

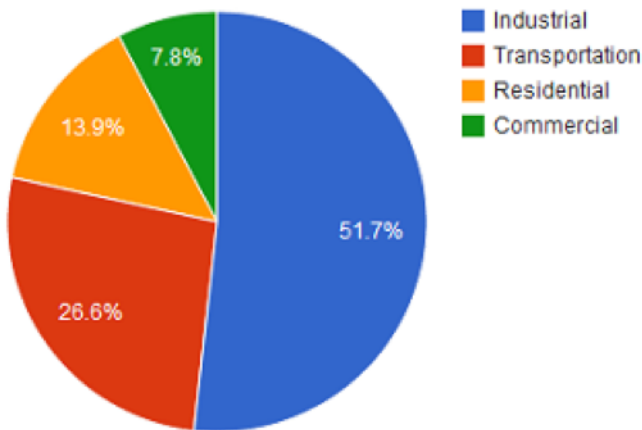
Targets Guide

Use this guide in STEP 1 to select a sector/end-use and audience.

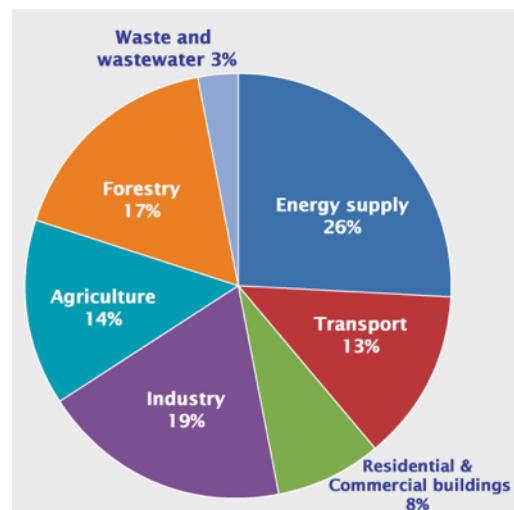
What to target: Sectors/end-uses

- The first step of our design process is to **select** which energy sector and end-use to target.
- What **factors** should you consider?
 - Contribution of sectors and end-uses to overall U.S. energy consumption, as shown below.
 - Depending on your specific energy saving action or application solution:
 - Cost of providing the solution
 - Revenue opportunities
 - Ease or difficulty of introducing change

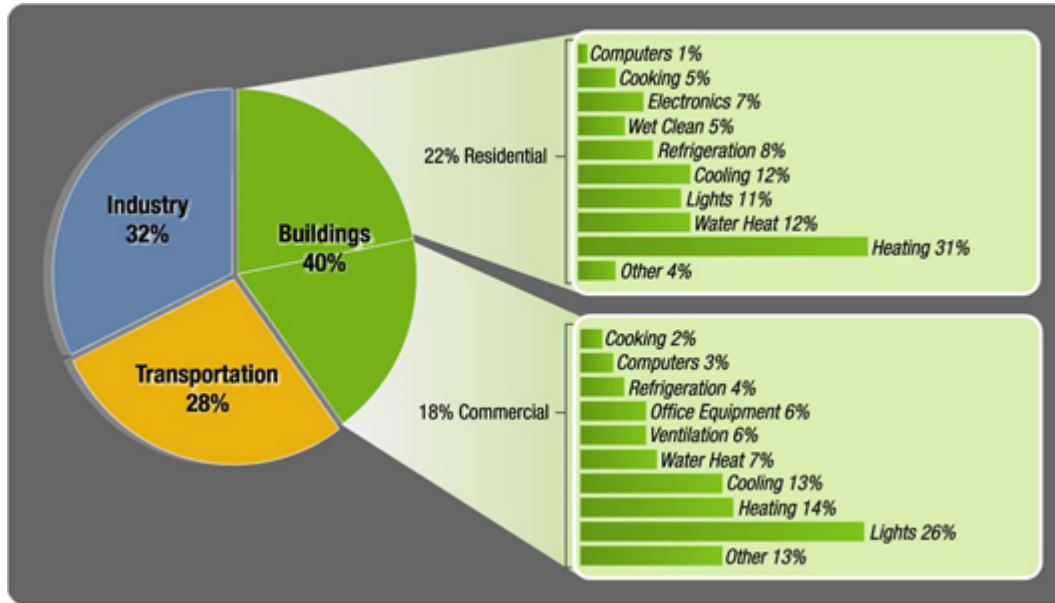
Global Energy Consumption by Sector



Global Emissions by Sector



U.S. Energy Consumption by Sector

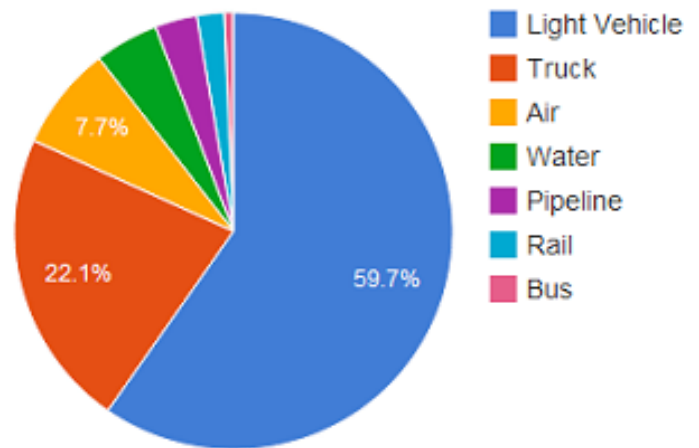
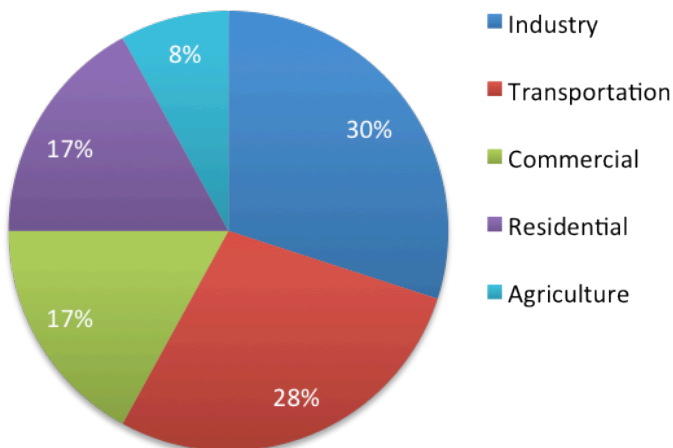


More detailed breakdowns from the Residential Energy Consumption Survey could be useful in providing more granular data and ideas:

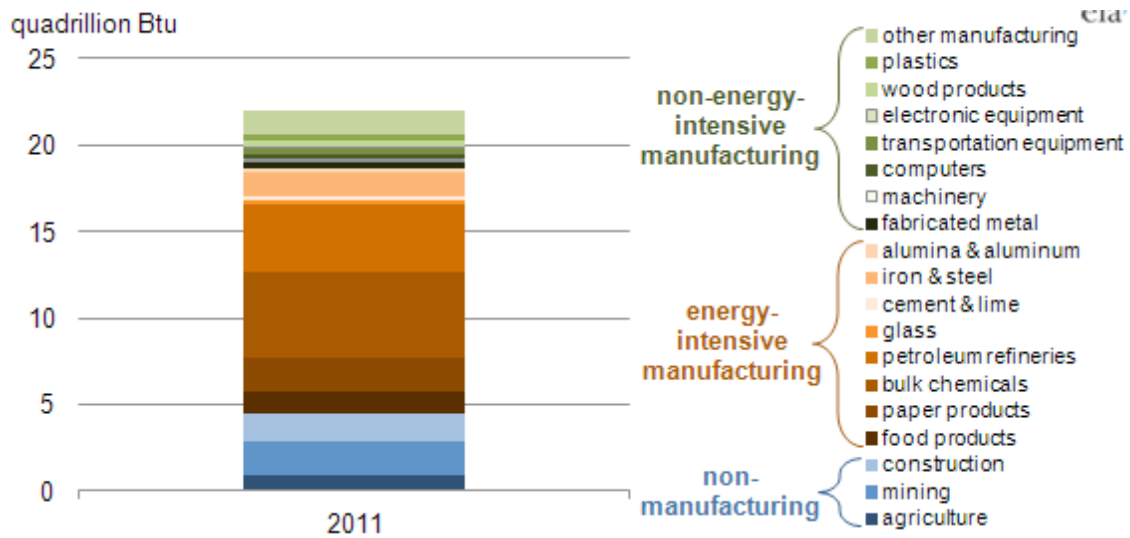
- Full survey: <http://www.eia.gov/consumption/residential/>
- California: http://www.eia.gov/consumption/residential/reports/2009/state_briefs/pdf/ca.pdf

U.S. Emissions by Sector

U.S. Transportation Energy Use by Mode

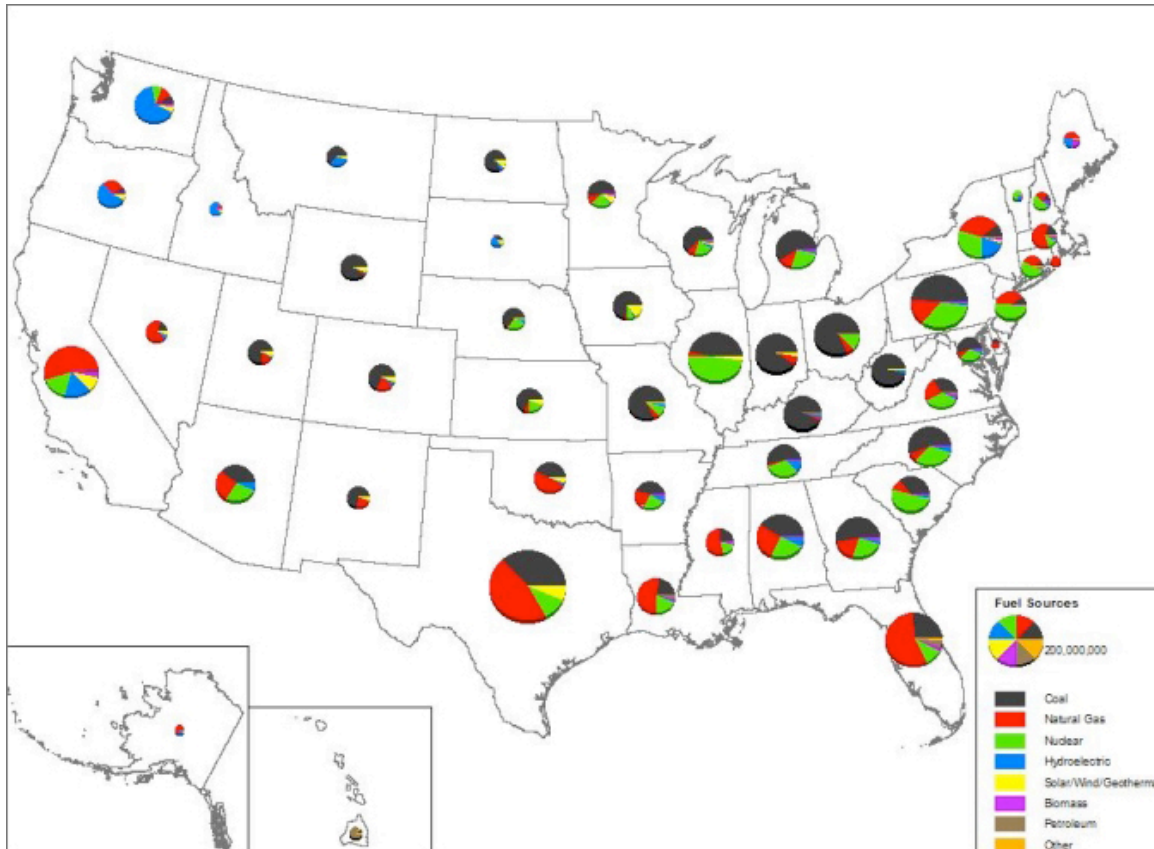


U.S. Industrial Consumption of Delivered Energy

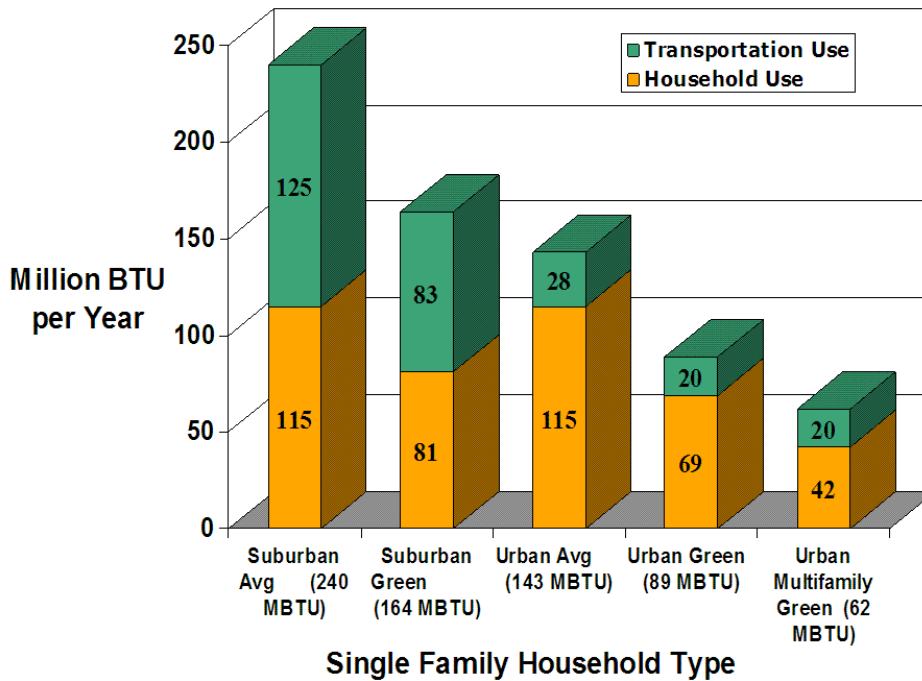


Who to target: Audiences

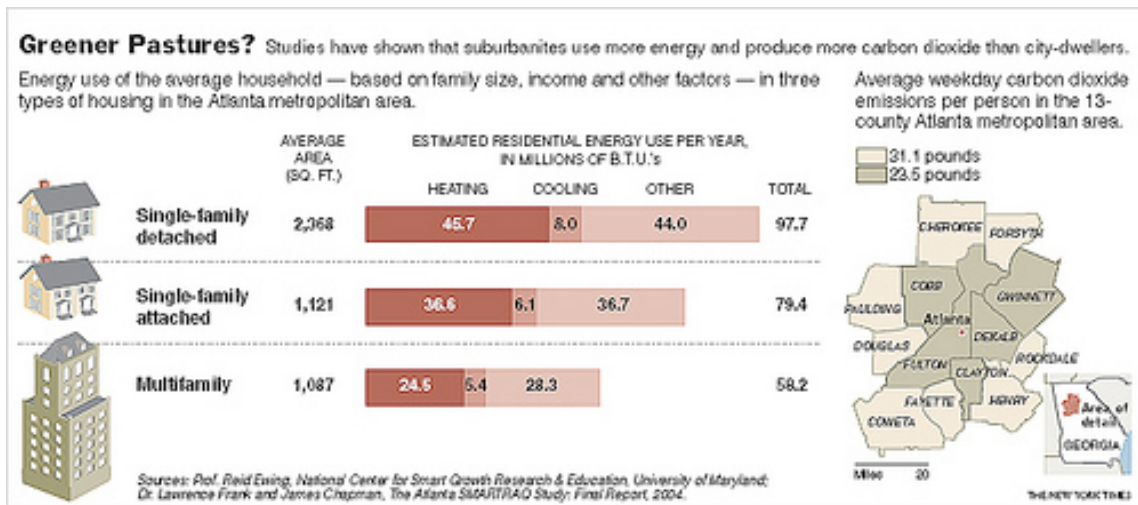
U.S. Energy Fuel Sources by State



Suburban vs. Urban Energy Use



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- **Global Energy Consumption by Sector (EIA Data):** http://news.thomasnet.com/green_clean/2012/04/30/the-damage-done-in-transportation-which-energy-source-will-lead-to-the-greenest-highways/
- **Global Emissions by Sector:** <http://www.epa.gov/climatechange/ghgemissions/global.html>
- **U.S. Energy Consumption by Sector:** <http://www.netl.doe.gov/newsroom/features/08-2009.html>
- **U.S. Emissions by Sector:** <http://www.epa.gov/climatechange/ghgemissions/sources.html>
- **U.S. Transportation Energy Use by Mode (EIA Data):** http://news.thomasnet.com/green_clean/2012/04/30/the-damage-done-in-transportation-which-energy-source-will-lead-to-the-greenest-highways/
- **U.S. Industrial Consumption of Delivered Energy:** <http://www.eia.gov/todayinenergy/detail.cfm?id=8110>