ENERGY STAR Lighting

Spotlight on Market Research: How Research Leads to Better Results for Lighting Programs

October 12, 2015
Agenda

• Session: putting consumer lighting market research into action
  – Barriers / unknowns
  – Types of market research conducted
  – Takeaways and putting them into action
  – Outcomes, lessons learned, and follow-up
• Q&A
Speakers

- Lisa McLeer
  - General Electric Lighting
- Stephen Bickel
  - D&R International
- Dennis Rominger
  - Puget Sound Energy
- Lara Bonn
  - Efficiency Vermont