

SESSION 8C

LIGHTING MARKET EFFECTS

Moderator: Timothy Melloch, ComEd

PAPERS:

Explaining Consumer Choice in Purchasing, Installing and Storing Compact Fluorescent Lamps

Carrie Webber, KEMA, Inc.

Kathleen Gaffney, KEMA, Inc.

Daisy Allen, KEMA, Inc.

Blinded by the Light: Why Are We in the Dark about How Many CFLs are Out There?

Susan Oman, Nexus Market Research

Lynn Hoefgen, Nexus Market Research

Angela Li, National Grid

Ralph Prah, Ralph Prah & Associates

Compact Fluorescent (CFL) Saturation in the Northeast: Where the Rubber Hits the Road

Thomas Ledyard, RLW Analytics, Inc.

Susan Oman, Nexus Market Research

Angela Li, National Grid USA

Jeff Zynda, RLW Analytics, Inc.

SESSION SUMMARY:

This session will focus on residential Compact Fluorescent Lamp (CFL) programs, drawing on experiences in the Northeast and California. Three papers discuss a variety of issue related to program success, including market saturation, sales data, and understanding consumer barriers to the adoption of CFL technology.

The first paper, “Explaining Consumer Choice in Purchasing, Installing and Storing Compact Fluorescent Lamps,” takes a hard look at the non-price characteristics of CFLs and how they influence the customers’ decision to buy or not purchase this cost-saving technology. The authors abstracted data from a residential incentive program evaluation to identify and categorize the various barriers to adoption. These barriers include awareness and information, markets, experiential and inventory. CFLs face significant barriers, particularly in specialty applications such as chandeliers and dimmable fixtures.

The second paper, “Blinded by the Light: Why Are We in the Dark about How Many CFLs are Out There?,” discusses the current state of CFL sales tracking, and how the existing methods for estimating national sales are no longer accurate. As more states embrace energy efficiency as a means of addressing global warming, these inaccuracies become more apparent, and the authors provide a basis for advocating for a national sales tracking mechanism.

The third paper, “Compact Fluorescent (CFL) Saturation in the Northeast: Where the Rubber Hits the Road,” presents the case for using saturation rates – the ratio of CFLs to lamp sockets – as a key measure of program performance. The authors dissect several studies from New England states to evaluate market adoption of CFLs, and shows how saturation data can be used to inform the program manager regarding possible needed changes going forward.