



Why Buy?

How Longitudinal Survey Data
Tracks Appliance Purchases,
Motivations, Trends, and More

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Research Questions

- **What** do households have in their homes?
- **How often** are households purchasing new appliances?
- **When and why** are households purchasing new appliances?
- **How** do home characteristics influence the answers to these questions?

Methods



Onsite Visits

- Appliances
- Household characteristics



Metering Data

- Energy Use



Quarterly Surveys

- Regular updates
- More behavioral insight

Findings

