

## SESSION 1C

### BETTER LIVING THROUGH STATISTICS

*Moderator: Les Baxter, The Pew Charitable Trusts*

#### PAPERS:

##### **Measurement of DSM Program Savings: Comparing Estimates from Treatment – Effects and Fixed-Effects Models**

Eric J. Solberg, California State University, Fullerton  
Andrew M. Gill, California State University, Fullerton  
Abdullah Y. Ahmed, Occidental Analytical Group

##### **Controlling for Nonprogram Effects in a Statistical Engineering Analysis**

Michael Gallaher, Research Triangle Institute  
Steve Johnston, Research Triangle Institute  
Andrea Thomas, Research Triangle Institute  
Alan Bailey, National Grid USA

##### **Market Penetration of Competing New Technology: A Maximum Likelihood (MLE) Approach to Modeling the Emergence of the Electronic Ballasts**

Eihab Fathelrahman, Pacific Northwest National Laboratory  
Dave Anderson, Pacific Northwest National Laboratory

#### SESSION SUMMARY:

Statistics can be used to either obscure or illuminate issues. This session features diverse and judicious applications of statistical analysis to shed welcome light on three distinct evaluation issues. The paper by Solberg and colleagues uses two different approaches to estimate savings from a residential multi-family building program and offers advice about the relative merits of each. In an analysis of a small commercial and industrial customer program, Gallaher and company apply information from surveys of program participants and nonparticipants to help control for the effects of nonprogram variables on savings. The work of Fathelrahman and colleagues uses two approaches to model the market penetration of electronic ballasts and argues that one has promise for projecting the penetration of efficiency products with comparatively short market life-cycles.

