

## RESEARCH IN PROGRESS

# Energy efficiency and residential households: Managing electricity demand

### Description:

Funded by Country Energy and ILWS Mrs Jodie Kleinschafer, Prof. Mark Morrison, & Dr. Rod Duncan. Commenced January 2006.

### Background:

Managing consumer demand for electricity has become an issue of vital importance to the electricity industry, as demand for electricity often exceeds the available supply. In addition, increasing concerns about the effects of global climate change suggest the importance of managing demand for electricity, which is sourced from predominantly non renewable forms of energy generation. However, effectively managing consumer demand presents a significant challenge, given the community's dependence on this resource.

One way to manage consumer demand for electricity is to encourage household's to reduce their electricity consumption, either through increasing the physical efficiency of the home or changing electricity use behaviours.

In order to encourage this type of behaviour change it is important to determine which households are willing to reduce their usage, and how and why they make the decision to do so.

### Methods:

Mixed Method Research Design

- Focus groups
- Mail survey of 3,000 households

### Objectives:

The aim of this project is to determine:

- How household decisions are made to reduce electricity consumption
- Which efficiency options different households choose, and
- The differential responsiveness of these groups to demand management strategies



### Projected Outcomes:

It is hoped that this information will lead to the development of more effective demand management strategies, a resultant reduction of greenhouse gas emissions and a greater understanding of the decision making process within households.

### CONTACT:

Mrs. Jodie Kleinschafer  
CSU Bathurst  
[jkleinschafer@csu.edu.au](mailto:jkleinschafer@csu.edu.au)

18 June 2008

**Albury-Wodonga Campus**

PO Box 789  
Elizabeth Mitchell Drive, Thurgoona  
ALBURY NSW 2640  
Australia

TEL +61 2 6051 9992  
FAX +61 2 6051 9797  
EMAIL [ilws@csu.edu.au](mailto:ilws@csu.edu.au)