



# 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