

A Comparison of Rebates and Non-Rebate Promotions in a Residential Lighting Program

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Abstract

Over two years of CFL sales data and program activities have been tracked as part of the evaluation of the Northwest Energy Efficiency Alliance's Residential Lighting Program. These data were used by ECONorthwest to estimate a model of quarterly CFL sales that quantifies the effect of the individual Lighting Program components. As part of the model development, CFL data were taken from several sources. Retailer reported sales data and information on coupon redemptions were combined into one retailer database. Additional information on individual retailers was obtained from Dun and Bradstreet (D&B), including SIC code, store location, number of employees, and annual sales revenue.

The CFL sales model predicts quarterly CFL sales over a two-year period while controlling for Lighting Program actions, rebates provided by BPA's Coupon Campaign, and geographic and firmographic characteristics. By including all these influences in one model, the effect of specific Lighting Program actions can be assessed relative to the other factors driving CFL sales. Of the various program actions, the most effective on CFL sales are working lighting displays, point-of-purchase materials, and regular visits by program field staff.