

**B O N N E V I L L E**  
**P O W E R A D M I N I S T R A T I O N**



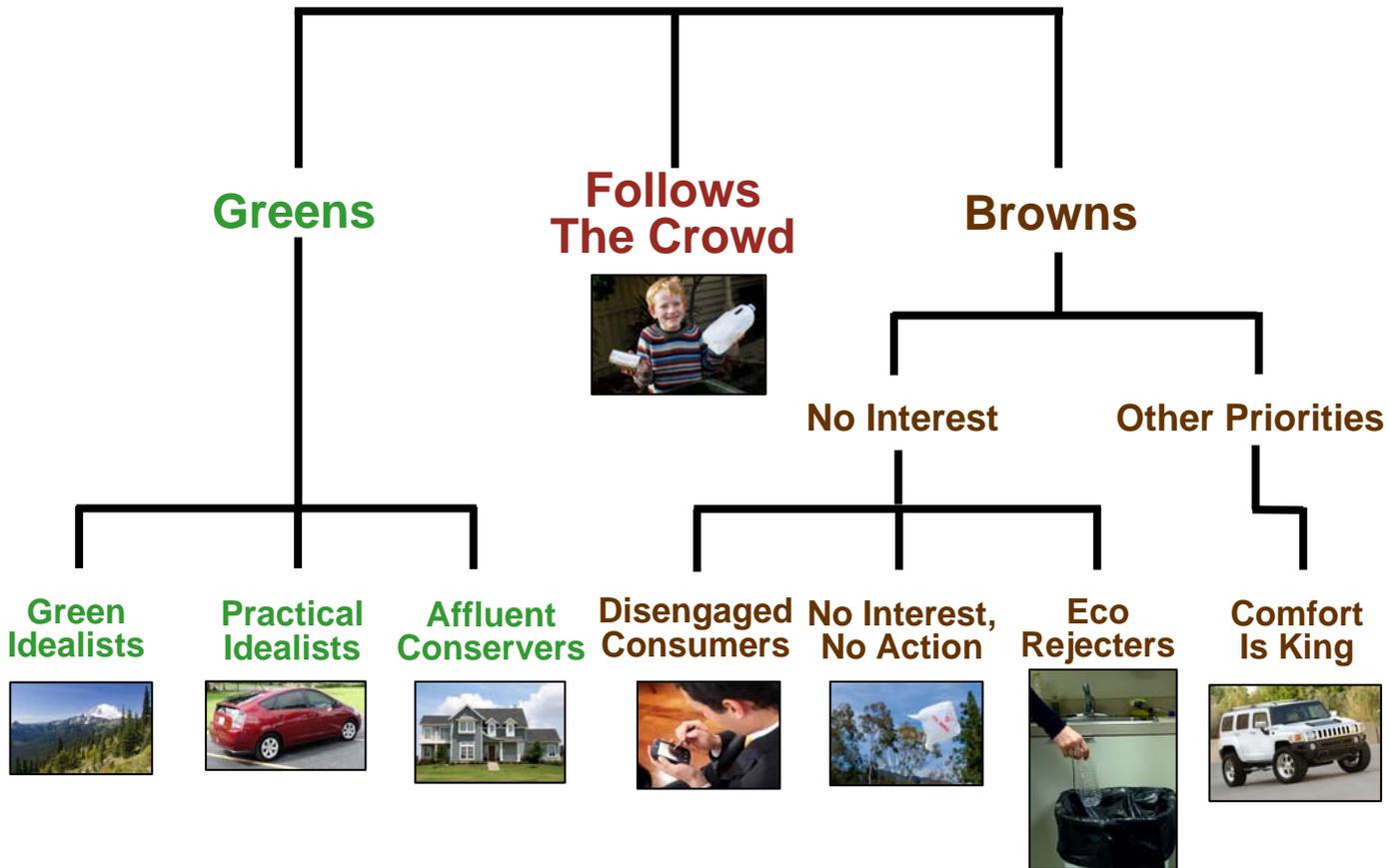
# **Residential Segmentation Research**

## **Personalizations**

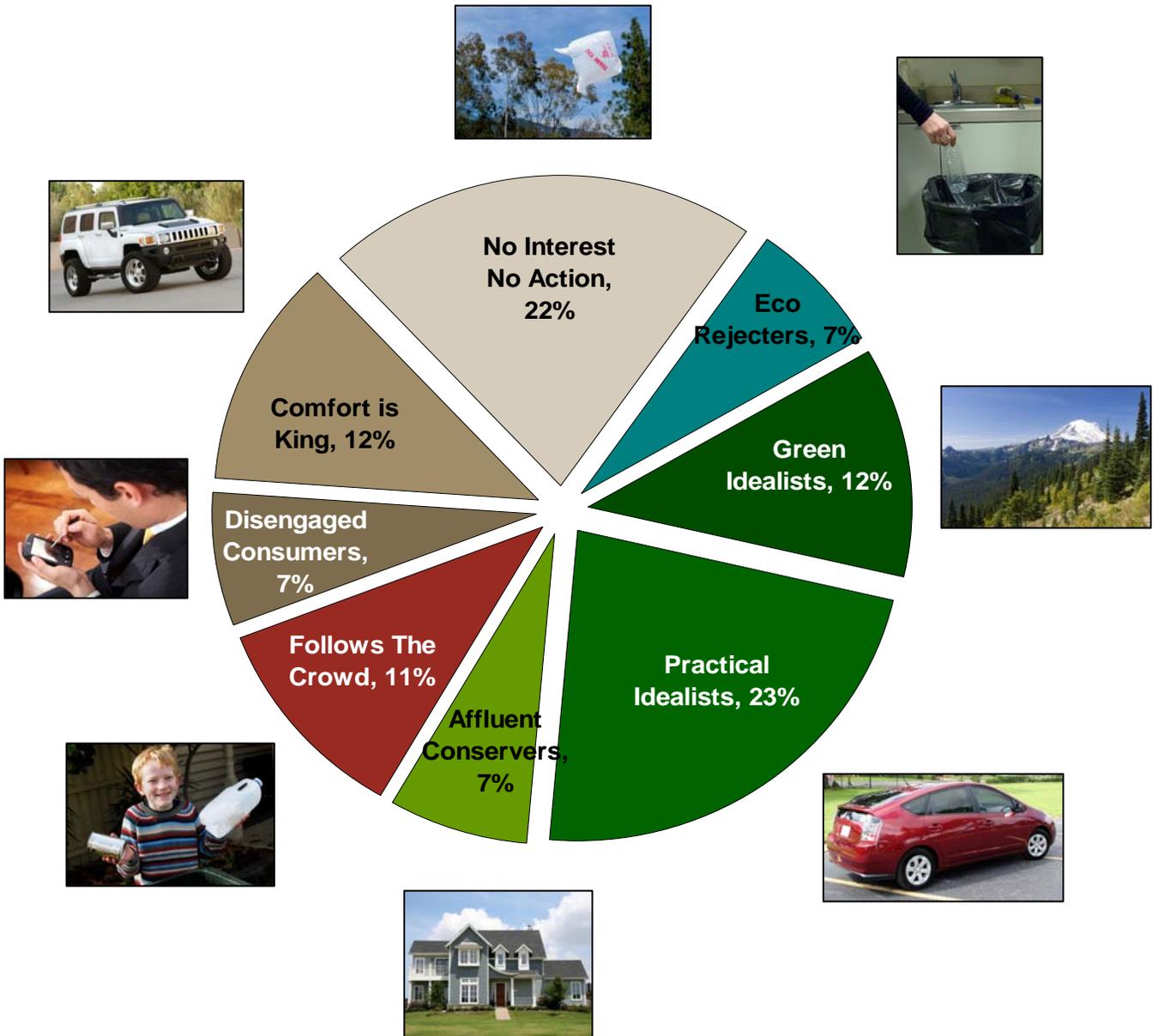
**ID, MT, NV, UT, WY Region**

March 2009

# BPA Segment Summary



# Summary of Segment Sizes



# BPA Customer Segments – The “Greens”

## Green Idealists, 12%

- ❑ Most concerned with conserving, controlling energy use and costs, the environment and the environmental impact of energy use
- ❑ Very aware of connection between conservation activities & their role in protecting the environment
- ❑ “Green” utility is very important; most positive opinions of their local utility; willing to accept higher costs for utility’s green activities
- ❑ Conservation activities are higher overall than any other segment, though similar to the other “Green” segments; most likely to notice any savings realized from energy efficiency actions taken
- ❑ Express most interest in “new programs” tested in the survey
- ❑ Majority are women; one of segments with lowest income; smaller homes than most; 2<sup>nd</sup> largest proportion of renters; low natural gas penetration compared to most other segments



## Practical Idealists, 23%

- ❑ Very concerned with conserving, controlling energy use and costs, the environment and the environmental impact of energy use (slightly less so than Green Idealists)
- ❑ Very aware of connection between conservation activities and their role in protecting the environment – but, slightly less so than Green Idealists
- ❑ Level of conservation activities very similar to the Green Idealists, though levels of participation in rebate programs *slightly below* Green Idealists
- ❑ “Green” utility is very important (though slightly less so than for Green Idealists); impressions of their local utility slightly less positive than Green Idealists, though still in the satisfactory range
- ❑ Interest in new programs strong, but lower than for Green Idealists
- ❑ Significantly larger proportion of home owners (100%) than the Green Idealists; homes are larger than most segments



## Affluent Conservers, 7%

- ❑ All are home owners; larger homes than many (most with 3+ bedrooms); majority are women
- ❑ Significantly higher N.G. penetration than all other segments in these homes that tend to be much newer than all other segments; perceptions of electric and natural gas bill suggest they pay slightly more each month than most other segments
- ❑ Least concerned / lowest awareness among the “green” segments with conserving, energy costs, and protecting the environment
- ❑ Despite significantly less awareness and concern, do participate in conservation activities at a level very similar to both the Green and Practical Idealists; awareness of rebate programs, however, significantly above the other “green” segments
- ❑ Cost savings still primary motivator behind energy efficient appliance purchase
- ❑ Similar to Practical Idealists, more interested than most in a “green” utility; impressions of their local utility are very positive, even more so than for the Practical Idealists and more so than the Green Idealists in terms of their utilities’ customer service / caring



# BPA Customer Segments – In the Middle

## Follows The Crowd, 11%

- ❑ “Average” BPA (non-Puget Sound area) customer demographically – slightly more women responders, most living in single-family detached homes (though there is a small proportion of renters -13%), with incomes of about \$51K;
  - ❑ Segment deviates slightly from average in terms of age, skewing younger; slightly more than half less than 55 years of age
- ❑ Saving money and controlling energy costs very important, though not to exclusion of at least some concern with environment / impact of energy use on environment
- ❑ Most see home activities (particularly upgraded insulation and windows) as having the biggest impact on the environment, though the connections made are less strong than for the “green” segments
- ❑ Participate in some conservation activities – more so than most “brown” segments but less so than most “green” segments; greatest participation is with purchasing energy efficient appliances, CFL use, and rebate program participation
- ❑ Potential cost savings more important than the environment when engaging in conservation
- ❑ “Green” utility is much less important than for the “green” segments, though more important than for the “brown” segments
- ❑ Lower opinions of their local utility than the “green” segments, though generally slightly more positive than the “browns”



# BPA Customer Segments – The “Browns”

## Disengaged Consumers, 7%

- ❑ Neither controlling energy costs nor concerns with the environment drive this segments' thinking or behaviors
- ❑ Unengaged when making energy product purchase decisions; more interested in making purchases online than other segments
- ❑ Slightly less likely than most “Browns” to see connection between energy conservation activities & protecting the environment
- ❑ Engages in energy conservation activities at a level below that of the “greens”; participation is slightly higher than that of other “brown” segments in terms of energy efficient appliance purchases and CFL use
- ❑ One of the least interested segments in the “new” programs tested in the survey
- ❑ “Green” utility is less important than for the “green” segments, though more important than to the brown segments; a not insignificant number interested in utility pursuing green initiatives even at a higher cost; has some of the lowest opinions of their local utility, more so than any other segment
- ❑ Demographically similar to the “average” BPA (non-Puget Sound area) customer; most own single-family homes with 3-4 bedrooms, have incomes of about \$57K, and perceive their electricity bills to be about \$85 a month in the summer.



## No Interest, No Action, 22%

- ❑ One of least educated, lowest earning, least optimistic about their future, lowest proportion of home owners / highest proportion of renters; smallest homes (most 2-3 bedrooms); perceived electricity use is below average
- ❑ Unconcerned with controlling energy use / energy costs and the environmental impact; one of least likely to notice impact of any changes made
- ❑ Do not see a strong connection between conservation, recycling activities, transportation choices and protecting the environment
- ❑ Unengaged when making energy product purchase decisions; energy efficient appliances are not worth paying more for
- ❑ Conservation activities lower than most segments
- ❑ Very low interest in the “new” programs tested in the survey (though greater interest than the Disengaged Consumers and Eco Rejecters)
- ❑ Looking for their utility to keep costs as low as possible, not to be “green”; impressions of their local utility are lower than for most segments except Disengaged Consumers and Eco Rejecters



# BPA Customer Segments – The “Browns”

## Eco Rejecters, 7%

- ❑ Least concerned with controlling energy use / energy costs & environmental impact of these choices
- ❑ Most deny any connection between their actions at home or transportation choices they make and the environment
- ❑ Least likely to participate in appliance rebate programs, or take “other” energy conservation actions in their homes, and are least likely to notice any savings from those actions if they did do something
- ❑ Despite these beliefs, most purchasing an appliance in the last 12 months did buy an energy efficient model (though probably not by design)
- ❑ Extremely low interest in the “new” programs tested in the survey
- ❑ “Green” efforts by the utility is not valued by this segment, with keeping costs as low as possible of primary importance; some of the lowest satisfaction levels with their utility, though Disengaged Consumers opinions are still lower
- ❑ Majority are men; most own their homes, with most having 3 bedrooms; slightly above average incomes (\$60K); perceive below average electricity use and above average natural gas use



## Comfort is King, 12%

- ❑ All are home owners; largest homes with most having 3-4+ bedrooms; perceive slightly above average electricity use; slightly higher AC penetration; more affluent than most
- ❑ One of least concerned / aware in terms of conserving, energy costs, and protecting the environment (particularly with regards to environmental concerns)
- ❑ Do not see a strong connection between energy conservation at the home, transportation choices, and protecting the environment
- ❑ Participates in conservation activities at a rate that is slightly below average in terms of energy efficient appliance purchases, CFL use and “other” energy efficiency activities (i.e. upgrading insulation); participation in rebate programs, however, is slightly above average; cost savings primary motivator rather than environmental benefit
- ❑ A utility that keeps costs as low as possible is more important than having a “green” utility; satisfaction with local utility is low, though generally higher than the “brown” segments



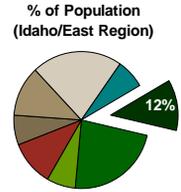
# Green Idealists

Jenn is 55 years old and lives near Whitefish in Flathead County where she works for the National Forest Service. She and her husband Paul live in a three-bedroom, one-story house surrounded by evergreens. Jenn loves her "dirt road commute" to her office near Glacier National Park. Paul manages his own fishing and bait shop in downtown Whitefish where he caters to the volumes of out-of-town fishermen who come to check out the local rivers. Jenn loves living near Glacier and all the access to nature it affords. Jenn took some classes on forest systems at the local community college and considers herself something of an environmentalist. She's proud to incorporate those ideals into her everyday life. Jenn and her husband both love their jobs and wouldn't want to work anywhere else. Since Paul is pretty handy, they are able to do some home improvement projects themselves to save a little money.

They also try to do what they can to keep their energy use down and conserve where they can because the environment is very important to both of them, a value they have tried to pass on to their friends and family. Both Jenn and Paul try to do the everyday things like going around and making sure the lights and TV are turned off, setting their thermostats to use less energy when possible – and their efforts seem to pay off when they look at their electricity bill every month.

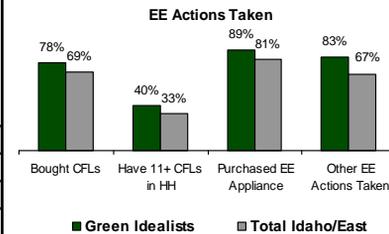
They recycle paper, cans and bottles, when recycling is available, and their next big home project will be to replace their downstairs windows before next winter. They need to upgrade their insulation as well, but are not quite ready to tackle that project. Some of their appliances need upgrading, like a dryer to complement their new energy efficient washer, and when they are finally ready to buy Jenn plans to research their options very carefully in order to make the "greenest" possible purchase. Even though she knows it may mean paying a bit more up front, investing in an energy conserving appliance will pay off over time. Jenn and Paul have already noticed savings from some of the conservation steps they have taken.

When Jenn and her husband bought their new washer they thought about participating in the appliance rebate program offered by their utility. She wants to do everything she can, but has some questions about what types of appliances qualify for the rebate. She is unsure who to call



Energy-Use Actions and Attitudes	
<b>Actions Perceived to Be MOST Impactful (Q23)</b>	
<ul style="list-style-type: none"> <li>Setting heating or cooling thermostats to use less energy</li> <li>Recycling paper, cans, bottles and plastics</li> <li>Using mass transit instead of driving</li> <li>Driving an electric/ hybrid vehicle</li> <li>Installing additional or upgraded insulation or windows</li> <li>Replacing regular light bulbs and fixtures with EE ones</li> <li>Replacing major appliances with more EE ones</li> </ul>	
<b>Actions Perceived to Be LEAST Impactful</b>	
<ul style="list-style-type: none"> <li>None</li> </ul>	
<b>MOST likely to participate in (Q19)</b>	
<ul style="list-style-type: none"> <li>Program for installing a home device that allows you to monitor electricity usage</li> <li>Program that provides incentives for using CFLs</li> <li>Program that provides incentives to purchase EE heating or cooling system</li> <li>Program w/ incentives to increase efficiency of existing heating/cooling system</li> </ul>	
<b>LEAST likely to participate in</b>	
<ul style="list-style-type: none"> <li>None</li> </ul>	
<b>Energy-Use Attitudes – MOST Agree (Q21, Q2)</b>	
<ul style="list-style-type: none"> <li>It's important to use less energy in your home to lower monthly expenses</li> <li>Believe it is socially responsible to limit use of electricity</li> <li>It's important to find ways to control energy costs</li> <li>Pay a lot of attention to energy-related issues because they affect my home and the country as a whole</li> <li>You constantly look for ways to save on energy costs</li> <li>It's worth spending more for an EE electric appliance/device</li> <li>Want appliances that are simple to use</li> <li>Regularly review home's energy usage</li> <li>Very concerned about environmental effects of electric plants</li> <li>The long term threat of global warming/climate-change is real and potentially catastrophic</li> <li>Very optimistic about your own future</li> </ul>	
<b>Energy-Use Attitudes – LEAST Agree</b>	
<ul style="list-style-type: none"> <li>Always purchase most advanced products</li> <li>It's worth spending money for highest quality products</li> </ul>	

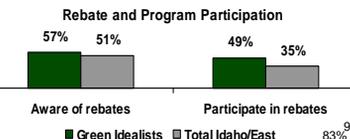
My Utility Company	
<b>MOST Important Utility Company Functions (Q29)</b>	
<ul style="list-style-type: none"> <li>Do everything possible to supply renewable, clean energy</li> <li>Actively encourage customers to participate in energy and cost savings programs</li> <li>Operate business completely environmentally-friendly</li> </ul>	
<b>LEAST Important Utility Company Functions</b>	
<ul style="list-style-type: none"> <li>Provide more online options for you to conduct business at the utility's website</li> </ul>	



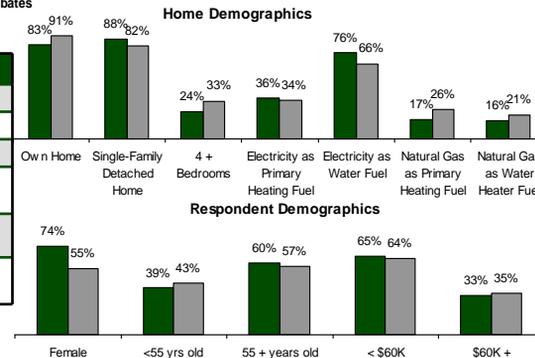
■ Green Idealists ■ Total Idaho/East



Shopping Habits and Attitudes	
<b>MOST Important When Purchasing New Appliance (Q20)</b>	
<ul style="list-style-type: none"> <li>Cost savings from reduced electricity usage</li> <li>Positive impact on environment from less energy</li> <li>Discounts for buying an EE appliance</li> </ul>	
<b>Stores Shopped Most in Past Month (Q24)</b>	
<ul style="list-style-type: none"> <li>Discount stores</li> <li>Retail grocery stores</li> </ul>	
<b>Key Attitudes about Shopping (Q25)</b>	
<ul style="list-style-type: none"> <li>Generally prefer to shop and make purchases in-store rather than online</li> <li>Carefully research product specifications, features and reviews</li> <li>Someone in HH does a lot of do-it-yourself projects to save money</li> </ul>	



Communication	
<b>BEST Way to Hear About EE Programs (Q22)</b>	
<ul style="list-style-type: none"> <li>Information included with your electric bill</li> </ul>	
<b>How Learned About EE Programs (Q18)</b>	
<ul style="list-style-type: none"> <li>Information included with your electric bill</li> <li>Some "other" method</li> </ul>	
<b>Local Events Attended in Last 12 Months (Q28)</b>	
<ul style="list-style-type: none"> <li>Neighborhood events</li> <li>Farmers markets</li> </ul>	



# Segment Implications – Green Idealists



## Marketing Effort

- ❑ Probably the easiest to market to as this segment will be receptive to a variety of messages from the importance and social responsibility of energy conservation to cost savings. Furthermore, satisfaction with their utility is high, making them likely to trust their utility as a reliable source for energy conservation suggestions.

## Potential Load Impact

- ❑ Given the size of the homes in this segment, and the overall segment size (12%) this segment is a smaller proportion of the load than some the other segments, particularly the No Interest, No Action and Practical Idealists segments. Despite this, they are actively demonstrating energy efficiency behaviors suggesting they will continue to be receptive to new energy programs and take action.

## Receptivity to Future Conservation Programs

- ❑ This segment is very receptive to all six of the conservation programs tested, particularly those involving CFLs and home energy monitoring tools, indicating a strong likelihood to participate if offered.

## Going Forward

- ❑ Despite this segment's "green-ness" there is still probably potential ground to be gained in terms of greater participation in rebate programs and CFL use.
- ❑ Preferred channels for shopping generally and learning about energy related programs specifically are similar to the other segments, though this segment has a significantly greater proclivity to make purchases in a store rather than online and carefully research products before buying.
- ❑ Marketing to the female head of household will make the most sense given that they are more likely to be solely responsible for many energy related decisions, or at the very least share responsibility with a male head of household.

# Practical Idealists

Susan, 56 and her husband Paul, 58 live near Bigfork in Flathead County, having moved from Kalispell a year ago. Their teenage daughter, 17-year-old Laurie, wasn't too excited about the move, but Susan and Paul had been waiting for years to finally have the home of their dreams and they found it on the Flathead Lake in Bigfork.

Finally they have the space they've always wanted for their family in a much newer home than their previous one, having been built in the early 90's. They were also able to afford a few "extras" this time around in their 3,400 square foot home, with a large rec room for their daughter and their friends (complete with a new entertainment system) and a hot tub for mom and dad. The home with upgraded windows, doors, and insulation was a requirement as well to save on energy costs. The only sacrifice this home has presented, really, has been the extra commuting time for Susan and Paul as their jobs are still in Kalispell. To offset both the expense and the negative environmental impact of this extra driving they traded in their Volkswagen Passat for a Toyota Prius which Susan drives.

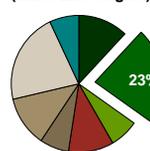
Having moved from a 1,700 square foot home to a 3,400 square foot home they really noticed the difference in energy costs when they first moved in. They were always careful before with their energy use for environmental reasons (it's really the socially responsible thing to do in their minds), but now they have paid even more attention to the things they do in their home that use energy in order to keep costs down. One easy thing Susan decided to do was put CFLs everywhere she could, having read online how big of a difference they could make in a home's energy use. They are less attractive than other bulbs but the energy savings is important (and she's noticed a difference in their electric bill!).

Susan also thought it was important to buy an energy efficient washer and dryer for their home when they moved in. Even if the energy efficient appliances cost more up front she knew there would be cost savings from reduced electricity usage over time. There was also a rebate offered for purchasing them, but she hasn't made time to fill out the forms and mail them in yet.

It is important to her that her utility do everything possible to supply renewable, "green" energy and operate in an environmentally-friendly way as well as encourage all customers to conserve energy where they can, through cost saving programs. She's heard of utilities installing a device that would allow you to see how much energy your household is using. That's something she thinks she could buy into; in her opinion that's a great example of what a utility should do – equip its customers with the tools and encouragement to use energy more efficiently.



% of Population (Idaho/East Region)



## Energy-Use Actions and Attitudes

- Actions Perceived to Be MOST Impactful (Q23)**
- Recycling paper, cans, bottles or plastics
  - Installing additional or upgraded insulation or window
  - Using mass transit instead of your car
  - Replacing regular light bulbs and fixtures with EE ones
  - Setting heating or cooling thermostats to use less energy
  - Replacing major appliances with more EE ones
  - Driving an electric/ hybrid vehicle

## Actions Perceived to Be LEAST Impactful

- Converting electric or fuel oil to natural gas

## MOST likely to participate in (Q19)

- None

## LEAST likely to participate in

- Program w/incentives to purchase EE products
- Program that provides incentives to purchase EE heating or cooling system
- Program that provides incentives for using CFLs
- Program w/ incentives to increase efficiency of existing heating/cooling system
- Home weatherization program
- Program for installing a home device that allows you to monitor electricity usage

## Energy-Use Attitudes – MOST Agree (Q21, Q2)

- It's very important to find new ways to control energy costs
- It's important to use less energy in your home so that you can lower your monthly expenses
- Believe it's socially responsible to limit use of electricity
- You constantly look for ways to save on energy costs
- Very concerned about environmental effects of electric plants
- Pay a lot of attention to energy-related issues because they affect my home and the country as a whole
- You regularly review your home's energy use
- You want appliances that are simple to use

## Energy-Use Attitudes – LEAST Agree

- Always purchase most advanced products
- Prefer customizable products that meet exact needs
- The most important thing about heating/AC is comfort
- It's worth spending money for highest quality products
- It's important for appliances to save time/effort



## My Utility Company

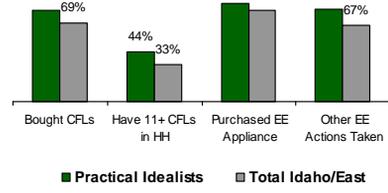
### MOST Important Utility Company Functions (Q29)

- Do everything possible to supply renewable, clean energy
- Operate its business in a completely environmentally-friendly manner
- Actively encourage customers to participate in energy and cost savings programs

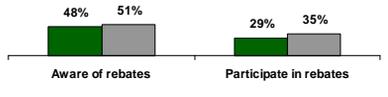
### LEAST Important Utility Company Functions

- Provide more online options for you to conduct business at the utility's website

## EE Actions Taken



## Rebate and Program Participation



## Shopping Habits and Attitudes

### MOST Important When Purchasing New Appliance (Q20)

- Cost savings from reduced electricity usage
- Positive impact on environment from less energy

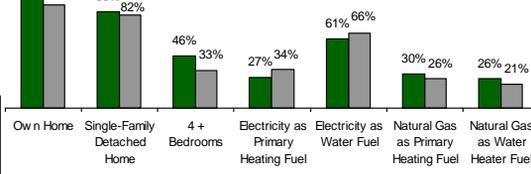
### Stores Shopped Most in Past Month (Q24)

- Retail grocery stores
- Local hardware stores
- Discount stores

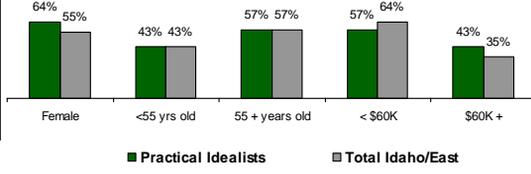
### Key Attitudes about Shopping (Q25)

- Carefully research product specifications, features and reviews

## Home Demographics



## Respondent Demographics



## Communication

### BEST Way to Hear About EE Programs (Q22)

- Information included with your electric bill

### How Learned About EE Programs (Q18)

- Some "other" method
- Other promotional mailing
- Word of mouth

### Local Events Attended in Last 12 Months (Q28)

- Farmers market
- Neighborhood or community events

# Segment Implications – Practical Idealists



## Marketing Effort

- ❑ One of the easiest segments to market to, second only to the Green Idealists, Practical Idealists would be receptive to a variety of messages from the importance and social responsibility of energy conservation to cost savings.

## Potential Load Impact

- ❑ Houses in this segment are larger than most, with more all-electric homes, and perceptions of energy bills are higher than many segments. Furthermore, this is the largest segment in the region, all of which suggests more potential conservation behaviors or end uses that could be impacted.

## Penetration

- ❑ There's a good deal of interest in home weatherization programs, and programs that install a device for monitoring electricity use, and potential for participation

## Going Forward

- ❑ This segment's history of engaging in energy efficiency behaviors suggest they will be likely to continue doing so in the future, making them a lucrative segment in terms of energy savings.
- ❑ As with the Green Idealists, marketing to the female head of the household may be most effective since again it appears they have sole responsibility for many energy related decisions.

# Affluent Conservers

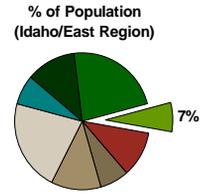
Linda, age 62, her husband Jim, 65, and their daughter Hannah, 24, live near Minidoka, ID. Linda commutes into Minidoka, for her job as a librarian at the Demary Memorial library and her husband Jim recently retired after managing a very successful local tire store for 30 years.

Linda and Jim built their three-bedroom, 3,200 square foot home about 20 years ago and they still love it. They did add some new insulation to their attic recently at a friend's suggestion that it might keep their home warmer in the winter.

Linda believes they don't really do more than the average person in terms of watching electricity costs. She does try to set the thermostats so their home uses less energy, when it's convenient to do so, but having a comfortable house is also very important. When it comes to saving money, Linda focuses more effort when shopping for new things. She always saves coupons and looks for discounts.

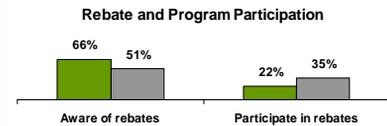
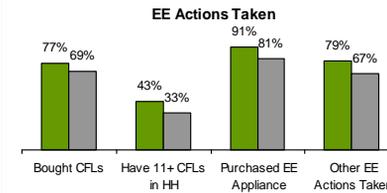
She did some shopping online recently before going to the store and read that energy efficient models are supposed to save you money. When it was time to buy, she wanted to go to the store and talk with a sales person before making a purchase. She didn't want to pay an arm and a leg for a new energy efficient washer and dryer, but the price turned out to be just a little more than the others. It seemed to have all the features she was looking for, still seemed simple to operate and she heard it would save them money in the long run. She's not sure it will really save them money like the label says, but she figured it certainly wouldn't hurt. The sales clerk had also mentioned something about being able to apply for a rebate to get some money back since she bought the one the "Energy Star" rating, which would be nice.

Linda's not one of those environmental zealots that believes global warming is as much of a threat as people say. That said, she does buy CFLs for many areas of her home and is considering other appliances to replace with more energy efficient ones. She also looks to her utility company, to set a good example by operating it's business in an environmentally-friendly way, and actively encouraging it's customers, to participate in energy and cost saving programs.

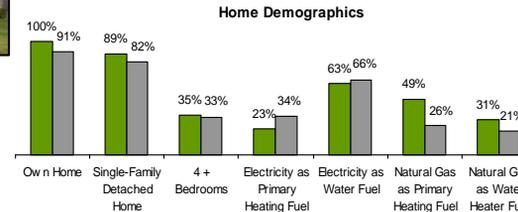


Energy-Use Actions and Attitudes
<b>Actions Perceived to Be MOST Impactful (Q23)</b>
<ul style="list-style-type: none"> <li>Recycling paper, cans, bottles and plastics</li> <li>Setting heating or cooling thermostats to use less energy</li> <li>Installing additional or upgraded insulation or windows</li> <li>Replacing major appliances with more EE ones</li> </ul>
<b>Actions Perceived to Be LEAST Impactful</b>
<ul style="list-style-type: none"> <li>Converting electric/oil heating to natural gas</li> <li>Driving an electric/hybrid vehicle</li> <li>Using mass transit instead of driving</li> <li>Replacing regular light bulbs and fixtures with EE ones</li> </ul>
<b>MOST likely to participate in (Q19)</b>
<ul style="list-style-type: none"> <li>None</li> </ul>
<b>LEAST likely to participate in</b>
<ul style="list-style-type: none"> <li>Program w/incentives to buy CFLs</li> <li>Program w/ incentives to increase efficiency of existing heating/cooling system</li> <li>Program for installing a home device that allows you to monitor electricity usage</li> <li>Program with incentives for purchasing highest efficiency heating/cooling system</li> <li>Program w/incentives to buy EE home electronics</li> <li>Home weatherization program</li> </ul>
<b>Energy-Use Attitudes – MOST Agree (Q21, Q2)</b>
<ul style="list-style-type: none"> <li>You want appliances that are simple to use.</li> <li>It's important to use less energy in your home so that you can lower your monthly expenses</li> <li>It's important for appliances to save time/effort</li> </ul>
<b>Energy-Use Attitudes – LEAST Agree</b>
<ul style="list-style-type: none"> <li>Long term threat of global warming is real and potentially catastrophic</li> <li>Very concerned about environmental effects of electric plants</li> <li>Always purchase most advanced products</li> <li>It's worth spending more for the highest quality products</li> <li>Prefer customizable products that meet exact needs</li> <li>You constantly look for ways to save on energy costs</li> <li>You regularly review your home's energy use</li> </ul>

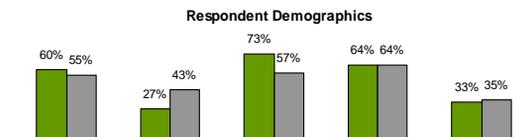
My Utility Company
<b>MOST Important Utility Company Functions (Q29)</b>
<ul style="list-style-type: none"> <li>Actively encourage customers to participate in energy and cost saving programs.</li> <li>Operate its business in a completely environmentally friendly manner.</li> <li>Do everything possible to supply renewable, clean energy.</li> </ul>
<b>LEAST Important Utility Company Functions</b>
<ul style="list-style-type: none"> <li>Provide more online options for customers on utility website</li> </ul>



Shopping Habits and Attitudes
<b>MOST Important When Purchasing New Appliance (Q20)</b>
<ul style="list-style-type: none"> <li>Purchase price</li> <li>Discounts available</li> </ul>
<b>Stores Shopped Most in Past Month (Q24)</b>
<ul style="list-style-type: none"> <li>Discount stores</li> <li>Retail grocery stores</li> </ul>
<b>Key Attitudes about Shopping (Q25)</b>
<ul style="list-style-type: none"> <li>Someone in HH does a lot of do-it-yourself projects</li> <li>Generally prefer to shop in-store rather than online</li> </ul>



Communication
<b>BEST Way to Hear About EE Programs (Q22)</b>
<ul style="list-style-type: none"> <li>Information included with your electric bill</li> </ul>
<b>How Learned About EE Programs (Q18)</b>
<ul style="list-style-type: none"> <li>Salesperson at a store</li> </ul>
<b>Local Events Attended in Last 12 Months (Q28)</b>
<ul style="list-style-type: none"> <li>Neighborhood or community events</li> <li>Farmers markets</li> </ul>



# Segment Implications – Affluent Conservers



## Marketing Effort

- ❑ Affluent Conservers will be a bit more difficult to market to, requiring some education on how energy saving programs can help them and the environment. Messages related to “social responsibility” and “environmental protection” will have some traction with this segment, though additional education is required. An opportunity to save money will be a key driver with this segment, particularly in conjunction with an energy efficient appliance purchase.

## Potential Load Impact

- ❑ Houses in this segment are larger than most and electric bills are also slightly higher despite a higher penetration of natural gas. Customers in this segment potentially have the financial means to make some energy efficient improvements to their homes, assuming they saw the value of it. At only 7% of the customers in the Idaho and Eastern region, however, it is one of the smallest segments.

## Penetration

- ❑ Interest in the potential energy conservation programs tested is lower than either of the other two green segments. The best potential program for this segment might be a home weatherization program.

## Going Forward

- ❑ This segment’s history of engaging in energy efficiency behaviors suggest they will be likely to continue doing so in the future. Furthermore, if they understood the impact of these choices, and the cost savings involved, they might be likely to increase these conservation activities, making them a potentially lucrative segment in terms of energy savings despite their smaller population size.
- ❑ As a high number of appliance purchases were made in the last 12 months by this segment (most of which were energy efficient), there is potentially a lot of ground to be gained in terms of greater participation in rebate programs.

# Follows The Crowd

Diane is 48 years old and lives in Bonners Ferry in Boundary County where she has been a teacher in the Boundary County School District for 21 years. She and her husband Mitch and their son Lucas, 11, live in a three-bedroom two-story house with a beautiful garden that Diane loves to work in. Mitch works for a local nursery as a greenhouse manager and at least once a week brings home some new or rare plant, like a succulent or rose hybrid. They bought their 1950's home when they moved to Bonners Ferry from Spokane as newly-weds. Over the years when they've had time they've made some home improvements here and there, to try and reduce their energy bills by decreasing consumption. Their most recent project was the installation of upgraded insulation and windows.

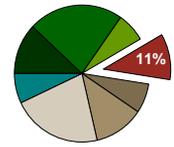
On most Saturdays in spring and summer Jennifer and Lucas can be found at the Farmers Market, where they sell lavender and other flora from their garden and her home-grown goods are a big hit. While at the market Diane and Lucas take turns manning the booth so the other can look around. There are always booths there that appear to be associated with her utility company, talking about energy conservation or handing out energy efficient light bulbs. She also keeps hearing the words "rebate program" bounced around, but she hasn't quite figured out the details of what that's all about. If it really helped her save money she would consider taking the time to participate. Diane sees the utility advertise a lot of programs and initiatives, emphasizing the importance of reducing energy consumption to help the environment. Diane does appreciate that her utility cares about the environment and does everything it can to supply renewable, clean energy, but mostly she looks to her utility to focus on keeping her costs low. Diane did pick up a few CFL bulbs one day and some information on energy conservation and that spurred her to start talking more with her family about the concept of conserving energy, like turning off lights when no one is in the room. She's not sure if any of these things will make a difference to their energy bill, but it's a start. Lucas already understands that protecting the environment is important and under Diane's direction he takes care of all the recycling for their family; he separates the plastics, cans and cardboard and makes sure the bin gets to curb for the recycling truck.

In an effort to save money and control their energy use Diane and Mitch installed low-flow faucets in their two bathroom showers. They've also looked into buying a new refrigerator a little bit (Diane really wants the kind with the freezer drawer on the bottom), but their limited search turned up only really expensive models and they want to be sure that any money spent upfront will be made up in energy-efficiency.

Lucas was very insistent that they change all of their light bulbs to CFLs, so he and Mitch picked up a couple five-packs at the hardware store. She's proud of her son's initiative, though she has to admit she will only let him put them in the bedrooms and family room because they don't look very good or work well in her recessed lighting and other lamps and fixtures in the rest of the house.



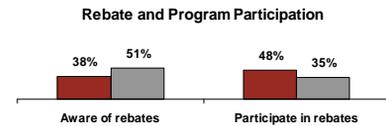
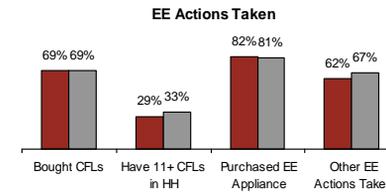
% of Population (Idaho/East Region)



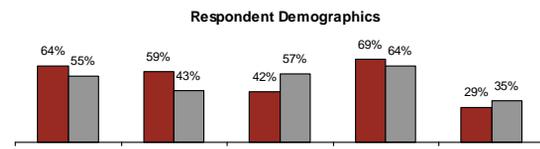
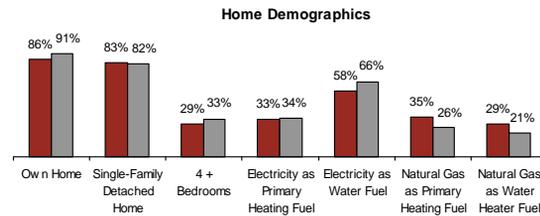
Energy-Use Actions and Attitudes	
<b>Actions Perceived to Be MOST Impactful (Q23)</b>	
<ul style="list-style-type: none"> <li>Installing additional or upgraded insulation or windows</li> <li>Recycling paper, cans, bottles and plastics</li> <li>Setting heating or cooling thermostats to use less energy</li> </ul>	
<b>Actions Perceived to Be LEAST Impactful</b>	
<ul style="list-style-type: none"> <li>Driving an electric/gas-electric hybrid vehicle</li> <li>Converting electric/foil heating to natural gas</li> <li>Replacing major appliances w/energy efficient ones</li> </ul>	
<b>MOST likely to participate in (Q19)</b>	
<ul style="list-style-type: none"> <li>None</li> </ul>	
<b>LEAST likely to participate in (Q19)</b>	
<ul style="list-style-type: none"> <li>Program with incentives for purchasing highest efficiency heating/cooling system</li> <li>Program for installing a home device that allows you to monitor electricity usage</li> <li>Program with incentives to increase efficiency of existing heating/cooling systems</li> <li>Program w/incentives to buy CFLs</li> <li>Program with incentives to buy EE home electronics</li> <li>Home weatherization program</li> </ul>	
<b>Energy-Use Attitudes – MOST Agree (Q21, Q2)</b>	
<ul style="list-style-type: none"> <li>It is important to use less energy in your home so that you can lower your monthly expenses</li> <li>It's very important to find ways to control your energy costs</li> <li>Believe it's socially responsible to limit use of electricity</li> <li>You regularly review your home's energy use</li> </ul>	
<b>Energy-Use Attitudes – LEAST Agree</b>	
<ul style="list-style-type: none"> <li>Always purchase the most advanced products</li> <li>Prefer customizable products that meet exact needs</li> <li>It's worth spending more to get the highest quality products</li> <li>Very concerned about environmental effects of electric plants</li> <li>It's worth spending more for an EE electric appliance/device</li> <li>Long term threat of global warming is real and potentially catastrophic</li> <li>You constantly look for ways to save on energy costs</li> <li>It's very important that appliances save time/effort</li> </ul>	

Shopping Habits and Attitudes	
<b>MOST Important When Purchasing New Appliance (Q20)</b>	
<ul style="list-style-type: none"> <li>Cost savings from reduced electricity usage</li> <li>Purchase price</li> </ul>	
<b>Stores Shopped Most in Past Month (Q24)</b>	
<ul style="list-style-type: none"> <li>Discount stores</li> </ul>	<ul style="list-style-type: none"> <li>Retail grocery stores</li> <li>Home improvement stores</li> </ul>
<b>Key Attitudes about Shopping (Q25)</b>	
<ul style="list-style-type: none"> <li>Generally prefer to shop in-store rather than online</li> </ul>	

My Utility Company	
<b>MOST Important Utility Company Functions (Q29)</b>	
<ul style="list-style-type: none"> <li>None</li> </ul>	
<b>LEAST Important Utility Company Functions</b>	
<ul style="list-style-type: none"> <li>Provide more online options at the utility website</li> <li>Actively encourage customers to participate in energy/cost saving programs</li> <li>Operate in a completely environmentally-friendly manner</li> <li>Do everything possible to supply renewable, clean energy</li> </ul>	



Communication	
<b>BEST Way to Hear About EE Programs (Q22)</b>	
<ul style="list-style-type: none"> <li>Information included with your electric bill</li> </ul>	
<b>How Learned About EE Programs (Q18)</b>	
<ul style="list-style-type: none"> <li>Information included with your electric bill</li> </ul>	
<b>Local Events Attended in Last 12 Months (Q28)</b>	
<ul style="list-style-type: none"> <li>Neighborhood or community events</li> <li>Farmers markets</li> <li>Rodeos or county fairs</li> </ul>	



■ Follows The Crowd ■ Total Idaho/East

# Segment Implications – Follows The Crowd



## Marketing Effort

- ❑ The messages that will probably resonate best with Follows the Crowd are around cost savings and their utility working to keep costs as low as possible for its customers. While messages around social responsibility associated with reducing energy use and protecting the environment may work less well due to this segments lack of education on these issues, they should not turn off these customers.

## Potential Load Impact

- ❑ Houses in this segment are generally mid-range of the total customer base in the Idaho and Eastern region, and perceptions of electricity bills are about average.
- ❑ Despite the fact that potential end uses may be less than for some segments, this segment does contain a significant share of the regional customer base (15%)

## Receptivity to Future Conservation Programs

- ❑ Potentially, new energy programs will be a tougher sell to this segment due to a lack of awareness of the need for such programs or the benefits to them personally. Also, with a lower average income than some, finances may also be a barrier for participation in some programs.

## Going Forward

- ❑ The fact that this segment is so gung ho about installing upgraded insulation or windows, suggests that this segment is not anti-conservation and with education they would also begin to “follow the crowd” in terms of energy efficiency as well.
- ❑ Like most segments, there is a lot of ground potentially to be gained in terms of greater participation in rebate and other conservation programs.
- ❑ While this segment is engaging in some energy efficiency behaviors, education about the importance of things like CFLs, other changes that can be made at home and their potential benefit to the home owner as well as their impact on the environment could positively impact this segment’s future choices.

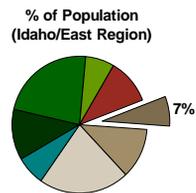
# Disengaged Consumers

Daniel, 52, and his wife Mary, 50, live in Kalispell, Montana with their 3 children, James, 12, Casey, 10 and Maggie, 8. Daniel is a real estate agent and they bought the five-bedroom home they live in 8 years ago, using Daniel's work connections to find a good deal.



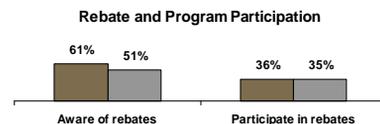
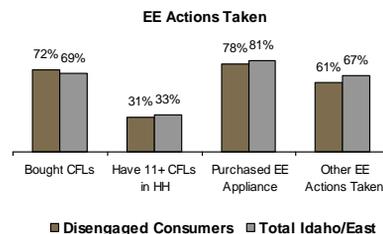
There are many things the couple love about living in Kalispell, especially the tightly knit neighborhood they live in with plenty of events to take their children to. It was at a local "Energy Fair", put on by their local utility, that they came across a booth featuring CFLs, and they took home a free bulb to try. They'd heard about the light bulbs and the rebates you can get from your power company (which they sent in) but they admit they don't entirely understand how changing a few light bulbs can help the environment. They are also considering buying energy efficient washer and dryer units, when the time comes to replace the ones they have, and Linda has been compiling some internet research to help guide their decision. Daniel also read about appliances rebates in a flyer that came with their recent power bill but he isn't convinced they need fancy energy efficient replacements. Their refrigerator is actually an "Energy Star" model, although the rebate application is still taped to the side from when they bought it two years ago, they have been too busy to remember to fill it out. For the most part they don't put a lot of thought into the latest, customized technology or appliances, much less how they affect the environment or their household's energy use – there just isn't time for all that.

Aside from their recent considerations they confess to doing little else at home to save energy. Daniel says it's really been awhile since he's thought about how much energy their household consumes day-to-day, because he's just too busy to pay that much attention. That's not to say he and Mary haven't had a few conversations about the state of the environment, perhaps sparked by an NPR story or something a friend said, but largely they just don't really pay attention. Though the "Energy Fair" was a nice diversion, Daniel and Mary don't feel it's important for their utility to be actively encouraging customers to participate in these energy saving programs.



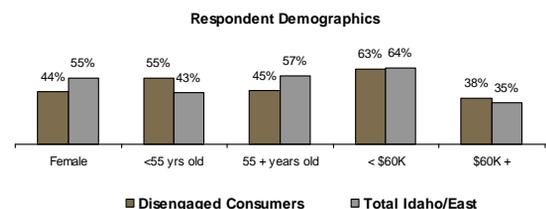
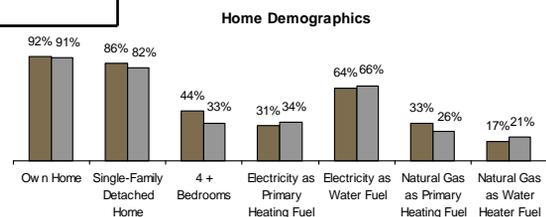
Energy-Use Actions and Attitudes	
Actions Perceived to Be MOST Impactful (Q23)	
• None	
Actions Perceived to Be LEAST Impactful	
<ul style="list-style-type: none"> <li>• Converting electric/oil heating to natural gas</li> <li>• Replacing major appliances with more EE ones</li> <li>• Replacing light bulbs and fixtures with EE ones</li> <li>• Setting heating/cooling thermostats to use less energy</li> <li>• Installing additional/upgraded insulation or windows</li> <li>• Driving an electric or hybrid vehicle</li> <li>• Using mass transit instead of driving</li> <li>• Recycling paper, cans, bottles and plastics</li> </ul>	
MOST likely to participate in (Q19)	
• None	
LEAST likely to participate in (Q19)	
<ul style="list-style-type: none"> <li>• Home weatherization program</li> <li>• Program for installing a home device that allows you to monitor electricity usage</li> <li>• Program w/incentives to buy highest efficiency heating/cooling system</li> <li>• Program with incentives to increase efficiency of existing heating/cooling systems</li> <li>• Program that provides incentives to purchase EE models of home electronics</li> <li>• Program w/incentives to buy CFLs</li> </ul>	
Energy-Use Attitudes – MOST Agree (Q21, Q2)	
• None	
Energy-Use Attitudes – LEAST Agree	
<ul style="list-style-type: none"> <li>• Prefer customizable products that meet exact needs</li> <li>• Always buy most advanced products/technologies</li> <li>• Very concerned about environmental effects of electric plants</li> <li>• Long term threat of global warming is real and potentially catastrophic</li> <li>• It's worth spending more to get the highest quality products</li> <li>• It's very important that appliances save time/effort</li> <li>• It's worth spending more for EE electric appliances/devices</li> <li>• You regularly review your home's energy use</li> </ul>	

My Utility Company	
MOST Important Utility Company Functions (Q29)	
• None	
LEAST Important Utility Company Functions	
<ul style="list-style-type: none"> <li>• Provide more online options to conduct business at utility web site</li> <li>• Actively encourage customers to participate in cost-saving programs</li> <li>• Operate business in completely environmentally-friendly way</li> <li>• Do everything possible to supply clean, renewable energy</li> </ul>	



Communication	
BEST Way to Hear About EE Programs (Q22)	
• Information included with electric bill	
How Learned About EE Programs (Q18)	
<ul style="list-style-type: none"> <li>• Information included with electric bill</li> <li>• Other promotional mailing</li> <li>• Some "other" method</li> </ul>	
Local Events Attended in last 12 Months (Q28)	
<ul style="list-style-type: none"> <li>• Neighborhood or community events</li> <li>• Farmers markets</li> </ul>	

Shopping Habits and Attitudes	
MOST Important When Purchasing New Appliance (Q20)	
• Cost savings over environmental benefit	
Stores Shopped Most in Past Month (Q24)	
<ul style="list-style-type: none"> <li>• Discount stores</li> <li>• Retail grocery stores</li> </ul>	
Key Attitudes about Shopping (Q25)	
• None	



# Segment Implications – Disengaged Consumers



## Marketing Effort

- ❑ Disengaged Consumers may be difficult to capture, as energy costs and the impact of energy consumption on the environment are not a high priority for them.

## Potential Load Impact

- ❑ Houses in this segment are larger, with most having 3 or more bedrooms and they are the segment with the highest percentage of 5 or more bedrooms. Overall energy usage appears to be on par with the total customer base in the Idaho and Eastern region (although use of natural gas is slightly higher).
- ❑ At 7% of the regional customer base, this segment represents a fairly small portion of the total.

## Penetration

- ❑ While this segment has engaged in some energy efficiency behaviors, the lesser degree to which they have engaged and their relatively unengaged attitudes suggest this may not have been intentional, making it unclear how likely they will be to continue to do so in the future. Interest in the potential energy conservation programs tested is lowest with this segment (tied with Eco Rejecters).

## Going Forward

- ❑ While education is clearly needed in this segment, it is unclear if education alone will engage these consumers and make them more interested in conserving.
- ❑ Despite the fact that this segment was a fairly even split of men and women, male household members are thought to be making more of the decisions regarding energy use and purchases in the home and are more often the one to pay the energy bill. This potentially makes them better targets for marketing.
- ❑ Their lower satisfaction with their local utility will also make it more difficult for the utility to market to these customers

# Comfort Is King

Robert, age 55, and his wife Carrie, 54, live near Challis, ID, where Robert works as a contractor and Carrie is a stay-at-home mom. Robert, Carrie, and their son, Sam, 13, live in a 4-bedroom house that Robert's coworkers helped him build, as a wedding gift, 20 years ago. They had originally planned on having more children, but the years passed and Robert converted the two extra bedrooms into a family room and a guest room.

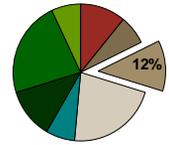
Robert likes to work on new home projects from time-to-time and recently, Carrie and Robert had their neighbors over for a dinner party, to celebrate the completion of his most recent project, the installation of a big deck and hot tub. At the party, Robert got into a discussion with one of his newer neighbors, a soil engineer, who said he was replacing his home appliances with energy-efficient models to help with global warming and climate change. Robert kept his opinions to himself but thought little of the man's conviction. Robert doubts global warming is as big a problem as people are saying. He doesn't see how his family's actions can possibly have an impact (positive or negative) on such big environmental issues. They do their part to maintain the environment around them. They don't throw trash on the ground and Robert remembers they have made at least a couple trips to the recycling station, after they've had a lot of guests for the weekend. However, he thinks that trying to sort and recycle household waste on a daily basis would be too much of a hassle, as would monitoring the thermostat settings or replacing his F-250 with a "hybrid" car, like his neighbor drives.

That wasn't the last time Robert heard about "energy efficiency" though. The next day, Sam brought home a CFL light bulb he got at school and told his parents about the rebate programs that some power companies offer for CFLs and energy efficient appliances. Robert did end up buying a few more CFLs and submitting the rebate forms – anything to get a few bucks back from the power company. But, while Robert is in the market for a new refrigerator, he doesn't really worry about if it's an energy efficient model. The most important factor in his decision making process is that it has the space and features he wants. He's read in his utility bill, how much better those appliances are for the environment and how they can help reduce energy costs, but neither the environmental impact of his purchases nor his monthly energy expenditures concern him much.

In Robert's opinion, their utility spends a little too much time pressuring customers to be "green", wasting resources coming up with new conservation programs and trying to operate in a completely environmentally-friendly way. Robert wants his utility to focus instead, on keeping the cost of power low.

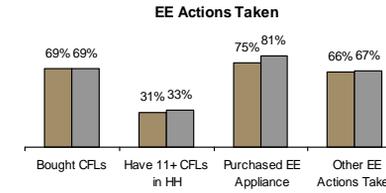


% of Population (Idaho/East Region)

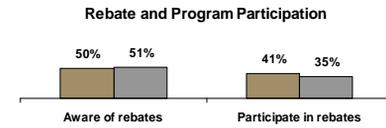


Energy-Use Actions and Attitudes	
Actions Perceived to Be MOST Impactful (Q23)	
• None	
Actions Perceived to Be LEAST Impactful	
<ul style="list-style-type: none"> <li>• Converting electric/oil heating to natural gas</li> <li>• Driving an electric or hybrid gas-electric vehicle</li> <li>• Replacing major appliances with more EE ones</li> <li>• Using mass transit instead of driving</li> <li>• Replacing light bulbs and fixtures with EE ones</li> <li>• Setting heating/cooling thermostats to use less energy</li> <li>• Recycling paper, cans, bottles, and plastics</li> <li>• Installing additional/upgraded insulation or windows</li> </ul>	
MOST likely to participate in (Q19)	
• None	
LEAST likely to participate in (Q19)	
<ul style="list-style-type: none"> <li>• Program w/incentives to buy EE home electronics</li> <li>• Program w/incentives to buy highest EE heating/cooling system</li> <li>• Program w/incentives to buy CFLs</li> <li>• Home weatherization program</li> <li>• Program w/incentives to help increase efficiency of existing heating/cooling system</li> <li>• Program to install a home device that allows you to monitor electricity usage</li> </ul>	
Energy-Use Attitudes – MOST Agree (Q21, Q2)	
• You are very optimistic about your own future	
Energy-Use Attitudes – LEAST Agree	
<ul style="list-style-type: none"> <li>• Long term threat of global warming/climate change is real and potentially catastrophic</li> <li>• Very concerned about environmental effects of electric plants</li> <li>• Always buy most advanced products/technologies</li> <li>• It's worth spending more to get the highest quality products</li> <li>• It's worth spending more for an EE electric appliance/device</li> <li>• Believe it's socially responsible to limit electricity use</li> <li>• Prefer customizable products that meet exact needs</li> <li>• Pay a lot of attention to energy-related issues because they affect both your home and country as a whole</li> <li>• You regularly review your home's energy use</li> <li>• The most important thing about heating/AC is comfort</li> </ul>	

My Utility Company	
MOST Important Utility Company Functions (Q29)	
• Keep costs as low as possible	
LEAST Important Utility Company Functions	
<ul style="list-style-type: none"> <li>• Provide more online options at utility website</li> <li>• Operate business in completely environmentally-friendly way</li> <li>• Actively encourage customers to participate in energy/cost-saving programs</li> <li>• Do everything possible to supply clean, renewable energy</li> </ul>	

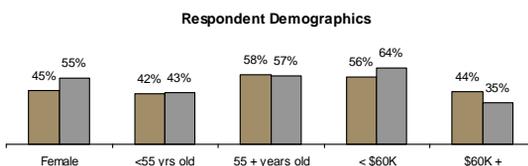
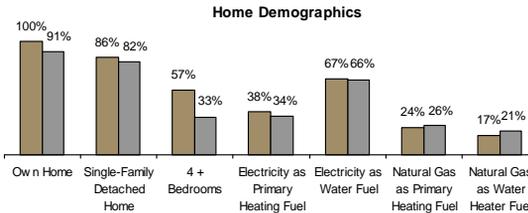


■ Comfort Is King ■ Total Idaho/East



Communication	
BEST Way to Hear About EE Programs (Q22)	
• Information included with electric bill	
How Learned About EE Programs (Q18)	
<ul style="list-style-type: none"> <li>• Salesperson at a store</li> <li>• Newspaper story</li> </ul>	
Local Events Attended in last 12 Months (Q28)	
<ul style="list-style-type: none"> <li>• Neighborhood or community events</li> <li>• Rodeos or county fairs</li> </ul>	

Shopping Habits and Attitudes	
MOST Important When Purchasing New Appliance (Q20)	
• Cost savings over Environmental benefit	
Stores Shopped Most in Past Month (Q24)	
<ul style="list-style-type: none"> <li>• Discount stores</li> <li>• Local hardware stores</li> </ul>	
Key Attitudes about Shopping (Q25)	
• Someone in HH does a lot of do-it-yourself projects	



■ Comfort Is King ■ Total Idaho/East

# Segment Implications – Comfort is King



## Marketing Effort

- ❑ This Comfort is King segment may be difficult to capture as they are generally unconcerned with energy costs or the impact of energy consumption on the environment. An additional challenge is this segment's relatively lower levels of satisfaction with their utility, which might make them less receptive to communication efforts.

## Potential Load Impact

- ❑ That said, potential load impact of even a small energy reduction could be significant as energy (particularly electric) consumption is slightly greater and homes are larger than some of the other segments (though at 12% this is a fairly small segment). Customers in this segment also potentially have greater financial means than some to make energy efficient improvements to their homes assuming they saw the value of it.

## Receptivity to Future Conservation Programs

- ❑ Active energy conservation is not on this segment's list of priorities, possibly not even on their radar. Tying these issues to cost savings may be the way to get their attention.

## Going Forward

- ❑ Although energy consumption and the environment are not this segment's priorities, the fact that they already participate in some conservation activities could potentially make it easier to further encourage this behavior than it might otherwise. However, some education of this segment would still be required to significantly change attitudes or behavior, and some tools to help customers identify the fruits of their labor might be helpful.
- ❑ Their lower satisfaction with their local utility will also make it more difficult for the utility to market to these customers.
- ❑ At least initially, money may be better spent targeting other segments that represent lower hanging fruit. Long term, however, this segment does have potential for increasing overall energy conservation, given its overall load impact.

# No Interest, No Action

Brian, 56, and his wife Shayna, 54, rent a two bedroom apartment in Whitefish, not far from their son Jeff, 30, who teaches Environmental Science at the local community college. Brian delivers mail for UPS and Shayna is a veterinary tech at a local animal hospital. Both have worked hard all of their lives, to provide for Jeff and eke out a living. They have managed to get by, but it hasn't always been easy.

It's very stressful for Brian and Shayna when bills are due and they've recently been talking about ways to cut back and save more, so they can retire some day. Given that saving money is their top priority, Brian has been very frustrated lately with Jeff pressuring him to "live green" and help save the environment, particularly when the changes Jeff suggests they make would cost money or decrease the comfort of their home. He knows that Jeff has a different perspective on the environment, given his chosen career and lifestyle habits, but he's not convinced that the environmental dangers are real.

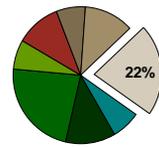
For Christmas last year, Jeff gave them a dehumidifier, which they both admit was a very nice gesture because Shayna has pretty bad allergies. He pointed out that it is an energy-efficient model, so they'll save money *and* help the environment. Although it was a nice thought, Brian wondered why he would spend so much money on such a huge, silly thing – it really isn't something they need and spending extra money to get an "energy efficient" model made no sense to Jeff. They haven't bought any appliances in a while but it seems to him that cost and ease of use are really the most important factors, and you shouldn't spend money on features you don't need – like an Energy Star rating.

Jeff is always after them about some new conservation step they should be taking. Brian and Shayna do recycle sometimes, at least they take their cans in for to get the deposit back, but they aren't sure that really has any impact on the environment. And when it comes to replacing their light bulbs with those new CFLs, Brian and Shayna don't see the need. They cost more and the odd shape makes them awkward. They also checked their bill for a couple of months after installing a few CFLs Jeff left with them, but didn't see a difference.

Brian has told Shayna he'd like to someday buy a house and stop renting. But for now they're focusing on making their apartment feel like home and trying to stay afloat. Their electric bill was \$83 last month and it frustrated Brian because it seems they're paying more than they used to. (He even called the power company to see if there was an error; the customer service person said there wasn't and then tried to suggest some ways they could save energy – Brian hung up, Who has time for that?) It's as if the power company is charging whatever they want without paying attention to their customers. Shayna recently heard on TV that some utilities charge more money so they can operate more "environmentally-friendly" – this also frustrated Brian; he thinks their utility company should worry more about keeping costs down and less about environmental initiatives.

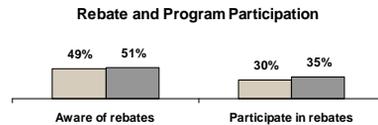
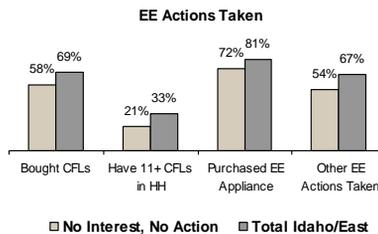


% of Population (Idaho/East Region)



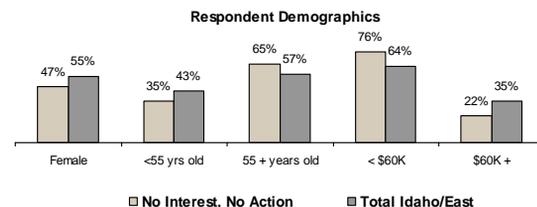
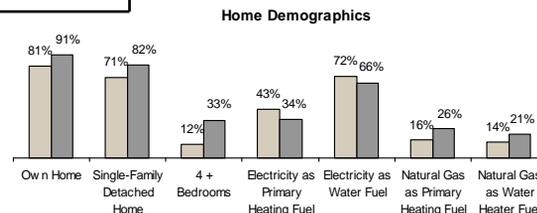
Energy-Use Actions and Attitudes	
Actions Perceived to Be MOST Impactful (Q23)	
• None	
Actions Perceived to Be LEAST Impactful	
<ul style="list-style-type: none"> <li>• Converting electric/oil heating to natural gas</li> <li>• Replacing major appliances with EE ones</li> <li>• Setting heating/cooling thermostats to use less energy</li> <li>• Driving an electric/hybrid vehicle</li> <li>• Replacing light bulbs/fixtures with EE ones</li> <li>• Using mass transit instead of driving</li> <li>• Installing additional/upgraded insulation or windows</li> <li>• Recycling paper, cans, bottles, and plastics</li> </ul>	
MOST likely to participate in (Q19)	
• None	
LEAST likely to participate in	
<ul style="list-style-type: none"> <li>• Program w/incentives to buy highest EE heating/cooling system</li> <li>• Program w/incentives to buy EE home electronics</li> <li>• Program w/incentives to buy CFLs</li> <li>• Program w/incentives to increase efficiency of existing heating/cooling system</li> <li>• Home weatherization program</li> <li>• Program to install home device that allows you to monitor electricity usage</li> </ul>	
Energy-Use Attitudes – MOST Agree (Q21, Q2)	
• None	
Energy-Use Attitudes – LEAST Agree	
<ul style="list-style-type: none"> <li>• Always buy the most advanced products/technologies</li> <li>• It's worth spending more to get the highest quality product</li> <li>• Prefer customizable products that meet exact needs</li> <li>• Very concerned about environmental effects of electric plants</li> <li>• Long term threat from global warming/climate change is real and potentially catastrophic</li> <li>• Believe it's socially responsible to limit electricity use</li> <li>• It's worth spending more for EE electric appliance/device</li> <li>• The most important thing about heating/AC is comfort</li> <li>• Pay a lot of attention to energy-related issues because they affect both your home and country as a whole</li> </ul>	

My Utility Company	
MOST Important Utility Company Functions (Q29)	
• Keep costs as low as possible	
LEAST Important Utility Company Functions	
<ul style="list-style-type: none"> <li>• Provide more online options at utility website</li> <li>• Actively encourage customers to participate in energy/cost-saving programs</li> <li>• Operate business in completely environmentally-friendly way</li> <li>• Do everything possible to supply clean, renewable energy</li> </ul>	



Communication	
BEST Way to Hear About EE Programs (Q22)	
• Information included with electric bill	
How Learned About EE Programs (Q18)	
<ul style="list-style-type: none"> <li>• Some "other" method</li> <li>• Information included with electric bill</li> </ul>	
Local Events Attended in Last 12 Months (Q28)	
<ul style="list-style-type: none"> <li>• Neighborhood or community events</li> <li>• Farmers markets</li> <li>• Rodeos or county fairs</li> </ul>	

Shopping Habits and Attitudes	
MOST Important When Purchasing New Appliance (Q20)	
• Cost savings over Environmental benefit	
Stores Shopped Most in Past Month (Q24)	
<ul style="list-style-type: none"> <li>• Retail grocery stores</li> <li>• Discount stores</li> </ul>	
Key Attitudes about Shopping (Q25)	
• None	



□ No Interest, No Action ■ Total Idaho/East

# Segment Implications – No Interest, No Action



## Marketing Effort

- ❑ The No Interest, No Action segment may be difficult to capture as they are generally unconcerned with energy costs or the impact of energy consumption on the environment. Additionally, education would be required on how energy saving programs can help them and the environment, though its unclear whether such education would change attitudes or behaviors.

## Potential Load Impact

- ❑ Given the size of the homes (smallest among the segments) the potential savings to be gained from this segment may be a lot less than other segments. The greatest preponderance of apartments and lowest incomes also limits to a certain degree what this segment might be able to do in terms of energy efficiency.
- ❑ Despite this, No Interest, No Action is the second largest customer segment in the Idaho and Eastern region, making it potentially interesting simply because of its size.

## Receptivity to Future Conservation Programs

- ❑ Active energy conservation is not on this segment's list of priorities, possibly not even on their radar. Even tying these issues to cost savings may not get their attention as they are much less concerned / have less desire to watch energy costs.

## Going Forward

- ❑ At least initially, money may be better spent targeting other segments that represent lower hanging fruit.
- ❑ Their lower satisfaction with their local utility will also make it more difficult for the utility to market to these customers.
- ❑ This segment's sheer size, however, may make them a target for conservation efforts longer term.

# Eco Rejecters

Craig, 50 years old, and his wife Maureen, age 48, live in Copeland, ID. They moved to Copeland from Bonners Ferry four months ago, to escape the increasing urbanization, and to raise their children in a quieter setting. Maureen stays home to care for their children Jack, 15 and, Paul, 10, and Jessica, 8, while Craig owns and manages a Texaco gas station on the outskirts of Bonners Ferry. The move increased Craig's commute by a bit but he doesn't mind. His gas consumption may have increased but he loves driving his truck.

Maureen was very happy with Craig's decision to move them and she has already settled in comfortably. They now have enough property to stable their horse, and a local feed store nearby for supplies. Their new (new to them) 3 bedroom house in Copeland is larger than the 2 bedroom they had in Bonners Ferry, which means Jack can have his own room and she has more space to decorate.

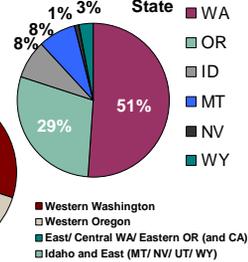
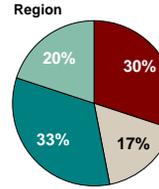
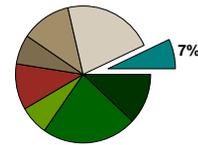
A larger house also means higher energy bills because it now costs more money to provide the comfort they're used to. Craig realizes this but he can afford the increase and doesn't see a reason to change anything. His family will make adjustments as they need to, in ways he sees fit. That's the way he operates his business and runs his household. He also knows Maureen is a woman with a good head on her shoulders. He might make the major decisions for the family but he trusts her to use good judgment and quietly work to make adjustments if she notices the bills getting too high. The future is bright and his family can take care of itself.

Lately, Craig has gotten a little tired of seeing all the talk about global warming and "living green" in the newspaper and on TV. When he looks around he doesn't see the environmental danger everyone is talking about. The temperature still drops plenty low in the winter, which is why he has to spend so much on heating to keep things toasty, and he lives just 10 minutes from a stream where he fishes with his sons. He realizes that human's do have an impact on the environment around them, but they always have. Over time people have made adjustments as needed but he doesn't see a current need to do that. Sometimes he feels like the world has gone nuts, with all the talk about hybrid cars, CFLs and 'Energy Star' appliances. He doesn't give much thought to the environmental impact of his day-to-day purchases and he's not sure why anyone else is either. Even the public utility is focusing on getting him to reduce energy consumption with 'rebate programs', but Craig thinks they should be focusing on reducing energy costs instead.

Craig has worked hard to provide his family with comfort and he isn't about to force change on them or alter his lifestyle for no reason.



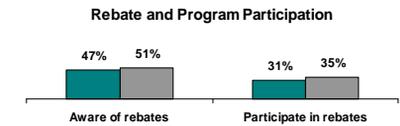
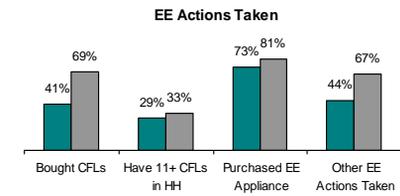
% of Population (Idaho/East Region)



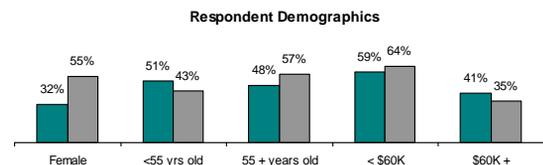
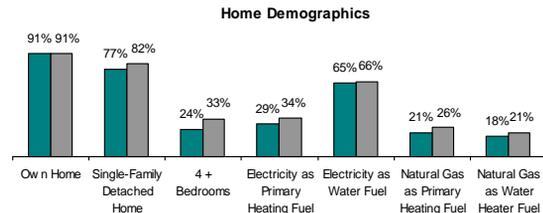
Energy-Use Actions and Attitudes	
Actions Perceived to Be MOST Impactful (Q23)	
• None	
Actions Perceived to Be LEAST Impactful	
<ul style="list-style-type: none"> <li>Replacing regular light bulbs/fixtures with EE ones</li> <li>Recycling paper, cans, bottles and plastics</li> <li>Using mass transit instead of driving</li> <li>Replacing major appliances with EE ones</li> <li>Driving an electric/hybrid vehicle</li> <li>Setting heating/cooling thermostats to use less energy</li> <li>Installing additional or upgraded insulation/windows</li> <li>Converting electric or fuel oil heating to natural gas</li> </ul>	
MOST likely to participate in (Q19)	
• None	
LEAST likely to participate in	
<ul style="list-style-type: none"> <li>Program w/incentives to buy highest EE heating/cooling system</li> <li>Program w/incentives to buy CFLs</li> <li>Program w/incentives to help increase efficiency of existing heating/cooling system and ductwork</li> <li>Program w/incentives to buy EE home electronics</li> <li>Home weatherization program</li> <li>Program for installing a home device to monitor energy usage</li> </ul>	
Energy-Use Attitudes – MOST Agree (Q21, Q2)	
• You are very optimistic about your own future	
Energy-Use Attitudes – LEAST Agree	
<ul style="list-style-type: none"> <li>Believe it is socially responsible to limit electricity usage</li> <li>Long term threat of global warming/climate change is real and potentially catastrophic</li> <li>Very concerned about environmental effects of electricity plants</li> <li>It's worth spending more for EE electric appliance/device</li> <li>Pay a lot of attention to energy-related issues because they affect home/country</li> <li>Always purchase the most advanced products</li> <li>It's worth spending more for highest quality products</li> <li>It's very important to find new ways to control energy costs</li> <li>Prefer customizable products that meet exact needs</li> </ul>	

Communication	
BEST Way to Hear About EE Programs (Q22)	
• Information included with electric bill	
How Learned About EE Programs (Q18)	
<ul style="list-style-type: none"> <li>Information included with electric bill</li> <li>Other promotional mailing</li> </ul>	
Local Events Attended in Last 12 Months (Q28)	
<ul style="list-style-type: none"> <li>Rodeos or county fairs</li> <li>Neighborhood or community events</li> </ul>	

My Utility Company	
MOST Important Utility Company Functions (Q29)	
• Keep costs as low as possible	
LEAST Important Utility Company Functions	
<ul style="list-style-type: none"> <li>Operate its business in a completely environmentally friendly manner</li> <li>Actively encourage customers to participate in energy/cost-saving programs</li> <li>Do everything possible to supply clean, renewable energy</li> <li>Provide more online options at utility website</li> </ul>	



Shopping Habits and Attitudes	
MOST Important When Purchasing New Appliance (Q20)	
• Cost savings over Environmental benefit	
Stores Shopped Most in Past Month (Q24)	
• Discount stores	• Retail grocery stores
• Local hardware store	• Local pharmacy/drug stores
Key Attitudes about Shopping (Q25)	
• Environmental impact of day-to-day purchases is not something you worry about all the time	



■ Eco Rejecters ■ Total Idaho/East

# Segment Implications – Eco Rejecters



## Marketing Effort

- Eco Rejecters will be very difficult to reach due to their negative perception of their responsibility in environmental issues and relative lack of concern with cost issues.
- Impressions of their local utility are also among the lowest, making messages that come through the utility potentially dismissed.

## Potential Load Impact

- Although there may be some impact on load from this segment given the relatively large homes, the unwillingness of Eco Rejecters to recognize a need will make this a difficult challenge.
- Fortunately, at 7%, this segment represents only a small portion of the total customer base in the Idaho and Eastern region.

## Receptivity to Future Conservation Programs

- Interest in the energy conservation programs tested was lower than for any other segment.

## Going Forward

- Messages around global warming and the environmental impact of energy choices may serve to turn off this segment.
- Given the size of this segment and its apparent rejection of environmental issues as something to be concerned about, money is probably better spent targeting other segments that represent lower hanging fruit.