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Poster Title: Where does it come from? Identification of the components of a Home Energy Report that generates savings

Abstract: The number of Home Energy Report programs being used by utilities to increase energy efficiency savings has increased dramatically over the last few years. The components (for example, neighbor comparisons and year-over-year energy use) and language used in the reports vary across programs. At this point, very little is known about which components of the reports generate the savings.

In this quantitative meta-analysis study of over 300,000 participants, the reports will be broken into their individual components for each participant and included in the analysis. A post-only regression model will be used to determine savings, while controlling for heating and cooling degree days and pre-program year usage. Whether or not a component is included in the participants' reports will be designated using a dummy variable. This will allow the savings for each component to be determined as an individual component of each report. The findings will be presented as an "ideal" report, which would be predicted to generate the most savings.