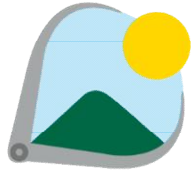


The Decision Paradox: Cracking the Barrier Code for Residential Customers

Kathryn Parlin, Jenna Bagnall-Reilly, Rumbi Vushe
West Hill Energy & Computing

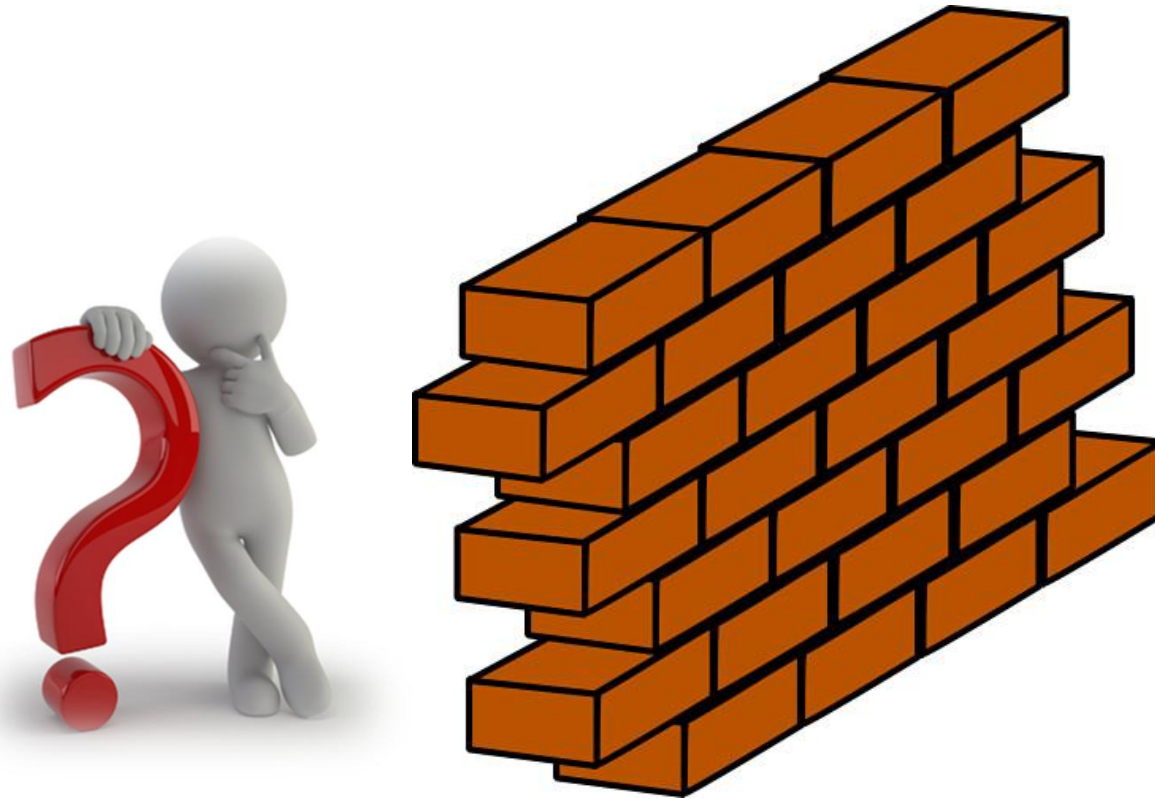
October 22, 2016





Barriers

All efficiency programs are designed to overcome them.





Key Issues

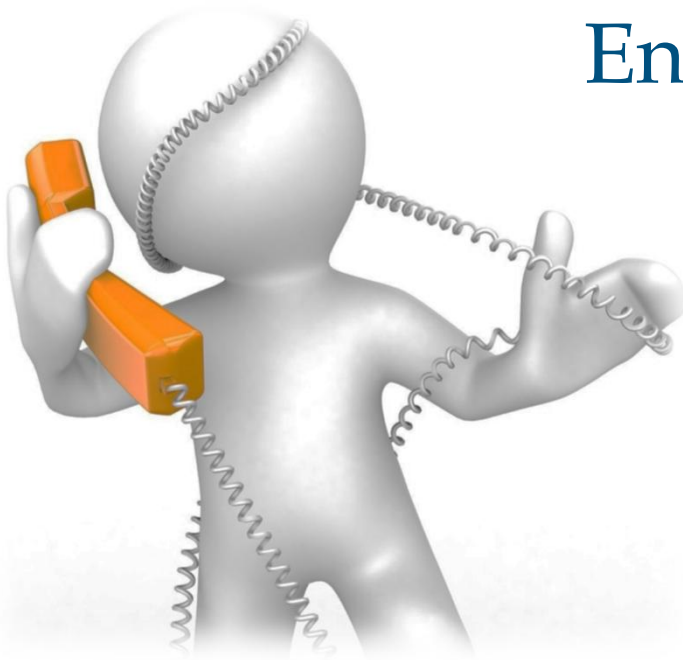
Creating a
framework

Getting
accurate
responses





Accurate Responses



Engage the respondent!

- Questions that resonate with them
- Ask questions in multiple ways



Framework

- Analytic Hierarchy Process
 - Quantifies relative importance of barriers

- Barriers
 - Pairwise comparisons
 - Barriers score – % of barrier of overall
 - Barriers scores add to 100%



Example

70%
of overall
barriers

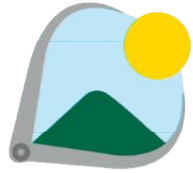


Information

Main Information Gap:

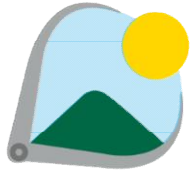
Figuring out what to install





Keys to Barriers Research

1. Engage the respondents
2. Use language they understand
3. Barriers Approach using AHP provides framework



Questions?



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Parlin, K., Fagan, J., Vushe, R.. "Breaking Down Barriers: An Alternative Method to Measure Program Influence," 2016 Amsterdam Conference, Amsterdam, Netherlands: International Energy Policy and Programme Evaluation Conference, June, 2016.