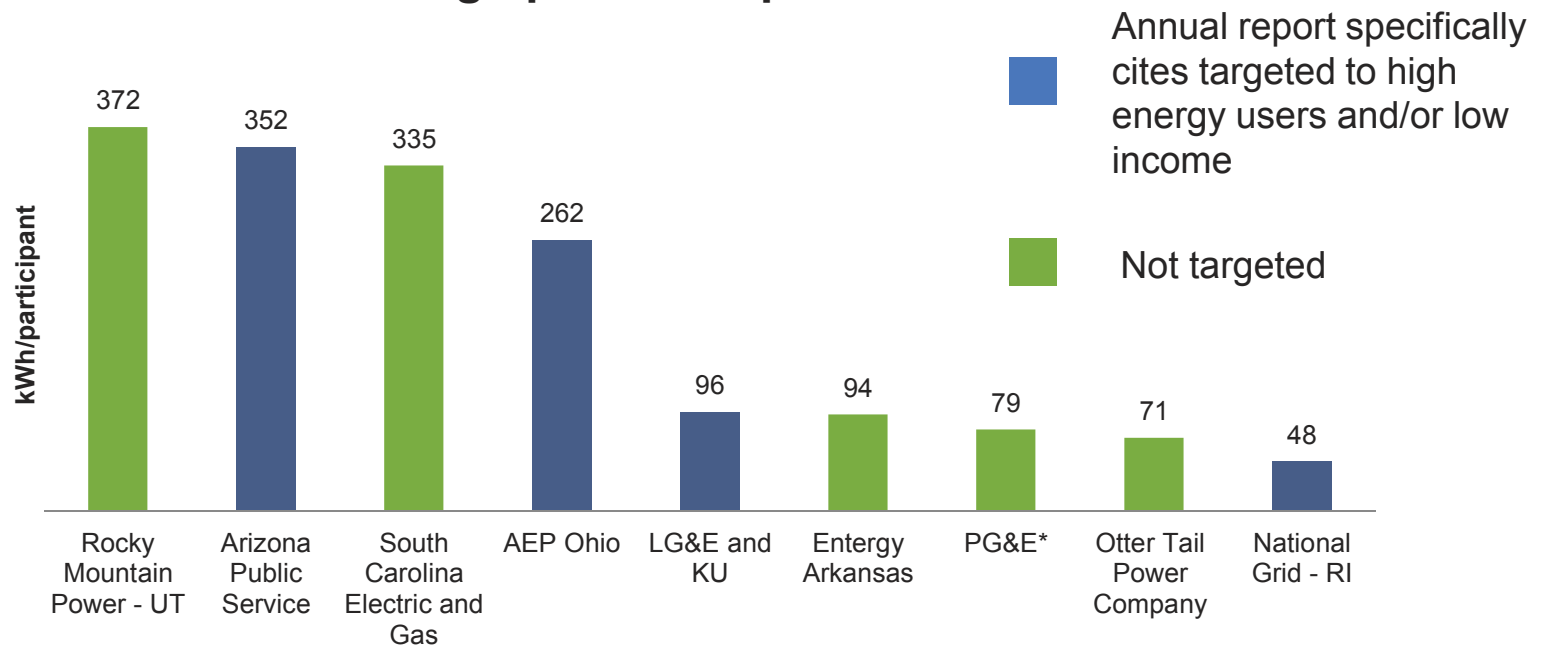
## E Source Residential Customer Insights Center

- Survey of 32,000 residential utility customers
- 2014 data
- In partnership with the Nielsen Company



# Effectiveness of HER programs

## Electric Savings per Participant



TRC values

2.86

1.0

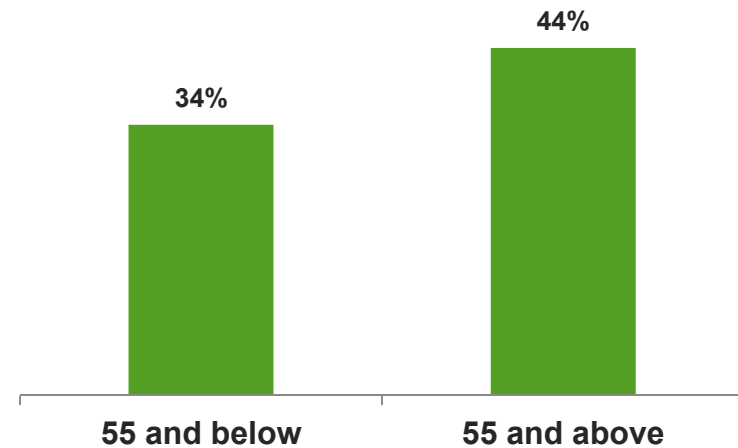
2.05

0.53

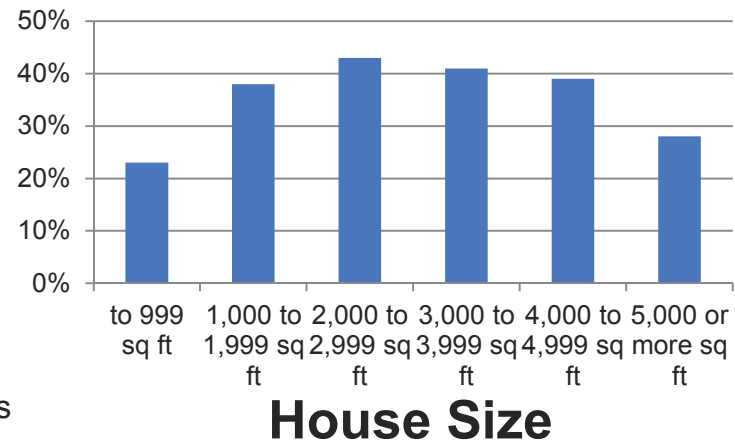
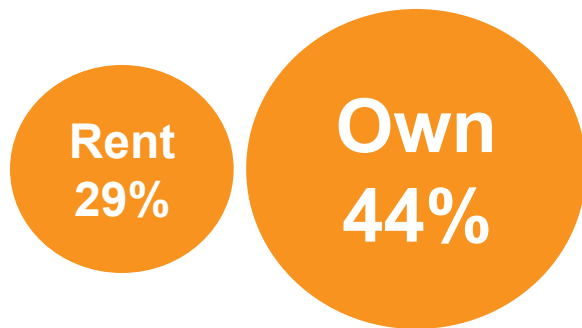
source: annual reports from DSM Insights



# Thermostat Setpoint



**“Have you started setting thermostat colder in winter and/or warmer in summer in the past 5 years?”**



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# What drives people to conserve?

“What are your top three motivators for conserving energy?”



© E Source Companies LLC; Data from The Nielsen Company's  
2013 Energy Behavior Track.



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# Thank you!



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## Questions?

