



# Behavioral Persistence: A Natural (Gas) Experiment

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# Agenda

## ▶ Background on Behavioral Persistence

## ▶ Speakers

- Adam Thomas, *ADM Associates Inc.*
- Anne-Marie Peracchio, *New Jersey Natural Gas*
- Erika Kociolek, *Energy Trust of Oregon*

## ▶ Q&A and Discussion



# What is persistence?

▼ How long do energy savings last?



## Structural Persistence

*One time measure upgrade*



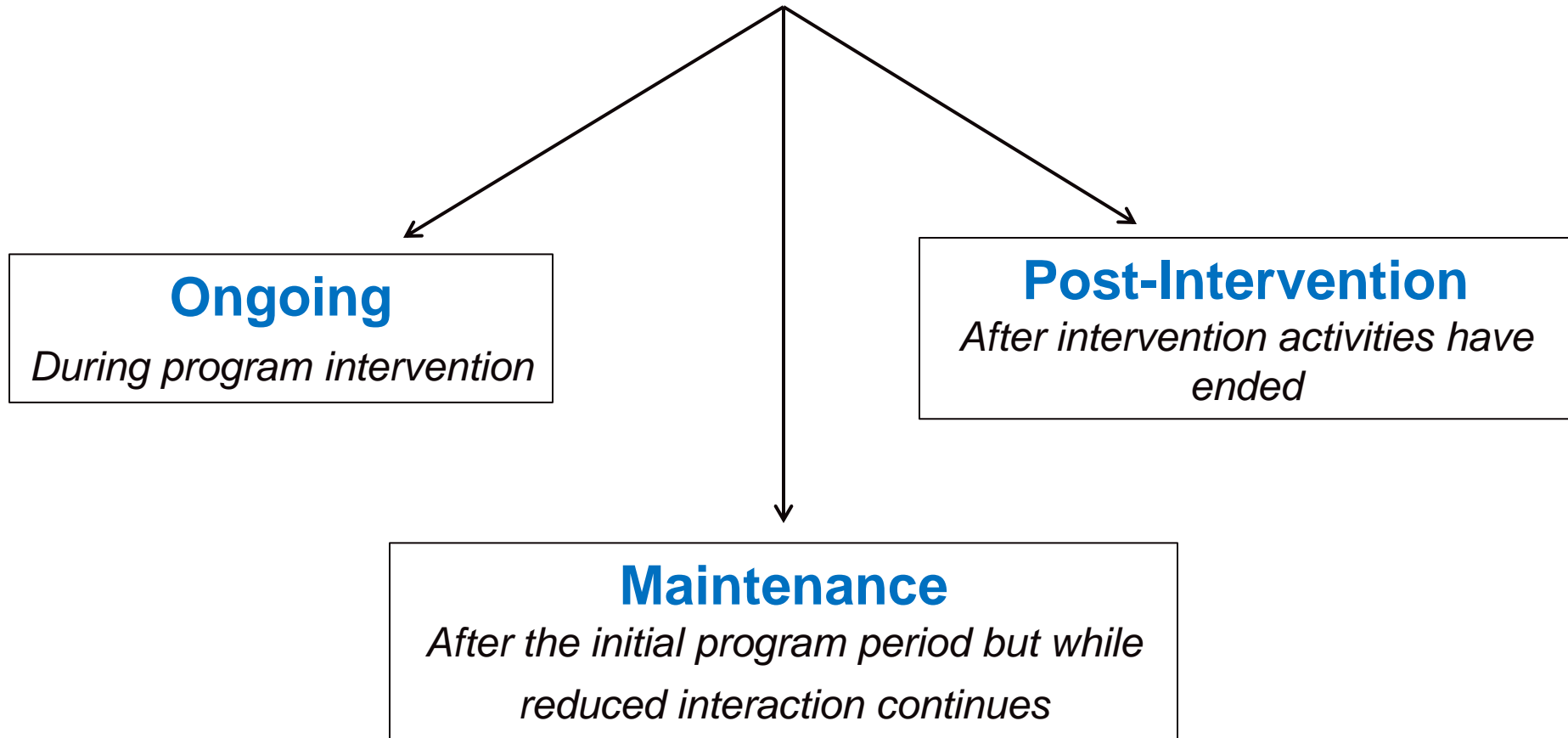
## Behavioral Persistence

*Continual change in actions*



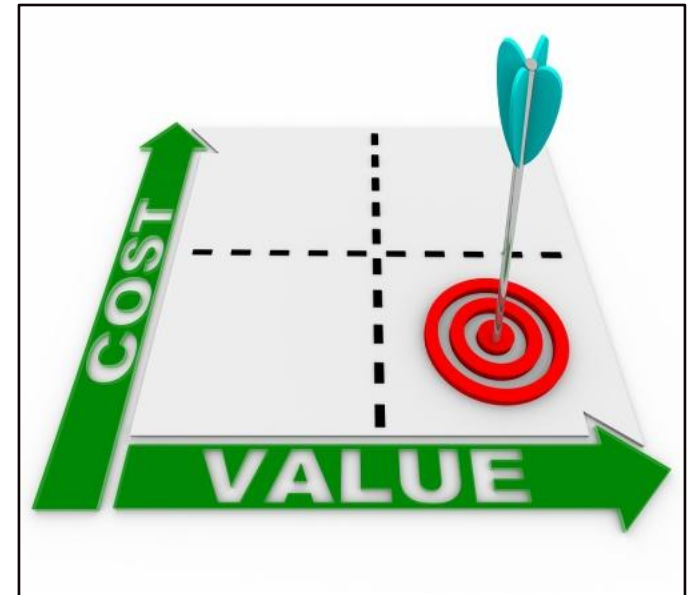
# What is persistence?

## Three Main Categories of Persistence



# Why does persistence matter?

- ▶ Behavioral persistence influences a wide range of issues.
- ▶ In the natural gas sector, **every saved therm matters.**



# Presentations

- ▼ **Adam Thomas** *ADM Associates Inc.*
- ▼ **Anne-Marie Peracchio** *New Jersey Natural Gas*
- ▼ **Erika Kociolek** *Energy Trust of Oregon*



# Contact

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