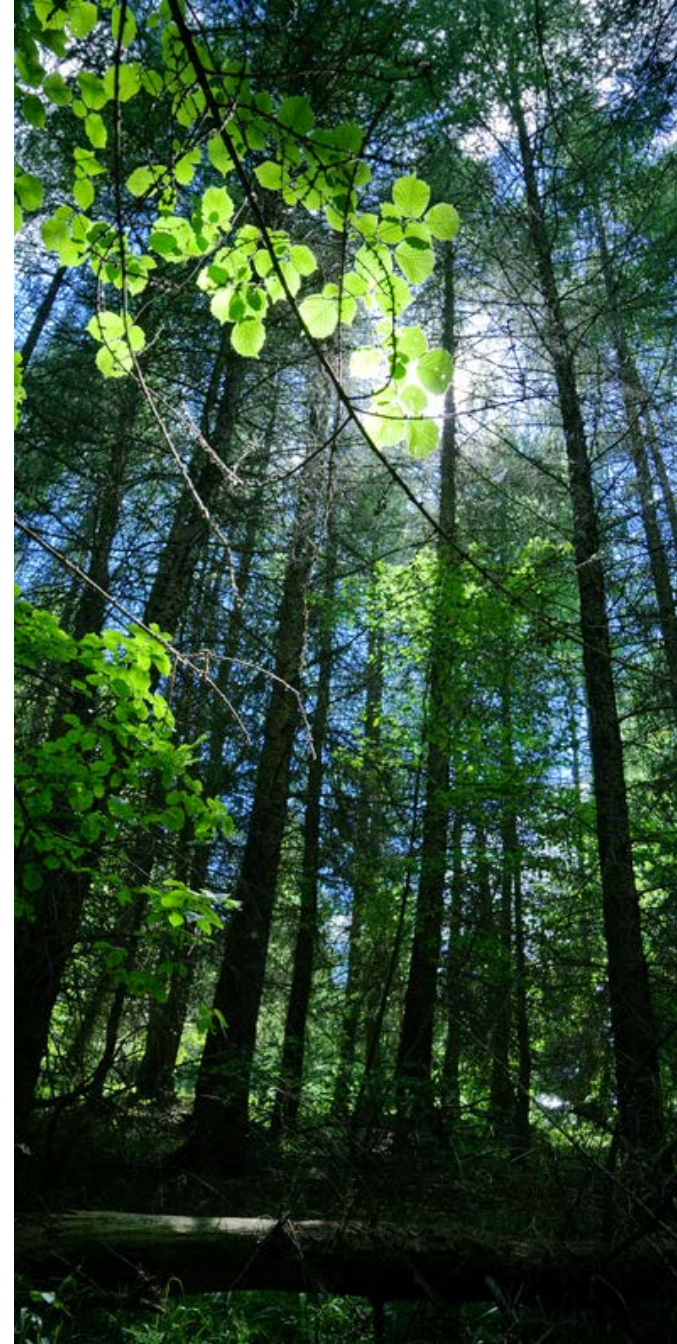


My Cup Spilleth Over

Improved Assessment of Program Spillover Savings

Ryan Bliss, Research Into Action



Assessing Spillover

End-users



How much did the program influence your purchase of un-incented equipment?

or

Trade Allies



How much did the program influence your sales of un-incented equipment?

Neither approach may accurately assess spillover

Not All Spillover Happens the Same Way

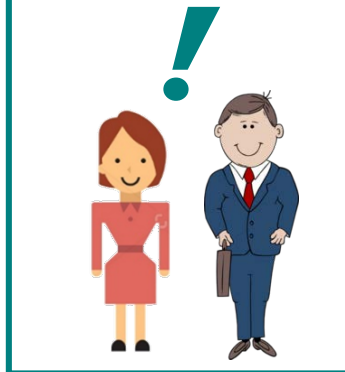
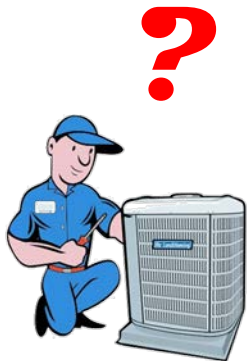
- End-users may buy from vendors or from installers
- The distributors or installers may or may not *influence* the end-user through equipment recommendations

Five “Pots” of Possible Spillover

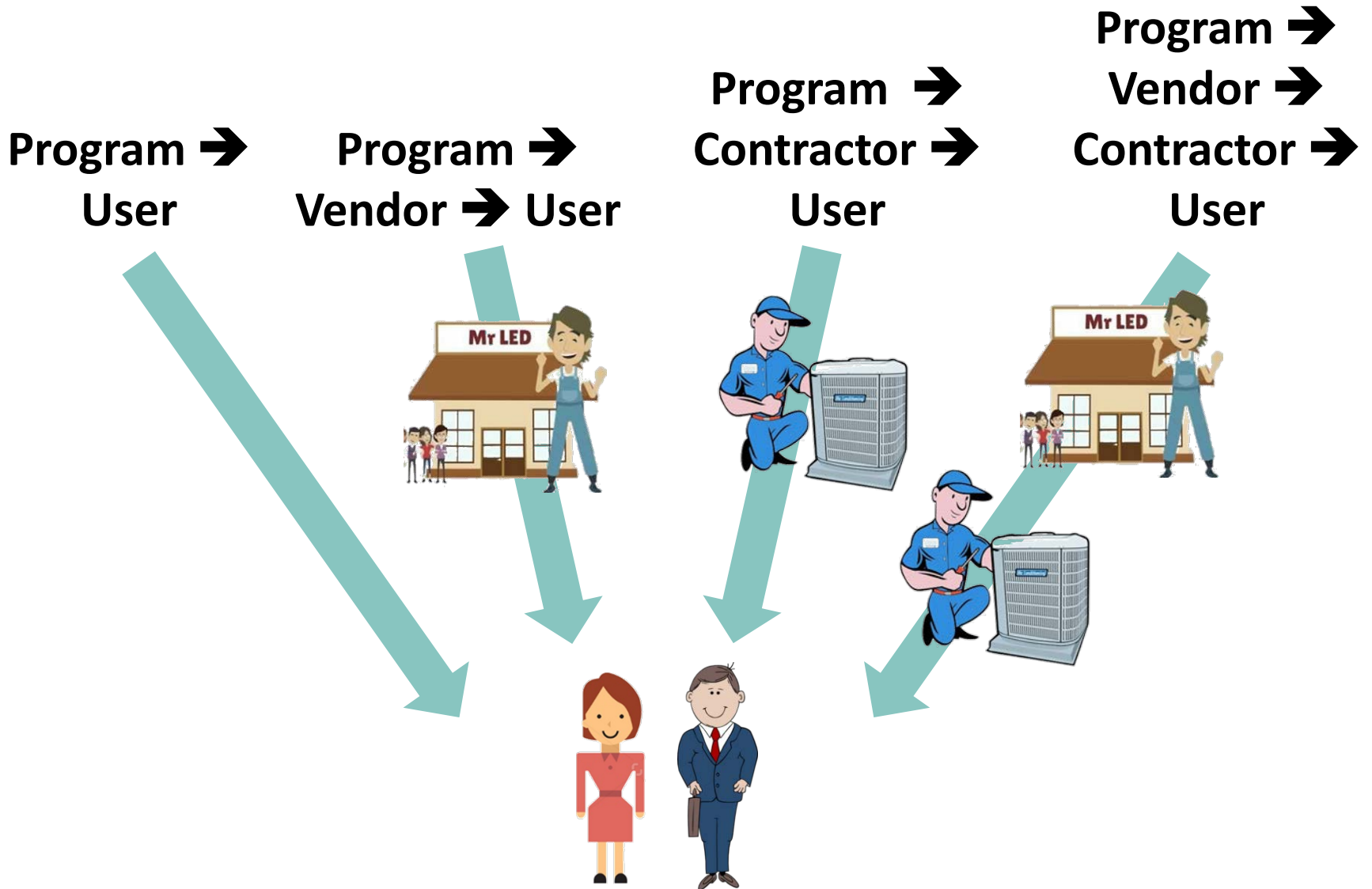


Program Direct Influence Only

Program Direct and Indirect Influence



Four Paths of Program Influence



Our Assessment

Vendor and contractor un-incented sales to users

- With and without recommendations






Program influence on TAs and users

Vendor influence on contractors

TA influence on users

Program indirect influence = product of influence of each actor on the next.

Assigning Attribution %

Pots		Influence by Pathway			
		P→U	P→V→U	P→C→U	P→V→C→U →U
 No Recommendation		56%			
 No Recommendation		56%			
 Recommendation		56%	85%		
 Only Contractor Recommendation		56%		62%	
 Recommendation from Both		56%		62%	60%

12% of Gross Lighting Savings

research > into > action^{inc}

Contact:

Ryan E. Bliss

(503) 287-9136

ryan.bliss@researchintoaction.com