The Decision Paradox: Cracking the Barrier Code for Residential Customers

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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%
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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