



Extending the Life of Lighting Programs: How to Light the Way to "Hard to Reach" Customers

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Quick Recap of Light the Moment

Goal: Sell 300 million ENERGY STAR LEDs in Calendar Year 2017

We missed the mark...

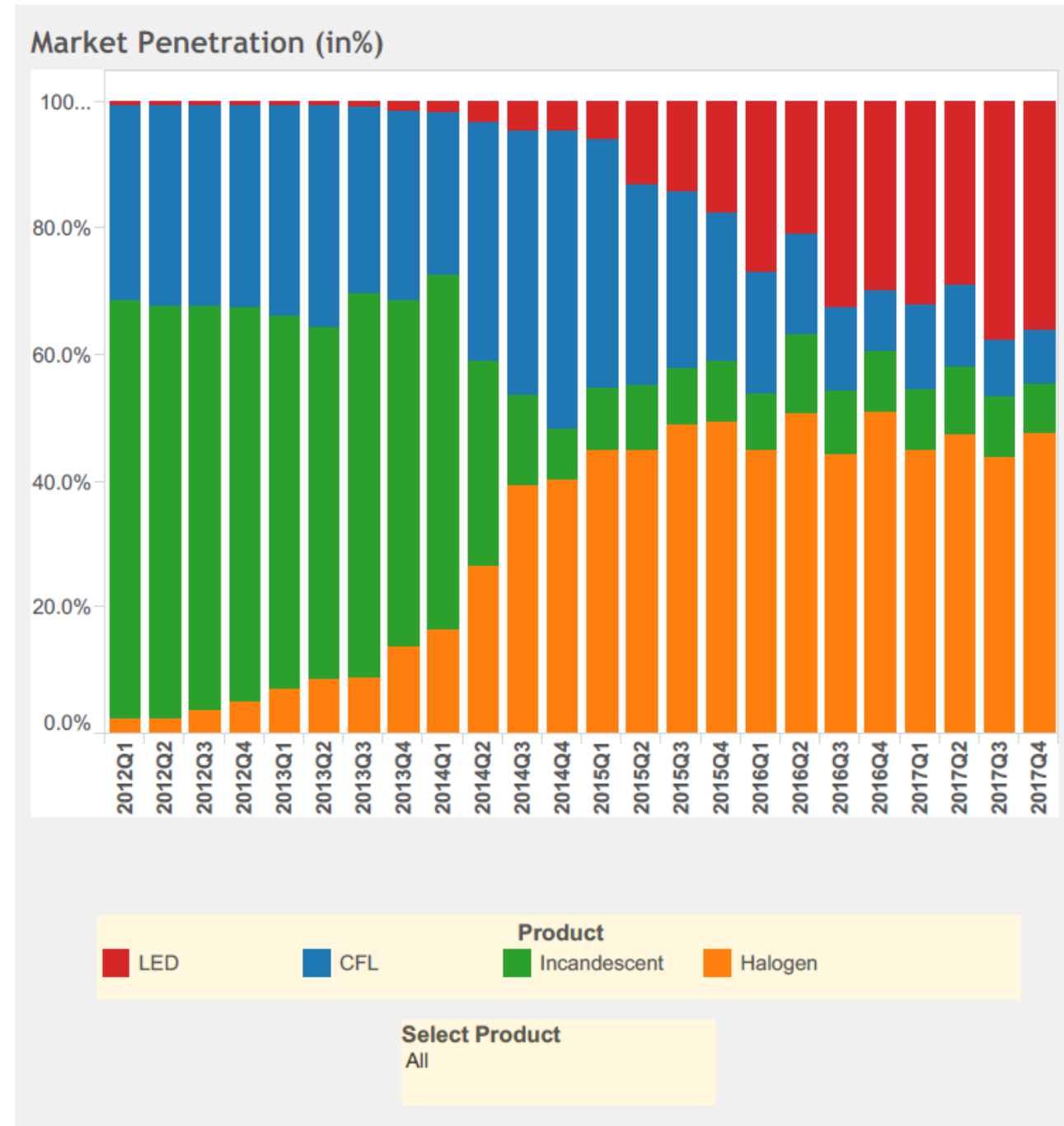
...With your help, over 380 million ENERGY STAR bulbs were sold in the U.S. in 2017!





NEMA Lighting Market Snapshot

- Almost 40% of total sales are LED.
- Halogen sales persist at just over 40% of all new shipments for the past two years.
- **70% of all LED bulb sales in the U.S. in 2017 were ENERGY STAR certified!** - *2017 ENERGY STAR USD*



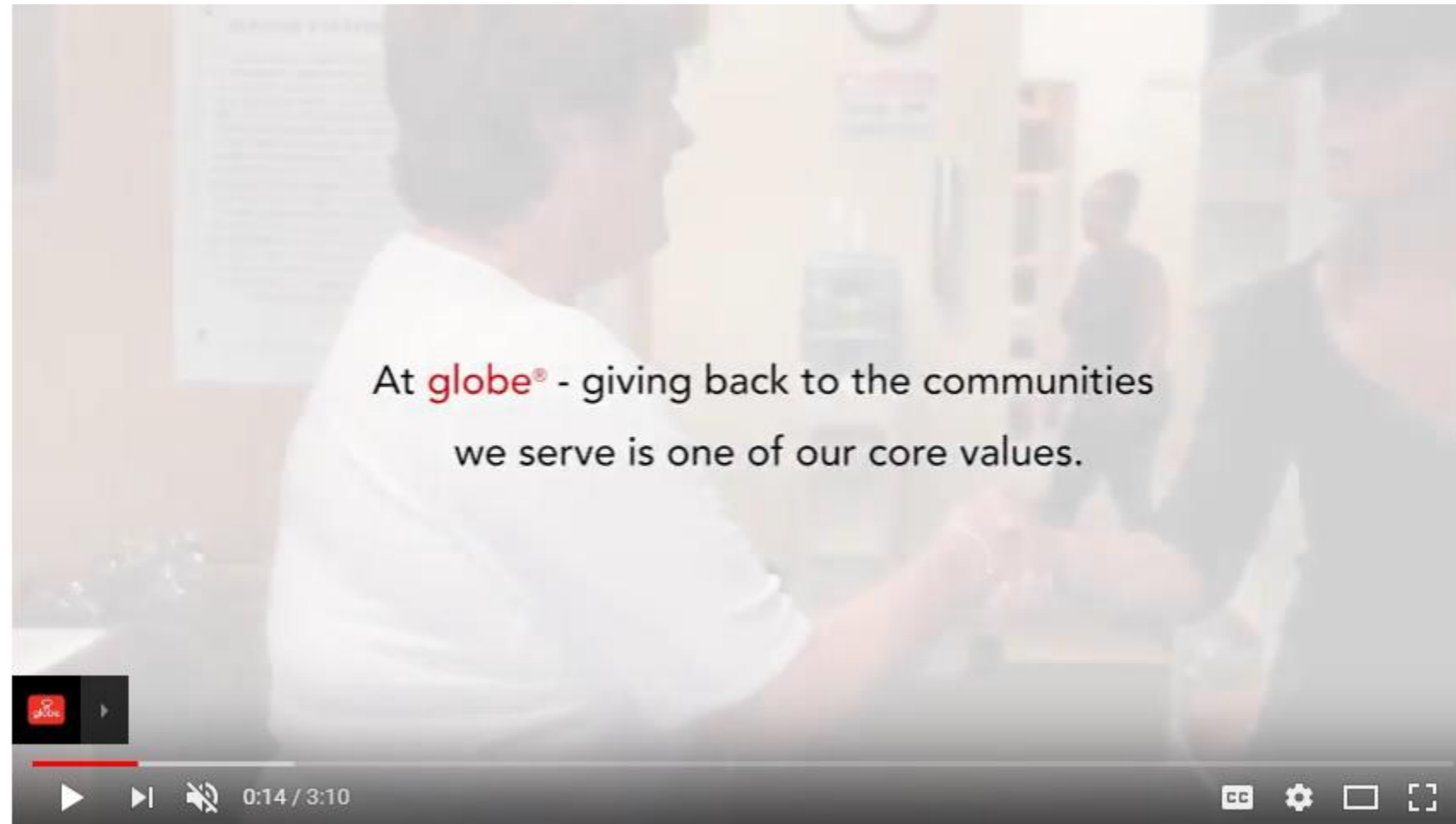


Why 'Hard to Reach?' Why lighting?

- Lower-income households purchase incandescent bulbs at >2x the rate of those in middle-to-high income households.
- Existing lighting incentive programs have made inroads with many consumers but 'hard to reach' consumers require different outreach strategies.
- Initial price point of efficient ENERGY STAR lighting has consistently been a barrier to adoption.
- Those that can least afford a high electricity bill are the ones that can also least afford a high initial price point for products that lower that bill. *That dynamic is changing.*



Efforts to Reach Hard to Reach Households



<https://www.youtube.com/watch?v=xplQll-efm8&t=31s>



Today's Panel



Gillian Saidman, L'Image
Home Products



Jill Vohr, EPA ENERGY STAR



Jesus Pernia, Eversource



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