2014 Spring Instant Rebate Post Implementation Evaluation

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(Redacted Version)

Contents

takeCHARGE launched its Instant Rebate Program in 2014 in collaboration with major retail chains and independent retailers across Newfoundland to offer customers in-store discounts on different energy-efficient products.

This program helps consumers improve the energy efficiency of their homes through a range of rebates designed to reduce the cost of the energy efficient technology and to reduce their home energy use.

The spring campaign ran from June 1st to June 30th. All residential customers were eligible to participate regardless of heat source, age or ownership of home.

Discounts were offered on the following products for the Spring Campaign:

- ENERGY STAR CFLs;
- ENERGY STAR specialty CFLs;
- ENERGY STAR LED;
- ENERGY STAR specialty LED;
- Indoor and outdoor timers;
- Indoor and outdoor motion sensors
- Dimmer switches;
- Smart Power Strips

Rebate Amount by Package Type

- $3 off* regular prices when you purchase a package of 2 or more ENERGY STAR regular CFLs
- $3 off* regular prices when you purchase a package of 1 or 2 ENERGY STAR specialty CFLs
- $6 off* regular prices when you purchase a package of 3 or more ENERGY STAR specialty CFLs
- $3 off* regular prices ENERGY STAR LED light bulbs (under 10 Watts)
- $5 off* regular prices ENERGY STAR LED light bulbs (10 Watts and above)
- $8 off* regular prices when you purchase a package of 2 or more ENERGY STAR LED light bulbs
- $3 off* regular prices indoor lighting timers
- $3 off* regular prices outdoor lighting timers
- $3 off* regular prices indoor motion sensors (hardwired)
- $3 off* regular prices outdoor motion sensors
- $3 off* regular prices dimmer switches (hardwired)
- $10 off* regular prices smart power strips

Incentives Paid

Table 1 below shows the incentive dollars paid per technology during the spring campaign compared with the expected incentives.

Table 1: Incentives Spring 2014 Campaign				
Technology	**Incentives Paid**	**% Incentives**	**Expected Incentives**	**Variance**
LEDs	$119,004	93.6%	$44,620	167%
Regular CFLs	$4,761	3.7%	$52,380	-91%
Dimmers	$1,422	1.1%	$1,892	-25%
Specialty CFLs	$1,383	1.1%	$6,208	-78%
Timers	$369	0.3%	$47	692%
Power Strips	$180	0.1%	$253	-29%
Motion Sensors	$60	0.05%	$70	-14%
Total	**$127,179**	**100%**	**$105,468**	**21%**

Table 2 below shows the incentive dollars paid per retailer during the spring campaign.

Table 2: Incentives Paid by Retailer		
Retailer	**Incentives Paid**	**%**
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
Total	**$127,179**	**100%**

Conclusion

- Rebates provided to customers at participating retailers during the spring 2014 campaign exceeded expected incentives by 21%.
- The variance in actual vs. expected incentive dollars is attributable to the higher than expected sales of LEDs bulbs and the lower than expected sales in both regular and specialty CFL bulbs.
- LED bulbs accounted for approximately 94% of all rebates provided to customers during the spring campaign.
- The Incentives anticipated for LED bulbs was exceeded due to high sales at [redacted].
- Motion Sensors were rebated the least with $60 in incentives paid.
- Timers are the technology highest over expected rebates, achieving 692% of the incentive target.
- Regular CFL bulbs were the most under plan, achieving only 9% of target.

- The low sales of Regular CFLs is attributable to [redacted] not stocking the technology during the spring campaign.
- [redacted] was the retailer with the highest incentives; 82% of the total received for the spring campaign.
- [redacted] (made up of multiple stores island wide) was the retailer with the lowest incentives, 2% of the total received for the spring campaign.

Opportunities/Recommendations

- Continue to strengthen relationship with [redacted] on technologies already in stock and work on adding additional products such as CFL bulbs for future campaigns.
- Offering marketing and additional promotional material support to smaller retailers may help drive rebates in future campaigns.
- Increasing information available on all technologies offered during campaigns may better educate consumers on the benefits and could help drive sales.

Energy Savings

Table 3 below shows the energy savings achieved in the spring campaign compared with the expected savings per technology.

Table 3: Energy Savings (GWh) Spring Campaign 2014				
Technology	Actual Energy Savings	% Energy Savings	Expected Energy Savings	Variance
LED s	0.543	74%	0.165	230%
Regular CFLs	0.158	21.6%	0.598	-74%
Specialty CFLs	0.020	2.7%	0.039	-48%
Dimmers	0.006	0.8%	0.007	-15%
Timers	0.005	0.7%	0.001	793%
Motion Sensors	0.001	0.1%	0.001	0%
Power Strips	0.0009	0.1%	0.0013	-29%
Total	**0.73**	**100%**	**0.81**	**-10%**

Conclusion

- Energy Savings for the spring Instant Rebate campaign was under plan by 10%.
- The variance in actual vs. expected energy savings is attributable to the higher than expected savings in LEDs bulbs and the lower than expected savings in both regular and specialty CFL bulbs.
- The energy savings anticipated for LED bulbs was exceeded due to high sales at [redacted].

- LED light bulbs achieved the highest energy savings of 0.5 GWh. This was 230% over the planned target for this technology.
- LEDs accounted for 74% of the energy savings achieved during the spring campaign.
- Regular CFL bulbs accounted for approximately 22% of the energy savings achieved during the spring campaign, however they were the most under target; 74% less than the anticipated energy savings of 0.16 GWh compared to the expected of 0.6 GWh.
- Timers are the technology highest over plan, achieving 793% of its energy savings target.

Opportunities/Recommendations

- Assess the viability of CFLs in future campaigns.
- LED bulbs should continue to be a major focus of future campaigns to build on the energy savings achieved.

Unit Sales

Table 4 below shows the units sold by technology during the spring campaign compared with the expected unit sales.

Table 4: Units Sold Spring Campaign 2014				
Technology	**Units Sold**	**% Energy Savings**	**Unit Expected**	**Variance**
LED s	29,294	73.2%	7,760	278%
Regular CFLs	9,228	23.1%	34,920	-74%
Specialty CFLs	800	2.0%	1,552	-48%
Dimmers	538	1.3%	630	-15%
Timers	123	0.3%	16	688%
Motion Sensors	27	0.1%	23	16%
Power Strips	18	0.04%	25	-29%
TOTAL	**40,028**	**100%**	**44,926**	**-11%**

Conclusion

- Unit sales for the spring campaign were under target by 11%.
- The variance in actual vs. expected unit sales is attributable to the higher than expected sales in LEDs bulbs and the lower than expected sales in both regular and specialty CFL bulbs.
- The variance of actual over planned units for LED bulbs is attributable to the high sales and multipacks units available for purchase at [redacted].
- LEDs had the highest unit sales with approximately 30,000 bulbs sold during the spring campaign; this was 278% above target.

- Power strips had the lowest sales with 18 units sold during the spring campaign; this was 29% below target.
- The technology exceeding unit sale expectations the most is timers at 688% above target; the technology the most under target is regular CFLs at -74%.

Technologies

Table 5 below shows the # of models offered by technology.

Table 5: Models and Retailers by Technology	
Technology	**# Models Offered**
Dimmers	102
Energy Star Regular CFLs	97
LED Lamps	74
Energy Star Specialty CFLs	35
Timers	28
Indoor Motion Sensors	7
Smart Power Bars	3
TOTAL	**346**

Conclusion

- 346 models were offered across 7 technologies.
- The technology with the most models offered during the spring campaign was dimmers.
- The technology stocked the least at retailers was smart power bars.

Opportunities/Recommendations

- Educate retailers on the benefits of being a one stop shop for customers wanting to invest in energy efficient technologies.

Discounts

Table 6 lists the product that were discounted during the spring campaign.

Table 6: Discounted Technologies										
Technology	**Manufacturer**	**Description**	**Regular Price**	**Sale Price**	**% Discount**	**Rebate Per Pack**	**Price per pack**	**Price per bulb**	**Unit Sales**	**Incentives**
Regular CFLs	[redacted]	13W BW 3PK	$11.99	$6.99	-42%	$3.00	$3.99	$1.33	486	$486
Regular CFLs	[redacted]	13W 10PK	$24.99	$17.49	-30%	$3.00	$14.49	$1.45	4,230	$1,269
Regular CFLs	[redacted]	13W 10PK	$24.99	$17.49	-30%	$3.00	$14.49	$1.45	290	$87
LED Lamps	[redacted]	5.5W LED PAR16 MED	$21.99	$15.99	-27%	$3.00	$12.99	$4.33	3	$9
Total									**5,009**	**$1,851**

Conclusion:

- Of the 346 Models offered during the spring campaign four were discounted and all were at [redacted].
- Three of the four models offered at a discount during the campaign were regular CFLs. The other item offered at a discount was a LED blub.
- The largest discount, 42%, was offered at [redacted] on a 3 pack of 13W CFL regular bulbs. This model was the third highest selling in the regular CFL category and offered the best per CFL bulb price of $1.33.
- The 2nd largest discount was offered on a 10 pack of 13W regular CFLs. This package of bulbs was the highest selling model in the regular CFL category with over 4,200 units sold. The per bulb cost was $1.45.

Opportunities/Recommendations

- Work with retailers to offer sales on more technologies in future campaigns.
- Use spring campaign as support for retailers that combining special pricing along with *takeCHARGE* instant rebate can lead to significant sales.

Top Retailers by Technology

LEDs

Table 7 shows the top retailers of sales of LED lamps.

Table 7: LED Lamps sold by retailer				
Retailer	**Units Sold**	**Incentives Paid**	**Average Rebate Per Bulb**	**% Units Sold**
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total	**29,294**	**$119,004**	**$ 4.06**	**100.00%**

Table 8 below shows sales of LED lamps by manufacturer.

Table 8: LED Lamp Manufacturers		
LED Manufacturers	**Units**	**% Units Sold**
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
Total	**29,294**	**100.0%**

Table 9 below shows the top LED lamps sold during the spring campaign by model.

Table 9: Top LED Lamps by Model								
Product	**Manufacturer**	**Unit Sales**	**Units Per Pack**	**% Total Units**	**Regular Price**	**Rebate**	**Rebate Price**	**Price Per Bulb**
A19 Omni	[redacted]	12,204	1	42%	$10.99	$5	$5.99	$5.99
B11 Chandelier	[redacted]	6,156	3	21%	$18.99	$8	$10.99	$3.66
PAR20 8W	[redacted]	2,807	1	10%	$13.89	$3	$10.89	$10.89
BR30 12W	[redacted]	1,924	1	7%	$15.99	$5	$10.99	$10.99
GU10 6W	[redacted]	1,787	1	6%	$9.99	$3	$6.99	$6.99
		24,878		**85%**	**$13.97**	**$4.80**	**$9.17**	**$7.70**

Table 10 shows the average cost of an LED bulb during the spring campaign.

Table 10: Average LED Bulb Price		
Regular Price	**Price with Rebate**	**% Discount**
$11.44	$7.70	-33%

Conclusion

- 87% of the LED lamps sold during the spring campaign were at [redacted].
- [redacted] and [redacted] combined sold just over 12% of the units rebated.
- Remaining units rebated were spread amongst multiple [redacted] locations.
- Over 92% of the bulbs rebated during the spring campaign were [redacted].
- The top 5 LED lamps sold accounted for 85% of all units rebated.
- The top selling bulb was the A19 [redacted] manufactured by [redacted]. This bulb sold over 12,000 units during the 4 week campaign and accounted for 42% of all units sold.
- The 2nd highest selling unit was the B11 Chandelier LED Lamp sold at [redacted] in a 3 pack.
- The average price of the top selling bulbs with the *takeCHARGE* rebate was $7.70. The average price per bulb before discount and rebate was $11.44. This is a discount of 33% or $3.73 per bulb.
- No LED bulb in the top selling units was discounted during the campaign.
- All of the top rebated lamps were sold at [redacted].

Opportunities/Recommendations

- Continue to strengthen the already strong retail partnership with [redacted].

- Work with [redacted] and [redacted] on increasing product availability and offering a more competitive price of LED bulbs.

Regular CFLs

Table 11 below shows the top retailers for sales of Regular CFLs

Table 11: Regular CFLs				
Retailer	Units Sold	Incentives Paid	Average Rebate	% Units Sold
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total	**9,228**	**$4,761**	**$0.52**	**100%**

Table 12 shows the top manufacturers for sales of Regular CFLs.

Table 12: Regular CFL Manufacturers		
Regular CFL Manufacturers	Units	% Units Sold
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
Total	**9,228**	**100.0%**

Table 13 shows the top regular CFLs by model.

Table 13: Top Regular CFLs by Model										
Product	**Retailer(s)**	**Manufacturer**	**Unit Sales**	**Units Per Pack**	**% Total Units**	**Regular Price**	**Sale Price**	**Rebate**	**Rebated Price**	**Price Per Bulb**
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total			**6,865**		**74.4%**	**$16.32**	**$14.93**	**$3**	**$11.93**	**$2.52**

Table 14 shows the average regular CFL bulb pricing during the spring campaign.

Table 14: Average Regular CFL Bulb Price				
Regular Price	**Discounted Price before Rebate**	**% Discount**	**Discounted Price with Rebate**	**% Discount**
$3.53	$3.26	-8%	$2.52	-23%

Conclusion

- 76% of the Regular CFL bulbs rebated during the spring campaign were sold at [redacted].
- [redacted] was 2nd in sales with just over 11% of all units rebated.
- [redacted] did not stock CFL bulbs for the spring campaign.
- Remaining units rebated were spread amongst multiple [redacted] locations island wide.
- Approximately 50% of the bulbs rebated during the spring campaign were the manufacturer testrite.
- The top 5 Regular CFL bulbs sold accounted for approximately 75% of all units rebated.
- More than one retailer carried the same CFL manufacturer and model.

- All of the top selling Regular CFL models were multipacks ranging from 3-10 units.
- All of the top selling Regular CFL models were 13W bulbs.
- The top selling bulb was a 13W [redacted] multipack of 10 units available at [redacted]. This unit accounts for almost 62% of all regular CFL bulb sales during the spring campaign.
- The top selling 13W [redacted] multipack was discounted by the retailer $7.50, or 30%, during the spring campaign. The total discount offered to customers, including the $3 rebate, on this pack was $10.50, or 42%, off the original price.
- The average discount per bulb provided to customers by retailers prior to the *takeCHARGE* rebate being applied, based on the top selling units, during the spring campaign was $0.27 or 8%.
- The average price per bulb with the *takeCHARGE* rebate was $2.52. The average discounted price per bulb without the rebate was $3.26. This is a discount of 23% or $0.74 per bulb.
- Two models of regular CFLs in the top selling units were discounted prior to the *takeCHARGE* rebate being applied.
- All of the top rebated bulbs were sold at [redacted] or [redacted] except for the 13W [redacted] sold at [redacted].

Opportunities/Recommendations

- An opportunity exists to work with [redacted] to on stocking CFL bulbs for future campaigns. The high volume of sales at this retailer could significantly increase CFL bulb sales in the future.
- [redacted] has the potential to see a significant increase in sales of CFL bulbs if more competitive pricing is offered to customers.

Specialty CFLs

Table 15 shows the top retailers for sales of Specialty CFLs.

Table 15: Specialty CFLs				
Retailer	**Units Sold**	**Incentives Paid**	**Average Rebate**	**% Units Sold**
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total	**800**	**$1,383**	**$1.73**	**100%**

Table 16 shows the top manufacturers for specialty CFLs during the spring campaign.

Table 16: Specialty CFL Manufacturers		
Specialty CFL Manufacturers	**Units**	**% Units Sold**
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
Total	**800**	**100%**

Table 17 shows the top specialty CFLs by model.

Table 17: Top Specialty CFLs by Model									
Product	**Retailer**	**Manufacturer**	**Unit Sales**	**Units Per Pack**	**% Total Units**	**Regular Price**	**Rebate**	**Rebated Price**	**Price Per Bulb**
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total			527		65.9%	13.99		$9.79	$3.86

Table 18 shows the average regular CFL bulb pricing during the spring campaign.

Table 18: Specialty CFL Bulb Price		
Regular Price	**Price with Rebate**	**% Discount**
$5.96	$3.86	-35%

Conclusion

- 81% of the Specialty CFL bulbs sold during the spring campaign were at [redacted].
- [redacted] was 2nd in sales with almost 17% of all units rebated.
- [redacted] did not stock CFL bulbs for the spring campaign.
- Remaining units rebated were spread amongst multiple [redacted] locations.
- 50% of the bulbs rebated during the spring campaign were [redacted].
- The top 5 Specialty CFL bulbs sold accounted for approximately 66% of all units rebated.
- Three of the five top selling Specialty CFL models were multipacks ranging from 2-6 units.
- The top four specialty CFL bulbs were sold at [redacted] locations. The fifth top selling bulb was at [redacted].
- The top selling bulb was a 15W [redacted] multipack of 6 units. This unit accounts for approximately 76% of all specialty CFL bulb sales during the spring campaign.
- None of the specialty CFLs bulbs offered during the campaign were discounted by retailers.
- The average price per bulb with the *takeCHARGE* rebate was $3.86. The average price per bulb without the rebate was $5.96. This is a discount of 35% or $2.10 per bulb.

Opportunities/Recommendations

- An opportunity exists to work with [redacted] on stocking CFL bulbs for future campaigns. The high volume of sales at this retailer could significantly increase CFL bulb sales during future campaigns.
- [redacted] has the potential to see a significant increase in sales of CFL bulbs if more competitive pricing is offered to customers.

Dimmers

Table 19 shows the top retailers for sales of Dimmers.

Table 19: Dimmers				
Retailer	**Units Sold**	**Incentives Paid**	**Average Rebate**	**% Units Sold**
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total	**538**	**$1,422**	**$2.64**	**100%**

Table 20 shows the top manufacturers for Dimmers.

Table 20: Dimmer Manufacturers		
Dimmer Manufacturers	**Units**	**% Units Sold**
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
Total	**538**	**100%**

Table 21 shows the average price for Dimmers during the spring campaign.

Table 21: Average Dimmer Price		
Regular Price	**Price with Rebate**	**% Discount**
[redacted]	[redacted]	[redacted]

Conclusion

- 53% of the Dimmers sold during the spring campaign were at [redacted].
- [redacted] was 2nd in sales with 33% of all units rebated.
- The remaining 14% of units sold were spread across multiple [redacted] locations island wide.
- No dimmers were discounted by retailers during the spring campaign.
- The average rebate provided to customers purchasing dimmers was $2.64 per unit.
- The average price per dimmer with the *takeCHARGE* rebate was $20.15. The average price per dimmer without the rebate was $22.79. This is a discount of 12%.
- [redacted] was the manufacturer with the highest unit sales at 41%.

Opportunities/Recommendations

- The higher cost per dimmer may be a barrier for consumers. Working with retailers to bring down the per unit cost may help increase sales in future campaigns.

Timers

Table 22 shows the top retailers for sales of Timers.

Table 22: Timers				
Retailer	Units Sold	Incentives Paid	Average Rebate	% Units Sold
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total	**123**	**$369**	**$3.00**	**100%**

Table 23 shows the top manufacturers for Timers.

Table 23: Timer Manufacturers		
Timer Manufacturers	Units	% Units Sold
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
Total	**123**	**100%**

Table 24 shows the average price for Timers during the spring campaign.

Table 24: Average Timer Price		
Regular Price	**Price with Rebate**	**% Discount**
$26.31	$23.31	-11%

Conclusion

- 57% of the Timers sold during the spring campaign were at [redacted].
- [redacted] was 2nd in sales with 37% of all units rebated.
- The remaining 6% of units sold were spread across multiple [redacted] locations island wide.
- No timers were discounted by retailers during the spring campaign.
- The average rebate provided to customers purchasing a timer was $3.00.
- [redacted] was the manufacturer with the highest unit sales at 57%.
- The average price per timer with the *takeCHARGE* rebate was $23.31. The average price per timer without the rebate was $26.31. This is a discount of 11%.

Opportunities/Recommendations

- Increase education on the benefits of installing a timer could be useful in helping consumers understand how the technology save energy.

Motion Sensors

Table 25 shows the top retailers for sales of Motion Sensors.

Table 25: Motion Sensors				
Retailer	**Units Sold**	**Incentives Paid**	**Average Rebate**	**% Units Sold**
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total	**27**	**$60**	**$2.22**	**100%**

Table 26 shows the top manufacturers for motion Sensors.

Table 26: motion Sensors		
Timer Manufacturers	**Units**	**% Units Sold**
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
Total	**27**	**100%**

Table 27 shows the average price for motion sensors.

Table 27: Average Motion Sensor Price		
Regular Price	**Price with Rebate**	**% Discount**
$23.41	$21.19	-9%

Conclusion

- 89% of the motion sensors sold during the spring campaign were at [redacted].
- [redacted] was 2nd in sales with 7% of all units rebated.
- The remaining 4% of units sold were sold at [redacted].
- No motion sensors were discounted by retailers during the spring campaign.
- The average rebate provided to customers purchasing motion sensors was $2.22.
- The average price per sensor with the *takeCHARGE* rebate was $21.19. The average price per sensor without the rebate was $23.41. This is a discount of 9%.
- [redacted] was the manufacturer with the highest unit sales at 67%.

Opportunities/Recommendations

- Increase education on the benefits of installing motion sensors could be useful in helping consumers understand how the technology save energy.

Smart Power Bars

Table 28 shows the top retailers for sales of Smart Power Bars.

Table 28: Smart Power Bars				
Retailer	**Units Sold**	**Incentives Paid**	**Average Rebate**	**% Units Sold**
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total	**18**	**$180**	**$10.00**	**100%**

Table 29 shows the top manufacturers for Smart Power Bars.

Table 29: Smart Power Bars		
Manufacturers	**Units**	**% Units Sold**
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
TOTAL	**18**	**100%**

Table 30 shows the average price for Smart Power Bars.

Table 30: Average Smart Power Bar Price		
Regular Price	**Price with Rebate**	**% Discount**
$41.10	$31.10	-24%

Conclusion

- 56% of the smart power bars sold during the spring campaign were at [redacted].
- [redacted] was 2nd in sales with 44% of all units rebated.
- The average rebate provided to customers purchasing smart power bars was $10.
- The average price per power bar with the *takeCHARGE* rebate was $31.10. The average price per power bar without the rebate was $41.10. This is a discount of 24%.
- [redacted] was the manufacturer with the highest unit sales at 56%.

Opportunities/Recommendations

- Increase education on the benefits of installing smart power bars could be useful in helping consumers understand how the technology saves energy.
- Work with retailers to increase their supply of smart power bars in future campaigns.

Top Selling Units at Retailers[1]

Table 31 shows the top five technology sales at [redacted] during the spring campaign.

Table 31: Top Five Technology Sales [redacted]									
DESCRIPTION	**Week 1**	**Week 2**	**Week 3**	**Week 4**	**Week 5**	**Week 6**	**Total Packs**	**Rebates**	**% Packs Sold**
LED 12W A19 1PK **LED A19 11.5W 1PK**	50	1,526	1,648	3,654	4,011	1,316	12,205	**$61,025**	**57%**
LED 8W PAR20 1PK	66	491	487	863	674	226	2,807	**$8,421**	**13%**
LED 5.5W B11 3PK	33	190	526	593	507	203	2,052	**$16,416**	**10%**
LED 12W BR30 1PK	13	201	442	544	433	291	1,924	**$9,620**	**9%**
LED 6W GU10 1 PK	30	353	442	420	383	159	1,787	**$5,361**	**8%**
Total	**192**	**2,761**	**3,545**	**6,074**	**6,008**	**2,195**	**20,775**	**$100,843**	**97%**
% Units Sold by Week	**1%**	**13%**	**17%**	**29%**	**29%**	**11%**	**100%**		

Conclusion:

- The top 5 selling products at [redacted] accounted for 97% of their package sales during the spring campaign.
- The Top selling products were LED A19 single bulbs, 11.5W/12W.
- The top selling units at [redacted],accounted for just over $100K in incentives.
- The third to fifth week of the spring campaign at [redacted] had the most sales with 75% of all units sold occurring in that timeframe.

Table 32 shows the top technology sales at [redacted] during the spring campaign.

Table 32: Top Five Technology Sales [redacted]							
DESCRIPTION	**Week 1**	**Week 2**	**Week 3**	**Week 4**	**Total Packs**	**Rebates**	**%**
11W LED A19 800L DIM	4	30	636	106	776	**$3,880**	**24%**
13W CFL 3500K 10PK	140	116	65	104	425	**$1,275**	**13%**
7W LED A19 450L	67	60	108	90	325	**$975**	**10%**
13W CFL MICRO BW 3PK	54	28	41	39	162	**$486**	**5%**
15W CFL R30 6PK	9	8	24	30	71	**$426**	**2%**
Total	**274**	**242**	**874**	**369**	**1,759**	**$7,042**	**53%**
%	**16%**	**14%**	**50%**	**21%**	**100%**		

Conclusion:

[1] Information on unit sales by week only available from [redacted], [redacted], and [redacted].

- The top 5 selling products at [redacted] accounted for 53% of their package sales during the spring campaign.
- The top selling product was an 11W LED A19 bulb.
- Three of the top five selling products were CFLs, the other top products were LED bulbs.
- The third and fourth week of the spring campaign at [redacted] had the most sales with approximately 71% of all units sold occurring in that timeframe.

Table 33 shows the top technology sales at [redacted] during the spring campaign.

Table 33: Top Five Technology Sales [redacted]									
DESCRIPTION	**Week 1**	**Week 2**	**Week 3**	**Week 4**	**Week 5**	**Week 6**	**Total Packs**	**Rebates**	**%**
9.5W 19 Warm White LED	11	182	172	168	196	34	763	**$2,289**	**34%**
6W 19 Warm White LED	0	37	39	86	76	25	263	**$789**	**12%**
10.5 W LED warm white slim	2	54	27	52	51	0	186	**$930**	**8%**
10.5W LED daylight slim	1	48	51	38	24	0	162	**$810**	**7%**
8W LED PAR20, Dimmable2Pk	5	44	49	12	20	7	137	**$1,096**	**6%**
Total	**19**	**365**	**338**	**356**	**367**	**66**	**1,511**	**$5,914**	**67%**
% Units Sold by Week	**1%**	**24%**	**22%**	**24%**	**24%**	**4%**	**100%**		

Conclusion:

- The top 5 selling products at [redacted] accounted for 67% of their package sales during the spring campaign.
- The top selling product was a 9.5W single LED bulb.
- The top five products at [redacted] were LED bulbs.
- [redacted] had a fairly even spread during the campaign for unit sales per week. Week 1 and Week 6 sales were one and two days respectively.

Opportunities/Recommendations:

- There is an opportunity to help increase awareness of instant rebate offers earlier to potentially drive rebates sooner in campaigns.
- All the top selling units at retailers were LED or CFL bulbs. Further promotion of other technologies offered may increase sales.

Shelf Space

The shelf space dedicated to lighting at participating retailers was measured at the beginning and at the end of the instant rebates spring campaign.

Table 34 shows the shelf space dedicated to LED, CFL and Incandescent lighting at participating retailers.

Table 34: Shelf space lighting at retailers			
Retailer	**Technology**	**Shelf Space for Technology**	
		Visit 1	**Visit 2**
[redacted]			
[redacted]	**LED**	N/A	15
	CFL	N/A	15
	Incandescent	N/A	64.25
[redacted]	**LED**	2	1.5
	CFL	15	25
	Incandescent	35	30
[redacted]	**LED**	0	0
	CFL	16	16
	Incandescent	54	54
[redacted]	**LED**	80	80
	CFL	32	32
	Incandescent	60	252
[redacted]	**LED**	0	0
	CFL	4	8
	Incandescent	18	32
[redacted]	**LED**	4.5	4.5
	CFL	2.72	2.72
	Incandescent	3.2	3.2
[redacted]	**LED**	3.75	0
	CFL	31.75	0
	Incandescent	10.92	7.5
[redacted]	**LED**	0	0
	CFL	31.2	31.2
	Incandescent	43.68	43.68
[redacted]	**LED**	7.2	0
	CFL	19.2	0
	Incandescent	28.8	0
[redacted]	**LED**	1.4	1.4
	CFL	16.8	16.8
	Incandescent	33.6	33.6
[redacted]	**LED**	4	10

	CFL	12	32
	Incandescent	24	24
[redacted]	**LED**	0	0
	CFL	12	0
	Incandescent	24	0
[redacted]	**LED**	0.060736	0.060736
	CFL	0.08325	0.08325
	Incandescent	0.2085	0.2085
[redacted]	**LED**	0	0
	CFL	0	0
	Incandescent	0	0
[redacted]	**LED**	0	0
	CFL	0	0
	Incandescent	0	0
[redacted]	**LED**	0	0
	CFL	9.6	0
	Incandescent	24	0
[redacted]	**LED**	0	0
	CFL	11.2	80
	Incandescent	19.5	0
[redacted]	**LED**	15.6	0
	CFL	46.8	0
	Incandescent	31.2	0
[redacted]	**LED**	0	0
	CFL	8	8
	Incandescent	12	12
[redacted]	**LED**	0	0
	CFL	10	0
	Incandescent	12.5	0
[redacted]			
[redacted]	**LED**	56	56
	CFL	56	56
	Incandescent	56	56
[redacted]			
[redacted]	**LED**	70	40
	CFL	140	168
	Incandescent	140	72
[redacted]	**LED**	0	0
	CFL	0	0
	Incandescent	0	0
[redacted]	**LED**	16	16

	CFL	32	32
	Incandescent	64	64
[redacted]	**LED**	8	32
	CFL	40	40
	Incandescent	96	96
[redacted]	**LED**	196	0
	CFL	196	0
	Incandescent	22.4	0
[redacted]	**LED**	16	0
	CFL	80	0
	Incandescent	80	0

Conclusion

- Shelf space dedicated to lighting varied widely across retailer chains.
- [redacted]:
    - The [redacted] location had no shelf space dedicated to bulbs at the start of the campaign but did have space dedicated to LEDs, CFLs and incandescents by the end.
    - 5 retailers had removed spacing for all lighting completely by the end of the spring campaign.
    - The [redacted] location had increased its shelf space dedicated to incandescents.
    - Multiple locations had increased their spacing dedicated to CFL and LEDs at campaign end.
- [redacted] maintained the same shelf spacing at the start and at the end of the campaign. 56 Sq. Ft. was dedicated to each of the lighting options measured.
- [redacted]:
    - [redacted] and [redacted] locations had removed all shelf spacing for lighting by campaign end.
    - [redacted] location is listed as having no shelf coverage.
    - [redacted] location had increased coverage for LEDS 4X and maintained CFL and incancdescants.
    - [redacted] location had decreased the incandescent coverage by half and maintained the total square footage of the CFL and LED shelf space.

Opportunities/Recommendations

- For future campaigns a guide on how to complete shelf spacing documents would be helpful in ensuring consistency of measurements.

Events

Events were held island wide at participating retail locations during the spring campaign.

Table 35 shows events at retail locations with incentives paid.

Table X35 Events at Retail Locations with Incentives Paid		
Retailer	**Events**	**Incentives**
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
Total	**44**	**$127,179**

Conclusion:

- [redacted] had the most overall retail events with 20 for the spring campaign. This was spread amongst 6 retail locations.
- [redacted] and [redacted] had the most retailer in store events with 4 each during the spring campaign.
- [redacted] had the no events during the spring campaign.

Opportunities/Recommendations:

- Increasing events at smaller retail locations may help increase incentives in future campaigns.