



Who Buys Green Power and Carbon Offsets?

And how to find them...

Aleana Reeves

Product Manager, Mass-Market Services, E SOURCE

Renewable Energy Markets 2010

Green Power & Carbon Offset Participants

- E Source collected zip code data of actual green power and carbon offset customers from several utilities across the U.S.
 - > 145,500 green power customers
 - > 8,200 carbon offset customers
- Nielsen PRIZM coded the data file and analyzed the findings to uncover the best segments for green energy and carbon offset programs
- We defined six top target groups: three groups for green power, and three for carbon offsets
- We identified the lifestyle, media, retail, and psychographic behaviors of the top target groups

Green Power Target Groups

Target Group	U.S. Households	% of U.S. Households	Green Power Program Participants	% of Green Power Program Participants	Likelihood to Participate in Green Power Programs
Metropolitan Tree Huggers	15,200,607	13.25	48,527	33.37	2.5 times greater
Cross Town Conservationists	10,326,036	9.00	16,546	11.38	1.3 times greater
Budding Environmentalists	15,247,083	13.29	21,246	14.61	1.1 times greater

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Who Are Metropolitan Tree Huggers?

Demographics:

- Urban dwellers
- Income ranges from midscale to upscale
- Mixed presence of children – when present, likely teenagers or young adults
- Homeowners (though there are a few renters)
- College educated
- White collar management jobs
- Mixed ethnicity

Psychographics:

- Media trusted the most: Internet
- Radio ads are all alike



Who Are Metropolitan Tree Huggers?

- What do they do for fun?
 - Attend Hockey Games
 - Snowboard
 - Buy/Listen to Spanish Music
- What do they read and watch on TV?
 - Independent Film Channel, HBO, On-Demand Programming
 - New York Magazine, Sunday LA Times & Elle Decore
- Where do they shop?
 - Banana Republic, Lord & Taylor, Bloomingdales, Costco & Priceline.com
- Where do they eat?
 - Einstein Bagels, Baja Fresh Mexican Grill & California Pizza Kitchen

Carbon Offset Target Groups

Target Group	U.S. Households	% of U.S. Households	Carbon Offset Program Participants	% of Carbon Offset Program Participants	Likelihood to Participate in Carbon Offset Programs
Midlife Carbon Fighters	8,523,371	7.43	1,538	18.75	2.5 times greater
Mature Carbon Free	15,989,113	13.94	1,966	23.97	1.7 times greater
Youn Carbon Concerned	8,766,217	7.64	1,046	12.79	1.6 times greater

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Who Are Midlife Carbon Fighters?

Demographics:

- Homeowners in city/greater metropolitan area
- Children living at home
- College or post-graduate degrees
- White collar management jobs
- Ethnically diverse

Psychographics:

- Media trusted the most: Internet
- My kids have an impact on the brands I choose
- Radio ads are all alike



E Source's own Carbon Crusader!

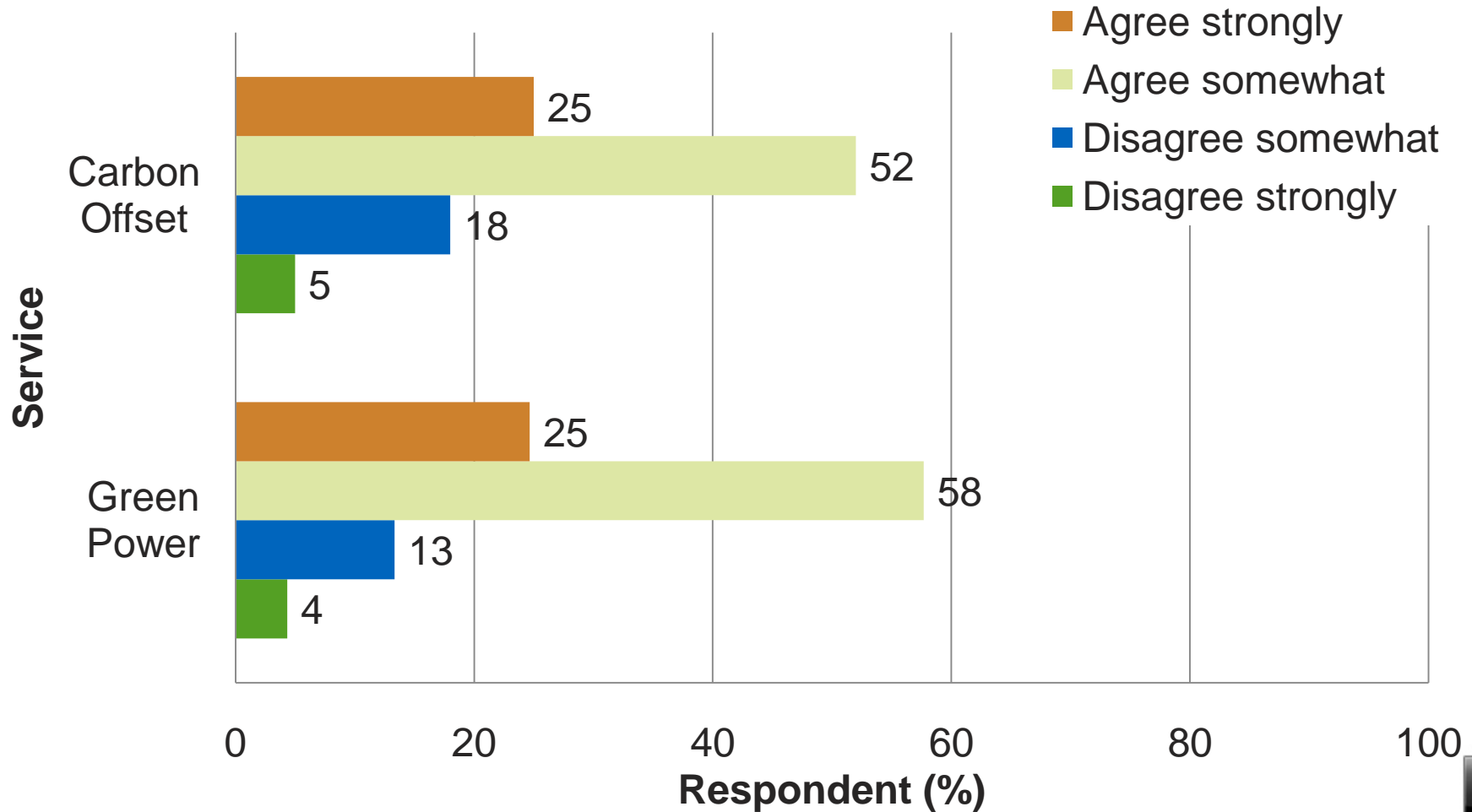
Who Are Midlife Carbon Fighters?

- What do they do for fun?
 - Ice Skate
 - Run on the treadmill
- What do they read and watch on TV?
 - Spanish Language TV & Sports, Nickelodeon
 - Chicago Tribune, Working Mother Magazine
- Where do they shop?
 - Nordstrom
 - Disney Store
- Where do they eat?
 - Einstein Bagels, Baja Fresh Mexican Grill & Chuck E Cheese's

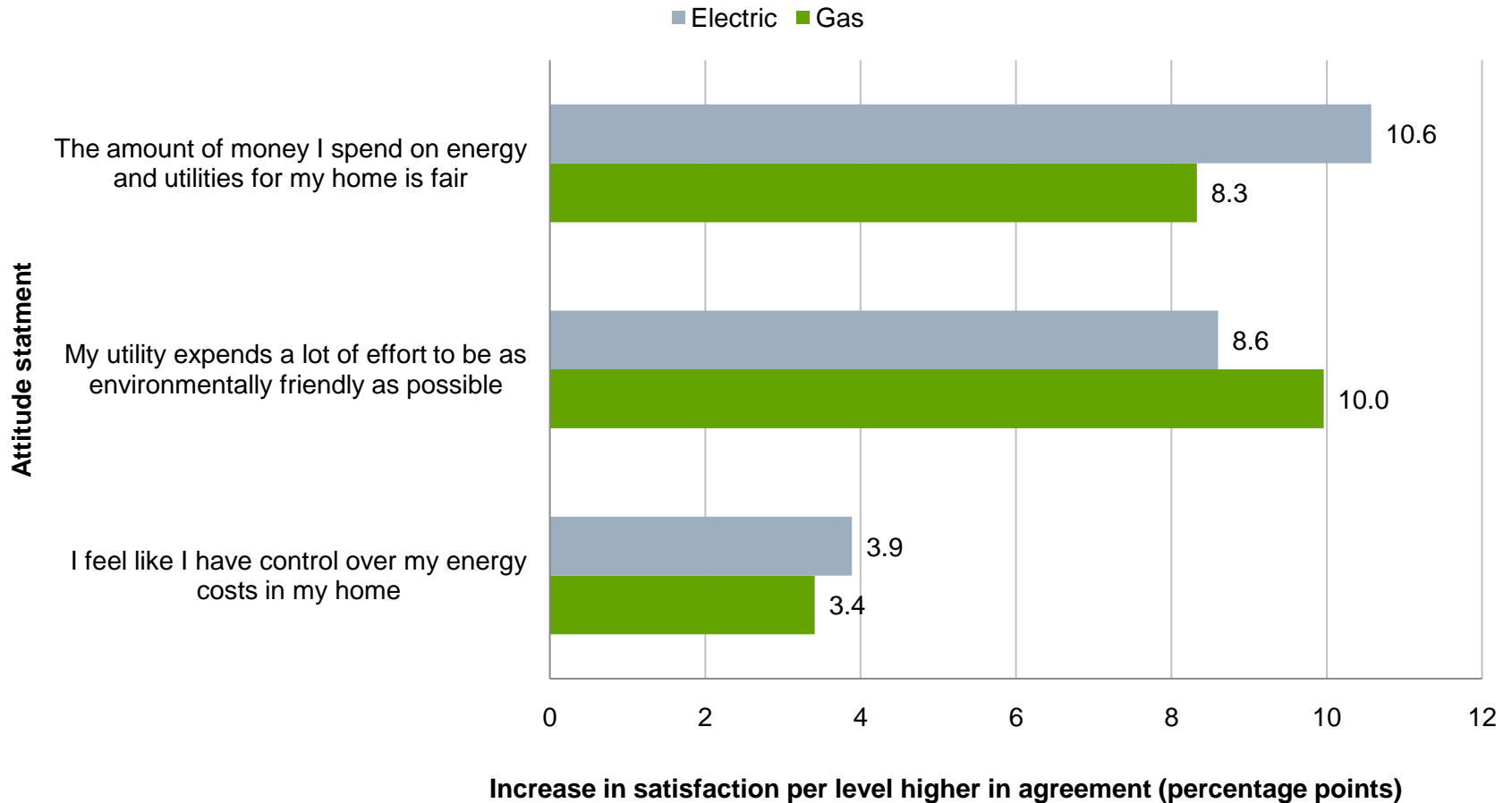
2009 E Source Residential Energy Use Studies

- E Source developed market research products based on a Nielsen Claritas survey
- This is a comprehensive U.S. *residential* energy survey focusing on behaviors and attitudes related to energy use
 - 32,471 U.S. households surveyed (Internet panel)
 - This is the first of an annual survey
 - Online survey by head of household conducted in 2009
 - Dataset includes content for about 200 variables

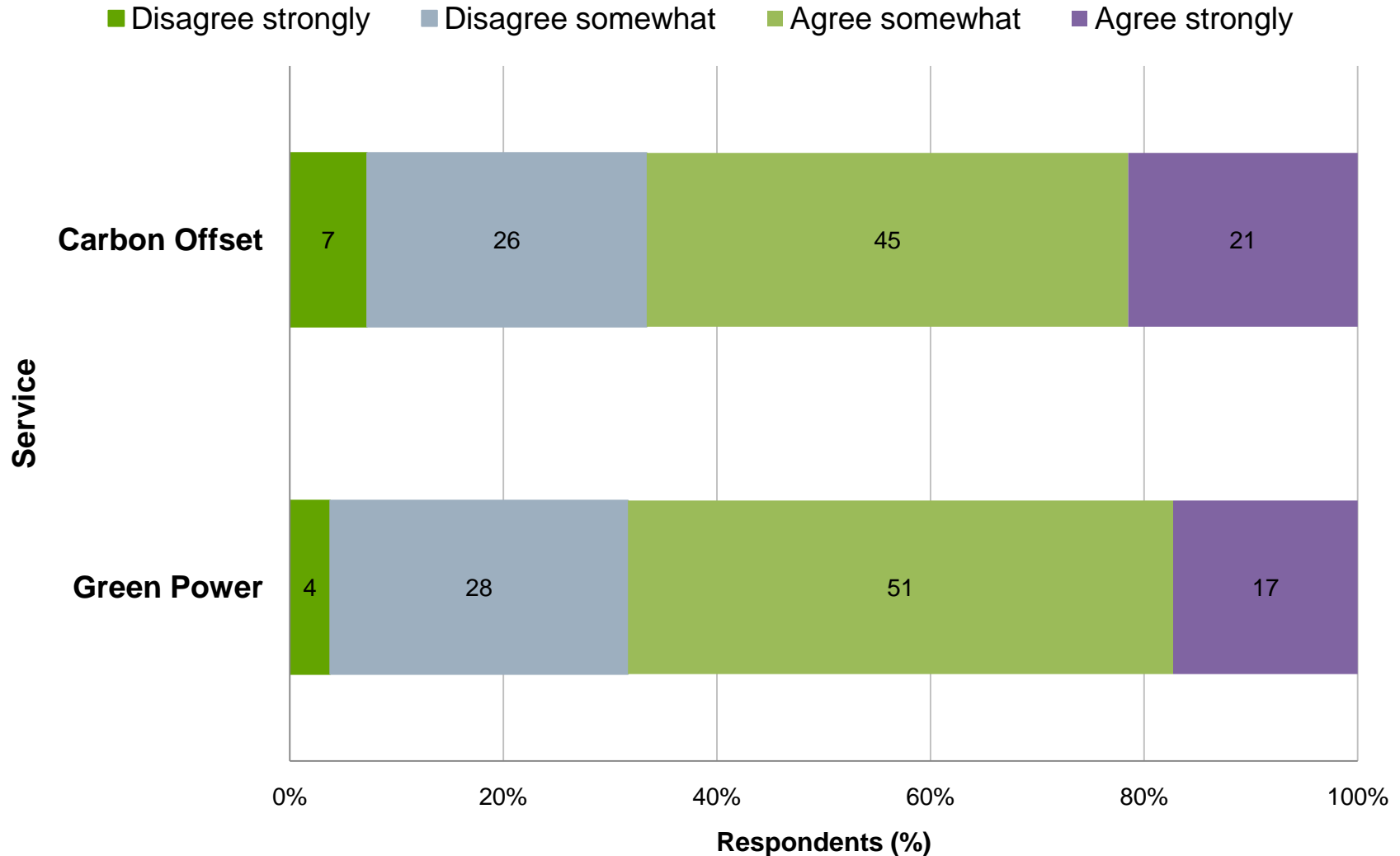
Carbon Offset & Green Power Buyers Satisfaction with Utility



Top Drivers of Satisfaction



Carbon Offset & Green Power- Perceived Environmental Friendliness



Where do green power and carbon offset buyers live?

California (Have)

Green Energy: 13%
Carbon Offsets: 14%

California (Likely)

Green Energy: 10%
Carbon Offsets: 12%

Texas (Have)

Green Energy: 13%
Carbon Offsets: 8%

Texas (Likely)

Green Energy: 8%
Carbon Offsets: 6%

New York (Have)

Green Energy: 9%
Carbon Offsets: 5%

New York (Likely)

Green Energy: 6%
Carbon Offsets: 7%

Florida (Have)

Green Energy: 4%
Carbon Offsets: 5%

Florida (Likely)

Green Energy: 7%
Carbon Offsets: 8%

Target Customers Who Participate in Other Utility Programs

Program	% of population that have or are likely to participate	Likelihood to Participate in Green Power Programs	Likelihood to Participate in Carbon Offset Programs
Weatherization Service	6.5	4 times greater	5.8 times greater
Whole House Audit	6.6	4 times greater	5.8 times greater
Online Energy Audit	4.9	5 times greater	7.3 times greater
Appliance Rebate	8.9	3.6 times greater	4.3 times greater
Equipment Rebate (heating/cooling system or water heater)	6.1	4 times greater	5.2 times greater

© Nielsen Claritas Convergence Audit Survey 2008

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E Source Target Segments Specific to EE Achievement and Desire

EE Achievers™ (12 percent)

- Customers most engaged in DSM programs, particularly energy efficiency
- Demonstrated willingness to participate in multiple energy actions (including recent rebate activity, weatherization, audits, load management, and multiple CFL purchases)
- This is the prime segment for targeting DSM programs

EE Anticipators™ (26 percent)

- Inclined to participate in efficiency programs but have not yet done so in an extensive manner
- Some similar demographics and attitudes as EE Achievers
- Strong secondary target audience for DSM programs

EE Uncommitteds™ (25 percent)

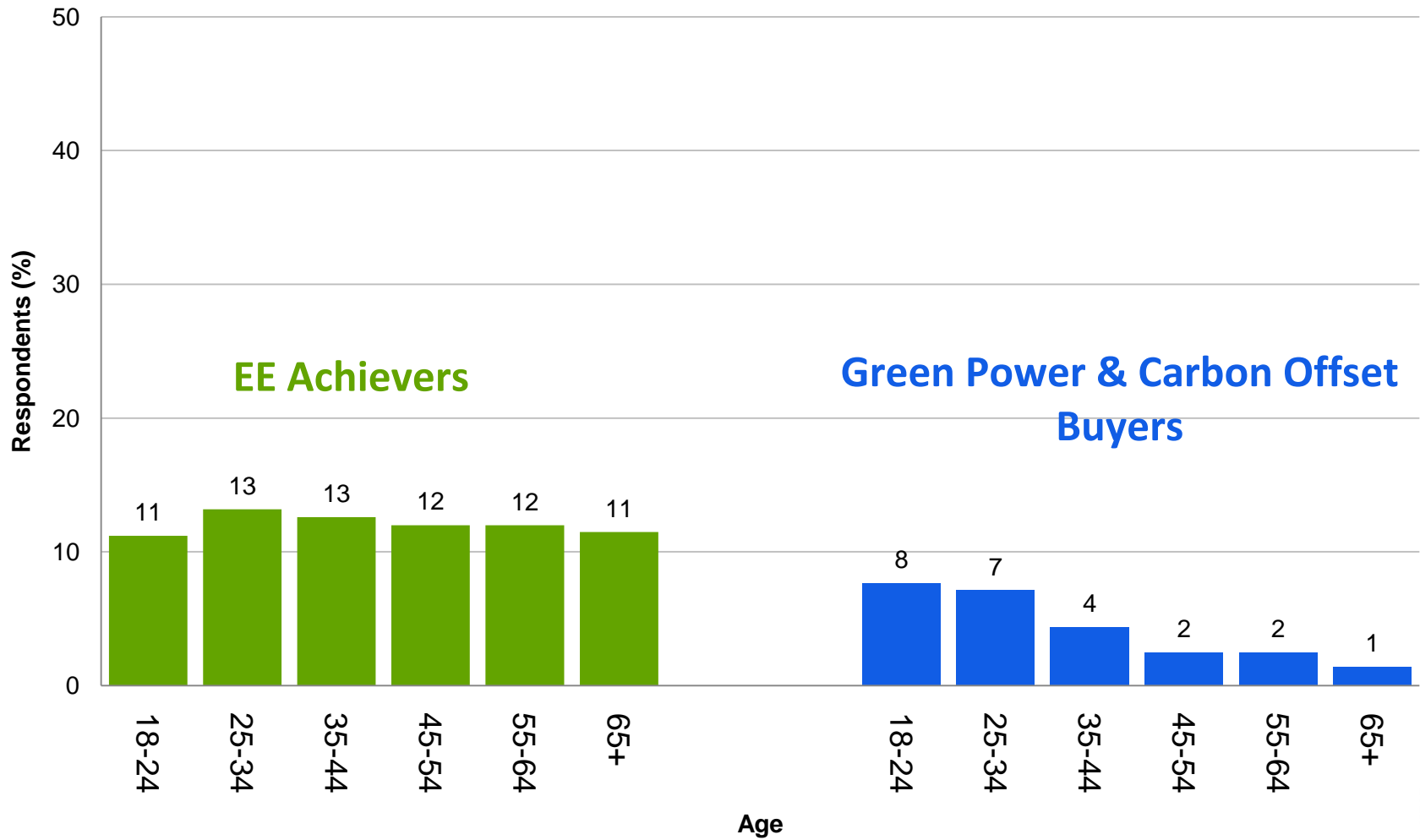
- High interest in saving money through saving energy, but not ready to commit
- Have significant barriers to utility DSM program participation and could be a good segment for low-cost, no-cost approaches to energy savings

EE Indifferents™ (37 percent)

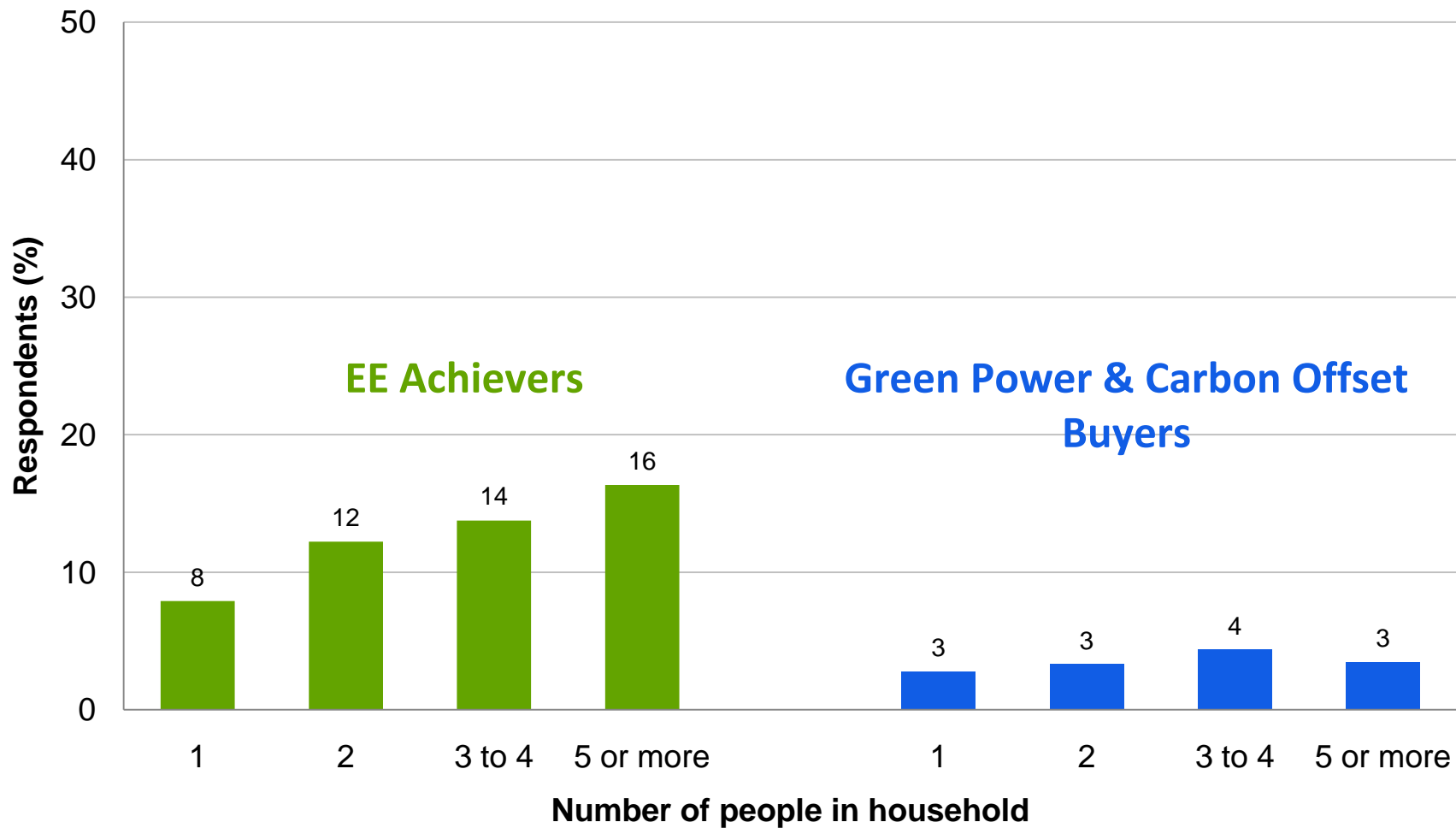
- Largest segment and least promising group of customers from an energy-efficiency marketing standpoint
- They are doing very few, if any, efficiency actions.
- Least enthusiastic about saving money through energy savings



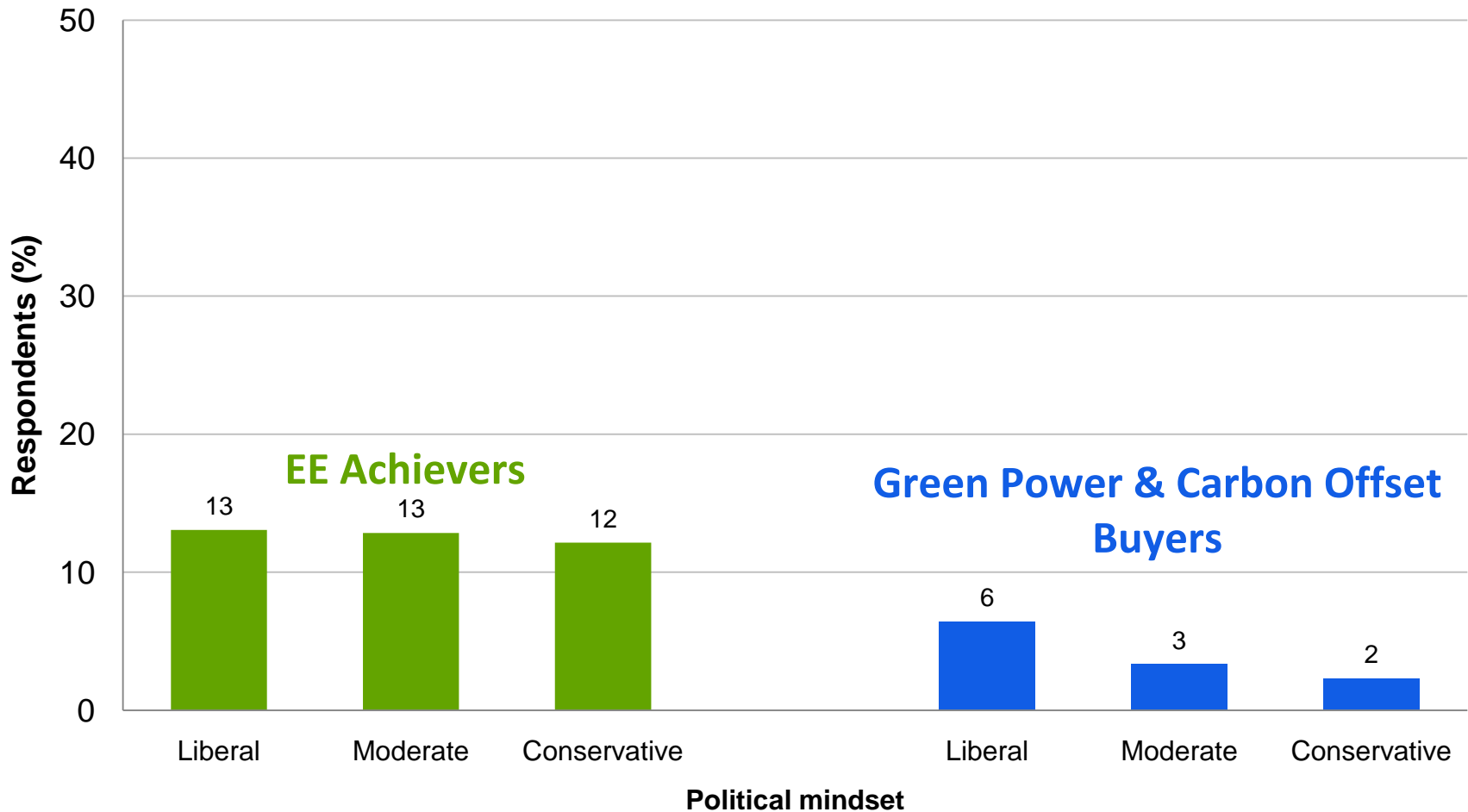
How old are they?



How many people live in their household?



What is their political mindset?



What We Learned

(or what the data confirmed that we already thought)

- Green power and carbon offset customers share similar characteristics
- Customers who have participated in efficiency programs have a higher likelihood than the rest of the population to buy green power and carbon offsets
- There are some distinct differences among green power and carbon offset buyers and energy-efficiency buyers
- A majority of green power and carbon offset customers are satisfied with their utility
- Use segmentation analysis to target marketing efforts!

For More Information

Aleana Reeves

Product Manager, Mass-Market Services, E SOURCE

303-345-9172 aleana_reeves@esource.com

