

BIG & Evaluation Committee Joint Meeting

CEE Program Meeting
June 12, 2008
Hyatt Harborside, Boston



Working Together, Advancing Efficiency

Agenda

1. BIG: Defining behavior interests & further refining Working Groups
2. CEE's annual ENERGY STAR survey
 - Tracking brand equity: Approach & results to 2007
 - Planning for 2008: Opportunity to suggest new behavior-related questions for sponsor consideration

Working Groups Thus Far . . .

- 1. Persistence of behavior change.** Identify & explore opportunities to address questions about the persistence of specific behavior changes.
- 2. Social marketing and EE communications.** Identify and explore opportunities to address questions about social marketing as it applies to energy efficiency behavior change, the effectiveness of different program marketing and communication approaches, etc.
- 3. Behavior change web pages.** Design and develop a plan, text, and links for a series of behavior change web pages to serve as web resource for CEE members investigating the design and evaluation of behavior change program approaches.

BIG: Better Defining Interests in Behavior

- What is your organization's interest in each of the following levels of behavioral influences?
 1. **Influence participation in resource programs only** (e.g., increase purchasing of CFLs and ENERGY STAR appliances)
 2. **Influence participation in programs that enable operating behavior change** (e.g. energy cost meters, Green Switch, home energy reports comparing your use with similar homes)
 3. **Influence behaviors outside of program** (purchasing decisions outside of utility program framework, turning off lights, thermostat setpoints, shifting load, impacts of lifestyle choices)

What do the answers to these questions imply for our working groups?

1. Persistence of behavior change
2. Social marketing and EE communications
3. Behavior change web pages

Other groups suggested later:

- Collaboration on development of *programs* aimed at changing behaviors
- Collaboration/coordination of *marketing strategies* for behavior change and/or to promote common EE platforms (part of Group 2?)

Any others?

Next Steps

- Finalize Working Groups.
- Sign up for Working Groups by June 23 to receive first meeting announcement.
- Meetings to begin in early July.

CEE ENERGY STAR Survey Overview and Trends

Monica Nevius, CEE



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Sponsors of CEE Annual Survey of Household Awareness of ENERGY STAR Label, 2000-2008

Alliant

Bonneville Power Administration

Cape Light Compact

CT Light & Power

Energy Center of Wisconsin

Entergy

KeySpan Energy Delivery New England

Long Island Power Authority

Mid American

Midwest Energy Efficiency Alliance

National Grid

Nevada Power

New Hampshire Electric Co-op

New York State Energy Research
& Development Authority

NJ Board of Public Utilities

Northwest Energy Efficiency Alliance

NSTAR Electric

Pacific Gas & Electric

Sacramento Municipal Utility District

San Diego Gas & Electric

Southern California Edison

Southern California Gas

United Illuminating

Unitil Corporation

Vectren

Western Massachusetts Electric Company (NU)

Wisconsin Department of Administration

Wisconsin Focus on Energy

Xcel Energy



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Key Items Measured by the Survey

- Many items are measured by the survey
 - Not just awareness & understanding of label
- Subgroup comparisons on key indicators
 - High versus low publicity (in EPA report)
 - Purchasers of labeled versus unlabeled products
 - Those who have shopped for the products versus not
- Demographic & housing characteristics
- Association of products with the label, etc.
- “Brand Equity”
 - Value accrued to the label in the eyes of consumers

Survey Methodology

- Fielded to an internet-based panel
 - Panel recruited via random-digit dial
 - Statistically defensible generalizations can be made from results
 - Designed to allow for comparisons by degree of ENERGY STAR publicity
 - Designed to allow sponsors to add sample cases in their state/service territory, work seamlessly into national sample
- EPA cleans data & analyzes national sample, produces national report

ENERGY STAR BRAND EQUITY TRENDS

2001-2007



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ENERGY STAR Branding Continuum

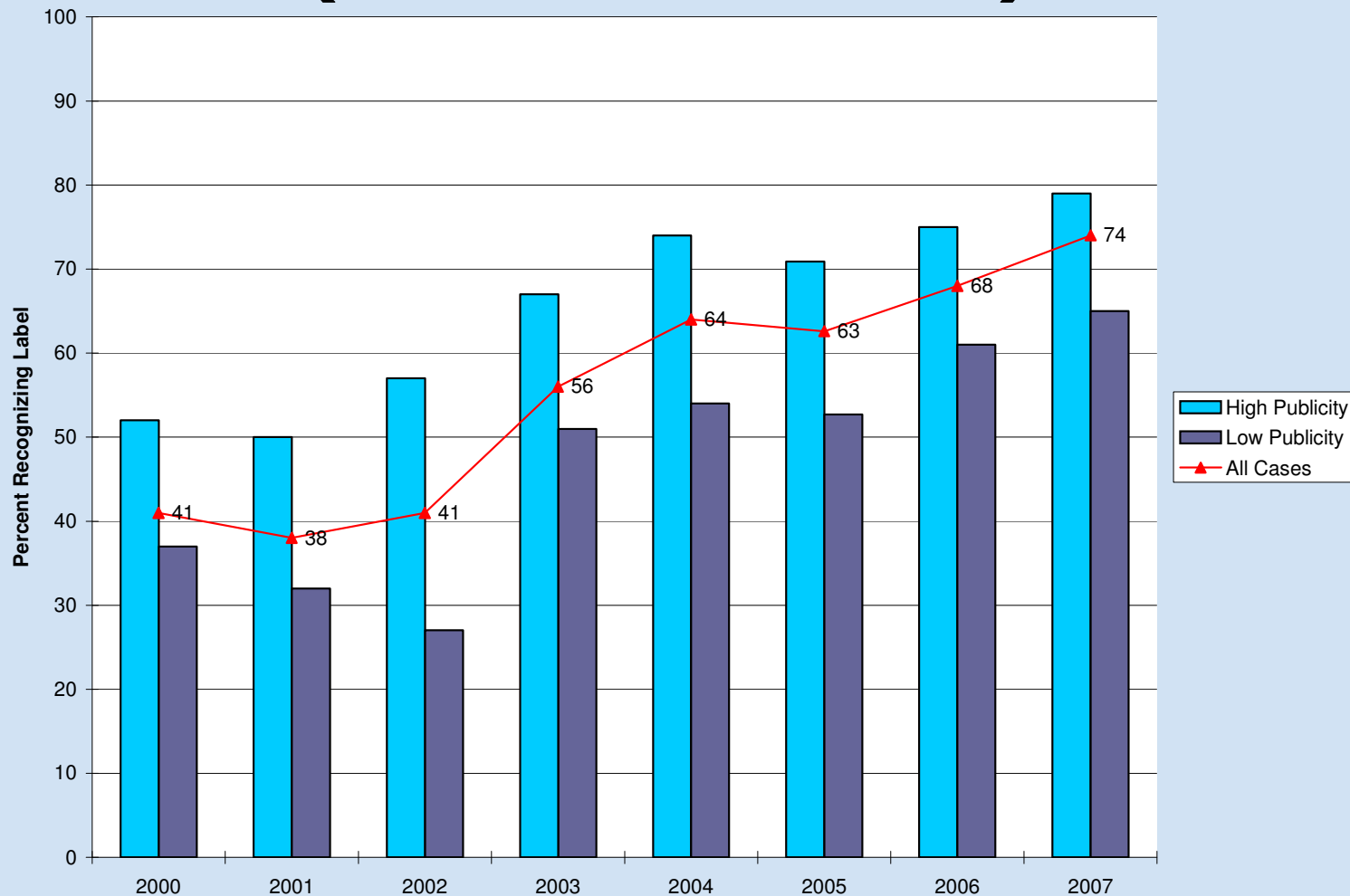


1. Awareness (recognition of the label)
2. Understanding (knowledge of the label's meaning)
3. Relevance (belief in the need for the labeled product, including an emotional connection to the label)
4. Differentiation (influence of the label on purchasing behavior)
5. Satisfaction (with labeled products)
6. Loyalty (repeat purchasing and word-of-mouth endorsements for products with the label)

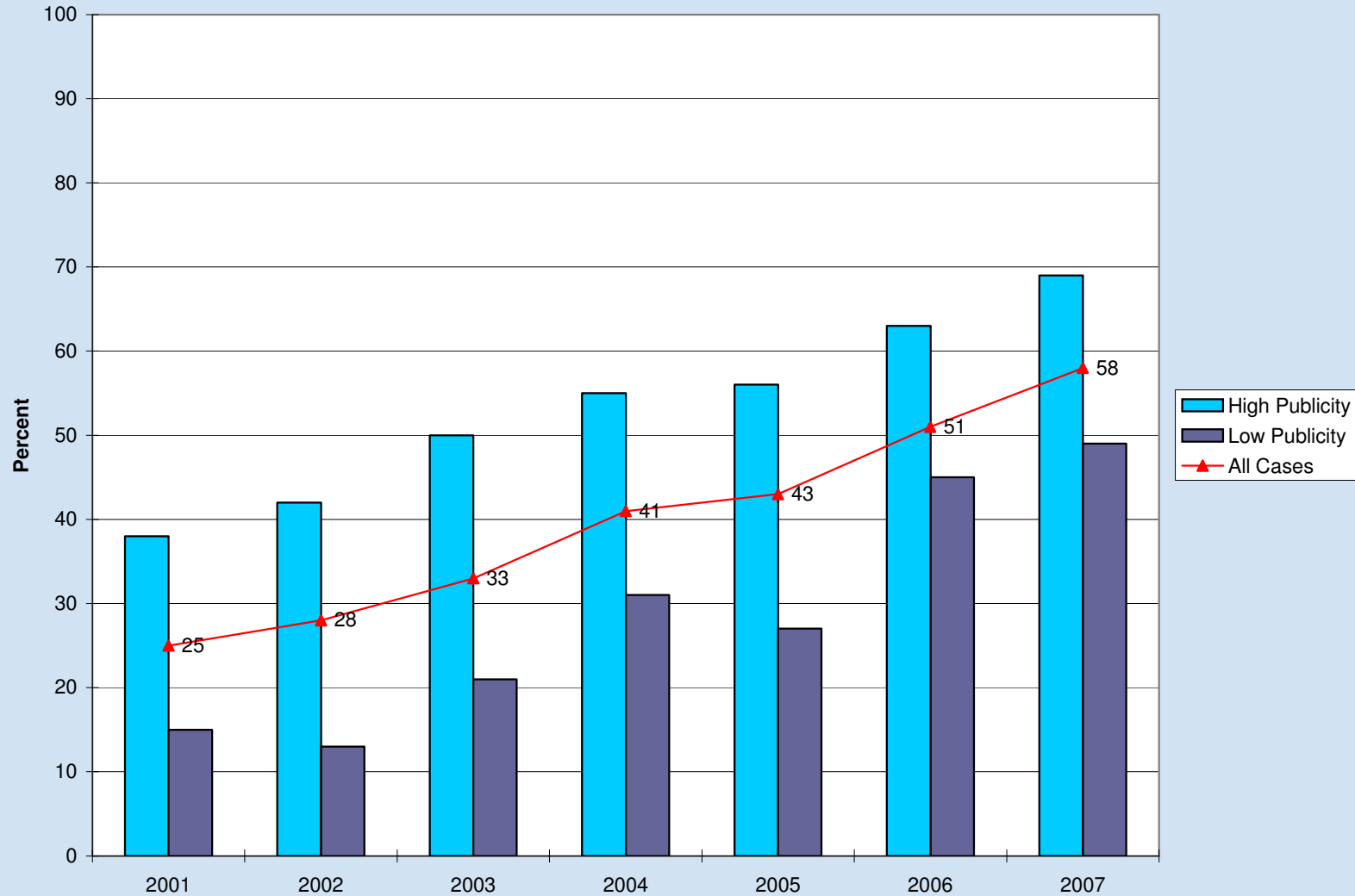


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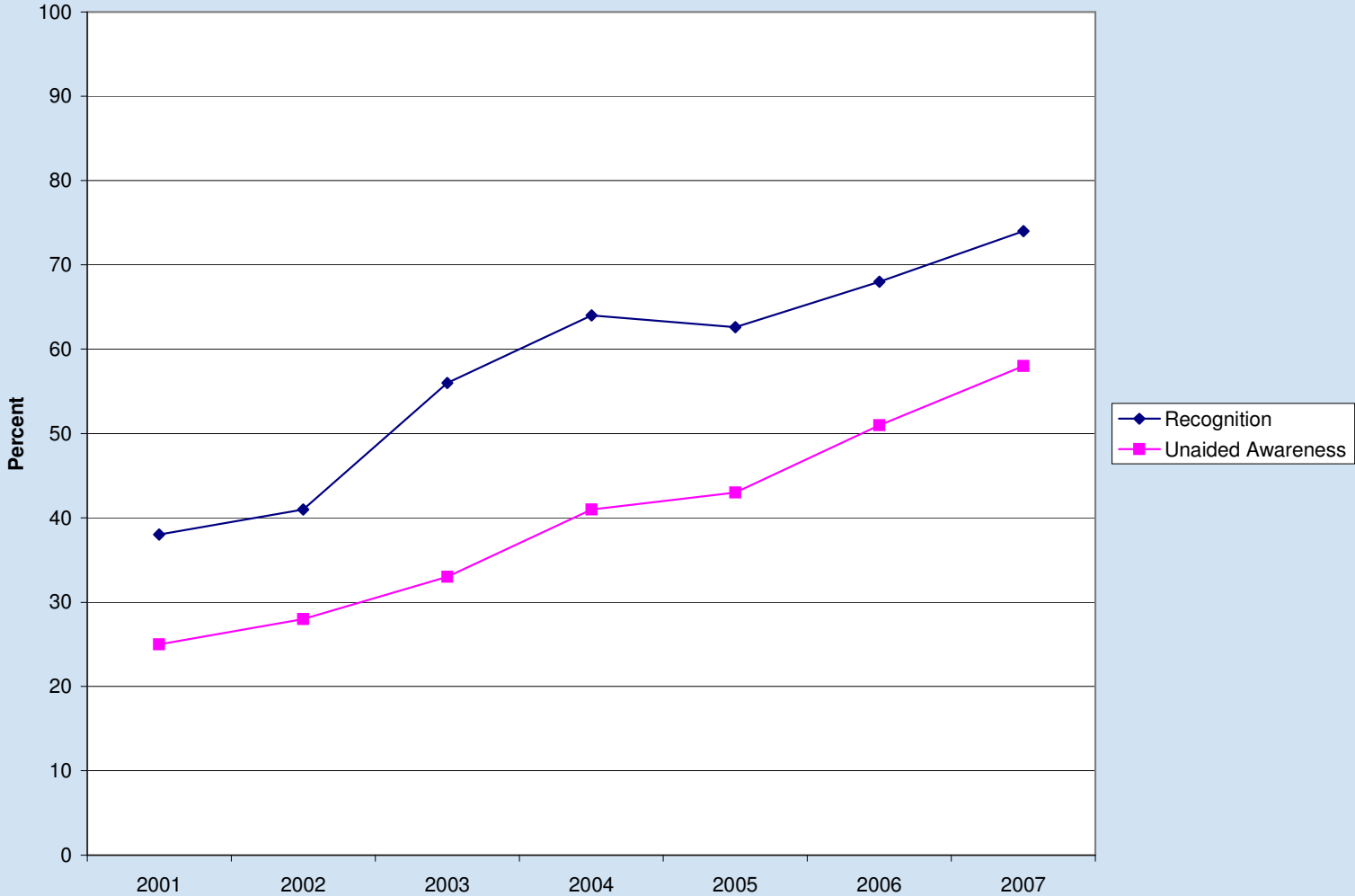
Recognition of ENERGY STAR Label (Aided Awareness)



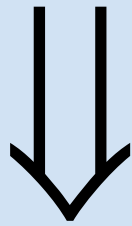
Unaided Awareness



Recognition vs. Unaided Awareness



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2. Understanding (knowledge of the label's meaning)

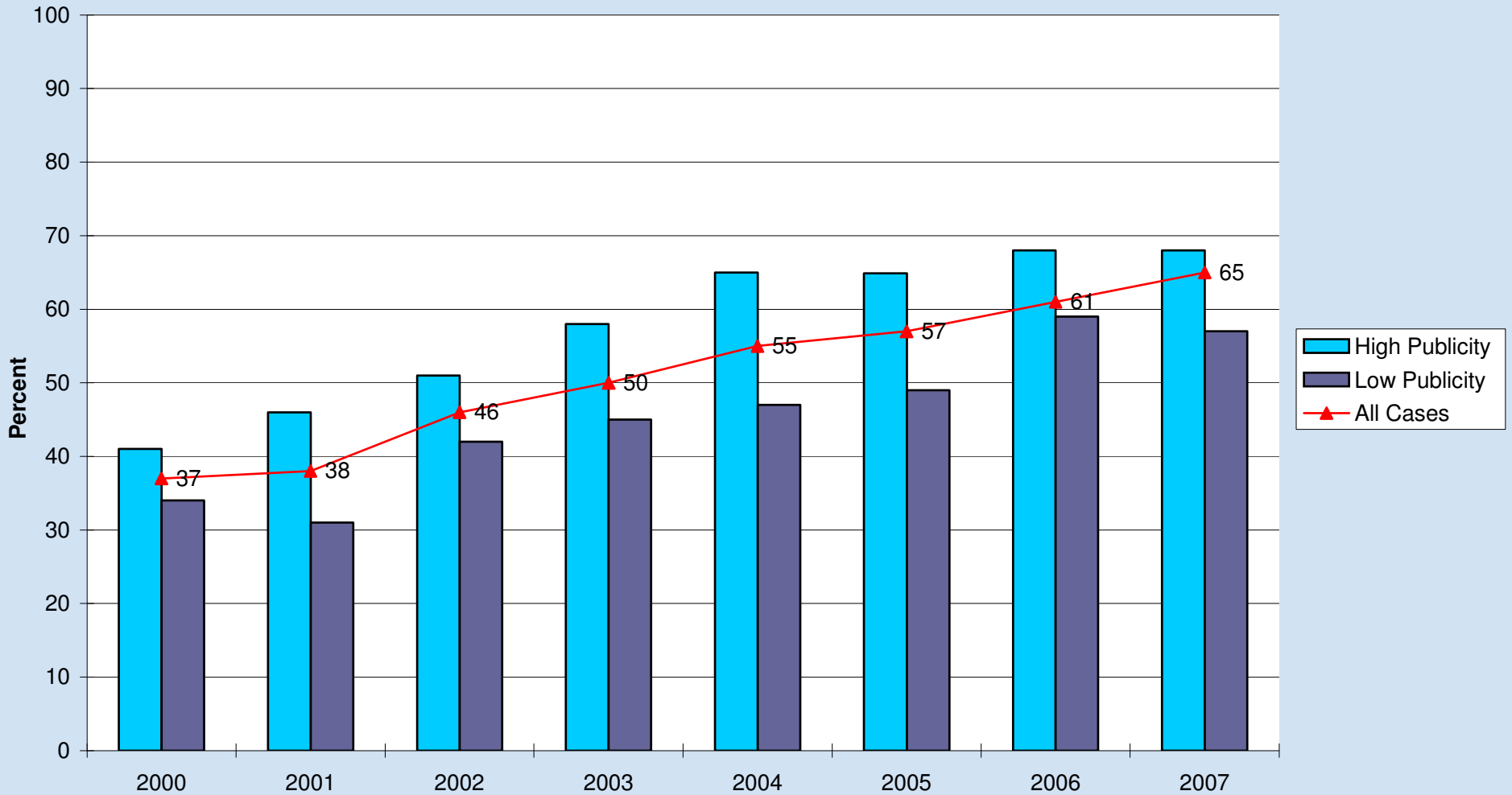
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High Understanding of ENERGY STAR Label



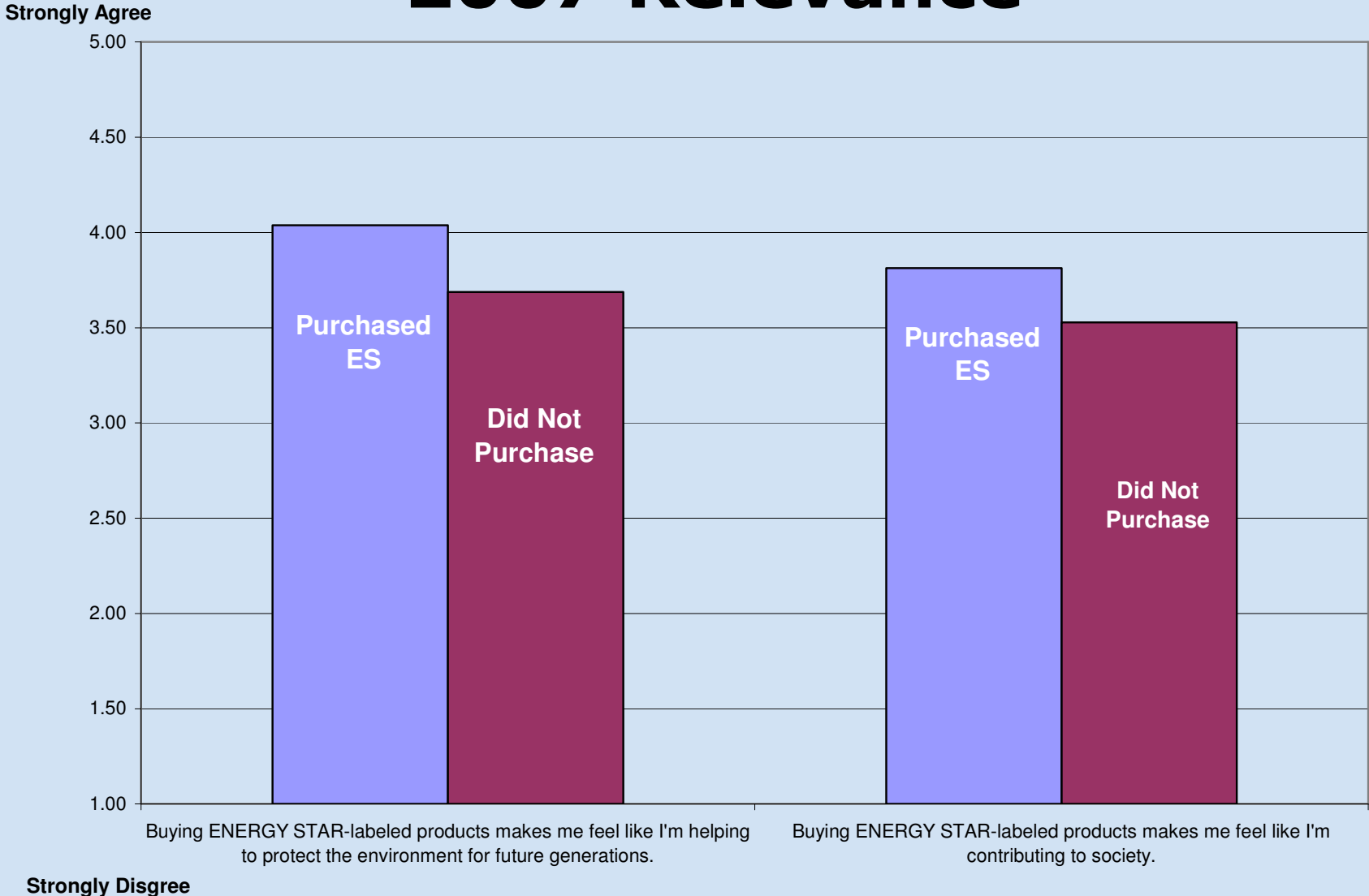


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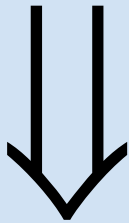
Relevance Measured Through Attitudinal Questions—2005-2007

- Respondents aware of the label are asked level of agreement with the statements:
 - “Buying ENERGY STAR-labeled products makes me feel like I'm helping to protect the environment for future generations.”
 - “Buying ENERGY STAR-labeled products makes me feel like I'm contributing to society.”
 - Asked along with other attitudinal questions, in random order

2007 Relevance

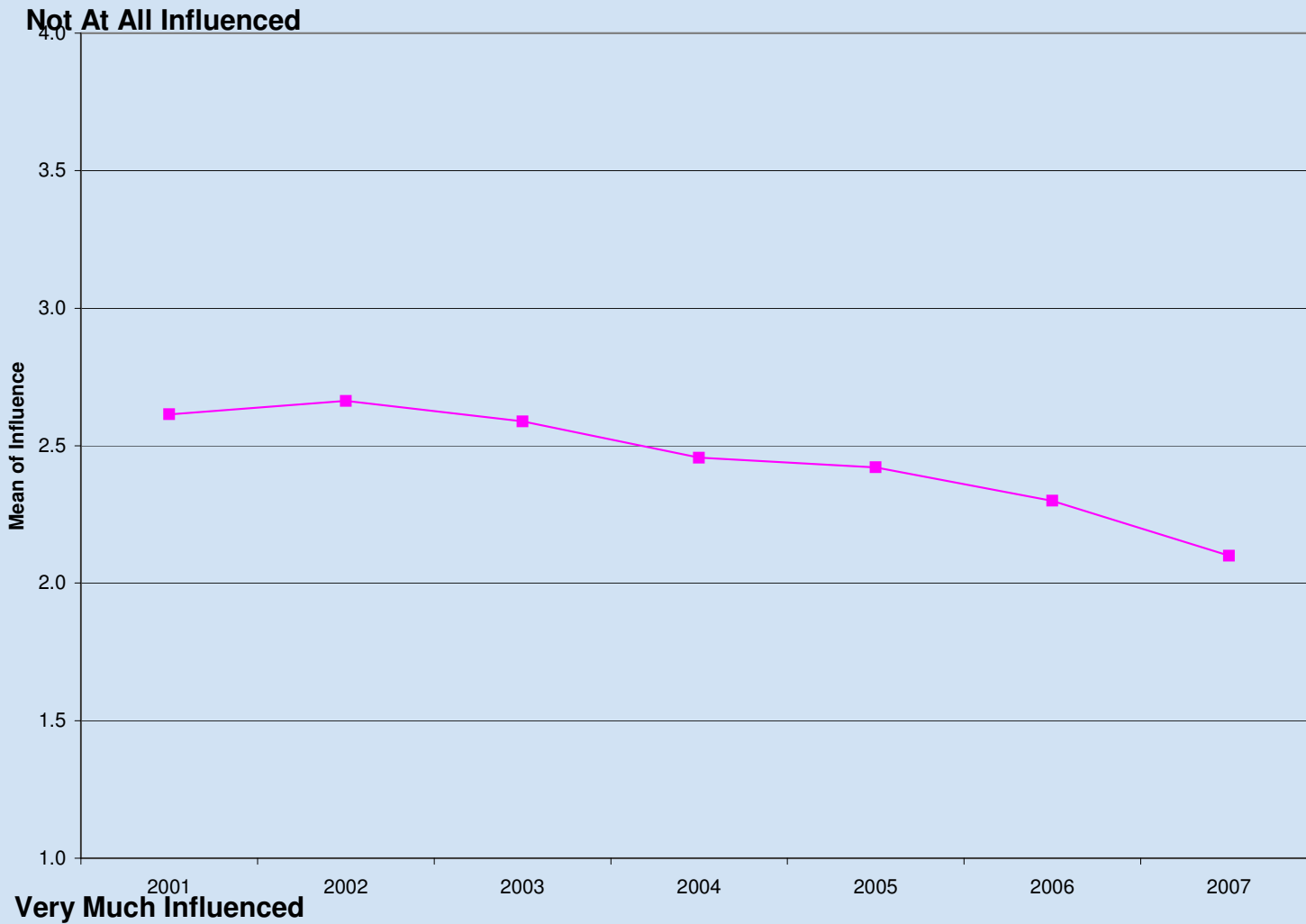


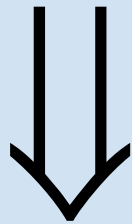
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Influence of Label on Purchases





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Satisfaction by Product

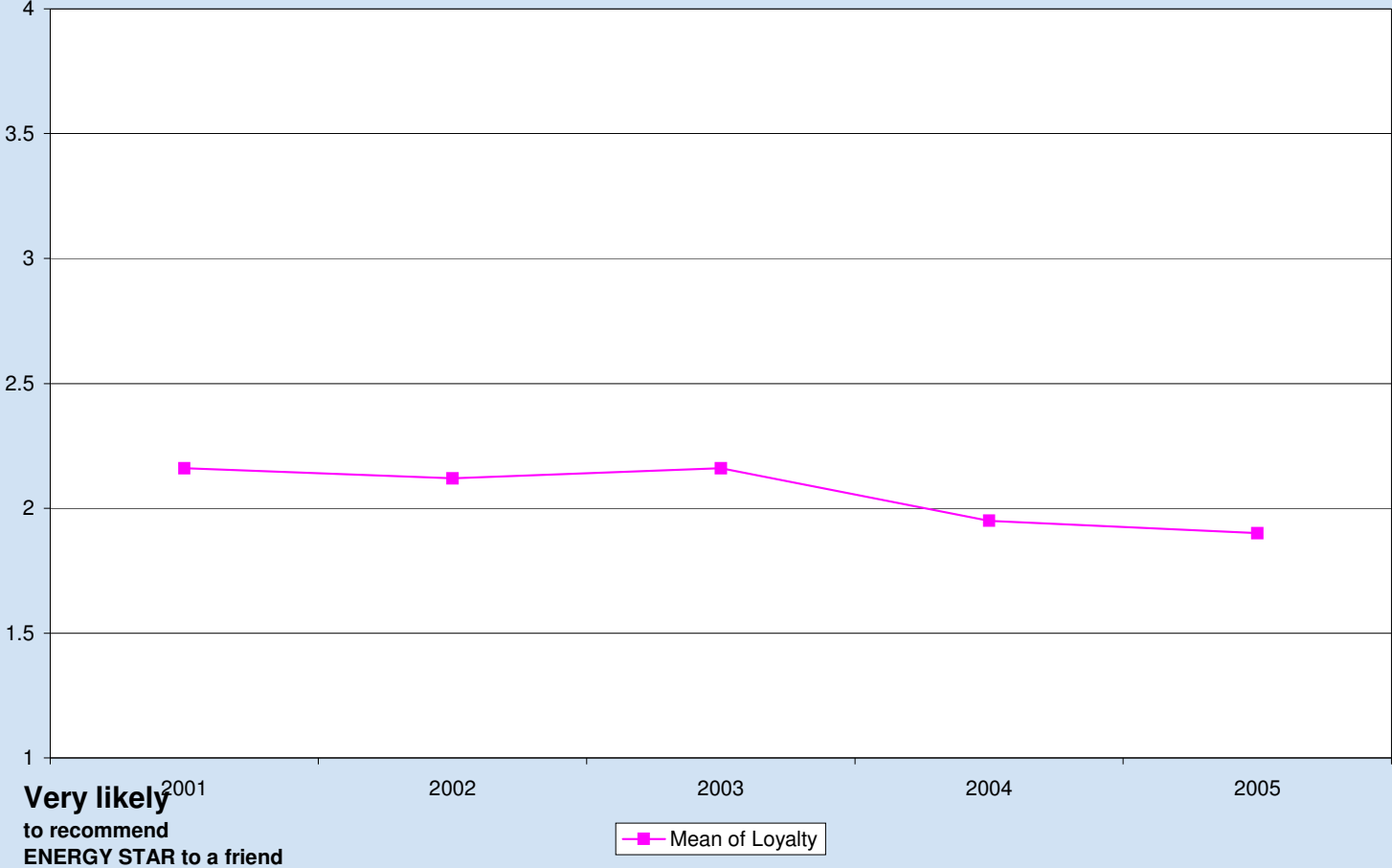
- 25 product types in survey
- Comparisons made between purchasers of labeled and unlabeled products, by product type
- Too small a number of cases in 2007 to detect statistically significant differences between subgroups
- In 2006, larger sample sizes showed greater satisfaction with ENERGY STAR washing machines, copiers, thermostats, scanners



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Loyalty (to 2005)

Not at all likely
to recommend
ENERGY STAR to a friend



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Loyalty (2006 & 2007)

- Measurement scale 0 (Extremely *unlikely* to recommend) to 11 (Extremely likely to recommend)
- Identify “promoters” (10 & 11), “passively satisfied” (8 & 9), “detractors” (0-7)
- Track “net promoters” (% promoters-% detractors)

	2006	2007
Net Promoters	16.8 %	28.5 %



What other questions should sponsors consider for 2008?



- For more information:
 - Background & 2007 report on CEE website at <http://www.cee1.org/eval/00-new-eval-es.php3>
 - Sponsorship & add-on samples
 - First meeting of sponsors in June
 - Sponsorship/add-on samples deadline mid-July
 - **Deadline for suggesting new questions: mid-July**
 - Contact Monica Nevius, mnevius@cee1.org, for more information or to be placed on relevant email list