



Who me? A high user?

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BECC Conference

October, 2015 Sacramento, CA



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ADVANCING SUSTAINABILITY THROUGH ENGINEERING, EDUCATION AND RESEARCH

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Well, that's the news
from Lake Wobegon,
where all the women are
strong, all the men are
good looking,
and all the children are
above average.

A Prairie Home Companion®

With GARRISON KEILLOR

A closer look at high energy users



1,200+ therms/year
(weather adjusted)



12,000+ kWh/year
(weather adjusted)

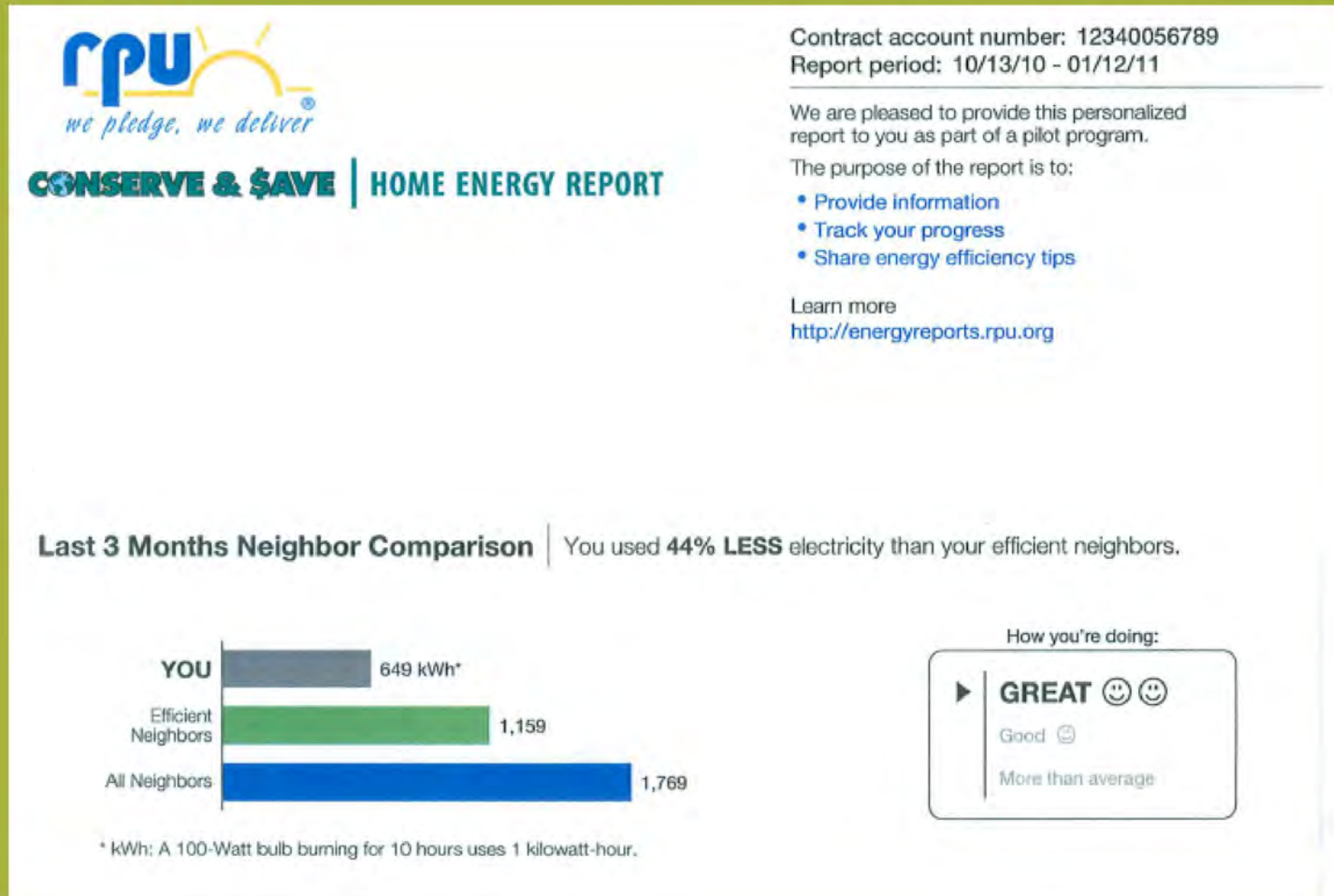
Who are High Users?



Every household has a story



Home energy reports



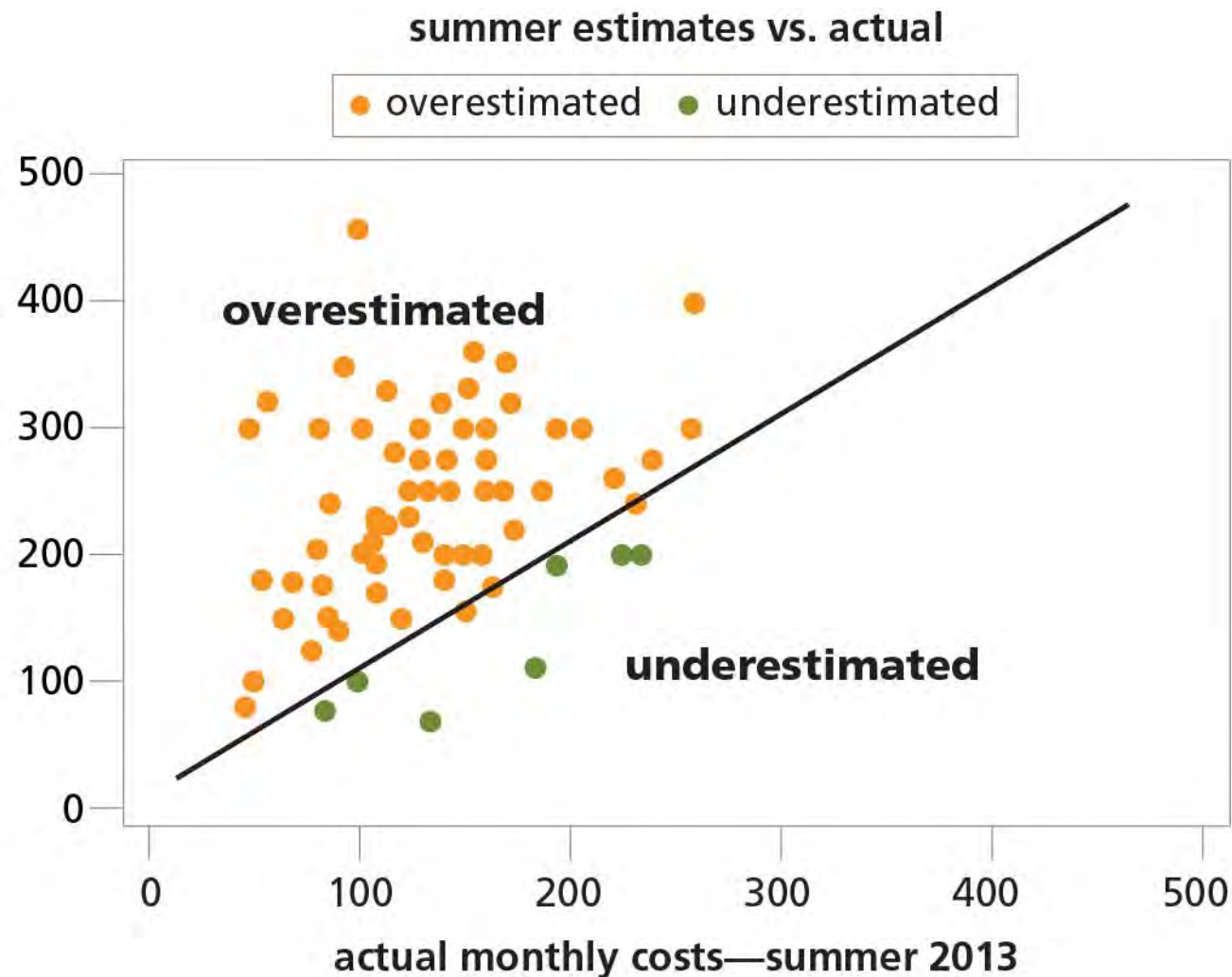
Overheard...

THE BEST GUY IN THE
NEIGHBORHOOD
“**MUST BE A HIPPIE.**”

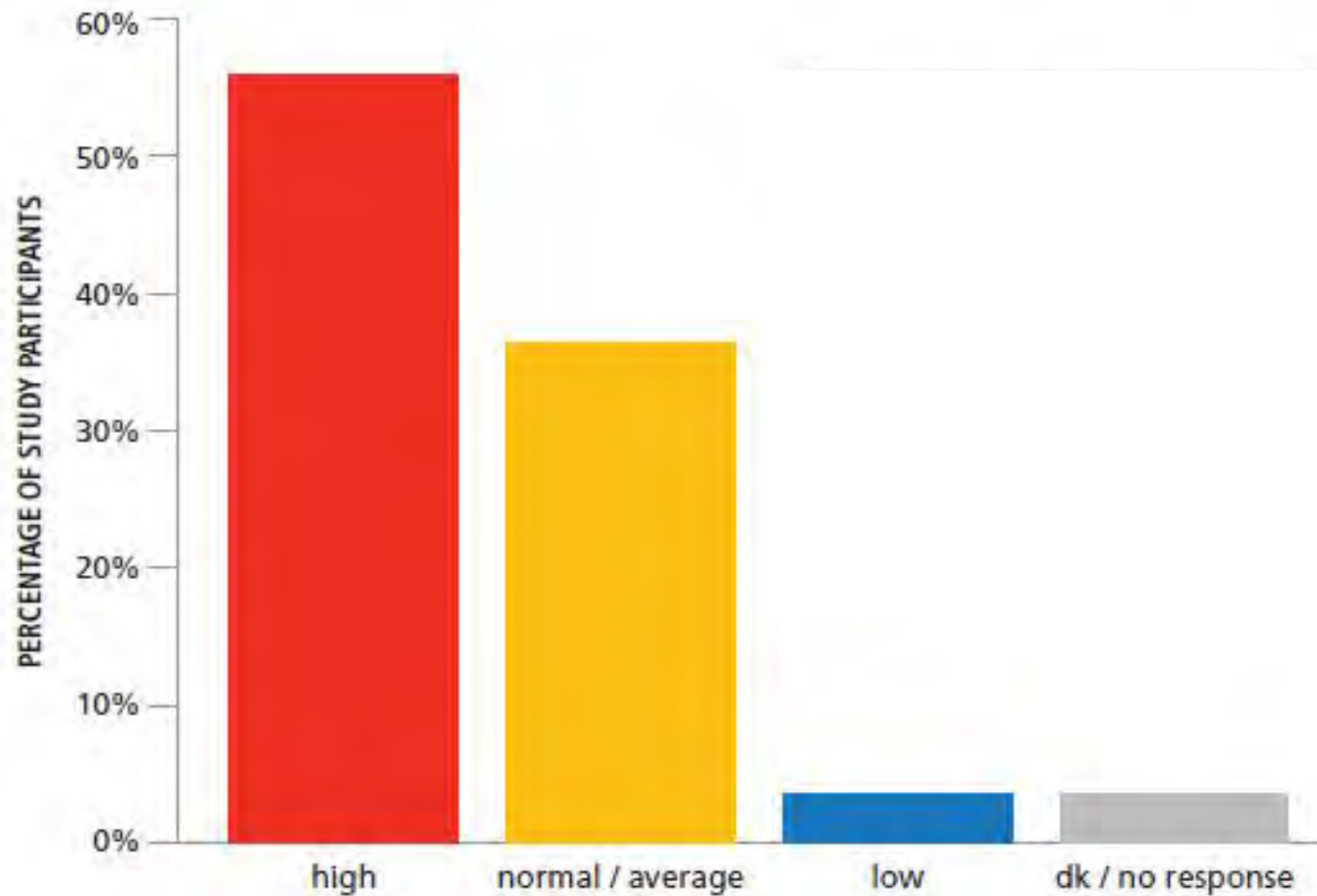
I decided to have an energy
audit because I kept getting
nasty-grams about how
high our bill is.

**What are
those people
doing, not
breathing?**

High users in Minnesota overestimate their bills...



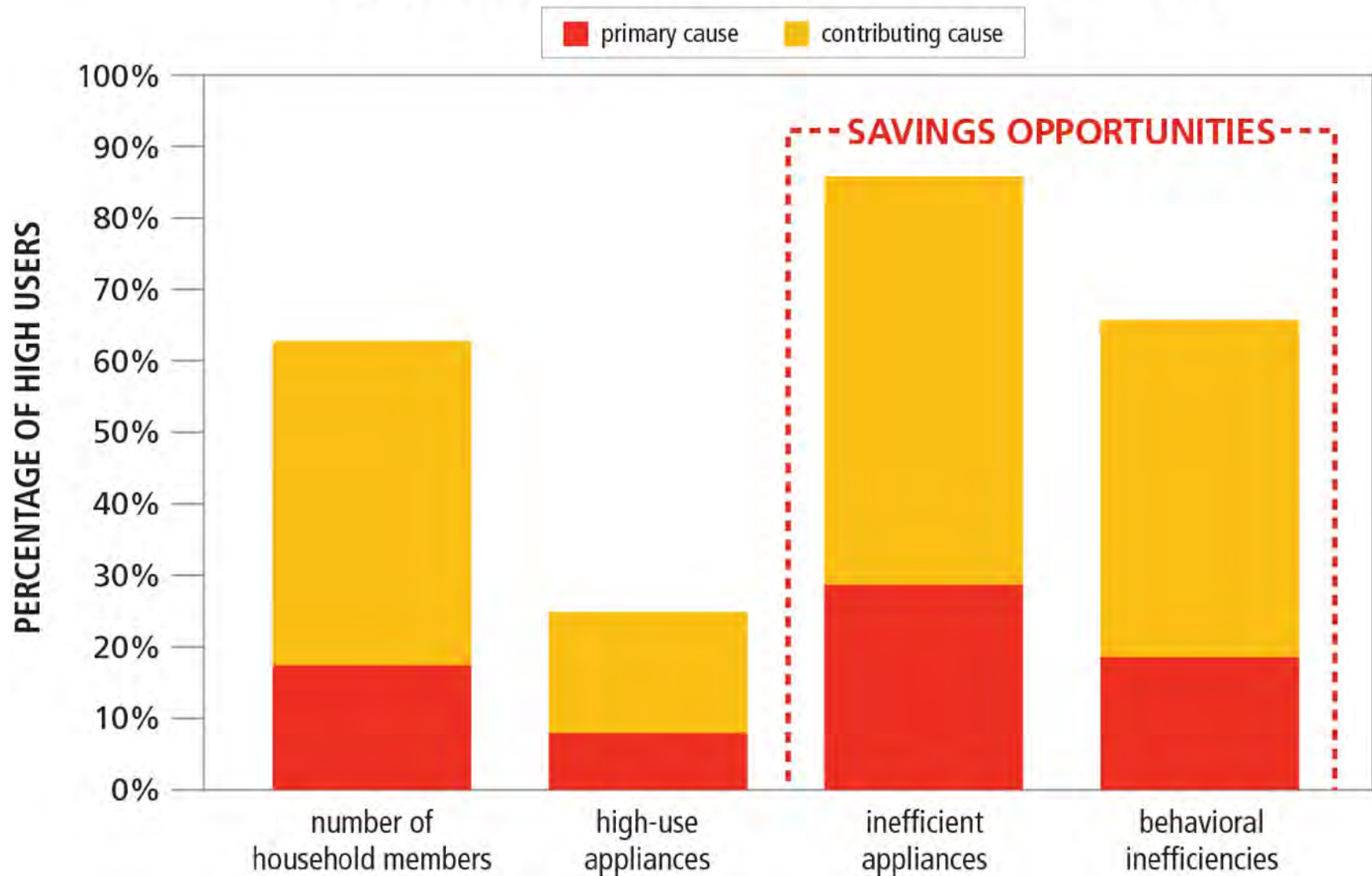
...but not everyone thinks their bills are high



(n=88; includes all study participants for whom we had actual electricity and natural gas billing data)

A closer look ...

CAUSES OF ELECTRIC HIGH USAGE



A closer look ...

CAUSES OF NATURAL GAS HIGH USAGE



Barriers to implementing EE measures



Next up, program pilot/experiment

Research Strategy:

Will they sign up for an audit or audit precursor?

CONTROL

TREATMENT

All high users

Encourage completion of an audit or Your Home Energy Report

Encourage completion of an audit or Your Home Energy Report **with a comparative usage message**

Next up, program pilot/experiment



**Your home uses more energy
than the average Duluth home**



Find out more...

- Webinar from January 2015:
<http://www.seventhwave.org/education/webinars/residential-high-energy-users>
- Home Energy Magazine article
(November 2015)

A big thank you to



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This research was supported in substantial part by a grant from the Minnesota Department of Commerce, Division of Energy Resources through the Conservation Applied Research and Development program, which is funded by Minnesota ratepayers. ComfortSystems, Minnesota Energy Resources, Minnesota Power, and Rochester Public Utilities are providing invaluable project support as study partners.

Thank you for attending



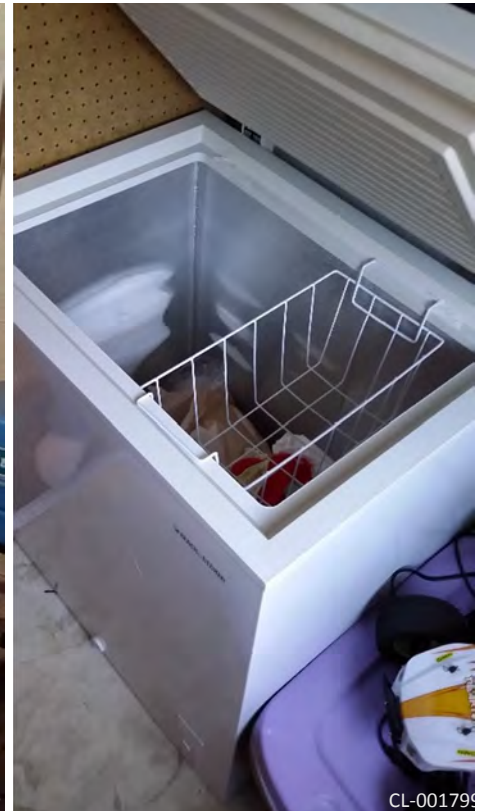
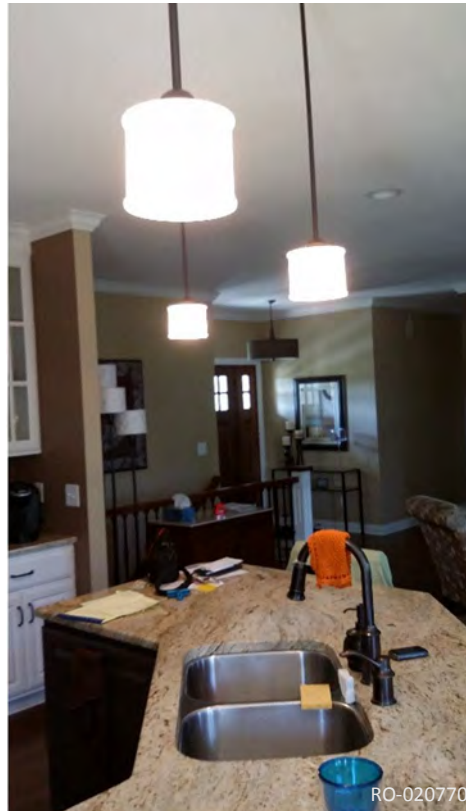
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Electrical savings opportunities



Natural gas savings opportunities



Barriers...

