

# MA Appliance Recycling

Evaluating the Energy Savings and Participant Experience from an Appliance Recycling Program

NMR conducted a study to update gross, adjusted gross, and net energy savings for the MassSAVE Refrigerator and Freezer Recycling Initiative. The study also examined participant satisfaction and overall experiences with the program. Participant satisfaction with the program is high, driven by both personal and environmental benefits.

■ Refrigerators ■ Freezers

Net-to-gross Ratio

**44%**  
**56%**

Gross Energy Savings

**1,019 kWh**  
**718 kWh**

Adjusted Gross Savings

**897 kWh**  
**488 kWh**

Net Energy Savings

**398 kWh**  
**275 kWh**

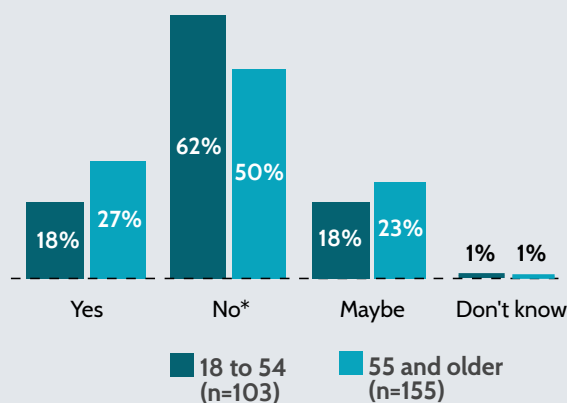
## Who is willing to pay for appliance removal?

The program provides a valuable service to those who otherwise might have been unable to physically move or have access to transportation to dispose of old and unwanted units. As shown in the figure to the right, the survey found that the bulk size of the old refrigerators or freezers presented a greater disposal obstacle for older respondents than younger respondents.

About one-half of participants said they would have been willing to pay \$25 for the removal service. However, younger respondents were more likely to say they were unwilling to pay any amount for removal services.

\* Respondents aged 18 to 54 are significantly different than respondents aged 55 or above at the 90% confidence level

Appliance Removal Hindered by Physical Removal and Transportation



## Participant Experience



97% program satisfaction



98% easy application process



93% easy pick-up scheduling

## Drivers of Satisfaction



86%  
Smooth process



80%  
Positive environmental impact



74%  
Convenient pick-up