

# The Impact of Energy Education on Low-Income Households: Evidence from a Field Experiment

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# The Watt Watchers Program

## Historically:

3 hour (2 X 1.5 hour) in-person class on **low-cost energy behavior change**.

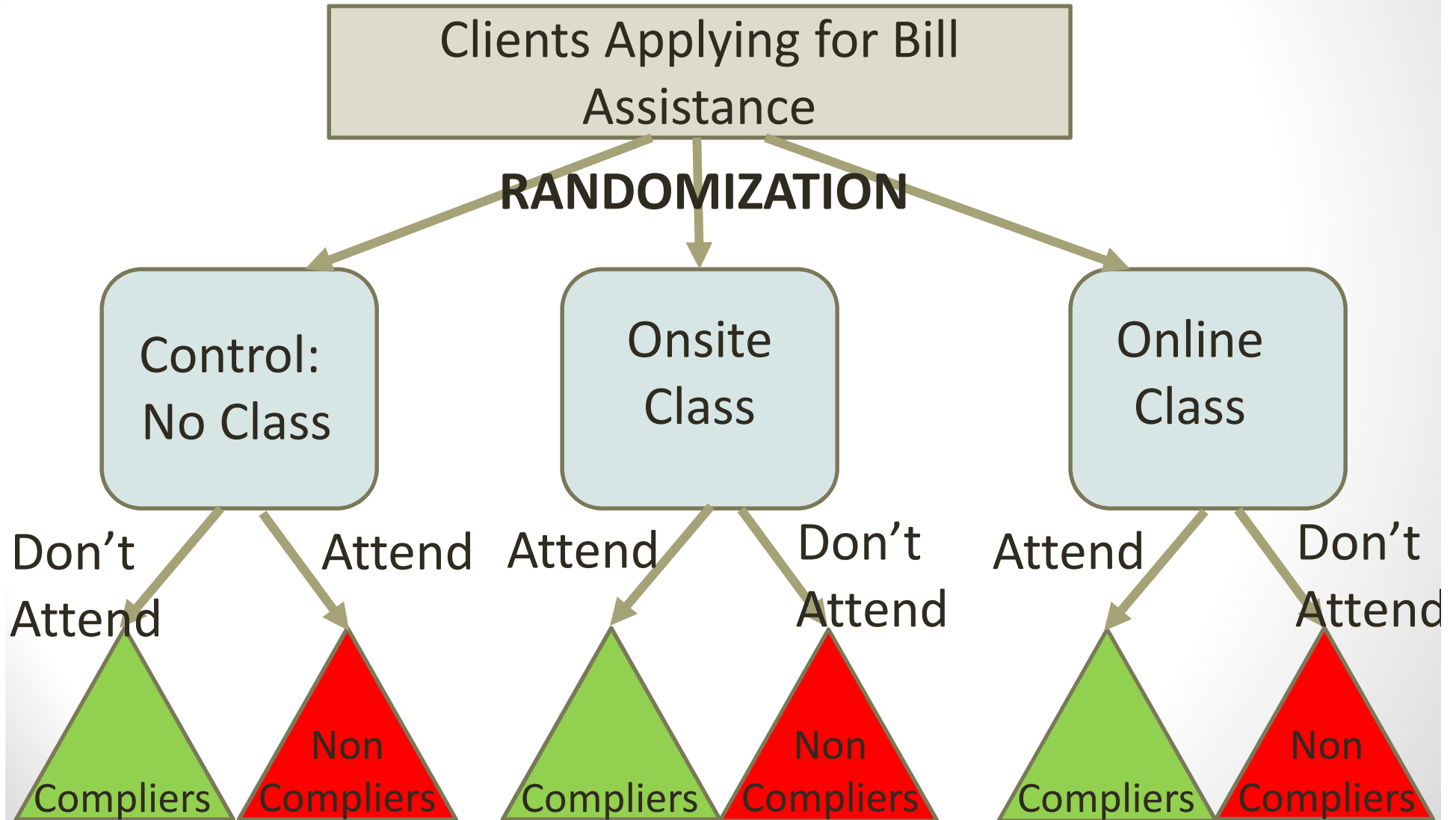
## Population:

**Low-income households** (below 200% of federal poverty level) from BGE territory **in need of bill assistance** (received a disconnection notice).

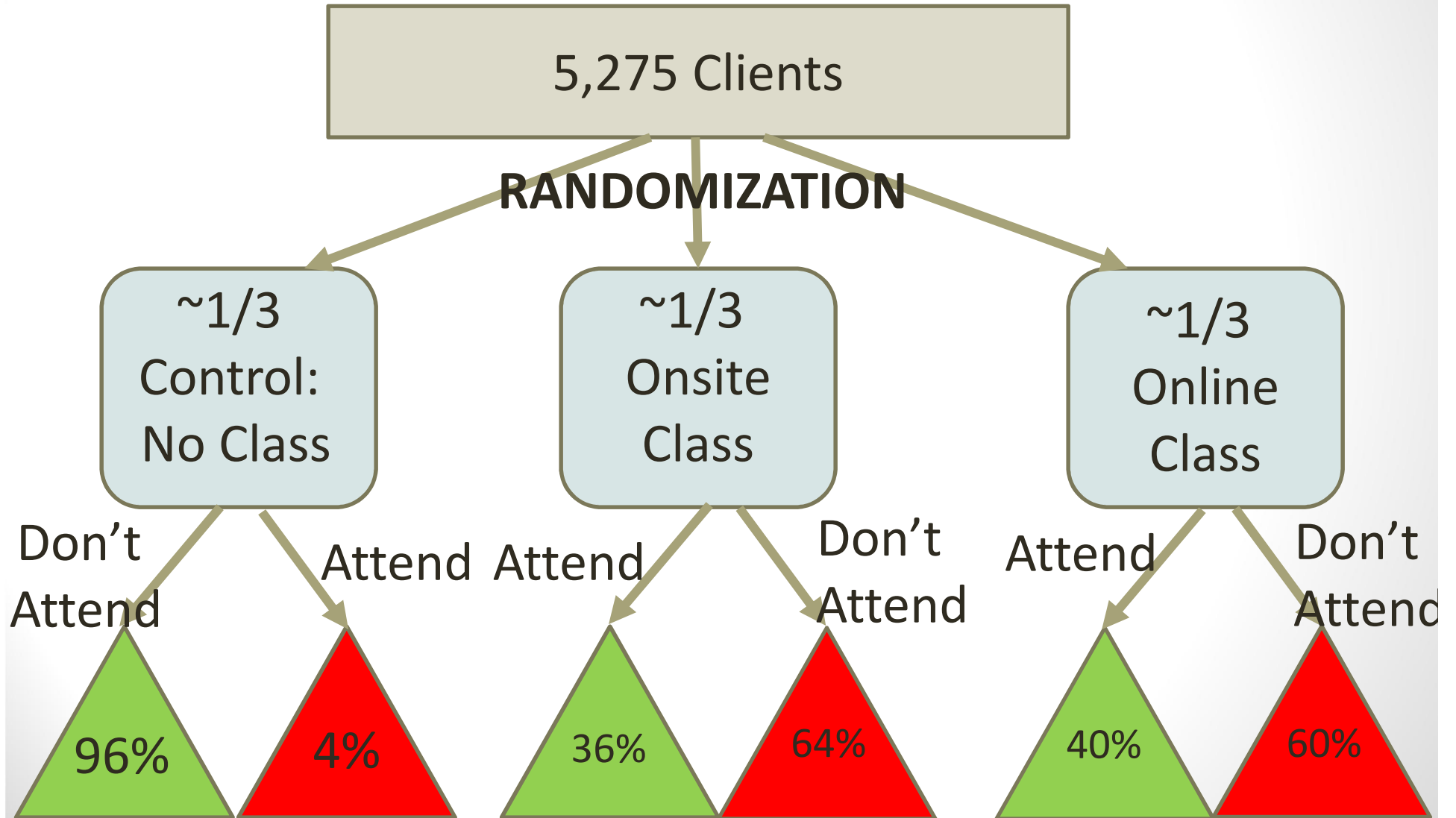
## For the trial:

An **online class** (45 minutes), with similar content than the in-person class, also offered.

# Experimental Design: Randomized Encouragement Design (RED)



# Results I: Compliance



# Average Energy Savings

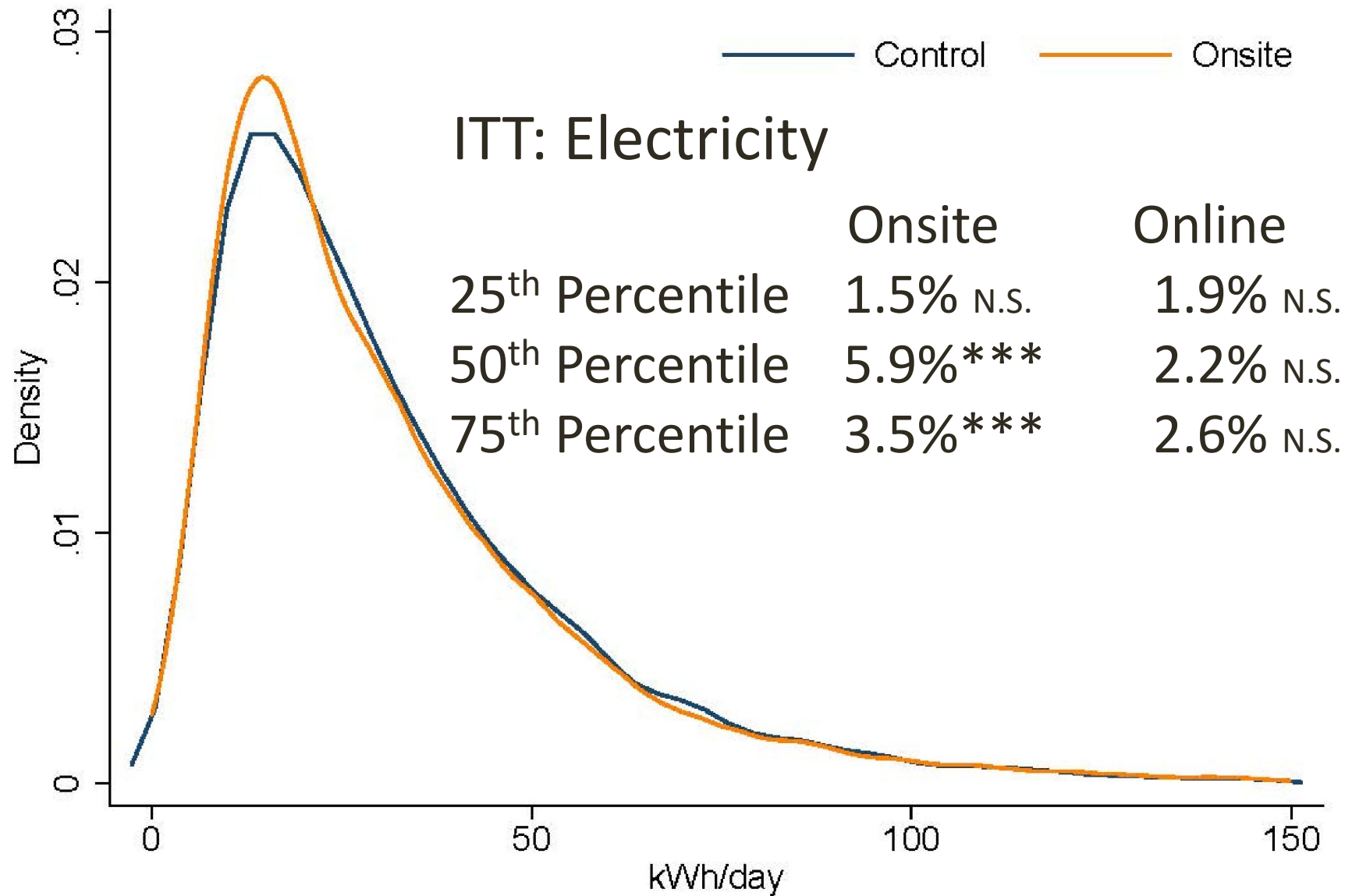
	Onsite	Online
Electricity	14.7%**	14.4%*
Natural Gas	N.S.	N.S.
Electricity + Natural Gas	N.S.	N.S.

1-6 months  
after the class

7-16 months  
after the class

	Onsite	Online
Electricity	N.S.	N.S.
Natural Gas	N.S.	N.S.
Electricity + Natural Gas	N.S.	N.S.

# Heterogeneous Effects



Thank you!

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