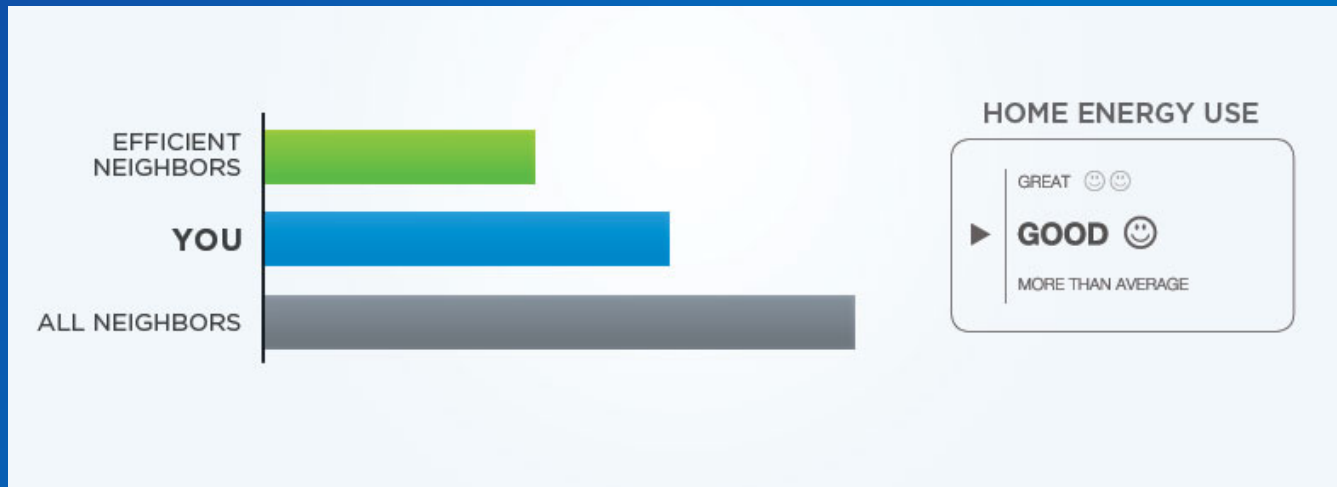


What if Behavioral Interventions Went National? A Case Study from oPower



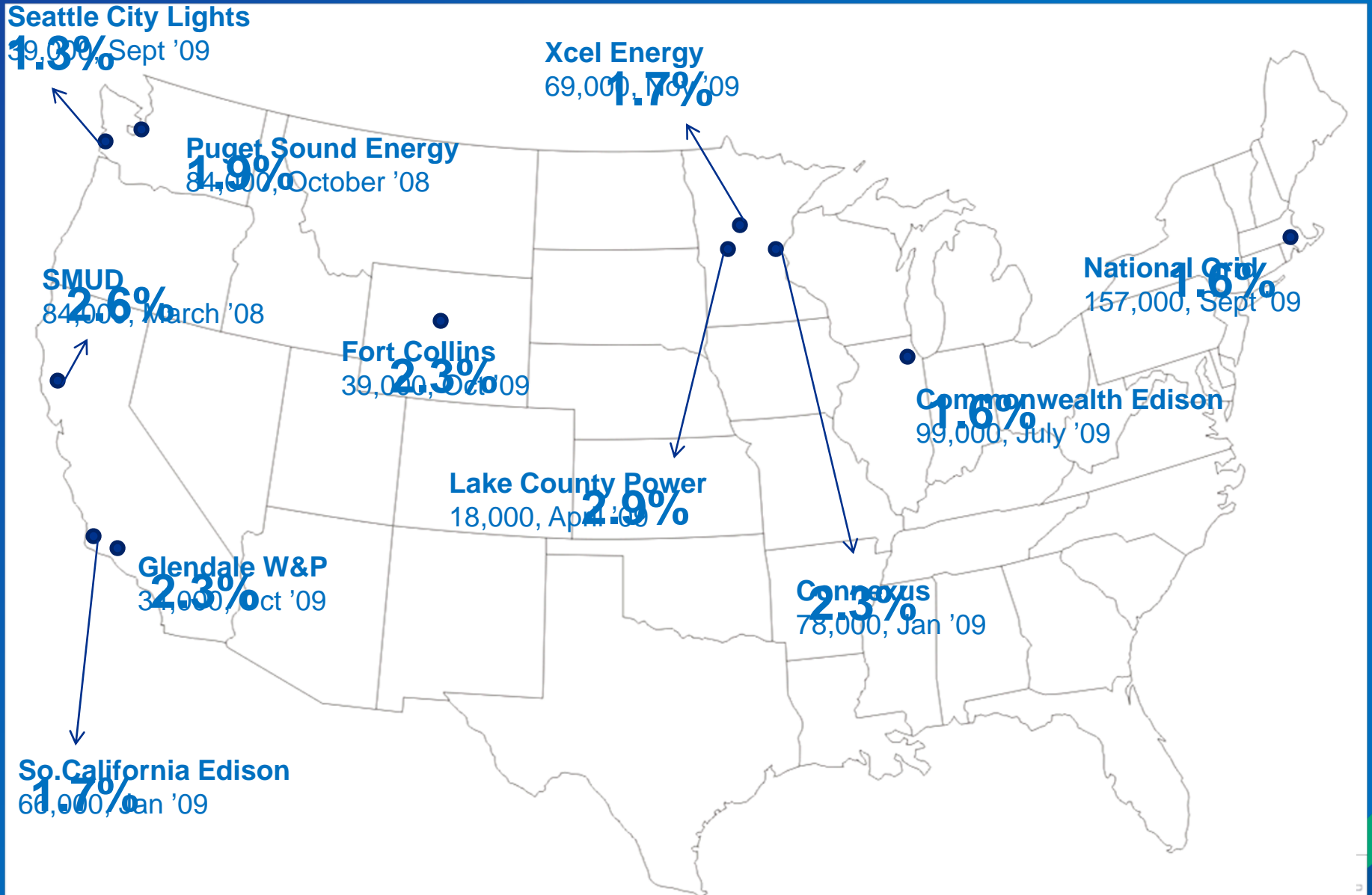
Peer Comparison Feedback,
Heterogeneous Treatment Effects,
and GHG Mitigation

Matt Davis
mdavis@edf.org

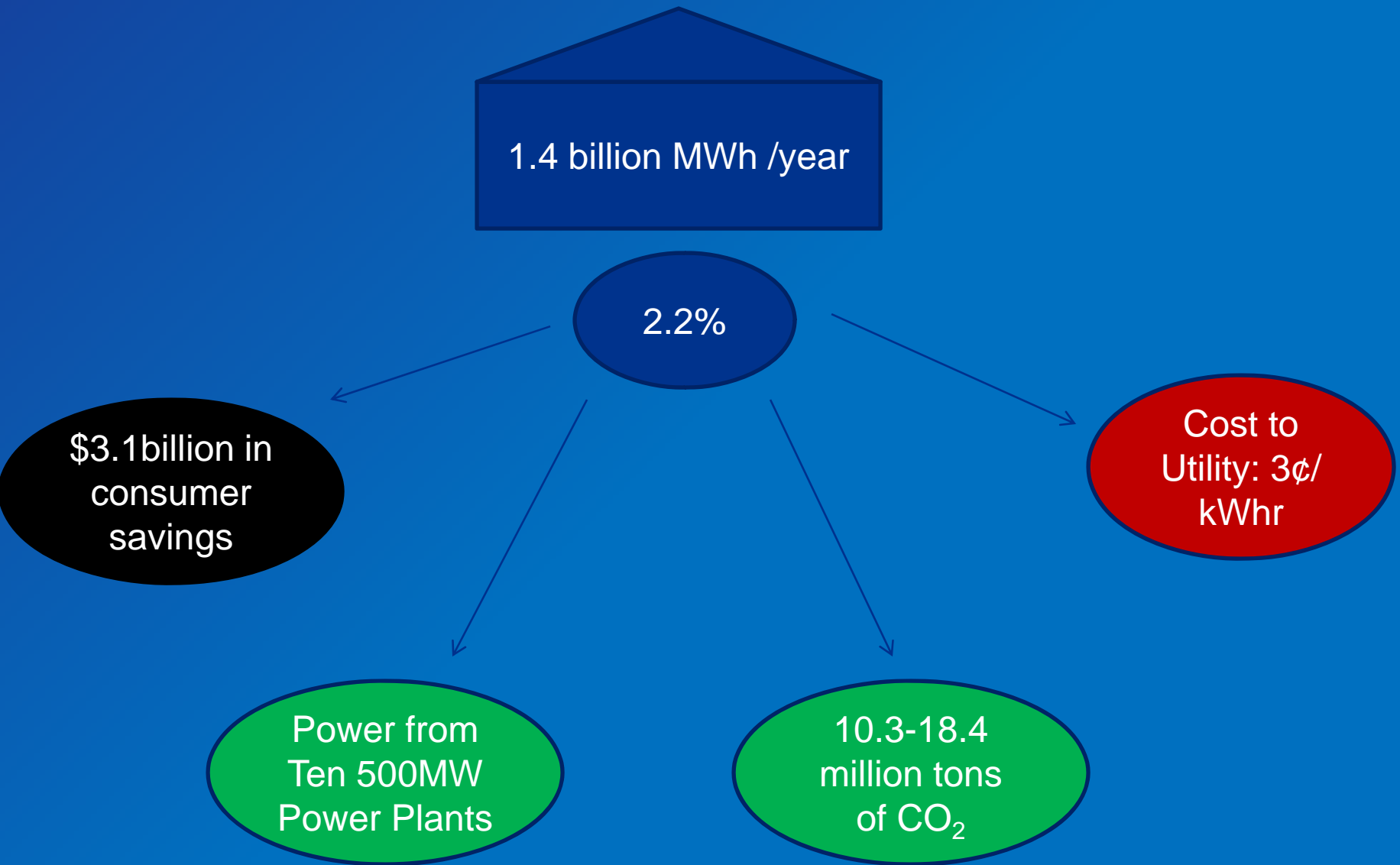
Major Findings

- Across a wide range of utilities, Power interventions reduce residential energy usage by 2.2% on average.
- The size of this effect varies significantly across different types of households.

Utility Results



National Potential



Heterogeneity → Opportunities

- Home Energy Reports most effective among:
 - *Low square footage* houses
 - *Higher* energy users
 - *Older* customers
 - Households with *fewer* occupants
- Next steps for research:
 - Similar results for other types of interventions?
 - Where are the high-potential areas?

Contact: mdavis@edf.org, (212) 616-1373