



Continental Automated  
Buildings Association

**Your Information  
Source  
for  
Home & Building  
Automation**

**North America's  
Home & Building  
Automation Association**

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## **CABA CONCLUDES CONSUMER ENERGY EFFICIENCY STUDY**

April 29, 2008

The Continental Automated Buildings Association, through its Internet Home Alliance Research Council, has completed its consumer research study focused on energy efficiency.

Entitled "Going Green", CABA's research study sought to understand consumer willingness to embrace energy conservation and determine which home technology solutions consumers are willing to purchase.

"Energy efficiency makes for healthier living spaces; increases comfort and saves money. Our goal for the Going Green project was to identify consumer interest and cost tolerance for intelligent home technologies that enhance energy efficiency and conservation," states Ronald J. Zimmer, CABA President & CEO.

The study examined what "green" means to homeowners, and identified the outcomes that homeowners wish to achieve as they manage the energy resources within their home. The study further dealt with identifying the constraints that homeowners face when trying to make their home more energy efficient and identifies the outcomes that builders have in understanding and communicating "green" options to home buyers. Strategyn, Inc., a firm that specializes in innovation management, conducted the study.

Council members that participated in this study included: APC, Direct Energy, Honeywell Corporation, Leviton Manufacturing Co., Inc., the New York State Energy Research and Development Authority, Panasonic Home & Environment Company, Procter & Gamble and Trane. The Council is a cross-industry network of leading companies engaged in collaborative research to advance the connected home space.

"A more comprehensive approach to residential energy management is needed to face the challenge of reducing energy consumption across North America," stated David Dollihite, Vice President, Home Services, Direct Energy, LLC and Vice-Chair of CABA Internet Home Alliance Research Council. "The results of this study will allow us respectively to design effective energy management solutions for the home that succeed in reducing a customer's energy usage while providing the consumer with enhanced safety, security and comfort."

For more information about this project and other research conducted by CABA's Internet Home Alliance Research Council, please contact Alex Detre, CABA's Research Director, at 613.686.1814 x228 or [detre@caba.org](mailto:detre@caba.org).

**About CABA**

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at [www.caba.org](http://www.caba.org).

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